

# 2013



# HIGHWAY SAFETY ANNUAL REPORT



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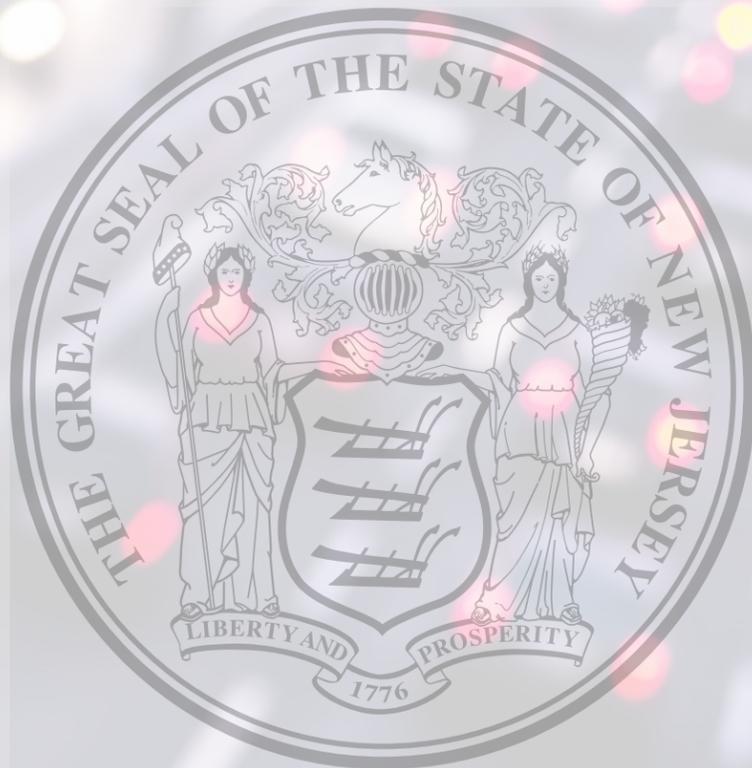


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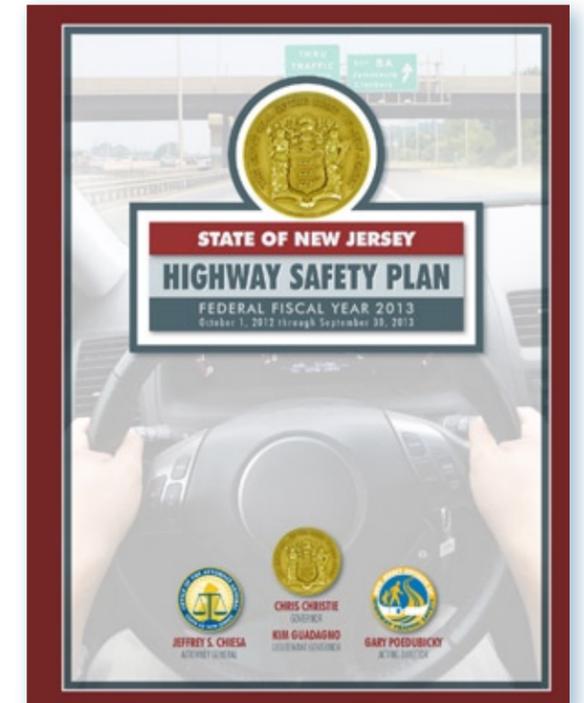
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## INTRODUCTION



The New Jersey Division of Highway Traffic Safety (DHTS), by N.J.S.A. 27:5F-18 et seq., is responsible under its Director for developing and implementing on behalf of the Governor, the New Jersey Highway Safety Program, a comprehensive plan to reduce fatalities, injuries and property damage resulting from traffic crashes. The plan is developed in accordance with the U.S. Highway Safety Act of 1966 (P.L.89-564) and any acts amendatory or supplementary thereto. DHTS is also responsible for procuring and administering federal highway traffic safety funds, and processing and administering grants to State agencies, political subdivisions and nonprofit organizations. As the State's highway traffic safety agency, DHTS also promotes traffic safety and coordinates the traffic safety activities of State and local agencies as part of a comprehensive statewide traffic safety program. The Highway Safety Plan for Federal Fiscal Year 2013 (FFY 2013), developed in accordance with 23 U.S.C. 402, is part of this effort.

DHTS is located in the Department of Law and Public Safety. The Division Director is appointed by, and serves at the pleasure, of the Governor. By the terms of N.J.S.A. 27:5F-32, the Director is specifically appointed as the Governor's Representative for highway traffic safety matters to the National Highway Traffic Safety Administration (NHTSA), although as a functional matter,



this also entails dealing with the Federal Highway Administration of the United States Department of Transportation. The Director is also chairperson of the Governor's Highway Traffic Safety Policy Advisory Council (N.J.S.A. 27:5F31). The Director's administration of the Division is under the auspices of the Governor and the Attorney General.

## EXECUTIVE SUMMARY

The Highway Safety Plan Annual Report for Federal Fiscal Year (FFY) 2013 (October 1, 2012 - September 30, 2013) addresses the use of monies from the annual allotment of Section 402 State and Community Highway Safety funds. The report also addresses the use of funds from the following grant programs: Section 405 Occupant Incentive Grant; Section 405(b) National Priority Safety Program Grants; Section 408 Traffic Information System Improvement Grant; Section 410 Alcohol Incentive Grant; Section 2010 Motorcycle Safety Grant; and Section 2011 Child Safety and Booster Seat Incentive Grant. Funds from these sections supported projects in the following areas: alcohol and other drug countermeasures; occupant protection; pedestrian and bicycle safety; community traffic safety programs; police traffic services; roadway safety; traffic records; and motorcycle safety. Funds from the "Moving Ahead for Progress in the 21st Century Act (MAP-21) were received during the last quarter of FFY 2013. These funds were carried over into FFY 2014, except for those used to fund projects during the nationwide seat belt mobilization campaign. DHTS funded 500 projects in 2013, which totaled nearly \$11 million, and were implemented by State and local entities and nonprofit organizations. The Division also oversees and coordinates the State Drunk Driving Enforcement Fund, N.J.S.A. 39:4-50.8, the Pedestrian Safety, Enforcement and Education Fund, N.J.S.A. 39:4-36.2; and the Motor Vehicle Snow and Ice Removal Safety Fund, N.J.S.A. 39:4-77.2.

The annual report provides an overview of the projects funded during the year and the status of the performance measures identified in the FFY 2013 Highway Safety Plan. Based on available data, DHTS anticipates achieving 8 of the 12 core outcome measures. Due to the lack of data, it is not possible to predict year-end results for three core outcome measures. Two of the four behavior and activity measures were also met. A full report

will be submitted under separate cover to the National Highway Traffic Safety Administration following receipt of calendar year 2013 data. DHTS will continue to conduct a thorough review of all of its performance measures to determine whether additional initiatives are needed to improve traffic safety in New Jersey.

The cooperation and participation of governmental and private sector partners of the DHTS are critical to the overall success of the highway safety program. The principal forum for these traffic safety partners is the Highway Traffic Safety Policy Advisory Council, which consists of 21 members, appointed by the Governor, who assist in recommending and developing traffic safety policy and programs. In addition, the National Highway Traffic Safety Administration and the Federal Highway Administration provide leadership and technical assistance to DHTS. State agencies, including the Division of State Police; Division of Alcoholic Beverage Control; Department of Transportation; Department of Education; Department of Health and Senior Services; Office of Emergency Medical Services; Administrative Office of the Courts; Department of Community Affairs; local law enforcement agencies, including the Association of Chiefs of Police and the Traffic Officers Association; schools; advocacy groups, including the New Jersey State Safety Council, American Automobile Association and Mothers Against Drunk Driving; the Transportation Management Associations; New Jersey Inter-Scholastic Athletic Association; Municipal Excess Liability Joint Insurance Fund; Partnership for a Drug-Free New Jersey; and the New Jersey Licensed Beverage Association, as well as other private sector businesses and organizations, play a key role in the implementation of New Jersey's traffic safety programs.

## TRAFFIC CRASH DATA

Traffic fatalities decreased by 6 percent from 627 in 2011 to 589 in 2012. Preliminary data, as of November 30, 2013, indicates a further reduction in traffic fatalities of nearly 12 percent in 2013. The total number of persons injured in motor vehicle-related crashes continued to decline from 89,986 in 2011 to 87,914 in 2012. A further reduction in injuries is anticipated in 2013.

The State's seat belt usage rate of 91 percent in 2013 is 3 percent higher than the usage rate obtained in 2012 (88.29 percent) and 5 percent higher than the nationwide seat belt usage rate of 86 percent in 2012. Gains in back-seat passenger safety belt use continued in 2013. From 2012 to 2013, the rear-seat passenger usage rate increased from 74 percent to 83 percent in 2013.

Alcohol continues to play a significant role in motor vehicle crashes, accounting for 164 alcohol impaired fatalities, but this number represents a decrease of 15 percent from the 2011 year total of 194. Pedestrian fatalities increased for the second consecutive year from 142 in 2011 to 156 in 2012. However, it is anticipated that improvements will be seen in 2013 as the number of pedestrian fatalities has decreased by 20 percent as of November 30, 2013.

Teen drivers (16-20 years of age) involved in fatal crashes decreased by 17 percent from 81 in 2011 to 67 in 2012. A further reduction is anticipated in 2013 with preliminary data showing a total of 47 fatalities as of November 30, 2013. Motorcycle fatalities decreased from 93 in 2011 to 77 in 2012 and bicycle fatalities decreased from 17 in 2011 to 14 in 2012. Reductions in fatalities for both categories are expected again in 2013.

Driver distractions continue to be a leading cause of motor vehicle crashes and near-crashes. Secondary activities have become an everyday occurrence behind

the wheel of many motorists. Annually, over 20,000 crashes are caused by unsafe speed on the State's roadways. Speed coupled with unsafe, aggressive driving behaviors such as tailgating, running red lights and stop signs, and weaving in and out of traffic are dangerous and contribute to crashes.



The State experienced decreases in fatalities in 2012 and expects a further reduction in 2013. It is anticipated the number of traffic fatalities for 2013 will be the lowest recorded number on record. With the help of our partners, the DHTS will continue to strive to meet the goals outlined in the Highway Safety Plan and in those areas where the goals were not met additional efforts will be pursued in enforcement, education and public relations to improve the problem areas.

## ASSESSMENT OF PROGRESS

States are required to report progress on the set of performance measures used in the development and implementation of the 2013 Highway Safety Plan. The

12 core outcome measures, one behavior measure and three activity measures set forth in the 2013 Plan are listed below:

### CORE OUTCOME MEASURES

GOAL	RESULT
1. To decrease traffic fatalities by 1 percent from the 2009-2011 calendar base year average of 589 to 584.	The number of traffic fatalities in 2012 totaled 589 or an increase of nearly 1 percent from the anticipated base year average of 584. As of November 30, 2013, there were a total of 478 fatalities or nearly a 12 percent decrease from the previous year for the same date. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
2. To decrease serious traffic injuries by 1 percent from the 2009-2011 calendar base year average of 1,704 to 1,687.	The number of serious injuries decreased from 1,802 in 2011 to 1,765 in 2012. Preliminary figures for 2013 indicate a further decline in serious traffic injuries. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
3a. To decrease fatalities/vehicle miles traveled (VMT) from the 2009-2011 calendar base year average of 0.77 to 0.76.	The VMT in 2012 is estimated at 0.74. The VMT for both calendar year 2012 and 2013 is unavailable at this time. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
3b. To decrease rural fatalities/VMT from the 2009-2011 calendar base year average of 1.30 to 1.29.	The VMT for rural roadways in 2012 is estimated at 1.21. The VMT for both calendar year 2012 and 2013 is unavailable at this time. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
3c. To decrease urban fatalities /VMT from the 2009-2011 calendar base year average of 0.74 to 0.72.	The VMT for urban roadways in 2012 is estimated at 0.70. The VMT for both calendar year 2012 and 2013 is unavailable at this time. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 2 percent from the 2009-2011 calendar base year average of 156 to 153.	The number of unrestrained occupant fatalities in 2012 was 150 or a decrease of nearly 2 percent from the anticipated base year average of 153. As of November 30, 2013, the number of unrestrained passenger vehicle occupant fatalities totaled 126. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
5. To decrease alcohol impaired driving fatalities by 2 percent from the 2009-2011 calendar base year average of 166 to 133.	The number of alcohol impaired driving fatalities in 2012 was 164.* Information regarding this core outcome measure is not available for 2013 at this time. Based on the overall reduction in fatalities for 2013, it is anticipated the goal will be achieved.
6. To decrease speed-related fatalities by 2 percent from the 2009-2011 calendar base year average of 137 to 134.	The number of speed-related fatalities in 2012 was 157 or an increase of 17 percent from the anticipated base year average of 134. As of November 30, 2013, there were a total of 121 speed-related fatalities. It is uncertain if the goal will be achieved when calendar year 2013 data is finalized.
7. To decrease motorcycle fatalities by 2 percent from the 2009-2011 calendar base year average of 76 to 74.	There were a total of 77 motorcycle fatalities in 2012 or an increase of 4 percent from the anticipated base year average of 74. As of November 30, 2013, there were 48 motorcycle fatalities. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.

\*Based on the BAC (.08+) of all involved drivers and motorcycle riders only.

### CORE OUTCOME MEASURES (CONTINUED)

GOAL	RESULT
8. To decrease unhelmeted motorcycle fatalities by 10 percent from the 2009-2011 calendar base year average of 10 to nine.	There were a total of eight unhelmeted motorcycle fatalities in 2012 or a decrease of 11 percent from the anticipated base year average of nine. As of November 30, 2013, there were a total of six unhelmeted motorcycle fatalities reported. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
9. To decrease drivers age 20 or younger involved in fatal crashes by 3 percent from the 2009-2011 calendar base year average of 76 to 74.	The number of drivers age 20 or younger involved in fatal crashes in 2012 totaled 67. As of November 30, 2013, there were a total of 47 drivers age 20 or younger involved in fatal crashes. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.
10. To reduce pedestrian fatalities by 1 percent from the 2009-2011 calendar base year average of 146 to 145.	The number of pedestrian fatalities in 2012 totaled 156. As of November 30, 2013, there were a total of 112 pedestrian fatalities. It is anticipated the goal will be achieved when calendar year 2013 data is finalized.

### BEHAVIOR MEASURE

GOAL	RESULT
1. To increase statewide observed seat belt use of front seat occupants in passenger vehicles by 0.4 percent from 88.29 percent in 2012 to 88.64 percent by December 31, 2013.	The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology, found the State's front seat belt usage rate increased to 91 percent 2013.

### ACTIVITY MEASURES

GOAL	RESULT
1. By December 31, 2013, the number of seat belt citations issued during grant-funded enforcement activities is expected to be at least 37,500.	There were a total of 33,927 seat belt citations issued during grant-funded enforcement activities in 2013.
2. By December 31, 2013, the number of impaired driving arrests made during the grant-funded enforcement activities is expected to increase to 3,800.	There were a total of 3,780 impaired driving arrests made during grant-funded enforcement activities in 2013.
3. By December 31, 2013, the number of speeding citations issued during grant-funded enforcement activities is expected to increase to 12,000.	There were a total of 15,743 speeding citations issued during grant-funded enforcement activities in 2013.

## PROGRAM FUNDING

### FEDERALLY FUNDED PROGRAMS

#### A. Section 402 Program

The State and Community Highway Safety Grant program is administered at the federal level primarily by the National Highway Traffic Safety Administration and partially by the Federal Highway Administration. The funds are intended to be used as seed money for innovative programs and as leverage to garner other State, local and private resources. The 402 program provides funds to improve the enforcement of existing laws, change public attitudes through education, and build State and local leadership in highway safety. DHTS awarded 58 grants, totaling \$6,105,199.

#### B. Section 405 Program

The Section 405 Occupant Protection Incentive Grant program funds initiatives that address proper restraint by all motor vehicle occupants. DHTS awarded 10 grants, totaling \$40,000.



#### C. Section 405(b) Occupant Protection Program

The Section 405(b) Occupant Protection Program, funded under MAP-21, provided funds to implement effective occupant protection programs to reduce deaths and injuries resulting from individuals riding unrestrained or not properly restrained in motor vehicles. DHTS awarded 113 grants, totaling \$448,000.

#### D. Section 408 Program

The Section 408 Grant establishes a State traffic safety information system improvement grant program. The program encourages the coordination of safety data systems across agencies and the development and maintenance of a comprehensive traffic safety information system. Projects that improve the timeliness, completeness, uniformity, accessibility, and quality of crash data qualify for funding. DHTS awarded three grants totaling \$486,725.

#### E. Section 410 Program

The Section 410 Grant funds programs that address driving under the influence of alcohol and drugs. DHTS awarded 296 grants, totaling \$3,168,967.

#### F. Section 2010 Program

The Section 2010 Grant provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling \$150,000 under this program.

#### G. Section 2011 Program

The Section 2011 Grant establishes an incentive grant program that allows for the enforcement of child safety seat laws and public education programs focusing on the proper use and installation of child restraints. DHTS awarded 19 grants, totaling \$318,747.

### STATE FUNDED PROGRAMS

#### A. Drunk Driving Enforcement Fund

The Drunk Driving Enforcement Fund (DDEF) established a \$100 surcharge on each drunk driving conviction. Monies in this fund are distributed to municipal, county, State, and interstate police agencies to increase enforcement of drunk driving laws. Every law enforcement agency whose officers make arrests leading to DWI convictions and imposition of the surcharge are entitled to grants representing its proportionate contribution to the fund. Law enforcement agencies, through application to DHTS and approval of the Director, may use DDEF monies for DWI enforcement patrols and any other appropriate DWI countermeasures. DDEF funds totaling \$3,327,062 were distributed to law enforcement agencies during State Fiscal Year 2013 (July 1, 2012 – June 30, 2013) to help reduce alcohol-related crashes and fatalities.

#### B. Pedestrian Safety, Enforcement and Education Fund

The Pedestrian Safety, Enforcement and Education Fund is a repository for monies provided pursuant to subsection c. of N.J.S.A. 39:4-36. Under the statute, a motorist must stop for a pedestrian crossing the roadway at an intersection. Failure to stop may result in a fine not to exceed \$200.00. From the total fines collected pursuant to N.J.S.A. 39:4-36, \$100.00 is dedicated to the Fund that is used to make grants available to municipalities and counties with pedestrian safety problems. During 2013, 30 pedestrian safety enforcement and education grants were funded in the amount of \$410,237.

#### C. Motorcycle Safety Education Program

The Motor Vehicle Commission administers the motorcycle safety education program. The program provides for a course of instruction and training designed to develop and instill the knowledge, skills, attitudes, and habits necessary for the safe operation of a motorcycle. Beginner and advanced rider training programs are conducted throughout the State. Training was offered at private locations by approved motorcycle safety providers. A total of 7,567 riders were trained in 2013 compared to 7,373 the previous year.

#### D. Motor Vehicle Snow and Ice Removal Safety Fund

The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, nonlapsing, dedicated account. All fines imposed and collected as a result of enforcement of N.J.S.A. 39:4-77.1 shall be deposited into the Fund. Monies in the account can be used to offset the costs associated with the establishment of a public awareness campaign and to develop a grant program that private companies can use to purchase, install, and maintain equipment and technology to remove snow and ice from commercial motor vehicles. A total of \$115,207 is available in the Fund.



## DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

### ALCOHOL AND OTHER DRUG COUNTERMEASURES • PROJECT SUMMARIES

#### *DWI Training/Drug Recognition Program*

The Drug Evaluation and Classification Program is an initiative to proactively enforce the State's laws pertaining to drivers under the influence of intoxicating liquor, narcotics, hallucinogenic or habit producing drugs. Atlantic, Bergen, Morris and Ocean counties received funds to establish a policy and a "call out" procedure for the utilization of Drug Recognition Experts (DRE) to evaluate and assess subjects who are arrested for driving while under the influence of intoxicating drugs or driving while under the influence of drugs and alcohol. The "call out" procedure has helped to increase the number of DRE evaluations in these counties. The program is helping to make DRE's available to all agencies in the respective counties which otherwise would not be available and has increased the number of guilty pleas or findings.

Standardized training courses in the detection, apprehension, processing, and prosecution of DWI offenders were provided to law enforcement officers. A total of 32 training courses were held throughout the State with 681 police officers trained in all aspects of DWI from apprehension to prosecution. There were also 16 DWI Refresher courses held with 202 police officers trained. Two Drug Recognition Expert training programs were conducted with 89 police officers trained and certified as Drug Recognition Experts and six Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were held for 156 police officers. The ARIDE program addresses the gap in training between the Standard Field Sobriety Testing and DRE programs by providing officers with general knowledge related to drug impairment and driving.

#### *Drive Sober or Get Pulled Over Campaign*



From December 7, 2012-January 2, 2013, the *Drive Sober or Get Pulled Over* 2012 year-end crackdown was carried out. The goal of the crackdown was to mobilize all police agencies in the State during the critical end-of-year holiday period to raise public awareness about the dangers of impaired driving through a combination of stepped up enforcement and media activities. The DHTS invited 494 police agencies to support the initiative with 96 receiving overtime enforcement grants in the amount of \$4,400 each. The remaining agencies were asked to support the crackdown through the use of their own resources. In addition to the enforcement effort, earned media was utilized to deliver the *Drive Sober or Get Pulled Over* message. A statewide press release was issued to print and broadcast media and police department grantees were asked to engage their local media in covering the mobilization, resulting in significant newspaper and radio coverage across the State. The year-end crackdown resulted in 1,555 DWI arrests. In addition, participating police agencies issued 5,138 and 3,113 speeding and seat belt summonses, respectively. Seventy-eight percent (384) of the State's police agencies participated in the crackdown. There was a reduction from the prior year in both statewide participation and the number of arrests made. The after-effects of the October 2012 super storm caused a major redirection of police department resources in many communities.

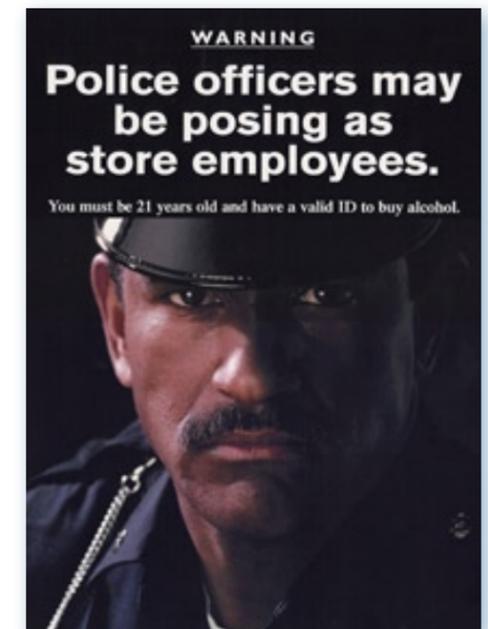
The 2013 national *Driver Sober or Get Pulled Over* impaired driving crackdown was conducted from August 16-September 2, 2013. The goal again was to mobilize all police agencies in the State to raise awareness about the dangers of impaired driving through a combination of stepped-up enforcement and media activities. DHTS invited all 494 police agencies to support the initiative with 156 receiving overtime enforcement grants in the amount of \$4,400 each. Similar to the year-end crackdown, the remaining agencies were asked to support the campaign through the use of their own resources. To help spread the



*Drive Sober or Get Pulled Over* message, a statewide press release was issued just prior to the start of the crackdown. The statewide crackdown resulted in 1,365 DWI arrests. Participating police agencies issued 5,710 and 4,153 speeding and seat belt summonses, respectively. The crackdown focused on impaired driving, but as with all statewide traffic safety initiatives, motorists were reminded of the life saving benefits of proper restraint usage and obeying posted speed limits. It is estimated that nearly 16,000 enforcement man-hours were worked during the campaign, which included 34 fixed DWI checkpoints. Seventy percent (348) of the State's police agencies participated in the crackdown.

#### *Underage Enforcement*

The Division of Alcoholic Beverage Control (ABC) continued to oversee the statewide Cops In Shops Program. This program helps curtail underage drinking by bringing undercover law enforcement officers and



retail establishments together in a partnership designed to deter the sale of alcohol to underage individuals and to stop adults from attempting to purchase alcohol for individuals under the legal age. The participating retail license establishments also displayed posters warning underage individuals that police officers may be present in an undercover capacity.

The *College/Fall Initiative Cops In Shops* grant was made available to police departments with a college or university within its borders or in a neighboring community and was aimed at keeping anyone under the age of 21 from drinking alcohol. The program was operational from November through June and had 20

## DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

participating agencies in 2013. Twenty-two shore police departments participated in the *Cops In Shops Summer* program as well. Over 350 people were arrested for buying or attempting to buy alcohol at liquor stores under this program.

Additionally, overtime salaries were provided to investigators for undercover operations at bars, restaurants and nightclubs in an effort to curtail the consumption of alcoholic beverages by persons under the legal age. In addition to arresting over 150 individuals for underage consumption, administrative violations against the licensed establishments were also pursued.

### College Programs

Peer educator programs were conducted at the College of New Jersey, New Jersey City University and Richard Stockton College. Programs were developed whereby peer educators attended sessions both on and off the college campus to educate young people about the dangers of alcohol and drug use and abuse with a relationship to traffic safety. In addition, meetings were regularly held and programs created to raise awareness among the various college fraternities and sororities.

### Public Information Programs

The Division of Alcoholic Beverage Control sponsored the annual *Proms and Alcohol Don't Mix* campaign. Students from 49 schools participated in the Public Service Announcement (PSA) contest. The initiative asked high school seniors to create scripts for a 30-second television public service announcement. The statewide contest was designed to increase awareness about the dangers of underage drinking, particularly during prom and graduation season. The winning PSA ran through-

out the spring prom season on cable and local television stations throughout the State and was posted on YouTube. The winning script was written by high school seniors from Robbinsville High School in Mercer County.

For the third consecutive year, the DHTS hosted *New Jersey Remembers*, a tribute honoring those individuals who have lost their lives to impaired drivers. During the emotional remembrance, families that lost loved ones to a drunk or drugged driver participated in a processional where they were escorted by local police officers and State Troopers. Representing the nearly 10,000 lives lost each year nationwide to impaired driving, the families displayed photos of their loved ones and lit candles to commemorate their lives. Following the victims' tribute, traffic officers from around the State



were recognized for their role in enforcing New Jersey's DWI laws. Officers with the most DWI arrests from each of the 21 counties and all four State Police troops were honored for their efforts.

## OCCUPANT PROTECTION • PROJECT SUMMARIES

### Click It or Ticket

The *Click It or Ticket* campaign was conducted from May 20-June 2, 2013. The centerpiece of the campaign was targeted seat belt enforcement by the 494 police agencies in the State, 124 of which received \$4,000 overtime enforcement grants. Awareness about the campaign and the importance of wearing a seat belt were further enhanced by the distribution of educational materials by partner agencies statewide, earned media efforts, paid media conducted by NHTSA, and *Click It or Ticket* displays on dynamic message signs on major New Jersey highways.

Of the 494 police agencies in the State, 422 (85%) participated in the mobilization. The breakdown

included 175 of 186 agencies (94%) in the Northern Region, 136 of 172 (79%) in the Central Region, 111 of 132 (84%) in the Southern Region, and the Division of State Police. During the two-week campaign, the 422 agencies issued 26,049 seat belt citations, 612 child restraint summonses, and 4,895 speeding citations. These agencies also made 860 DWI arrests.

### Seat Belt Survey

The State experienced a steady increase in seat belt usage between 1996 and 2011, peaking at 94.51 percent in 2011. The 2012 survey showed a reduced usage rate of 88.29 percent. The statewide seat belt usage survey for 2013, conducted by the New Jersey Institute of Technology following the *Click It or Ticket* campaign, found that the State's front seat belt usage rate increased to 91 percent.

The overall rear-seat passenger usage rate increased from 74 percent in 2012 to 83 percent in 2013. Children between the ages of 0 to 8 years old had the highest usage rate of 95 percent compared to a usage rate of 91 percent in 2012. Passengers between the age of 8 and 18 had the next highest usage rate of 72 percent, compared to a usage rate of 65 percent in 2012. The largest increase occurred for adults, with an increase of 8 percent in the usage rate from 36 percent in 2012 to 44 percent in 2013.

### Occupant Protection Program Assessment

The NHTSA convened a panel of experts from around the country to conduct an assessment of the State's occupant protection program. Key recommendations made by assessment team members included: enacting legislation that extends primary enforcement to all occupants in vehicles, conducting a needs assessment to

**MOBILIZATION REPORT**  
NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

2013 *CLICK IT OR TICKET* CAMPAIGN • MAY 20 - JUNE 2

Despite major advancements in vehicle manufacturing and technology, seat belts remain the most effective safety feature available in cars today; still, nearly one in five Americans fail to regularly wear seat belts. According to the National Highway Traffic Safety Administration (NHTSA) 52-percent of the 21,000 motor vehicle occupants killed in traffic crashes in 2011 were not buckled up. Simply put, a seat belt can mean the difference between life, death, or serious injury. Encouraging New Jersey residents to buckle up is an ongoing priority of the New Jersey Division of Highway Traffic Safety (NJHITS) and its partner agencies.

The most recent statewide seat belt enforcement campaign, *Click It or Ticket*, was conducted by NJHITS from May 20 - June 2, 2013. The centerpiece of the campaign was targeted seat belt enforcement by the 495 police agencies in the state, 124 of which received \$4,000 *Click It or Ticket* overtime enforcement grants from NJHITS. Awareness about the campaign and the importance of wearing a seat belt were further enhanced by the distribution of educational materials by partner agencies statewide, earned media efforts, paid media conducted by NHTSA, and *Click It or Ticket* displays on dynamic message signs on major New Jersey highways.

**THE RESULTS**

Of the 495 police agencies in the state, 422 (85%) participated in the mobilization. The breakdown included 174 of 186 agencies (93%) in the Northern Region, 135 of 172 (78%) in the Central Region, 109 of 133 (82%) in the Southern Region, and New Jersey State Police.

The 422 agencies issued 26,049 seat belt citations during the two-week campaign, down from 29,307 during the 2012 mobilization. Seventeen police agencies issued more than 250 seat belt summonses each during the two-week campaign. In addition to seat belt citations, police officers also wrote 612 child restraint and 4,895 speeding citations, and made 860 DWI arrests.

New Jersey experienced a steady increase in seat belt usage between 1996 and 2011, peaking at 94.51% in 2011. The 2012 survey, conducted as always by the New Jersey Institute of Technology, showed a reduced usage rate of 88.29%, which was due in large part to NHTSA-mandated changes in the survey methodology. The Division is hopeful that the *Click It or Ticket* campaign will contribute to an increase in belt usage in 2013.

## DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

determine which counties are being underserved by a fitting station, offering child passenger safety awareness training to law enforcement officers and providing cards containing information on proper child restraint use/misuse identification to keep in patrol cars, and establishing a formal occupant protection coalition or task force that ensures the State is promoting the correct use of occupant protection systems to low belt use groups, at-risk groups, and diverse populations.

### *Child Passenger Safety*

There are permanent child passenger safety inspection and education programs operating throughout the State providing services easily accessible to residents of all 21 counties. The entire state population is serviced by these stations and each is staffed by certified technicians. All are tasked with expanding their child passenger safety educational outreach to include booster seat and seat belt education programs.



Certified child passenger safety technicians were available at local sites across the State during *Child Passenger Safety Week* (September 15-21, 2013) to provide car seat inspections to parents and caregivers. Hands-on advice and instruction were provided on how to choose the right car seat and use it correctly to help ensure all children are kept safe in motor vehicles.

The DHTS is the State training contact for child passenger safety training and information, and also supports the national child passenger safety certification program. There were eight child passenger safety technician training courses held in 2013 in which new technicians were trained. There are also over 950 individuals trained as child passenger safety technicians. These individuals are working in public safety, health, and injury prevention programs throughout the State. Nearly 100 of the technicians are employees of the Department of Children and Families. These technicians are tasked with working within their at-risk communities to further enhance child passenger safety outreach to underserved and at-risk communities. There are also 35 individuals certified as child passenger safety instructors.

The 10th Regional Child Passenger Safety Conference was held from October 27-29, 2012 in Atlantic City. Over 600 child safety advocates from throughout the northeast, as well as Puerto Rico and the Virgin Islands attended the conference. The conference, held in conjunction with NHTSA, New York Governor's Highway Safety Association, SafeKids NJ, and PennDOT, provided a high level training program for child passenger safety technicians.

## PEDESTRIAN AND BICYCLE SAFETY • PROJECT SUMMARIES

### *Pedestrian Enforcement*

Thirty-five pedestrian safety grants were awarded during the year. Five were funded with Federal monies. The other 30 grants were funded from the State Pedestrian Safety, Enforcement and Education Fund. The program paid for overtime so that police officers could patrol targeted high pedestrian crash locations to issue summonses to motor vehicle violators whose actions put pedestrians at risk.



### *Pedestrian Education*

A PowerPoint slide presentation and speaker's guide was developed to promote pedestrian safety. Topics included the importance of pedestrian safety, facts and figures, the legal responsibilities of drivers and pedestrians, contributing factors to these types of crashes, and safety tips for both drivers and pedestrians. The presentation and speaker guide is intended for use by community groups and police departments for delivery to their constituencies to educate them about pedestrian safety issues. As a supplement to the Pedestrian Safety PowerPoint Presentation, video clips were produced to illustrate unsafe driver and pedestrian behaviors and reinforce safe and legal behaviors. The video clips are intended to be presented during the PowerPoint presentation. Three regional pedestrian safety education training workshops were also held. The three day-long workshops included both an educational classroom session as well as field operations. Seventy-two officers completed the training course.

### *Crossing Guard Program*

A pilot train-the-trainer program for traffic officers who hire, train, and supervise school crossing guards was developed. Materials that were developed included a 145-slide PowerPoint presentation and School Crossing Guard Manual. Seventy-four crossing guard supervisors attended three training workshops which were comprised of both a classroom session and a field practical.

### *Bicycle Safety*

The Brain Injury Alliance of New Jersey's *Brainy Bunch* program provided statewide helmet safety education and public awareness programs that promotes helmet use while bicycling for both children and adults. The Brain Injury Alliance continues to widely distribute resource and educational material throughout the State. Brochures and other literature were displayed and distributed at exhibits and community events. Community presentations were also conducted for students at schools and health fair events on the importance and proper use of helmets. The website, [brainybunch.info](http://brainybunch.info), continues to serve as a mechanism to promote safety and prevention education. The website includes information on facts, safety tips, resources, and bicycle helmet news.

The Transportation Management Associations (TMA) focused on reducing pedestrian and cycling injuries and deaths among all age groups. The TMA provided presentations on bicycle safety tips, rules of the road, hand signals and the proper fit of bicycle helmets. Several programs were provided to seniors that raised awareness of pedestrian and bicycle safety issues.

## DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

### COMMUNITY TRAFFIC SAFETY PROGRAMS/TEEN DRIVERS • PROJECT SUMMARIES

#### Community Traffic Safety Programs

Community Traffic Safety Programs bring together public and private entities to identify and address traffic safety problems on a county-wide basis. The following counties received funds in 2013: Atlantic, Bergen, Burlington, Camden, Essex, Gloucester, Hudson, Middlesex, Morris, Ocean, Passaic, and Somerset. Safety emphasis areas addressed through comprehensive action plans included: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use.

#### Public Information

DHTS expanded its public outreach through the creation of an online presence by generating a following on social media platforms. Twitter, Facebook and



Pinterest pages have been created that engage and inform the public about the division's campaigns and programs. The division's social media pages are as follows [twitter.com/NJTrafficSafety](https://twitter.com/NJTrafficSafety), [facebook.com/#!/NewJerseyDHTS](https://facebook.com/#!/NewJerseyDHTS), and [pinterest.com/newjerseydhts/boards](https://pinterest.com/newjerseydhts/boards).

#### Teen Driver Programs

The Brain Injury Alliance of New Jersey sponsored the U Got Brains Champion Schools Program. The program is an opportunity for students and staff at New Jersey high schools to develop campaigns to address teen driving safety. Fifty-five schools participated in the program. Projects that raise new driver awareness



were created by utilizing social media, videos, blogs, and traditional media. The winning entries were Columbia High School and Lenape Regional High School District. New Jersey Manufacturers Insurance Company provided a driving simulator to each of the participating schools.

A statewide press release was disseminated during *Teen Driver Safety Week* (October 20-26, 2013) urging parents of young drivers to take control of the car keys. The *Share the Keys* driving orientation program that brings parents and teens together during the pre-permit or permit state of licensure was highlighted during the week.



### POLICE TRAFFIC SERVICES • PROJECT SUMMARIES

#### Training



State and local police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, a basic at-scene course, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways, was attended by 284 police officers. Crash Investigation II, completed by 161 officers, placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. Vehicle Dynamics, attended by 132 police officers, focused on advanced math as it applies to vehicular behavior. Two Traffic Crash Reconstruction classes were also offered and attended by 30 police officers. Specialized training classes in pedestrian/bicycle crash investigation; motorcycle crash investigation; computerized collision diagramming; and advanced commercial motor vehicle inspection/collision investigation, were attended by 214 students.

#### Comprehensive Child Education Programs

Safe Kids NJ conducted a statewide campaign aimed at keeping families safe in and around cars. Designed to teach not only kids about occupant protection and vehicle safety, but parents and other adults as well, the program used a series of automobiles as stations to educate about proper safety belt/booster seat usage, preventing trunk entrapment, teaching families to never leave a child alone in a vehicle, *Spot the Tot* – an exercise for children and parents to be aware of the space around their vehicles to prevent accidental “back-over” injuries and deaths which occur at home in driveways or parking lots and *Follow the Leader – Safety Starts with You* – a role modeling exercise to demonstrate that kids learn from their parents’ positive (or negative) safety practices while in a car. Safe Kids NJ and its statewide network of coalitions conducted 237 child highway safety education programs to 34,372 participants. Over 2,400 car seats were inspected for correct installation with 2,981 parents/caregivers participating. In addition, seven *In and Around Cars* events were conducted with over 350 pre-teens and parents participating in the program.

#### Safety Forum

The Eighth Annual Safety Forum, hosted by the Transportation Resource Center at Rutgers, provided an opportunity for engineers, law enforcement officers, educators, and EMS professionals to learn, discuss and work towards resolving traffic safety issues. Approximately 200 individuals attended the one-day forum in which safety professionals voiced their concerns, exchanged ideas and worked together to bring forth new traffic safety initiatives.

## DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

### *Traffic Safety Resource Prosecutor*

The Traffic Safety Resource Prosecutor continues to act as a liaison between the municipal and county assistant prosecutors, as well as members of the Division of State Police and municipal police departments. Prosecutor training classes were conducted on the operation and recalibration of the Alcotest and prosecuting a DWI case, including proofs required to sustain the case, the foundational documents, evidentiary issues, litigation issues, and issues currently being raised in motor vehicle and DWI cases. In addition, transcripts and briefs have been provided to assist municipal and assistant prosecutors when issues arise that have been previously litigated in other parts of the State.

### *Burlington County Operation 130 Safe Passage*

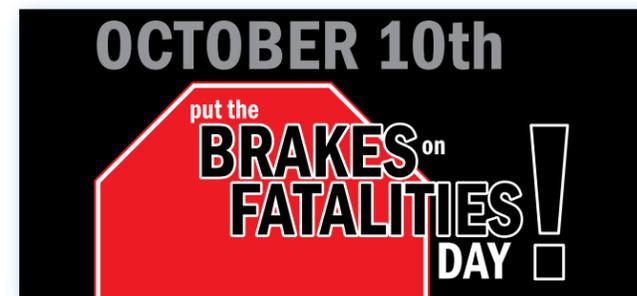


A multi-jurisdictional enforcement effort, *Operation 130 Safe Passage*, was launched in Burlington County from May-September, 2013. County and municipal law enforcement agencies that patrol the Route 130 corridor in Burlington County participated in the law

enforcement initiative that targeted speeding, distracted and aggressive drivers and those motorists who do not stop for pedestrians at intersections. The project was coordinated by the Burlington County Sheriff's Office and included participation from the following agencies: Burlington County Sheriff, Bordentown, Bordentown City, Mansfield, Florence, Burlington, Burlington City, Edgewater Park, Willingboro, Delanco, Delran and Cinnaminson police departments. The agencies signed shared services agreements which ensured police would not be restricted by town borders when enforcing traffic laws. The project allowed law enforcement to conduct patrols during peak rush hour travel times throughout the corridor. A total of 2,847 summonses were written for seat belt, speeding, pedestrian, and cell phone violations. Additionally, there were 10 drug arrests made during the five-month long project.

### *Put the Brakes on Fatalities Day*

October 10 has been dubbed "Put the Brakes on Fatalities Day". The day of awareness is a national initiative that was designed to unite the country in moving toward zero fatalities for one full day by encouraging motorists to obey all traffic laws, including: buckling up every ride; driving the posted speed limit; avoiding distractions while driving; and always being safe and sober behind the wheel. DHTS once again coordinated a statewide effort to engage the public and



media during the national observance of *Put the Brakes on Fatalities Day*. For the second consecutive year, during the 24-hour period on October 10, 2012, there were no fatalities reported.

### *Data-Driven Approaches to Crime and Traffic Safety (DDACTS)*

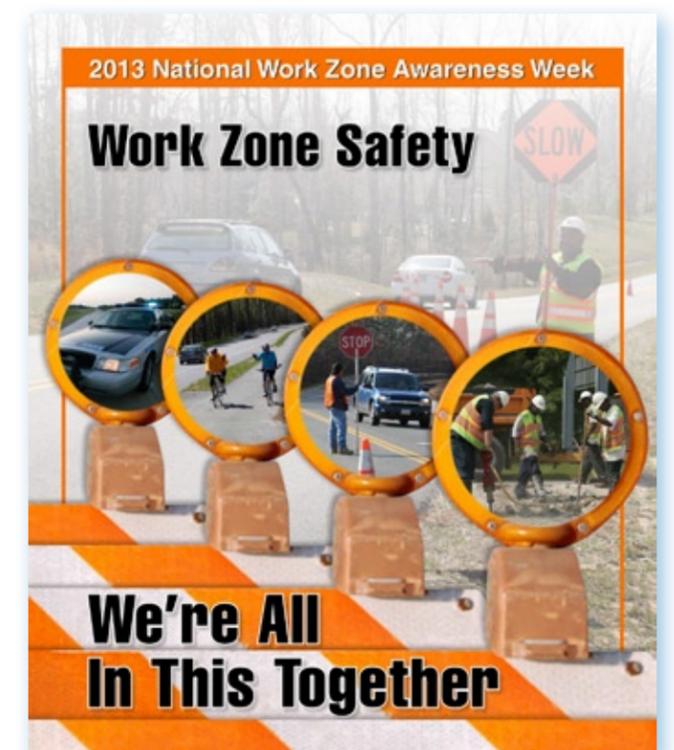
To help law enforcement agencies operate with a higher degree of efficiency, the NHTSA, in cooperation with many local law enforcement leaders around the country, developed a law enforcement operational model that addresses competing demands for increased services. The DDACTS model places focus on traffic law enforcement as a tool in reducing crime, crashes, and traffic violations in a community. The DDACTS relies on seven principles for its implementation: data collection, data analysis, community partnerships, strategic operations, information sharing and outreach, program monitoring, and measuring outcomes. The DHTS funded DDACTS projects in the following four communities: Vineland, Toms River, Mount Laurel, and Egg Harbor Township.

### *Distracted Driving Awareness*

Local law enforcement and state officials joined traffic safety leaders nationwide during *Distracted Driving Awareness* month in April to renew their call for motorists to put their distractions away and just concentrate on driving. A statewide press release was disseminated urging motorists to do their part by turning off electronic devices and putting them out of reach before driving.

## ROADWAY SAFETY • PROJECT SUMMARY

The Rutgers University Department of Civil and Environmental Engineering, Local Technical Assistance Program, continued to promote work zone safety awareness by providing education and outreach to local law enforcement and public works/municipal utilities personnel. Educational programs included police work zone safety training. The continuation of this course has ensured consistency and validity of initiatives considered to be of high value to the safety of the work zone crew, law enforcement personnel and the motoring public. Work zone safety training for municipal and county public works personnel was also held. Attendees received course handbooks, work zone set up guides, flagger handbooks and traffic control guideline manuals. Workshops were presented to over 1,375 participants who learned about traffic control, as well as work zone and roadway safety.



## DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

### TRAFFIC RECORDS • PROJECT SUMMARY

The Annual Work Zone Safety Awareness Conference was held on April 23, 2013 at the Livingston Campus Student Center at Rutgers University. The New Jersey Work Zone Safety Partnerships hosted the conference in observance of National Work Zone Awareness Week to improve safety for workers and motorists in road construction areas. Over 300 participants attended the 2013 Conference.

A traffic intern was again used in Warren County to review speed zoning on county roads and sections of roadways with significant traffic volume increases and crash rates. A speed survey report that identifies safety hazards and proposed modifications was developed by the intern and is now being used by the county engineer to assist municipalities in updating their speed zoning ordinances.



Traffic record projects are funded in an effort to expand statewide-integrated data collection and transmission systems that improve the timeliness, completeness, accessibility, accuracy, and linkage of safety information that will allow for an analysis of all traffic crashes for use in policy and program development. DHTS funded the following crash data-related initiatives:

The on-going project implemented by the Office of Information Technology continues to integrate crash data collected by police agencies and maintained by the Department of Transportation and the Division of State Police; injury and fatality data collected by volunteer and career EMS units and maintained by the Department of Health; and motor vehicle inspection, driver and ownership data maintained by the Motor Vehicle Commission. This information is maintained in the Crash Data Warehouse. Over three dozen users representing law enforcement, EMS and transportation officials now have access to the reports in the warehouse. In subsequent years, data will be published for public access, adding potentially thousands of users. Currently, the Department of Health uses the data warehouse to export data to the National EMS Information System and the Division of State Police and Department of Transportation are working within the data warehouse to automate electronic crash records. Motor Vehicle Commission Vehicle Inspection data has been added to the crash data warehouse for years 2001-2013. The warehouse also has over 5 million EMS records with over 7.8 million address records.

The Electronic Patient Care Reporting (ePCR) program, EMS Charts, continues to grow and expand under the direction of the Department of Health, Office of Emergency Medical Services. It is estimated that there

are approximately 700 Basic Life Support agencies in New Jersey. Of the estimated 700, approximately half are volunteer agencies and the other half are licensed by the Department of Health. Approximately 75 percent of all EMS agencies are now registered to utilize the Charts program. The average number of monthly electronic patient care records entered into the data warehouse is 118,602.

This data is critical for identifying patient information such as injury location, severity of injury, as well as seat belt and airbag utilization. The EMS records provide critical information regarding crash statistics including incident location, of which most are complete with GPS coordinates. Additionally, all records include EMS arrival time to the scene, transport time to the hospital, as well as arrival time and name of the receiving health care facility. This data has proven to be invaluable and was virtually non-existent to agencies prior to the inception of the EMS ePCR program.

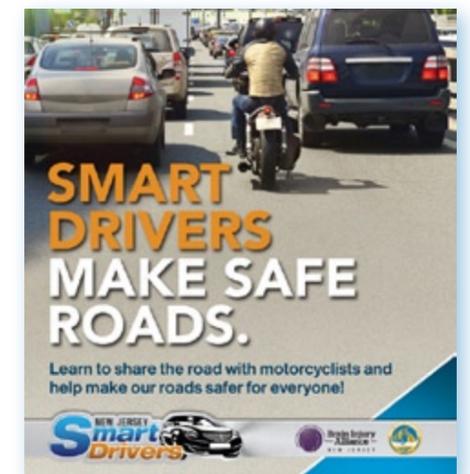
Under a project at Rutgers University, over 50,000 crashes were geocoded. Crashes that are geocoded help to pinpoint exactly where crashes are occurring and, in particular, high crash locations. This information is critical to DHTS, Department of Transportation and State and local police as they work to maximize resources to improve roadway safety. These records were shared with the Department of Transportation and used by safety professionals for crash analyses.

### MOTORCYCLE SAFETY • PROJECT SUMMARY

#### *Safety Campaign*

Motorcyclists are particularly vulnerable on the State's roads. There are many factors that contribute to the higher risk of injury and death motorcyclists face, but one of the most difficult to address is the lack of awareness of motorcycles on the part of drivers who share the road with them. The Brain Injury Alliance of New Jersey addressed this issue by developing a *Share the Road* program targeted to the general public.

The Alliance promoted the *Share the Road* message to the general public through the creation of an interactive game for automobile drivers. The *Share the Road* message was also promoted through a Google and Facebook campaign. Additional promotions included a banner on NJMonthly.com and the New Jersey Education Association Review that is distributed to approximately 195,000 school professionals. A *Share the Road* component of the New Jersey Smart Riders website, [njmartriders.org](http://njmartriders.org), focused on motorcycle awareness for the general public and radio spots were also developed and played for two weeks in August during drive time in an effort to increase awareness.



## PAID AND EARNED MEDIA

Motor vehicle related crashes remain the leading cause of death for Latinos ages 1 to 34. Latinos have lower seatbelt and child passenger restraint usage rates when compared to other populations and are overrepresented in alcohol related crashes. Forty-seven percent of Latino fatal crashes are alcohol-related. The disproportionate



risk is compounded by the growth of this population. New Jersey's Latino population has increased by 39 percent in the last 10 years and is projected to continue growing at record levels. The Latino population is further diversified by the numerous countries of origin. The largest Latino origin groups are Mexican, Puerto Rican, Columbian, Cuban, Salvadorian, Dominican, Guatemalan, Ecuadoran, Honduran and Peruvian.

Reaching this underserved population remains a priority for the DHTS, one which is accomplished through public outreach and education. Effectively messaging and educating this high risk population is complicated by language and cultural barriers as well as the New Jersey media market which is split between two of the largest US markets, Philadelphia and New York. Advertising is costly in these markets and must be duplicated in both media markets to effectively reach New Jersey's Latino population.

The DHTS works with Spanish language media partners through year-round paid and earned media by promoting all areas of traffic safety and complimenting NHTSA's national communications plan with a specific emphasis on occupant restraint and impaired driving. Print media was the primary outlet used based on cost and research. According to the National Association of Hispanic Publications, 82 Hispanics surveyed indicated they read a Spanish language publication at least once a week. Hispanic publications are also a trusted source of advertising and information. Television and radio ads were used in the Philadelphia market but remain cost prohibitive in the New York market where one week of advertising often amounts to what is spent on year-round advertising within the same medium of the Philadelphia market.

The Division expended a total of **\$121,091.60** in FY13 with the following media partners:

**Al Dia Newspaper** (\$14,916.00, full page ad – Director's message), weekly publication with audited circulation of 47,000 distributed throughout Atlantic, Burlington, Camden, Cumberland, Gloucester, Mercer, and Salem counties.

**TVAzteca/El Zol Radio** (\$3,500.00), Spanish language television and radio station based in Philadelphia reaching Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester and Salem counties.

**Hechos Positivos Newspaper** (\$10,800.00, full page ad - Director's message), monthly publication with circulation of 5,000 throughout Bergen, Morris, Hudson and Passaic counties.

**Nosotros Newspaper** (\$13,689.60, full page ad - Director's message), monthly publication with a circulation of 20,000 distributed throughout Mercer, Middlesex and Ocean counties.

**Realidades Magazine** on the Barnes Noble Nook (\$12,000.00, full page ad - Director's message in English and Spanish, back cover web banner and virtual booklet), monthly publication of 157,000 with an average of 36,000 hits per month.

**Reporte Hispano Newspaper** (\$18,000.00, full page ad), weekly publication of 55,000, which is distributed throughout Northern, Central and parts of Southern New Jersey.

**Telemundo** (\$8,211.00, holiday message and appearances on public affairs show), Spanish language television station based in Atlantic City, reaching Philadelphia market which includes Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester and Salem counties.

**Univision**, (\$3,975.00), Spanish language television station based in Vineland, reaching Philadelphia market which includes Atlantic, Burlington, Camden, Cumberland, Cape May, Gloucester and Salem counties.

DHTS has worked with **Channel One** (\$36,000.00) to reach young drivers with messages addressing seatbelt use and distracted driving. Channel One is the only in-school media via television broadcast in the classroom and reaches 120 high schools throughout the State.

DHTS continued to effectively leverage earned media to promote traffic safety programs, initiatives and enforcement mobilizations, including those implemented by both DHTS and its 500 grantees. Using news releases that are distributed to print and broadcast media outlets in the State, as well as New York and Philadelphia, the agency has been able to provide public awareness about a wide variety of traffic safety issues. Press conferences are also conducted to kick-off significant DHTS programs.





*Survey of Driver Attitudes and Behavior*

*Summary of Findings*

*May 30, 2013*

The survey was conducted by Fairleigh Dickinson University's PublicMind and co-sponsored by the New Jersey Division of Highway Traffic Safety. Interviews were conducted by telephone from April 14, 2013, to May 17, 2013, using a randomly selected sample of 900 New Jersey residents aged 17 and over who report they drive regularly.

**Other Drivers**

After increasing last year, the percentage of drivers rating their skills as “above average” dropped to numbers seen in years previous, with 69 percent of New Jersey drivers who say that they’re better than most drivers on the road. As in past years, younger drivers are significantly less likely than other age groups to say that they are above average: only 55 percent say so, twelve points lower than any other age group. In this, they seem to be recognizing reality: young drivers are also much more likely to report having been in an accident.

	How would you rate your own driving skills compared to most other drivers on the road? Would you say that your skills are ...													
	All	2012	2011	2010	2009	2008	Men	Women	Age				Never Married	
									17-29	30-44	45-60	60+	Married	Married
Above Average	69	72	68	69	70	69	76	63	55	72	76	67	72	62
Just Average	30	27	32	29	30	30	23	36	45	27	23	31	27	37
Below Average	1	1	0	1	1	0	1	1	1	0	0	1	1	1
Don't Know/Refused	0	0	0	1	0	1	0	0	0	1	0	0	0	0

Men (76 percent) are also more likely to rate themselves as above average drivers than women (63 percent): more than one third of women (36 percent) say that they are average or worse, compared with just 23 percent of men. Social psychologists have labeled this the “Lake Woebegone effect:” everyone rates themselves as above average. Still, these figures are interesting for what they tell us about New Jersey drivers. For instance, it might be thought that drivers who consider themselves better than average would be more likely to partake in risky driving behaviors, like speeding on the highways, but that doesn’t seem to be the case. Drivers were asked how often they drove over 70 miles an hour on the highways, and there was no difference in self-rating between those that did so often, and those that rarely or never did so. Nor was there any strong relationship between the length of a driver’s commute and their self-rating. Drivers who don’t drive to work are less likely to say that they’re above average (only 65 percent say that they are) than drivers who do, but the length of the commute doesn’t seem to matter. Moreover, it seems likely that the difference between non-commuters and commuters is due to gender differences (women are less likely to commute to work than men) than differences in driving experience.

	How would you rate your own driving skills compared to most other drivers on the road? Would you say that your skills are ...					
	All	Length of Commute			Drives Over 70	
		Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/Never
Above Average	69	65	72	75	71	68
Just Average	30	34	27	25	28	31
Below Average	1	1	0	0	0	1
Don't Know/Refused	0	1	0	0	0	0



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

Another reason that drivers may think that they're better than others on the road is that they so often see other drivers doing dangerous things. In figures almost identical to those observed last year – but down significantly from three to five years ago – 72 percent of respondents say that they “very often” see others holding cell phones and talking while driving. Another 21 percent say that they “sometimes” see other drivers talking on handheld phones behind the wheel, with only 6 percent saying that they “rarely” or “never” see it. Drivers in the middle age categories (30 to 44 and 45 to 60) were the most likely to say that they saw others using handheld phones (74 and 78 percent, respectively), and it's no coincidence that these drivers are also the most likely to have long commutes, and the most likely to use handheld phones or text behind the wheel themselves.

	All	2012	2011	2010	2009	2008	Length of Commute			Age			
							Doesn't Drive	0-19 M	20+ M	17-29	30-44	45-60	60+
Very Often	72	72	74	77	80	79	68	78	70	67	74	78	69
Sometimes	21	22	21	18	17	15	22	18	23	28	18	18	22
Rarely	4	2	2	3	3	3	5	4	5	3	7	3	5
Never	2	3	1	1	1	2	3	0	2	1	1	0	3
Don't Know	1	1	1	1	0	1	2	0	1	2	0	1	1

Although New Jersey drivers are generally texting behind the wheel less than they did a few years ago, they are more likely to perceive that others are sending texts. Forty percent of drivers say that they see others texting while driving “very often,” up from 34 percent last year, and 29 percent in 2011. This increase seems to be driven by younger cohorts of drivers. Last year, 41 percent of 17 to 29 year olds and 35 percent of 30 to 44 year olds said that they saw texting behind the wheel “very often;” this year, the figures for those age groups are up to 48 and 44 percent, respectively.

Drivers with commutes are also much more likely to report that others are texting behind the wheel. Only one in three drivers who don't drive to work say that they see texting behind the wheel “very often,” compared with 43 percent of those with short commutes, and 45 percent of those with long commutes (more than 20 miles each way). It's these drivers with commutes who have reported the biggest increase in perceived texting behind the wheel: the percentage who say that they see texting “very often” is up by 6 points among all drivers with a commute since last year, and more than 10 points since 2011. This fits in with the overall story the data provides about texting behind the wheel in New Jersey: fewer people are doing it frequently, but many more drivers on the highways are doing it sporadically.

The aggregation of a large number of drivers on the highways texting occasionally is that many drivers are doing it at any particular time. Not only is this dangerous, but it leads to the perception that texting behind the wheel is at least somewhat acceptable, and the perception that other drivers are much worse.



	All	2012	2011	Age				Length of Commute		
				17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M
Very Often	40	34	29	48	44	41	32	34	43	45
Sometimes	31	32	33	32	32	31	30	34	32	23
Rarely	11	14	13	12	11	11	12	14	9	10
Never	8	8	10	4	6	5	14	10	5	9
Don't Know	10	12	14	4	7	12	13	8	10	13

In a new question, drivers were asked how often they get frustrated or angry by things that happen on the road. Given the frequency with which drivers report that others are talking on phones or texting, it's no surprise that 24 percent of New Jersey drivers say that they are frustrated or angry “often” or “almost always” in traffic. Drivers with the longest commutes are most likely to report frustration: 15 percent of drivers who go more than 20 miles to work say that they're “almost always” frustrated or angry, compared with just 7 percent of those who don't commute and 9 percent of those with short commutes. Drivers in the middle age cohorts are also more likely to be frustrated: 30 percent of 30 to 44 year olds and 24 percent of 45 to 60 year olds are frustrated or angry frequently, compared with 20 percent of older and younger drivers.

	All	Men	Women	Age				Commute		
				17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M
Almost Always	10	11	9	9	15	9	6	7	9	15
Often	14	11	17	11	15	15	14	15	15	12
Sometimes	37	33	41	41	33	36	39	37	39	33
Rarely	28	31	26	32	24	32	26	29	29	25
Never	11	15	7	7	12	8	15	11	7	16

Drivers who report being frequently angry or frustrated were asked why, and were allowed to pick multiple reasons. Nearly 60 percent (59 percent) say that they are driven to anger or frustration by the bad behavior of other drivers, presumably including the text and cell phone use discussed earlier. Interestingly, the drivers most likely to engage in these sorts of risky behaviors – those under the age of 30 – are the most likely to say that the bad behavior of others is a problem, with 85 percent saying that it was a source of frustration. [Clarify please. Are you saying that of those who say they're pissed a lot, those under the age of 30 who are in this group were also the most likely to text and talk while driving, and that they also consider others who do this the source of their anger?] These same young drivers were also much more likely than other cohorts to say that traffic was a problem. Overall, only 8 percent of frustrated drivers cite traffic as the problem, but 26 percent of drivers under 30 do.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

[Only those frustrated "Almost Always" or "Often"; Multiple Responses Allowed]: Typically, what is the cause of this frustration or anger?

	All	Age				Commute		
		17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M
Traffic	8	26	6	5	2	9	5	11
Aggressive Drivers	32	33	32	32	28	34	27	38
Bad Behavior of Other Drivers	59	85	54	57	53	57	63	52
Slow Drivers	13	25	12	11	9	15	8	18
Construction	6	19	4	6	3	8	4	10
Other	29	11	25	39	33	30	33	22

Although nearly all drivers are frustrated at some point, only about 1 in 4 New Jersey drivers (25 percent) have tried to express this frustration via rude gestures at another driver in the past few years. Although younger drivers generally report the lowest frequency of frustration and anger, they're the most likely to manually express that frustration, with one-third (33 percent) of drivers under the age of 30 admitting that they've engaged in non-standard communication techniques with another driver. These figures are largely unchanged from last year, when 24 percent of drivers said that they had done so, but still down from 2011's figure of 30 percent.

In the past three years have you personally, made a rude gesture at another driver?

	All	2012	2011	2010	2009	2008	Age			
							17-29	30-44	45-60	60+
Yes	25	24	30	27	27	27	33	27	23	19
No	74	75	69	73	73	73	66	71	75	80
Don't Know/ Remember	1	1	1	1	1	0	1	2	1	0

Still, as frustrated as New Jersey drivers get, they still think that drivers from other states are worse. For the sixth consecutive year, Garden State drivers say that motorists from New York were the worst in the area, with 54 percent of drivers saying that the Empire State has the worst drivers.

Thinking about drivers from the states around us, which state would you say has the worst drivers...?

	All	2012	2011	2010	Length of Commute			Drives Over 70	
					None	Less than 20	20+	Most of the time/Often	Rarely/ Never
Pennsylvania	19	15	19	15	18	16	27	24	17
New York	54	52	52	56	51	56	55	54	54
New Jersey	14	15	14	14	15	15	8	14	14
Other	3	3	3	4	3	4	1	1	4
Don't Know	10	14	12	11	13	9	9	7	12

Nineteen percent, up slightly from last year, say that Pennsylvania drivers are the worst, and 14 percent think that their fellow New Jersey drivers are the worst. Drivers with long commutes, and those who report speeding on the highways frequently are the most likely to name Pennsylvania drivers as the worst



## Seatbelt use

91 percent of New Jersey drivers report "always" wearing their seatbelt while driving, a figure that hasn't changed significantly since this series of surveys began in 2008. As in years previous, women were more likely than men to "always" wear their seatbelts while driving, with 94 percent doing so, compared to 87 percent of men. This gender gap has also remained stable over the past few years – last year, the difference between men and women was 6 points.

When you're the driver, how often do you wear your seatbelt?

	All	2012	2011	2010	2009	2008	Men	Women	Age			
									17-29	30-44	45-60	60+
Always	91	91	90	92	90	91	87	94	85	92	94	90
Most of the time	6	6	6	5	7	6	8	4	9	6	4	6
Just Sometimes	2	2	3	3	2	2	3	2	3	1	2	4
Never	1	2	2	1	1	1	2	0	3	1	1	1

In fact, the biggest change in seatbelt use in the past six years has been among the youngest age cohort. In 2010, 91 percent of drivers under the age of 30 "always" wore seatbelts while driving, but in 2011, this dropped to 83 percent, where it's stayed ever since. This year, the figure remains unchanged, with 85 percent of young drivers "always" wearing a harness while driving, significantly lower than in the other age cohorts.

Seatbelt use while driving also appears to be related to other risky driving behaviors. For instance, drivers who "rarely" or "never" go more than 70 on the highways are more likely to always wear their belt (92 percent) than those who speed frequently (87 percent). Drivers with long commutes report that they don't always wear their belt: only 87 percent do so always, compared with 92 percent of those with shorter or no commutes. However, drivers with long hauls to work are also more likely to report wearing a seat belt "most of the time." This data seems to be telling us that some drivers with long commutes take off their seatbelts while driving on occasion.

When you're the driver, how often do you wear your seatbelt?

	All	Length of Commute			HS or College		Drives Over 70	
		Doesn't Drive	0-19 M	20+ M	Less	Plus	Most of the time/Often	Rarely/ Never
Always	91	92	92	87	87	94	87	92
Most of the time	6	5	4	10	9	4	9	5
Just Sometimes	2	3	3	1	2	2	3	2
Never	1	1	1	2	1	0	2	1



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

This is reinforced by responses to a follow-up question. Drivers who don't always wear a seatbelt were asked why they don't always do so, and 70 percent of those with a long commute (compared with 35 percent overall) say that it's because the belts are uncomfortable. Men are also much more likely than women to say that seatbelts are uncomfortable (45 versus 16 percent). The second most commonly cited reason why some drivers don't always wear their seat belts is that they simply "don't think about it," with 27 percent of those who don't always wear a seatbelt having these occasional memory lapses.

And when you don't wear your seatbelt when driving a car, can you tell me why? [Respondents can give multiple answers]								
	All	Length of Commute			Men	Women	Drives Over 70	
		Doesn't Drive	0-19 M	20+ M			Most of the time/Often	Rarely/ Never
Uncomfortable	35	31	21	70	45	16	46	28
Don't Need for Short Trip	17	22	9	21	10	31	14	19
Just Don't Like Them	6	10	5	0	3	12	15	0
Good Driver, Don't Need	0	0	0	0	0	0	0	0
Don't Think About It	27	10	43	30	27	27	9	39
Other	25	32	30	0	22	30	25	25

Drivers under the age of 30 are less likely to wear their seatbelts while driving, and they're also less likely to wear their seatbelts when they're passengers. Overall, 89 percent of New Jersey drivers say that they always wear a seatbelt when they're the front seat passengers, a figure that's been stable since at least 2008. However, that figure includes only 84 percent of the youngest drivers, a figure significantly below other age cohorts. However, even that lower figure is a marked increase from last year: in 2012, only 76 percent of young drivers did so.

When you're the front seat passenger, how often do you wear your seatbelt?												
	All	2012	2011	2010	2009	2008	Men	Women	Age			
									17-29	30-44	45-60	60+
Always	89	90	88	89	89	89	84	94	84	90	92	90
Most of the time	7	5	6	6	6	5	10	4	11	7	4	6
Just Sometimes	2	2	3	3	2	3	2	1	2	2	3	1
Never	1	2	2	1	1	2	2	0	3	1	1	1
Never the front seat passenger	1	1	1	1	1	1	1	1	0	1	0	2

When you're a passenger in the back seat, how often do you wear your seatbelt?												
	All	2012	2011	2010	2009	2008	Men	Women	Age			
									17-29	30-44	45-60	60+
Always	52	54	51	53	56	54	51	54	53	49	57	51
Most of the time	11	10	9	11	10	10	10	13	14	12	11	10
Just Sometimes	15	15	14	13	17	13	13	18	17	16	16	13
Never	12	15	17	14	10	14	15	9	14	14	9	12
Never a back seat passenger	8	6	8	7	7	9	11	6	2	10	7	12
Don't Know	0	0	0	1	0	0	0	0	0	0	0	1

Although the figures for front seat passengers are similar to those for drivers, passengers in the back seat are much less likely to wear their seat belts. Overall, only 52 percent of New Jersey drivers say that they "Always" wear a seat belt when they're in



the back – and more than a quarter (27 percent) say that they "Never" do so, or only wear it "Sometimes." These figures for back seat passengers are generally unchanged from years past: Although they've fluctuated between 56 percent and 51 percent, this year's figure is within the historical range. The biggest change in these figures comes from gender differences. This year, men and women were equally likely to wear their seatbelts in the back – in the past, women tended to be more likely (last year, women were ten points more likely to wear seatbelts while in the back seat). However, this change isn't the result of men becoming more likely to wear seatbelts in the back, but women becoming less likely.

When you're the front seat passenger, how often do you wear your seatbelt?					
	All	Race		Drives Over 70	
		White	Non-White	Most of the time/Often	Rarely/ Never
Always	89	90	88	85	91
Most of the time	6	5	8	10	5
Just Sometimes	3	2	2	2	2
Never	1	1	1	2	1
Never the front seat passenger	1	1	0	1	1

When you're a passenger in the back seat, how often do you wear your seatbelt?					
	All	Race		Drives Over 70	
		White	Non-White	Most of the time/Often	Rarely/ Never
Always	53	56	46	50	54
Most of the time	11	12	10	12	11
Just Sometimes	13	15	17	14	16
Never	14	10	17	15	11
Never a back seat passenger	7	7	10	8	8
Don't Know	1	0	0	1	0

As in years previous, non-white respondents are less likely to say that they "Always" wear a seat belt while in the back. Fifty-six percent of white respondents say that they always do so, compared with 46 percent of non-white respondents, the gap is no different from that found last year. When passengers are in the front seat, however, all racial groups are equally likely to wear a seat belt.

In the past 30 days have you read, seen or heard anything about seat belt enforcement by police?												
	All	2012	2011	2010	Men	Women	Age				Non-White	
							17-29	30-44	45-60	60+	White	White
Yes	34	34	31	51	38	30	45	35	33	27	30	43
No	66	66	69	49	62	70	55	65	67	73	70	57

As recently as 2010, a majority of New Jersey drivers said that they had seen something about seatbelt enforcement in the past 30 days – but this figure dropped dramatically in 2011, and has never recovered. This year, 34 percent of New Jersey drivers say that have seen, read or heard something about seat belt enforcement by police, with younger drivers – who may be exposed to these messages in school – being more likely to report seeing something than older drivers. Non-white respondents were also more likely than white respondents to report awareness of a seat belt enforcement campaign.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

## Speeding

Thirty percent of New Jersey drivers say that they drive over 70 miles per hour on state highways “most of the time” or “often,” unchanged from 32 percent last year, but up significantly from the 25 percent who said the same in 2011 or the 23 percent in 2010 (though the 2010 question was structured slightly differently, the results are broadly comparable).

As in years previous, men were more likely than women to speed: 37 percent of men say that they do so “most of the time” or “often,” up from 30 percent last year, compared with just 24 percent of women (unchanged from 22 percent last year). The biggest change in these figures comes from drivers with long commutes. This year, a majority (51 percent) of drivers with long commutes say that they go over 70 MPH on the highway at least “often.” Last year, the figure was only 38 percent. In contrast, drivers with shorter commutes are less likely to report highway speeding as compared with last year, with the rate falling from 31 percent to 25 percent.

	All	2012	2011	2010	Men	Women	Age				Commute		
							17-29	30-44	45-60	60+	None	<20	20+
Most of the time	13	15	10	12	17	9	18	16	12	8	10	11	24
Often	17	17	15	11	20	15	21	21	18	13	15	14	27
Just once in a while	45	46	40	44	44	46	45	51	40	42	39	53	41
Never	24	21	34	32	18	29	17	11	29	34	34	22	7
Don't Know	1	1	1	1	1	1	0	1	1	2	2	0	1

Young drivers are also more likely to report speeding on the highways. Thirty-nine percent of drivers under the age of 30 say that they speed frequently – but they’re matched by 30 to 44 year olds, 37 percent of whom do the same. The rates of highway speeding drops among those 45 and older: 30 percent of 45 to 60 year olds speed frequently, as do 21 percent of drivers over the age of 60. This gap is almost exactly the same size as the gender gap in speeding: 37 percent of men say that they go over 70 on the highways “often” or “most of the time,” compared with just 24 percent of women.

As with many risky driving behaviors covered in the study, two groups seem to be the most likely to drive dangerously: young drivers, and middle-aged drivers, especially men, with long commutes. These two groups are responsible for much of the bad behavior measured in this study. Not surprisingly, they also receive a large share of the speeding tickets reportedly received.

Although only 7 percent of respondents report having received a speeding ticket in the past three years, down slightly from 2009’s 11 percent, but unchanged from last year, 10 percent of drivers with long commutes have been cited for speeding, along with 11 percent of young drivers. Relatively few drivers in the older age cohorts – 5 percent of 45 to 60 year olds, and 3 percent of drivers over 60 – have received a ticket.



	All	Length of Commute			Education		Age			
		None	0-19 M	20+ M	HS or less	College +	17-29	30-44	45-60	60+
Yes	7	6	7	10	5	7	11	12	5	3
No	92	93	93	88	95	92	87	86	94	97
Don't Know/Don't Remember	1	0	0	1	0	0	2	1	0	0

Drivers who are most likely to receive a ticket are also those that are most likely to speed on the highways: 13 percent of drivers who say that they go over 70 “most of the time” or “often” have been ticketed, compared with just 5 percent of those who speed on the highways “once in a while” or “never.” As with some other risky driving behaviors, this year’s results showed a slight closing of the gender gap in ticketing. Last year, 10 percent of men said that they had been ticketed, compared with just four percent of women; this year, men and women were equally likely to have received a ticket.

	All	2012	2011	2010	2009	2008	Men	Women	Over 70	
									Most of the time/Often	Once in a while/Never
Yes	7	7	10	9	11	9	8	7	13	5
No	92	93	90	91	89	90	90	93	86	95
Don't Know/Don't Remember	1	0	0	0	0	1	1	0	0	1

Those seven percent of drivers who have been ticketed for speeding don’t seem to have been very surprised, though: 3 in 4 New Jersey drivers (75 percent) say that it is “somewhat” or “very” likely that they’ll be ticketed if they go over the speed limit. This figure is down significantly from the past few years: 80 percent thought the same last year, and 83 percent thought so in 2011.

Although there are some differences between groups in saying that it is “very likely” that they will be ticketed – for instance, 33 percent of drivers who rarely speed on the highways think a ticket is likely if they do, compared with 24 percent of frequent speeders – these differences largely disappear when we merge the “very” and “somewhat” likely category. Three quarters of drivers overall think a ticket is “somewhat” or “very” likely if they speed, as do 75 percent of drivers who speed frequently, and exactly 75 percent of drivers who rarely speed.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

And what do you think the chances are of getting a ticket if you drive over the speed limit?										
	All	2012	2011	2010	Drive over 70		Education			
					Men	Women	Most of the time/Often	Once in a while/Never	HS or less	College Plus
Very Likely	30	30	33	30	32	28	24	33	34	17
Somewhat Likely	45	50	50	48	41	48	51	42	48	48
Not Very Likely	15	12	10	15	17	13	14	16	12	23
Not Likely at All	5	5	4	5	5	6	7	5	2	7
Don't Know	4	4	3	3	4	4	3	5	4	4

The longer that drivers commute, the less likely they are to say that they are “very likely” to be ticketed for speeding: 36 percent of those with no commute say so compared with 28 percent of those with a short commute, and 29 percent of those with the longest commutes. However, these differences, like those in commuting length, largely disappear when the top two response categories are combined. The largest difference between groups that remains is based on race: 81 percent of non-whites think a ticket is likely if they speed, compared with 72 percent of white respondents.

And what do you think the chances are of getting a ticket if you drive over the speed limit?						
	All	Race		Commute		
		White	Non-White	None	Less than 20	20+
Very Likely	30	23	45	29	28	36
Somewhat Likely	45	49	36	43	47	42
Not Very Likely	15	17	13	14	19	11
Not Likely at All	5	6	4	8	3	5
Don't Know	4	5	3	5	2	6

New Jersey drivers seem more respectful of the speed limit on local roads. Although 30 percent of drivers regularly speed on the highways, just 21 percent (no different than last year’s figure of 20) say that they regularly go more than 5 miles per hour over the speed limit on streets with a limit of 30. Seventy-nine percent say that they never do so, or only do it “once in a while.” Men (23 percent) were more likely to speed on local roads than women (19 percent), and, as with other speeding behaviors, young drivers are among the worst offenders. Thirty-one percent of New Jersey drivers under 30 say that they speed on local roads regularly, compared with just 20 percent of older drivers.

And what about driving on local roads where the posted speed limit is 30 miles per hour: how often would you say you go over 35 miles an hour on that kind of local road?										
	All	2012	2011	2010	Men		Age			
					Women	17-29	30-44	45-60	60+	
Most of the time	8	8	9	9	10	7	12	9	7	8
Often	13	12	9	11	13	12	19	12	10	12
Just once in a while	47	45	44	46	48	46	45	51	45	45
Never	32	35	37	34	28	35	24	28	38	35
Don't Know	0	0	1	0	0	0	0	0	0	1



Not surprisingly, drivers who go past the speed limit on the highways are more likely to do so on local roads as well. Thirty-four percent of drivers who regularly go over 70 on the highways say that they also regularly speed on local roads, compared with just 15 percent of drivers who “rarely” or “never” speed on the highways.

And what about driving on local roads where the posted speed limit is 30 miles per hour: how often would you say you go over 35 miles an hour on that kind of local road?					
	All	Education		Drives Over 70	
		HS or less	College Plus	Most of the time/Often	Rarely/Never
Most of the time	8	9	9	13	6
Often	12	9	17	21	9
Just once in a while	45	44	50	46	47
Never	35	37	23	20	37
Don't Know	0	0	0	0	1

Although driver awareness of seat belt enforcement programs has been down in recent years, the trend has been more positive for awareness of speeding enforcement. Forty-six percent of drivers say that they’ve read, seen or heard something about speed enforcement in the past month, unchanged from last year’s record high figure of 48 percent.

In the past 30 days have you read, seen or heard anything about speed enforcement by police?											
	All	2012	2011	2010	Age				Length of Commute Doesn't Drive		
					17-29	30-44	45-60	60+	0-19 M	20+ M	
Yes	46	48	43	44	60	52	41	37	39	52	52
No	54	52	57	56	40	48	59	63	61	48	48

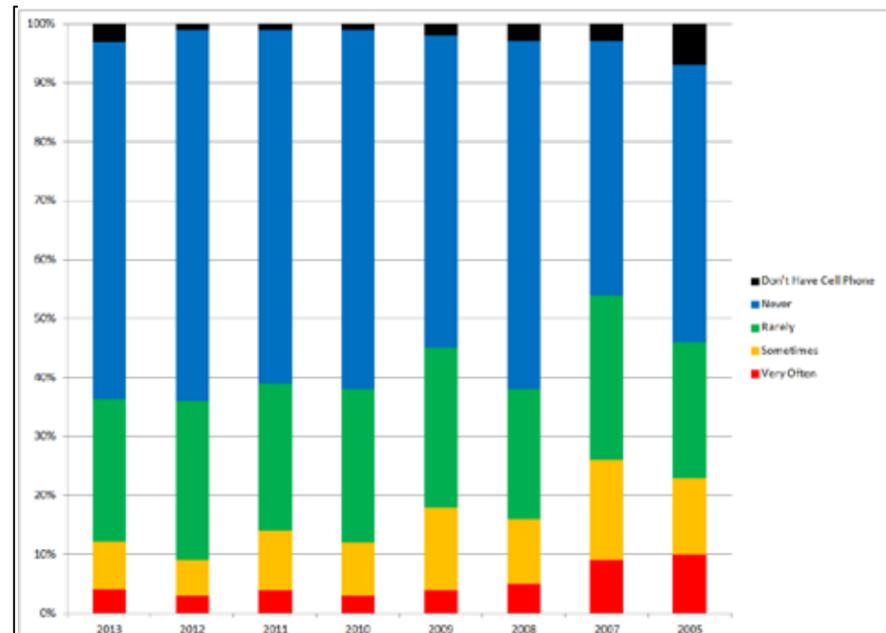
As with seat belt enforcement, the youngest drivers are the most likely to remember having been exposed to such messages. This year, 60 percent of drivers under the age of 30 say that they’ve seen a speeding enforcement message lately, up from 51 percent in 2011 (but not significantly different from the 57 percent who said the same last year). In contrast, only 39 percent of drivers over the age of 45 had seen such a message, down from 45 percent last year.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

## Cell Phones

Twelve percent of New Jersey drivers say that they talk on a handheld phone “sometimes” or “very often” while driving, up slightly from the nine percent who said that same last year. Although this year’s figures are up slightly, they are part of a long-term downward trend in the proportion of New Jersey drivers who use handheld phones while behind the wheel. As recently as 2007, more than a quarter (26 percent) of drivers said that they used hand-held phones behind the wheel regularly, and while this year’s figures are worse than last year’s, they’re still far better than those from 2009 or before.



Only 1 in 25 New Jersey drivers say that they use a hand-held phone behind the wheel “very often,” a figure that’s been stable since 2008, and only 8 percent do so “sometimes,” a figure that was 14 percent as recently as 2009. In addition, 60 percent say that they “never” do so, remaining stable since 2010.



	All	2012	2011	2010	2009	2008	2007	2005
Very Often	4	3	4	3	4	5	9	10
Sometimes	8	6	10	9	14	11	17	13
Rarely	24	27	25	26	27	22	28	23
Never	60	63	60	61	53	59	43	47
Don't Have Cell Phone	3	1	1	1	2	3	3	7

Younger drivers are the most likely to hold a cell phone while driving: 25 percent still say that they do so “very often” or “sometimes,” compared to just 11 percent of drivers in the other age cohorts. This is up from 17 percent last year, and similar to the figure of 23 percent recorded in 2011. Among all other age groups, use of cell phones has remained flat since last year.

	17-29						30-44					
	2013	2012	2011	2010	2009	2008	2013	2012	2011	2010	2009	2008
Very Often	7	4	7	4	9	10	7	3	5	4	5	8
Sometimes	18	13	16	9	24	26	7	8	12	14	20	14
Rarely	29	41	26	41	32	22	25	30	33	24	24	26
Never	43	41	51	47	35	41	60	58	50	56	49	52
Don't Have Cell Phone	2	0	0	0	0	1	2	0	0	1	1	0

	45-60						60+					
	2013	2012	2011	2010	2009	2008	2013	2012	2011	2010	2009	2008
Very Often	4	4	4	3	3	4	1	2	2	1	2	0
Sometimes	7	9	10	9	12	8	4	2	5	5	6	3
Rarely	28	33	25	28	34	28	17	20	15	18	17	14
Never	59	55	59	59	49	58	73	73	76	74	70	76
Don't Have Cell Phone	2	0	2	1	1	2	5	2	3	3	5	7

As with most of the other risky driving behaviors measured in this study, the other group associated with holding a cell phone while driving is drivers with long commutes. Nineteen percent of drivers who go 20 miles or more to work each day use handheld phones behind the wheel regularly, compared with just 8 percent of those drivers who don’t commute and 14 percent of those with shorter commuting distances. Holding a cell phone while driving is also related to other risky driving behaviors, like speeding. Twenty percent of drivers who say that they speed regularly on the highways also say that they use a hand-held cell “very often” or “sometimes,” compared with just 10 percent of drivers who “rarely” or “never” speed. This is up from last year, when 15 percent of lead-footed drivers admitted to using cell phones while driving.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

Now let me ask about driving and cell phones. How often do you personally drive your car and at the same time hold your cell phone and talk into it...?										
	All	Length of Commute			Drives Over 70		Age			
		Doesn't Drive	Less than 20	20+	Most of the time/Often	Rarely/ Never	17-29	30-44	45-60	60+
Very Often	4	3	4	8	7	3	7	7	4	1
Sometimes	8	5	10	11	13	7	18	7	7	4
Rarely	24	20	25	32	33	20	29	25	28	17
Never	60	67	60	48	45	66	43	60	59	73
Don't Have Cell Phone	3	5	1	1	1	3	2	2	2	5

Respondents were also asked whether hands-free phones were safer to use when driving than hand-held phones. Seventy-four percent of respondents – unchanged from last year – say that hand-held phones are more dangerous. Eighteen percent of respondents gave what is arguably the correct answer, that they're equally dangerous. Five percent say that hands-free phones are more dangerous.

Drivers who are otherwise cognizant of driving risks – as demonstrated by “rarely” or “never” speeding on the highways – are more likely to say that hand-held and hands-free phones are equally dangerous (20 percent) than those drivers who frequently speed (14 percent). In past years, there were large differences between drivers based on the length of their commute on this question, but no such differences are evident this year.

Do you think that driving and talking on a hand-held phone is more or less dangerous than driving and using a hands-free phone?										
	All	2012	2011	2010	2009	2008	Drives Over 70		Men	Women
							Most of the time /Often	Rarely/ Never		
More Dangerous	74	74	83	79	70	67	76	74	77	72
Less Dangerous	5	5	5	5	7	10	8	5	6	5
Same	18	18	--	--	20	--	14	20	14	21
Don't Know/Refused	2	2	12	16	3	23	3	1	2	2

Regardless of how dangerous new drivers think handheld cell phone use is, they are nearly universally aware that it's illegal. Fully 96 percent of New Jersey drivers (no different from last year's 95 percent) know that using a hand-held phone behind the wheel is against the law. Last year, awareness was lowest among young drivers: 11 percent thought that it was legal, but that gap has since closed, and now only 4 percent of young drivers think holding a phone behind the wheel is legal.



Under the current New Jersey law, is it legal or illegal to talk on a hand held cell phone while driving?											
	All	2012	Age				Length of Commute			Drives over 70	
			17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M	Most of time/ Often	Rarely/ Never
Legal	2	2	4	3	0	3	3	1	2	1	3
Illegal	96	95	92	97	99	94	93	98	95	97	95
Not Sure	2	3	4	1	0	3	4	0	3	2	2

As they know that it's illegal, it makes sense that 55 percent of respondents say that they think it's “very” or “somewhat” likely that they'll get a ticket for talking on a hand-held cell phone while driving. Only 15 percent say that it's “not likely at all.” All of these figures are almost identical to last year's. Drivers who regularly speed are less likely to think that tickets are a real threat: 49 percent who go over 70 “most of the time” or “often” say that a cell phone ticket is “very” or “somewhat” likely, compared with 58 percent of those who rarely or never speed on the highways.

What do you think the chances are of getting a ticket if you talk on a hand held cell phone while driving?								
	All	2012	Race		Education		More than 70	
			White	Non-White	HS or less	College +	Most of the time/ Often	Once in a while/ Never
Very Likely	25	24	18	36	32	13	21	27
Somewhat Likely	30	30	28	33	29	25	28	31
Not Very Likely	27	26	32	18	22	33	27	26
Not Likely at All	15	17	18	9	13	23	20	12
Don't Know	3	3	3	4	3	5	3	4

As with several of the other enforcement questions, non-whites are much more likely to say that they'll be pulled over for using a hand-held: in this case, they're about twice as likely to say that they're “very likely” to be cited.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

## Texting

Twenty-three percent of New Jersey drivers say that they have sent a text message while driving in the past three years, up significantly from the 19 percent who said the same last year. This increase eliminates the gains made last year, and returns New Jersey to 2011 levels.

	All	2012	2011	2010	2009	2008	Length of Commute			Drives Over 70	
							Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/ Never
Yes	23	19	25	25	21	15	13	25	41	38	17
No	76	81	75	75	79	84	87	75	58	62	83
Don't Know/Don't	0	0	0	0	0	1	0	0	1	0	1

The increase was largely among drivers with long commutes to work. Drivers who don't commute to work became less likely to send a text message. Last year, 22 percent of them sent a text while driving, and this decreased to 13 percent this year. On the other end of the spectrum, the proportion of drivers who commute 20 miles or more who sent a text behind the wheel *increased* by 10 points, from 31 percent to 41 percent.

As in years previous, drivers who say that they speed regularly (38 percent) are also the most likely to say that they text while driving – though that may be more related to their greater opportunity with the long commutes that are associated with such speeding.

Last year's decrease in texting was largely driven by a remarkable decrease in the number of young drivers who admitted to texting while driving. In 2011, 64 percent of drivers under the age of 30 said that they had texted behind the wheel in the previous three years. Last year, that figure dropped to 48 percent, and it stayed there this year. Indeed, there was no significant movement in the rate of texting among any of the age groups.

	17-29						30-44					
	2013	2012	2011	2010	2009	2008	2013	2012	2011	2010	2009	2008
Yes	48	48	64	56	57	51	35	34	35	37	28	20
No	52	50	36	43	43	49	65	65	65	63	72	80
Don't Know / Don't Remember	0	2	0	1	0	0	1	1	0	0	0	0

	45-60						60+					
	2013	2012	2011	2010	2009	2008	2013	2012	2011	2010	2009	2008
Yes	18	20	15	17	12	7	5	3	2	1	1	1
No	82	80	85	83	87	92	94	97	98	98	99	98
Don't Know / Don't Remember	0	0	0	0	1	1	1	0	0	1	0	1

This means that the rate of texting among young drivers is the lowest it has been in the last five years, but young people are still much more likely to text behind the wheel than



older drivers: 35 percent of 30-44 year olds do so, along with 18 percent of 45 to 60 year olds and five percent of the oldest cohort.

	All	2012	2011	Length of Commute			Age			
				Doesn't Drive	0-19 M	20+ M	17-29	30-44	45-60	60+
Very Often	11	8	11	7	12	11	13	12	8	0
Sometimes	21	17	20	19	19	26	27	22	12	9
Rarely	59	65	63	61	61	54	57	59	63	51
Never	9	11	7	12	9	9	3	7	16	40

The key to the increase, then, is in the behavior of drivers with long commutes. When respondents who admit to texting behind the wheel are asked how often they do so, most (59 percent) say that they do so only "rarely." The frequency of texting was up among people with both short and long commutes. However, it was up most among individuals with long drives to work. Last year, 15 percent of drivers with long commutes who admitted to texting did so "very often" or "sometimes;" this year, the equivalent figure was 37 percent. Similarly, last year, 84 percent did so "rarely" or "never," but this figure is down to 63 percent this year. Among the youngest drivers, the frequency of texting was up slightly, from 28 percent of those who text doing so frequently up to 40 percent this year.

	All	2012	Age				Length of Commute		
			17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M
Legal	1	2	2	1	1	1	2	1	1
Illegal	93	85	89	97	95	90	90	95	94
Not Sure	6	13	8	2	4	9	8	4	5

As with cell phone use, nearly all New Jersey drivers know that texting behind the wheel is illegal: 93 percent say that it's illegal, with another 6 percent saying that they're not sure. This is up significantly from last year, when just 85 percent of drivers knew that texting behind the wheel was illegal. The biggest gains on this item were among young drivers: last year, 15 percent of drivers under 30 said that texting was legal, down to 2 percent this year.



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

What do you think the chances are of getting a ticket if you send a text message while driving?											
	All	2012	Age				Commute			More than 70	
			17-29	30-44	45-60	60+	None	Less than 20	20+	Most of the time/ Often	Once in a while/ Never
Very Likely	19	18	24	19	19	16	19	20	20	11	23
Somewhat Likely	28	28	42	24	25	24	30	24	29	25	29
Not Very Likely	27	29	21	32	29	29	22	36	23	32	26
Not Likely at All	19	19	14	19	24	20	20	17	24	28	15
Don't Know	7	6	0	6	3	10	9	5	4	4	7

Though they know that it's illegal, drivers aren't too likely to think that they'll be ticketed for texting behind the wheel. Only 19 percent say that it's "very likely" that they'll be cited for texting while driving, with another 28 percent who say that it's "somewhat likely." The comparable figures for cell phone use are 25 and 30 percent.

Young drivers are the most likely to text behind the wheel – but they're also the most likely to say that it's "very likely" that they'll be pulled over. Twenty-four percent (down from thirty-one percent last year) give that response, compared with just 19 percent in the overall population. Drivers who engage in other risky behaviors – like speeding on the highway – are also less likely to say that there is a good chance they will be ticketed.

Currently in NJ you can get a \$100 ticket for talking on a hand held cell phone, or texting while driving. Is that fine high enough to discourage you from doing so?									
	All	2012	Age				Length of Commute		
			17-29	30-44	45-60	60+	Doesn't	0-19 M	20+ M
Yes	53	52	68	52	54	43	48	57	56
No	41	43	27	44	42	49	46	38	38
Not Sure	5	4	5	3	4	7	5	4	6
Refused	1	1	1	1	0	1	1	1	0

After answering this question, respondents were informed that there is a \$100 fine for talking on a cell phone while driving, and asked if that was enough to dissuade them from texting behind the wheel. More than half (53 percent) of respondents say that it is enough, no different from the 52 percent who said so last year. Young drivers are the most likely to say that the fine persuades them not to text (68 percent) – but given how high the rates of texting are among this group, the fine does not appear to be acting as a deterrent.



## Drinking and Driving

Seventeen percent of New Jersey drivers admit to having consumed alcohol before driving in the past three years, with men more likely than women (22 percent versus 14 percent). This aggregate figure is not significantly different from the 16 percent who said the same last year, though it is significantly lower than the 21 percent in 2009.

None of the age groups showed significant change since last year in the frequency of drinking and driving, and 45 to 60 year olds remain the most likely to drink and drive: 23 percent this year say that they have done so, compared to just 11 percent of 30 to 44 year olds. Although young drivers are generally more prone to engage in risky driving behaviors than older cohorts, this is one area where this is not true. Nineteen percent (statistically indistinguishable from the 15 percent who said so last year) say they drank alcohol before driving in the last few years, no different than the overall rate.

In the past three years have you personally, driven after drinking alcohol?													
	All Respondents							Gender		Age			
	2013	2012	2011	2010	2009	2008	2007	Men	Women	17-29	30-44	45-60	60+
Yes	17	16	18	18	21	17	23	22	14	19	11	23	16
No	82	84	82	81	78	83	76	77	86	79	88	77	83
Don't Know/Remember	1	0	0	1	1	0	1	1	0	2	1	0	0
[Only those who had driven after drinking] And what about in the past couple of months?													
Yes	60	64	58	53	--	--	--	57	65	53	56	54	81
No	39	36	41	47	--	--	--	43	34	47	44	46	18
Don't Know/Remember	1	1	0	0	--	--	--	0	1	0	0	0	1

Moreover, 6 in 10 (60 percent) of those drivers who say that they had driven after drinking in the past few years had also done so in the past few months. This indicates that drinking and driving may not be a one-time activity for many respondents, but something that they do regularly, as is indicated in their responses to the question about how much they can safely drink before getting behind the wheel.

More than half (52 percent) of drivers say that they can drink and still be competent drivers. Among those who think that they can drink and still get behind the wheel, about half (22 percent out of 48 percent) think that they can have just one drink – 26 percent think they can have more. Only a small proportion (7 percent, unchanged from last year) think that they can have three or more drinks, a group that includes far more men (11 percent) than women (4 percent).



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

And thinking about yourself and drinking alcohol, in general how many drinks can you have--personally--and still be O.K. to drive?										
	All	2012	2011	2010	Drives Over 70		Education		Male	Female
					Most of the time/Often	Rarely/ Never	HS or Less	College +		
None	16	19	-	-	9	19	21	13	16	16
One	22	21	22	24	25	21	11	28	18	25
Two	17	20	21	16	25	13	12	16	20	13
Three	5	5	7	7	10	3	2	6	7	2
Four	1	1	2	2	3	1	2	1	2	1
Five or More	1	1	1	1	2	1	4	0	2	1
Never Drink	32	30	41	42	20	37	43	30	25	38
Don't Know/Refused	6	3	7	8	6	5	5	5	10	4

Although the rate of drinking and driving is roughly stable, New Jersey drivers are a bit more worried about being arrested for drunk driving than they were last year. Last year, 41 percent of drivers said that it was “very likely” that they would be arrested for driving after drinking, increasing to 47 percent this year. The perception for consequences following drinking and driving is higher than for speeding (30 percent), texting (19 percent) or talking on a cell phone 25 percent).

What do you think the chances are of getting arrested if you drive after drinking?											
	All	2012	2011	2010	Age				Commute		
					17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M
Very Likely	47	41	47	38	67	42	48	39	49	44	50
Somewhat Likely	30	33	35	38	22	37	32	29	28	37	24
Not Very Likely	8	12	8	10	3	11	8	9	8	8	9
Not Likely at All	8	9	5	7	7	4	8	12	7	7	11
Don't Know	7	6	6	7	1	5	3	11	8	4	6

Just as young drivers are more likely to have heard about enforcement campaigns in other areas, they are more likely to have seen, heard or read something about drunk driving enforcement by police recently. Forty-two percent of drivers under the age of thirty say they have seen something about it, compared with 34 percent of drivers overall. This awareness is down substantially from last year, when 44 percent said that they had heard something, and is the lowest level yet recorded in these studies. These enforcement campaigns may be having an impact: young drivers who are the most likely to have been exposed to them are also the most likely to say that it is “very likely” that they’ll be arrested if they drive drunk: 67 percent say so, compared with 47 percent overall.

In the past 30 days have you read, seen or heard anything about alcohol impaired driving (drunk driving) enforcement by police?										
	All	2012	2011	2010	Age					
					Men	Women	17-29	30-44	45-60	60+
Yes	34	44	43	44	38	30	42	28	37	32
No	66	56	57	56	62	70	58	72	63	68



## Other Questions

Seventeen percent of New Jersey drivers – up from just 13 percent last year – say that they’ve been in a crash sometime in the last three years. As in years previous, young drivers are the most likely to report a collision (23%), compared to just 12 percent of drivers over the age of 45.

In the past three years, have you personally been involved in any kind of a crash?										
	All	2012	2011	2010	2009	2008	Age			
							17-29	30-44	45-60	60+
Yes	17	13	16	16	14	16	23	20	13	12
No	83	87	84	84	86	84	77	80	87	88

The more someone drives, the more likely it is that s/he will be involved in a crash. Drivers who commute to work (whether that commute is short or long) are slightly more likely to have been in a crash (19 percent) than those who don’t drive to work (14 percent). Oddly, though, speeding is not related to accidents – there are no significant difference in the rate of collisions between people who say that they speed on the highway regularly and those who do not.

In the past three years, have you personally been involved in any kind of a crash?						
	All	Length of Commute			Education	
		Doesn't Drive	0-19 M	20+ M	HS or less	College +
Yes	17	14	19	19	10	16
No	83	86	81	81	90	84

In addition to the 17 percent of drivers who say that they’ve been in an accident in the past three years, eight percent say that they’ve almost hit a pedestrian or bicyclist. Drivers who speed regularly are disproportionately likely to be in this group: 12 percent, versus 6 percent who “rarely” or “never” speed.

In the past three years have you personally almost hit a pedestrian or bicyclist?					
	All	Education		Drives Over 70	
		HS or Less	College +	Most of the time/Often	Rarely/Never
Yes	8	9	5	12	6
No	92	91	95	88	93
Don't Know/ Don't Remember	0	0	0	0	1

As with questions about texting or using a handheld cell phone behind the wheel, nearly all (91 percent) drivers also know that New Jersey law requires them to stop for pedestrians in a crosswalk. Reported knowledge of the law was stable among all age



# SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

cohorts except the youngest. Last year, the first time this form of the question was asked, 87 percent of drivers under the age of 30 said that they had to stop; this year, 93 percent give the correct answer.

To the best of your knowledge, right now, in NJ, does the law say you have to [stop for people in a cross walk; or slow down for them]?								
	All	2012	Age				White	Non-White
			17-29	30-44	45-59	60+		
Stop	91	92	93	86	94	91	93	86
Slow Down	5	6	7	6	2	6	3	10
Don't Know	4	1	0	8	4	3	4	4

Finally, the survey asked respondents a new set of questions about the relative visibility of traffic enforcement on local roads and highways. Thirty-nine percent of drivers say that they see more police on local roads today than in the past, with less educated drivers being more likely to report an awareness of police presence on city streets. Only about 1 in 7 drivers (14 percent) say that fewer police are visible, and the plurality, 45 percent, say that there's about the same degree of police presence as in the past.

Do you see more, less or about the same police traffic enforcement on local roads now compared with what you had observed in the past?					
	All	Education		Drives Over 70	
		HS or Less	College +	Most of the time/Often	Rarely/Never
More	39	43	36	33	41
Less	14	15	10	14	15
About the Same	45	39	51	51	41
Don't Know	2	3	3	2	2

Drivers who don't often speed tend to report seeing more police on local roads as well, with 41 percent reporting higher police presence, compared to 33 percent of frequent speeders.

The story is about the same on the highways. A slightly lower number (35 percent) of respondents report that they see more police on the highways than in the past, with 15 percent saying that they see fewer, and the remainder seeing no difference. Drivers who tend to speed on the highways are less likely to report seeing the police (30 percent), than drivers who generally stick to the speed limit (37 percent), and the youngest drivers are the most likely to say that there are more police than there used to be. Forty-six percent of young drivers say that there are more police on the roads than before, compared to just 28 percent of the oldest drivers.



And how about on the highways, do you see more, less or about the same police traffic enforcement now compared with the past?							
	All	Age				Drives Over 70	
		17-29	30-44	45-59	60+	Most of the time/Often	Rarely/Never
More	35	46	34	35	28	30	37
Less	15	11	15	16	19	16	15
About the Same	47	41	49	47	49	52	45
Don't Know	3	1	2	2	5	2	3



## RECENT LEGISLATIVE ENACTMENTS

The following highway safety legislation was enacted during calendar year 2013.

### ***P.L. 2013, c.70***

This act increases fines and imposes license suspension for talking or texting on hand-held devices while driving. Approved on June 27, 2013, this act becomes effective on the first day of the thirteenth month following enactment. A person who violates the law will be fined as follows: for a first offense, not less than \$200 or more than \$400; for a second offense, not less than \$400 or more than \$600; and for a third or subsequent offense, not less than \$600 or more than \$800. For a third or subsequent violation, the court, in its discretion, may order the person to forfeit the right to operate a motor vehicle for a period of 90 days. In addition, a person convicted of a third or subsequent violation will be assessed three motor vehicle penalty points.

### ***P.L. 2013, c. 86***

This act increases fines for failure to keep right or failure to observe traffic lanes and establishes a fund to pay for certain signage. Approved on August 7, 2013, this act takes effect immediately. The penalty for a violation of failing to keep right under N.J.S.A. 39:4-82 or failure to observe traffic lanes under N.J.S.A. 39:4-88 will be a fine of not less than \$100 or more than \$300. In addition to any fine that may be imposed, a surcharge of \$50 will be imposed on each person found guilty of N.J.S.A. 39:4-82 or N.J.S.A. 39:4-88. The surcharge will be placed in a separate, non-lapsing fund that will be administered by the Department of Transportation and will be used to acquire, install and maintain highway signs that notify motorists entering the State to keep to the right of the roadway except when overtaking.

### ***P.L. 2013, c. 141***

This act requires the Commissioner of the Department of Transportation to erect signs and use variable message signs to inform motorists of State law prohibiting texting while driving. Approved on August 14, 2013, this act takes effect immediately. “Nikki’s Law”, requires the Commissioner of Transportation, in consultation with the Director of the Division of Highway Traffic Safety, to erect appropriate signage and use variable message signs to inform motorists that the operator of a moving vehicle is prohibited from text messaging and sending electronic messages via wireless telephone or electronic communication devices.





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