

June 2010

# 2010 Seat Belt Survey



*South Jersey Transportation  
Planning Organization*



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## Executive Summary

The South Jersey Transportation Planning Organization (SJTPO), in conjunction with the South Jersey Traffic Safety Alliance (SJTSA), commissioned the performance of a seat belt usage study to be performed during April and May of 2010 at selected sites in the SJTPO region. The SJTPO is the federally designated Metropolitan Planning Organization (MPO) for southern New Jersey; the region consists of Atlantic, Cape May, Cumberland and Salem Counties. The survey was based on the National Occupant Protection Use Survey (NOPUS) and is meant to be a “snapshot” of the seat belt usage in 2010 on the roadways of the MPO region. The results of the 2010 survey are compared to results generated in the 2008 and 2009 seat belt surveys.

The 2010 data collection effort was focused on seat belt use by drivers and front seat passengers including gender as well as cell phone use by the drivers. This effort consisted of observational surveys of approximately 23,359 motorists, comprised of 19,114 drivers and 4,245 front-right passengers. The motorists were observed at 78 sites in the SJTPO region. The data collection process began on April 12, 2010 and concluded on May 12, 2010.

In a special project, seat belt use for high school drivers and their passengers, as well as compliance with the Graduated Drivers License (GDL) law was studied. This effort consisted of observing high school student drivers as they exited high school parking lots. A total of 1,330 student drivers and 646 student passengers were observed at 22 high school sites. This data collection process took place during the month of May.

An analysis of the 2010 data shows that the seat belt use rate for all motorists (both drivers and passengers) in the SJTPO region is 93%, up 3 percentage points from 2009. The use rate of 93% is one point above the New Jersey statewide rate in 2009, and well above the 84% national rate for motorists reported that year. The increased 2010 driver and passenger rates in the SJTPO region are likely attributed to ongoing educational and police enforcement efforts.

The 2010 data indicated that passengers wear seat belts at a higher rate than drivers, at 94% to 92%. Seat belt use by drivers is highest in Atlantic County, at 94%, with Cumberland County close behind at 92%. The data also indicated that the use of seat belts is higher for female drivers, at

**SEAT BELT USE  
RATE IN THE  
SJTPO REGION  
IS 92%, UP 2%  
POINTS FROM  
2009.**



96%, than for male drivers, at 90%. Among passengers, seat belt use is also higher by females than males, at 96% to 89%.

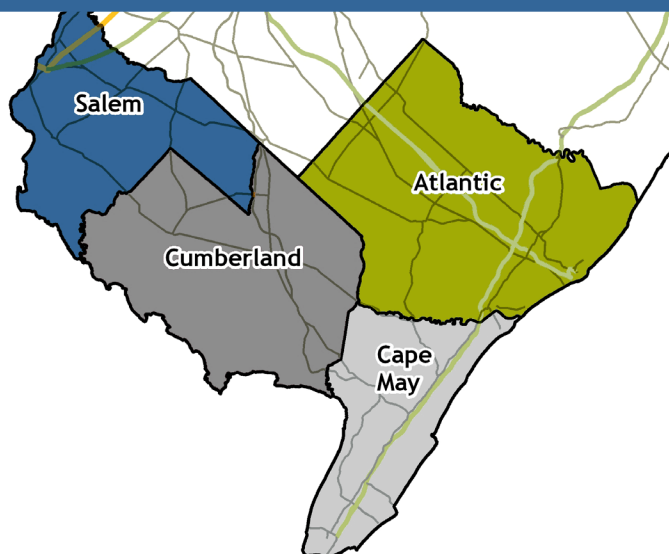
In at least one respect, the SJTPO region diverts from national trends. In the four years that both drivers and passengers have been surveyed in the SJTPO region, passenger use of seat belts has been higher than driver use. In the last four years available nationally (2006 through 2009), driver use has been higher than passenger use.

Hand-held cell phone use by the drivers of the vehicles was also documented in the survey. Use increased from 4% of all drivers in 2009, to 5% of all drivers in 2010. In the previous year, use had increased from 3% to 4%.

High school motorists seat belt use rate was observed to be 91%, 6 percentage points higher than that which was found during the previous high school observations in 2008. High school driver seat belt compliance rose to 90% from 86% while high school passenger seat belt use saw the greatest change, from 82% to 94%.

High school observations to determine compliance with the GDL law indicate that 11% of high school students are carrying passengers in the backseat when the new GDL law restricts the number of passengers to one, unless a parent or guardian is in the vehicle. High school drivers hand-held cell phone use was 2%, the same as in 2008, but the new GDL law continues to make the use of any electronic device while driving illegal. The new GDL law also requires probationary drivers to affix a red sticker to the front and rear license plates while driving and observations revealed only 13% compliance across the SJTPO region.

Fig. 1– SJTPO Region & Seat Belt Survey Area



**HAND HELD CELL  
PHONE USE BY  
DRIVERS  
INCREASED  
FROM 4% TO 5%**

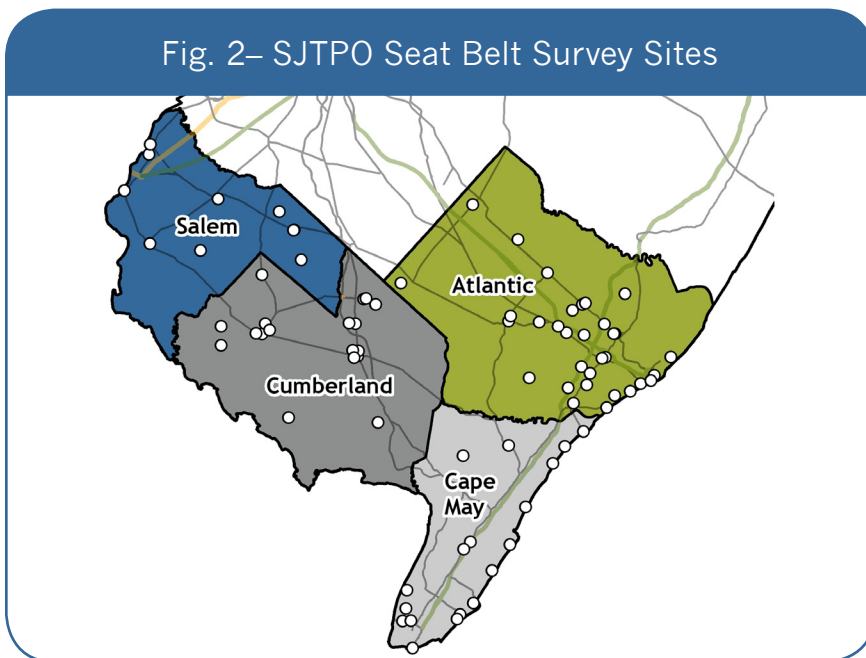
## Report

The South Jersey Transportation Planning Organization (SJTPO), in conjunction with the South Jersey Traffic Safety Alliance (SJ TSA) commissioned the performance of a seat belt usage study directed at drivers and front seat passengers at selected sites in the SJTPO region during April and May of 2010. Hand-held cell phone use by the drivers of the vehicles was also documented in the survey. SJTPO is the federally designated Metropolitan Planning Organization (MPO) for southern New Jersey and its region consists of Atlantic, Cape May, Cumberland and Salem Counties; see Figure 2.

This effort falls under one of the SJTPO major areas of emphasis, Traffic Safety, particularly as it relates to vehicle occupant protection. The contract was executed through the South Jersey Transportation Authority (SJTA), the administrative host of the SJTPO. The project was funded by the Federal Highway Administration and the Federal Transit Administration of the United States Department of Transportation.

The effectiveness of seat belts in preventing fatalities and injury is well-established. According to the National Highway Traffic Safety Administration, lap/shoulder belts reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, the use of seat belts reduces the fatality risk by 60 percent and the moderate-to-serious injury risk by 65 percent.

Fig. 2– SJTPO Seat Belt Survey Sites



### NUMBER OF SURVEY SITES

- Atlantic County: 32
- Cape May County: 18
- Cumberland County: 18
- Salem County: 10

The 2010 survey was based on the National Occupant Protection Use Survey (NOPUS) and is meant to be a “snapshot” of the seat belt usage on the roadways of the entire MPO region. The results of the 2010 survey are compared to survey results for the SJTPO region collected in 2008 and 2009. These databases serve as references for evaluating recent and future progress in encouraging motorists to use seat belts.

The 2010 SJTPO Seat Belt Survey consisted of observational surveys of approximately 23,359 motorists, comprised of 19,114 drivers and 4,245 front-right passengers. The observations took place at 78 sites broken down as follows; 32 sites in Atlantic County, 18 sites in Cape May County, 18 sites in Cumberland County, and 10 sites in Salem County. Figure 2 provides a thematic map of the locations of the selected data collection sites throughout the SJTPO region. The field observations started on April 12, 2010 and concluded on May 12, 2010. The counts were completed before Memorial Day so as not to be overly influenced by the behavior of seasonal visitors. This was considered to be particularly important in Atlantic and Cape May Counties, both of which have large tourist industries.

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

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

The field crews were successful in identifying seat belt use in over 90% of vehicles observed. They observed a total of 19,403 vehicles during the survey periods, and were able to determine seat belt use for 19,114 vehicles (Table 1). The results discussed in this report pertain only to those 19,114 vehicles for which seat belt use was definitely determined.

Table 1– 2010 SJTPO Seat Belt Survey Sample Size

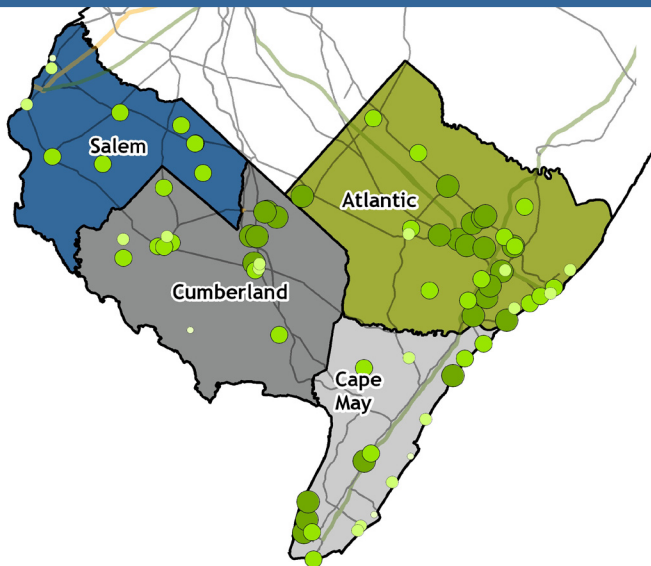
	Atlantic	Cape May	Cumberland	Salem	TOTAL
All Motorists	11,593	4,195	5,460	2,111	23,359
Drivers (Total)	9,525	3,377	4,473	1,739	19,114
Passengers (Total)	2,068	818	987	372	4,245

## Seat Belt Use

Figure 3 provides a summary of the seat belt data collected at the 78 sites. The individual data from which this figure was generated can be found in Appendix A. As indicated on Figure 3 and in Table 2, 93% of motorists in the SJTPO region wore seat belts in 2010. The survey further indicates that 92% of drivers and 94% of passengers used seat belts. From 2009 to 2010, seat belt use among drivers increased by three percentage points, and by two percentage points for passengers

The 2010 use rate for all motorists (both drivers and front seat passengers) is one percentage point above the rate of 92% reported for the State of New Jersey in 2009, and well above the national average of 84% for the same year (National Highway Traffic Safety Administration, *Traffic Safety Facts*, May 2010).

Fig. 3– % Driver Seat Belt On



### 2010 SITES Driver Seat Belt On

- 70%-76.9%
- 77%-88.9%
- 89%-93.9%
- 94%-100%

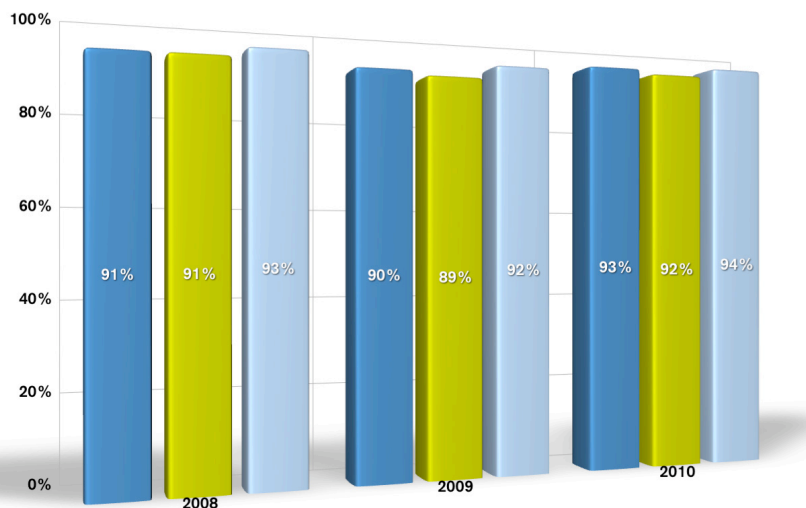
Table 2– Total Seat Belt Use for SJTPO Region

	2008	2009	2010
All Motorists	91%	90%	93%
Drivers	91%	89%	92%
Passengers	93%	92%	94%

Seat belt use has increased in New Jersey every year between 2001 and 2009, going from 77.6% to 92.7% in that time span. The increase from 2008 to 2009 was relatively small, at only 0.9%. It should be noted that New Jersey is a “primary enforcement law” state and motorists can be pulled over by the police and ticketed simply for not using their seat belts. In “secondary enforcement” states, a motorist can be ticketed for not using seat belts only if stopped for another violation. Seat belt use in primary enforcement states as of 2009 was 87%, versus 80% in secondary enforcement states. Primary enforcement states in the Mid-Atlantic region include New Jersey, New York and Delaware.



Graph 1– Seat Belt Use for SJTPO Region



- All Motorists
- Drivers
- Passengers

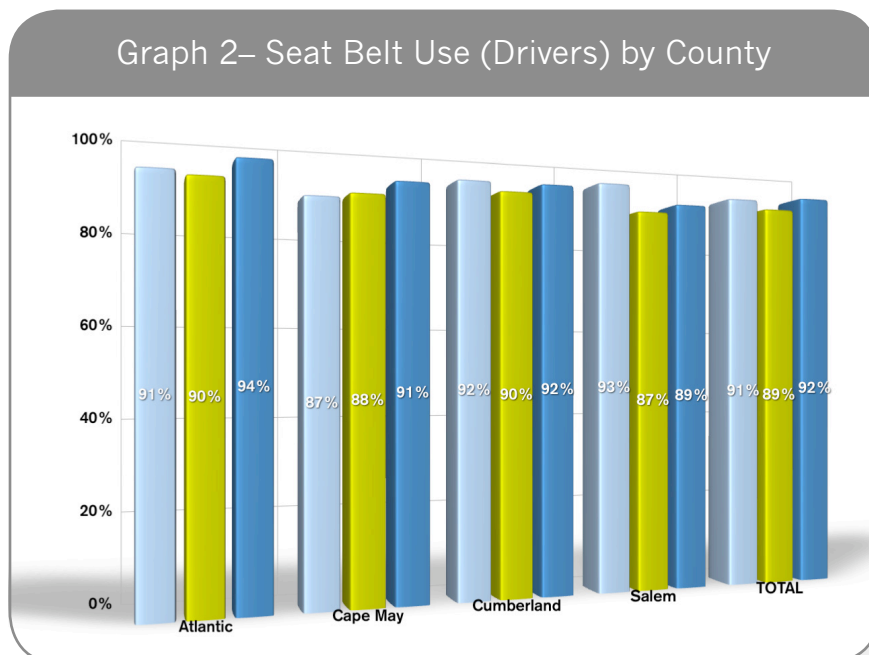
## Seat Belt Use by Drivers

Driver seat belt use was greatest in Atlantic County at 94%, followed by Cumberland County at 92%, Cape May County at 91% and Salem at 89% (Table 3 and Graph 2). This is the fourth time in the five-year count history that Atlantic County has had the highest rate, or been tied for the highest rate of use. The rate of use in Cape May County is the second time it has not had the lowest rate, although the difference between it and Salem County – at 89% - was minor. All Counties experienced an increase in seat belt usage, with Atlantic County having the greatest increase from 2009 to 2010, with a difference of 4%.

Table 3– Seat Belt Use (Drivers) by County

County	2008	2009	2010
Atlantic	91%	90%	94%
Cape May	87%	88%	91%
Cumberland	92%	90%	92%
Salem	93%	87%	89%
TOTAL	91%	89%	92%

Graph 2– Seat Belt Use (Drivers) by County



## Seat Belt Use by Drivers– Area Type

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

Table 4– Seat Belt Use by Area Type & County– Drivers

County	2008	2009	2010
Atlantic	91%	90%	94%
Urban	91%	89%	91%
Suburban	91%	90%	95%
Rural	91%	90%	94%
Cape May	87%	88%	91%
Urban	84%	87%	88%
Suburban	90%	89%	94%
Rural	85%	90%	93%
Cumberland	92%	90%	92%
Urban	90%	88%	92%
Suburban	95%	91%	94%
Rural	91%	89%	88%
Salem	93%	87%	89%
Urban	89%	79%	87%
Suburban	95%	90%	86%
Rural	92%	89%	92%
TOTAL	91%	89%	92%
Urban	90%	88%	91%
Suburban	92%	90%	94%
Rural	90%	90%	93%

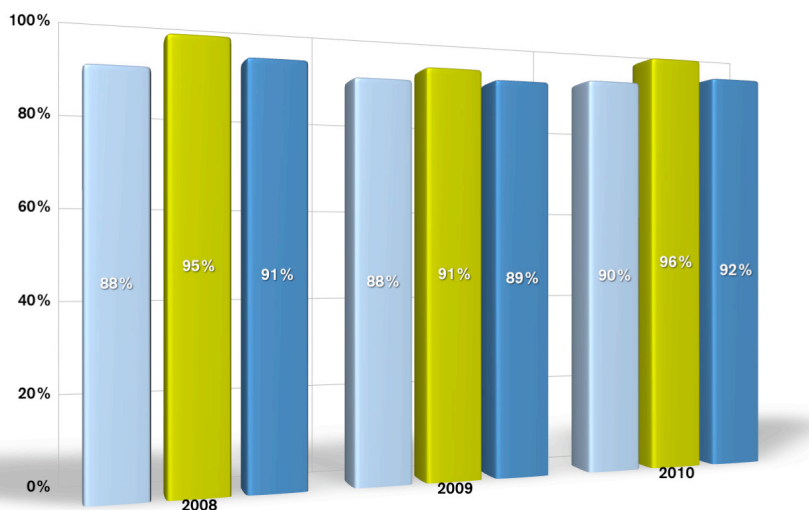
As indicated in Table 4, seat belt use by drivers is highest in suburban areas in the SJTPO region at 94%, followed by rural areas at 93% and urban areas at 91%. Similarly, the greatest increase in area type was seen for suburban areas, which increased by four percentage points over 2009. The highest use rate for any geographic area was for the suburban areas in Atlantic County, at 95%.

## Seat Belt Use by Drivers– Gender

Table 5 provides seat belt use for drivers by gender. Reflecting established trends in the SJTPO region, seat belt use is higher for females than for males, at 96% versus 90%. This difference of 6% is a 3% increase from the difference between the genders in 2009.

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

Graph 3– Seat Belt Use (Drivers) by Gender



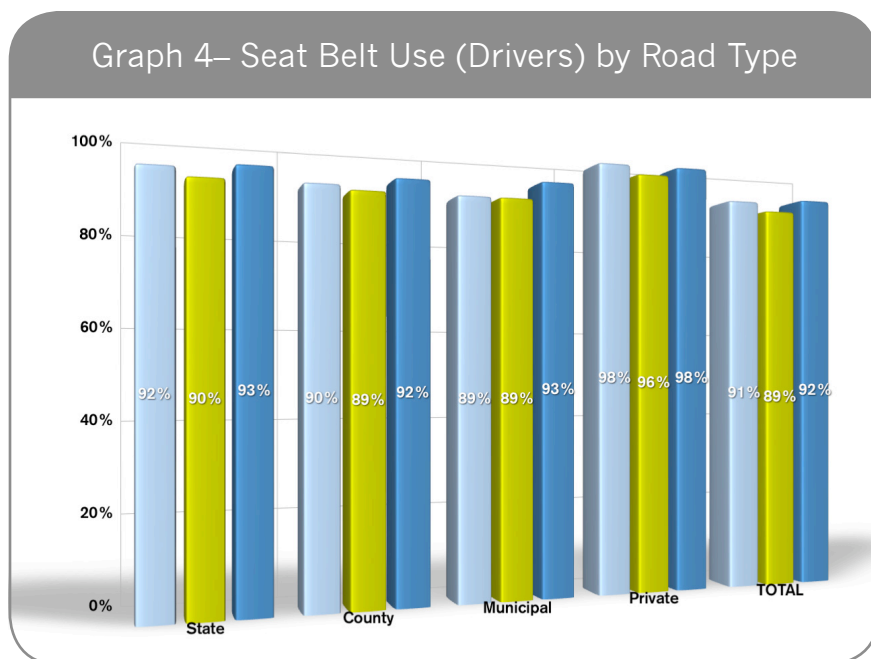
Male  
Female  
Total

Table 5– Seat Belt Use (Drivers) by Gender

	2008	2009	2010
Male	88%	88%	90%
Female	95%	91%	96%
TOTAL	91%	89%	92%

## Seat Belt Use by Drivers– Road Type

Table 6 indicates seat belt use for drivers by road type. Seat belt use is highest on private driveways (shopping centers, etc.), at 98%. This is the fifth year in a row in which seat belt use is highest, or tied for highest, on private driveways. Seat belt use on state roadways has risen 17 percentage points since 2006.



Legend:

- 2008
- 2009
- 2010

Table 6– Seat Belt Use (Drivers) by Road Type

	2008	2009	2010
State	92%	90%	93%
County	90%	89%	92%
Municipal	89%	89%	93%
Private	92%	96%	98%
TOTAL	91%	89%	92%

## Seat Belt Use by Passengers– County

Table 7 indicates that seat belt use by passengers was highest in Atlantic County, at 95%. Cape May County saw the largest increase in seat belt use since 2008, rising by 6 percentage points. From 2009 to 2010, seat belt use by passengers declined in Salem County from 91% to 90% and in Cape May County from 95% to 93%. A decline among any geographic area or demographic group is unusual in the SJTPO region.

Table 7– Seat Belt Use (Passengers) by County

County	2008	2009	2010
Atlantic	94%	92%	95%
Cape May	87%	95%	93%
Cumberland	95%	88%	93%
Salem	95%	91%	90%
TOTAL	93%	92%	94%



**SEAT BELT USE  
IN PASSENGERS  
DECLINED IN  
SALEM & CAPE  
MAY COUNTIES**

## Seat Belt Use by Passengers— Area Type

Table 8 provides seat belt use for passengers among area types. As is true of drivers, seat belt use is highest in suburban areas, at 95%. In rural areas, use was 94%, followed by urban areas at 92%. Use was highest in the suburban areas of Atlantic County at 96%. This result also corresponds to highest use areas for drivers.

Table 8– Seat Belt Use (Passengers) by Area Type

County	2008	2009	2010
Atlantic	94%	92%	95%
Urban	95%	92%	93%
Suburban	94%	92%	96%
Rural	91%	93%	96%
Cape May	87%	95%	93%
Urban	80%	92%	92%
Suburban	91%	98%	94%
Rural	92%	98%	95%
Cumberland	95%	88%	93%
Urban	96%	89%	94%
Suburban	97%	88%	94%
Rural	84%	83%	89%
Salem	95%	91%	90%
Urban	92%	82%	82%
Suburban	97%	88%	90%
Rural	96%	92%	92%
TOTAL	93%	92%	94%
Urban	93%	91%	92%
Suburban	94%	92%	95%
Rural	92%	93%	94%



**PASSENGER SEAT BELT USE HIGHEST IN THE SUBURBAN AREAS OF ATLANTIC COUNTY**

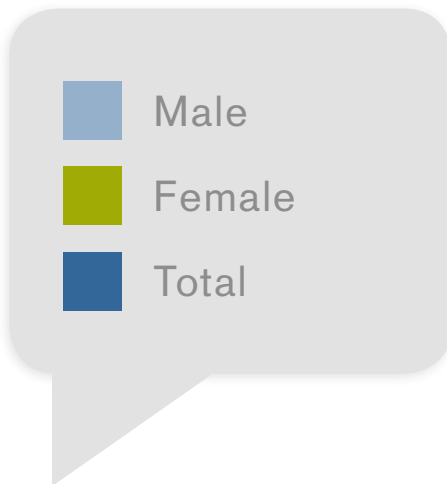
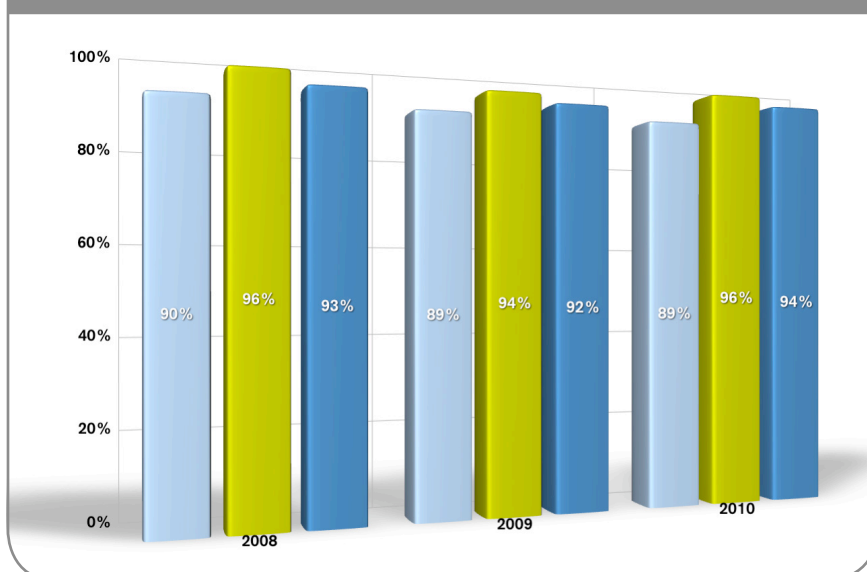
## Seat Belt Use by Passengers– Gender

Consistent with driver trends, female passengers wear seat belts at a greater rate, 96%, than male passengers at 89% (Table 9). Of note, however, use by male passengers remained stagnant between 2009 and 2010, while use by female passengers increased two percentage points.

Table 9– Seat Belt Use (Passengers) by Gender

	2008	2009	2010
Male	90%	89%	89%
Female	96%	94%	96%
TOTAL	93%	92%	94%

Graph 5– Seat Belt Use (Passengers) by Gender



## Seat Belt Use by Passengers– Road Type

Seat belt use by passengers was quite consistent across different roadway types, as seen in Table 10. Use was 94% on state roadways, 95% on municipal roadways, and 93% on county and private roadways. The previous year, seat belt use by passengers had been lowest on county roadways, at 90%.

Graph 6– Seat Belt Use (Passengers) by Road Type

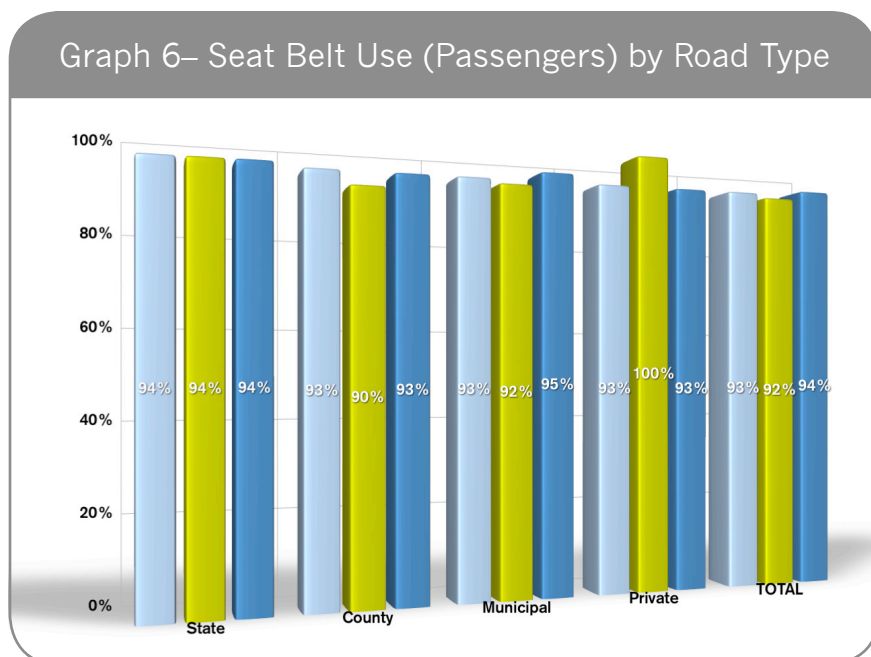


Table 10– Seat Belt Use (Passengers) by Road Type

	2008	2009	2010
State	94%	94%	94%
County	93%	90%	93%
Municipal	93%	92%	95%
Private	93%	100%	93%
TOTAL	93%	92%	94%

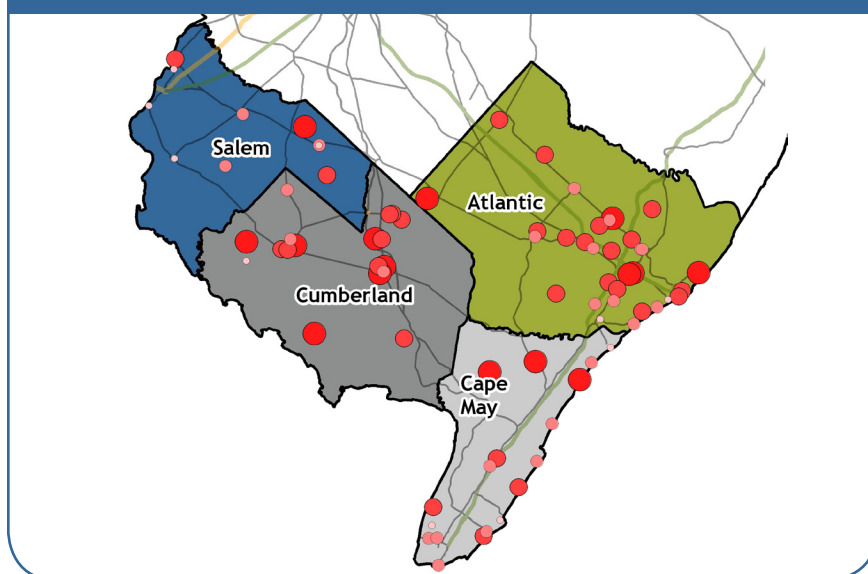
## Cell Phone Use

Table 11 indicates the number of motorists using hand-held cell phones while driving and talking on their cell phone. Figure 4 presents a schematic of their distribution within the SJTPO region. Cell phone use by drivers increased one percentage point from 2008 to 2009, and one percentage point between 2009 and 2010.

Table 11– Hand-Held Cell Phone Use by Gender

	2008	2009	2010
Male	3%	4%	5%
Female	4%	5%	5%
TOTAL	3%	4%	5%

Fig. 4– Cell Phone Use



### 2010 SITES Driver Cell On

- 0%-2.5%
- 2.6%-4.5%
- 4.6%-6.5%
- 6.6%-9%

For the previous four years of this survey, the rate of cell phone use has been higher for females than for males. 2010 is the first year that cell phone usage rates were the same for males as they were for females, at 5%.

Interestingly, hand-held cell phone use at a national level also maintained its level at 6 percent in 2007 and 2008 (NHTSA, *Traffic Safety Facts*, September 2009). As of June 30, 2008 five states in addition to New Jersey – California, Connecticut, New York, Utah and Washington – plus the District of Columbia had laws on the books banning the use of hand-held cell phones while driving.

As seen in Table 12, cell phone use was tied and was highest in Atlantic, Cape May and Cumberland Counties, at 5%. Salem County had a cell phone use rate of 2%.

Table 12– Hand-Held Cell Phone Use by County

County	2008	2009	2010
Atlantic	3%	4%	5%
Cape May	3%	4%	5%
Cumberland	3%	6%	5%
Salem	3%	4%	2%
TOTAL	3%	4%	5%

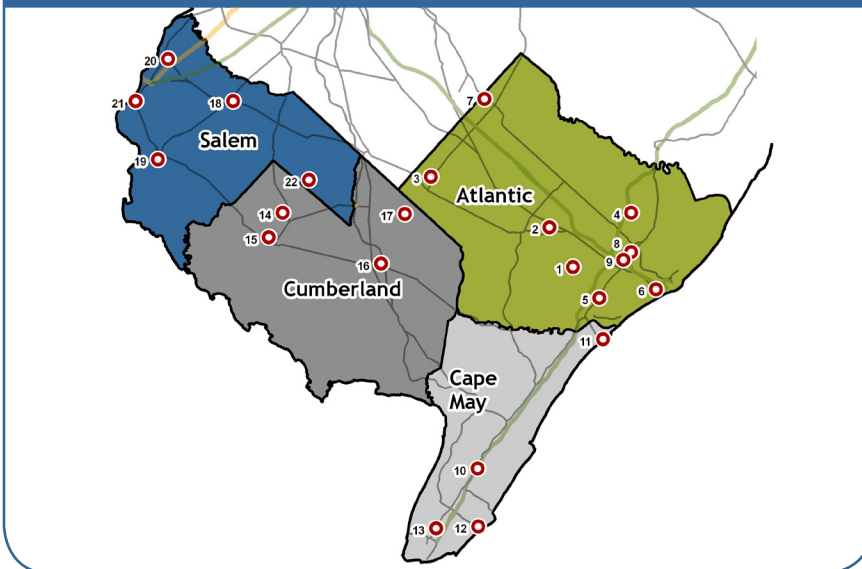


## High School Seat Belt & GDL Observations

As part of this year's seat belt survey, observations were conducted of seat belt use and GDL compliance at 22 high schools in the SJTPO region. Nine of the schools were in Atlantic County, with four each in Cape May and Cumberland Counties, and five in Salem County. These observations were conducted from each school's dismissal time until no further student egress was observed. Observations were made of 1,976 student motorists, comprising 1,330 drivers and 646 passengers, exiting their school parking lots. This was the second time that observations were made at high schools in the SJTPO region, with the first observations conducted in 2008. This data is not included with the results analyzed elsewhere in this report.



Fig. 5– 2010 High School Special Report Sites



### 2010 SITES 22-High School's

- 9-Atlantic County
- 4-Cape May County
- 4-Cumberland County
- 5-Salem County

The results of the high school seat belt use rates are shown in Table 13. The use by all high school motorists was 91%, 2 points less than the regional average of 93%. The use rate of 91% is a 6% increase over the 2008 rate. In accordance with regional trends, seat belt use by high school passengers was higher than high school drivers, as 94% of high school passengers were wearing seat belts, versus 90% of high school drivers. The results for high school drivers by gender are also consistent with regional trends in that female high school students wore seat belts at a higher rate than male high school students, 94% to 86%. Among high school passengers, female high school students also wore seat belts at a higher rate than male high school students.

**SEAT BELT USE IN THE SJTPO REGION IS 91%, A 6% INCREASE OVER THE 2008 RATE**

Table 13– Seat Belt Use by High School Students

County	2008	2009
All High School Motorists	85%	91%
High School Drivers	86%	90%
Male	84%	86%
Female	88%	94%
High School Passengers	82%	94%
Male	83%	91%
Female	82%	96%

The new GDL law continues to make the use of any cell phone (hand-held or hands-free), ipod or any other wireless electronic device while driving illegal. Table 14 indicates the number of high school students using hand-held cell phones while driving and talking on their cell phone. For male high school student drivers, cell phone use stayed at 3% between 2008 and 2010, while female high school student drivers, cell phone usage increased two percentage points from 2008 to 2010.

Table 14– Cell Phone Use by High School Students

	2008	2009
Male High School Students	3%	3%
Female High School Students	3%	5%
TOTAL	2%	2%



Observations were also made to determine compliance with Kyleigh’s Law, an addendum to the Graduated Driver License (GDL) law, which took effect May 1, 2010. This addendum to the GDL mandates that an identifying sticker be affixed to a vehicle when driven by a permit or probationary license holder. New Jersey is the first state in the nation to enact such a law. As noted in Table 15, observations revealed that the rate of compliance with the sticker aspect of the GDL law was 13% across the SJTPO region.

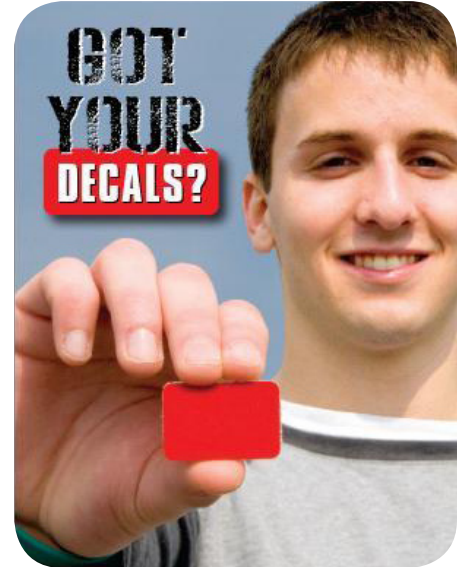
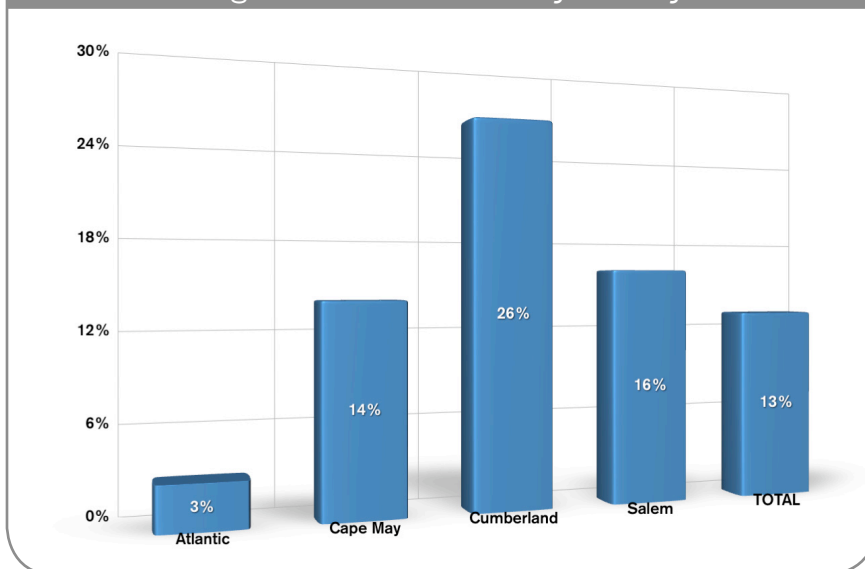


Table 15– GDL Sticker Compliance by High School Students by County

County	2010
Atlantic	3%
Cape May	14%
Cumberland	26%
Salem	16%
TOTAL	13%

Graph 7– GDL Sticker Compliance by High School Students by County



By school, Cumberland Regional High School student drivers had the highest level of compliance in using the GDL stickers, at 30%, followed by Pennsville High School at 25% (Table 16). It is assumed that the low levels of compliance in using the GDL sticker may be due to a lack of familiarity or comfort with this new aspect of the GDL law.

Table 16– GDL Sticker Compliance by High School Students by School

School	2010
Egg Harbor High School	0%
Oakcrest High School	2%
Buena Regional High School	9%
Absegami High School	Not Collected
Mainland Regional High School	4%
Atlantic City High School	0%
Hammonton High School	6%
Holy Spirit High School	2%
Pleasantville High School	6%
Middle Township High School	23%
Ocean City High School	10%
Wildwood High School	20%
Lower Cape May Regional High School	10%
Cumberland Regional High School	30%
Bridgeton High School	13%
Millville High School	16%
Vineland High School	17%
Woodstown High School	8%
Salem City High School	16%
Penns Grove High School	17%
Pennsville High School	25%
Arthur P. Schalick High School	16%

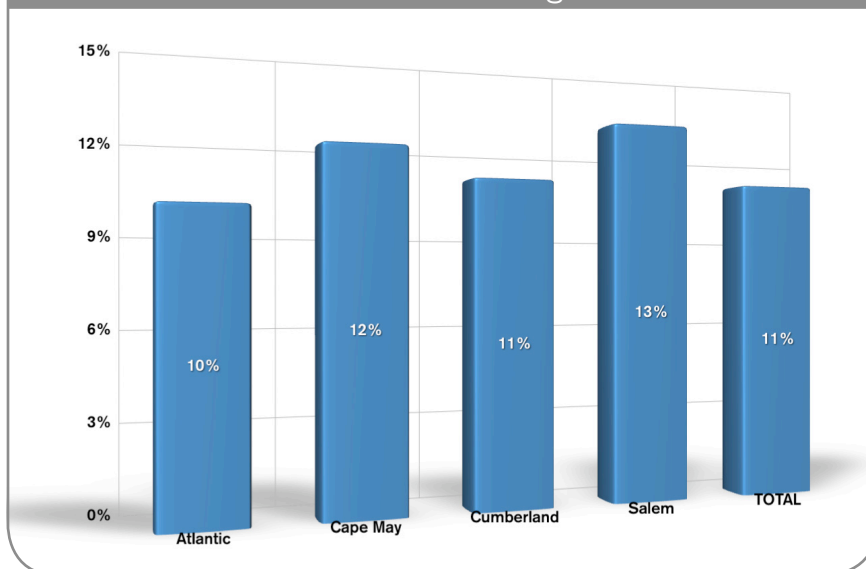
The May 1, 2010 amendment to the GDL law also restricted the number of passengers in vehicles driven by probationary drivers to one, unless a parent or guardian was in the vehicle. As a result, vehicles exiting the high school sites were observed to determine the number of vehicles containing back seat passengers in the 22 high schools across the SJTPO region. Table 17 & Graph 8 shows the percentage of vehicles exiting the high school sites and carrying back seat passengers stands at 11% across the SJTPO region.

**HIGH SCHOOL STUDENTS CARRYING BACK SEAT PASSENGERS IS 11% ACROSS THE SJTPO REGION**

Table 17– High School Vehicles with Back Seat Passengers

County	2010
Atlantic	10%
Cape May	12%
Cumberland	11%
Salem	13%
TOTAL	11%

Graph 8– High School Vehicles with Back Seat Passengers



## Summary of Seat Belt Use

In summary, seat belt use by drivers in the SJTPO region decreased between 2008 and 2009, and increased between 2009 and 2010. Overall, driver seat belt usage showed a one percentage point gain between 2008 and 2010.

The survey revealed that 89% of all motorists in the SJTPO region wore seat belts in 2009, down from 91% in 2008. This was the first time since the beginning of the seat belt survey for the SJTPO region that seat belt use declined on an annual basis, although the reduction for seat belt use by all motorists – at 1% - was minimal. The results of the 2010 Seat belt use surveys, featuring an increased seat belt usage between 2009 and 2010, seem to indicate that the 2008-2009 reduction was the result of normal variations in statistical sampling, rather than seat belt usage actually declining for the population as a trend.

The fact that driver seat belt use increased 3 percentage points between 2009 and 2010 does seem to indicate that increasing seat belt use by New Jersey residents is once again trending upward. One explanation for this is the growing awareness by New Jersey residents of the benefits of regular seat belt usage. This awareness is being reinforced by primary belt enforcement, news coverage and on-going educational campaigns that emphasize that motorists are more likely to be fatally or severely injured in an accident if they are not wearing their seat belt. Enforcement efforts, such as New Jersey’s “Click It or Ticket” campaigns, have likely also been factors. In New Jersey, 443 police agencies participated in the May 2009 Click It or Ticket Enforcement Mobilization. As a result of the enforcement and public information efforts, New Jersey’s seat belt usage rate rose to an all-time high of 92.7% in 2009.

### Data

*All compiled 2010 data on seat belt use and cell phone use of all 78 observation sites are available upon request to the SJTPO. As previously indicated the individual site tables within Appendix A summarize the results of the count; area type; and seat belt use by gender and roadway. Information on cell phone use is also provided.*

**INCREASES IN  
2009-2010  
SJTPO REGION  
SEAT BELT USE  
INDICATES AN  
UPWARD TREND**



**CLICK IT  
OR  
TICKET**

**BUCKLE UP**  
Every Passenger, Every Trip

- IT'S THE LAW
- IT WILL KEEP YOU SAFE IN A CRASH
- IF NOT FOR YOURSELF THEN FOR YOUR LOVED ONES
- THE ALTERNATIVE IS A TICKET

## *SJTSA Seat Belt Initiatives*

The 2009 Seat Belt Survey indicated that seat belt use for commercial motor vehicle (CMV) drivers was only 78%. This was very interesting since most companies have policies requiring their CMV drivers to buckle up. In response to the study results, the Alliance first contacted each of the companies identified in the observations and offered to provide education to their drivers. Sadly, there were no takers.

After that, the Alliance reached out to all four county public works departments and has had the opportunity to train most of their drivers. The positive feedback and word of mouth has prompted municipalities and other agencies, Upper Township and the South Jersey Transportation Organization to contact the Alliance for this CMV training presentation. We continue to look forward to training more and more CMV drivers.

Teen seat belt use continues to be a priority for the Alliance. The 2008 survey indicated teen seat belt use at only 85%. During the fall of 2009, the Alliance had the unique opportunity to work with Matt Maher, a professional soccer player from Cape May County who killed a man while driving under the influence of alcohol. We toured the region speaking to over 7,000 high school and college students. Although the presentation was about drinking and driving, there was a large emphasis on personal responsibility and good decision making. We made sure to point out that both Matt and his passenger were unbelted and were extremely lucky to walk away unscathed.

In January of 2010, the Alliance focused its high school presentations on the changes in the Graduated Drivers License (GDL) law, which was effective May 1, 2010. The most dramatic changes were the required use of orange license plate decals to identify GDL vehicles for law enforcement and limiting the number of passengers to one, unless a parent or guardian was in the vehicle. No matter how controversial, it is important to remember that these changes were enacted to save teen lives. Studies indicate that teens are more likely to speed and exhibit aggressive and risky behavior when their peers are in the vehicle. The license plate decals are to help law enforcement enforce the life saving law.



TV 40 covers the Matt Maher presentation.

Another group the Alliance addressed was young adults, dubbed “Tweens”, and aged 9 to 12. Seat belt studies indicate that seat belt use for Tweens is considerably low, 70% to 80%. Additionally, many Tweens ride in the front seat placing themselves in further danger of serious injury and death in a motor vehicle collision. Research shows that children are 40% more likely to be injured in the front seat than if they had been riding in the backseat.

This is an important age, a time when they are asserting their independence and developing habits they will carry into their teen and adult years. The Alliance tries to focus its discussions on this independence and earning greater independence by making good decisions, in addition to the safety aspects and the law. We try to empower them to promote seat belt use for all family members. Videos clips are a great tool for promoting discussion in the classroom.

In 2010, the Alliance partnered with the NJ Division of Youth and Family Services (DFYS) to educate foster parents about child restraint and booster seat use and installation. We hope to continue this program and to provide training to the DYFS staff. We are uniquely equipped for this type of training because we are the lead training agency for all of South Jersey with 5 instructors in our region. The Alliance participates in local child restraint seat checks assisting parents one on one with the installation and use of their child restraints, mentoring new technicians and recertifying current technicians.

Most recently the Alliance added the ability to join the Saved by the Seat Belt Club on-line at our newest website [www.THINKSAFETYCAMPAIGN.com](http://www.THINKSAFETYCAMPAIGN.com). The purpose is for those who have been saved to share their experience in the hopes of encouraging others to buckle up. The Alliance may showcase some of those stories in press releases to the media and in our quarterly newsletter.



*Margaret Gannon, Resource Family Advocate for Foster and Adoption Family Services, learns how to adjust the shoulder strap on a booster seat.*



*Dirk and Desiree Williamson join the Saved By The Seat Belt Club on-line.*

List of Survey Sites

ID	Road Type	Location	Municipality	County
1	C & C	CR 601 New Jersey Ave & Cr 651 S Mill St	Absecon	Atlantic
2	Private	Exit Shoprite On NJ 30 Whp West Of Us9 New Rd	Absecon	Atlantic
3	M & M	Baltic Ave & North Carolina Ave	Atlantic City	Atlantic
4	S & M	NJ 40/322 Arctic Ave & Albany Ave	Atlantic City	Atlantic
5		Pacific Ave & Michigan Ave	Atlantic City	Atlantic
6	C & M	CR 638 Brigantine Ave & 34th St Or Closest Traffic Light	Brigantine	Atlantic
7	C & C	CR 627 Central Ave & Cr 619 Wheat Rd	Buena	Atlantic
8	S & S	NJ 50 Philadelphia Ave At NJ 30 Whp	Egg Harbor City	Atlantic
9	C & C	CR 662 Mill Rd & Cr 651 Fire Rd	EHT	Atlantic
10	C & M	CR 615 Zion Rd & Old Zion Dr	EHT	Atlantic
11	S & C	NJ 40/322 Bhp At Cr 603 English Creek Ave	EHT	Atlantic
12	C & M	Rt 559 Somers Point Rd At Cr 651 Steelmanville Rd	EHT	Atlantic
13	M & C	4th St At Cr 646 Delilah Rd	EHT	Atlantic
14	C & S	Rt 575 Pomona Rd At Us 30 Whp	Galloway	Atlantic
15	C & C	CR 575 Pomona Rd At Cr 633 Jim Leeds Rd	Galloway	Atlantic
16	S & M	NJ 30 Whp At 4th Ave	Galloway	Atlantic
17	C & C	CR 561 Moss Mill Rd At Cr 634 Pitney Rd	Galloway	Atlantic
18	C & S	CR 772 3rd St At NJ 54 Bellevue Rd	Hammonton	Atlantic
19	M & C	Polar Ave & Rt 585 Shore Rd	Linwood	Atlantic
20	C & M	CR 629 Ventnor Ave & 28th St	Longport	Atlantic
21	C & M	Rt 563 Jerome Ave & Fulton Ave	Margate City	Atlantic
22	S & S	NJ 40 Main St At NJ 50 Cape May Ave Downtown By Florist	Hamilton: Mays Landing	Atlantic
23	M & S	New York Ave At NJ 40 Harding Hwy	Hamilton	Atlantic
24	M & S	Mckee Ave At NJ 40/322 Bhp	Hamilton	Atlantic
25	C & C	Rt 575 Pomona Rd & Rt 563 Tilton Rd	Hamilton	Atlantic
26	C & M	CR 623 Elwood-Pleasant Mills Rd & Rt 561 Moss Mill Rd	Mullica Twp	Atlantic
27	C & S	CR 662 Mill Rd & NJ 9 New Rd	Northfield	Atlantic

List of Survey Sites

ID	Road Type	Location	Municipality	County
28	C & S	CR 608 Washington Ave & Us 9 New Road	Pleasantville	Atlantic
29	M & S	Doughty Rd At NJ 40/322 Bhp	Pleasantville	Atlantic
30	M & M	Maryland Ave & Bethel Road	Somers Point	Atlantic
31	C & C	CR 629 Dorset Ave & CR 629 Ventnor Ave	Ventnor	Atlantic
32	M & S	11th St At NJ 50 Cape May Ave	Weymouth Twp	Atlantic
33	S & C	NJ 50 At CR 610 Dennisville/Petersburg Rd	Upper Twp	Cape May
34	M & M	Moore Rd & CRest Haven Rd	Middle Twp/Cmch	Cape May
35	S & C	NJ 9 Shore Rd At CR 657 Cmch/South Dennis Rd	Middle Twp/Cmch	Cape May
36	C & C	Rt 550 Woodbine-Ocean View Rd & Rt 557 Washington Ave	Woodbine	Cape May
37	C & C	CR 654 Fulling Mill Rd At CR 603 Bayshore Rd	Lower Twp	Cape May
38	C & C	CR 613 Breakwater Rd & CR 603 Bayshore Rd	Lower Twp	Cape May
39	S & C	NJ 9 Lincoln Blvd At CR 603 Bayshore Rd	N Cape May	Cape May
40	C & C	CR 648 Town Bank Rd & CR 644 Shunpike Rd	Lower Twp	Cape May
41	M & C	Jackson St & CR 604 Beach Dr Or Nearest Light On Beach	Cape May	Cape May
42	C & S	CR 621 New Jersey Ave At NJ 47 Rio Grande Blvd	Wildwood	Cape May
43	C & M	Rt 585 Central Ave At 9th Ave Or Nearest Traffic Light	North Wildwood	Cape May
44	C & M	Rt 585 Pacific Ave & Cardinal Rd	Wildwood Crest	Cape May
45	M & C	West Ave & CR 623 34th St	Ocean City	Cape May
46	C & C	CR 619 55th St & CR 619 West Ave	Ocean City	Cape May
47	M & M	9th St & Atlantic Ave	Ocean City	Cape May
48	C & C	CR 625 Sea Isle Blvd & CR 619 Landis Ave	Sea Isle City	Cape May
49	M & M	CR 657 96th St & CR 619 3rd Ave	Stone Harbor	Cape May
50	M & M	30th St & Dune Dr	Avalon	Cape May
51	S & S	NJ 47 High St At NJ 49 Main St	Millville	Cumberland
52	M & C	D St At Rt 555 Wheaton Ave	Millville	Cumberland
53	M & C	Sharp St At CR 667 Columbia Ave	Millville	Cumberland
54	C & C	CR 610 Cedar St at RT 555 Race St	Millville	Cumberland

List of Survey Sites

ID	Road Type	Location	Municipality	County
55	M & M	Laurel St at Commerce St	Bridgeton	Cumberland
56	M & M	Bridgeton Ave at Old Deerfield Pike	Bridgeton	Cumberland
57	C & M	RT 552 Irving Ave at Mannheim Ave	Bridgeton	Cumberland
58	S & C	NJ 49 West Broad St at CR 607 West Ave	Bridgeton	Cumberland
59	M & C	Landis Ave at CR 615 the East/West Blvds	Vineland	Cumberland
60	M & C	Chestnut Ave at RT 555 Main Rd	Vineland	Cumberland
61	M & M	Wood St at 7th St	Vineland	Cumberland
62	S & C	NJ 47 Delsea Dr at RT 552 Sherman Ave	Vineland	Cumberland
63	C & C	CR 628 Orchard Rd at RT 552 Sherman Ave	Vineland	Cumberland
64	C & C	CR 626 Roadstown Rd & CR 620 Shiloh Rd	Hopewell/Stow Creek	Cumberland
65	C & C	CR 670 Buckshutem Rd & Mauricetown By Pass (flashing light)	Commercial/ Mauricetown	Cumberland
66	C & M	CR 637 Fortescue Rd & CR 656 Newport Landing Rd/Main St	Downe Twp	Cumberland
67	C & C	CR 607 Maple St/Greenwich Rd & CR 650 Sheppard Mill Rd	Greewich Town	Cumberland
68	C & C	RT 540 Deefield Rd & NJ 77 (traffic on Deerfield Rd)	Upper Deerfield	Cumberland
69	C & C	RT 581 Main St at RT 540 Greenwich Rd	Alloway	Salem
70	C & S	CR 629 Georgetown Rd & NJ 130 Shell Rd	Carneys Point	Salem
71	C & C	CR 607 Broad St & CR 675 Main St	Pennsgrove	Salem
72	M & S	Pittsfield Rd at NJ 49 Broadway	Pennsville	Salem
73	S & S	NJ 40 Chestnut St at NJ 77	Elmer	Salem
74	C & S	CR 649 Front St at NJ 40 Chestnut St	Elmer	Salem
75	C & C	CR 690 Upper Neck Rd at RT 553 Buck Rd	Pittsgrove	Salem
76	C & C	CR 604 Monroeville Rd at CR 648 Pine Tavern Rd	Upper Pittsgrove	Salem
77	C & C	CR 678 Old Salem Rd at CR 672 S Main ST	Woodstown	Salem
78	S & S	NJ 45 Market St at NJ 49 Broadway, north of Broadway	Salem City	Salem

List of High School Survey Sites

ID	Type	School Name	Address	Municipality	County
1	Public	Egg Harbor HS	24 High School Dr	Egg Harbor Twp	Atlantic
2	Public	Oakcrest HS	1824 Dr Foreman Dr	Hamilton	Atlantic
3	Public	Buena Regional HS	125 Weymouth Rd	Buena	Atlantic
4	Public	Absegami HS	201 South Wrangleboro Road	Galloway	Atlantic
5	Public	Mainland Regional HS	1300 Oak Ave	Linwood	Atlantic
6	Public	Atlantic City HS	1400 N. Albany Ave	Atlantic City	Atlantic
7	Public	Hammonton HS	566 Old Forks Rd	Hammonton	Atlantic
8	Private	Holy Spirit HS	500 S. New Road	Absecon	Atlantic
9	Public	Pleasantville HS	701 Mill Road	Pleasantville	Atlantic
10	Public	Middle Township HS	300 E. Atlantic Ave	Cape May Court House	Cape May
11	Public	Ocean City HS	501 Atlantic Avenue	Ocean City	Cape May
12	Public	Wildwood HS	4300 Pacific Ave	Wildwood	Cape May
13	Public	Lower Cape May Regional HS	687 Route 9	Cape May	Cape May
14	Public	Cumberland Regional HS	90 Silver Lake Rd	Bridgeton	Cumberland
15	Public	Bridgeton HS	111 N. West Ave	Bridgeton	Cumberland
16	Public	Millville HS	200 Wade Blvd	Millville	Cumberland
17	Public	Vineland HS	3010 E. Chestnut Ave	Vineland	Cumberland
18	Public	Woodstown HS	140 East Ave	Woodstown	Salem
19	Public	Salem City HS	219 Walnut St	Salem	Salem
20	Public	Penns Grove HS	334 Harding Hwy	Penns Grove	Salem
21	Public	Pennsville HS	110 S. Broadway	Pennsville	Salem
22	Public	Arthur P Schalick HS	718 Centerton Rd	Pittsgrove	Salem

## Summary Tables

Driver Seat Belt Use by County

County	Number	Percent	Total Sample
Atlantic	8,924	94%	9,525
Cape May	3,088	91%	3,377
Cumberland	4,119	92%	4,473
Salem	1,549	89%	1,739
TOTAL	17,680	92%	19,114

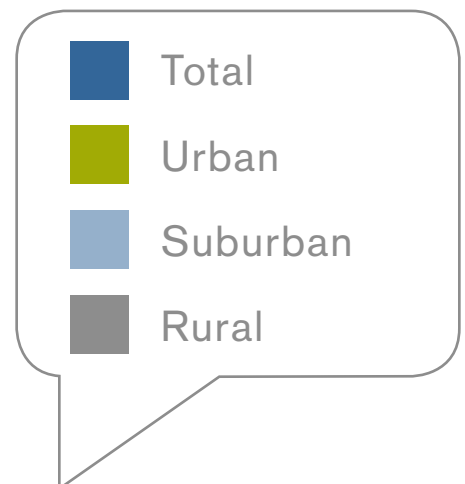
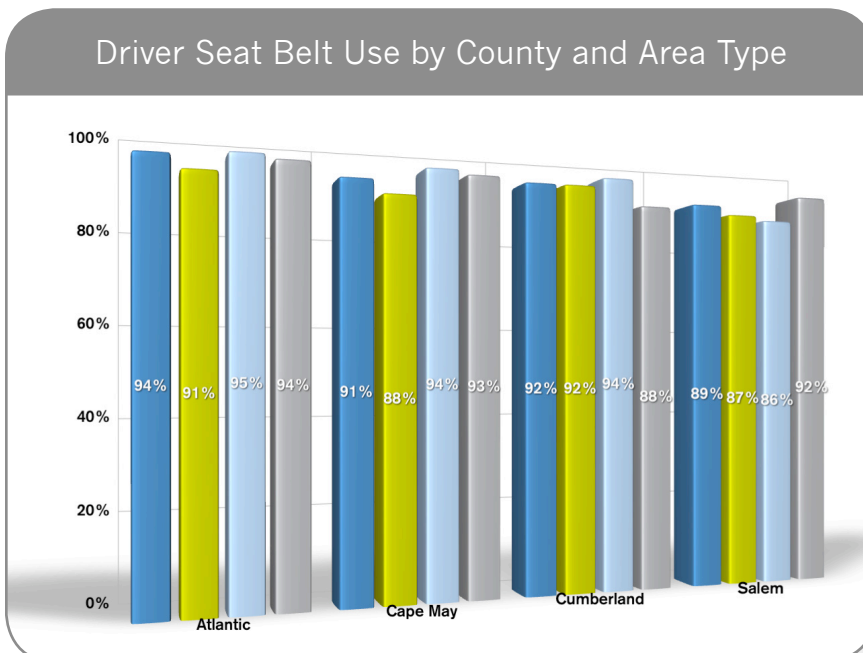
Driver Seat Belt Use by Gender

County	MALE			FEMALE		
	Number	Percent	Total Sample	Number	Percent	Total Sample
Atlantic	4,942	91%	5,412	3,982	97%	4,113
Cape May	1,823	89%	2,059	1,265	96%	1,318
Cumberland	2,164	88%	2,448	1,955	97%	2,025
Salem	841	85%	985	708	94%	754
TOTAL	9,770	90%	10,904	7,910	96%	8,210

Driver Seat Belt Use by Road Type

Roadway Type	Number	Percent	Total Sample
State	4,243	93%	4,567
County	8,745	92%	9,507
Municipal	4,637	93%	4,984
Private	55	98%	56
TOTAL	17,680	92%	19,114

Driver Seat Belt Use by County and Area Type			
County	Number	Percent	Total Sample
Atlantic	8,924	94%	9,525
Urban	2,270	91%	2,491
Suburban	3,386	95%	3,566
Rural	3,268	94%	3,468
Cape May	3,088	91%	3,377
Urban	1,113	88%	1,259
Suburban	814	94%	870
Rural	1,161	93%	1,248
Cumberland	4,119	92%	4,473
Urban	2,052	92%	2,230
Suburban	1,560	94%	1,666
Rural	507	88%	577
Salem	1,549	89%	1,739
Urban	312	87%	360
Suburban	427	86%	497
Rural	810	92%	882
TOTAL	17,680	92%	19,114
Urban	5,747	91%	6,340
Suburban	6,187	94%	6,599
Rural	5,746	93%	6,175
Undetermined SB Usage	290		



Passenger Seat Belt Use by County

County	Number	Percent	Total Sample
Atlantic	1,969	95%	2,068
Cape May	764	93%	818
Cumberland	918	93%	987
Salem	333	90%	372
TOTAL	3,984	94%	4,245

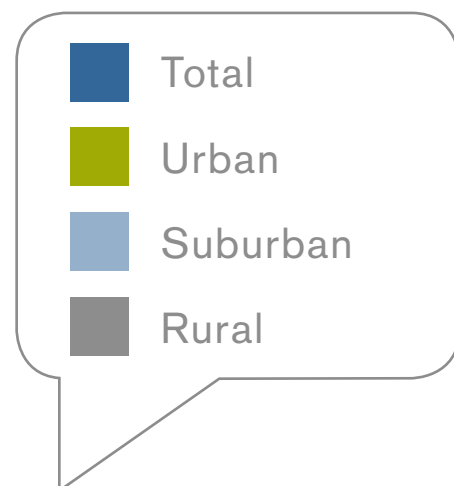
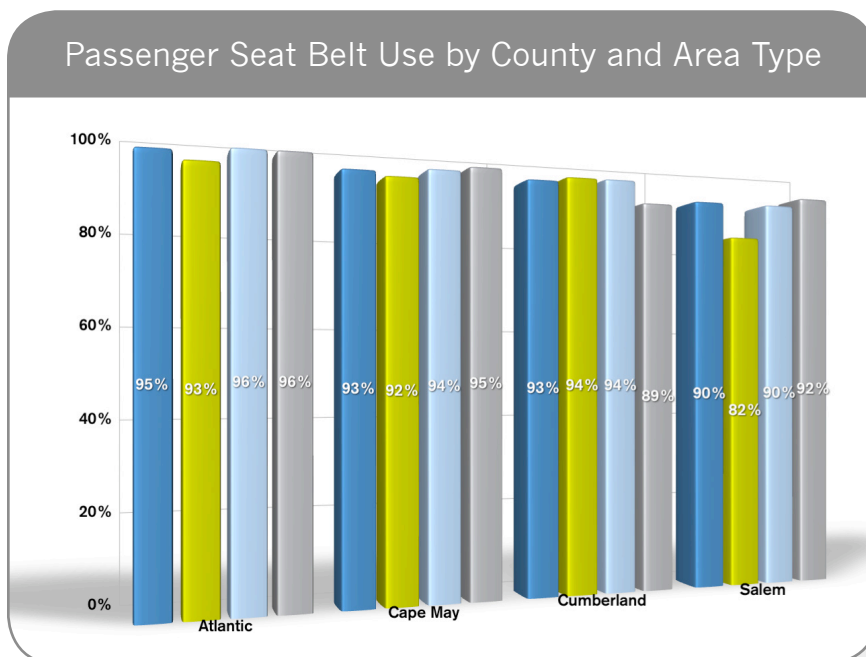
Passenger Seat Belt Use by Gender

County	Number	Percent	Total Sample	Number	Percent	Total Sample
	MALE			FEMALE		
Atlantic	618	91%	681	1,351	97%	1,387
Cape May	271	87%	311	493	97%	507
Cumberland	294	89%	332	624	95%	655
Salem	115	85%	136	218	92%	236
TOTAL	1,298	89%	1,460	2,686	96%	2,785

Passenger Seat Belt Use by Road Type

Roadway Type	Number	Percent	Total Sample
State	896	94%	958
County	1,973	93%	2,119
Municipal	1,102	95%	1,154
Private	13	93%	14
TOTAL	3,984	94%	4,245

Passenger Seat Belt Use by County and Area Type			
County	Number	Percent	Total Sample
Atlantic	1,969	95%	2,068
Urban	557	93%	598
Suburban	726	96%	755
Rural	686	96%	715
Cape May	764	93%	818
Urban	315	92%	344
Suburban	191	94%	203
Rural	258	95%	271
Cumberland	918	93%	987
Urban	464	94%	496
Suburban	332	94%	354
Rural	122	89%	137
Salem	333	90%	372
Urban	59	82%	72
Suburban	35	90%	39
Rural	239	92%	261
TOTAL	3,984	94%	4,245
Urban	1,395	92%	1,510
Suburban	1,284	95%	1,351
Rural	1,305	94%	1,384



Driver and Passenger Seat Belt Use by County

County	Number	Percent	Total Sample
Atlantic	10,893	94%	11,593
Cape May	3,852	92%	4,195
Cumberland	5,037	92%	5,460
Salem	1,882	89%	2,111
TOTAL	21,664	92.74%	23,359

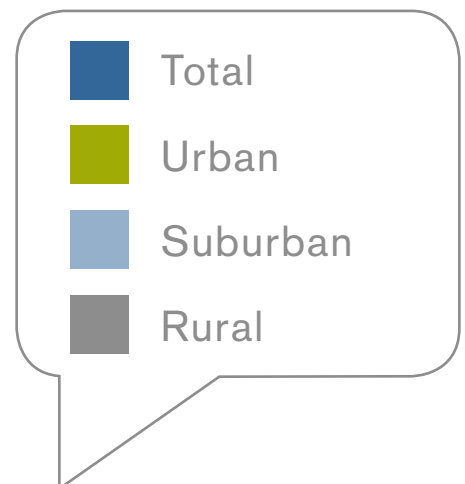
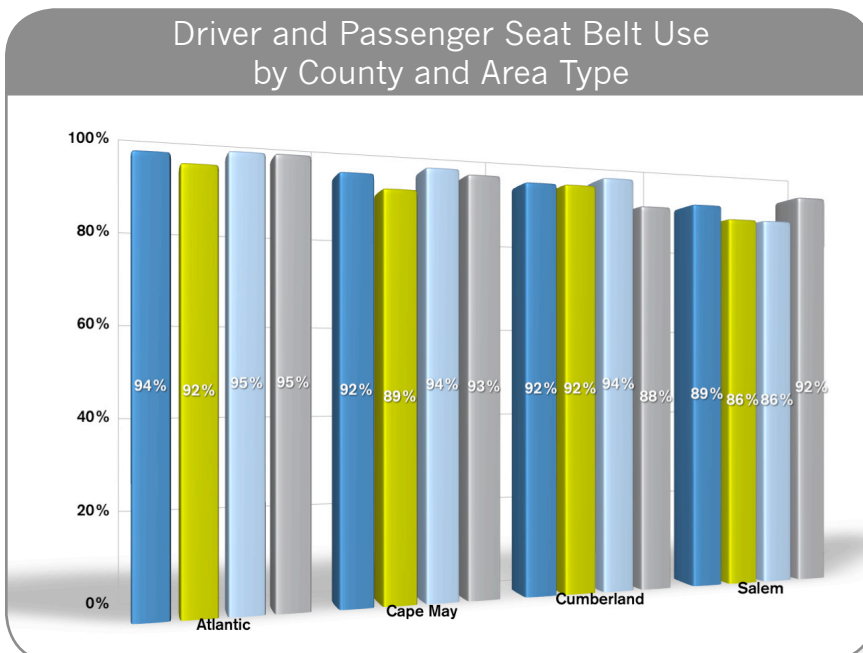
Driver and Passenger Seat Belt Use by Gender

County	Number	Percent	Total Sample	Number	Percent	Total Sample
	MALE			FEMALE		
Atlantic	5,560	91%	6,093	5,333	97%	5,500
Cape May	2,094	88%	2,370	1,758	96%	1,825
Cumberland	2,458	88%	2,780	2,579	96%	2,680
Salem	956	85%	1,121	926	94%	990
TOTAL	11,068	90%	12,364	10,596	96%	10,995

Driver and Passenger Seat Belt Use by Road Type

Roadway Type	Number	Percent	Total Sample
State	5,139	93%	5,525
County	10,718	92%	11,626
Municipal	5,739	93%	6,138
Private	68	97%	70
TOTAL	21,664	93%	23,359

Driver and Passenger Seat Belt Use by County and Area Type			
County	Number	Percent	Total Sample
Atlantic	10,893	94%	11,593
Urban	2,827	92%	3,089
Suburban	4,112	95%	4,321
Rural	3,954	95%	4,183
Cape May	3,852	92%	4,195
Urban	1,428	89%	1,603
Suburban	1,005	94%	1,073
Rural	1,419	93%	1,519
Cumberland	5,037	92%	5,460
Urban	2,516	92%	2,726
Suburban	1,892	94%	2,020
Rural	629	88%	714
Salem	1,882	89%	2,111
Urban	371	86%	432
Suburban	462	86%	536
Rural	1,049	92%	1,143
TOTAL	21,664	93%	23,359
Urban	7,142	91%	7,850
Suburban	7,471	94%	7,950
Rural	7,051	93%	7,559



Driver Cell Phone Usage– Both Genders

County	Number	Percent	Total Sample
Atlantic	470	5%	9,525
Cape May	152	5%	3,377
Cumberland	243	5%	4,473
Salem	40	2%	1,739
TOTAL	905	5%	19,114

Driver Cell Phone Use by Gender

County	MALE			FEMALE		
	Number	Percent	Total Sample	Number	Percent	Total Sample
Atlantic	262	5%	5,412	208	5%	4,113
Cape May	97	5%	2,059	55	4%	1,318
Cumberland	108	4%	2,448	135	7%	2,025
Salem	28	3%	985	12	2%	754
TOTAL	495	5%	10,904	410	5%	8,210

## *2010 Seat Belt Survey*

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**Date Published:** June 2010

**Geographic Area Covered:** Four-County southern New Jersey region consisting of Atlantic, Cape May, Cumberland and Salem Counties.

**Key Words:** SJTPO, seat belt, cell phone, use, ticket, enforcement, awareness, campaigns, drivers, motorists, passengers, high school, GDL, law, compliance, results, student, New Jersey, MPO, survey, observations, data collection, Atlantic, Cape May, Cumberland, Salem.

**Abstract:** The 2010 data collection effort was focused on seat belt use by drivers and front seat passengers including gender as well as cell phone use by the drivers. This effort consisted of observational surveys of approximately 23,359 motorists, comprised of 19,114 drivers and 4,245 front-right passengers. The motorists were observed at 78 sites in the SJTPO region. The data collection process began on April 12, 2010 and concluded on May 12, 2010.

In a special project, seat belt use for high school drivers and their passengers, as well as compliance with the Graduated Drivers License (GDL) law was studied. This effort consisted of observing high school student drivers as they exited high school parking lots. A total of 1,330 student drivers and 646 student passengers were observed at 22 high school sites. This data collection process took place during the month of May.

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