

2008 SEAT BELT SURVEY



SOUTH JERSEY
TRANSPORTATION
PLANNING
ORGANIZATION

Submitted by:



In Association With:



June 2008

TABLE OF CONTENTS

Executive Summary	1
Introduction	3

ANALYSIS OF DATA

Seat Belt Use	5
Seat Belt Use by Drivers	7
Seat Belt Use by Road Type	11
Seat Belt Use by Passengers	12
Cell Phone Use	15

SPECIAL PROJECT

High School Seat Belt Observations	16
GDL Questionnaire	17
GDL Questionnaire—Results	18

SUMMARY

Summary of Seat Belt Use	21
SJTSA Seat Belt Initiatives	22

APPENDICES

Appendix A	24
Appendix B	26

LIST OF FIGURES

Figure 1 - Seat Belt Survey Region	2
Figure 2 - Seat Belt Survey Sites	3
Figure 3 - Seat Belt Survey - % of Drivers Seat Belts On	5
Figure 4 - Seat Belt Use by Counties - Passengers	12
Figure 5 - Cell Phone Use - Drivers	15

LIST OF TABLES

Table 1: 2008 SJTPO Seat Belt Survey Sample Sizes	4
Table 2: Seat Belt Use for SJTPO Region (2006 & 2008)	5
Table 3: Seat Belt Use by County - Drivers	7
Table 4: Seat Belt Use by Area Type and County - Drivers	8
Table 5: Seat Belt Use by Gender - Drivers	10
Table 6: Seat Belt Use by Roadway Type - Drivers	11
Table 7: Seat Belt Use by County - Passengers	12
Table 8: Seat Belt Use by Area Type and County - Passengers	13
Table 9: Seat Belt Use by Gender - Passengers	14
Table 10: Seat Belt Use by Roadway Type - Passengers	14
Table 11 - Hand Held Cell Phone Use	15
Table 12 - Hand Held Cell Phone Use by County	15
Table 13 - Seat Belt Use by High School Students	16

LIST OF GRAPHS

Graph 1: Seat Belt Use for SJTPO Region	6
Graph 2: Seat Belt Use by County - Drivers	7
Graph 3: Seat Belt Use by Area Type and County - Drivers	9
Graph 4: Seat Belt Use by Gender - Drivers	10
Graph 5: Seat Belt Use by Roadway Type - Drivers	11
Graph 6: Seat Belt Use by Gender - Passengers	14
Graph 7: Seat Belt Use by Roadway Type - Passengers	14

EXECUTIVE SUMMARY

The South Jersey Transportation Planning Organization (SJTPO), in conjunction with the South Jersey Traffic Safety Alliance (SJTSA), commissioned the performance of a seat belt usage study to be performed during April 2008 at selected sites in the SJTPO region. The SJTPO is the federally designated Metropolitan Planning Organization (MPO) for southern New Jersey; the region consists of Atlantic, Cape May, Cumberland and Salem Counties. The survey was based on the National Occupant Protection Use Survey (NOPUS) and is meant to be a "snapshot" of the seat belt usage in 2008 on the roadways of the MPO region. The results of the 2008 survey are compared to results generated in the 2006 and 2007 seat belt surveys.

The 2008 data collection effort was focused on seat belt use by drivers and front seat passengers including gender as well as cell phone use by the drivers. It consisted of observational surveys of approximately 23,159 motorists, comprised of 19,363 drivers and 3,796 front-right passengers. The motorists were observed at 90 sites in the SJTPO region. The data collection process began on April 1, 2008 and concluded on April 29, 2008.

An analysis of the 2008 data shows that the seat belt use rate for all motorists (both drivers and passengers) in the SJTPO region is 91%, up 3 percentage points from 2007. The use rate of 91% is the same as the New Jersey statewide rate in 2007 and well above the 82% national rate for motorists reported that year. The increased 2008 driver and passenger rates are likely attributed to ongoing educational and police enforcement efforts.

**SEAT BELT USE
RATE IN THE SJTPO
REGION IS 91%,
UP 3 PERCENTAGE
POINTS FROM
2007.**

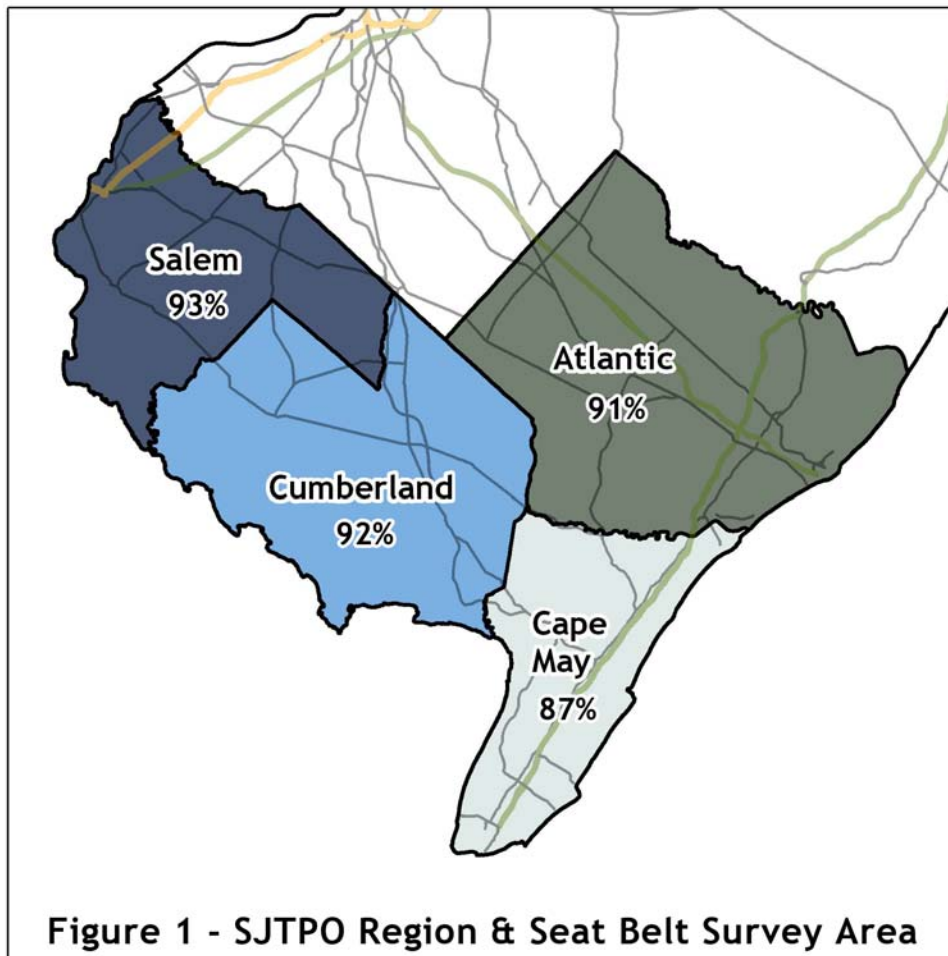
The 2008 data indicated that passengers wear seat belts at a higher rate than drivers, at 93% to 91%. Seat belt use by drivers is highest in Salem County, at 93%, with Cumberland County close behind at 92%. The data also indicated that the use of seat belts is higher for female drivers, at 95%, than for male drivers, at 88%. Among passengers, seat belt use is also highest by females than males, at 96% to 90%.

In at least one respect, the SJTPO region diverts from national trends. In the two years that both drivers and passengers have been surveyed in the SJTPO region, passenger use of seat belts has been higher than driver use. In the last two years available nationally (2006 and 2007), driver use has been higher than passenger use.

Hand-held cell phone use by the drivers of the vehicles was also documented in the survey. Use declined from 6% of all drivers in 2007, to 3% of all drivers in 2008. In the previous year, use had increased from 4% to 6%. The decline in 2008 may be attributed to a new law in the state making use of hand-held cell phones a primary offense, as well as associated enforcement efforts.

HAND HELD CELL PHONE USE BY DRIVERS DECLINES

In a special project, observations were made of seat belt use among students at 10 high schools in the region. Their total use rate was 85%, lower than the rate for motorists at the 90 sites.

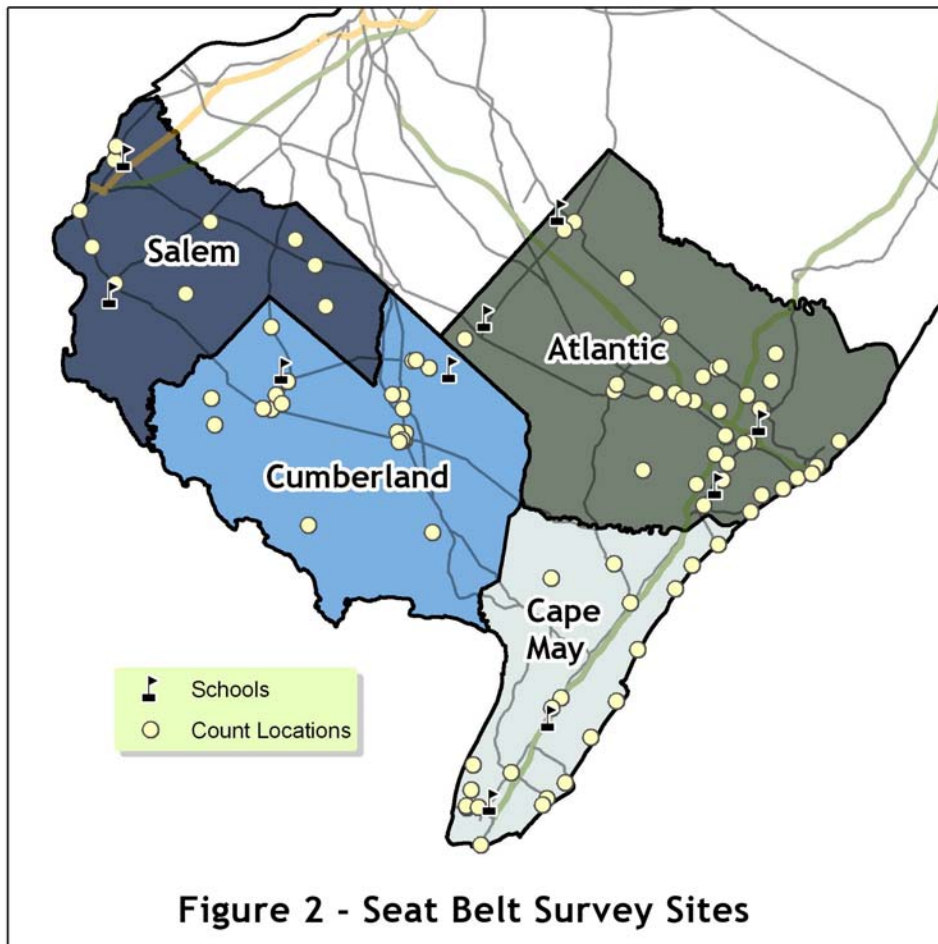


REPORT

The 2008 SJTPO Seat Belt Survey consisted of observational surveys of 23,159 motorists, comprising 19,363 drivers and 3,796 passengers. The observations took place at 90 sites broken down as follows; 38 sites in Atlantic County, 21 sites in Cape May County, 20 sites in Cumberland County, and 11 sites in Salem County. Figure 2 provides a thematic map of the locations of the selected data collection sites throughout the SJTPO region. The field observations started on April 1, 2008 and concluded on April 29, 2008. The counts were completed before May so as not to be overly influenced by the behavior of seasonal visitors. This was considered to be particularly important in Atlantic and Cape May Counties, both of which have large tourist industries.

NUMBER OF SURVEY SITES

Atlantic County — 38
Cape May County — 21
Cumberland County — 20
Salem County — 11



The majority of the data collection observations were conducted between 8 a.m. and 4 p.m. Typically, crews of two counters sat in high vehicles (either a van or a 4 x 4 truck) within the immediate proximity of the designated sites. At certain sites, it was necessary for the counters to stand at the intersection to get a clear view of passing motorists. Counts were conducted at both stop-sign and signal-controlled intersections. The counters typically observed traffic on both streets at the intersections, and thus were able to determine seat belt and cell phone usage of both stopped and moving vehicles.

The drivers of passenger cars, vans, SUV's, and pickup trucks were observed for their use of seat belts and hand-held cell phones; front right passengers were observed for their use of seat belts only. The type of vehicle was not identified. Consistent with National Occupant Protection Use Survey (NOPUS) procedures, the counter identified the driver and passenger as belted only if the counter observed a shoulder seat belt across the front of his/her body.

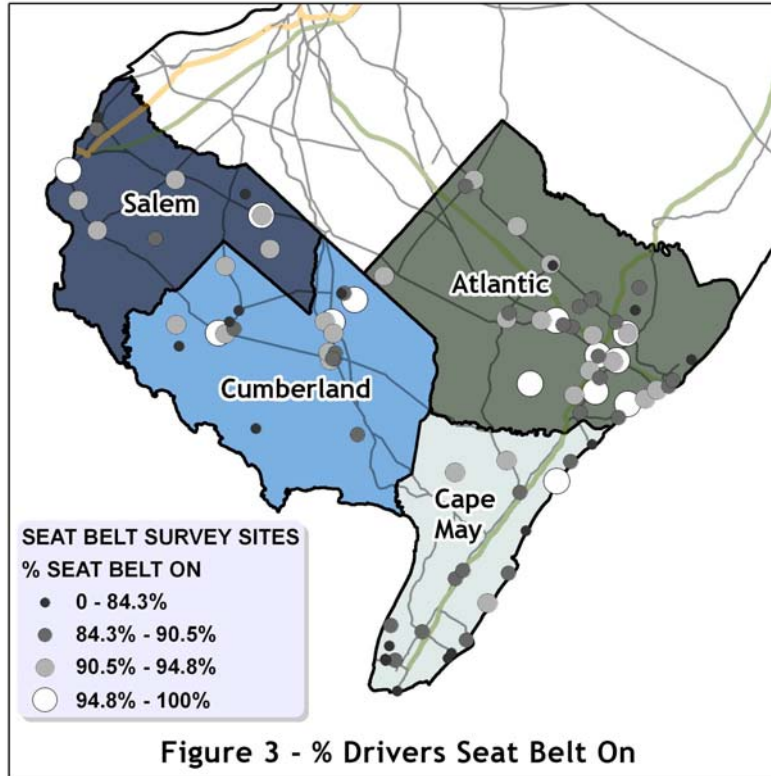
The field crews were successful in identifying seat belt use in virtually all vehicles observed. They observed a total of 23,204 vehicles during the survey periods, and were able to determine seat belt use for 23,159 vehicles. The results discussed in this report pertain only to those 23,159 motorists for which seat belt use was definitely determined.

Table 1 - 2008 SJTPO Seat Belt Survey Sample Sizes

	Atlantic	Cape May	Cumberland	Salem	TOTAL
All Motorists	12,330	3,679	4,790	2,360	23,159
Drivers - Total	10,299	3,127	4,014	1,923	19,363
Passengers - Total	2,031	552	776	437	3,796

SEAT BELT USE

Figure 3 provides a summary of the seat belt data collected at the 90 sites. The individual data from which this Figure was generated can be found in Appendix A. As indicated on Figure 3 and in Table 2, 91% of motorists in the SJTPO region wore seat belts in 2008. The survey further indicates that 91% of drivers and 93% of passengers used seat belts. Seat belt use among drivers increased by 11 percentage points between 2006 and 2007, and three percentage points between 2007 and 2008. Seat belt use among passengers increased two percentage points between 2007 and 2008.



The 2008 use rate for all motorists (both drivers and front seat passengers) is equal to the rate of 91% reported for the State of New Jersey in 2007, and well above the national average of 82% for the same year (National Highway Traffic Safety Administration, Traffic Safety Facts, September 2007).

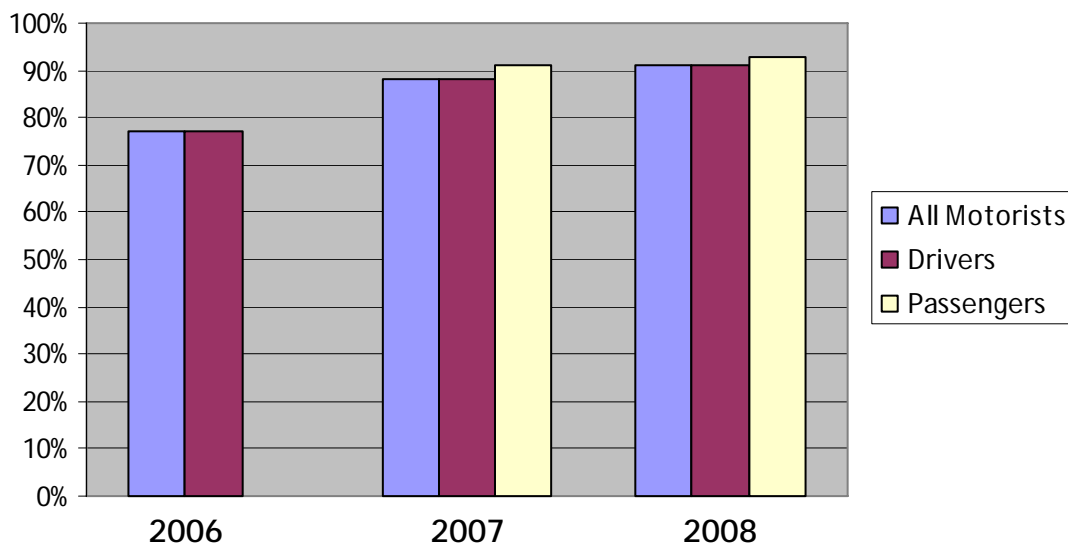
Table 2 - Seat Belt Use for SJTPO Region

Type	2006	2007	2008
All Motorists	77%	88%	91%
Drivers	77%	88%	91%
Passengers	NA	91%	93%

Seat belt use has increased in New Jersey every year between 2000 and 2007, going from 74% to 91% in that time span. It should be noted that New Jersey is a "primary enforcement law" state and motorists can be pulled over by the police and ticketed simply for not using their seat belts.

In "secondary enforcement" states, a motorist can be ticketed for not using seat belts only if stopped for another violation. Seat belt use in primary enforcement states as of 2007 was 87%, versus 73% in secondary enforcement states. Seat belt use in secondary enforcement states actually fell 1% in 2007, defying a national trend toward greater seat belt use. Primary enforcement states in the Mid-Atlantic region include New Jersey, New York and Delaware.

Graph 1 - Seat Belt Use for SJTPO Region



SEAT BELT USE BY DRIVERS

Driver seat belt use was greatest in Salem County, at 93%, followed by Cumberland County at 92%, and Atlantic County at 91% (Table 3 and Graph 2). The previous two years, the highest use rate among drivers was seen in Atlantic County. Use in Cape May County was lowest at 87%. A review of the three years shows that all of the counties have showed a steady improvement.

Table 3 - Seat Belt Use by County - Drivers			
County	2006	2007	2008
Atlantic	80%	88%	91%
Cape May	67%	86%	87%
Cumberland	76%	87%	92%
Salem	78%	87%	93%
Total	77%	88%	91%

This is the third year that Cape May County has had the lowest seat belt use. In the previous two years the highest use rate among drivers was seen in Atlantic County. For 2008, Salem County saw the greatest increase at six percentage points.

Graph 2 - Seat Belt Use by County - Drivers

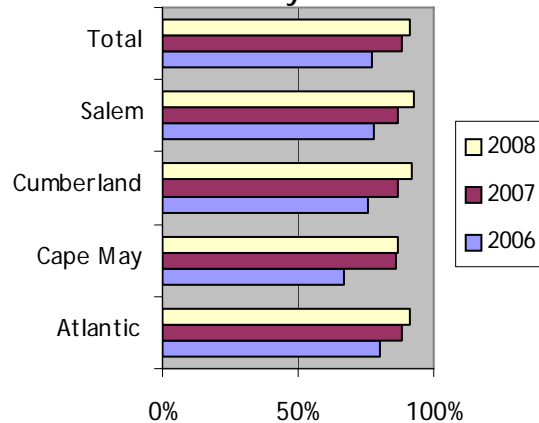


Table 4 breaks down seat belt use within each county by area type: urban, suburban, or rural. Following the methodology established by NOPUS, area type was determined subjectively, and not by objective criteria, such as population density or Census classification for the municipality. As stated in Safety Belt Use in 2003: Demographic Characteristics (NHTSA), "NOPUS urbanization categories tend to reflect the characteristics of the immediate area surrounding a site, as opposed to the population density of the city or town in which the site is located. For instance, a developed downtown area of a sparsely-populated town might well be classified as suburban or rural (although not likely "urban")." The same approach was used on this survey.

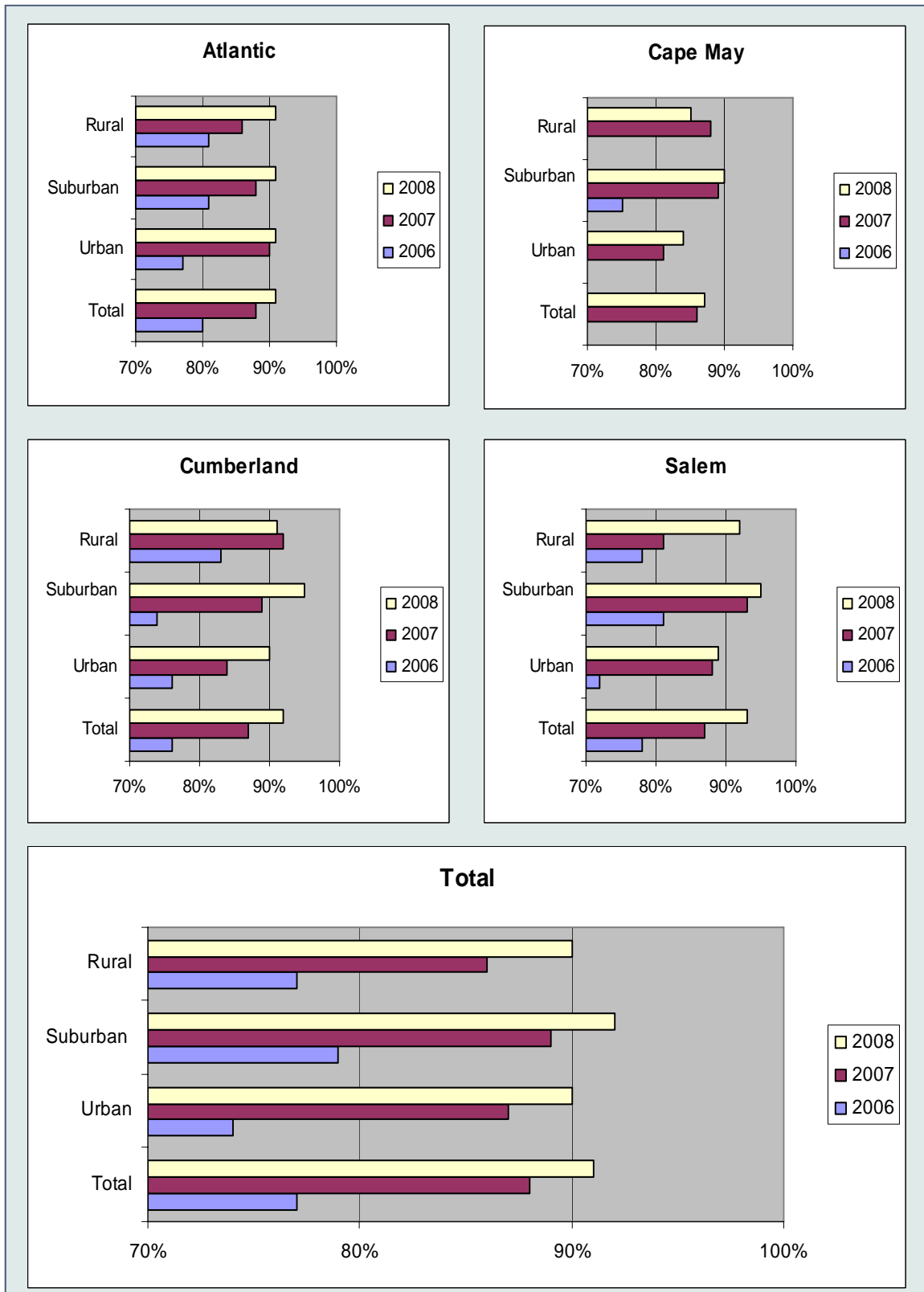
As indicated in Table 3, seat belt use by drivers is highest in suburban areas in the SJTPO region at 92%, followed by urban areas and rural areas at 90% each. However, the greatest increase in area type was seen for rural areas, which increased by four percentage points over 2007. The highest use rate for any geographic area was for the suburban areas in both Salem County and Cumberland County, at 95%. This is the second straight year that driver seat belt use was highest in suburban areas of Salem County. Seat belt use was most consistent in Atlantic County, with use rates of 91% in urban, suburban and rural areas alike.

Table 4 - Seat Belt Use by Area Type and County - Drivers

County	2006	2007	2008
Atlantic	80%	88%	91%
Urban	77%	90%	91%
Suburban	81%	88%	91%
Rural	81%	86%	91%
Cape May	67%	86%	87%
Urban	64%	81%	84%
Suburban	75%	89%	90%
Rural	65%	88%	85%
Cumberland	76%	87%	92%
Urban	76%	84%	90%
Suburban	74%	89%	95%
Rural	83%	92%	91%
Salem	78%	87%	93%
Urban	72%	88%	89%
Suburban	81%	93%	95%
Rural	78%	81%	92%
Total	77%	88%	91%
Urban	74%	87%	90%
Suburban	79%	89%	92%
Rural	77%	86%	90%

**SEAT BELT USE BY
DRIVERS IS
HIGHEST IN
SUBURBAN AREA.**

Graph 3 -Seat Belt Use by Area Type and County - Drivers



SEAT BELT USE BY DRIVERS

Gender

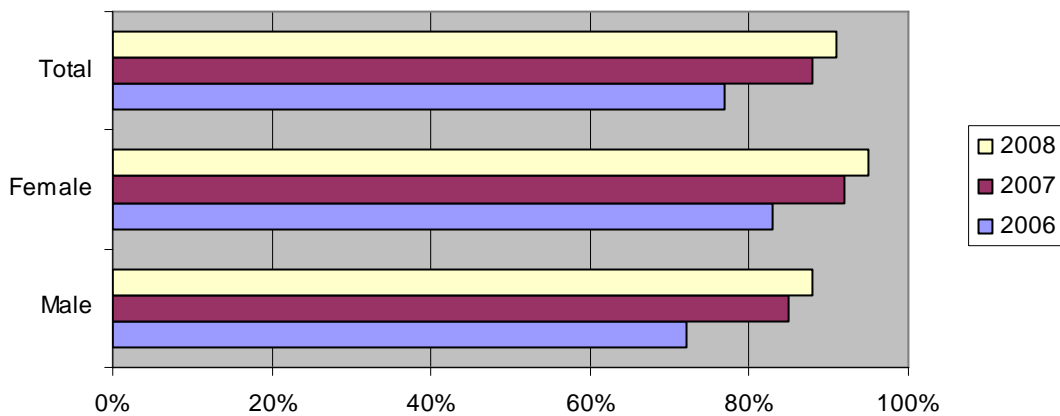
Table 5 provides seat belt use for drivers by gender. Reflecting established trends in the SJTPO region, seat belt use is higher for females than for males, at 95% versus 88%. This difference of 7% is identical to the difference between the genders last year.

**SEAT BELT USE IS
HIGHER FOR
FEMALES THEN
MALES.**

In comparison, seat belt usage in the SJTPO region exceeds the 2007 national averages which were 86% for females and 79% for males according to the National Occupant Protection Use Survey, NHTSA's National Center for Statistics and Analysis.

Table 5 - Seat Belt Use by Gender - Drivers			
Type	2006	2007	2008
Male	72%	85%	88%
Female	83%	92%	95%
Total	77%	88%	91%

Graph 4 - Seat Belt Use by Gender - Drivers



SEAT BELT USE BY DRIVERS

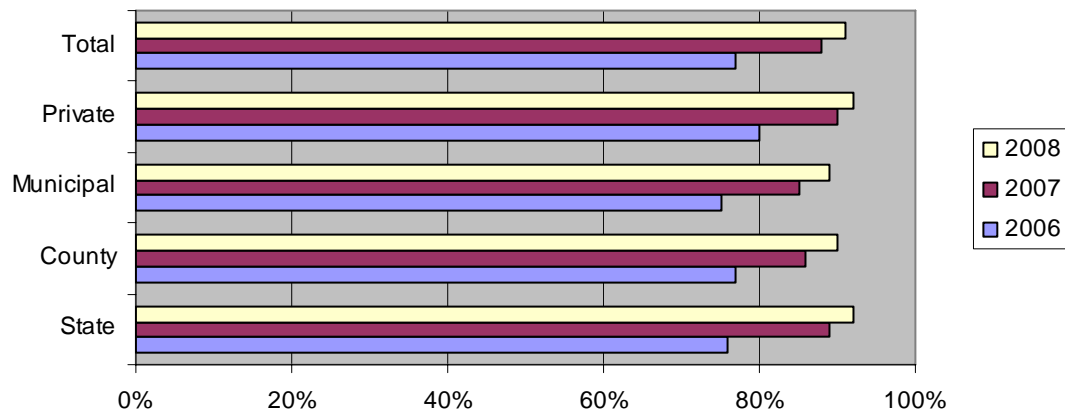
By Road Type

Table 6 indicates seat belt use for drivers by road type. Seat belt use is highest on private driveways (shopping centers, etc.) and state-owned roadways, both at 92%. This is the third year in a row in which seat belt use is highest, or tied for highest, on private driveways. Seat belt use on state roadways has risen 16 percentage points since 2006.

**SEAT BELT USE IS
HIGHEST ON PRI-
VATE DRIVEWAYS
AND STATE OWNED
ROADWAYS.**

Table 6 - Seat Belt Use by Roadway Type - Drivers			
Type	2006	2007	2008
State	76%	89%	92%
County	77%	86%	90%
Municipal	75%	85%	89%
Private	80%	90%	92%
Total	77%	88%	91%

Graph 5 - Seat Belt Use by Roadway Type - Drivers



SEAT BELT USE BY PASSENGERS

County

Table 7 indicates that seat belt use by passengers was highest in Cumberland and Salem Counties, at 95%. Salem County also saw the largest increase in seat belt use, rising by 13 percentage points since 2007. Seat belt use by passengers declined in Cape May County from 91% to 87%. A decline among any geographic area or demographic group is unusual in the SJTPO region.

In comparison, seat belt usage by passengers in the SJTPO region exceeds the 2007 national average which was 83% for 2007 according to the NHTSA's National Center for Statistics and Analysis.

County	2007	2008
Atlantic	92%	94%
Cape May	91%	87%
Cumberland	91%	95%
Salem	82%	95%
Total	91%	93%

* - Passenger data was not collected as part of the 2006 SJTPO Seat belt Survey.

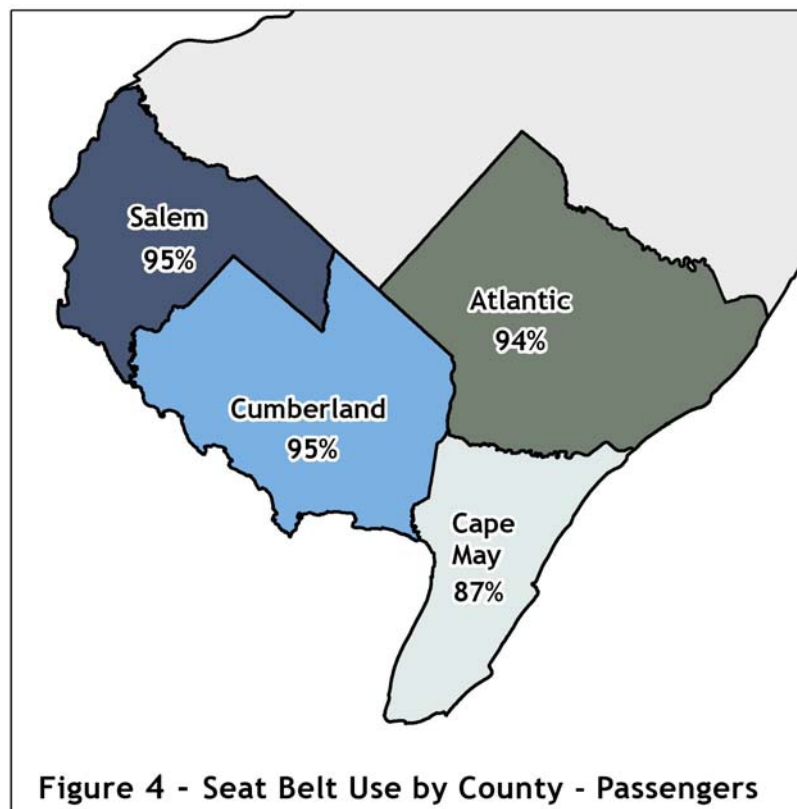


Figure 4 - Seat Belt Use by County - Passengers

SEAT BELT USE BY PASSENGERS

Area Type and County

Table 8 provides seat belt use for passengers among area types. As is true of drivers, seat belt use is highest in suburban areas, at 94%. In urban areas, use was 93%, followed by rural areas at 92%. Use was highest in suburban areas of Cumberland and Salem Counties at 97% each. This also corresponds to highest use areas for drivers.

Table 8 - Seat Belt Use by Area Type and County - Passengers		
County	2007	2008
Atlantic	92%	94%
Urban	93%	95%
Suburban	92%	94%
Rural	92%	91%
Cape May	91%	87%
Urban	88%	80%
Suburban	92%	91%
Rural	94%	92%
Cumberland	91%	95%
Urban	87%	96%
Suburban	96%	97%
Rural	74%	84%
Salem	82%	95%
Urban	75%	92%
Suburban	73%	97%
Rural	93%	96%
Total	91%	93%
Urban	90%	93%
Suburban	91%	94%
Rural	91%	92%

SEAT BELT USE BY PASSENGERS

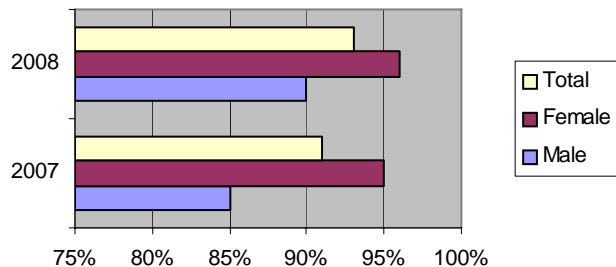
Gender

Consistent with driver trends, female passengers wear seat belts at a greater rate, 96%, than male passengers at 90% (Table 9). Of note, however, use by female passengers increased by only one point between 2007 and 2008, while use by male passengers increased five percentage points.

Seat belt use by passengers on state highways increased five percentage points to surpass use on municipal roads which remained unchanged. Use on County and Private roadways increased only slightly.

Table 9 - Seat Belt Use by Gender - Passengers		
Type	2007	2008
Male	85%	90%
Female	95%	96%
Total	91%	93%

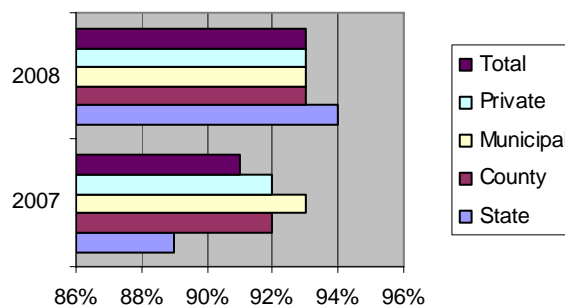
Graph 6 Seat Belt Use by Gender - Passengers



Road Type

Table 10 - Seat Belt Use by Roadway Type - Passengers		
Type	2007	2008
State	89%	94%
County	92%	93%
Municipal	93%	93%
Private	92%	93%
Total	91%	93%

Graph 7 Seat Belt Use by Roadway Type - Passengers



CELL PHONE USE

Table 10 indicates the number of motorists using hand-held cell phones while driving and talking on their cell phone. Figure 6 presents a schematic of their distribution within the SJTPO region. Cell phone use by drivers was cut in half between 2007 and 2008, going from 6% to 3%. From 2006 to 2007, in contrast, cell phone use had increased from 4% to 6%.

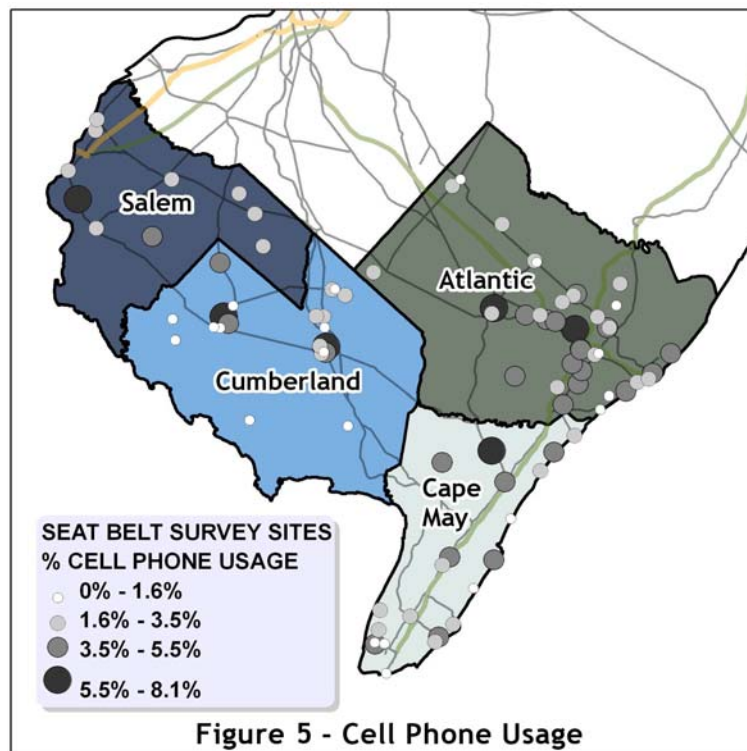
Table 11 - Hand Held Cell Phone Use			
Type	2006	2007	2008
Male	4%	5%	3%
Female	5%	7%	4%
Total	4%	6%	3%

Table 12 - Hand Held Cell Phone Use by County			
County	Sample	2007	2008
Atlantic	10,318	353	3.4%
Cape May	3,134	98	3.1%
Cumberland	4,027	111	2.8%
Salem	1,928	60	3.1%
Total	19,407	622	3.2%

Interestingly, hand-held cell phone use at a national level declined the previous year, dropping from 6 percent in 2005 to 5 percent in 2006 (NHTSA, *Traffic Safety Facts*, July 2007). This was the first decline since the NOPUS survey began tracking hand-held cell phone use in 2000. As of March 2008 three states in addition to New Jersey - Connecticut, New York and Utah -- plus the District of

Columbia had laws on the books banning the use of hand-held cell phones while driving.

At least for New Jersey, it can be speculated why cell phone use would have decreased since the previous year. A law took effect on March 1, 2008, making use of a hand-held cell phone a primary offense. Drivers caught talking or texting on a hand-held cell phone can be fined \$100 fine, along with a \$250 surcharge.



2008 SPECIAL PROJECT

High School Seat Belt Observations and GDL Questionnaire

Each year the SJTSA chooses a special project to include in the seat belt survey. For 2007, that special project was a questionnaire for residents on their seat belt use and attitudes toward wearing seat belts.

For 2008, the SJTSA decided to focus on teen drivers and observe their seat belt use, inquire about their knowledge of the GDL (Graduated Drivers License) law and compare their attitudes toward seat belt use with that of the general motoring public.

Teen drivers (aged 15 to 18) were chosen as the focus area because crashes involving teens has been on the rise with several fatal crashes in a short period of time. A review of the crash data showed that most of the teen fatalities were due to lack of seat belt use and a high rate of speed, along with GDL violations.

It is the SJTSA's belief that seat belt use among teen drivers is low and that they do not know or do not voluntarily follow the GDL laws and that their parents are not aware of and do not enforce the GDL restrictions.

Observations

Seat belt observations of high school students were conducted at 10 high schools in the SJTPO region. Four schools were in Atlantic County, and two each were in Cape May, Cumberland, and Salem counties. These observations were conducted during a 30-minute period during each school's dismissal time. Observations were made of 1,509 motorists, comprising 1,041 drivers and 468 passengers, exiting their school parking lots. This was the first time that observations were made at high schools. These are not included with the results analyzed elsewhere in this report.

Table 13 - Seat Belt Use by High School Students

All Motorists	85%
Drivers	86%
Male	84%
Female	88%
Passengers	82%
Male	83%
Female	82%

Seat belt use by high school students was observed to be 85%, less than the regional average of 91%. In contrast to regional trends, seat belt use by high school drivers was higher than passengers, as 86% of drivers were wearing seat belts, versus 82% of passengers. The results for passengers are also unusual in that males wore seat belts at a higher rate than females, 83% to 82%. Among drivers, females wore seat belts at a higher rate than males. The results of the high school observations are shown in Table 12.

GDL Law Questionnaire

The aforementioned GDL questionnaire was conducted at several area high schools with a total of 320 questionnaires being completed. Most of the respondents were female (58%) and nearly one half (47%) were 17 years old. At 17 you can have a Special Learners Permit, an Examination Permit or a Provisional License, but all fall within the GDL law with restrictions.

SOUTH JERSEY TRAFFIC SAFETY ALLIANCE 2008 HIGH SCHOOL GDL LAW QUESTIONNAIRE

GENERAL

Gender: ☐ Male ☐ Female

As a driver, how old are you? ☐ 16 ☐ 17 ☐ 18

Do you wear a seat belt? ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

If YES, Why? (Check all that apply)

- ☐ It is the law ☐ Fear of getting a ticket ☐ It can save my life (safety aspect)
☐ Family influence ☐ Local/National Campaign ☐ A long trip
☐ Habit ☐ Other _____

If NO, why? Check all that apply:

- ☐ It is not comfortable ☐ Takes too much time
☐ I don't believe in its safety and design ☐ Low Speed
☐ Fear of being trapped ☐ Because I have an air bag
☐ I don't believe the government should legislate this
☐ Other _____

COMPLETE THE SECTION THAT APPLIES TO YOUR CURRENT LICENSE STATUS

Special Learner's Permit:

- What hours are you allowed to drive? ☐ 5:01AM-11PM ☐ 7:01AM-11PM ☐ 6:01AM-12PM
 Must you be accompanied by a licensed driver? ☐ YES ☐ NO
 Are you allowed to use a cell phone while driving? ☐ YES ☐ NO
 How many passengers are you allowed to transport, excluding family? _____
 Are you and all your passengers required to wear seat belts? ☐ YES ☐ NO
 Do you voluntarily follow these rules? ☐ YES ☐ NO
 Are your parents aware of these restrictions? ☐ YES ☐ NO
 Do your parents enforce these restrictions? ☐ YES ☐ NO
 Have you received any MV violations? ☐ YES ☐ NO If YES, how many? _____ and for what _____

Examination Permit:

- What hours are you allowed to drive? ☐ 5:01AM-11PM ☐ 6:01AM-11PM ☐ 5:01AM-12PM
 Must you be accompanied by a licensed driver? ☐ YES ☐ NO
 Are you allowed to use a cell phone while driving? ☐ YES ☐ NO
 Are you allowed to carry passengers? ☐ YES ☐ NO
 Are you and all your passengers required to wear seat belts? ☐ YES ☐ NO

Provisional License:

- What hours are you allowed to drive? ☐ 5:01AM-11PM ☐ 6:01AM-11PM ☐ 5:01AM-12PM
 Must you be accompanied by a licensed driver? ☐ YES ☐ NO
 Are you allowed to use a cell phone while driving? ☐ YES ☐ NO
 Are you allowed to carry passengers? ☐ YES ☐ NO
 Are you and all your passengers required to wear seat belts? ☐ YES ☐ NO

THANK YOU FOR PARTICIPATING

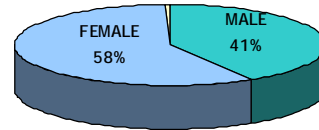
GDL Law Questionnaire - Results

GENERAL

Total number of surveyed records: 320

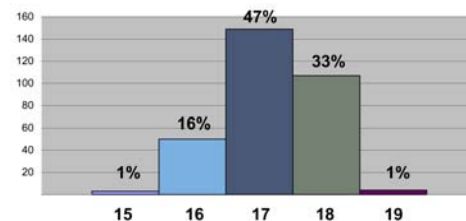
Gender:

MALE	132	41.3%
FEMALE	186	58.1%
BLANK	2	0.6%



As a driver, how old are you?

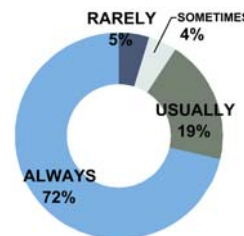
15	3	0.9%
16	50	15.6%
17	149	46.6%
18	107	33.4%
19	4	1.3%
BLANK	7	2.2%



A large majority of the high school students (71%) said they always wear their seat belt, while an additional 19% indicated that they usually do. This is consistent with the information gather from the general public of 80% and 12% respectively. However, it is interesting that this number is significantly lower than the 85% usage actually observed.

Do you wear a seatbelt?

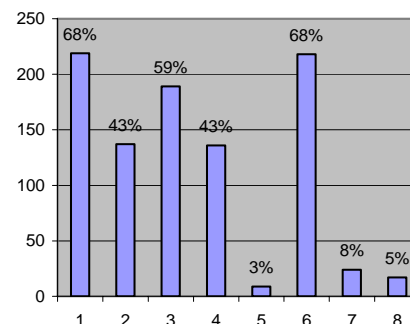
Rarely	15	4.7%
Sometimes	14	4.4%
Usually	62	19.4%
Always	228	71.5%



When asked why they wear a seat belt, the majority of high school students said because it's the law, it can save my live and out of habit. These are the same three answers the general public gave but the safety aspect ranked first and its the law second.

If YES, why?

1) It is the law.	219	68.4%
2) Family influence.	137	42.8%
3) Habit	189	59.1%
4) Fear of getting a ticket.	136	42.5%
5) Local/National Campaign	9	2.8%
6) It can save my life (safety aspect)	218	68.1%
7) A long trip.	24	7.5%
8) Other	17	5.3%



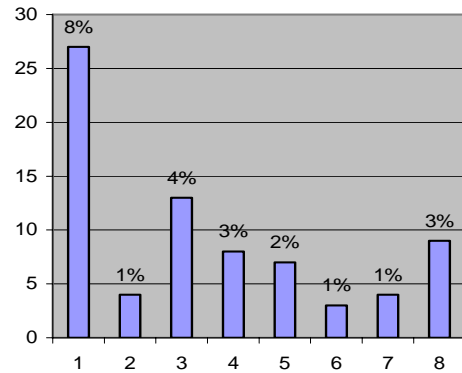
GDL Law Questionnaire - Results

GENERAL

High school students who don't wear a seat belt said they don't because it is not comfortable and a fear of being trapped. Again, these are the same reasons identified by the general public in the 2007 survey.

If NO, why?

1) It is not comfortable.	27
2) I do not believe in its safety and design..	4
3) Fear of being trapped.	13
4) I don't believe the government should legislate this.	8
5) Takes too much time.	7
6) Low speed.	3
7) Because I have an air bag.	4
9) Other	9



COMPLETE THE SECTION THAT APPLIES TO YOUR CURRENT LICENSE STATUS

Special Learner's Permit:

What hours are you allowed to drive?

5:01AM-11PM	65	20.3%
7:01AM-11PM	11	3.4%
6:01AM-12PM	27	8.4%
BLANK	217	67.8%

← Correct Answer

Question	Yes	No
1) Must you be accompanied by a licensed driver?	87 27.2%	233 72.8%
2) Are you allowed to use a cell phone while driving?	10 3.1%	310 96.9%
3) Are you and all passengers required to wear a seat belt?	107 33.4%	213 66.6%
4) Do you voluntarily follow these rules?	96 30%	224 70%
5) Are your parents aware of these restrictions?	102 31.9%	218 68.1%
6) Do your parents enforce these restrictions?	83 25.9%	237 74.1%
7) Have you received any MV violations?	6 2.6%	314 98.1%

GDL Law Questionnaire - Results

Special Learner's Permit (Continued):

How many passengers are you allowed to transport?

0	229	71.6%
1	66	20.6%
2	15	4.7%
3	3	0.9%
4	7	2.2%



Examination Permit:

What hours are you allowed to drive?

5:01AM-11PM	24	7.5%
6:01AM-11PM	15	4.7%
5:01AM-12PM	30	9.4%
BLANK	251	78.4%

Correct
Answer



Reason	Yes		No	
1) Must you be accompanied by a licensed driver?	53	16.6%	267	83.4%
2) Are you allowed to use a cell phone while driving?	12	3.8%	308	96.3%
3) Are you allowed to carry passengers?	63	19.7%	257	80.3%
4) Are you and all passengers required to wear a seat belt?	71	22.2%	249	77.8%

Provisional License:

What hours are you allowed to drive?

5:01AM-11PM	16	5.0%
6:01AM-11PM	14	4.4%
5:01AM-12PM	143	44.7%
BLANK	147	45.9%

Correct
Answer

Reason	Yes		No	
1) Must you be accompanied by a licensed driver?	25	7.8%	295	92.2%
2) Are you allowed to use a cell phone while driving?	17	5.3%	303	94.7%
3) Are you allowed to carry passengers?	181	56.6%	139	43.4%
4) Are you and all passengers required to wear a seat belt?	176	55%	144	45%

SUMMARY OF SEAT BELT USE

In summary, seat belt use by drivers in the SJTPO region has increased measurably in both 2007 and 2008. The increase between 2006 and 2007 of 11 percentage points, however, was far higher than the 3 percentage point gain between 2007 and 2008. There are several possible explanations for these trends.

**SEAT BELT USE BY
DRIVERS IN THE
SJTPO REGION HAS
INCREASED**

A major reason for the gain between 2006 and 2007 may have been the different dates in which the surveys were conducted. Because the 2006 survey took place largely during the month of May - unlike the 2007 and 2008 surveys, both of which took place in April - the 2006 survey may have observed larger numbers of seasonal visitors. Some of the states that send large numbers of visitors to the South Jersey area do not have primary seat belt laws, and, correspondingly, have lower seat belt use rates than New Jersey. Pennsylvania is one example of a state without a primary seat belt law.



However, the fact that driver seat belt use increased 3 percentage points between 2007 and 2008, for surveys conducted during the same month, indicate that increasing seat belt use by New Jersey residents is a continuing trend. One explanation for this is the growing awareness by New Jersey residents of the benefits of regular seat belt usage. This awareness is being reinforced by news coverage and on-going educational campaigns that emphasize that motorists are more likely to be fatally or severely injured in an accident if they are not wearing their seat belt. Enforcement efforts, such as New Jersey's "Click It or Ticket" campaigns, have likely also been factors as the number of New Jersey police departments participating in this campaign continues to grow, from 380 in 2004, to 441 in 2006, to 496 in 2007.

It should be noted that increase in seat belt use among passengers from 2007 to 2008, at two points, closely tracked the increase in seat belt use among drivers.

SOUTH JERSEY TRAFFIC SAFETY ALLIANCE SEAT BELT INITIATIVES

Occupant protection is one focus of the Alliance's safety programs. In addition to seat belts it includes child restraint seats but for the purposes of this report we will only focus on the Alliance's seat belt programs for those aged 9 and up.

One of the first programs of the Alliance's to promote seat belt use was the **BUCKLE UP STENCIL**. Established in 2001, this program includes painting the text BUCKLE UP with a picture of two hands and a seat belt buckle on exit driveways of businesses. The idea is to remind drivers to buckle up before they enter the roadway system. The program is free to



businesses and organizations through a cooperative agreement with the county sheriff's to use day reporting inmates to do the actual painting. To date there are over 450 exit driveways painted in the region.



In 2002, the Alliance established the **SAVED BY THE SEAT BELT CLUB** which inducts members of the public who avoided injury and possibly even death because they were wearing a seat belt in a crash. This program is designed to give survivors the opportunity to share their story in the hopes of promoting seat belt use. To date there are nearly 200 inductees region wide.

In 2003, the Alliance started airing Public Service Announcements to promote the BUCKLE UP STENCIL Program and to showcase SAVED BY THE SEAT BELT CLUB inductees. As an outgrowth of that the Alliance began working with high school media students to produce 30 second public service announcements for both television and radio. One of the benefits of working with the students is that you get products from a teens point of view sometimes geared toward teens. Additionally, the high schools play them during morning announcements.

In an attempt to increase the use of seat belts by senior citizens, the Alliance started to go to senior centers with a special presentation on seat belts. Since seniors didn't grow up required to wear a seat belt and with so many new developments in occupant protections the Alliance felt it was important to bring them up to date. In addition to how a seat belt and air bag work, technically, the presentation addresses friendly interiors, head restraints and crash dynamics. Between 2007 and 2008 the Alliance made 16 of these presentations

In 2008, the Alliance began a new presentation for high school drivers THE MOST DANGEROUS PLACE ON EARTH. Similarly to the senior program, this one is designed for teen drivers and includes crash photos and video clips to emphasize the consequences of not wearing a seat belt. Between January and June of 2008 the Alliance addressed over 1,500 high school students.

Also in 2008, the Alliance created the MYTH BUSTER Presentation for tweens, aged 9 to 14. This presentation was designed specifically for this age group and is designed to facilitate dialogue with the kids. By using true or false questions the instructor can get the kids input and use crash photos and video clips are used to emphasize the point. This course was not as well received by the schools so only about 250 kids were presented with the program.



Acting as a resource agency for the region, the Alliance purchases and produces materials organizations can use to help promote traffic safety. To the right is a poster the Alliance designed for the elementary schools for the holidays. The Alliance also produced a comprehensive brochure on seat belts. The first of its kind, it included an overview of the history of a seat belt, how to wear it right, the dangers of placing the shoulder strap behind your back or under your arm and tips for larger sized people. It also addressed the benefits of air bags as a supplemental restraint and head restraints as a safety device.

For more information on the Alliance and its programs visit www.SJTSA.org.



APPENDIX A - LIST OF SURVEY SITES

ROAD TYPE	LOCATION	MUNICIPALITY	COUNTY
1 C & C	CR601 NEW JERSEY AVE & CR 651 S MILL ST	ABSECON	ATLANTIC
2 PRIVATE	EXIT SHOPRITE ON NJ 30 WHP WEST OF US9 NEW RD	ABSECON	ATLANTIC
3 M & M	BALTIC AVE & NORTH CAROLINA AVE	ATLANTIC CITY	ATLANTIC
4 S & M	US 40/322 ARCTIC AVE & ALBANY AVE	ATLANTIC CITY	ATLANTIC
5 M & M	PACIFIC AVE & MICHIGAN AVE	ATLANTIC CITY	ATLANTIC
6 C & M	CR 638 BRIGANTINE AVE & 34TH ST	BRIGANTINE	ATLANTIC
7 C & C	CR 627 CENTRAL AVE & CR 619 WHEAT RD	BUENA	ATLANTIC
8 S & S	NJ 50 PHILADELPHIA AVE AT NJ 30 WHP	EGG HARBOR CITY	ATLANTIC
9 PRIVATE	EXIT ACME ON NJ 30 WHP EAST OF NJ 50	EGG HARBOR CITY	ATLANTIC
10 PRIVATE	CARDIFF MALL AT LIGHT ONTO RT 322	EGG HARBOR TWP	ATLANTIC
11 C & C	CR 662 MILL RD & CR 651 FIRE RD	EGG HARBOR TWP	ATLANTIC
12 C & M	CR 615 ZION RD & OLD ZION DR	EGG HARBOR TWP	ATLANTIC
13 S & C	US 40/322 BHP AT CR 603 ENGLISH CREEK AVE	EGG HARBOR TWP	ATLANTIC
14 C & M	RT 559 SOMERS POINT RD AT CR 651 STEELMANVILLE RD	EGG HARBOR TWP	ATLANTIC
15 M & C	4TH ST AT CR 646 DELILAH RD	EGG HARBOR TWP	ATLANTIC
16 C & S	RT 575 POMONA RD AT US 30 WHP	GALLOWAY	ATLANTIC
17 C & C	CR 575 POMONA RD AT CR 633 JIM LEEDS RD	GALLOWAY	ATLANTIC
18 S & M	US 30 WHP AT 4TH AVE	GALLOWAY	ATLANTIC
19 C & C	CR 561 MOSS MILL RD AT CR 634 PITNEY RD	GALLOWAY	ATLANTIC
20 PRIVATE	EXIT SHOPRITE, SHOPRITE EXIT AT RT 561	GALLOWAY	ATLANTIC
21 PRIVATE	HAMILTON MALL AT POMONA ROAD	HAMILTON	ATLANTIC
22 M & S	NEW YORK AVE AT US 40 HARDING HWY	HAMILTON	ATLANTIC
23 M & S	MCKEE AVE AT US 40/322 BHP	HAMILTON	ATLANTIC
24 C & C	RT 575 POMONA RD & RT 563 TILTON RD	HAMILTON	ATLANTIC
25 S & S	US 40 MAIN ST AT US 50 CAPE MAY AVE	HAMILTON	ATLANTIC
26 PRIVATE	EXIT SHOPRITE/WAL-MART ON US 30 WHP	HAMMONTON	ATLANTIC
27 C & S	CR 772 3RD ST AT US 54 BELLEVUE RD	HAMMONTON	ATLANTIC
28 M & C	POLAR AVE & RT 585 SHORE RD	LINWOOD	ATLANTIC
29 C & M	CR 629 VENTNOR AVE & 28TH ST	LONGPORT	ATLANTIC
30 C & M	RT 563 JEROME AVE & FULTON AVE	MARGATE CITY	ATLANTIC
31 C & M	CR 623 ELWOOD-PLEASANT MILLS RD & RT 561	MULLICA TWP	ATLANTIC
32 C & S	CR 662 MILL RD & US 9 NEW RD	NORTHFIELD	ATLANTIC
33 PRIVATE	EXIT BOSCOV'S SHORE MALL ON US 40/322 BHP	PLEASANTVILLE	ATLANTIC
34 C & S	CR 608 WASHINGTON AVE & US 9 NEW ROAD	PLEASANTVILLE	ATLANTIC
35 M & S	DOUGHTY RD AT US 40/322 BHP	PLEASANTVILLE	ATLANTIC
36 M & M	MARYLAND AVE & BETHEL ROAD	SOMERS POINT	ATLANTIC
37 C & C	CR 629 DORSET AVE & CR 629 VENTNOR AVE	VENTNOR	ATLANTIC
38 M & S	11TH ST AT US 50 CAPE MAY AVE	WEYMOUTH TWP	ATLANTIC
39 M & M	30TH ST & DUNE DR	AVALON	CAPE MAY
40 M & C	JACKSON ST & CR 604 BEACH DR	CAPE MAY	CAPE MAY
41 C & C	CR 654 FULLING MILL RD AT CR 603 BAYSHORE RD	LOWER TWP	CAPE MAY
42 C & C	CR 613 BREAKWATER RD & CR 603 BAYSHORE RD	LOWER TWP	CAPE MAY
43 C & C	CR 648 TOWN BANK RD & CR 644 SHUNPIKE RD	LOWER TWP	CAPE MAY
44 M & M	MOORE RD & CREST HAVEN RD	MIDDLE TWP/CMCH	CAPE MAY
45 S & C	US 9 SHORE RD AT CR 657 CMCH/SOUTH DENNIS RD	MIDDLE TWP/CMCH	CAPE MAY

APPENDIX A - LIST OF SURVEY SITES

ROAD TYPE	LOCATION	MUNICIPALITY	COUNTY
46 PRIVATE	EXIT KMART ONTH US 9 SHORE RD	MIDDLE TWP/RIO GRANDE	CAPE MAY
47 S & C	US 9 LINCOLN BLVD AT CR 603 BAYSHORE RD	N CAPE MAY	CAPE MAY
48 PRIVATE	EXIT N. CAPE MAY SHOPPING CTR, CR 603	N CAPE MAY	CAPE MAY
49 C & M	RT 585 CENTRAL AVE AT 9TH AVE	NORTH WILDWOOD	CAPE MAY
50 M & C	WEST AVE & CR 623 34TH ST	OCEAN CITY	CAPE MAY
51 C & C	CR 619 55TH ST & CR 619 WEST AVE	OCEAN CITY	CAPE MAY
52 M & M	9TH ST & ATLANTIC AVE	OCEAN CITY	CAPE MAY
53 C & C	CR 625 SEA ISLE BLVD & CR 619 LANDIS AVE	SEA ISLE CITY	CAPE MAY
54 M & M	CR 657 96TH ST & CR 619 3RD AVE	STONE HARBOR	CAPE MAY
55 S & C	NJ 50 AT CR 610 DENNISVILLE/PETERSBURG RD	UPPER TWP	CAPE MAY
56 PRIVATE	EXIT ACME ONTO US 9 SHORE RD NEAR NJ 50	UPPER TWP/SEAVIEW	CAPE MAY
57 C & S	CR 621 NEW JERSEY AVE AT NJ 47 RIO GRANDE BLVD	WILDWOOD	CAPE MAY
58 C & M	RT 585 PACIFIC AVE & CARDINAL RD	WILDWOOD CREST	CAPE MAY
59 C & C	RT 550 WOODBINE-OCEAN VIEW RD & RT 557	WOODBINE	CAPE MAY
60 M & M	Laurel St at Commerce St	Bridgeton	CUMBERLAND
61 M & M	Bridgeton Ave at Old Deerfield Pike	Bridgeton	CUMBERLAND
62 C & M	RT 552 Irving Ave at Mannheim Ave	Bridgeton	CUMBERLAND
63 S & C	NJ 49 West Broad St at CR 607 West Ave	Bridgeton	CUMBERLAND
64 PRIVATE	Exit Shopping Ctr at Carls Corner: NJ 56/NJ 77/CR 662	Bridgeton	CUMBERLAND
65 C & C	CR 670 Buckshutem Rd & Mauricetown By Pass	Commercial/Mauricetown	CUMBERLAND
66 C & M	CR 637 Fortescue Rd & CR 656 Newport Landing Rd	Downe Twp	CUMBERLAND
67 C & C	CR 607 Maple St/Greenwich Rd & CR 650	Greewich Town	CUMBERLAND
68 C & C	CR 626 Roadstown Rd & CR 620 Shiloh Rd	Hopewell/Stow Creek	CUMBERLAND
69 S & S	NJ 47 High St at NJ 49 Main ST	Millville	CUMBERLAND
70 M & C	D St at RT 555 Wheaton Ave	Millville	CUMBERLAND
71 M & C	Sharp St at CR 667 Columbia Ave	Millville	CUMBERLAND
72 PRIVATE	Ripicon Wawa at NJ 49 Main St, Riverside Dr Exit	Millville	CUMBERLAND
73 C & C	CR 610 Cedar St at RT 555 Race St	Millville	CUMBERLAND
74 C & C	RT 540 Deefield Rd & NJ 77 (traffic on Deerfield Rd)	Upper Deerfield	CUMBERLAND
75 M & C	Landis Ave at CR 615 the East/West Blvds	Vineland	CUMBERLAND
76 M & C	Chestnut Ave at RT 555 Main Rd	Vineland	CUMBERLAND
77 M & M	Wood St at 7th St	Vineland	CUMBERLAND
78 S & C	NJ 47 Delsea Dr at RT 552 Sherman Ave	Vineland	CUMBERLAND
79 C & C	CR 628 Orchard Rd at RT 552 Sherman Ave	Vineland	CUMBERLAND
80 PRIVATE	Cumberland Mall on NJ 47 Delsea Dr	Vineland	CUMBERLAND
81 C & C	RT 581 Main St at RT 540 Greenwich Rd	Alloway	SALEM
82 C & S	CR 629 Georgetown Rd & US 130 Shell Rd	Carneys Point	SALEM
83 S & C	US 40 Chestnut St at CR 648 Main St	Elmer	SALEM
84 C & S	CR 649 Front St at US 40 Chestnut St	Elmer	SALEM
85 C & C	CR 607 Broad St & CR 675 Main St	Pennsgrove	SALEM
86 M & S	Pittsfield Rd at NJ 49 Broadway	Pennsville	SALEM
87 PRIVATE	Exit Wal-mart on NJ 49 S Broadway near RT 551	Pennsville	SALEM
88 C & C	CR 690 Upper Neck Rd at RT 553 Buck Rd	Pittsgrove	SALEM
89 S & S	NJ 45 Market St at NJ 49 Broadway	Salem City	SALEM
90 C & C	CR 604 Monroeville Rd at CR 648 Pine Tavern Rd	Upper Pittsgrove	SALEM
91 C & C	CR 678 Old Salem Rd at CR 672 S Main ST	Woodstown	SALEM

APPENDIX B

Seat Belt Use by County								
DRIVERS				PASSENGERS			TOTAL	
County	Number	Percent	Total Samples	Number	Percent	Total Samples	Number	Percent
Atlantic	9,388	91%	10,299	1,909	94%	2,031	11,297	92%
Cape May	2,718	87%	3,127	478	87%	552	3,196	87%
Cumberland	3,709	92%	4,014	739	95%	776	4,448	93%
Salem	1,780	93%	1,923	417	95%	437	2,197	93%
Total	17,595	90.87%	19,363	3,543	93%	3,796	21,138	91.27%

Driver Seat Belt Use by Gender						
County	Male			Female		
	Number	Percent	Total Samples	Number	Percent	Total Samples
Atlantic	5,451	89%	6,128	3,937	94%	4,171
Cape May	1,487	82%	1,806	1,231	93%	1,321
Cumberland	2,010	90%	2,227	1,699	95%	1,787
Salem	990	90%	1,101	790	96%	822
Total	9,938	88%	11,262	7,657	95%	8,101

Passenger Seat Belt Use by Gender						
County	Male			Female		
	Number	Percent	Total Samples	Number	Percent	Total Samples
Atlantic	715	91%	784	1,194	96%	1,247
Cape May	222	80%	279	256	94%	273
Cumberland	317	94%	337	422	96%	439
Salem	138	95%	146	279	96%	291
Total	1,392	90%	1,546	2,151	96%	2,250

Driver and Passenger Seat Belt Use by Gender						
County	Male			Female		
	Number	Percent	Total Samples	Number	Percent	Total Samples
Atlantic	6,166	89%	6,912	5,131	95%	5,418
Cape May	1,709	82%	2,085	1,487	93%	1,594
Cumberland	2,327	91%	2,564	2,121	95%	2,226
Salem	1,128	90%	1,247	1,069	96%	1,113
Total	11,330	88%	12,808	9,808	95%	10,351

Seat Belt Use by Road Type

Seat Belt Use by Road Type									
DRIVERS				PASSENGERS			TOTAL		
Roadway Type	Number	Percent	Total Sample	Number	Percent	Total Sample	Number	Percent	Total Sample
State	5,689	92%	6,168	1,168	94%	1,236	6,857	93%	7,404
County	7,181	90%	7,950	1239	93%	1339	8,420	91%	9,289
Municipal	2,987	89%	3,361	744	93%	801	3,731	90%	4,162
Private	1,738	92%	1,884	392	93%	420	2,130	92%	2,304
Total	17,595	91.00%	19,363	3,543	93%	3,796	21,138	91.00%	23,159

Seat Belt Use by Shopping Center Access

Seat Belt Use by Shopping Center Access									
DRIVERS				PASSENGERS			TOTAL		
Roadway Type	Number	Percent	Total Sample	Number	Percent	Total Sample	Number	Percent	Total Sample
Exit Shopping Center	414	90%	459	72	94%	77	486	91%	536
Enter Shopping Center	421	90%	466	125	92%	136	546	91%	602

DRIVER CELL PHONE USAGE

DRIVER CELL PHONE USAGE						
MALE				FEMALE		
County	Number	Percent	Total Samples	Number	Percent	Total Samples
Atlantic	190	3%	6,128	162	4%	4,171
Cape May	53	3%	1,806	46	3%	1,321
Cumberland	58	3%	2,227	54	3%	1,787
Salem	30	3%	1,101	24	3%	822
Total	331	3%	11,262	286	4%	8,101

Seat Belt Use by County & Area Type

Seat Belt Use by County & Area Type									
DRIVERS				PASSENGERS			TOTAL		
	Number	Percent	Total Sample	Number	Percent	Total Sample	Number	Percent	Total Sample
Atlantic	9,388	91%	10,299	1,909	94%	2,031	11,297	92%	12,330
Urban	2,660	91%	2,915	635	95%	667	3,295	92%	3,582
Suburban	4,178	91%	4,571	924	94%	981	5,102	92%	5,552
Rural	2,550	91%	2,813	350	91%	383	2,900	91%	3,196
Cape May	2,718	87%	3,127	478	87%	552	3,196	87%	3,679
Urban	871	84%	1,042	184	80%	229	1,055	83%	1,271
Suburban	1,350	90%	1,503	201	91%	222	1,551	90%	1,725
Rural	497	85%	582	93	92%	101	590	86%	683
Cumberland	3,709	92%	4,014	739	95%	776	4,448	93%	4,790
Urban	1,670	90%	1,851	340	96%	354	2,010	91%	2,205
Suburban	1,714	95%	1,805	342	97%	354	2,056	95%	2,159
Rural	325	91%	358	57	84%	68	382	90%	426
Salem	1,780	93%	1,923	417	95%	437	2,197	93%	2,360
Urban	388	89%	435	109	92%	118	497	90%	553
Suburban	701	95%	737	130	97%	134	831	95%	871
Rural	691	92%	751	178	96%	185	869	93%	936
Total	17,595	91%	19,363	3,543	93%	3,796	21,138	91%	23,159
Urban	5,589	90%	6,243	1,268	93%	1,368	6,857	90%	7,611
Suburban	7,943	92%	8,616	1,597	94%	1,691	9,540	93%	10,307
Rural	4,063	90%	4,504	678	92%	737	4,741	90%	5,241