

2014 Annual Report to the Legislature



U DRIVE. U TEXT.



CLICK IT
OR
TICKET



SHARED
RESPONSIBILITY

Share
the KEYS



CHRIS CHRISTIE
GOVERNOR
KIM GUADAGNO
LIEUTENANT GOVERNOR



JOHN J. HOFFMAN
ACTING ATTORNEY-GENERAL



GARY POEDUBICKY
ACTING DIRECTOR



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 2014 (FFY 2014), developed in accordance with 23 U.S.C. 402, is part of this effort.

DHTS is located in the Department of Law and Public Safety. The Division Director is appointed by, and serves at the pleasure, of the Governor. By the terms of N.J.S.A. 27:5F-32, the Director is specifically appointed as the Governor's Representative for highway traffic safety matters to the National Highway Traffic Safety Administration (NHTSA), although as a functional matter, this also entails dealing with the Federal Highway Administration of the United States Department of Transportation. The Director is also chairperson of the Governor's Highway Traffic Safety Policy Advisory Council (N.J.S.A. 27:5F31). The Director's administration of the Division is under the auspices of the Governor and the Attorney General.

EXECUTIVE SUMMARY



The Highway Safety Plan Annual Report for Federal Fiscal Year (FFY) 2014 (October 1, 2013 - September 30, 2014) 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; Section 410 Alcohol Incentive Grant; and Section 2011 Child Safety and Booster Seat Incentive Grant. Funds from these sections supported projects in the following areas: alcohol and other drug countermeasures; occupant protection; pedestrian and bicycle safety; community traffic safety programs; police traffic services; roadway safety; traffic records; and motorcycle safety. DHTS funded nearly 750 projects in 2014, which totaled over \$13 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.

The cooperation and participation of governmental and private sector partners of the DHTS are critical to the overall success of the highway safety program. The principal forum for these traffic safety partners is the Highway Traffic Safety Policy Advisory Council, which consists of 21 members, appointed by the Governor, who assist in recommending and developing traffic safety policy and programs. In addition, the National Highway Traffic Safety Administration and the Federal Highway Administration provide leadership and technical assistance to DHTS. State agencies, including the Division of State Police; Division of Alcoholic Beverage Control; Department of Transportation; Department of Education; Department of Health and Senior Services; Office of Emergency Medical Services; Administrative Office of the Courts; Department of Community Affairs; local law enforcement agencies, including the Association of Chiefs of Police and the Traffic Officers Association; schools; advocacy groups, including the New Jersey State Safety Council, 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, play a key role in the implementation of New Jersey's traffic safety programs.

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TRAFFIC CRASH DATA

Traffic fatalities decreased by 8 percent from 589 in 2012 to 542 in 2013. Preliminary data for 2014 indicates that overall traffic fatalities will be higher in 2014 than the previous year. The total number of persons injured in motor vehicle-related crashes continued to decline from 87,914 in 2012 to 79,958 in 2013. A slight increase in injuries is anticipated in 2014.

The State's seat belt usage rate of 87.59 percent is 3.4 percent lower than the 91 percent usage rate observed in 2013. There was also a slight decline in back-seat passenger safety belt use in 2014. From 2013 to 2014, the rear-seat passenger usage rate decreased from 83 percent to 80 percent in 2014.

Alcohol continues to play a significant role in motor vehicle crashes, accounting for 122 alcohol impaired fatalities. This number represents a decrease of 27 percent from the 2013 year total of 166. Pedestrian fatalities decreased in 2013 from 163 in 2012 to 132 in 2013. However, preliminary data for 2014 shows an anticipated increase in pedestrian-related fatalities.

Teen drivers (16-20 years of age) involved in fatal crashes decreased by 31 percent from 67 in 2012 to 46 in 2013. An increase in teen driver fatalities is anticipated in 2014. Motorcycle fatalities decreased from 77 in 2012 to 53 in 2013 and there were 14 bicycle-related fatalities in both 2012 and 2013. It is anticipated fatalities in these two crash characteristics will remain relatively stable in 2014.

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

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

Although the number of traffic fatalities in 2014 is expected to increase, deaths on New Jersey roadways are still lower than they have been historically. The rise reflects normal fluctuations as crash fatalities have dropped to historic lows in the State over the past few years. 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.



PROGRAM FUNDING

FEDERALLY FUNDED PROGRAMS

A. Section 402 Program

The State and Community Highway Safety Grant program is administered at the federal level primarily by the National Highway Traffic Safety Administration and partially by the Federal Highway Administration. The funds are intended to be used as seed money for innovative programs and as leverage to garner other State, local and private resources. The 402 program provides funds to improve the enforcement of existing laws, change public attitudes through education, and build State and local leadership in highway safety. DHTS awarded 124 grants, totaling \$7,012,450.

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 201 grants, totaling \$1,401,202.

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 three grants totaling \$807,216.

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 393 grants totaling, \$3,730,430.



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 \$150,000 under this program.

F. Section 410 Program

The Section 410 Grant funds programs that address driving under the influence of alcohol and drugs. DHTS awarded 23 grants, totaling \$371,373.

G. Section 2011 Program

The Section 2011 Grant establishes an incentive grant program that allows for the enforcement of child safety seat laws and public education programs focusing on the proper use and installation of child restraints. DHTS awarded 4 grants, totaling \$81,550.

STATE FUNDED PROGRAMS

A. Drunk Driving Enforcement Fund

The Drunk Driving Enforcement Fund (DDEF) established a \$100 surcharge on each drunk driving conviction. Monies in this fund are distributed to municipal, county, State, and interstate police agencies to increase enforcement of drunk driving laws. Every law enforcement agency whose officers make arrests leading to DWI convictions and imposition of the surcharge are entitled to grants representing its proportionate contribution to the fund. Law enforcement agencies, through application to DHTS and approval of the Director, may use DDEF monies for DWI enforcement patrols and any other appropriate DWI countermeasures. DDEF funds totaling \$3,144,418 were distributed to law enforcement agencies during State Fiscal Year 2014 (July 1, 2013 – June 30, 2014) 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 2014, 27 pedestrian safety enforcement and education grants were funded in the amount of \$356,650.



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 7,417 riders were trained in 2014 compared to 7,567 the previous year.

D. Motor Vehicle Snow and Ice Removal Safety Fund

The Motor Vehicle Snow and Ice Removal Safety Fund is a separate, nonlapsing, dedicated account. All fines imposed and collected as a result of enforcement of N.J.S.A. 39:4-77.1 shall be deposited into the Fund. Monies in the account can be used to offset the costs associated with the establishment of a public awareness campaign and to develop a grant program that private companies can use to purchase, install, and maintain equipment and technology to remove snow and ice from commercial motor vehicles. A total of \$202,000 is available in the Fund.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

ALCOHOL AND OTHER DRUG COUNTERMEASURES • PROJECT SUMMARIES

DWI Training/Drug Recognition Program

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

Standardized training courses in the detection, apprehension, processing, and prosecution of DWI offenders were provided to law enforcement officers. A total of 657 police officers were trained in all aspects of DWI from apprehension to prosecution. The four-day Alcotest training course was held for 548 officers and 4,442 officers completed the one-day Alcotest refresher class. The Drug Recognition Expert training program was conducted with 60 police officers trained and certified as Drug Recognition Experts and 122 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 125 probation officers and 120 educators. 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.



A multi-agency enforcement action termed "The Sobriety Blitz," was conducted during the Super Bowl in February at MetLife Stadium in East Rutherford. The combined efforts of the Divisions of Highway Traffic Safety, State Police and Alcoholic Beverage Control combined to help stop drunk driving before, during and after the Super

Bowl. Funds were made available to 21 police departments in communities that are in close proximity to MetLife Stadium. Police departments used the grant funds to increase saturation patrols and sobriety checkpoints during Super Bowl week. Investigations of licensed establishments were also conducted by both the Division of Alcohol Beverage Control and Division of State Police looking for both criminal and administrative offenses.

Drive Sober or Get Pulled Over Campaign

The State's law enforcement community and other traffic safety agencies teamed up from December 6, 2013 – January 2, 2014 to carry out the *Drive Sober or Get Pulled Over 2013 Year End Statewide Crackdown*. The goal of the crackdown was to mobilize all police agencies in the State during the critical end-of-year holiday period to raise public awareness about the dangers of impaired driving through a combination of stepped up enforcement and media activities. The DHTS invited 496 police agencies to participate in the campaign with 144 receiving overtime enforcement grants in the amount of \$4,400 each. The remaining agencies were asked to support the crackdown through the use of their own resources. To help spread the *Drive Sober or Get Pulled Over* message, a statewide press release was issued prior to the start of the crackdown. Police departments were also asked to engage their local media through the dissemination of press releases and public service announcements. The year-end crackdown resulted in 1,575 DWI arrests, up from 1,555 during the previous year-end campaign. In addition, participating police agencies issued 4,728 and 3,269 speeding and seat belt summonses, respectively. Seventy-six percent (379) of the State's police agencies participated in the crackdown.

The 2014 national *Driver Sober or Get Pulled Over* impaired driving crackdown was conducted from August 15-September 1, 2014. The goal again was to mobilize all police agencies in the State to raise awareness about the dangers of impaired driving through a combination of stepped-up enforcement and media activities. DHTS invited all 496 police agencies to support the initiative with 195 receiving overtime enforcement grants in the amount of \$5,000 each. Similar to the year-end crackdown, the remaining agencies were asked to support the campaign through the use of their own resources. To help spread the *Drive Sober or Get Pulled Over* message, a statewide press release was issued just prior to the start of the crackdown. The statewide crackdown resulted in 1,436 DWI arrests, up from 1,365 arrests during the 2013 campaign. Participating police agencies issued 5,459 and 4,827 speeding and seat belt summonses, respectively. The crackdown focused on impaired driving, but as with all statewide traffic safety initiatives, motorists were reminded of the life saving benefits of proper restraint usage and obeying posted speed limits. It is estimated that nearly 17,500 enforcement man-hours were worked during the campaign, which included 24 fixed DWI checkpoints. Seventy-one percent (354) of the State's police agencies participated in the crackdown. The Division of State Police also participated in both campaigns.

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

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

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

The College/Fall Initiative Cops In Shops grant was made available to police departments with a college or university within its borders or in a neighboring community and was aimed at keeping anyone under the age of 21 from drinking alcohol. The program was operational from November through June and had 20 participating agencies in 2014. Twenty-two Shore police departments participated in the *Cops In Shops Summer* program as well. Over 375 people were arrested for buying or attempting to buy alcohol at liquor stores under this program. Additionally, overtime salaries were provided to investigators for undercover operations at bars, restaurants and nightclubs in an effort to curtail the consumption of alcoholic beverages by persons under the legal age. In addition to arresting over 175 individuals for underage consumption, administrative violations against the licensed establishments were also pursued.

College Programs

Peer educator programs were conducted at the College of New Jersey 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.

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.

Public Information Programs

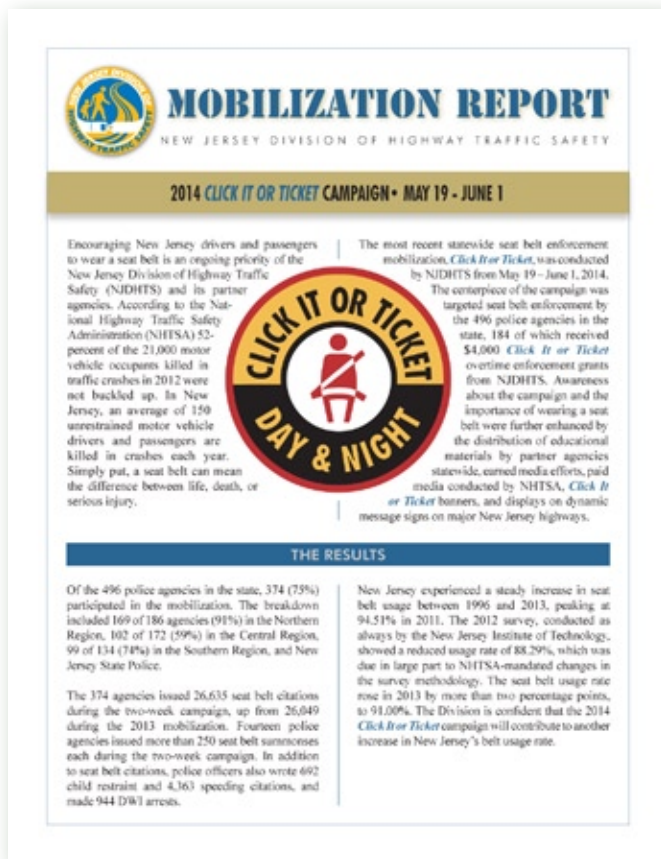
Twenty-six high school students were honored by the Department of Law and Public Safety and the Division of Alcoholic Beverage Control for their efforts to keep their peers safe and sober during prom season.

These students received commendations for their entries in the *Proms and Alcohol Don't Mix* PSA script contest, which was organized for an eighth consecutive year by the Division of Alcoholic Beverage Control. The purpose of the contest is to encourage high school students to communicate to their peers the dangers of underage drinking. The winning script was turned into a 30-second commercial, which ran throughout the spring on television stations and online. The winning entry was written by students from Woodstown High School.

In general, there has been a downward 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 FY 2014. In addition, increased public awareness has contributed to the decline.

OCCUPANT PROTECTION • PROJECT SUMMARIES

Click It or Ticket



Local and state law enforcement agencies in New Jersey joined peers in 10 other States in a coordinated border-to-border seat belt enforcement effort that kicked off the annual *Click It or Ticket* campaign. Law enforcement officers from New Jersey, New York, Vermont, Connecticut, Rhode Island, Massachusetts, Pennsylvania, Delaware, West Virginia, Maryland and Virginia 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 19 – June 1. One hundred and twenty five agencies throughout the 11 States participated, including 21 in New Jersey.

Seat belt enforcement was also conducted in the State by a total of 370 local police agencies during the campaign, 184 of which received \$4,000 for overtime enforcement. Awareness about the campaign and the importance of wearing a seat belt were further enhanced by the distribution of educational materials by partner agencies statewide, earned media efforts, paid media conducted by NHTSA, and *Click It or Ticket* displays on dynamic message signs on major New Jersey highways.

Of the 496 police agencies in the State, 370 (75%) participated in the mobilization. The breakdown included 169 of 186 agencies (91%) in the Northern Region, 102 of 172 (59%) in the Central Region, 99 of 134 (74%) in the Southern Region, and the Division of State Police. The participating agencies issued 26,635 seat belt citations during the two-week campaign, up from 26,049 during the 2013 mobilization. In addition to seat belt citations, police officers wrote 692 child restraint and 4,363 speeding citations and made 944 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.

The overall rear-seat passenger usage rate decreased from 83 percent in 2013 to 80 percent in 2014. Children between the ages of 0 to 8 years old had the highest usage rate of 91 percent compared to a usage rate of 95 percent in 2013. Passengers between the age of 8 and 18 had the

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

next highest usage rate of 79 percent, compared to a usage rate of 72 percent in 2013. Usage rates for adults increased for a second consecutive year by four percentage points from 44 percent in 2013 to 48 percent in 2014.

Child Passenger Safety

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

Certified child passenger safety technicians were available at local sites across the State during *Child Passenger Safety Week* (September 14-20, 2014) to provide car seat inspections to parents and caregivers. Hands-on advice and instruction were provided on how to choose the right car seat and use it correctly to help ensure all children are kept safe in motor vehicles.

The DHTS is the State training contact for child passenger safety training and information, and also supports the national child passenger safety certification program. There were seven child passenger safety technician training courses held in 2014 in which new technicians were trained. There are also over 950 individuals trained as child passenger safety technicians. These individuals are working in public safety, health, and injury prevention programs throughout the State. Over 100 of the technicians are employees of the Department of Children and Families. These technicians are tasked with working within their at-risk communities to further enhance child passenger safety outreach to underserved and at-risk communities.

There are also 35 individuals certified as child passenger safety instructors.

The 11th Regional Child Passenger Safety Conference was held from June 24-26, 2014 in Pennsylvania. Over 600 child safety advocates from throughout the northeast, as well as Puerto Rico and the Virgin Islands attended the conference. The conference, held in conjunction with NHTSA, New York Governor's Highway Safety Association, SafeKids NJ, and PennDOT, provided a high level training program for all child passenger safety technicians.



Increasing seat belt use continues to be a difficult task. 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."



PEDESTRIAN AND BICYCLE SAFETY • PROJECT SUMMARIES

Pedestrian Enforcement and Education

Grants were provided to implement the pedestrian decoy program in thirty-two jurisdictions, four of which were funded with Federal funds while the other twenty-eight received funds from the State Pedestrian Safety, Enforcement and Education Fund. The program paid for overtime to apprehend drivers who fail to stop for pedestrians at intersections and crosswalks. Police officers in plain clothes posed as pedestrians in marked crosswalks, while officers watched for violations. Drivers failing to stop were issued citations.

The *Street Smart NJ Safety Campaign* was pilot tested in the fall 2013 in Hackettstown, Jersey City, Newark and Woodbridge, and in the summer 2014 in Long Beach Island. The campaign consisted of promoting safe travel behavior by both motorists and pedestrians through a combination of education and enforcement. An evaluation of the pilot tests showed promising results for making travel behavior safer, including reductions in jaywalking and crossing against traffic signals by pedestrians, and a reduced number of motorists who failed to yield to pedestrians. A booklet was designed to help communities apply the insights gained in the pilots in designing their own Street Smart campaigns. The Campaign was coordinated by the North Jersey Transportation Planning Authority in partnership with Federal Highway Administration and New Jersey Department of Transportation. The DHTS provided funding for the enforcement component of the program.

Crossing Guard Program

School crossing guard training was held in Mercer, Monmouth, Bergen and Atlantic Counties. The trainings were attended by 141 individuals representing 103 muni-

Check your vital signs
Local police are enforcing pedestrian laws

- Obey speed limits
- Stop for pedestrians
- Wait for the walk
- Use crosswalks

Drivers:
Motorists in New Jersey MUST stop for pedestrians in a marked crosswalk. Failure to observe the law may subject you to one or more of the following:

- 2 points
- \$200 fine (plus court costs)
- 15 days community service
- Insurance surcharges (C.39:4-36)

Pedestrians:
The law is clear, pedestrians must obey pedestrian signals and use crosswalks at signalized intersections. Both carry a \$54 fine for failure to observe the law. (C.39:4-32 and 33)

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vital signs
s on the line

- Watch out for vehicles turning right on red.
- Be visible at night and in inclement weather.
- Walk sober.
- Eliminate all distractions.

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DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

icipalities as well as representatives from the Division of State Police. The Bergen County Law and Public Safety Institute and Burlington County Police Academy have adopted the crossing guard training program developed by the Voorhees Transportation Center for instructing crossing guards in their regions. A crossing guard training video was also created to support the principal concepts of the training presentation.

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.

The Montclair Police Department developed a training program for officers called “A Bike’s Eye View” which explained the bicycle laws to be enforced by law enforcement officers. Enforcement details were deployed on “Bike to School” Day in May 2014 to educate bikers and

motorists on the bicycle laws. Several enforcement details were also deployed during the summer months to enforce violations against bicyclists and continue education efforts around town pools, parks and business districts.

DHTS and its partner agencies are engaged in a variety of programs to improve pedestrian conditions, including facility improvements, education and enforcements efforts and planning.

In a typical year, approximately 149 pedestrians are killed statewide. 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/TEEN DRIVERS • PROJECT SUMMARIES

Community Traffic Safety Programs

Community Traffic Safety Programs bring together public and private entities to identify and address traffic safety problems on a county-wide basis. The following counties received funds in 2014: Atlantic; Bergen; Burlington; Camden; Essex; Gloucester; Hudson; Middlesex; Morris; Passaic; and Somerset. Safety emphasis areas addressed through comprehensive action plans included: pedestrian, bicycle and child passenger safety; aggressive, impaired, distracted, and teen driving; and seat belt use.

Public Information

DHTS continued to expand its public outreach through the creation of an online presence by generating a following on social media platforms. Twitter, Facebook, and Pinterest pages have been created that engage and inform the public about the division's campaigns and programs. The division's social media pages are as follows twitter.com/NJTrafficSafety, facebook.com/#!/NewJerseyDHTS, and pinterest.com/newjerseydhts/boards.

Teen Driver Programs

Researchers have shown parental involvement has a significant impact on teen driver crash rates (CDC, Simons-Morton). *Driving through the Eyes of Teens, A Closer Look*, a research report from the Children's Hospital of Philadelphia's Research Institute, examined the impact parenting styles had on teen driver safety and found that teens whose parents set rules and pay attention to their driver's activities in a helpful, supportive way were half as likely to be involved in a crash. Kean University in partnership with the New Jersey Division of Highway Traffic Safety developed a parent/teen safe driving orientation called *Share the Keys (STK)*. The orientation is presented by facilitators in community based settings

(primarily high-schools) and is approximately 90 minutes in length. STK is a research based, data-driven program designed to reduce teen driver crash risks by increasing parental involvement. It ensures that all

The logo for "Share the KEYS" features the word "Share" in a blue, sans-serif font, followed by "the" in a smaller, lowercase, blue, cursive font, and "KEYS" in a large, bold, blue, sans-serif font. The entire logo is set against a yellow rectangular background.

parties fully understand the risks and responsibilities associated with driving and are equipped with the tools needed to build safe driving skills for life. Specifically, the behavioral objectives of the orientation are focused on parents; *Understanding the Graduated Driver License (GDL)* –The GDL is one of the most complex traffic laws with numerous phases, restrictions and exceptions. *Being a Good Role Model Behind the Wheel* - Research by the Children's Hospital of Philadelphia's Center for Injury Research and Prevention (CHOP), Travelers Insurance and many others found that teens mimic their parent's driving behaviors. *Effectively Enforcing the GDL at Home* - The two restrictions of the GDL that have the most lifesaving potential are the curfew and passenger restrictions, forty percent of all teen fatal crashes occur after 9:00 pm and teens with just one passenger have nearly twice the risk of being involved in a fatal crash. *Increasing Practice Driving Hours* - During the first 18-24 months of driving, teens are at the greatest risk for being involved in a crash, that risk decreases with driving experience and *Controlling the Keys* - CHOP's research also revealed that teens who requested permission to use the car were 50 percent less likely to be involved in crashes when compared to teens that had primary access. Drivers whose parents controlled the keys were also less likely to violate the provisions of the GDL.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

In 2014, STK was presented in approximately 50 high schools throughout the state of New Jersey. A total of 123 facilitators were certified to deliver the program and to date over 500 facilitators have been trained, including representatives from other states (Illinois, North Carolina, Ohio, Pennsylvania and Tennessee). A three year study conducted by Kean University showed that six months to a year following participation in the program, 84 percent of parents fully understood the GDL (an average of 93 percent knew both the curfew and passenger restrictions), 91 percent of parents reported becoming better role models for their teens behind-the-wheel, 77 percent of parents enforced the GDL, 82 percent of parents reported practice driving with their teens and 67 percent reported controlling the keys. Furthermore, 98 percent of parents reported that their young driver had not received a violation and 92 percent reported their teen had not been involved in a crash.

Students from North Brunswick High School produced the winning video production and the Middlesex County Academy for Science, Mathematics and Engineering Technologies produced the winning audio production in the Middlesex Annual Safe Driving Public Service Announcement (PSA) Contest. The PSAs were designed to warn their friends and classmates about the dangers of distracted and intoxicated driving. Students from 16 high schools throughout the county produced 22 videos and nine audio tapings that promote driving safety. The winning 30-second messages were placed on YouTube and played at county high schools

Comprehensive Child Education Programs

In recognition of National Heatstroke Prevention Day on July 31, Safe Kids New Jersey and Safe Kids Monmouth County sponsored a “Never Leave Your Child Alone in a

Car: Preventing Heatstroke in Cars” event and demonstration on July 30, 2014. The event launched the transition of Monmouth County Safe Kids to a newly formed Coalition and included guest speakers, an actual 911 audio recording and a parking lot demonstration of how quickly the temperature rises inside a parked car.

Speakers from the City of New Brunswick, Middlesex County Board of Freeholders, Robert Wood Johnson University Hospital and Safe Kids Middlesex County also launched a campaign to bring awareness of the dangers of leaving children alone in cars at a press conference in August.

Safe Kids NJ conducted a statewide campaign aimed at keeping families safe in and around cars. Designed to teach not only kids about occupant protection and vehicle safety, but parents and other adults as well, the program used a series of automobiles as stations to educate about proper safety belt/booster seat usage, preventing trunk entrapment and teaching families to never leave a child alone in a vehicle. Safe Kids NJ and its statewide network of coalitions conducted over 250 child highway safety education programs to over 35,000 participants.

Safety Forum

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

POLICE TRAFFIC SERVICES • PROJECT SUMMARIES

Training

State and local police personnel attended numerous high-way traffic safety and crash investigation training courses funded by DHTS. Crash Investigation I, a basic at-scene course, which instructs officers on the proper techniques for recognizing and properly recording damages as a result of collisions on roadways, was attended by 301 police officers. Crash Investigation II, completed by 171 officers, placed an emphasis on vehicle damage analysis and vehicle behavior during collisions. Vehicle Dynamics, attended by 140 police officers, focused on advanced math as it applies to vehicular behavior. Two Traffic Crash Reconstruction classes were also offered and attended by 30 police officers. Specialized training classes in pedestrian/bicycle crash investigation; motorcycle crash investigation; computerized collision diagramming; and advanced commercial motor vehicle inspection/collision investigation, were attended by 254 students.

Traffic Safety Resource Prosecutor

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

Among issues discussed with Municipal Prosecutor supervisors was a consistent approach to defense

challenges to DRE testimony, to defense requests for a Frye hearing for DRE testimony and to challenges to the driving while suspended statute. Guidance was also provided to County Prosecutors Offices regarding the interpretation and implementation of State statutes.

Burlington County Operation 130 Safe Passage

A multi-jurisdictional enforcement effort, *Operation 130 Safe Passage*, was launched in Burlington County in May, 2013. A year after state, county and municipal agencies banded together to focus on making Route 130 in Burlington County safer for pedestrians, data collected during the *Operation 130 Safe Passage* enforcement operation are suggesting positive safety trends. Surveys conducted by local law enforcement before and after the implementation of the initiative showed sharp reductions in the rates of speeding (down 68 percent), distracted driving (81 percent) and other various infractions (80 percent). The 22.5 mile stretch of the road, which was the scene of 20 pedestrian fatalities from 2007 to the beginning of the mobilization, experienced zero pedestrian deaths since the *Operation 130 Safe Passage* began. During the year-long span, Burlington County law enforcement agencies joined forces to conduct coordinated, proactive traffic enforcement operations along Route 130. The highway cuts a path through 11 municipalities: Bordentown City, Bordentown Township, Mansfield, Florence, Burlington City, Burlington Township, Edgewater Park, Willingboro, Delanco, Delran and Cinnaminson police departments. Officers from each of those towns, along with the Riverside Police and the Burlington County Sheriff's Department, all participated in the enforcement operations. The agencies signed shared services agreements, which allowed them to cross jurisdictions to enforce traffic laws.

DESCRIPTION OF FUNDED PROJECTS AND ACTIVITIES

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

Distracted Driving Awareness

From 2004 to 2013, driver inattention was a major contributing circumstance in 1.4 million crashes in the State. Distraction was the number one contributing circumstance in total crashes and in one decade (2003-2012), more than 1,600 people were killed in crashes

where driver inattention was a major contributing factor. In an effort to stop distracted driving, the DHTS carried out a statewide distracted driving enforcement crackdown from April 1-21. The month of April was also National Distracted Driver Month, which was a time to remind New Jersey motorists of the State’s distracted driving laws, which include a ban on hand-held cell phone use and text messaging by all drivers and a ban on all cell phone use by novice drivers. The slogan utilized for the campaign was NHTSA’s *U Drive. U Text. U Pay*. Sixty police departments received overtime enforcement grants in the amount of \$5,000 each. The remaining police agencies were asked to support the crackdown through the use of their own resources. The distracted driving crackdown resulted in 13,478 summonses for cell phone/texting and 5,343 for careless driving. In addition, participating police agencies issued 5,908 and 5,203 speeding and seat belt summonses, respectively. Seventy-two percent (357) police agencies participated in the effort and it is estimated that nearly 10,000 enforcement man-hours were worked during the campaign, which included 75 fixed distracted driving checkpoints.



ROADWAY SAFETY • PROJECT SUMMARY

The Rutgers University Department of Civil and Environmental Engineering, Local Technical Assistance Program; continued to promote work zone safety awareness by providing education and outreach to local law enforcement and public works/municipal utilities personnel. Educational programs included police work zone safety 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 1,200 participants who learned about traffic control, as well as work zone and roadway safety.

The Annual Work Zone Safety Awareness Conference was held on June 10, 2014 at the Busch 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 2014 Conference.

A traffic intern was again used in Warren County to study data and crash information for various locations on the county road system. Crash histories and collision diagrams were compiled and will be used to identify trends and crash patterns that may be correctable. Once a correctable pattern is found, appropriate measures will be taken to reduce crashes.

TRAFFIC RECORDS • PROJECT SUMMARY

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



The on-going project implemented by the Office of Information Technology continues to integrate crash data collected by police agencies and maintained by the Department of Transportation and the Division of State Police; injury and fatality data collected by volunteer and career EMS units and maintained by the Department of Health; and motor vehicle inspection, driver and ownership data maintained by the Motor Vehicle Commission. This information is maintained in the Crash Data Warehouse. Over three dozen users representing law enforcement, EMS and transportation officials now have access to the reports in the warehouse. In subsequent years, data will be published for public access, adding potentially thousands of users. Currently, the Department of Health uses the data warehouse to export data to the National EMS Information System and the Division of State Police and Department of Transportation are working within the data warehouse to automate electronic crash records. Motor Vehicle Commission Vehicle Inspection data has been added to the crash data warehouse for years 2001-2014. The warehouse also has over 5 million EMS records with over 8 million address records.

MOTORCYCLE SAFETY • PROJECT SUMMARY

The Electronic Patient Care Reporting (ePCR) program, EMS Charts, continues to grow and expand under the direction of the Department of Health, Office of Emergency Medical Services. It is estimated that there are approximately 700 Basic Life Support agencies in New Jersey. Of the estimated 700, approximately half are volunteer agencies and the other half are licensed by the Department of Health. Approximately 75 percent of all EMS agencies are now registered to utilize the Charts program. The average number of monthly electronic patient care records entered into the data warehouse is 119,503.

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

Under a project at Rutgers University, over 40,000 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

During National Motorcycle Safety Awareness Month in May, the DHTS and several agencies participated in initiatives aimed at curbing motorcycle crashes, injuries and fatalities. The Motor Vehicle Commission teamed up with the Division of Travel and Tourism to encourage car and motorcycle drivers to safely share the road through an awareness campaign. The safety message behind the campaign was brought to life at the Jersey Shore Premium Outlets in Tinton Falls as shoppers were invited to experience a stationary motorcycle that simulates the look and feel of riding. Harley-Davidson of Long Branch provided the JUMPSTART Rider Experience to demonstrate the fun and excitement of riding a motorcycle while participants received important safety information from organizations including the Motor Vehicle Commission, DHTS and the Monmouth County Sheriff's Office.

The Brain Injury Alliance of New Jersey targeted both motorists and motorcyclists. The first initiative, *Share the Road Pledge* campaign, encouraged drivers to do their part to save motorcyclists' lives and help make the State's roads safer for everyone. The second initiative, *Ride2Win Pledge* campaign, looked to the riding community to pledge to be a safe motorcycle rider.



PAID AND EARNED MEDIA

Motor vehicle related crashes remain the leading cause of death for Latinos ages 1 to 34. Latinos have lower seatbelt and child passenger restraint usage rates when compared to other populations and are overrepresented in alcohol related crashes. Forty-seven percent of Latino fatal crashes are alcohol-related. The disproportionate risk is compounded by the growth of this population. New Jersey's Latino population has increased by 39 percent in the last 10 years and is projected to continue growing at record levels. The Latino population is further diversified by the numerous countries of origin. The largest Latino origin groups are Mexican, Puerto Rican, Columbian, Cuban, Salvadorians, Dominicans, Guatemalan, Ecuadoran, Honduran and Peruvians.

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 **\$82,000.00** in FY14 with the following media partners:

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

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

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

DHTS continued to effectively leverage earned media to promote traffic safety programs, initiatives and enforcement mobilizations, including those implemented by both DHTS and its 700+ grantees. Using news releases that are distributed to print and broadcast media outlets in the State, as well as New York and Philadelphia, the agency has been able to provide public awareness about a wide variety of traffic safety issues. Press conferences are also conducted to kick-off significant DHTS programs.



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS



SURVEY OF DRIVER ATTITUDES AND BEHAVIOR

SUMMARY OF FINDINGS

JUNE 1, 2014

PublicMind, an independent opinion research center at Fairleigh Dickinson University, interviewed by telephone using landlines and cell phones a total of 913 randomly selected New Jersey residents aged 17 and over who reported that they drive regularly. The field dates were April 2 through May 5, 2014. The survey asked New Jersey drivers about their behavior, their perception of other drivers, and their attitudes toward various regulatory proposals. A more detailed methodological description appears at the end of this document.

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SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

Driving Abilities: Self and Others

A majority of drivers perceive their skills as better than the average motorist today. Currently, 71 percent say their skills are “above average” relative to others, a number that has remained relatively constant since the question was first asked in 2008.

Those with greater time behind the wheel - individuals who commute to work – see themselves as less than skilled than those who endure often long commutes to work. Almost two-thirds (64%) of those who do not commute to work believe they are better than most, whereas approximately three quarters of those who drive some distance to more than 20 miles per day say the same (73 and 79 percent, respectively).

Also, as in years past, men rate their abilities better in numbers significantly greater than women. Three-quarters (78%) percent of men believe themselves to be “above average” as compared with 64 percent of women who say the same. As with last year, the gender gap in self-reported driving abilities could be the result of gender’s interaction with commuting experiences. Since women are less likely to commute to work than men, this could be helpful in explaining why men and women differ on this measure.

Young drivers also rate themselves as less skilled relative to others, a finding that has been observed repeatedly in previous studies.

To the extent that self-ratings are a reflection of a driver’s true abilities, this remains an open question. Other, more objective measures of driving abilities will be considered in subsequent sections of this report (i.e., a propensity to distracted driving, being involved in collisions, receiving moving violations, etc.). There is some evidence in social science literature to suggest that individuals are apt to indicate more “socially desirable” behavior to interviewers than reality would otherwise indicate. However, for now, what is notable is the consistency of findings overtime.

<i>How would you rate your own driving skills compared to most other drivers on the road?</i>														
	All	2013	2012	2011	2009	2008	Men	Women	17-29	30-44	45-59	60+	Married	Unmarried
Above average	71	69	72	68	70	69	78	64	49	79	77	65	74	60
Just average	28	30	27	32	30	30	20	34	48	20	22	32	24	38
Below average	1	1	1	0	1	0	1	1	2	0	1	2	1	2
DK/Ref.	1	0	0	0	0	1	0	1	1	1	0	1	1	0

<i>How would you rate your own driving skills compared to most other drivers on the road?</i>						
	All	Length of commute			Drives over 70	
		Doesn't drive	0-19 miles	20+ miles	Most of the time/often	Rarely/never
Above average	71	64	73	79	72	70
Just average	28	33	26	20	28	27
Below average	1	2	0	0	1	1
DK/Ref.	1	1	1	1	0	1



Despite their perceived superiority over the driving abilities of other motorists, a majority of New Jersey motorists (68%) say they are frustrated by things they see on the road only “sometimes” or “rarely.” These numbers are statistically unchanged from what was found in last year’s study, when 65 percent rarely or never encountered moments of frustration while behind the wheel.

Negligible differences distinguish commuters from non-commuters on this measure. However, younger drivers are more likely to feel frustrated. Thirteen percent of drivers under the age of 30 say they are “almost always” frustrated when behind the wheel, compared with five percent of the 60 and older cohort.

<i>When driving, how often do you get angry or frustrated by things you see or things that happen to you on the road?</i>											
					Length of commute			Age			
	All	2013	Men	Women	Doesn't drive	0-19 miles	20+ miles	17-29	30-44	45-59	60+
Almost always	8	10	10	7	7	9	10	13	10	8	5
Often	15	14	15	15	14	16	15	17	15	17	14
Sometimes	39	37	33	44	38	40	38	38	42	39	37
Rarely	29	28	31	26	30	26	31	28	26	27	32
Never	9	11	11	8	11	9	5	5	7	8	13

Drivers who report frequent anger or frustration were asked why, and were allowed to pick multiple reasons. Over half (55 percent) say that they are driven to anger or frustration by the bad behavior of other drivers, presumably including the text and cell phone use discussed subsequently. Aggressive driving comes in second, with 45 percent of respondents who cite this as the major reason for their frustration. This number is up thirteen percentage points from last year, when only a third (32%) cited aggressive driving. Therefore, it’s human behavior, rather than traffic, that generates the most ire, a finding that is consistent with findings from past studies. This is true even among those who travel the longest distance to work. Instead, these drivers (i.e., those with commutes 20+ miles) cite the bad behavior of others as the most common reason for their frustration.

<i>[Only those frustrated “almost always” or “often”; multiple responses allowed] Typically, what is the cause of this frustration or anger? [N = 217]</i>										
			Length of commute			Age				
	All	2013	Doesn't drive	0-19 miles	20+ miles	17-29	30-44	45-59	60+	
Traffic	11	8	13	8	15	18	14	6	9	
Aggressive drivers	45	32	45	49	40	37	58	44	38	
Bad behavior or other drivers	55	59	55	51	60	50	57	52	59	
Slow drivers	21	13	15	25	23	24	28	23	8	
Construction	5	6	7	2	6	2	9	3	4	
Other	21	29	19	20	27	41	16	19	17	

Although motorists experience a good amount of frustration on the road, only about a quarter (22%) have tried to express their annoyance via rude gestures at another driver in the past twelve months. Visible incivility on the road is reported at a level on par with last year’s study, when 25 percent said they had signaled their frustration to other drivers at least once in the previous three years. [Note: The time frame of reference this year is shorter than previous studies’ three year.]



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

As with last year, young drivers are the most apt to extend their middle finger or display some other gesture. A third (37%) say they've done so in the past 12 months, compared with a fifth of the 45-59 year old cohort, and significantly fewer (10%) of those 60 and older.

<i>In the past twelve months, have you personally made a rude gesture at another driver?</i>										
	All	2013*	2012*	2011*	2009*	2008*	Age			
							17-29	30-44	45-59	60+
Yes	22	25	24	30	27	27	37	31	22	10
No	77	74	75	69	73	73	63	69	78	89
DKRef.	1	1	1	1	1	0	1	0	1	1

***All years previous to the current used a three year frame of reference**

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 55 percent of drivers saying that the Empire State has the worst drivers.

Eighteen percent, the same percentage as last year, say that Pennsylvania drivers are the worst, and 12 percent think that their fellow New Jersey drivers are the worst. The state with the “Worst Drivers” award goes to New York among all relevant demographic categories considered, a finding that’s consistent with what was observed last year.

<i>Thinking about drivers from the states around us, which state would you say has the worst drivers?</i>										
	All	2013	2012	2011	2010	Length of commute			Drives over 70	
						None	0-19 miles	20+ miles	Most of the time/often	Rarely/never
Pennsylvania	18	19	15	19	15	18	17	22	26	15
New York	55	54	52	52	56	53	60	51	49	59
New Jersey	12	14	15	14	14	12	12	13	13	12
Other	4	3	3	3	4	4	2	7	3	4
DK/Refused	10	10	14	12	11	15	8	9	9	11



Distracted Driving: Cell Phones, Texting, and Fatigue

The survey considered a number of behaviors that generally fall under the category of distracted driving. Questions were posed about respondent usage of hand held cell phones while driving, driving while texting, and driving a car while fatigued.

Cell phone use

Beginning with hand held cell phone usage, this year's survey finds a four percentage point drop in the number of respondents who say they see others using hand held cell phones while driving "very often." Although the decline is small and barely outside the sample's margin of error, the trend that began in 2011 appears to continue, with fewer seen as grabbing their phone as often as in the past.

Drivers between the ages of 45 and 59 are the most likely to say they see others using hand held phones (77%), a finding that is likely partially attributable to their longer commutes relative to other age groups. They simply spend more time on the road, and hence have more opportunities to witness bad behavior than others.

<i>How often do you see people driving a car while they are also talking on a hand held cell phone?</i>													
	All	2013	2012	2011	2009	2008	Length of commute			Age			
							Doesn't drive	0-19 miles	20+ miles	17-29	30-44	45-59	60+
Very often	68	72	72	74	80	79	67	66	75	67	61	77	67
Sometimes	25	21	22	21	17	15	24	28	18	26	31	18	24
Rarely	5	4	2	2	3	3	4	4	6	5	7	4	3
Never	1	2	3	1	1	2	2	1	1	2	2	0	2
DK/Refused	1	1	1	1	0	1	2	0	0	1	0	0	3

Not surprisingly, respondents are significantly less likely to report that they personally use hand held cell phones with any frequency. In numbers that are relatively the same from what was observed in years' past, 14 percent say they use hand held cell phones "very often" or "sometimes." In short, the behavior goes on "out there," which perhaps helps to explain why so many in our study continue to insist that their driving is better than average.

Worrisome is the percentage of speeders who use hand held cell phones "most of the time" or "often." In numbers that are almost the same as last year, a fifth (22%) of those who travel at speeds greater than 70 miles per hour talk while driving compared with nine percent of those "rarely" or "never" speed.

<i>How often do you personally drive your car and talk on a hand held cell phone?</i>										
	All	2013	2012	2011	2010	2009	2008	2007	2005	
Very often	3	8	3	4	3	4	5	9	10	
Sometimes	11	4	6	10	9	14	11	17	13	
Rarely	23	24	27	25	26	27	22	28	23	
Never	62	60	63	60	61	53	59	43	47	
No cell phone	1	3	1	1	1	2	3	3	7	



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

<i>How often do you personally drive your car and talk on a hand held cell phone?</i>										
	Age					Length of commute			Drive over 70	
	All	17-29	30-44	45-59	60+	Doesn't drive	0-19 M	20+ M	Most of time/Often	Rarely/never
Very often	3	2	5	3	0	2	3	5	5	1
Sometimes	11	15	16	12	5	5	16	11	17	8
Rarely	23	35	26	22	18	20	22	34	33	19
Never	62	48	53	63	72	70	59	50	45	70
No cell phone	1	0	0	0	4	3	0	0	0	2

Clearly, the message regarding the safety of cell phone use on a hand held versus hands free device is getting through, although survey findings continue to suggest there is room for improvement. Three-quarters (75%) believe a hand held phone is more dangerous hands free device, but a fifth (19%) continue to believe usage of either device while driving is equally dangerous. These numbers are statistically unchanged from previous studies, and are constant among highway speeders and non-speeders.

<i>Do you think that driving and talking on a hand-held phone is more or less dangerous than using a hands-free phone?</i>											
										Drives over 70	
	All	2013	2012	2011	2010	2009	2008	Men	Wen	Most of the time/Often	Rarely/Never
More dangerous	75	74	74	83	79	70	67	77	72	73	76
Less dangerous	5	5	5	5	5	7	10	5	4	7	4
The same	19	18	18	-	-	20	-	17	22	19	19
DK/Refused	1	2	2	12	16	3	23	1	2	1	1

More drivers believe a ticket is likely if they talk on a hand held cell phone while driving compared to last year and those previous. Two-thirds (65%) of New Jersey motorists say a ticket is “very” or “somewhat” likely if they talk on a hand held while driving. Last year, the same responses yielded 55 percent and the year before 54 percent.

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

<i>What do you think the chances are of getting a ticket if you talk on a hand held cell phone while driving?</i>										
				Race		Education		Drive over 70		
	All	2013	2012	White	Nonwhite	HS or less	College	Most of the time/often	Rarely/never	
Very likely	35	25	24	26	50	40	33	32	36	
Somewhat likely	30	30	30	34	23	24	33	33	29	
Not very likely	21	27	26	23	17	26	19	24	19	
Not likely at all	12	15	17	15	9	7	14	12	13	
DK/Refused	2	3	3	3	1	3	2	0	4	

Texting while driving

A fifth (19%) of New Jersey drivers say they sent a text message while driving in the previous 12 months. This number represents a slight drop from last year’s 23 percent, but the time frame of reference has changed. This year reported behavior was queried in a 12 month time frame, whereas in previous years it was 3 years. Despite the difference, it is notable that self-reported texting while driving remains relatively constant. Three demographic categories stand out for their increased incidence of texting relative to others: Commuters, speeders, and young drivers.



Around a quarter of those who travel some distance to work have texted in the past twelve months, compared with 11 percent of those who do not have a work commute.

The rate of texting while driving is more than double among those who reportedly speed on New Jersey highways (32%) as compared with those who do not routinely speed (13%).

And drivers under the age of 30 (45%) are the most likely to have texted while driving as compared with those between the ages of 30 and 44 (34%), 45 to 59 (14%) and over 60 (3%). The percentage of young drivers who reportedly sent a text message while driving recently continues the trend observed earlier when in 2011, 64 percent of drivers under the age of 30 said that they had texted behind the wheel in the previous three years. In 2012 and 2013, that figure dropped to 48 percent, where it almost remains today, despite the change in question wording from three years to twelve months. This stability suggests texting is something that happens with greater frequency than a three year frame of reference might suggest.

<i>In the past twelve months years have you personally sent a text message while driving?</i>																
								Length of commute			Drives over 70		Age			
	All	2013*	2012*	2011*	2010*	2009*	2008*	Doesn't drive	0-19 M	20+ M	Most of time/often	Rarely/never	17-29	30-44	45-59	60+
Yes	19	23	19	25	25	21	15	11	25	27	32	13	45	34	14	3
No	80	76	81	75	75	79	84	89	75	71	67	87	52	65	86	97
Don't know/Ref	1	0	0	0	0	0	1	0	0	2	1	0		1	0	0

***All years previous to the current used a three year frame of reference**

Of those who reportedly texted in the recent past, the majority (58%) say they do so “rarely” or “never,” suggesting that self-reported texting while driving occurs on a sporadic rather than regular basis. However, again the youngest cohort is the outlier with more than half (55%) who say they text while driving “very often” or “sometimes,” compared with fewer drivers who are older 30 or older. And, those with the longest commutes are also the most likely to send texts while driving, with 49 percent who do so at least often, compared with closer to a third of motorists with shorter or no commutes.

<i>[Excluding those who don't text while driving]How often do you personally drive your car and send text messages on your phone? N = 178</i>												
					Length of commute			Age				
	All	2013	2012	2011	Doesn't drive	0-19 M	20+ M	17-29	30-44	45-59	60+	
Very often	8	11	8	11	10	7	8	13	4	7	13	
Sometimes	33	21	17	20	25	32	42	42	31	29	23	
Rarely	52	59	65	63	59	54	42	43	54	59	53	
Never	6	9	11	7	6	7	2	2	8	5	11	

Contrary to what motorists say they personally do, they certainly see more bad behavior among their fellow drivers. Three-quarters (75%) say they see others texting while driving “very often” or “sometimes.” Again, as with years past, younger drivers and those with commutes are the most apt to see texting while driving. Close to half of all commuters reportedly see distracted driving quite often, compared with closer to a third (35%) of non-commuters. And, young adults are also more likely to reportedly witness texting while driving.



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

<i>How often do you see people driving a car while they are also texting?</i>											
	All	2013	2012	2011	Length of commute			Age			
					Doesn't drive	0-19 miles	20+ miles	17-29	30-44	45-59	60+
Very often	41	40	34	29	35	46	44	53	45	44	30
Sometimes	34	31	32	33	35	32	32	37	36	32	33
Rarely	11	11	14	13	10	12	10	6	10	11	13
Never	5	8	8	10	7	5	5	4	4	5	8
DK/Refused	9	19	12	14	13	5	8	0	4	8	17

When asked how likely it is for one to receive a ticket for texting while driving, a quarter (26%) said they believe it is “very likely” a number that is up by seven percentage points from what was observed last year. The comparable figures for cell phone use are 35 and 30 percent.

Young drivers are the most likely to text behind the wheel – but they’re also the most likely to say that it’s “very likely” that they’ll be pulled over. Thirty-nine percent (up from 24 percent last year) give that response, compared with just approximately a quarter of older motorists.

Those with long commutes are less likely to perceive the consequences of their texting while driving relative to those with shorter or no commutes. Seventeen percent of those who drive 20 or more miles per day say believe it is “very likely” that their texting will result in a violation, compared with a third (31%) of those who drive fewer than 20 miles, and a quarter (24%) who are fortunate to not commute.

<i>What do you think the chances are of getting a ticket if you send a text message while driving?</i>												
	All	2013	2012	More than 70		Length of commute			Age			
				Most of the time/often	Rarely/Never	Doesn't drive	0-19 M	20+ M	17-29	30-44	45-59	60+
Very likely	26	19	18	21	28	24	31	17	39	24	23	26
Somewhat likely	21	28	28	23	20	17	24	24	25	28	19	14
Not very likely	28	27	29	35	24	26	27	31	22	30	26	29
Not likely at all	18	19	19	18	18	20	14	25	13	17	22	19
DK/Ref.	7	7	6	3	9	13	4	2	0	2	10	12

In a new question, respondents were asked whether they had personally driven while tired beyond normal fatigue in the past 12 months. A fifth (22%) say they have, with those who travel long commutes (20+ miles) and who are frequent highway speeders the most likely to say yes to fatigued driving. Almost four-in-ten of those with the longest commutes say they have driven while fatigued, as compared with a quarter or less of those with shorter or no commutes to work. Those who travel over 70 miles per hour or more on the highways report driving while fatigued in the recent past in numbers that are almost double those for respondents who rarely or never speed on New Jersey highways (31 to 18 percent, respectively).

<i>In the past twelve months, have you personally driven while tired beyond normal fatigue?</i>								
	All	Education		Length of commute			Drives over 70	
		HS or less	College	Doesn't drive	0-19 miles	20+ miles	Most of the time/often	Rarely/Never
Yes	22	22	22	16	25	30	31	18
No	77	78	77	84	75	69	69	82
Dk/Ref	0	0	0	0	0	1	0	0



Seat Belt Use

A perennial series of questions on seat belt usage reveal behavior that is largely similar to what was reported last year, with some wrinkles based on the addition of a new question.

As has been the pattern going back to 2008, virtually all (90 percent) respondents say they “always” wear their seat belt while behind the wheel. When those who report doing so “most of the time” is added to these numbers, 98 percent appear to be habitual seat belt users when they are the driver.

Progress remains, however, among the youngest cohort. Although still high, the percentage of those under 30 is beneath those for older drivers when it comes to always buckling up when behind the wheel. Eight-in-ten of the under 30 crowd (82%) say they always wear their seat belt, compared to nine-in-ten of those 30 and older.

Gender is another predictor of who wears their seat belt while driving a car. In years past, women are more likely to say they “always” wear their seat belts relative to men. 94 percent of women buckle up compared to 86 percent of men. The gender gap has remained stable over the years. Last year the gap was seven percentage points; today it is eight.

Similar to what was observed last year, seat belt use while driving also appears to be related to other risky driving behaviors. Drivers who “rarely” or “never” go more than 70 on the highways are more likely to always wear their belt (92 percent) than those who speed frequently (86 percent).

<i>When you're the driver, how often do you wear your seat belt?</i>													
										Age			
	All	2013	2012	2011	2010	2009	2008	Men	Women	17-29	30-44	45-59	60+
Always	90	91	91	90	92	90	91	86	94	82	91	90	92
Most of the time	7	6	6	6	5	7	6	9	4	11	6	7	5
Just sometimes	2	2	2	3	3	2	2	2	1	3	2	1	1
Never	2	1	2	2	1	1	1	3	1	5	1	2	1

<i>When you're the driver, how often do you wear your seat belt?</i>								
	All	Length of commute				Drives over 70		
		Doesn't drive	0-19 M	20+ M	HS or Less	College	Most of the time/Often	Rarely/Never
Always	90	93	87	91	88	90	86	92
Most of the time	7	5	9	6	7	7	9	6
Just sometimes	2	2	2	2	2	2	3	1
Never	2	1	2	1	3	1	2	2

Among those who fall short of always wearing their seat belts while driving, discomfort (37%) tops the list of reasons, with other, unspecified reasons a close second (35%). Those traveling long commutes (20+ miles) are the most likely to say seat belts are uncomfortable. And, some interesting gender differences are apparent. Ten percent of men say they “don’t think about it.” No women gave that as a reason.



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

<i>And when you don't wear your seat belt when driving a car, can you tell me why? [Multiple answers allowed]</i>								
		Length of commute					Drives over 70	
	All	Doesn't drive	0-19 M	20+ M	Men	Women	Most of the time/Often	Rarely/Never
Uncomfortable	37	35	36	47	36	38	35	41
Unnecessary for short trip	3	0	7	0	0	11	6	0
Don't like	14	17	17	0	10	24	16	13
Good driver	2	7	0	0	4	0	0	0
Don't think about	7	11	0	1	10	0	7	0
Other	35	33	28	49	38	27	35	36
DK/Refused	8	7	11	0	11	0	6	10

Turning to what people do when they are the passenger rather than the driver, a similar story emerges. The vast majority of respondents say they “always” wear their seat belt (89%), with an additional seven percent who reportedly do “most of the time.” Again, this is a trend long observed in previous studies. However, unlike reported behavior as a driver, there are no discernible differences across a variety of relevant categories, with the exception of the 60 and older cohort more likely to buckle up as passengers than their younger counterparts – under 30, in particular. Whether out of a sense of invulnerability or ignorance, young drivers and passengers seem to have the least respect for buckling up when traveling in the front seats of a car, either as passengers or drivers. .

<i>When you're the front seat passenger, how often do you wear your seat belt?</i>														
	All	Year						Gender		Age				
	All	2013	2012	2011	2010	2009	2008	Men	Women	17-29	30-44	45-59	60+	
Always	89	89	90	88	89	89	89	89	93	82	87	89	92	
Most of the time	7	7	5	6	6	6	5	4	4	11	8	7	3	
Just sometimes	2	2	2	3	3	2	3	3	2	5	4	1	2	
Never	1	1	2	2	1	1	2	2	1	2	0	2	2	
Never front seat passenger	1	1	1	1	1	1	1	2	0	0	3	1	1	

<i>When you're the front seat passenger, how often do you wear your seat belt?</i>					
	All	Race		Drives over 70	
	All	White	Nonwhite	Most of the time/often	Rarely/never
Always	89	90	86	85	90
Most of the time	7	5	9	9	5
Just sometimes	2	3	2	4	2
Never	1	2	2	1	2
Never front seat passenger	1	0	1	1	1

Seat belt use is far less common when respondents are passengers in the backseat. As in years past, passengers in the back seat are much less likely to wear their seat belts. Overall, half of New Jersey drivers (50%) reportedly “always” wear a seat belt when they’re in the back – and sixteen percent say they “never” do. Those who never buckle up are less numerous than they were last year when a full quarter (27%) said the same. Figures for back seat bucklers are generally unchanged from years past: Although they’ve fluctuated between 56 percent and 51 percent, this year’s figure is within the historical range.



Interestingly, although a gender gap in seat belt use in the backseat was not apparent last year, it has returned this year. A seventeen percentage point gap separates men and women in their backseat belt usage, with 42 percent of men saying they “always” wear their belts and 57 percent of women who say the same.

Age is also related to regular seat belt usage, a finding that continues the trend observed earlier when the focus was on front seat belt usage. Young drivers (i.e., under 30) are the least likely to wear their seat belts in the backseat. Four-in-ten (42%) say they always buckle up, compared with almost half or more of drivers aged 30 and older.

A variety of reasons were offered for why drivers don’t buckle up in the backseat. A fifth (18%) say they’re uncomfortable, with more than half who say they either don’t think about it (26%) or for some other, unspecified reason (28%).

<i>When you're a passenger in the back seat, how often do you wear your seat belt?</i>													
										Age			
	All	2013	2012	2011	2010	2009	2008	Men	Women	17-29	30-44	45-59	60+
Always	50	52	54	51	53	56	54	42	57	42	46	50	55
Most of the time	11	11	10	9	11	10	10	11	10	9	10	12	11
Just sometimes	16	15	15	14	13	17	13	19	12	19	22	12	13
Never	16	12	15	17	14	10	14	17	14	26	15	16	11
Never back seat passenger	8	8	6	8	7	7	9	10	6	1	8	9	10
DK/Refused	0	2	0	0	2	0	0	1	0	2	0	0	0

<i>And when you don't wear your seat belt when riding in the backseat of a car, can you tell me why? [Multiple answers allowed] N = 288</i>								
	Length of commute						Drives over 70	
	All	Doesn't drive	0-19 M	20+ M	Men	Women	Most of the time/Often	Rarely/Never
Uncomfortable	18	14	19	25	18	17	22	15
Unnecessary for short trip	8	10	7	5	8	8	8	8
Backseat is safe	16	11	19	19	15	16	12	18
Just don't like them	5	4	8	2	5	5	6	4
Don't think about	26	25	26	27	26	25	29	24
Other	28	33	19	32	29	27	23	32
Don't know/Ref	7	9	9	1	8	6	8	6

And in a new question that asked about seat belt use at night, either as a passenger or driver, the good news is that nine-in-ten New Jersey drivers say they “always” buckle up. The additional seven percent who say they wear their seat belt at night “most of the time” brings the percentage to 96 percent. Night or day, the importance of wearing one’s seat belt has gotten through loud and clear.

However, the bad news is that the pattern among those who speed on New Jersey highways continue. Significantly fewer (84%) of those who speed habitually buckle up, compared with drivers who rarely or never speed (92%). Although each percentage of speeders is still relatively high, it’s notable that their incidence of regular seat belt usage at night is beneath the number for all New Jersey drivers.



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

<i>When you're in a car at night, either as a passenger or driver, how often do you wear your seat belt?</i>								
	Length of commute				Drives over 70			
	All	Doesn't drive	0-19 M	20+ M	HS or Less	College	Most of the time/Often	Rarely/Never
Always	89	90	89	90	88	89	84	92
Most of the time	7	6	7	7	6	7	10	5
Just sometimes	2	2	3	1	3	2	4	1
Never	1	1	2	2	2	1	2	1
DK/Refused	0	0	0	0	0	1	0	1

The trend toward less awareness of seat belt enforcement continues. A third (37%) say they read, saw, or heard something about seat belt enforcement by police in the past 30 days, a number that is consistent with the three years previous, but down significantly from the high of 51 percent that was registered in 2010. Men's awareness (44%) is greater than that among women (31%), but other demographic differences on this measure are negligible.

<i>In the past 30 days, have you read, seen, or heard anything about seat belt enforcement by police?</i>													
										Age			
	All	2013	2012	2011	2010	White	Non white	Men	Women	17-29	30-44	45-59	60+
Yes	37	34	34	31	51	36	39	44	31	38	43	37	30
No	61	66	66	69	49	62	59	54	67	61	57	61	66

Finally, a majority of New Jersey drivers believe moving violations are likely if one doesn't wear his or her seat belt. Almost two thirds (62%) say it's "very" or "somewhat" likely that motorists will be ticketed if they fail to buckle up, with the 60 and older cohort the least likely to say so.

<i>What do you think the chances are of getting a ticket if you don't wear your seat belt?</i>										
	More than 70			Length of commute			Age			
	All	Most of the time/often	Rarely/ Never	Doesn't drive	0-19 M	20+ M	17-29	30-44	45-59	60+
Very likely	31	29	33	28	35	30	38	31	33	26
Somewhat likely	31	33	30	34	27	37	36	36	28	28
Not very likely	21	27	18	20	26	15	14	20	26	21
Not likely at all	12	9	14	14	10	14	12	11	11	18
Don't know	4	2	4	4	3	4	0	3	3	8



Speeding

Speeding remains common among around a third of New Jersey drivers, a number that is largely unchanged from last year and the year before. Thirty-three percent currently say they drive over 70 miles an hour on New Jersey highways “most of the time” or “often,” with 30 percent reporting the same last year and 32 percent the year before. There has been a slight upward trend since 2010, when closer to a quarter (23%) said they routinely traveled over 70 MPH, although the past few years have seen the incidence of speeding stabilize.

As in years previous, men are more likely speed as compared to women. Thirty-nine percent of men reportedly speed “most of the time” or “often,” compared with around a quarter of women (28%) who report the same behavior. Gender differences are comparable to what was observed in last year’s study.

Those with long commutes saw their incidence of speeding increase again this year. Last year speeding among those whose commutes require 20 or more miles per day reached 51 percent, a sizable increase from the year previous (38%). This year the percent remains statistically changed from last year, although it remains alarmingly high at 53 percent. Although those with shorter commutes speed less often, this year also found a notable increase in the percent of those with shorter commutes who speed “most of the time” or “often.” Thirty-seven percent of short commuters routinely speed, a number which is up by 12 percentage points from last year’s 25 percent.

<i>When you're driving on a New Jersey highway, how often would you say you drive over 70 miles per hour?</i>										
				Length of commute			Age			
	All	Men	Women	Doesn't drive	0-19 miles	20+ miles	17-29	30-44	45-59	60+
Most of the time	16	21	11	10	18	27	23	22	17	8
Often	17	18	17	11	19	26	22	23	16	12
Just once in a while	42	43	40	42	44	35	37	38	43	47
Never	25	18	31	36	19	12	17	17	24	33
DK/Refused	0	0	1	1	0	1	0	0	1	1

Young drivers are also more likely to report speeding on the highways. Forty-five percent of drivers under the age of 30 say that they speed frequently – but they’re matched by 30 to 44 year olds, the same percentage of whom do the same (45%). The rates of highway speeding drops among those 45 and older. A third (33%) of 45 to 59 year olds speed frequently, as do a fifth (20%) of drivers over the age of 60.

As for the incidence of speeding tickets among New Jersey motorists, this year witnessed a three percentage point drop from last year. Right now four percent say they received a speeding ticket in the last 12 months, down from seven percent last year. However, caution should be exercised when interpreting overtime change or continuity since the time frame of reference in previous years’ studies was three years.



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

<i>In the past twelve months, have you personally received a speeding ticket?</i>											
	All	2013*	2012*	2011*	2010*	2009*	2008*	Men	Women	Over 70	
										Most of the time/often	Once in a while/never
Yes	4	7	7	10	9	11	9	6	3	9	2
No	95	92	93	90	91	89	90	94	97	91	98
DK/Refused	0	1	0	0	0	0	1	0	0	0	0

**All years previous to the current used a three year frame of reference*

<i>In the past twelve months, have you personally received a speeding ticket?</i>										
	All	Education		Length of commute			Age			
		HS or less	College	Doesn't drive	0-19 miles	20+ miles	17-29	30-44	45-59	60+
Yes	4	4	3	6	6	6	8	6	3	3
No	95	96	96	93	93	94	92	93	97	97
DK/Refused	0	0	0	1	1	0	0	1	0	0

Unlike what was found last year, length of commute seems to have no relationship to self-reported speeding violations, although as with years' previous, younger drivers are more apt to have been cited as compared with those from older age cohorts. Eight percent of the under 30 crowd say they were pulled over and cited for speeding, compared with six percent of those between the ages of 30 and 44, and three percent of the 45 and older cohorts.

Drivers who are most likely to receive a ticket are also those that are most likely to speed on the highways: Nine percent of drivers who say that they go over 70 "most of the time" or "often" have been ticketed, compared with just 2 percent of those who speed on the highways "once in a while" or "never." Men are also twice as likely to have received a speeding ticket (6 versus 3 percent, respectively).

The four percent of drivers who have been ticketed for speeding do not seem to have been very surprised. Three-quarters (74%) of New Jersey drivers say that it is "somewhat" or "very" likely that they will receive a speeding ticket if they exceed the posted limit. This figure is down from a few years ago, although it is unchanged from what was reported last year (75%). In 2012, 80 percent believed a ticket was somewhat or very likely, and 83 percent believed the same in 2011.

<i>What do you think the chances are of getting a ticket if you drive over the speed limit?</i>													
	All	2013	2012	2011	2010	Race		Men	Women	Drive over 70		Education	
						White	Non white			Most/often	Rarely/never	HS or less	Coll
Very likely	37	30	30	33	30	27	54	35	40	31	40	50	34
Somewhat likely	37	45	50	50	48	44	24	39	34	40	35	31	39
Not very likely	18	15	12	10	15	21	13	20	16	25	14	11	20
Not at all likely	6	5	5	4	5	6	8	5	8	3	8	5	6
DK/Ref	2	4	4	3	3	2	1	2	1	0	3	3	1

Although there are some differences between groups in saying that it is "very likely" that they will be ticketed – for instance, 40 percent of drivers who "rarely" or "never" speed on the highways think a ticket is likely if they do, compared with 31 percent of frequent speeders – these differences largely disappear when we the "very" and "somewhat likely" categories are merged.



The most notable demographic difference can be seen among whites and non-whites. A quarter (27%) of white drivers believe a speeding ticket is “very likely,” a percentage that is ten percentage points less than the sample aggregate. However, among non-white drivers, that percentage jumps to more than half (54%). These figures are comparable to what was observed last year when 23 percent of whites said they thought a speeding violation was “very likely” and 45 percent of non-whites said the same. When those who say it’s “somewhat likely” are added to the percentages, the numbers are largely the same from year to year among white and non-white drivers.

And what about driving on local roads where the posted speed limit is 30 miles per hour, how often would you say you go over 35 miles an hour on that kind of local road?											
						Age					
	All	2013	2012	2011	2010	Men	Women	17-29	30-44	45-59	60+
Most of the time	7	8	8	9	9	8	7	11	8	7	6
Often	13	13	12	9	11	16	11	20	13	16	10
Once in a while	44	47	45	44	46	44	44	41	52	36	48
Never	34	32	35	37	34	31	37	28	27	41	35
DK/Refused	1	0	0	1	0	1	0	0	0	0	1

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	Most of the time/Often	Rarely/Never
Most of the time	7	8	7	14	4
Often	13	9	13	23	9
Once in a while	44	38	42	44	44
Never	34	45	38	18	43
DK/Ref	1	1	0	1	0

As with last year and those previous, New Jersey drivers are more respectful of the speed limit on local roads. A thirteen percentage point difference separates the self-reported incidence of speeding on local roads versus the highways. A third (33%) say they are regular highway speeders, compared with 20 percent of local road speeder (i.e., those who routinely travel over 35 miles per hour on a road with 30 as the posted limit). The vast majority of drivers say they either “never” travel at high speeds on local roads (34%) or do so only “once in a while” (44%). Men (24 percent) are more likely to speed on local roads than women (18 percent), and, as with other speeding behaviors, young drivers are among the worst offenders. Thirty-one percent of New Jersey drivers younger than 30 say that they speed on local roads regularly, compared with half that number for the 60 and older cohort.

Once a speeder, always a speeder seems to be a reasonable way of describing some New Jersey motorists. Those who say they routinely exceed the limit on the highways are also the most likely to speed on local roads. Thirty-seven percent of drivers who regularly go over 70 on the highways say that they also regularly speed on local roads, compared with just 13 percent of drivers who “rarely” or “never” speed on the highways.



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

<i>In the past 30 days, have you read, seen, or heard anything about speed enforcement by police?</i>												
						Length of commute			Age			
	All	2013	2012	2011	2010	Doesn't drive	0-19 M	20+ M	17-29	30-44	45-59	60+
Yes	45	46	48	43	44	38	46	56	54	51	44	36
No	54	54	52	57	56	59	54	43	46	48	55	61
DK/Ref	1	0	0	0	0	2	0	1	0	1	1	3

Driver awareness of seat belt enforcement remains stable. Slightly less than half (45%) of New Jersey motorists say they have seen, read, or heard something about speed enforcement by police, with 54 percent who reportedly have not. Younger drivers are the most likely to say they remember something about speed enforcement, with older drivers significantly less likely to say the same. Around half of those 17-29 and 30-44 (54 and 51 percent, respectively) recall some indication of speed enforcement on New Jersey highways and roads, compared with fewer than half to a third of those 45-59 (44%) and 60 and older (36%).



Drinking and Driving

Thirteen percent of New Jersey drivers admit to having consumed alcohol before driving in the past twelve months, a time frame that differs from that used in previous studies (three years). This aggregate percentage four points less than what was observed last year, when 17 percent of drivers reportedly consumed alcohol before driving in the previous three years, and significantly lower than the fifth (21%) recorded in 2009.

<i>In the past twelve months years have you driven after drinking alcohol?</i>												
									Age			
	All	2013	2012	2011	2010	2009	2008	2007	17-29	30-44	45-59	60+
Yes	13	17	16	18	18	21	17	23	13	15	11	12
No	87	82	84	82	81	78	83	76	87	85	89	87
Can't remember	0	1	0	0	1	1	0	1	0	0	0	1

Declines are apparent among all but one of the age groups. However, drops could be the result of asking about behavior in the more recent rather than distant past. Last year, 19 percent of drivers under the age of 30 reportedly drank and drove whereas that number is now 13 percent. One-in-seven motorists between the ages of 30 and 44 (15%) consumed alcohol before driving this year, compared with 11 percent last year. Drivers between the ages of 43 and 59 were significantly less likely to report this type of behavior this year (11%) as compared with last (23%). And a four percentage point difference distinguishes drinking and driving in this year's study among the 60 and older crowd (12%) versus last year's study (16%).

About half (47%) of drivers believe they can drink and still remain competent behind the wheel. A fifth (22%) believes one drink is possible before their own driving becomes impaired, with an additional 17 percent who believe two drinks are possible. Eight percent believe three to five drinks are their limit. This percentage is unchanged from last year, and includes far more men (13%) than women (3%).

It is also notable that highway speeders are more likely to believe in their competency after drinking. Over half of speeders (58%) believe one or more drinks are possible while still driving safely compared with 44 percent of those who rarely or never speed.

<i>And thinking about yourself and drinking alcohol, in general how many drinks can you have personally and still be OK to drive?</i>											
						Drives over 70				Education	
	All	2013	2012	2011	2010	Most of the time/often	Rarely/never	Men	Women	HS or less	College
None	19	16	19	-	-	17	20	17	20	23	17
One	22	22	21	22	24	19	24	21	23	9	26
Two	17	17	20	21	16	27	13	21	14	12	19
Three	4	5	5	7	7	5	4	6	3	2	5
Four	2	1	1	2	2	5	1	4	0	1	3
Five +	2	1	1	1	1	2	2	3	0	4	1
Never drink	30	32	30	41	42	24	34	24	36	43	26
DK/Ref	3	6	3	7	8	3	3	3	3	5	3



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

In addition to the rate of drinking and driving remaining relatively stable, so too is the perception that drinking and driving will result in consequences. Last year, about half (47%) of New Jersey drivers said they thought it was “very likely” that drunk driving would result in an arrest, a number that is identical to what was observed in this year’s study. The perception for consequences following drinking and driving is higher among younger drivers (62%) than among older motorists (about a half to a third for those 30 and older).

<i>What do you think the chances are of getting arrested if you drive after drinking?</i>												
						Length of commute			Age			
	All	2013	2012	2011	2010	Doesn't drive	0-19 M	20+ M	17-29	30-44	45-59	60+
Very likely	47	47	41	47	38	41	57	40	62	50	48	37
Somewhat likely	26	30	33	35	38	34	19	28	20	24	27	29
Not very likely	14	8	12	8	10	9	15	22	8	18	13	17
Not likely at all	8	8	9	5	7	9	8	7	7	8	9	9
DK/Ref	5	7	6	6	7	7	2	4	3	1	3	8

A slight increase was seen in this year’s study for awareness of drunk driving enforcement by police. Thirty-nine percent say they have read, seen, or heard something about drunk driving enforcement in the past 30 days, compared with 34 percent last year.

<i>In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (drunk driving) enforcement by police?</i>											
								Age			
	All	2013	2012	2011	2010	Men	Women	17-29	30-44	45-59	60+
Yes	39	34	44	43	44	43	35	46	42	33	38
No	60	66	56	57	56	56	64	54	58	66	59
DK/Ref	1	0	0	0	0	1	0	0	0	1	2

Just as young drivers are often more likely to have heard about enforcement campaigns in other areas, they are more likely to have seen, heard or read something about drunk driving enforcement by police recently. Forty-six percent of drivers under the age of thirty say they have seen something about it, compared with 39 percent of drivers overall.



Other questions

Six percent of New Jersey motorists report being in a crash in the past 12 months, a number that is down considerably from what has been observed in the past, a difference that is owed to a change in question wording this year. In the past, respondents were asked about behavior in the past three years. However, as in years previous, young drivers are the most likely to report a collision (10%), compared to just around half that number for drivers 30 and older.

<i>In the past twelve months years, have you personally been involved in any kind of a crash?</i>											
	All	2013*	2012*	2011*	2010*	2009*	2008*	Age			
								17-29	30-44	45-59	60+
Yes	6	17	13	16	16	14	16	10	6	5	5
No	94	83	87	84	84	86	84	90	94	95	95

And, consistent with past findings, the longer someone drives, the more likely it is that s/he will be involved in a crash. Drivers who commute to work (whether that commute is short or long) are slightly more likely to have been in a crash than those who don't drive to work.

<i>In the past twelve months, have you personally been involved in any kind of crash?</i>						
	Education			Length of commute		
	All	HS or less	College	Doesn't drive	0-19 miles	20+ miles
Yes	6	3	8	5	6	8
No	94	97	92	95	94	92

A small percentage of drivers (5%) reportedly almost hit a pedestrian or bicyclist in the past year. Again, this number is down considerably from levels observed in previous studies, a difference that is owed to changes in question wording. Drivers who speed regularly are almost twice as likely to have near misses with pedestrians and bikers (7 versus 4 percent, respectively).

<i>In the past twelve months years, have you personally almost hit a pedestrian or bicyclist?</i>					
	Education			Drives over 70	
	All	HS or less	College	Most of the time/often	Rarely/never
Yes	5	3	5	7	4
No	95	97	95	93	96

In a new question this year, motorists were asked if they drove through a red light or stop sign in the previous twelve months. Relatively few (16%) said yes, with highway speeders significantly more likely to disregard a red light or stop sign (24%) relative to the non-speeders and the overall aggregate.

<i>In the past twelve months, have you personally driven through a red light or stop sign without stopping?</i>								
	Education			Length of commute			Drives over 70	
	All	HS or less	College	Doesn't drive	0-19 miles	20+ miles	Most of the time/often	Rarely/Never
Yes	16	11	17	14	17	16	24	11
No	84	89	83	86	83	84	76	89



SURVEY OF DRIVER ATTITUDES AND BEHAVIORS

A quarter (28%) of motorists believe one is likely to receive a ticket if s/he fails to stop for a pedestrian in a crosswalk. As compared with other measures that assessed perceptions of enforcement, drivers find this kind of violation the least likely to receive. More perceive consequences will arise from drinking and driving (47%), speeding (37%), texting while driving (26%), using a hand held cell phone while driving (35%), and failing to buckle up (31%).

<i>What do you think the chances are of getting a ticket if you fail to stop for a pedestrian in a crosswalk?</i>										
	All	More than 70		Length of commute			Age			
		Most of the time/often	Rarely/ Never	Doesn't drive	0-19 M	20+ M	17-29	30-44	45-59	60+
Very likely	28	29	27	29	26	26	24	24	34	25
Somewhat likely	30	34	28	27	35	27	48	31	26	27
Not very likely	25	22	27	27	25	24	16	28	26	25
Not likely at all	14	13	15	12	10	23	11	17	10	19
DK/Refused	3	3	4	5	3	1	1	1	4	5

Finally, the survey asked respondents a new set of questions about the relative visibility of traffic enforcement on local roads and highways. Thirty-five percent of drivers say that they see more police on local roads today than in the past, with less educated drivers being more likely to report an awareness of police presence on city streets. Only about 1 in 7 drivers (15 percent) say that fewer police are visible, and the plurality, 48 percent, say that there's about the same degree of police presence as in the past. These numbers are virtually unchanged from observations recorded in last year's study.

The story is about the same on the highways. A slightly lower number (32 percent) of drivers report seeing more police on the highways than in the past, with 16 percent who say they see fewer, and the remainder reporting no difference. The youngest drivers are the most likely to say that there are more police than there used to be. Forty-one percent of those younger than 30 say that there are more police on the roads than before, compared to just 28 percent of the oldest drivers.

<i>Do you see more, less or about the same police traffic enforcement on local roads now compared with what you had observed in the past?</i>						
	All	Drives over 70				
		HS or less	College	Most of the time/Often	Rarely/never	
More	35	41	33	33	35	
Less	15	12	16	15	15	
About the same	48	45	49	50	47	
DK/Refused	2	2	2	2	3	

<i>And how about the highways, do you see more, less or about the same police traffic enforcement now compared with the past?</i>									
	All	Age				Drives over 70			
		17-29	30-44	45-59	60+	Most of the time/often	Rarely/never		
More	32	41	32	31	28	30	33		
Less	16	14	14	16	17	14	16		
About the same	50	44	53	49	49	55	47		
DK/Ref	3	1	1	3	6	1	4		



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 on landlines and cell phones from April 2, 2014, to May 5, 2014, using a randomly selected sample of 913 New Jersey residents aged 17 and over who report they drive regularly. The sampling error for 913 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 2014.

P.L. 2013, c.191

This act authorizes the establishment of Yellow Dot programs. The local governing body of any county or municipality may establish a “Yellow Dot Program.” The purpose of a “Yellow Dot Program” is to provide emergency responders with critical health and emergency contact information about program participants so that emergency responders may aid program participants when those individuals are involved in motor vehicle emergencies or crashes and are unable to communicate. A “Yellow Dot Program” window decal on a motor vehicle involved in a crash or emergency shall serve as notice to an emergency responder assisting the vehicle that the driver or passenger in the vehicle may be a participant in a “Yellow Dot Program.” If a “Yellow Dot Program” window decal is affixed to the vehicle, an emergency responder at the scene of a crash or emergency is authorized to search the glove compartment of the vehicle for a “Yellow Dot Program” envelope and health information card. Approved on January 17, 2014, this act takes effect immediately.

P.L. 2014, c. 54

Every new or used municipal police vehicle purchased, leased, or otherwise acquired on or after the effective date of P.L.2014, c.54 (C.40A:14-118.1 et al.) which is primarily used for traffic stops shall be equipped with a mobile video recording system. Approved on September 10, 2014, this act takes effect on the first day of the sixth month following enactment, but the Attorney General may take such administrative action in advance as shall be necessary for the implementation of this act. A “mobile video recording system” means a device or system installed or used in a police vehicle or worn or otherwise used

by an officer that electronically records visual images depicting activities that take place during a motor vehicle stop or other law enforcement action. In addition to any other fine, fee, or other charge imposed pursuant to law, the court shall assess a person convicted of a violation of the provisions of this section a surcharge of \$125, of which amount \$50 shall be payable to the municipality in which the conviction was obtained, \$50 shall be payable to the Treasurer of the State of New Jersey for deposit into the General Fund, and \$25 which shall be payable as follows: in a matter where the summons was issued by a municipality’s law enforcement agency, to that municipality to be used for the cost of equipping police vehicles with mobile video recording systems pursuant to the provisions of section 1 of P.L.2014, c.54 (C.40A:14-118.1); in a matter where the summons was issued by a county’s law enforcement agency, to that county; and in a matter where the summons was issued by a State law enforcement agency, to the General Fund.







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