FEDERAL FISCAL YEAR 2015 • October 1, 2014 through September 30, 2015

2015 Annual Report

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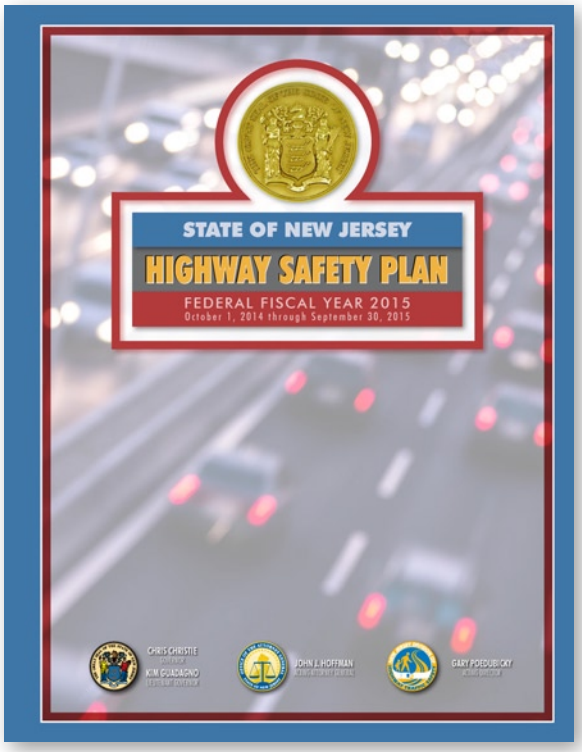
INTRODUCTION

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 2015 (FFY 2015), 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. 27:5F-31). The Director's administration of the Division is under the auspices of the Governor and the Acting Attorney General.

EXECUTIVE SUMMARY

The Highway Safety Plan Annual Report for FFY 2015 (October 1, 2014 - September 30, 2015) 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(b,c,d and f), National Priority Safety Program Grants; and Section 2010 Motorcycle Safety Grant. Funds from these sections supported projects in the following areas: alcohol and other drug counter-measures; occupant protection; pedestrian and bicycle safety; community traffic safety programs; police traffic services; roadway safety; traffic records; and motorcycle safety. DHTS funded 647 projects in 2015, which totaled over $15 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 and the Motor Vehicle Snow and Ice Removal Safety Fund.

DHTS funded 647 projects in 2015, which totaled over $15 million, and were implemented by State and local entities and nonprofit organizations.

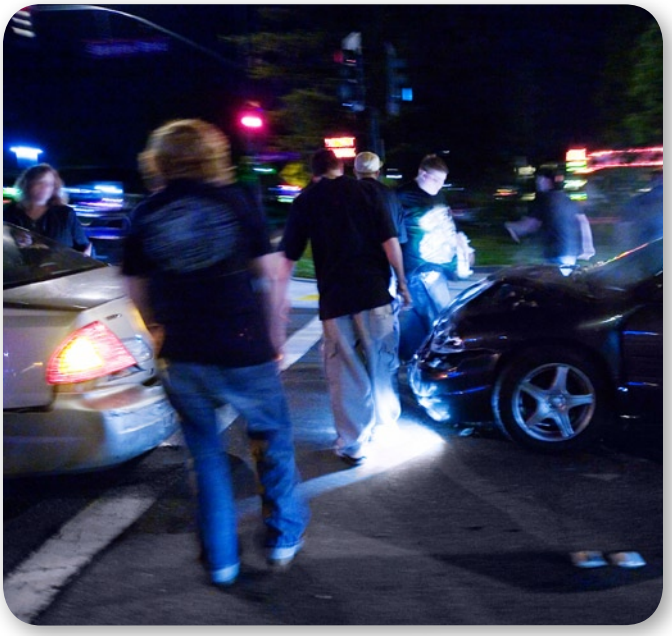
The annual report provides an overview of the projects funded during the year and the status of the performance measures identified in the FFY 2015 Highway Safety Plan. Based on available data, DHTS anticipates achieving 10 of the 13 core outcome measures. The three activity measures were met and although the behavior seat belt measure was not met, there was an increase in front seat belt usage rates in 2015. A full report will be submitted under separate cover to the NHTSA following receipt of calendar year 2015 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 NHTSA and the Federal Highway Administration provide leadership and technical assistance to DHTS. Other partners include the Division of State Police; Division of Alcoholic Beverage Control; Department of Transportation; Department of Education; Department of Health; 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, AAA and MADD; 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. All of these partner organizations play a key role in the implementation of New Jersey's traffic safety programs.

TRAFFIC CRASH DATA

Traffic fatalities increased by 2.6 percent from 542 in 2013 to 556 in 2014. Preliminary data for 2015 indicates a decrease in overall traffic fatalities from the previous year. The total number of persons injured in motor vehicle-related crashes continued to decline from 85,822 in 2013 to 68,450 in 2014. A slight decrease in injuries is anticipated in 2015.

The State's seat belt usage rate of 87.59 percent in 2014 was 3.4 percent lower than the 91 percent usage rate observed in 2013. The observed usage rate in 2015 increased to 91.36 percent. Gains in back-seat passenger safety belt use also continued in 2015. Usage rates for back-seat passengers increased by one percentage point to 81 percent.



Alcohol continues to play a significant role in motor vehicle crashes, accounting for 163 alcohol impaired fatalities in 2014. Pedestrian fatalities increased in 2014 from 129 in 2013 to 168. Preliminary data indicates there will be a decrease in pedestrian-related fatalities in 2015; however, pedestrian fatalities still represent approximately 28 percent of all traffic fatalities in the State.

Teen drivers (16-20 years of age) involved in fatal crashes increased by 26 percent from 46 in 2013 to 58 in 2014. A decrease in teen driver fatalities is anticipated in 2015. Motorcycle fatalities increased from 56 in 2013 to 62 in 2014, with a slight decrease in bicycle-related fatalities from 14 in 2013 to 11 in 2014. It is anticipated that motorcycle fatalities will decline in 2015, however; bicycle fatalities have increased in 2015.

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 for 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 an increase in fatalities in two of the last three years, including 2014. The number of traffic fatalities in 2015, however, could be fewer than the number recorded in 2013, which is the lowest 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.

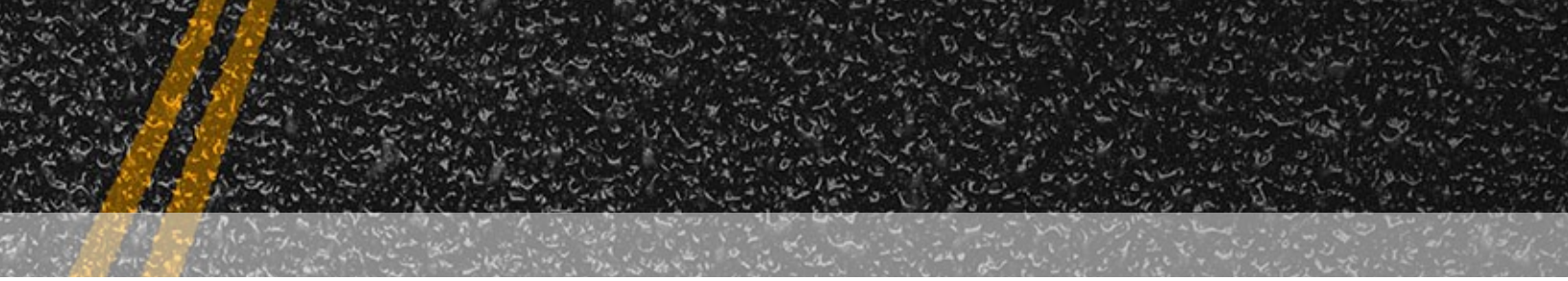
ASSESSMENT OF PROGRESS

States are required to report progress on the set of performance measures used in the development and implementation of the 2015 Highway Safety Plan. The thirteen core outcome measures, one behavior measure and three activity measures set forth in the 2015 Plan are listed below:

CORE OUTCOME MEASURES

GOAL	RESULT
1. To decrease traffic fatalities by 1 percent from the 2011-2013 calendar base year average of 586 to 581.	The number of traffic fatalities in 2014 increased to 556 from 542 in 2013. As of December 1, 2015, there were a total of 494 fatalities or a 2 percent decrease from the previous year for the same date. It is anticipated this performance measure will be met.
2. To decrease serious traffic injuries by 2 percent from the 2011-2013 calendar base year average of 1,919 to 1,881.	The number of serious injuries decreased to 1,402 in 2014. Preliminary figures for 2015 indicate a further decrease in serious traffic injuries. This performance measure will be met.
3a. To decrease fatalities/vehicle miles traveled (VMT) from the 2011-2013 calendar base year average of 0.79 to 0.74.	The VMT in 2014 was 0.75. The VMT for calendar year 2015 is unavailable at this time, however, in light of the anticipated decrease in traffic fatalities, it is expected that the performance measure will be met.
3b. To decrease rural fatalities/VMT from the 2011-2013 calendar base year average of 1.57 to 1.35.	The VMT for rural roadways in 2014 was 2.31. The VMT for calendar year 2015 is unavailable at this time, but the performance measure will not be met.
3c. To decrease urban fatalities/VMT from the 2011-2013 calendar base year average of 0.73 to 0.68.	The VMT for urban roadways in 2014 is estimated at 0.64. The VMT for calendar year 2015 is unavailable at this time. It is anticipated the performance measure will be achieved when calendar year 2015 data is finalized.
4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 2 percent from the 2011-2013 calendar base year average of 154 to 150.	The number of unrestrained occupant fatalities in 2014 was 119. As of December 1, 2015, the number of unrestrained passenger vehicle occupant fatalities totaled 108. It is anticipated the number of unrestrained passenger vehicle occupant fatalities will be less than the calendar base year average goal of 149 when calendar year 2015 data is finalized.
5. To decrease alcohol impaired driving fatalities by 2 percent from the 2011-2013 calendar base year average of 168 to 164.	The number of alcohol impaired driving fatalities in 2014 was 163*. A slight decrease in alcohol impaired fatalities is expected in 2015 that would result in meeting the performance measure.
6. To decrease speed-related fatalities by 2 percent from the 2011-2013 calendar base year average of 150 to 147.	The number of speed-related fatalities in 2014 was 99 or a decrease of 10 percent from the previous year total of 118. As of December 1, 2015, there were a total of 89 speed-related fatalities. It is anticipated the number of speed-related fatalities in 2015 will be less than the calendar base year average of 147 when calendar year 2015 data is finalized.
7. To decrease motorcycle fatalities by 2 percent from the 2011-2013 calendar base year average of 75 to 73.	There were a total of 62 motorcycle fatalities in 2014 or a decrease of 10 percent from the previous year total of 56. As of December 1, 2015, there were 43 motorcycle fatalities. The number of motorcycle fatalities in 2015 is expected to be less than the calendar year base average of 73 when calendar year 2015 data is finalized.
8. To decrease unhelmeted motorcycle fatalities by 16 percent from the 2011-2013 calendar base year average of 5 to 4.	There were a total of 5 unhelmeted motorcycle fatalities in 2014 compared to 2 in 2013. As of December 1, 2015, there were a total of 3 unhelmeted motorcycle fatalities reported. The number of unhelmeted motorcycle fatalities is expected to be less than the calendar base year average of 4 when calendar year 2015 data is finalized.

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



CORE OUTCOME MEASURES *(continued)*

GOAL	RESULT
9. To decrease drivers age 20 or younger involved in fatal crashes by 3 percent from the 2011-2013 calendar base year average of 65 to 63.	The number of drivers age 20 or younger involved in fatal crashes in 2014 totaled 58. As of December 1, 2015, there were a total of 43 drivers age 20 or younger involved in fatal crashes. The number of drivers age 20 or younger is expected to be less than the calendar base year average of 63 when calendar year 2015 data is finalized.
10. To reduce pedestrian fatalities by 5 percent from the 2011-2013 calendar base year average of 142 to 135.	The number of pedestrian fatalities in 2014 totaled 168. As of December 1, 2015, there were a total of 140 pedestrian fatalities. The number of pedestrian fatalities is higher than the calendar base year average of 135 and the performance measure will not be met.
11. To reduce bicycle fatalities by 13 percent from the 2011-2013 calendar base year average of 15 to 13 by December 31, 2015.	The number of bicycle fatalities in 2014 totaled 11. As of December 1, 2015, there were a total of 18 bicycle fatalities. This performance measure will not be met.

BEHAVIOR MEASURE

GOAL	RESULT
1. To increase statewide observed seat belt use of front seat occupants in passenger vehicles from 91 percent in 2013 to 92 percent by December 31, 2015.	The annual statewide seat belt usage survey, conducted by the New Jersey Institute of Technology, found the State's front seat belt usage rate at 91.36 percent. This is an increase from the 87.59 percent recorded in 2014, but falls short of the 2015 goal.

ACTIVITY MEASURES

GOAL	RESULT
1. By December 31, 2015, the number of seat belt citations issued during grant-funded enforcement activities is expected to be at least 37,000.	There were a total of 38,738 seat belt citations issued during grant-funded enforcement activities in 2015. This activity measure has been accomplished.
2. By December 31, 2015, the number of impaired driving arrests made during grant-funded enforcement activities is expected to be at least 4,400.	This activity measure was achieved with a total of 4,712 impaired driving arrests made during grant-funded enforcement activities in 2015.
3. By December 31, 2015, the number of speeding citations issued during grant-funded enforcement activities is expected to be at least 19,000.	During grant-funded enforcement activities in 2015, there were a total of 24,522 speeding citations issued in achieving this activity measure.

ASSESSMENT OF PROGRESS

OTHER PERFORMANCE TARGETS

GOAL	RESULT
1. To decrease drug related crashes by 3 percent from the 2011-2013 calendar base year average of 549 to 533 by December 31, 2015.	The number of drug related crashes dropped in 2014 from 534 to 461. Drug-related crashes - 235*
2. To reduce pedestrian injuries by 2 percent from the 2011-2013 calendar base year average of 4,294 to 4,208.	In 2014, the number of pedestrian injuries dropped to 3,776. Pedestrian injuries – 1,899*
3. To reduce bicycle injuries by 2 percent from the 2011-2013 calendar base year average of 1,462 to 1,432.	In 2014, the number of bicycle injuries decreased to 1,140. Bicycle injuries - 599*
4. To increase statewide observed use of seatbelts for adult back seat occupants in passenger vehicles by 5 percent from 44 percent to 46 percent.	Back seat occupant rates for adults decreased in 2015 to 39 percent.
5. To reduce older driver fatalities (65+) by 3 percent from the 2011-2013 calendar base year average of 74 to 72.	There was a decline in the number of older driver fatalities to 60 in 2014 from 81 in 2013. Older driver fatalities – 43*
6. To decrease work zone related crashes by 3 percent from the 2011-2013 calendar base year average of 5,763 to 5,590.	A total of 5,181 work zone related crashes occurred in 2014. Work zone related crashes – 2,340*

* Estimates for 2015 are based on approximately 100,000 crashes in the database. This represents roughly a third of all crashes.

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 NHTSA 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 94 grants, totaling $6,651,772.

B. 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 156 grants, totaling $1,442,235.

C. Section 405(c) State Traffic Safety Information System Improvements

The Section 405(c) Traffic Records Program, funded under MAP-21, 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 four grants totaling $1,479,525.

D. Section 405(d) Impaired Driving Countermeasures

The Section 405(d) Impaired Driving Countermeasures Program, funded under MAP-21, provides funds to implement programs to reduce traffic safety problems resulting from individuals driving motor vehicles while under the influence of alcohol, drugs, or the combination of alcohol and drugs. DHTS awarded 391 grants totaling $5,670,143.

E. Section 405(f) Motorcycle Safety

The Section 405(f) Motorcycle Safety Program, funded under MAP-21, provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling $68,000 under this program.

F. Section 2010 Motorcycle Program

The Section 2010 Grant Program also provides funds to implement programs that will reduce the number of single and multi-vehicle crashes involving motorcyclists. DHTS awarded one grant, totaling $41,722.

PROGRAM FUNDING

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 $2,593,462 were distributed to law enforcement agencies during State Fiscal Year 2015 (July 1, 2014 – June 30, 2015) 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. A total of $100.00 of such fine is dedicated to the Fund that is used to make grants available to municipalities and counties with pedestrian safety problems. During 2015, 40 pedestrian safety enforcement and education grants were funded in the amount of $507,817.

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 7,516 riders were trained in 2015 compared to 7,417 the previous year.

D. Motor Vehicle Snow and Ice Removal Safety Fund

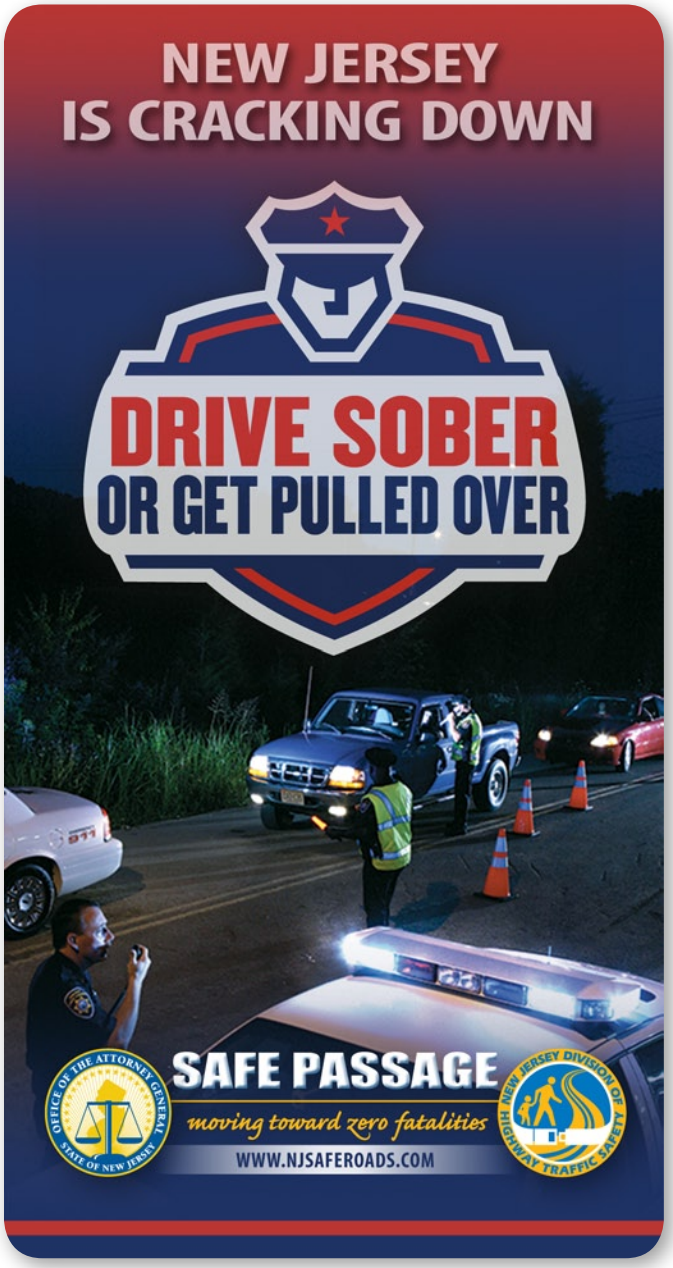
The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, nonlapsing, dedicated account. All fines imposed and collected as a result of enforcement of N.J.S.A. 39:4-77.1 shall be deposited into the Fund. Monies in the account can be used to offset the costs associated with the establishment of 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. These grants were approved for funding in the amount of $80,500 in calendar year 2015.

Drive Sober or Get Pulled Over Campaign

Key components of the *Drive Sober or Get Pulled Over* Campaign included targeted enforcement by municipal police and the Division of State Police. The enforcement program was supplemented with a statewide press release at the start of the campaign and media releases and public service announcements by local police departments.

The DHTS, the state's law enforcement community and other traffic safety agencies teamed up from December 5, 2014 through January 2, 2015 to carry out the *Drive Sober or Get Pulled Over 2014 Year End Statewide Crackdown*. The DHTS invited all police agencies in the State to support the campaign with 165 receiving overtime enforcement grants in the amount of $7,500 each. The remaining agencies were asked to support the initiative through the use of their own resources. The *Drive Sober or Get Pulled Over 2014 Year End Statewide Crackdown* resulted in 2,093 DWI arrests (drugs and alcohol), up significantly from 1,575 arrests during the year-end effort in 2013. In addition, police agencies issued 6,410 and 3,923 speeding and seat belt summonses, respectively. A total of 380 or 77 percent of the police agencies in the State participated and a number of departments reported noteworthy accomplishments, including 21 agencies making 21 or more DWI arrests.

From August 21 through September 7, 2015, a second *Drive Sober or Get Pulled Over* statewide program was conducted. The *2015 Drive Sober or Get Pulled Over* effort resulted in 1,786 DWI arrests (alcohol or drug impaired). In addition, participating police agencies issued 5,964 and 3,361 speeding and seat belt summonses, respectively. The campaign focused on arresting impaired drivers, 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 16,500 enforcement man-hours were worked during the campaign, which included 26 fixed DWI checkpoints. Seventy-three percent (361) of the local police agencies participated, which was up



slightly from the previous year when 354 agencies participated. The Division of State Police also participated in both campaigns.

DWI Training/Drug Recognition Program

The Drug Evaluation and Classification Program (DRE) 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 continued to receive funds to establish a policy and a call-out procedure for the utilization of Drug Recognition Experts 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 Monmouth County Prosecutor's Office also received funds to participate in the program in FFY 2015. 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.

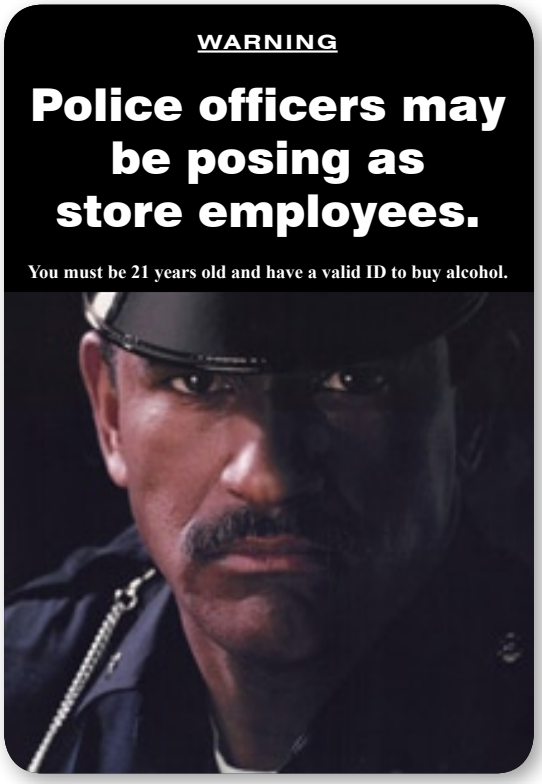
Standardized training courses in the detection, apprehension, processing, and prosecution of DWI offenders were provided to law enforcement officers. A total of 765 police officers were trained in all aspects of DWI from apprehension to prosecution. The four-day Alcotest training course was held for 812 officers and 4,186 officers completed the one-day Alcotest refresher class. The Drug Recognition Expert training program was conducted with 72 police officers trained and certified as Drug Recognition Experts and 153 officers completed the re-certification course. Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were also held for 311 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. The two-day Drug Impairment Training for Education Professionals was attended by 253 probation officers. This training does not qualify participants as drug recognition experts, but is intended to make individuals competent in evaluating and documenting suspected abuse and impairment of drugs.

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 30 participating agencies in FFY 2015. Twenty-eight Shore police departments participated in the *Cops In Shops Summer* program as well. Over 400



people were arrested for buying or attempting to buy alcohol at liquor stores during the two initiatives. 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 200 individuals for underage consumption, administrative violations against the licensed establishments were also pursued.

Funds were also provided to implement undercover operations at locations licensed to serve alcoholic beverages in Cape May County. The funds were used to identify persons under the legal age attempting to purchase alcohol, persons providing alcohol to underage patrons, and those utilizing fraudulent identification to purchase alcohol.

College Programs

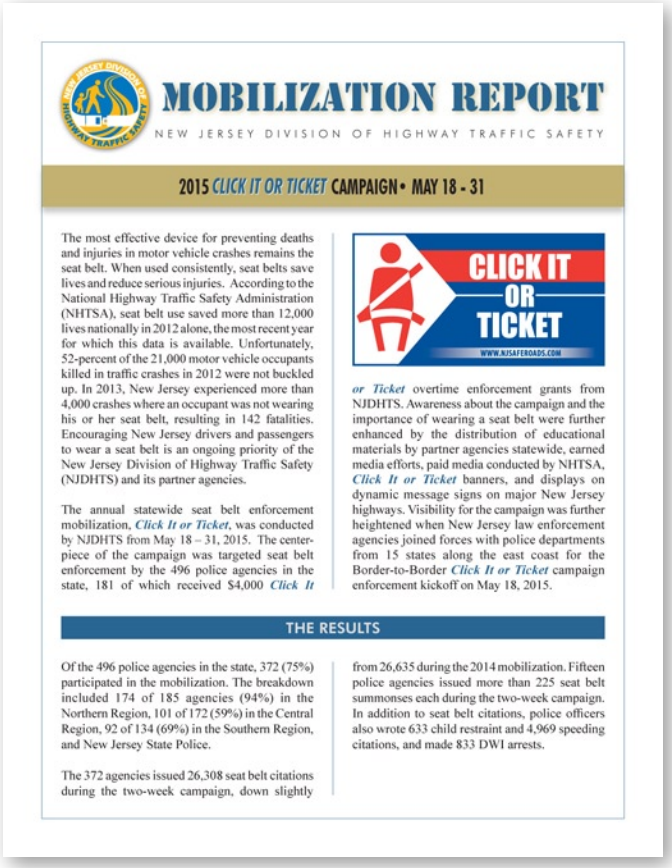
Peer educator programs were conducted at the College of New Jersey and New Jersey City University. Programs were developed whereby peer educators attended sessions both on and off the college campus to educate young people about the dangers of alcohol and drug use and abuse with a relationship to traffic safety. In addition, meetings were regularly held and programs created to raise awareness among the various college fraternities and sororities. The program also stresses the creation of an awareness of choice, personal responsibility and the understanding of consequences in deciding to use alcohol and/or other drugs.

William Paterson University hosted freshman orientations on the importance of being a designated driver and HERO campaign materials were provided to local alcohol establishments. Sussex County Community College conducted an interactive program for students known as *Reality Check*, which dispels the myths of drinking and driving and provides facts related to underage drinking.

In general, there has been a decline in the number of alcohol-related injuries and fatalities. Increased enforcement is one of the factors for the decrease in impaired driving fatalities. High visibility enforcement programs such as sobriety checkpoints and saturation patrols have been effective in increasing deterrence. DHTS has increased the number of police agencies receiving funds for DWI enforcement in FFY 2015. In addition, increased public awareness has contributed to the decline.

Click It or Ticket

Local and state law enforcement agencies in New Jersey joined peers in 15 other States in a coordinated border-to-border seat belt enforcement effort that kicked off the annual *Click It or Ticket* campaign. Law enforcement



MOBILIZATION REPORT

NEW JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY

2015 CLICK IT OR TICKET CAMPAIGN • MAY 18 - 31

The most effective device for preventing deaths and injuries in motor vehicle crashes remains the seat belt. When used consistently, seat belts save lives and reduce serious injuries. According to the National Highway Traffic Safety Administration (NHTSA), seat belt use saved more than 12,000 lives nationally in 2012 alone, the most recent year for which this data is available. Unfortunately, 52-percent of the 21,000 motor vehicle occupants killed in traffic crashes in 2012 were not buckled up. In 2013, New Jersey experienced more than 4,000 crashes where an occupant was not wearing his or her seat belt, resulting in 142 fatalities. Encouraging New Jersey drivers and passengers to wear a seat belt is an ongoing priority of the New Jersey Division of Highway Traffic Safety (NJDHTS) and its partner agencies.

The annual statewide seat belt enforcement mobilization, *Click It or Ticket*, was conducted by NJDHTS from May 18 – 31, 2015. The centerpiece of the campaign was targeted seat belt enforcement by the 496 police agencies in the state, 181 of which received $4,000 *Click It or Ticket* overtime enforcement grants from NJDHTS. 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, *Click It or Ticket* banners, and displays on dynamic message signs on major New Jersey highways. Visibility for the campaign was further heightened when New Jersey law enforcement agencies joined forces with police departments from 15 states along the east coast for the Border-to-Border *Click It or Ticket* campaign enforcement kickoff on May 18, 2015.

CLICK IT OR TICKET
WWW.NJSAFEROADS.COM

THE RESULTS

Of the 496 police agencies in the state, 372 (75%) participated in the mobilization. The breakdown included 174 of 185 agencies (94%) in the Northern Region, 101 of 172 (59%) in the Central Region, 92 of 134 (69%) in the Southern Region, and New Jersey State Police.

The 372 agencies issued 26,308 seat belt citations during the two-week campaign, down slightly from 26,635 during the 2014 mobilization. Fifteen police agencies issued more than 225 seat belt summonses each during the two-week campaign. In addition to seat belt citations, police officers also wrote 633 child restraint and 4,969 speeding citations, and made 833 DWI arrests.

officers from more than 50 departments in New Jersey joined with colleagues from New York, Maine, Vermont, Connecticut, New Hampshire, Rhode Island, Massachusetts, Pennsylvania, Delaware, Tennessee, West Virginia, Maryland, Virginia, Georgia and Florida to set up checkpoints and roving patrols near border crossings to enforce seat belt usage. The operation signaled the beginning of the campaign, which was in operation from May 18-31. New Jersey's participants came from Bergen, Hudson, Passaic, Essex, Warren, Mercer, Cape May, Burlington and Camden counties.

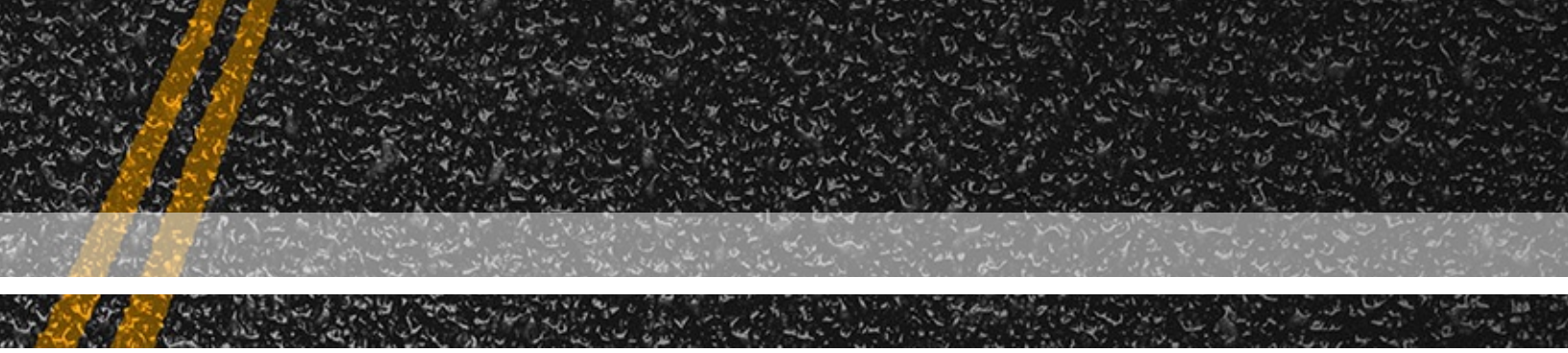
Seat belt enforcement was also conducted in the State during this same time period by a total of 372 local police agencies, 181 of which received $4,000 for overtime enforcement grants. Awareness of the campaign and the importance of wearing a seat belt were further enhanced by the distribution of educational 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 496 police agencies in the State, 372 (75%) participated in the mobilization. The Division of State Police also participated in the campaign. The participating agencies issued 26,308 seat belt citations during the two-week campaign, down slightly from 26,635 during the 2014 mobilization. In addition to seat belt citations, police officers wrote 633 child restraint citations 4,969 speeding citations and made 833 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 2013 survey showed an increased usage rate of 91 percent following a decline in 2012. The statewide seat belt usage survey for 2014, 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 decreased to 87.59 percent. In 2015, front seat usage rates increased to 91.36 percent.

The overall rear-seat passenger usage rate increased from 80 percent in 2014 to 81 percent in 2015. Children between the ages of 0 to 8 years old had the highest usage



rate of 95 percent compared to a usage rate of 90 percent in 2014. Passengers between the age of 8 and 18 had the next highest usage rate of 64 percent, compared to a usage rate of 76 percent in 2014, while adult rear-seat usage declined from 44 percent in 2014 to 39 percent in 2015.

Child Passenger Safety

Grants were provided directly to agencies for child passenger safety programs, technician training, re-training and program development. The grant program focused on two major areas, Parent Education and Student Programs. Parent (or caregiver) education programs were typically conducted at community events, where a parent or caregiver works in a one-on-one situation with a trained technician and is instructed on how to properly install child safety seats. These events were usually attended by individuals with children ages 4 and under with either rear facing (infant) or forward facing (toddler) seats. There were also various educational seminars provided at the municipal and county level.

The *Staying Safe in the Car* booster seat and seat belt education program, designed to reach the 5-9 year old age group, continued to be implemented. The interactive program highlights the proper use of booster seats, for children who have outgrown child safety seats, but are still too small to be properly protected by the vehicle lap and shoulder belts.

The DHTS provided safety messages and information to the motoring public. The *100%, Everyone, Every Ride* message was publicized at child passenger safety programs throughout the State. The DHTS also promoted National Child Passenger Safety Week in September by calling attention to the importance of safely transporting children and promoting NHTSA's *4 Steps for Kids* campaign. Amendments to New Jersey's child passenger safety law, effective September 1, 2015, were publicized throughout the month. The law was amended to meet the recommendations of the American Academy of Pediatrics and NHTSA.

Child Passenger Safety Coordinators were available in each of the 21 counties to help the public locate technicians, assist technicians with re-certification needs and provide information on child passenger safety programs in their respective counties. The DHTS website continued to provide a list of regularly scheduled Child Safety Seat Inspection and Education activities that were listed by region and county.

DHTS continued to be the state training contact for child passenger safety training and information. There were seven child passenger safety technician training courses held in FFY 2015 which trained 132 new technicians. There were also three technician renewal classes held. A total of 978 individuals representing public safety, health and injury prevention programs have been trained as certified technicians.

Safe Kids NJ and its statewide network of coalitions conducted 222 child highway safety education programs for nearly 27,000 participants and inspected 4,850 car seats during the year. Nearly 5,000 adults and children participated in the inspection station events.

In an effort to increase rates, the majority of occupant protection funds are used for high-visibility enforcement initiatives. The increase in funding, as a result of MAP-21, has allowed the DHTS to increase the number of police agencies participating in the annual *Click It or Ticket* campaign. The DHTS also continues to encourage 100 percent seat belt usage by publicizing the message *100 Percent, Buckle Up, Everyone, Every Ride.* These efforts seem to have helped increase seat belt usage rates in 2015.

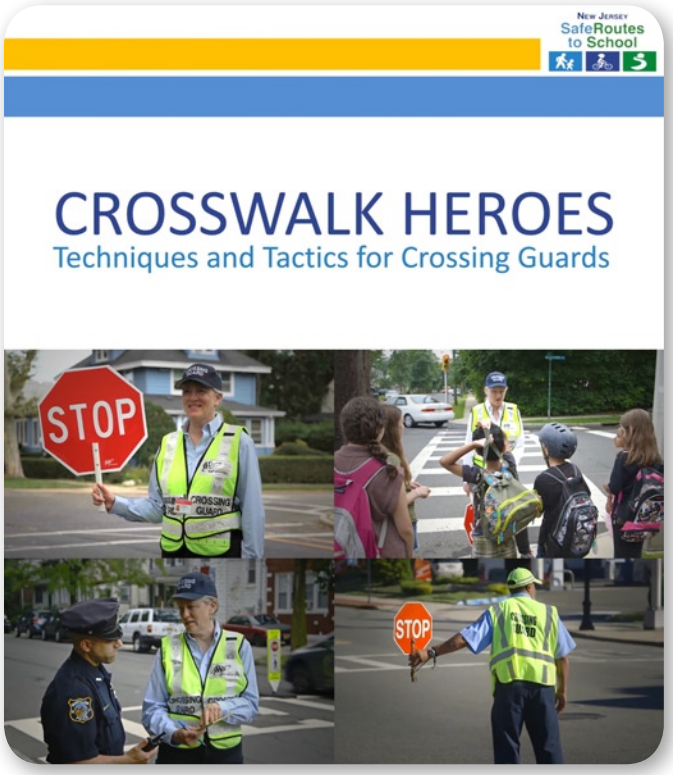
Pedestrian Enforcement and Education

Twenty-eight agencies received pedestrian safety grants from the State Pedestrian Safety, Enforcement and Education Fund and from Federal funds provided by NHTSA. The funds were used to pay for overtime enforcement that targeted high pedestrian crash locations and provided pedestrian safety education materials for delivery to high risk segments of the pedestrian population.

The DHTS partnered with the North Jersey Transportation Planning Authority (NJTPA) to continue to promote the *Street Smart NJ Campaign*. *Street Smart* is a public education, awareness and behavioral change campaign that is managed by the NJTPA that combines the efforts of public, private and non-profit organizations. Building on the success of the campaigns first phase in 2013-2014, the NJTPA continued to encourage communities to use *Street Smart NJ* materials, such as social media posts, audio public service announcements, press releases and guide-books on how to conduct *Street Smart NJ* campaigns.

Crossing Guard Program

Four crossing guard train-the-trainer sessions were held in the Spring of 2015 in Ocean, Camden, Essex, and Morris counties. Each presentation of course material was provided by two staff members. The crossing guard training DVD, "Crosswalk Heroes: Techniques and Tactics for Crossing Guards," was also produced and sent to all municipalities with crossing guards and to county police academies that train crossing guards. These were made available in time for crossing guard training that was conducted in August.



Bicycle Safety

Helmet safety traveling workshops for grades K-5 and middle school have been conducted by the Brain Injury Alliance of New Jersey. Bicycle helmet activity books and helmet fitting brochures are provided to students at the workshops. In addition, parent take-home letters are sent home with children so parents can recognize the proper way to fit a bicycle helmet.

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.

Educational and awareness programs have been conducted stressing the importance of bicycle safety and compliance with laws that pertain to bicycles, both on the part of the motorist and the bicyclist. Training has also been provided to police officers in the enforcement of laws relating to bicycling and bicycle safety enforcement operations. The next steps will be to create a training video that can be used as roll call training for law enforcement officers.

The State follows the national pattern in which most pedestrian fatalities occur in urban or dense suburban areas. The majority occur away from intersections. DHTS and its partner agencies are engaged in a variety of programs to improve pedestrian conditions, including facility improvements, education and enforcement efforts and planning. High priority has been placed on education for drivers, who seldom fully understand their responsibilities to pedestrians. Speeding vehicles and aggressive driving further compound the risks experienced by pedestrians. In an effort to improve pedestrian safety and meet targeted goals, educational initiatives will need to include both locally targeted promotions conducted as part of a coordinated 3E approach and broader campaigns targeting specific demographic groups and areas of the State that are most at risk. In addition, maintaining a strong enforcement focus on motor vehicle violators in pedestrian areas will continue to be encouraged.

Community Traffic Safety Programs

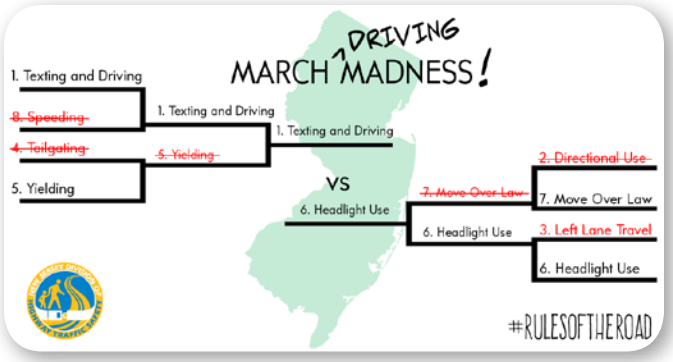
Community Traffic Safety Programs bring together public and private entities to identify and address traffic safety problems on a county-wide basis. The following counties received funds in 2015: Atlantic; Bergen; Burlington; Camden; Essex; Gloucester; Hudson; Middlesex; Morris; and Somerset. Safety 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

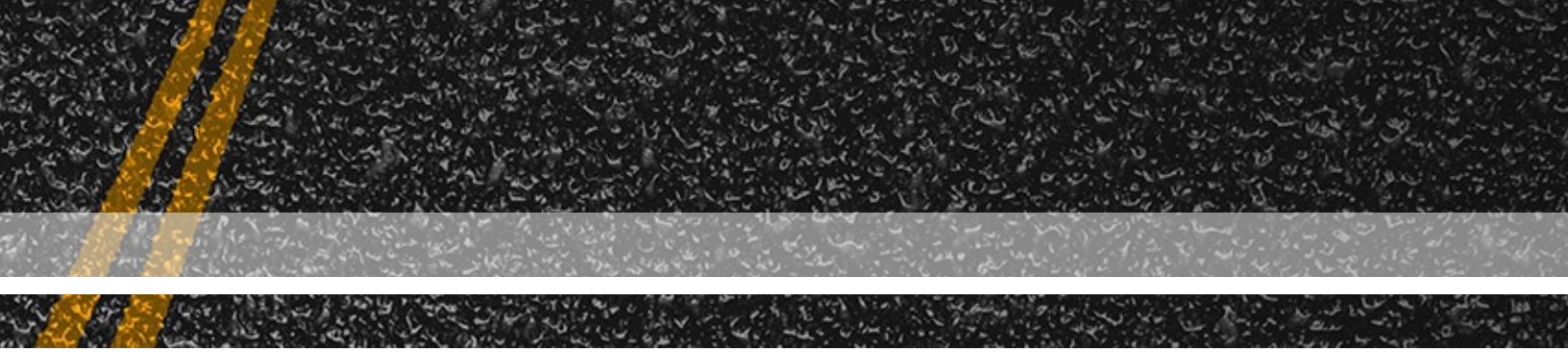
DHTS continued to work with an online marketing firm, with expertise in social media optimization, to produce and promote content that furthers the division's mission to ensure safety on the roads. The campaign aimed to increase awareness of the State's several traffic safety initiatives. Twitter, Facebook, 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, facebook.com/pages/New-Jersey-DHTS/196911917122852, and pinterest.com/NJTrafficSafety/. On average, posts on Facebook and Twitter reach approximately 120,000 people on a monthly basis.

Public Education Program

Highlights of the public information and education program included the partnership with the New Jersey Broadcasters Association. A DHTS contract with the Broadcasters Association allowed highway safety messages to reach millions of residents through the radio Public Education Program.



While the country awaited the "Sweet 16" in the Men's Basketball Tournament, New Jerseyans had an opportunity to weigh in on the final four of "March Driving Madness", an on-line poll that asked the State's drivers which poor driving habits needed to be fixed on the roads. The DHTS asked the public on Facebook and Twitter what rules of the road in the State drivers needed a refresher on. Nearly 300 respondents replied with 28 different "suggestions" for their fellow drivers, which ranged from "texting and driving" to "left lane travel" to "road rage." The top four poor driving habits were voted on and became the focus of public service announcements recorded by Acting Attorney General John Hoffman.



These announcements were aired on radio airwaves around the State.

Community Programs

DHTS partnered with various non-profit organizations that provided outreach and networking with community groups, corporate employers and students. Examples of activities conducted are provided below:

TransOptions, as a transportation-oriented non-profit agency, delivers programs and services that improve mobility, the environment and overall quality of life in the State. TransOptions offered programs in bicycle, pedestrian and teen driver safety under the grant program. The agency participated in 23 major pedestrian and bicycling events.

The non-profit organization, Meadowlink – EZ Ride, presented safety sessions and distributed materials to schools and organizations in Ramsey, Irvington, Newark, Paterson, Garfield, Linden and Elizabeth. This benefited almost 2,000 students and their families while also hosting six Bike Safety Presentations and Rodeos in Asbury Park, Newark, Passaic, Shrewsbury, Farmingdale and Roselle.

Hunterdon Area Rural Transit (HART) Commuter Information Services developed partnerships in Hunterdon County to mitigate pedestrian crashes in Hunterdon County, including: The Lambertville Academy, Lebanon Township Day in the Park, Union Township Seniors presentation, Chubb Personal Insurance "Walktober" Employee Events, Halloween Safety Messaging in Flemington, Frenchtown and Lambertville. A bicycle and pedestrian safety table was provided at the United Way Coat Distribution Center in Flemington where information was provided to the general public.

Community Child Education Programs

Never Leave Your Child Alone is Safe Kids premier program addressing heatstroke prevention. In 2015, 23 children's lives were lost across the country due to heatstroke in vehicles as compared to the tragic loss of 31 children in 2014. Two major events were conducted which garnered major media attention during the year. In addition, through local community events statewide, best practices were shared and demonstrations were held on occupant protection, trunk entrapment, and back-over prevention.

Safe Kids NJ partnered with Safe Kids Worldwide Sponsor FedEx to conduct *Safe Kids Walk This Way* activities in five counties with over 5,000 children and parents walking to school followed by educational programs and walkability analysis.

Over 20 bike rodeos were also held statewide by Safe Kids NJ. Bicycle safety educational brochures were disseminated during the events.

Safety Forum

The Tenth 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 250 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.

Training

State and local police personnel attended numerous highway traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways, was attended by 258 police officers at nine classes. Crash Investigation II, completed by 172 officers at six classes, placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. Three Traffic Crash Reconstruction classes were also offered and attended by 92 police officers. Specialized training classes in pedestrian/bicycle crash investigation; computerized collision diagramming; and advanced commercial motor vehicle inspection/collision investigation, was attended by 78 students. Vehicle crash data retrieval - event data recording training was also conducted and 62 students attended.

Traffic Safety Resource Prosecutor

The Traffic Safety Resource Prosecutor continued 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.

The Resource Prosecutor worked with assistant prosecutors, municipal prosecutors, Drug Recognition Experts and toxicologists from the Office of Forensic Sciences to develop a training course for prosecutors on prosecuting the drug-impaired driver. The course consisted of a 3-hour block that explained DRE training, evaluation and seven drug categories. The legal block consisted of two hours of discussion on defense arguments and responses by Prosecutors as well as a one hour block explaining how lab tests can help Prosecutors prosecute their cases.

Case law updates were provided to Municipal Prosecutor Liaisons to disseminate to municipal prosecutors in their respective counties. Radar Operator training materials were updated and distributed to Radar Instructors and a uniform radar operator card was also developed and disseminated to Municipal and County Prosecutors.

Discussions were also held with representatives from the Administrative Office of the Courts to explore the possibility of pursuing a Judicial Outreach Liaison for the State.

Fatal Crash Units

Fatal Crash Units were operational in Monmouth County and at the Division of State Police. Importance was placed on the need to create clear policies and procedures when dealing with serious injury and death-by-auto investigations. The program provided for the purchase of computer hardware and software programs which have proven to be indispensable tools for timely and accurate reconstruction of fatal and serious injury crashes.

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*.

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 three communities: Egg Harbor Township, Mount Laurel, and Toms River.

Distracted Driving Crackdown

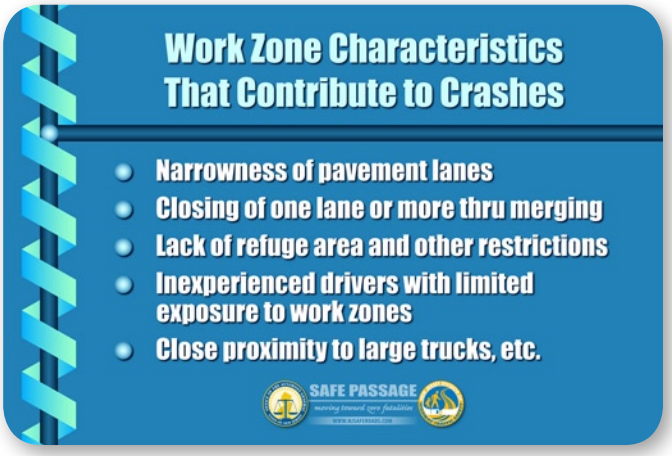
A total of 313 police agencies participated in the *U Drive. UText. UPay.* distracted driving enforcement crackdown from April 1-21. Of the total agencies participating, 38 received overtime enforcement grants in the amount of $5,000 each. The 2015 campaign resulted in 8,318 summonses for cell phone use/texting and 5,286 for careless driving. In addition, participating agencies issued 7,179 and 4,513 speeding and seat belt summonses, respectively. It is estimated that nearly 5,000 enforcement man-hours were worked during the campaign, which included 42 fixed distracted driving checkpoints. In addition to the enforcement component, public service announcements were recorded by Acting Attorney General John Hoffman and aired on New Jersey radio stations throughout April. The public education program messages urged drivers to put down their phone and just drive.

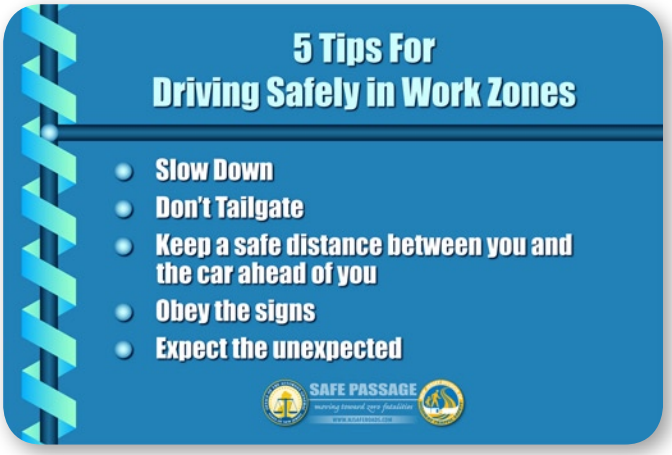
Work Zone Safety

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 train-the-trainer programs and work zone safety refresher courses for law enforcement. The continuation of those courses 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 1,000 participants who learned about traffic control, as well as work zone and roadway safety.

Quarterly meetings are held with members of the New Jersey Work Zone Safety Partnership. The partnership is used to drive the mission of work zone safety and awareness. Representatives include the DHTS, NJ Department of Transportation, NJ Turnpike Authority, Federal Highway Administration, NJ Asphalt Pavement Association, NJ State Police, Laborers Local 172 & 472, Utility and Transportation Contractors Association, NJ Fire Police, NJ Police Traffic Officers Association, NJ Public Employees Occupational Safety and Health, and local public agencies.

The Annual Work Zone Safety Awareness Conference was held on April 29, 2015 at the Busch Campus Center at Rutgers University. The New Jersey Work Zone Safety Partnerships hosted the conference to improve safety for workers and motorists in road construction areas. Over 200 participants attended the 2015 Conference. Presentations on smarter work zones were conducted





along with panel discussions with labor, industry and law enforcement perspectives, new technologies and best practices.

Traffic Engineering Interns

A project was funded during the summer months with the Warren County Engineers Office that used the services of two engineering students to collect traffic crash data and assist in performing safety studies at high crash locations. Under supervision of the Assistant County Engineer, the students gathered crash data, created a computerized crash database, and performed field investigations as needed. High crash locations were identified and studied for possible improvements.

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:

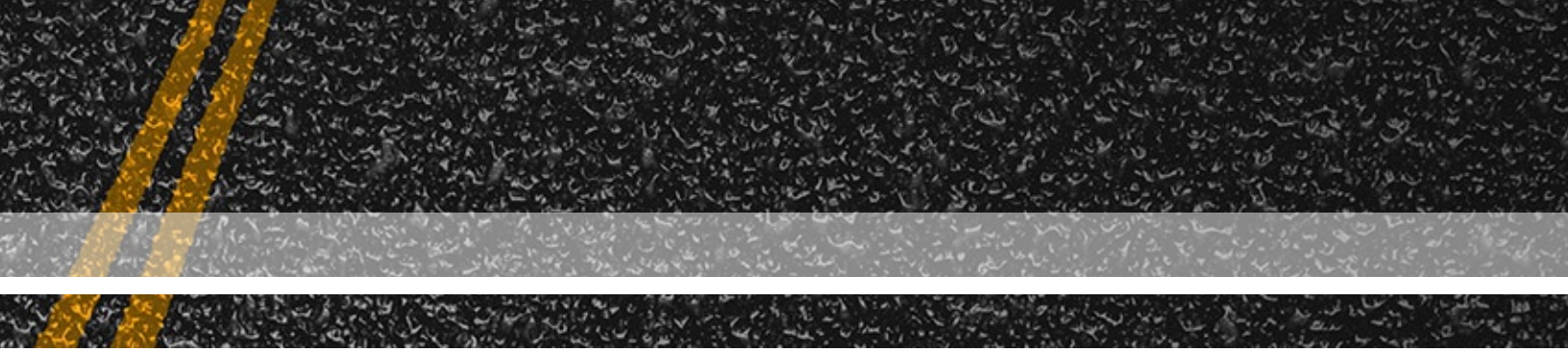
Statewide Traffic Records Coordination

The Statewide Traffic Records Coordinating Committee exists to facilitate the integration of all statewide traffic records and the development of safety programs that result from integration. The Committee has provided a forum to investigate new technologies, brought together non-traditional partners to the table, and established a foundation for the continued enhancement of traffic records statewide. Funds are used to pay for services provided by the Committee's Chairperson. The Chairperson provides leadership to the Committee by developing, implementing and facilitating projects and programs to ensure the State's traffic records systems continue to be accessible, timely and accurate. The Chairperson facilitates the quarterly meetings and prepares quarterly status reports. In 2015, the Traffic Records Strategic Plan was updated in accordance with the recommendations of the Traffic Records Assessment.

Funds were provided to conduct eight half-day workshops for law enforcement personnel that addressed proper completion of the NJTR-1 traffic crash report and the importance of data accuracy that is used to assist decision makers in improving roadway safety.

Electronic Patient Care Reporting

The Department of Health continues to use funds to implement electronic patient care reporting to the State's



advanced life support programs. The project uses real-time data management tools to provide stakeholders (Office of Emergency Medical Services, hospitals and advanced life support programs) with data needed to make decisions in the most efficient manner possible. 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. There is an average of 105,220 electronic patient care records entered monthly into the crash data warehouse from the 302 EMS participating agencies.

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.

Crash Data Integration

The on-going project of the Office of Information Technology continued 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 and driver data maintained by the Motor Vehicle Commission. Users of the data representing law enforcement, EMS and transportation officials have access to the reports in the warehouse. In subsequent years, data will be published for public access, adding potentially thousands of users. 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.

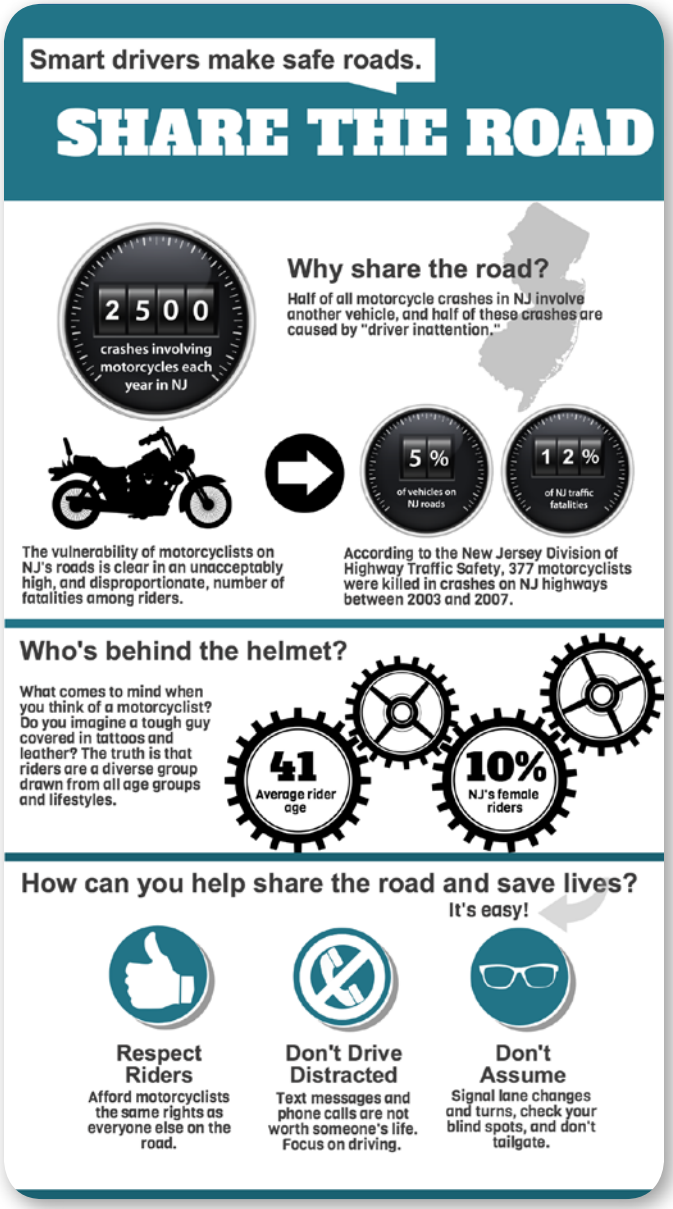
Crash Data Geocoding

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Under a project at Rutgers University, over 30,000 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.

Safety Campaign

The Brain Injury Alliance promoted the *Share the Road* message that was targeted to automobile drivers and the general public to make them aware of motorcycles on the road and how they can contribute to motorcyclist safety. A second campaign focused on smart gear, smart training and smart judgment and provided for the continuation of a motorcycle coalition and a campaign that asks riders to commit to being a safe rider through a motorcycle safety pledge.



The *NJSmartDrivers* website focused on a *Share the Road* message, including the importance of why to share the road and how to share the road safely. Social and traditional media was also utilized to promote the website. *Share the Road* materials were also provided to high school students with the goal of increasing awareness among new drivers of the importance of sharing the road with motorcycles.

PAID AND EARNED MEDIA

Latino Traffic Safety Awareness

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. The DHTS has worked over the last six years to identify quality media partners and cultivate relationships that have resulted in deeply discounted rates for advertising. Print media was the primary outlet used based on cost and research. According to the National Association of Hispanic Publications, 82 percent of 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.

The Division expended a total of **$82,800** in 2015 with the following media partners:

Hechos Positivos Newspaper
($10,800 full page ad and Director's message) - monthly publication with circulation of 5,000 throughout Bergen, Morris, Hudson and Passaic Counties.

Reporte Hispano Newspaper
($36,000 full page ad) - weekly publication of 55,000, which is distributed throughout the State.

In-Classroom Broadcasts

DHTS also worked with ***Channel One*** ($36,000) 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.

News Releases

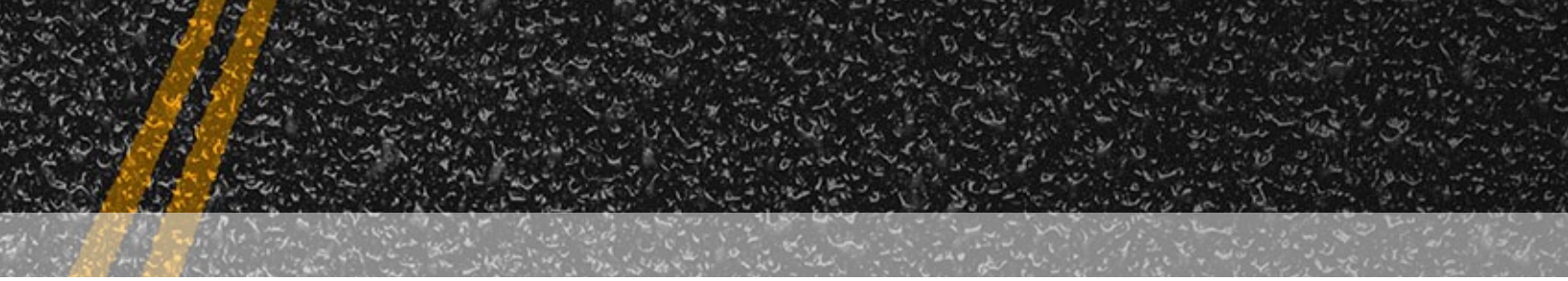
DHTS continued to effectively leverage earned media to promote traffic safety programs, initiatives and enforcement mobilizations, including those implemented by both DHTS and its nearly 650 grantees. Using news releases that are distributed to print and broadcast media outlets in the State, as well 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.

FAIRLEIGH DICKINSON UNIVERSITY'S PublicMind™ POLL

SURVEY OF DRIVER ATTITUDES AND BEHAVIOR

SUMMARY OF FINDINGS

JUNE 12, 2015



PublicMind, an independent opinion research center at Fairleigh Dickinson University, interviewed by telephone from April 26, 2015, to May 22, 2015, a total of 900 randomly selected New Jersey residents age 17 and over who report that they drive regularly. Of these, 50 interviews were a deliberate oversample of New Jersey residents under age 30 who report they drive regularly. The survey asked New Jersey drivers about their behavior, their perception of other drivers, and their knowledge of various traffic safety campaigns. A more detailed methodological description appears at the end of this document.

Contents

Other Drivers

This year saw the lowest proportion of drivers yet rating themselves as "above average." While, mathematically, half of the drivers in the state are better than the median driver, 65 percent said that they were in that group this year, down significantly from a high of 72 percent in 2012.

In a significant shift from the last time the survey was carried out, in 2013, drivers under the age of 30 are no longer less likely than other age cohorts to rate themselves as being "below average," though middle aged drivers (between 45 and 60) are still the most likely to say that they're better than most of the people on the road.

How would you rate your own driving skills compared to most other drivers on the road? Would you say that your skills are ...																
											Age					Never
	All	2014	2013	2012	2011	2010	2009	2008	Men	Women	17-29	30-44	45-60	60+	Married	Married
Above Average	65	71	69	72	68	69	70	69	71	59	57	55	74	66	66	59
Just Average	34	28	30	27	32	29	30	30	28	40	41	45	26	33	33	40
Below Average	1	1	1	1	0	1	1	0	0	1	1	1	1	1	1	1
Don't Know/Refused	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0

As in previous years, men (71 percent) are more likely to rate themselves as above average drivers than women (59 percent), and the size of the difference is about the same as in previous years: in 2013, for instance, there was a thirteen point gender gap, compared to a twelve point gap this year.

While it's impossible for so many people to be above average, it's pretty common in these sorts of questions. 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 also asked how often they drove over 70 miles an hour on the highways, and there is no difference in self-rating between those that do so often, and those that rarely or never did so. Nor is there any strong relationship between the length of a driver's commute and their self-rating. Bizarrely, those who don't drive to work are as likely to say that they're "above average" as those who drive 20 miles or more each way.

How would you rate your own driving skills compared to most other drivers on the road? Would you say that your skills are ...						
		Length of Commute			Drives Over 70	
	All	Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/Never
Above Average	69	64	65	68	65	65
Just Average	30	35	35	31	34	34
Below Average	1	1	1	1	1	1
Don't Know/Refused	0	0	0	0	0	0

One reason that drivers may think themselves better than most people on the road is the frequency with which they see other drivers behaving badly. Two-thirds of drivers in New Jersey say that they "very often" see other drivers talking on hand-held cell phones while driving, with another 26 percent saying that they "sometimes" see other drivers doing so. While these figures are no different from last year, they represent a significant decline from 2013 and previous years, in which between 72 and 80 percent of New Jersey drivers reported the same. While this indicates that drivers aren't seeing others talking on the phone as frequently, the news isn't all good: the difference comes entirely from movement from the "very often" into the "sometimes" category; the "rarely" and "never" categories remain unchanged since 2008. Interestingly, the length of a driver's commute no longer seems to predict reported sightings of illegal cell use. In the past, drivers with long commutes were more likely to report seeing others holding cell phones and driving, but this is no longer the case.

How often do you see people driving a car while they are also talking on a hand-held a cell phone and talking....?

									Length of Commute			Age			
	All	2014	2013	2012	2011	2010	2009	2008	Doesn't Drive	0-19 M	20+ M	17-29	30-44	45-60	60+
Very Often	67	68	72	72	74	77	80	79	67	66	70	60	68	71	66
Sometimes	26	25	21	22	21	18	17	15	25	28	27	31	26	25	26
Rarely	4	5	4	2	2	3	3	3	5	4	2	6	4	3	4
Never	2	1	2	3	1	1	1	2	3	1	0	3	3	1	2
Don't Know	1	1	1	1	1	1	0	1	0	1	1	0	0	1	1

Although New Jersey drivers are generally texting behind the wheel less than they did a few years ago, they are a bit more likely to perceive that others are sending texts. Forty two percent of drivers say that they see others texting while driving "very often," up from 34 percent in 2012, but not significantly higher than the 41 percent figure recorded last year. Another 35 percent say that they "sometimes" see other drivers doing so. This combined figure of 77 percent is the highest reported since the question was first asked in 2011. The increase seems to be driven by younger drivers: those under 30 are 8 points more likely to report other drivers doing so "very often" or "sometimes" than in 2013. Oddly, as discussed in a later section, the actual proportion of drivers admitting to texting while driving doesn't seem to have increased relative to last year. Together, these figures indicate that the increased perception of texting is less about actual increases in texting on the roads, and more about increased sensitivity to doing so. That is, the groups that have been most subject to anti-texting campaigns are more likely to take note when they see others texting behind the wheel than they were in the past. After all, if there really was a surge in texting behind the wheel, it would likely show up both in the admitted texting numbers and in perceptions across age cohorts, rather than just in the younger cohorts. As such, this increase can be seen as good news: there's still plenty of texting while driving going on, but younger drivers know that it's a bad idea, and take note when others are doing it.

How often do you see people driving a car while they are also texting?												
						Age				Length of Commute		
	All	2014	2013	2012	2011	17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20+ M
Very Often	42	41	40	34	29	49	51	44	30	37	43	52
Sometimes	35	34	31	32	33	39	37	30	39	35	35	38
Rarely	10	11	11	14	13	10	6	12	10	12	9	6
Never	6	5	8	8	10	2	3	6	12	8	7	1
Don't Know	6	9	10	12	14	1	3	7	8	8	5	3

Unlike with talking on cell phones, drivers with longer commutes are much more likely to report that others are texting behind the wheel. Drivers who commute less than 20 miles to work each day are 6 points more likely to say that they "very often" see others texting behind the wheel than those who don't drive to work, and those with longer commutes are 9 points more likely to say so than those with shorter drives to work. While no different from last year's figure of 53 percent, this does represents a significant increase from 2013, when 45 percent of New Jersey drivers with long commutes said that they saw such behavior "very often." This represents an extension of the existing trend: in 2012, the figure for this group was only 39 percent, and in 2011, it was only 33 percent. The story here seems to be that while fewer drivers are texting behind the wheel frequently, many more drivers are doing it occasionally on the highways.

The aggregation of a large number of drivers on the highways texting occasionally means 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.

These perceptions of bad behavior on the part of other drivers is also one of the factors contributing to the large number of New Jersey drivers who report being frustrated or angry behind the wheel. Twenty-two percent of drivers in New Jersey say that they're "almost always" or "often" angry or frustrated by things that happen while driving, no different than last year's 23 percent. The biggest risk factor for driving while angry seems to be having a long commute: 13 percent of drivers with the longest commutes (more than 20 miles each way) say that they're "always" angry or frustrated, with another 15 percent saying that they "often" are.

When driving, how often do you get angry or frustrated by things you see or things that happen to you on the road?												
						Age				Commute		
	All	2014	2013	Men	Wome	17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20 + M
Almost Always	7	8	10	8	7	6	8	7	8	8	4	13
Often	15	15	14	13	17	20	15	16	14	14	16	15
Sometimes	38	39	37	35	41	40	41	38	36	35	40	40
Rarely	28	29	28	33	24	26	26	27	31	28	29	25
Never	12	9	11	11	11	8	10	12	11	14	11	6

Drivers who report being frequently angry or frustrated were asked why, and were allowed to pick multiple reasons. More than half (53 percent) say that they are driven to anger or frustration by the bad behavior of other drivers, presumably including the texting and cell phone use discussed earlier. Aggressive driving was the second most cited cause of frustration, with 39 percent of drivers saying that it made them frustrated or angry.

These overall figures, though, hide substantial differences between groups in what leads to frustration. The youngest drivers (under the age of 30), for instance, were much more likely than other age cohorts to report being frustrated by slow drivers, perhaps leading to the aggressive driving concerns of the other age cohorts. Drivers with long commutes were also much more likely than others to say that traffic was a source of frustration, with 19 percent saying so, compared with just 5 percent among drivers without a long commute, or no commute at all. This problem seems to have gotten worse for commuters: last year, 15 percent cited traffic as a cause for anger; in 2013, it was only 11 percent. These same commuters are also more likely to say that aggressive driving is a problem, likely because aggressive driving is more common on the highways, where these long commutes take place. This figure also represents a significant increase from 2013, when 38 percent of drivers with a long commute said that aggressive driving from other motorists was a problem.

[Only those frustrated "Almost Always" or "Often"; Multiple Responses Allowed]: Typically, what is the cause of this frustration or anger?										
				Age				Commute		
	All	2014	2013	17-29	30-44	45-60	60+	Doesn't Drive	0-19 M	20 + M
Traffic	8	11	8	0	18	7	5	6	3	19
Aggressive Drivers	39	45	32	35	43	35	44	36	34	54
Bad Behavior of Other Drivers	53	55	59	42	52	56	54	56	52	46
Slow Drivers	10	21	13	23	10	8	7	7	14	12
Construction	3	5	6	0	3	3	4	2	2	5
Other	17	21	29	13	11	24	14	15	23	12

Although nearly all drivers are frustrated at some point, only 1 in 5 New Jersey drivers (20 percent) have tried to express this frustration via rude gestures at another driver in

the past few years, no different from last year's figure of 22 percent. Interestingly, despite the fact that the wording of the question changed last year (prior to 2014, the question asked about the previous three years), the numbers haven't changed all that much. This indicates one of two things: either respondents in the past were answering the question about the three year time frame using what they remembered from the previous year, or, more likely, individuals who engage in this sort of behavior tend to do so *every* year, so the length of the time frame doesn't matter very much. In either case, this is the lowest figure recorded since this series of surveys began.

In the past twelve months, have you personally made a rude gesture at another driver?												
									Age			
	All	2014	2013*	2012*	2011*	2010*	2009*	2008*	17-29	30-44	45-60	60+
Yes	20	22	25	24	30	27	27	27	25	22	22	15
No	79	77	74	75	69	73	73	73	75	78	78	85
Don't Know/ Remember	1	1	1	1	1	1	1	0	0	0	1	0

Older drivers are less likely than the other age cohorts to report having attempted non-verbal communication with another driver, despite the fact that they're no less likely to report being angry or frustrated on the road. However, as drivers with longer commutes say that they're frustrated more often, it isn't surprising that they're much more likely to admit having used universal sign language while driving. Thirty percent of drivers with the longest commutes say that they've done so, compared with 18 percent of other drivers. While high, this does represent a decline from 37 percent of the same group who admitted to doing so in 2013, and 36 percent in 2012. Drivers who consistently go over 70 miles an hour on the highways are also much more likely to give a one fingered salute to others on the road, with 32 percent admitting to doing so, no different from last year's figure of 36 percent.

In the past twelve months, have you personally made a rude gesture at another driver?									
			Length of Commute			Drives Over 70			
	All	2014	Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/ Never	Men	Women
Yes	20	22	18	18	30	32	15	24	17
No	79	77	82	82	70	68	84	76	82
Don't Know/ Remember	1	1	0	0	0	0	1	0	0

Still, as frustrated as New Jersey drivers get, they still think that drivers from other states are worse. For the seventh consecutive year, Garden State drivers say that motorists from New York were the worst in the area, with 53 percent of drivers saying that the Empire State has the worst drivers, no different from the figures in previous years.

Thinking about drivers from the states around us. which state would you say has the worst drivers...?											
							Length of Commute			Drives Over 70	
	All	2014	2013	2012	2011	2010	None	Less than	20+	Most of the time/Often	Rarely/ Never
Pennsylvania	15	18	19	15	19	15	13	17	17	18	14
New York	53	55	54	52	52	56	53	56	50	52	54
New Jersey	16	12	14	15	14	14	16	14	18	17	15
Other	4	4	3	3	3	4	5	4	3	5	4
Don't Know/Refused	12	10	10	14	12	11	12	8	12	7	12

Fifteen percent, down slightly from last year, say that Pennsylvania drivers are the worst, and 19 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, but disdain for New York drivers seems to be universal.

Seatbelt use

92 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 89 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?														
											Age			
	All	2014	2013	2012	2011	2010	2009	2008	Men	Women	17-29	30-44	45-60	60+
Always	92	90	91	91	90	92	90	91	89	94	86	93	92	92
Most of the time	4	7	6	6	6	5	7	6	6	3	7	3	4	5
Just Sometimes	2	2	2	2	3	3	2	2	2	1	4	1	2	1
Never	2	2	1	2	2	1	1	1	4	1	3	2	2	2

In fact, the biggest change in seatbelt use in the past five 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 86 percent of young drivers "always" wearing a harness while driving, significantly lower than in the other age cohorts.

There have, however, been some changes in recent years. In the past, drivers with long commutes were less likely to say that they "always" wore seat belts, but were more likely to say that this did so "most of the time," indicating that they sometimes took off their belts during long car trips. This year, there's no sign of that difference, with long haul drivers being just as likely to wear their seat belts all the time as everyone else.

When you're the driver, how often do you wear your seatbelt?								
		Length of Commute					Drives Over 70	
	All	Doesn't Drive	0-19 M	20+ M	HS or Less	College Plus	Most of the time/Often	Rarely/ Never
Always	92	92	91	94	87	98	92	92
Most of the time	4	4	6	2	8	1	3	5
Just Sometimes	2	2	1	1	2	1	1	2
Never	2	2	2	3	3	0	3	2

In the past three surveys, drivers who don't always wear a seatbelt were asked why they don't do so, in an item that allowed them to give multiple responses. The most frequently cited reason, as in past years, is that seatbelts are uncomfortable, with 31 percent saying so. Interestingly, the second most cited reason for not wearing a seatbelt is that drivers simply forget: 24 percent of those who don't always wear their belts blame these occasional memory lapses. This is one of the few areas in which drivers

with long commutes display better driving behaviors than those without them: only 12 percent say that they forget to wear a belt, compared with 30 percent of other drivers.

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).

And when you don't wear your seatbelt when driving a car, can you tell me why? [Respondents can give multiple answers]								
		Length of Commute					Drives Over 70	
	All	Doesn't Drive	0-19 M	20+ M	Men	Women	Most of the	Rarely/ Never
Uncomfortable	31	28	40	29	32	31	27	34
Don't Need for Short Trip	2	4	0	0	3	0	0	3
Just Don't Like Them	5	0	9	12	4	8	7	4
Good Driver, Don't Need	2	5	0	0	0	6	0	3
Don't Think About It	24	32	26	12	25	23	23	26
Other	32	31	17	48	36	32	43	30

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, 90 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 79 percent of the youngest drivers, down significantly from 2013's 84 percent and the same figure recorded in 2012.

When you're the front seat passenger, how often do you wear your seatbelt?														
											Age			
	All	2014	2013	2012	2011	2010	2009	2008	Men	Women	17-29	30-44	45-60	60+
Always	90	89	89	90	88	89	89	89	88	91	79	88	92	92
Most of the time	5	7	7	5	6	6	6	5	5	5	10	7	4	3
Just Sometimes	2	2	2	2	3	3	2	3	3	2	6	3	2	1
Never	2	1	1	2	2	1	1	2	3	1	4	2	2	1
Never the front seat passenger	1	1	1	1	1	1	1	1	1	1	1	0	0	1
When you're a passenger in the back seat, how often do you wear your seatbelt?														
Always	48	50	52	54	51	53	56	54	44	52	39	42	57	49
Most of the time	11	10	11	10	9	11	10	10	12	11	17	11	9	12
Just Sometimes	17	14	15	15	14	13	17	13	16	18	22	22	13	14
Never	13	16	12	15	17	14	10	14	14	12	16	18	12	8
Never a back seat passenger	10	9	8	6	8	7	7	9	13	7	7	7	9	16
Don't Know	1	1	0	0	0	1	0	0	1	0	0	1	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 48 percent of New Jersey drivers say that they "Always" wear a seat belt when they're in the back, unchanged from 50 percent last year – and 30 percent say that they "sometimes" or "never" do so. The gender difference between men and women in

wearing seatbelts while in the backseat is a return to past patterns: a similar gender gap has been observed in all past runs of the study, save for 2013. The size of this gap is exacerbated by the fact that men are much more likely than women to report never sitting in the back seat.

When you're the front seat passenger, how often do you wear your seatbelt?					
		Race		Drives Over 70	
	All	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?					
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 previous years, non-white respondents are less likely to say that they "always" wear a seat belt while in the back, while remaining equally likely to wear one while in the front seat.

And when you don't wear your seatbelt when riding in the backseat of a car, can you tell me why? [Respondents can give multiple answers]								
		Length of Commute					Drives Over 70	
	All	Doesn't Drive	0-19 M	20+ M	Men	Women	Most of the	Rarely/ Never
Uncomfortable	15	19	14	9	15	15	13	16
Don't Need for Short Trip	7	4	11	8	7	7	9	6
Just Don't Like Them	20	17	20	28	27	14	21	19
Good Driver, Don't Need	7	7	10	2	5	10	8	7
Don't Think About It	31	31	34	27	28	34	28	33
Other	24	23	26	21	21	26	29	21

In a new question, respondents who said that they don't always wear a seat belt while sitting in the backseat were given the same question about why they don't do so as drivers who reported not "always" wearing their seat belts. The leading reason given was that they just don't think about wearing restraints while in the back seat, with 31 percent citing it. The belief that seatbelts just aren't needed for backseat passengers was the second most cited reason, at 20 percent. Men were much more likely than women to say that they "just don't like" seatbelts in the back seat; women were more likely to report that it just slips their minds.

In the last 12 months which, if any of the following traffic safety campaigns have you heard, seen, or read anything about? Click it or Ticket?												
		Length of Commute			Drives Over 70		Age					
	All	Doesn't Drive	0-19 M	20+ M	Most of the	Rarely/ Never	17-29	30-44	45-60	60+	Male	Female
Yes	88	82	91	92	92	86	92	90	91	81	89	87
No	12	18	9	8	8	14	8	10	9	19	11	13
Don't Know	0	0	0	0	0	0	0	0	0	0	0	0

Unlike in previous years, in which respondents were asked about whether or not they had seen something about seat belt enforcement initiatives, the item this year asked about a particular program: Click it or Ticket. Eighty-eight percent of New Jersey drivers say that they've heard of the "Click it or Ticket" program, far more than the other two specific programs respondents were asked about.

Drivers who have a long commute are ten points more likely to report having heard of the seat belt enforcement program than those who don't drive to work, and older drivers (who are less likely to commute) are also less likely to have heard of it. Interestingly, drivers who say that they do, and do not, "always" wear seatbelts while driving are equally likely to say that they have heard of the program. While this could be taken as evidence that the program isn't having an impact, it's more likely a reflection of the fact that such a high proportion of New Jersey drivers wear seatbelts while driving already that it's difficult to move the number up any more.

It does seem, however, that the program has had some impact, and this can be seen in the proportion of drivers who say that they're "very likely" to get a ticket if they don't wear a seatbelt. Since we began asking this question in 2010, between 25 and 28 percent of New Jersey drivers said that it was "very likely" that they would get a ticket if they weren't wearing a seatbelt. That figure increased a bit to 31 percent last year, and again this year to 37 percent. The biggest drivers of this increase were young motorists. In 2012, for instance, only 17 percent of drivers under 30 said that it was "very likely" they'd get a ticket for failing to wear a belt. Today, that figure is 48 percent.

And what do you think the chances are of getting a ticket if you don't wear your seat belt?													
								Age				Race	
	All	2014	2012	2011	2010	Men	Women	17-29	30-44	45-60	60+	White	Non-White
Very Likely	37	31	25	28	28	31	43	48	46	34	29	28	55
Somewhat Likely	32	31	35	38	37	31	34	22	33	34	33	35	27
Not Very Likely	22	21	25	23	22	27	16	18	12	29	24	26	13
Not Likely at All	7	12	10	7	9	9	5	11	8	3	9	9	4
Don't Know	2	4	4	3	4	2	2	0	1	0	5	2	2

Speeding

Thirty percent of New Jersey drivers, unchanged since 2012, say that they drive over 70 miles per hour on state highways "most of the time" or "often."

As in years previous, men were more likely than women to speed: 34 percent of men say that they do so "most of the time" or "often," compared with just 27 percent of women (both basically unchanged since 2012). The general stability of the figure, however, hides a continuing increase in speeding behavior among drivers with long commutes. This year, 15 percent of those with shorter commutes, and 29 percent of drivers with long commutes say that they drive over 70 on highways "most of the time," up from 11 and 24 percent, respectively, in 2013. In 2012, the figures were even lower. While the increases year-to-year are relatively small, over time, the small shifts seem to be adding up, with commuters now much more likely to report speeding on the highways than they were a few years ago.

When you're driving on a New Jersey highway, how often would you say you drive over 70 miles an hour?

									Age				Commute		
	All	2014	2013	2012	2011	2010	Men	Women	17-29	30-44	45-60	60+	None	<20	20+
Most of the time	15	16	13	15	10	12	19	12	18	24	14	9	10	15	29
Often	15	17	17	17	15	11	15	15	19	19	15	10	11	15	23
Just once in a while	47	42	45	46	40	44	50	44	45	44	49	49	46	55	36
Never	23	25	24	21	34	32	17	29	17	14	22	33	33	16	12
Don't Know	0	0	1	1	1	1	0	0	1	0	0	0	0	0	0

While age is a factor in the frequency with which drivers report speeding on the highways, it isn't as dominant a factor as it once was. In past years, younger drivers were much more likely to report going well over the limit on the highways, but this difference has decreased over time. Today, drivers under 30 are no more likely than 30-44 year olds to say that they're speeding "most of the time" or "often" on the highways, though older drivers are still a bit less likely to do so. Some facts about highway speeding remain the same, however: men are still rather more likely than women to admit to it (34 percent of men say that they do so regularly, compared to 27 percent of women), though the gap is closing a bit over time: last year, the difference was 13 points.

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.

Only 4 percent of respondents report having received a speeding ticket in the past year, unchanged from last year. That figure may appear to be lower than in previous years, but before 2014, the question used a 3 year time frame, so the results are not fully comparable.

In the past twelve months have you personally, received a speeding ticket?												
	All	2014	2013*	2012*	2011*	2010*	2009*	2008*	Men	Women	Over 70 Most of the time/Often	Over 70 Once in a while/Never
Yes	4	4	7	7	10	9	11	9	5	4	6	4
No	96	95	92	93	90	91	89	90	95	96	94	96
Don't Know/Don't Remember	0	0	1	0	0	0	0	1	0	0	0	0

Age is a factor in who receives speeding tickets, though not nearly as much as in past years. Relatively few drivers in the older age cohorts – three percent of 45 to 60 year olds, and just one percent of drivers over 60 – have received a ticket. In past surveys, the youngest drivers were the most likely to have received a speeding ticket, but that isn't the case this year. In a decline from 2013's ten percent, only 5 percent of drivers under 30 report having received a speeding ticket in the past few years.

In the past twelve months, have you personally received a speeding ticket?											
			Length of Commute			Education		Age			
	All	2014	None	0-19 M	20+ M	HS or less	College +	17-29	30-44	45-60	60+
Yes	4	4	2	4	9	5	4	5	10	3	1
No	96	95	98	96	91	95	96	95	90	97	99
Don't Know/Don't Remember	0	0	0	0	0	0	0	0	0	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. Also in contrast to previous years, drivers who report going faster than 70 on the highways regularly were no more likely than those who don't to have received a speeding ticket.

Those four percent of drivers who have been ticketed for speeding don't seem to have been very surprised, though: 81 percent of New Jersey drivers (up from 75 percent in 2013) say that it is "somewhat" or "very" likely that they'll be ticketed if they go over the speed limit. This figure is up from 2013, but reflect a return to historical norms, which have been around 80 percent since 2010.

And what do you think the chances are of getting a ticket if you drive over the speed limit?												
									Drive over 70			
	All	2014	2013	2012	2011	2010	Men	Women	Most of the time/Often	Once in a while/Never	White	Non-White
Very Likely	34	37	30	30	33	30	27	40	29	36	23	54
Somewhat Likely	47	37	45	50	50	48	46	48	48	47	53	36
Not Very Likely	13	18	15	12	10	15	19	8	21	10	17	7
Not Likely at All	3	6	5	5	4	5	4	2	2	4	3	3
Don't Know	3	2	4	4	3	3	3	2	1	3	3	1

Women are much more likely than men to think that they'll be ticketed for speeding, as are non-white drivers, though this seems to be related to a general trend among non-white drivers of believing that they are likely to be ticketed. This belief is also, not surprisingly, related to actual driving behaviors. Drivers who report going over 70 on the highways frequently are less worried about getting a ticket: 77 percent of regular speeders say it's "very" or "somewhat" likely, compared with 83 percent of infrequent speeders.

New Jersey drivers are more respectful of the speed limit on local roads. Although 30 percent of drivers regularly speed on the highways, just 19 percent (no different than 2014'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. Eighty-one percent say that they never do so, or only do it "once in a while." Men (22 percent) were more likely to speed on local roads than women (16 percent).

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?												
								Length of Commute			Race	
	All	2014	2013	2011	2010	Men	Women	None	Less than 20	20+	White	Non-White
Most of the time	8	7	8	9	9	10	6	7	5	15	8	7
Often	11	13	12	9	11	12	10	10	13	9	13	8
Just once in a while	48	44	45	44	46	51	45	45	51	49	52	44
Never	33	34	35	37	34	28	38	37	31	27	26	40
Don't Know	0	1	0	1	0	0	0	0	0	0	0	0

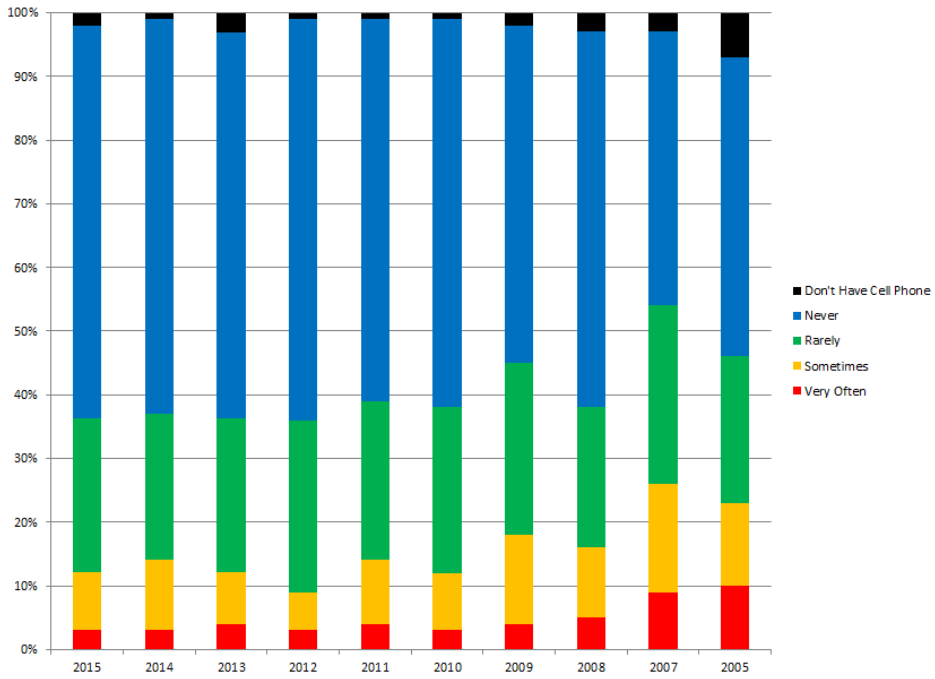
Interestingly, drivers with long commutes, a group which is much more likely to speed on the highways, are also much more to speed on local roads. Twenty-four percent of drivers with long commutes speed on local roads "most of the time" or "often," compared with 18 percent of those with short drives to work, and 17 percent of thse who don't drive to work at all.

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?					
		Education		Drives Over 70	
	All	HS or less	College Plus	Most of the time/ Often	Rarely/ Never
Most of the time	8	6	10	13	6
Often	11	11	13	15	9
Just once in a while	48	41	51	55	45
Never	33	42	24	17	40
Don't Know	0	0	0	0	0

This also informs the differences in speeding on local roads based on education levels and highway speeding behaviors. More educated drivers are more likely to report speeding both on highways and local roads than their less educated counterparts, but that's at partially because they're much more likely to have long commutes. These same drivers are also likely to speed on the highways, and drivers who report regularly speeding on the highways are about twice as likely (28 percent versus 15 percent) to speed on local roads as those who don't speed on the highways.

Cell Phones

After several years of drops in the use of hand-held cell phones while driving, progress seems to have stalled out. Twelve percent of New Jersey drivers say that they talk on a handheld phone "sometimes" or "very often" while driving, unchanged from last year's figure of 14 percent. Ten years ago, these figures were in the mid-20s.



Just 3 percent of 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 9 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.

How often do you personally drive your car and at the same time hold your cell phone and talk into it...?

	2015	2014	2013	2012	2011	2010	2009	2008	2007	2005
Very Often	3	3	4	3	4	3	4	5	9	10
Sometimes	9	11	8	6	10	9	14	11	17	13
Rarely	24	23	24	27	25	26	27	22	28	23
Never	61	62	60	63	60	61	53	59	43	47
Cell Phone	2	1	3	1	1	1	2	3	3	7

In this year's study, younger drivers remain the most likely to hold a cell phone while driving, though by a smaller margin than in the past. Eighteen percent of drivers under the age of 30 report that they do so "very often" or "sometimes," compared with just 11 percent of drivers from other age groups. Still, this is down substantially from the 25 percent figure recorded in 2013, and well down from the figures in the 30s seen in 2008 and 2009.

How often do you personally drive your car and talk on a hand held cell phone?

	17-29								30-44							
	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008
Very Often	1	2	7	4	7	4	9	10	7	5	7	3	5	4	5	8
Sometimes	17	15	18	13	16	9	24	26	9	16	7	8	12	14	20	14
Rarely	22	35	29	41	26	41	32	22	36	26	25	30	33	24	24	26
Never	58	48	43	41	51	47	35	41	48	53	60	58	50	56	49	52
Don't Have C	2	0	2	0	0	0	0	1	1	0	2	0	0	1	1	0
	45-60								60+							
	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008
Very Often	3	3	4	4	4	3	3	4	1	0	1	2	2	1	2	0
Sometimes	11	12	7	9	10	9	12	8	5	5	4	2	5	5	6	3
Rarely	21	22	28	33	25	28	34	28	18	18	17	20	15	18	17	14
Never	63	63	59	55	59	59	49	58	72	72	73	73	76	74	70	76
Don't Have C	2	0	2	0	2	1	1	2	4	4	5	2	3	3	5	7

The rates of cell phone use while driving among young drivers mirror the patterns among all drivers: regular usage among all age groups peaked in 2009, declined for the next few years, and has stayed generally stable since 2012. There have been some differences within the numbers, though. For instance, the proportion of drivers who report talking on a hand-held cell phone while driving "very often" has continued to fall, with only 3 percent of drivers saying that they do so. While this itself isn't a change – it's been at about the same level for several years – it's driven almost entirely by one age cohort: 30 to 44 year olds. Seven percent of them report talking on hand-held phones while driving "very often," compared with just 2 percent of other age cohorts.

At this point, it should come as no surprise that talking on a cell while driving is associated with a number of other risky driving behaviors. Drivers who hold their cell phones while driving are also much more likely to report having a long commute, and speeding on the highways (six versus two percent). Nineteen percent of drivers with long commutes say that they hold their phones and talk regularly, compared with nine percent of those who don't drive to work.

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...?										
		Length of Commute			Drives Over 70		Age			
	All	Doesn't Drive	Less than	20+	Most of the time/Often	Rarely/ Never	17-29	30-44	45-60	60+
Very Often	3	2	3	5	6	2	1	7	3	1
Sometimes	9	7	10	14	14	7	17	9	11	5
Rarely	24	19	30	23	31	21	22	36	21	18
Never	61	68	56	58	48	67	58	48	63	72
Cell Phone	2	4	1	0	1	3	2	1	2	4

Respondents were also asked whether hands-free phones were safer to use when driving than hand-held phones. Seventy-three percent of respondents – unchanged from 2014 – say that hand-held phones are more dangerous. Twenty-one percent of respondents gave what is arguably the correct answer, that they're equally dangerous. Four percent say that hands-free phones are more dangerous.

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?												
									Drives Over 70			
	All	2014	2013	2012	2011	2010	2009	2008	Most of the time /Often	Rarely/ Never	Men	Women
More Dangerous	73	75	74	74	83	79	70	67	76	72	74	73
Less Dangerous	4	5	5	5	5	5	7	10	4	4	4	3
Same	21	19	18	18	--	--	20	--	19	23	21	22
Don't Know/Refused	2	1	2	2	12	16	3	23	1	2	1	2

In past years, respondents were asked if the use of hand-held cell phones while driving was illegal. The question was dropped in the most recent survey because it's almost universal knowledge, with more than 95 percent of drivers correctly reporting that it was illegal in 2013.

So, while recognition that using a hand-held cell phone is illegal isn't likely to have increased much since 2013, the belief that tickets will likely result from doing so has increased. Forty-two percent of New Jersey drivers now say that it's "very likely" that they'll get a ticket if they use a hand-held phone while driving, up from 25 percent in 2013. Another 29 percent say that it's "somewhat" likely, no different from the last time the survey was administered.

What do you think the chances are of getting a ticket if you talk on a hand held cell phone while driving?										
					Race		Education		More than 70	
	All	2014	2013	2012	White	Non-White	HS or less	College +	Most of the time/ Often	Once in a while/
Very Likely	42	35	25	24	35	55	49	32	38	43
Somewhat Likely	29	30	30	30	28	29	28	26	30	28
Not Very Likely	20	21	27	26	25	12	16	30	24	19
Not Likely at All	7	12	15	17	9	2	6	11	6	8
Don't Know	2	2	3	3	3	2	1	0	2	2

As with 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 20 points more likely say that they're "very likely" to be cited. More educated drivers are rather less likely to think that they'll be cited for holding a phone while driving, but this is most likely due to the relationship of education with race, and commuting distances.

Texting

Twenty-three percent of New Jersey drivers say that they have sent a text message while driving in the past three years, no different than the 2013 figure, and similar to the numbers reported back to 2010. This does not mean, however, that nothing has changed: the most striking difference comes in the texting behavior of drivers with relatively long commutes. Those drivers are now six points less likely to say that they text behind the wheel than they were in 2013 (a decline offset by increases among drivers with shorter commutes).

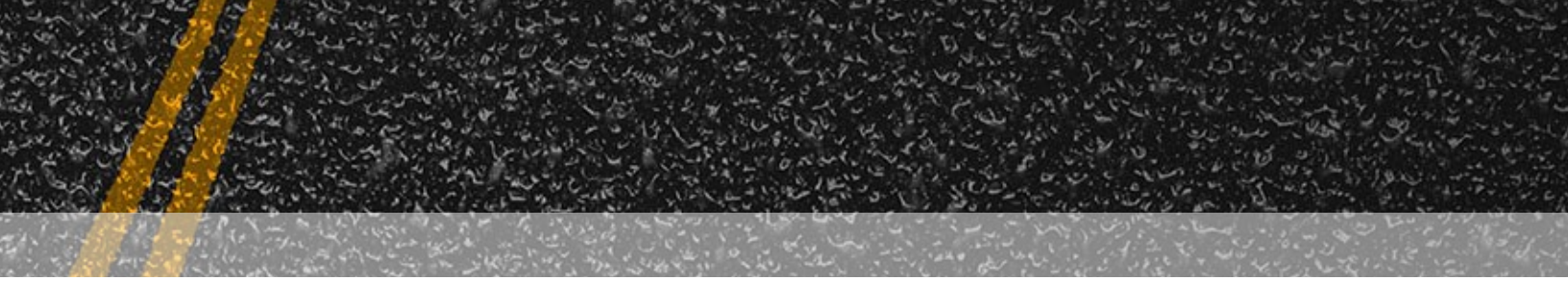
In the past twelve months, have you personally sent a text message while driving?													
									Length of Commute			Drives Over 70	
	All	2014	2013*	2012*	2011*	2010*	2009*	2008*	Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/ Never
Yes	23	19	23	19	25	25	21	15	12	28	35	42	15
No	77	80	76	81	75	75	79	84	87	71	65	58	85
Don't Know/ Don't Remember	0	1	0	0	0	0	0	1	1	1	0	0	1

As in years previous (though, before 2014, the item had a three year time frame, as with other, similar, items, the change doesn't appear to have made a difference), drivers who say that they speed regularly (42 percent) are also more 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.

There is good news in the numbers, as the rate of texting while driving among young drivers continues its decline. After peaking at 64 percent in 2011, today, only 43 percent of drivers under the age of 30 admit to sending a text while behind the wheel. In contrast, rates of texting among other age groups are stable, or increasing slightly, over the same time frame.

In the past three years have you personally, sent a text message while driving?																
	17-29								30-44							
	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008
Yes	43	45	48	48	64	56	57	51	37	34	35	34	35	37	28	20
No	56	52	52	50	36	43	43	49	63	65	65	65	65	63	72	80
Don't Know / Don't Remember	1	0	0	2	0	1	0	0	0	1	1	1	0	0	0	0
	45-60								60+							
	2015	2014	2013	2012	2011	2010	2009	2008	2015	2014	2013	2012	2011	2010	2009	2008
Yes	21	14	18	20	15	17	12	7	3	3	5	3	2	1	1	1
No	78	86	82	80	85	83	87	92	97	97	94	97	98	98	99	98
Don't Know / Don't Remember	1	0	0	0	0	0	1	1	0	0	1	0	0	1	0	1

While 43 percent is the lowest figure for young drivers yet recorded, it still puts young drivers well above any of the other age cohorts. If trends continue, though, it seems likely that 30 to 44 year old drivers will become the most likely to text behind the wheel sometime in the next few years.



How often do you personally drive your car and at the same time hold your cell phone and talk into it...?										
	2015	2014	2013	2012	2011	2010	2009	2008	2007	2005
Very Often	3	3	4	3	4	3	4	5	9	10
Sometimes	9	11	8	6	10	9	14	11	17	13
Rarely	24	23	24	27	25	26	27	22	28	23
Never	61	62	60	63	60	61	53	59	43	47
Don't Have Cell Phone	2	1	3	1	1	1	2	3	3	7

While there had been general stability in the overall numbers over the past few years, the frequency with which drivers were texting seemed to be decreasing. Among drivers with long commutes, though, the frequency of texting is actually increasing. In 2011 and 2012, just 4 percent of drivers going more than 20 miles to work said that they "very often" sent texts from behind the wheel. In 2013, that figure was up to 11 percent, and this year, it's 16 percent. This has coincided with a substantial increase in frequent texting among 30 to 44 and 45 to 60 year olds: doubling since 2012 for 30-44 year olds (from 9 to 18 percent), and quintupling for 45 to 60 year olds (from 2 to 10 percent). This implies that efforts to curb texting among young drivers have been relatively successful, but that the bad behavior has spread to older drivers, especially more educated drivers with long commutes, who may very well see texting as a safer alternative to talking on the phone while driving.

As with cell phone use, we didn't ask New Jersey drivers about the legality of texting behind the wheel, as past surveys have shown that its' illegality is almost universally known. Drivers are more likely to think that they'll be ticketed for texting while driving than in the past, though: 61 percent of drivers now say that it's "very" or "somewhat" likely that they'll be ticketed for texting, up from 47 percent in 2013, and 46 percent in 2012.

What do you think the chances are of getting a ticket if you talk on a hand held cell phone while driving?										
					Race		Education		More than 70	
	All	2014	2013	2012	White	Non-White	HS or less	College +	Most of the time/ Often	Once in a while/ Never
Very Likely	42	35	25	24	35	55	49	32	38	43
Somewhat Likely	29	30	30	30	28	29	28	26	30	28
Not Very Likely	20	21	27	26	25	12	16	30	24	19
Not Likely at All	7	12	15	17	9	2	6	11	6	8
Don't Know	2	2	3	3	3	2	1	0	2	2

This increase in the belief that anti-texting laws will be enforced is the result of increases among all age cohorts. The youngest drivers are 8 points more likely to think they'll be ticketed than in 2014, 30 to 44 year olds are 13 points more likely to think so, and 45 to 60 year olds are 9 points more likely.

In the last 12 months which, if any of the following traffic safety campaigns have you heard, seen, or read anything about? UDrive, UText, UPay												
		Length of Commute			Drives Over 70		Age					
	All	Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/ Never	17-29	30-44	45-60	60+	Male	Female
Yes	62	54	67	68	69	58	64	62	65	58	62	61
No	38	56	33	32	31	42	36	38	35	42	38	39
Don't Know	0	0	0	0	0	0	0	0	0	0	0	0

Part of the reason for this belief may be that most drivers in New Jersey (62 percent) say that they've heard of the "UDrive, UText, UPay" campaign. Unlike some of the other campaigns measured this year, awareness of the campaign is uniform across age groups and genders. Further measurement will better be able to assess if increased awareness of this campaign correlates with lower levels of texting while driving.

Drinking and Driving

The proportion of New Jersey drivers who admit to drinking and driving continues its slow decline. Fourteen percent of New Jersey drivers admit to having consumed alcohol before driving in the past three years, a figure that's not significantly different from 2013's 17 percent, or 2012's 16 percent. Still, the overall trend is clear: in 2007, the figure was 23 percent.

While there are no substantial differences in drinking and driving behavior by age cohort, this is itself part of the long term trend decreasing drunk driving. Four years ago, in 2011, for instance, New Jersey drivers overall were only a little more likely to report having had alcohol before driving. However, in that year, 24 percent of drivers under the age of 30 reported having done so, with the older cohorts being about the same as this year's numbers. This year, young drivers are no more likely than anyone else to report drink and driving, with only 11 percent saying that they have done so (the small difference between the young drivers and the other cohorts is statistically insignificant). As with other, similar, questions, the wording of the item changed in 2014 to a twelve month, rather than a 3 year, time frame. However, this does not seem to have had a substantial

In the past twelve months, have you personally driven after drinking alcohol?															
	All Respondents											Age			
	2015	2014	2013*	2012*	2011*	2010*	2009*	2008*	2007*	Men	Women	17-29	30-44	45-60	60+
Yes	14	13	17	16	18	18	21	17	23	18	10	11	14	14	15
No	86	87	82	84	82	81	78	83	76	82	90	89	86	86	85
Don't Know/ Remember	0	0	1	0	0	1	1	0	1	0	0	0	0	0	0

While only about one in seven drivers say that they have driven after drinking in the past few years, more than half (52 percent) say that they can drink and still be competent drivers. Most of these (40 percent) say that they can have one or two drinks and still be fine to drive, but 11 percent of New Jersey drivers claim to be able to have three or more drinks and still drive safely.

Not surprisingly, men in New Jersey claim to have a higher tolerance than women. Thirty-eight percent of men say that they can have one or two drinks and drive safely, and 17 percent say that they can have three or more. Among women, 42 percent say that they can have one or two drinks, and just three percent claim to be able to have three or more and still drive safely.

And thinking about yourself and drinking alcohol, in general how many drinks can you have--personally--and still be O.K. to drive?												
							Drives Over 70		Education			
	All	2014	2013	2012	2011	2010	Most of the time/ Often	Rarely/ Never	HS or Less	College +	Male	Female
None	16	19	16	19	-	-	12	18	15	15	13	19
One	23	22	22	21	22	24	24	23	14	41	17	29
Two	17	17	17	20	21	16	22	15	11	16	21	13
Three	6	4	5	5	7	7	11	4	8	3	10	2
Four	3	2	1	1	2	2	5	2	4	1	4	1
Five or More	2	2	1	1	1	1	3	1	1	0	3	0
Never Drink	32	30	32	30	41	42	20	37	44	20	30	34
Don't Know/Refused	2	3	6	3	7	8	2	1	3	3	2	2

In its current form, data on this question only goes back to 2012, and in that short period, there simply isn't much variation in how New Jersey drivers have answered the question. The same respondents who are more likely to speed, talk on a hand-held phone and text behind the wheel remain more likely to say that they can handle at least some alcohol and still drive: mostly more educated men between 30 and 60 with long commutes.

One reason that the rate of drinking and drinking may be falling is an increasing belief among drivers that they will be arrested if they drive after drinking. Just since 2010, there has been a 14 point increase in the proportion of New Jersey drivers who say that it's "very likely" that they'll be arrested if they drive after drinking. This shift has been seen among all age cohorts, but has been most pronounced among the youngest and oldest drivers. In 2010, 45 percent of drivers under 30 said that it was "very likely" that they would be arrested if they drove after drinking; nine percent said that it was "not likely at all." This year, 63 percent said that it was very likely, and none of the drivers under 30 thought that it wasn't likely at all. Older drivers also used to be much more sanguine about the possibility of getting arrested. Five years ago, 31 percent of drivers over 60 said that an arrest was "very likely," and 12 percent said that it was "not likely at all." Today, the percentage saying that it's very likely is up by 15 points, while the percent saying that it's not likely is down to five.

What do you think the chances are of getting arrested if you drive after drinking?												
							Age					
	All	2014	2013	2012	2011	2010	17-29	30-44	45-60	60+	White	Non-White
Very Likely	52	47	47	41	47	38	63	58	51	46	46	64
Somewhat Likely	31	26	30	33	35	38	34	27	32	32	39	18
Not Very Likely	10	14	8	12	8	10	3	9	10	12	9	10
Not Likely at All	4	8	8	9	5	7	0	3	4	5	3	4
Don't Know	3	5	7	6	6	7	0	4	2	5	3	3

Surveys carried out in past years asked New Jersey drivers about enforcement campaigns in general; this year's questions targeted specific traffic safety campaigns, including "drive sober or get pulled over." Seventy-two percent of drivers in New Jersey

say that they've heard of this anti-drunk driving campaign, with awareness being higher among younger drivers (under than age of 45), and men.

In the last 12 months which, if any of the following traffic safety campaigns have you heard, seen, or read anything about? Drive Sober or Get Pulled Over												
		Length of Commute			Drives Over 70		Age					
	All	Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/ Never	17-29	30-44	45-60	60+	Male	Female
Yes	72	65	74	85	81	69	79	79	70	65	77	68
No	28	35	26	15	19	31	21	21	30	35	23	32
Don't Know	0	0	0	0	0	0	0	0	0	0	0	0

Fatigued Driving

In a new subject area, this year's study also asked New Jersey drivers a few questions about fatigued driving. Since 2003 in New Jersey, a sleep-deprived driver is legally considered to be a reckless driver, and is subject to criminal penalties of up to 10 years in prison for doing so. While we have stopped asking respondents about the legality of things like talking and texting behind the wheel because of the nigh-universal recognition that they were illegal, there's good reason to keep asking respondents about fatigued driving laws, as many don't know about them. Twenty-six percent of drivers in New Jersey incorrectly say that they cannot be criminally charged for an accident if they are impaired due to lack of sleep, with the remaining 74 percent correctly saying that they can be.

Can someone be criminally charged if they cause an accident because they are impaired due to lack of sleep?

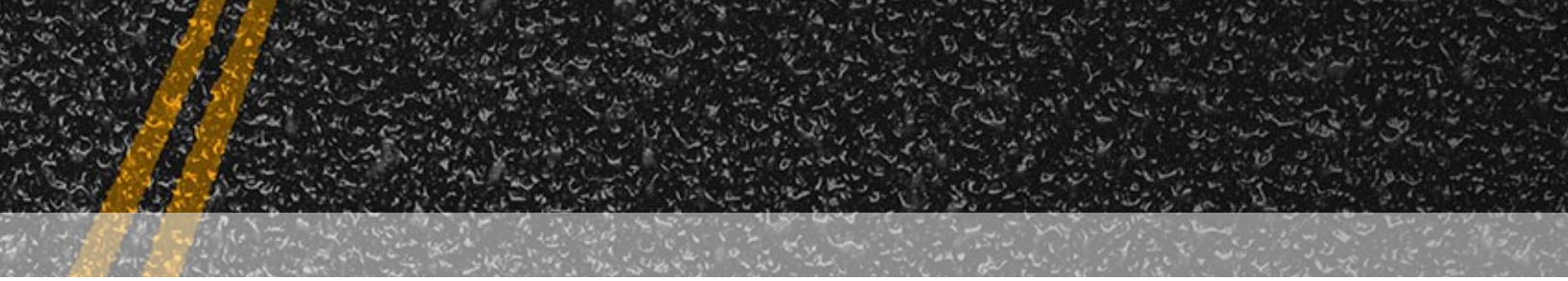
		Length of Commute			Age					
	All	Doesn't Drive	0-19 M	20+ M	17-29	30-44	45-60	60+	Male	Female
Yes	74	75	74	73	75	77	75	69	70	78
No	26	25	26	27	25	23	25	31	30	22
Don't Know	0	0	0	0	0	0	0	0	0	0

Unlike other questions about laws, knowledge about New Jersey's fatigued driving laws – which made national news when passed 12 years ago – doesn't seem to vary by age cohort, implying that it isn't the subject of much discussion in driver's education classes. In other items that are discussed in such a way, younger drivers have much greater awareness than older ones.

New Jersey drivers were also much less aware of the "drive alert" campaign. Thirty-five percent of New Jersey drivers say that they've heard of the campaign, a far lower figure than for the other campaigns asked about, which tend to have recognition figures nearly twice as high.

In the last 12 months which, if any of the following traffic safety campaigns have you heard, seen, or read anything about? Drive Alert… Don't Get Hurt

		Length of Commute			Drives Over 70		Age					
	All	Doesn't Drive	0-19 M	20+ M	Most of the time/Often	Rarely/ Never	17-29	30-44	45-60	60+	Male	Female
Yes	35	35	35	35	36	34	36	34	37	32	34	35
No	65	65	65	65	64	66	64	66	63	68	66	65
Don't Know	0	0	0	0	0	0	0	0	0	0	0	0



Other Topics

In a dramatic decrease from previous years, only eight percent of New Jersey drivers report that they've been involved in a crash in the past few years, about the same as the 6 percent who said so last year. While official figures report that the number of collisions in New Jersey has been declining each year since 2007, and is down by 16 percent since the recent record in 2000, unless the 2014 figures are much better than the 2013 figures, this is likely a result of sample characteristics rather than representing a real shift in New Jersey traffic patterns.

In the past twelve months, have you personally been involved in any kind of a crash?												
									Age			
	All	2014	2013*	2012*	2011*	2010*	2009*	2008*	17-29	30-44	45-60	60+
Yes	8	6	17	13	16	16	14	16	12	11	8	8
No	91	94	83	87	84	84	86	84	88	89	92	92

As in previous years, younger drivers are more likely to have been in a crash than older ones, though not by as wide a margin as in past years. Drivers who commute to work – and therefore are in their cars during the busiest driving hours – are much more likely to report having been in a crash than those who don't drive to work. This seems to be a function of the timing of the drive, and the difference between local roads and highways, rather than the distance driven, as the length of the commute doesn't really seem to matter. Drivers with short commutes are just as likely to be in an accident as those with long drives to work.

In the past three years, have you personally. been involved in any kind of a crash?						
		Length of Commute			Education	
	All	Doesn't Drive	0-19 M	20+ M	HS or less	College +
Yes	9	7	11	10	5	9
No	91	93	89	90	95	91

In addition to the nine percent of drivers who say that they've been in an accident in the past three years, five percent say that they've almost hit a pedestrian or bicyclist. This figure is basically unchanged from the 8 percent recorded in 2013. Male drivers were a little more likely to be in this group than women, and whites were a little more likely than non-whites.

In the past 12 months have you personally, almost hit a pedestrian or bicyclist?									
				Age					Non-
	All	Men	Women	17-29	30-44	45-60	60+	White	White
Yes	5	7	3	6	5	4	5	6	3
No	95	93	97	94	95	96	95	94	97
Don't Know/ Remember	0	0	0	0	0	0	0	0	0

When asked who's responsible for collisions between cars and either pedestrians or bicyclists, New Jersey drivers tend to think that the two parties share the blame. More than two-thirds of drivers (69 percent) say that a combination of the driver and pedestrian are responsible for the accident, with only four percent putting to onus on the pedestrian. The remaining 27 percent of drivers say that the driver is typically at fault. While the differences between age groups are small, they are significant, with older drivers being more likely to blame the pedestrian for almost getting hit, rather than the driver for almost hitting them.

When a pedestrian is struck by a vehicle, would you say the fault typically lies with the pedestrian, with the driver or with both?									
				Age					
	All	Men	Women	17-29	30-44	45-60	60+	White	Non-White
The Pedestrian	4	4	4	3	2	6	4	4	3
The Driver	27	27	27	34	32	26	20	24	31
Combination of the two	69	69	69	63	67	69	75	71	66

In recent years, many towns in New Jersey have set up programs to enforce laws that require drivers to come to a stop for pedestrians crossing, or trying to cross, in a crosswalk. It seems that these programs may have been effective, as 66 percent of New Jersey drivers now say that it is "very" or "somewhat" likely that they will be ticketed for failing to stop for a pedestrian in a crosswalk. This is lower than the percent who think they're likely to get a ticket for using a handheld phone while driving (71 percent), but higher than the percent who think they're likely to get a ticket for texting behind the wheel (61 percent). Interestingly, this is also the only one of the enforcement questions in which non-white respondents are not more likely to think that they'll be ticketed than white respondents.

What do you think the chances are of getting a ticket if you fail to stop for a pedestrian in a crosswalk?									
		Age						More than 70	
	All	17-29	30-44	45-60	60+	White	Non-White	Most of the time/ Often	Once in a while/ Never
Very Likely	32	27	34	35	28	30	36	31	32
Somewhat Likely	34	39	36	33	32	34	33	31	36
Not Very Likely	20	25	15	22	18	22	16	22	18
Not Likely at All	13	6	14	10	17	12	13	15	11
Don't Know	1	3	1	1	5	2	2	1	3

More than 1 in 7 New Jersey drivers (16 percent) say that they've driven through a red light or stop sign in the past year without stopping. Men are more likely than women to admit to having done so, and the younger age cohorts are more likely to do so than older ones. As might be expected, drivers who rarely speed were less likely to say that they've run a light or a stop sign.

In the past 12 months have you personally, driven through a red light or stop sign without stopping?									
				Age				Drives over 70	
	All	Men	Women	17-29	30-44	45-60	60+	Most/Often	Rarely/Never
Support	16	19	12	20	24	11	11	23	12
Oppose	84	80	87	78	76	88	88	76	87
Don't Know	1	1	1	2	0	1	1	1	1

Methodology

This study 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 26, 2015, to May 22, 2015, using a randomly selected sample of 900 New Jersey residents aged 17 and over who report they drive regularly. The sampling error for 900 randomly selected respondents in a statewide survey is +/-3.2 percentage points at the 95 percent level of confidence.

All interviews were conducted by professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is obtained through computerized random-digit dialing (RDD). This technique gives every person with a land-line phone number an equal chance of being selected, including those with unlisted numbers. Results are weighted to match known demographics.

Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

RECENT LEGISLATIVE ENACTMENTS

The following highway safety legislation was approved during calendar year 2015.

P.L. 2015, c.27

This act prohibits law enforcement agencies from establishing checkpoints limited to certain types of vehicles. A law enforcement agency shall not conduct a roadside checkpoint or other systematic inspection of vehicles along any public road, street, or highway of the State if the roadside checkpoint or systematic inspection is established for the sole purpose of inspecting motorcycles. This act shall not be construed to restrict or limit in any capacity any other type of checkpoint, inspection, or roadblock conducted by a law enforcement agency for legitimate public safety reasons. The approval and effective date of this act was March 23, 2015.

P.L. 2015, c. 36

This act requires that the curriculum for approved classroom driver education courses and the informational brochure distributed by the Motor Vehicle Commission to the parents and guardians of beginning drivers include information on the dangers of driving a vehicle in an aggressive manner. The act specifies that driving a vehicle in an aggressive manner includes, but is not limited to, unexpectedly altering the speed of a vehicle, making improper or erratic traffic lane changes, disregarding traffic control devices, failing to yield the right of way, and following another vehicle too closely. The act further requires the Motor Vehicle Commission to include the dangers of driving a vehicle in an aggressive manner as part of the written examination required to obtain an examination permit and basic driver's license. Approved on May 4, 2015, this act became effective on December 1, 2015.

P.L. 2015, c. 50

This act amends the State child passenger restraint system and booster seat law to implement current car seat safety recommendations. Approved on May 7, 2015, this act became effective on September 1, 2015.

Every person operating a motor vehicle, other than a school bus, equipped with safety belts or a Lower Anchors and Tethers for Children system (LATCH) who is transporting a child on roadways, streets or highways of this State, shall secure the child in a child passenger restraint system or booster seat, as described in Federal Motor Vehicle Safety Standard Number 213, in a rear seat as follows:

a. A child under the age of two years and weighing less than 30 pounds shall be secured in a rear facing child passenger restraint system, which is equipped with a five-point harness.

b. A child under the age of four years and weighing less than 40 pounds shall be secured:

(1) in a rear facing child passenger restraint system, which is equipped with a five-point harness, until the child outgrows the top height or top weight recommendations made by the manufacturer of the child passenger restraint system, at which point the child shall be secured in a rear seat, in a forward facing child passenger restraint system which is equipped with a five-point harness; or

(2) in a forward facing child passenger restraint system which is equipped with a five-point harness.

c. A child under the age of eight years and less than 57 inches in height shall be secured:

(1) in a forward facing child passenger restraint system which is equipped with a five-point harness, until the child outgrows the top height or top weight recommendations made by the manufacturer of the child passenger restraint system, at which point the child shall be secured in a rear seat, in a booster seat; or

(2) in a booster seat.

d. If there are no rear seats, the child shall be secured in a child passenger restraint system or booster seat in a front seat of a motor vehicle except that no child shall be secured in a rear facing child passenger restraint system in a front seat of any motor vehicle which is equipped with a passenger-side airbag that is not disabled or turned off.

e. In no event shall failure to be secured in a child passenger restraint system or booster seat be considered as contributory negligence, nor shall the failure to be secured in the child passenger restraint system or booster seat be admissible as evidence in the trial of any civil action.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