

June 2011

# 2011 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 2011 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 2011 on the roadways of the MPO region. The results of the 2011 survey are compared to results generated in the 2009 and 2010 seat belt surveys.

The 2011 data collection effort was focused on seat belt use by drivers and front seat passengers including gender as well as cell phone use by the drivers. It consisted of observational surveys of approximately 16,182 motorists, comprised of 13,136 drivers and 3,046 front-right passengers. The motorists were observed at 78 sites in the SJTPO region. The data collection process began on April 1, 2011 and concluded on May 18, 2011.

The survey revealed that 93% of all motorists in the SJTPO region wore seat belts in 2011, the same as the 93% seat belt use rate in 2010. The use rate of 93% is seven-tenths of a point below the New Jersey statewide rate in 2010, and well above the 85% national rate for motorists reported that year. The maintenance of the high level of compliance in the 2011 driver and passenger rates in the SJTPO region are likely attributed to ongoing educational and police enforcement efforts.

The 2011 data indicated that passengers wear seat belts at a higher rate than drivers, at 94% to 93%. Since both drivers and passengers began to be surveyed in 2007, passengers have had a higher seat belt use rate than drivers. Seat belt use by drivers is highest in Atlantic County, at 93%. For four of the five years that the survey has been conducted, Atlantic County has had the highest rate of use, or been tied for the highest rate.

Continuing the trend established in the previous five years, female seat belt use was higher than males; female drivers had a use rate of 96%, versus 91% for males.

**SEAT BELT USE RATE IN THE SJTPO REGION REMAINED THE SAME AS LAST YEAR AT 93%.**

**DATA INDICATES PASSENGERS WEAR SEAT BELTS AT A HIGHER RATE THAN DRIVERS, AT 94% VS 93%**

The SJTPO region's seat belt use is comparable to national trends. In the last three years, passenger use of seat belts has been higher than driver use both nationally and in the SJTPO region.

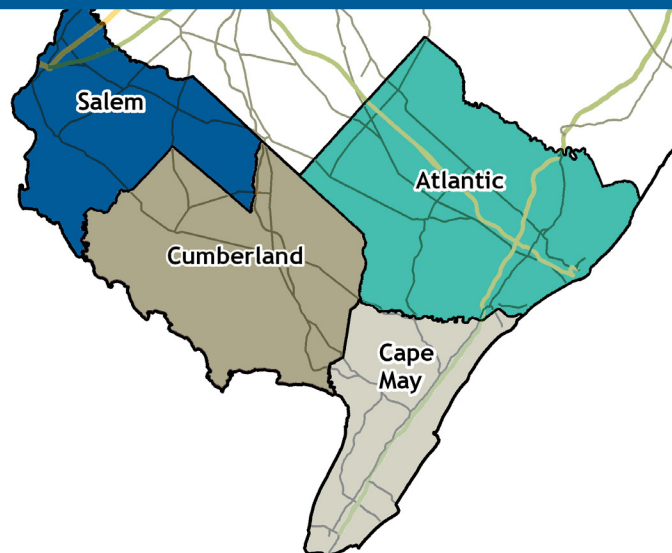
Hand-held cell phone use by the drivers of the vehicles was also documented in the survey. Use decreased from 5% in 2010 to 4% in 2011.

This year's study involved two special projects, observations of seat belt use in commercial motor vehicles as well as back seat passenger and child restraint compliance. In the first special project, observations were made of seat belt use in commercial motor vehicles (CMV) at 17 sites in the region. The results of this effort were compared to a CMV similar study from 2009 and the results showed a 10% increase in seat belt usage among CMV motorists.

In the second special project, observations were conducted on seat belt use of back seat passengers and child restraint compliance. This project involved observations at nine locations in the region in cooperation with local police agencies. Seat belt use among back seat passengers was 59.1% while compliance for child restraints was 89.1%.

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

Fig. 1– SJTPO Region & Seat Belt Survey Area



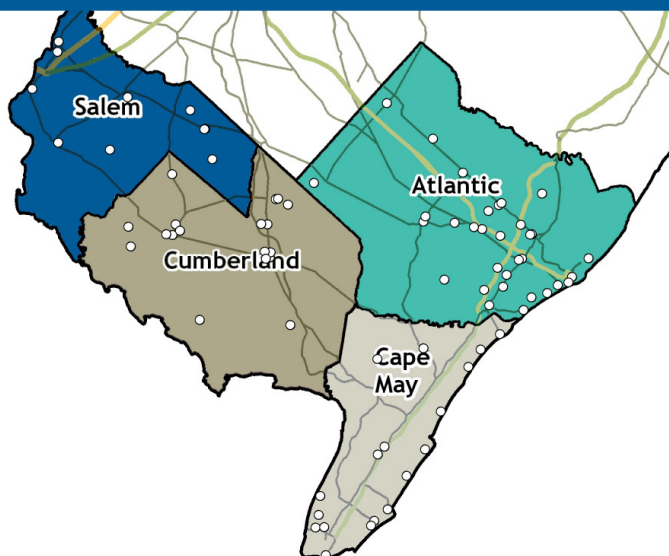
## Report

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 directed at drivers and front seat passengers at selected sites in the SJTPO region during January 2011. 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 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 fatality 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.

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 2011 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 2011 survey are compared to survey results for the SJTPO region collected in 2009 and 2010. These databases serve as references for evaluating recent and future progress in encouraging motorists to use seat belts.

The 2011 SJTPO Seat Belt Survey consisted of observational surveys of approximately 16,182 motorists, comprised of 13,136 drivers and 3,046 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 1, 2011 and concluded on May 18, 2011. The counts were completed before June 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 97% of vehicles observed. They observed a total of 13,473 vehicles during the survey periods, and were able to determine seat belt use for 13,136 vehicles (Table 1). The seat belt use of 3,046 passengers in those 13,136 vehicles was also recorded. The results discussed in this report pertain only to those 13,136 vehicles for which seat belt use was definitely determined.

Table 1– 2011 SJTPO Seat Belt Survey Sample Size

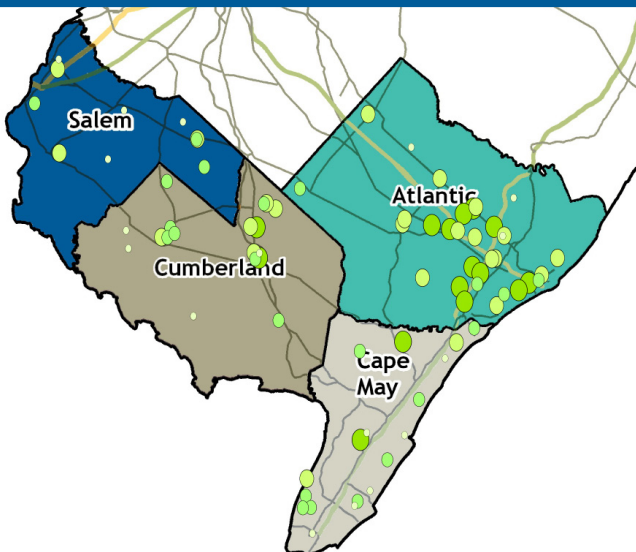
	Atlantic	Cape May	Cumberland	Salem	TOTAL
All Motorists	8,341	3,138	3,173	1,530	16,182
Drivers (Total)	6,826	2,497	2,580	1,233	13,136
Passengers (Total)	1,515	641	593	297	3,046

## 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, 93% of all motorists in the SJTPO region wore seat belts in 2011, the same as the 93% in 2010. The survey further indicates that 93% of drivers and 94% of passengers used seat belts. From 2010 to 2011, seat belt use among drivers increased by one percentage point, and stayed the same at 94% for passengers.

The 2011 use rate for all motorists (both drivers and front seat passengers) of 93% is slightly less than the rate of 93.7% reported for the State of New Jersey in 2010, but well above the national average of 85% for the same year (National Highway Traffic Safety Administration, Traffic Safety Facts, September 2010).

Fig. 3– % Driver Seat Belt On



### 2011 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

	2009	2010	2011
All Motorists	90%	93%	93%
Drivers	89%	92%	93%
Passengers	92%	94%	94%

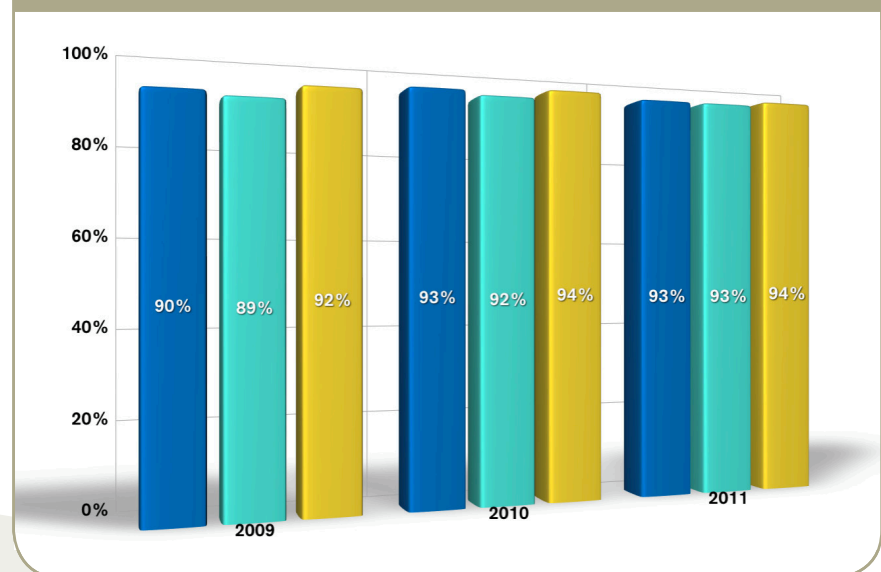


In evaluating whether seat belt use has actually stayed the same in the South Jersey region since 2010, the factor of statistical sampling must be considered. However large, any sample for a statistical study is only an estimation of that characteristic for the entire population. The example of NOPUS, which uses complex estimation procedures in analyzing seat belt use, is instructive. NOPUS noted that while the national rate of seat belt use in its surveys increased from 84% in 2009 to 85% in 2010, there was only a 75% confidence that seat belt use had actually changed in the population as a whole. Given the minimal change in seat belt use recorded in the South Jersey region, patterns of seat belt use should be interpreted only as part of a larger record.

Seat belt use has increased or remained the same in New Jersey every year between 2001 and 2010, going from 77.6% to 93.7% in that time span. The increase from 2009 to 2010 was relatively small, at only 1.0%. 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 2010 was 88%, versus 76% in secondary enforcement states. Primary enforcement states in the Mid-Atlantic region include New Jersey, New York and Delaware.

- All Motorists
- Drivers
- Passengers

Graph 1– Seat Belt Use for SJTPO Region



## Seat Belt Use by Drivers

Driver seat belt use was greatest in Atlantic County at 93%, followed by all of the remaining SJTPO counties at 92% (Tables 3 & 4, and Graph 2). This is the fifth time in the six-year count history that Atlantic County has had the highest rate, or been tied for the highest rate of use.

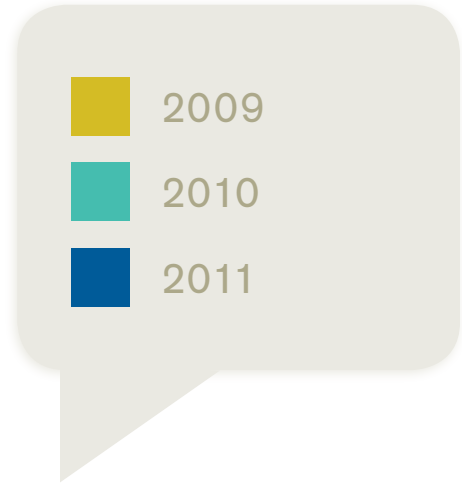
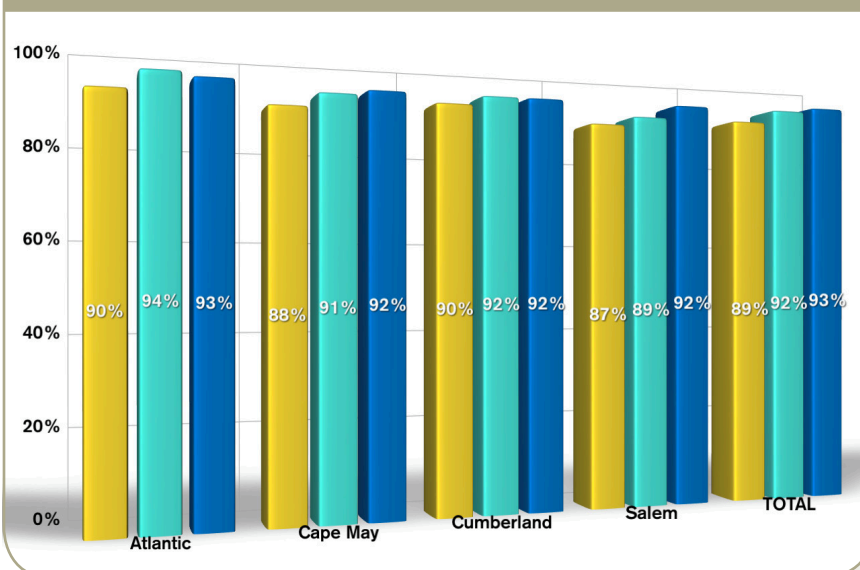
Table 3– Seat Belt Use Statewide

County	2011
Atlantic	93%
Cape May	92%
Cumberland	92%
Salem	92%
TOTAL SJTPO Region	93.0%
TOTAL NJ Statewide	93.7%

Table 4– Seat Belt Use (Drivers) by County

County	2009	2010	2011
Atlantic	90%	94%	93%
Cape May	88%	91%	92%
Cumberland	90%	92%	92%
Salem	87%	89%	92%
TOTAL	89%	92%	93%

Graph 2– Seat Belt Use (Drivers) by County



## Seat Belt Use by Drivers– Area Type

Table 5 breaks down seat belt use within each county by area type: urban, suburban, or rural. Following the methodology established by NOPUS, area type was determined subjectively, and not by objective criteria, such as population density or Census classification for the municipality. As stated in *Safety Belt Use in 2003: Demographic Characteristics* (NHTSA), “NOPUS urbanization categories tend to reflect the characteristics of the immediate area surrounding a site, as opposed to the population density of the city or town in which the site is located. For instance, a developed downtown area of a sparsely-populated town might well be classified as suburban or rural (although not likely ‘urban’).” The same approach was used on this survey.

As indicated in Table 5, seat belt use by drivers in both urban and rural areas in the SJTPO region is 93%, followed by suburban areas at 92%. In total, suburban areas decreased by two percentage points over 2010. The highest use rates for any geographic area were for the rural and urban areas in Atlantic County, at 94%.

Table 5– Seat Belt Use  
by Area Type & County– Drivers

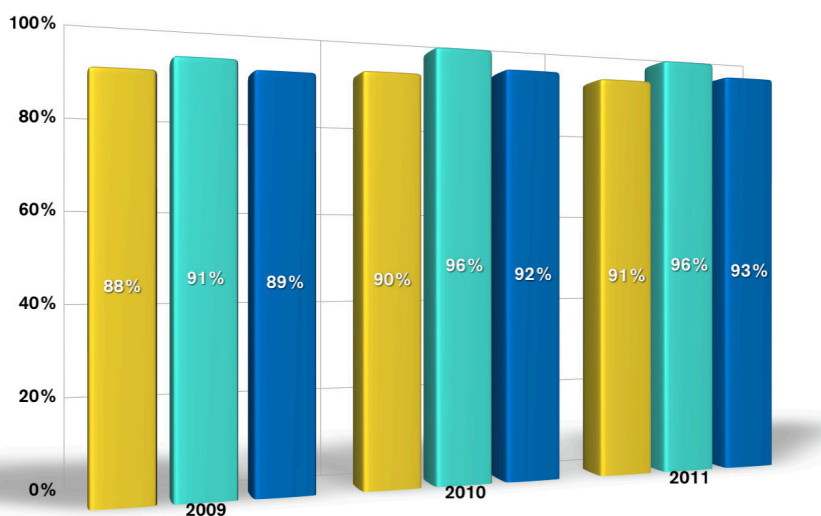
County	2009	2010	2011
Atlantic	90%	94%	93%
Urban	89%	91%	94%
Suburban	90%	95%	92%
Rural	90%	94%	94%
Cape May	88%	91%	92%
Urban	87%	88%	93%
Suburban	89%	94%	90%
Rural	90%	93%	93%
Cumberland	90%	92%	92%
Urban	88%	92%	92%
Suburban	91%	94%	92%
Rural	89%	88%	91%
Salem	87%	89%	92%
Urban	79%	87%	93%
Suburban	90%	86%	90%
Rural	89%	92%	93%
TOTAL	89%	92%	93%
Urban	88%	91%	93%
Suburban	90%	94%	92%
Rural	90%	93%	93%

## Seat Belt Use by Drivers– Gender

Table 6 provides seat belt use for drivers by gender. Reflecting established trends in the SJTPO region and nationally, seat belt use is higher for females than for males, at 96% versus 91%. The difference narrowed to 5% this year, from 6% last year, due to the stagnated rate of use by female drivers.

**SEAT BELT USE IS HIGHER FOR FEMALES THAN FOR MALES, AT 96% VS 91%.**

Graph 3– Seat Belt Use (Drivers) by Gender



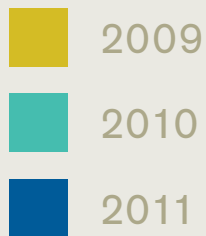
Male  
 Female  
 Total

Table 6– Seat Belt Use (Drivers) by Gender

	2009	2010	2011
Male	88%	90%	91%
Female	91%	96%	96%
TOTAL	89%	92%	93%

## Seat Belt Use by Drivers– Road Type

Table 7 indicates seat belt use for drivers by road type. In 2011, seat belt use appears to be highest for municipal roadways. Seat belt use on state roadways has risen 17 percentage points since 2006.



Graph 4– Seat Belt Use (Drivers) by Road Type

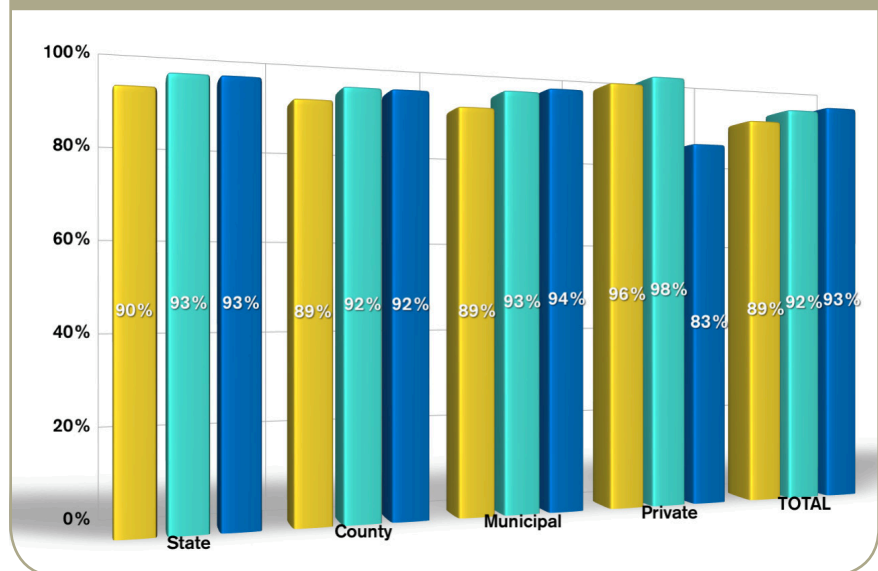


Table 7– Seat Belt Use (Drivers) by Road Type

	2009	2010	2011
State	90%	93%	93%
County	89%	92%	92%
Municipal	89%	93%	94%
Private	96%	98%	83%
TOTAL	89%	92%	93%

## Seat Belt Use by Passengers– County

Table 8 indicates that seat belt use by passengers was highest in Cumberland and Salem Counties at 96%, followed by Atlantic County at 94%. Increases in passenger seat belt use were seen in three of the four counties.



**SEAT BELT USE  
 BY PASSENGERS  
 WAS HIGHEST IN  
 CUMBERLAND &  
 SALEM COUNTIES  
 AT 96%.**

Table 8– Seat Belt Use (Passengers) by County

County	2009	2010	2011
Atlantic	92%	92%	94%
Cape May	95%	95%	91%
Cumberland	88%	88%	96%
Salem	91%	91%	96%
TOTAL	92%	92%	94%

## Seat Belt Use by Passengers— Area Type

Table 9 provides seat belt use for passengers among area types. Seat belt use was slightly higher in rural areas, 95%, versus 94% for suburban areas, and 93% for urban areas. Use was highest in suburban areas of Cumberland County at 98%.

**PASSENGER  
SEAT BELT USE  
WAS HIGHEST IN  
SUBURBAN AREAS  
OF CUMBERLAND  
COUNTY AT 98%.**

Table 9– Seat Belt Use (Passengers) by Area Type

County	2009	2010	2011
Atlantic	92%	95%	94%
Urban	92%	93%	92%
Suburban	92%	96%	94%
Rural	93%	96%	96%
Cape May	95%	93%	91%
Urban	92%	92%	90%
Suburban	98%	94%	88%
Rural	98%	95%	93%
Cumberland	88%	93%	96%
Urban	89%	94%	95%
Suburban	88%	94%	98%
Rural	83%	89%	96%
Salem	91%	90%	96%
Urban	82%	82%	97%
Suburban	88%	90%	92%
Rural	92%	92%	96%
TOTAL	92%	94%	94%
Urban	91%	92%	93%
Suburban	92%	95%	94%
Rural	93%	94%	95%



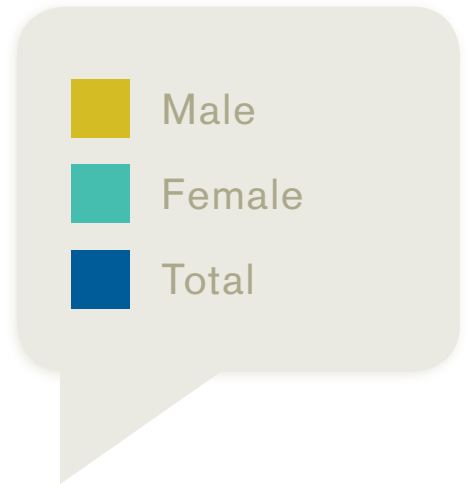
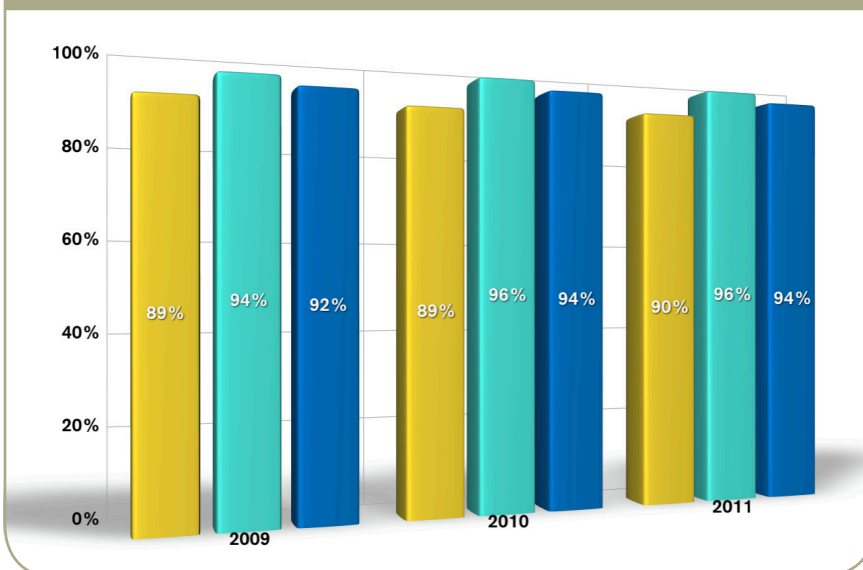
## Seat Belt Use by Passengers– Gender

Consistent with driver trends, female passengers wear seat belts at a greater rate, 96%, than male passengers at 90% (Table 10). This is the fifth year in a row that female passengers have had higher use rates.

Table 10– Seat Belt Use (Passengers) by Gender

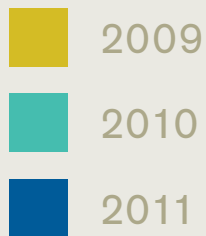
	2009	2010	2011
Male	89%	89%	90%
Female	94%	96%	96%
TOTAL	92%	94%	94%

Graph 5– Seat Belt Use (Passengers) by Gender



## Seat Belt Use by Passengers– Road Type

On public roadways, seat belt use by passengers was highest for state and county roadways (Table 11). Use was 94% on state and county roadways, compared with 93% for municipal roadways. The sample size on private roadways was extremely small, and the use rate on these roadways should be discounted.



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

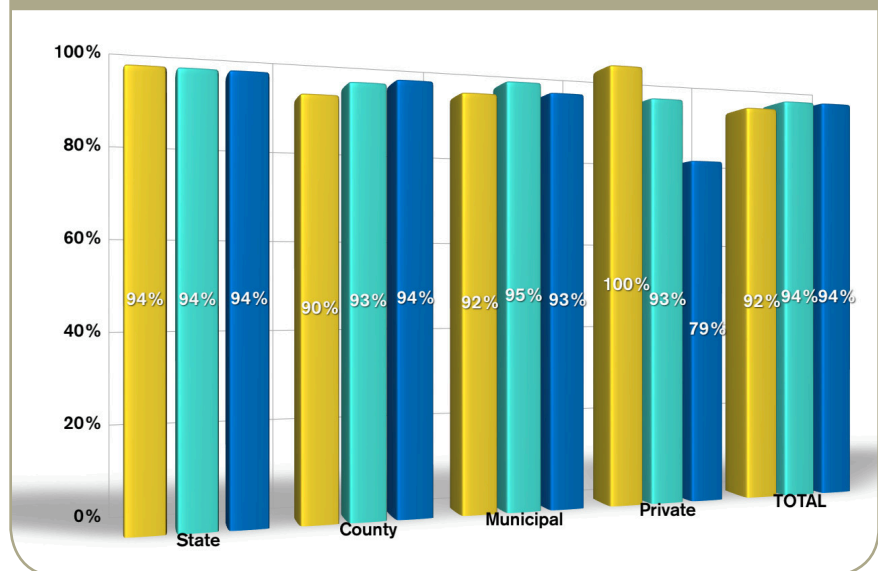


Table 11– Seat Belt Use (Passengers) by Road Type

	2009	2010	2011
State	94%	94%	94%
County	90%	93%	94%
Municipal	92%	95%	93%
Private	100%	93%	79%
TOTAL	92%	94%	94%

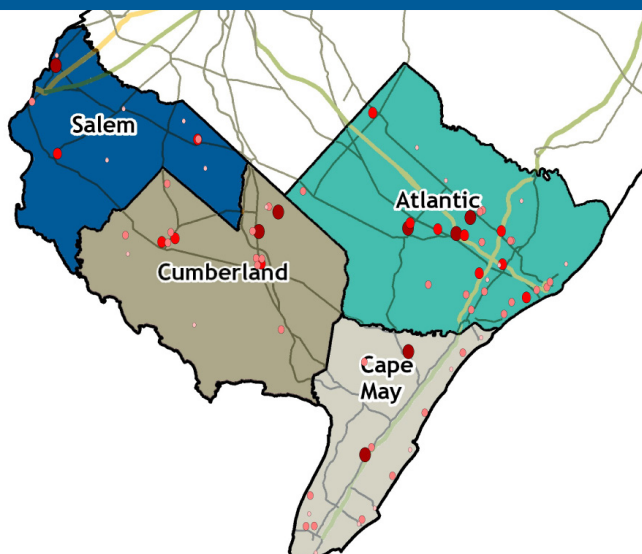
## Cell Phone Use

Table 12 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 decreased from 5% in 2010 to 4% in 2011. The previous year (from 2009 to 2010), cell phone increased a percentage point. A law took effect on March 1, 2008, making use of a hand-held cell phone a primary offense. Drivers caught talking or texting on a hand-held cell phone can be fined \$100 fine, along with a \$250 surcharge.

Table 12– Hand-Held Cell Phone Use by Gender

	2009	2010	2011
Male	4%	5%	3%
Female	5%	5%	4%
TOTAL	4%	5%	4%

Fig. 4– Driver Cell Phone Use



### 2011 SITES Driver Cell On

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

For all six years of this survey, the rate of cell phone use has been higher or the same as for females than for males. As indicated in Table 12, in 2011, female use of cell phones was 4%, versus 3% for males.

As of June 2011, Nine (9) states, D.C. and the Virgin Islands prohibit all drivers from using handheld cell phones while driving. Except for Maryland, all laws are primary enforcement—an officer may cite a driver for using a handheld cell phone without any other traffic offense taking place.

As seen in Table 13, cell phone use was tied for the highest rate in Cape May, Cumberland, and Salem Counties, at 4%. The remaining county, Atlantic County had a cell phone use rate of 3%.

Table 13– Hand-Held Cell Phone Use by County

County	2009	2010	2011
Atlantic	4%	5%	3%
Cape May	4%	5%	4%
Cumberland	6%	5%	4%
Salem	4%	2%	4%
TOTAL	4%	5%	4%

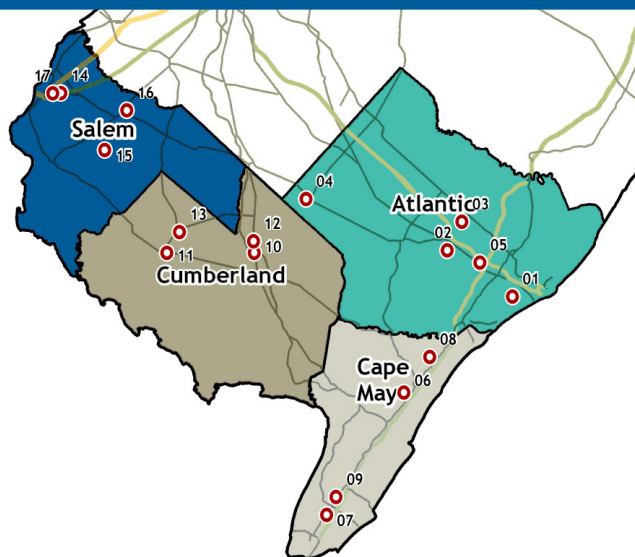


## Commercial Motor Vehicle Seat Belt Observations

The Seat Belt Usage by Commercial Motor Vehicle Drivers (SBUCMVD) Survey is a nationally representative field data collection program that provides estimates of safety belt restraint use by drivers and other occupants of medium and heavy-duty commercial motor vehicles (CMVs)<sup>1</sup>. As a part of this year’s seat belt project, field observers took observations of seat belt usage in commercial vehicles in the SJTPO region. Observations were conducted at five locations in Atlantic County, and four each in Cape May, Cumberland, and Salem Counties. Figure 5 shows the locations of each site. To be counted, vehicles had to be at least a single-unit truck in size and had to have a clearly visible sign or nameplate containing the name of the owner or renter. Observations were made of 1,179 motorists, comprising 1,135 males and 45 females.



Fig. 5– 2011 CMV Special Report Sites



### 2011 CMV SITES 17 Locations

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

1. <http://www.fmcsa.dot.gov/safety-security/safety-belt/exec-summary-2010.aspx>

**SEAT BELT USAGE  
BY COMMERCIAL  
DRIVERS IN  
2011 SHOWS A  
10% INCREASE  
SINCE 2009**

The results of the commercial motor vehicle observations are shown in Table 14. Seat belt usage by commercial drivers has steadily increased from 72% in 2009 to 82% in 2011. This 2011 survey result represents a 10 percent increase in seat belt usage compared to the 2009 survey. Safety belt usage was observed higher in states governed by primary seat belt use, at 80 percent. Since New Jersey is a primary seat belt law state, the seat belt use rate of commercial motor vehicle in SJTPO region is above the national average. The relatively poor rate of seat belt usage is almost entirely attributable to male drivers, as their rate of use was only 82.0% while the rate of female drivers is 88.8%.

It should also be noted that the composition of commercial motor vehicles surveyed in the South Jersey region was different than the composition of commercial motor vehicles surveyed in the national study. SBUCMVD surveyed only drivers of medium and heavy-duty vehicles with at least six tires. Commercial motor vehicles surveyed for SJTPO included some vehicles, such as taxis and vans, which only had four tires.

Table 14– Seat Belt Use (CMV)

	2009	2011
CMV Drivers	72.1%	82.4%
Male	70.7%	82.0%
Female	89.2%	88.8%

Table 15 indicates the cell phone use in commercial motor vehicles. As indicated, the rate of use by all motorists was 5.4%. The cell phone usage in male drivers was 5.5% and in female drivers was 2.2%.

Table 15– Cell Phone Use (CMV)

	2009	2011
CMV Drivers	5.7%	5.4%
Male	5.8%	5.6%
Female	4.3%	2.2%



Table 16 indicates the result of the CMV data collection by vehicle type. The lowest use of seat belts was found in Flat beds (33.3%), Trucks (66.9%) and Tri Axles (68.4%). Cell phone use in commercial motor vehicles was highest in container trucks (12.5%), Tow Trucks (7.1%) and Pick-up trucks (7.1%).

Table 16– CMV Data Collection by Vehicle Type

Vehicle Type	Total	2011 Belt Off	2011 Cell On	2009 % Belt On	2011 % Belt On	2009% Cell On	2011% Cell On
Van	246	30	16	80.4%	87.8%	9.1%	6.5%
Box Truck	224	35	15	75.6%	84.4%	5.2%	6.7%
Pick-Up Truck	170	31	12	71.2%	81.8%	8.2%	7.1%
Truck	124	41	5	70.8%	66.9%	3.8%	4.0%
Garbage Truck	76	20	2	99.5%	73.7%	4.3%	2.6%
Utility Truck	71	13	4	60.9%	81.7%	4.6%	5.6%
Car	25	2	0	83.3%	92.0%	8.8%	0.0%
Tri Axle	19	6	0	0.0%	68.4%	0.0%	0.0%
Tow Truck	14	2	1	54.5%	95.7%	9.1%	7.1%
Container Truck	8	0	1	0.0%	100.0%	0.0%	12.5%
Flat Bed	3	2	0	66.4%	33.3%	3.5%	0.0%
Armored Truck	1	0	0	80.0%	100.0%	0.0%	0.0%
Beverage Truck	1	0	0	0.0%	100.0%	0.0%	0.0%
Dual Axle	1	1	0	0.0%	0.0%	0.0%	0.0%

## “Click it or Ticket”(CIOT) Campaign



As a part of this seat belt report, observations were conducted on seat belt use in back seat passengers and child restraints with the co-operation of local police agencies in the SJTPO region. This statewide seat belt enforcement campaign is known as “Click it or Ticket”(CIOT) campaign. The COIT Campaign was conducted (not enforced) by local police departments in New Jersey in associated with the New Jersey Division of Highway Traffic Safety (NJHSTS) from May 23, 2011 through June 5, 2011. The seat belt report component was a joint effort by the SJTSA and participating police departments to gather data on seat belt use by back seat passengers and child restraint use. The observations took place in 9 sites broken down as follows: two (2) sites in Atlantic, Cape May and Salem County and three (3) sites in Cumberland County. The site observations started on May 23, 2011 and concluded on June 3, 2011. Observers counted vehicles that were pulled over by the local police as well as vehicles that could be accurately observed by the side of the road. The information was documented in three categories: 1) male passengers 2) female passengers and 3) Child restraints. Figure 6 shows the location of all CIOT sites with the county map and road network.

### 2011 SITES 9 Locations

- 2-Atlantic County
- 2-Cape May County
- 3-Cumberland County
- 2-Salem County

Fig. 6– 2011 CIOT Special Report Sites

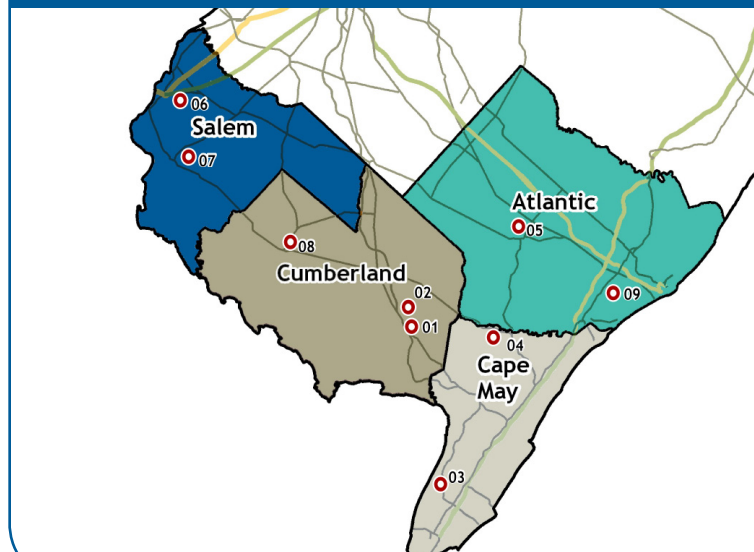


Table 18 shows site locations of all 4 counties as well as child restraint and back seat seat belt usage of each site. These observations consisted of 1,900 passengers, comprised of 503 male passengers, 535 female passengers and 862 children passengers.

Table 18– “Click it or Ticket”(CIOT) Campaign by Site & County

County and Site's	Total Child Restraint	% Child Restraint On	Total Back Seat Seat Belt	% Back Seat Seat Belt On
Atlantic	263	86.3%	293	50.5%
05- Hammonton, 2nd & Bellevue	202	84.7%	194	47.9%
09- Northfield, Tilton & Wabash	61	91.8%	99	55.6%
Cape May	248	93.1%	361	72.6%
03- Lower Twp, Bayshore & Villas	86	89.5%	35	51.4%
04- Middle Twp, 657 & Winding Way	162	95.1%	326	74.8%
Cumberland	204	85.3%	205	54.6%
01- Millville, 2nd & Broad	52	80.7%	44	75.0%
02- Millville, 10th & Broad	58	87.9%	47	61.7%
08- Bridgeton, 77 & Irving	94	86.1%	114	43.9%
Salem	145	93.8%	179	50.8%
06- Cowtown	98	95.9%	128	55.5%
07- Salem County Court House	47	85.7%	51	39.2%
TOTAL	860	89.3%	1038	59.1%

The total number of passengers is shown in Table 19. This table also indicated rear seat belt usage by male and female passengers and child restraint. The breakdown of rear seat belt usage included 57.2% among male passenger, 56.0% among female passengers and 88.6% of child restraints used. Since New Jersey is a primary seat belt law state, regionally rear seat belt usage lags far behind. The newest regional survey is showing 47.8 % (rear seat belt usage) . This is very unfortunate that awareness of rear seat belt usage is very low.

Table 19– Seat Belt Use (Back Seat Passengers)

Male Passenger	57.2%
Female Passenger	56.0%
Child Restraint	88.6%
Total Passenger	72.2%



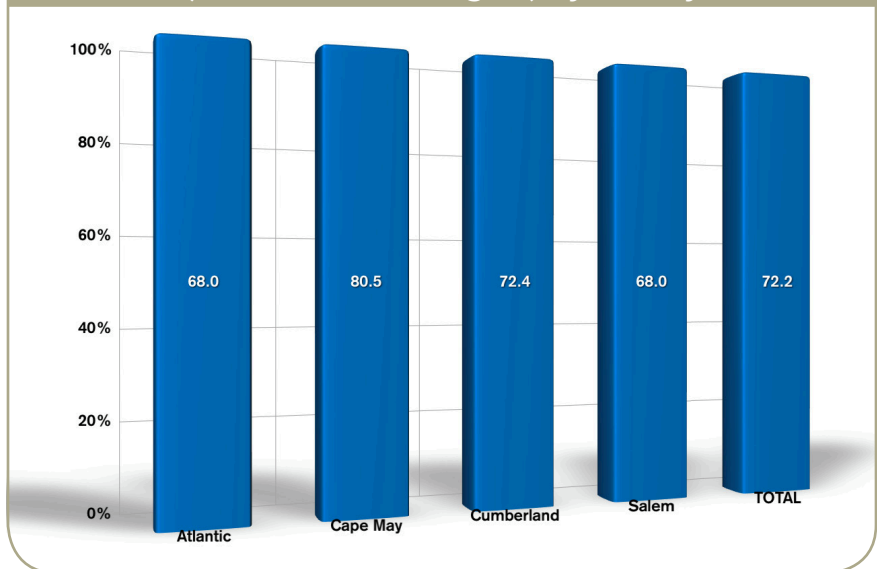
Table 20 and Graph 7 show the result of rear seat belt usage by back seat passengers and child restraints. Cape May County has 80.5% seat belt usage of back seat passengers; which is the highest seat belt usage in the SJTPO region. Atlantic and Salem Counties have 68.0% back seat passenger seat belt usage which is the lowest among the other SJTPO counties.

**CAPE MAY  
COUNTY HAS THE  
HIGHEST BACK  
SEAT, SEAT BELT  
USAGE IN THE  
SJTPO REGION  
AT 80.5%**

Table 20– Seat Belt Use  
(Back Seat Passengers) by County

County	2011
Atlantic	68.0%
Cape May	80.5%
Cumberland	72.4%
Salem	68.0%
TOTAL	72.2%

Graph 7– Seat Belt Use  
(Back Seat Passengers) by County



## Summary of Seat Belt Use

In summary, seat belt use by drivers in the SJTPO region increased slightly (by 1 percentage point) from 2010 to 2011. Passenger seat belt usage over the same time period remained the same, at 94%.

The largest year-to-year variation seen to date was between 2006 and 2007, when the rate of use increased by 11 percentage points. Some of the reason for that difference may have been the different dates in which the surveys were conducted. Because the 2006 survey took place largely during the month of May – unlike the 2009, 2010 and 2011 surveys, all of which mostly took place in April – the 2006 survey may have observed larger numbers of seasonal visitors. Some of the states that send large numbers of visitors to the South Jersey area do not have primary seat belt laws, and, correspondingly, have lower seat belt use rates than New Jersey. Pennsylvania is one example of a state without a primary seat belt law.

In general, there is greater awareness by the public of the importance of wearing seat belts, due to 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.

## Data

*All compiled 2011 data on seat belt use and cell phone use including photographs and sketches 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.*

**SEAT BELT USE  
IN THE  
SJTPO REGION  
INCREASED BY  
1% FROM  
2010 TO 2011**



## *SJTSA Occupant Protection Strategies*

Occupant protection includes seat belt safety and child restraint safety.

Since 2006, the Alliance has been using the data from the seat belt survey to direct programs and target audiences. In 2011, the Alliance added backseat seat belt and child restraint observations in an effort to establish a baseline and direct education and awareness campaigns.

In January of 2010, New Jersey's seat belt law was amended to require backseat passengers to buckle up. The only data available for backseat seat belt use was from a statewide observational survey conducted by the NJ Institute of Technology in April 2009 which indicated that only 32% of New Jersey adults were buckling up in the backseat. Since the Alliance is always interested in region-wide and county information, the Click-It or Ticket component of this survey report was commissioned to provide this information as a baseline. Future survey results will help the Alliance track backseat seat belt use and thus, evaluate their efforts. *(Unbelted backseat seat passengers become projectiles in a crash and can cause serious and even fatal injuries to other passengers in a crash. More information and video clips are available at [www.njbackseatbullets.com](http://www.njbackseatbullets.com).)*

New in 2011 was the addition of Car-Fit for seniors. The car-fit program is an educational program that offers adults the opportunity to check how well their personal vehicle "fits" them. Minor adjustments to seat positions, mirror positions and steering wheel positions can help drivers see better and be in better control of their vehicle. There are also a variety of adaptive features that can be added to help achieve the safest fit, such as: pedal extenders, hand controls, seat lifts, steering wheel covers, and large panoramic rear and side view mirrors. This is also a great opportunity to talk to them about the importance of passengers buckling up in the backseat. The services are offered during the monthly fitting stations around the region.

Also new for 2011 is the Buckle Up For Nick Campaign, named for Nick Gazzara, an 18 year old Buena Vista Township resident and Sacred Heart High School senior who died from his injuries in a motor vehicle crash on December 16, 2010. Nick was not wearing his seat belt in the crash and his mom, Lynda, partnered with the Alliance to promote seat belt use in Nick's memory. The logo was designed by Nick's friend Kyle and was made into a stencil that can be painted on exit driveways. The banner is part of the



*Car-Fit for seniors monthly fitting station vehicle check.*



*Buckle Up For Nick Campaign logo stencil.*

Alliance's THINK SAFETY Summer Safety Campaign, along with a poster version. Two Pink Remembrance Trees have been lit in Nick's memory and dedicated to all who have lost their lives in motor vehicle collisions.

During the 2011 prom season, Lynda joined the Alliance at various pre-prom assemblies urging kids to buckle up and not to drink and drive. Individual students were inducted in the Alliance's Saved By The Seat Belt Club and provided a static cling with the logo for their vehicle. Several hundred students in Buena and Sacred Heart High Schools signed a banner pledging to buckle up and the banners hung in the respective cafeterias for the rest of the year as a reminder.

Back in December of 2001, New Jersey amended its seat belt law to require children under 8 years old and 80 pounds to be in the appropriate child restraint. However, data on child restraint use continues to be difficult to ascertain. Utilizing crash data from 2007, the Alliance identified that 81% of children aged 1 to 4 were in child restraints but that only 40% of children aged 5 to 8 were in booster seats. In 2008, the Alliance created a program for the elementary schools that included a booster seat survey that the kids filled out in association with booster seat education. These surveys indicated that 58% of kids aged 5 to 8 were using booster seats. Sadly, the 88% child restraint use identified as part of the Click-It or Ticket component of this report doesn't differentiate between the two age groups which is crucially important.

Addressing booster seat use, the Alliance implemented the State Division of Highway Traffic Safety's new Staying Safe in the Car program in 2011. This program is directed toward second graders and includes demonstrations with a banana, dog bone and crash dummies. The feedback from the schools has been very positive. Teachers and Parent Teacher Associations have even requested the presentation for themselves.

The Alliance continues to host child seat national certification courses and participate in monthly fitting stations around the region. These are monthly events, the same day of the month, same time of the day, where parents and care givers can bring their child and child restraint seat for installation questions and assistance. In 2011, nearly 1,000 seats were checked throughout the region.

Progress in 2011 includes training of Department of Youth and Family Services (DYFS) personnel in child restraint use. In 2010, the Alliance had the opportunity to do some Foster Parent educational programs for the DYFS which led to the formal training for staff members. Three full certification classes were held across the state and the Alliance's task for 2012 will be to monitor their skill development and possibly hold additional training.



*Student banner signing at Buena and Sacred Heart High Schools, pledging to buckle up.*



*Addressing booster seat use with the new Staying Safe in the Car program.*

## 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 US 9 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	Poplar 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 Mannhein 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 ByPass (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	Greenwich Town	Cumberland
68	C & C	RT 540 Deerfield 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 Commercial Motor Vehicle Survey Sites

ID	Address	Municipality	County
1	US 40/322 (Arctic Ave) & Albany Ave	Atlantic City	Atlantic
2	US 40/322 (BHP) & CR 603 (English Creek Ave)	EHT	Atlantic
3	RT 575 Pomona Road & US 30 (WHP)	Galloway	Atlantic
4	US 40 & RT 54	Buena	Atlantic
5	Fire Road & Delilah Road (Recycle)	EHT	Atlantic
6	Rt 9 & NJ 50	Seaville (Upper Twp)	Cape May
7	Rt 9 & NJ 47	Middle Twp	Cape May
8	RT 9 & Roosevelt Blvd	Marmora (Upper Twp)	Cape May
9	1523 US RT 9 (Recycle)	CMCH	Cape May
10	Delsea Drive & Rt 55	Vineland	Cumberland
11	NJ 49 & Laurel St	Bridgeton	Cumberland
12	Sherman Ave at NJ 47 Delsea Dr (Recycle)	Vineland	Cumberland
13	NJ 77 & NJ 59 (Carlls Corner)	Upper Deerfield	Cumberland
14	CR 540 (Hawks Bridge Rd) & US 40	Pennsville	Salem
15	52 McKillip Rd, Alloway (Recycle)	Salem City	Salem
16	NJ 45 & US 40	Pilesgrove	Salem
17	NJ 49 (Broadway) at Lippincott	Pennsville	Salem

## List of “Click it or Ticket”(CIOT) Survey Sites

Time	Municipality	County	Police Participation	Location
7:30 AM-11:30 AM	Millville	Cumberland	Y	2nd Street and Broad Street
10:30 AM-2:30 PM	Millville	Cumberland	Y	10th Street and Broad Street
8:00 AM-12:00 PM	Lower Twp	Cape May	Y	Village Road and Bayshore Road
9:00 AM-1:00 PM	Middletown	Cape May	Y	Rt 657 and Winding Way
10:00 AM-2:00 PM	Hammonton	Atlantic	Y	2nd & Bellevue
8:00 AM-12:00 PM	Pilesgrove	Salem	N	Cowtown
8:30 AM - 12:30 PM	Salem City	Salem	Y	Rt 45 (Salem Court House)
8:30 AM-12:30 PM	Bridgeton	Cumberland	N	Pearl St and Irving Ave
9:00 AM-1:00 PM	Northfield	Atlantic	N	Tilton Road and Wabash Ave

## Summary Tables

Driver Seat Belt Use by County

County	Number	Percent	Total Sample
Atlantic	6,371	93%	6,826
Cape May	2,308	92%	2,497
Cumberland	2,385	92%	2,580
Salem	1,138	92%	1,233
TOTAL	12,202	92.89%	13,136

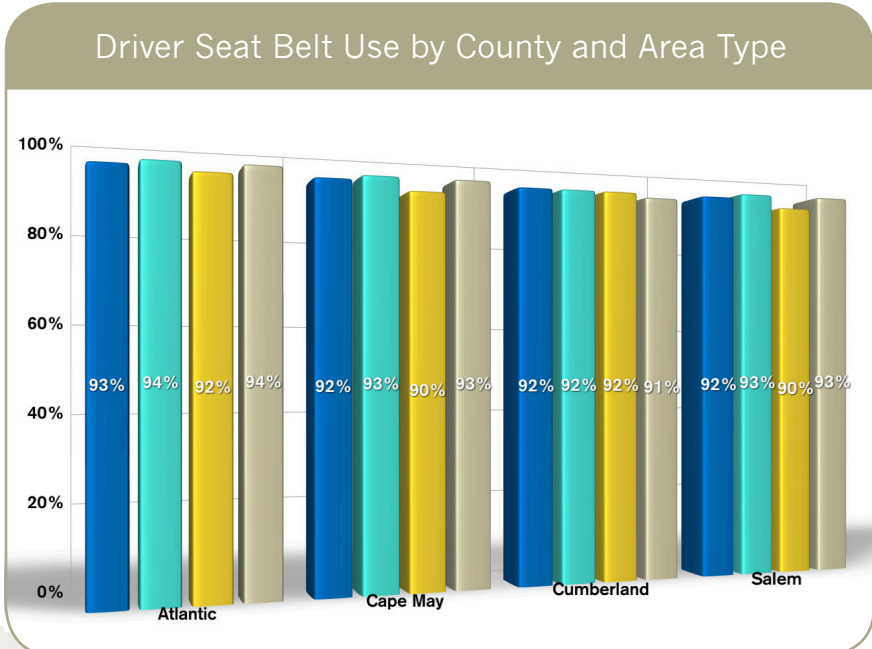
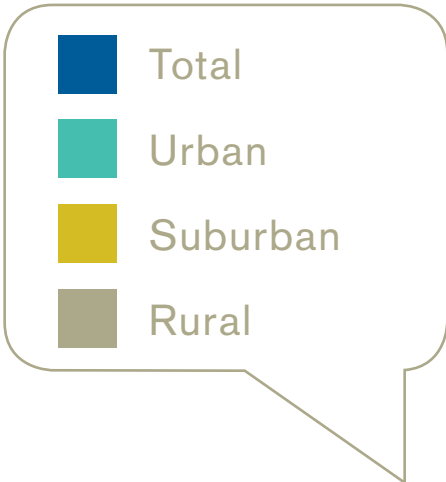
Driver Seat Belt Use by Gender

County	MALE			FEMALE		
	Number	Percent	Total Sample	Number	Percent	Total Sample
Atlantic	3,580	92%	3,907	2,791	96%	2,919
Cape May	1,407	90%	1,568	901	97%	929
Cumberland	1,227	90%	1,361	1,158	95%	1,219
Salem	625	90%	693	513	95%	540
TOTAL	6,839	91%	7,529	5,363	96%	5,607

Driver Seat Belt Use by Road Type

Roadway Type	Number	Percent	Total Sample
State	4,203	93%	4,515
County	5,440	92%	5,887
Municipal	2,375	94%	2,521
Private	55	83%	66
TOTAL	12,073	93%	12,989

Driver Seat Belt Use by County and Area Type			
County	Number	Percent	Total Sample
Atlantic	6,371	93%	6,826
Urban	2,390	94%	2,550
Suburban	1,725	92%	1,880
Rural	2,256	94%	2,396
Cape May	2,308	92%	2,497
Urban	954	93%	1,029
Suburban	321	90%	355
Rural	1,033	93%	1,113
Cumberland	2,385	92%	2,593
Urban	1,154	92%	1,254
Suburban	881	92%	955
Rural	350	91%	384
Salem	1,138	92%	1,233
Urban	237	93%	256
Suburban	141	90%	157
Rural	760	93%	820
TOTAL	12,202	93%	13,149
Urban	4,735	93%	5,089
Suburban	3,068	92%	3,347
Rural	4,399	93%	4,713
Undetermined SB Usage	333		



Passenger Seat Belt Use by County

County	Number	Percent	Total Sample
Atlantic	1,421	94%	1,515
Cape May	582	91%	641
Cumberland	570	96%	593
Salem	284	96%	297
TOTAL	2,857	93.80%	3,046

Passenger Seat Belt Use by Gender

County	Number	Percent	Total Sample	Number	Percent	Total Sample
	MALE			FEMALE		
Atlantic	448	91%	492	973	95%	1,023
Cape May	202	87%	232	380	93%	409
Cumberland	191	91%	209	379	99%	384
Salem	106	91%	116	178	98%	181
TOTAL	947	90%	1,049	1,910	96%	1,997

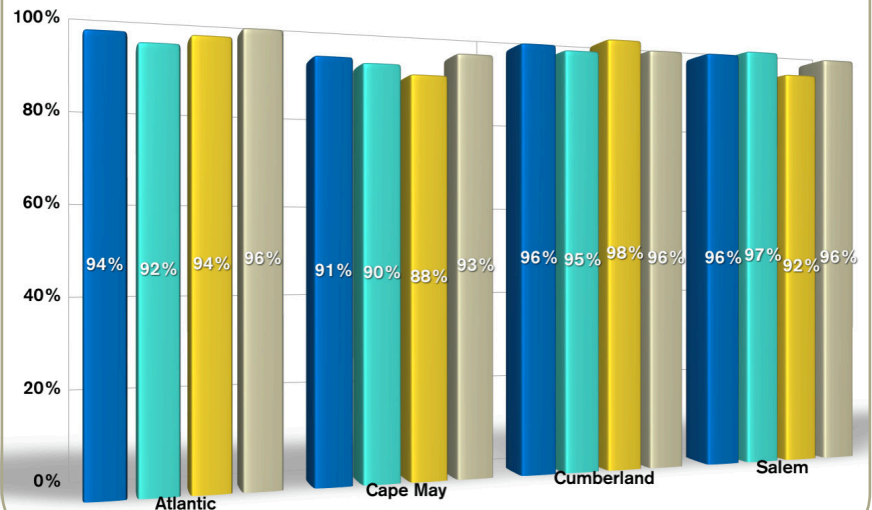
Passenger Seat Belt Use by Road Type

Roadway Type	Number	Percent	Total Sample
State	1,196	94%	1,273
County	1,242	94%	1,319
Municipal	611	93%	656
Private	15	79%	19
TOTAL	3,064	94%	3,267

### Passenger Seat Belt Use by County and Area Type

County	Number	Percent	Total Sample
Atlantic	1,421	94%	1,515
Urban	532	92%	577
Suburban	402	94%	429
Rural	487	96%	509
Cape May	582	91%	641
Urban	265	90%	295
Suburban	105	88%	119
Rural	212	93%	227
Cumberland	570	96%	593
Urban	289	95%	304
Suburban	216	98%	221
Rural	65	96%	68
Salem	284	96%	297
Urban	66	97%	68
Suburban	24	92%	26
Rural	194	96%	203
<b>TOTAL</b>	<b>2,857</b>	<b>94%</b>	<b>3,046</b>
Urban	1,152	93%	1,244
Suburban	747	94%	795
Rural	958	95%	1,007

### Passenger Seat Belt Use by County and Area Type



- Total
- Urban
- Suburban
- Rural

Driver and Passenger Seat Belt Use by County

County	Number	Percent	Total Sample
Atlantic	7,792	93%	8,341
Cape May	2,890	92%	3,138
Cumberland	2,955	93%	3,173
Salem	1,422	93%	1,530
TOTAL	15,059	93.06%	16,182

Driver and Passenger Seat Belt Use by Gender

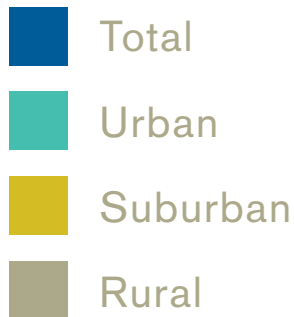
County	Number	Percent	Total Sample	Number	Percent	Total Sample
	MALE			FEMALE		
Atlantic	4,028	92%	4,399	3,764	95%	3,942
Cape May	1,609	89%	1,800	1,281	96%	1,338
Cumberland	1,418	90%	1,570	1,537	96%	1,603
Salem	731	90%	809	691	96%	721
TOTAL	7,786	91%	8,578	7,273	96%	7,604

Driver and Passenger Seat Belt Use by Road Type

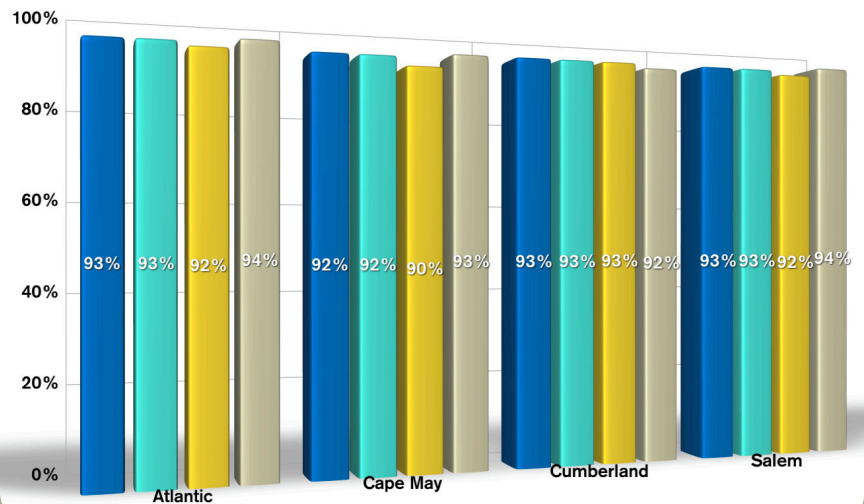
Roadway Type	Number	Percent	Total Sample
State	5,399	93%	5,788
County	6,682	93%	7,206
Municipal	2,986	94%	3,177
Private	70	82%	85
TOTAL	15,137	93%	16,256

Driver and Passenger Seat Belt Use  
by County and Area Type

County	Number	Percent	Total Sample
Atlantic	7,792	93%	8,341
Urban	2,922	93%	3,127
Suburban	2,127	92%	2,309
Rural	2,743	94%	2,905
Cape May	2,890	92%	3,138
Urban	1,219	92%	1,324
Suburban	426	90%	474
Rural	1,245	93%	1,340
Cumberland	2,955	93%	3,186
Urban	1,443	93%	1,558
Suburban	1,097	93%	1,176
Rural	415	92%	452
Salem	1,422	93%	1,530
Urban	303	94%	324
Suburban	165	90%	183
Rural	954	93%	1,023
TOTAL	15,059	93%	16,195
Urban	5,887	93%	6,333
Suburban	3,815	92%	4,142
Rural	5,357	94%	5,720



Driver and Passenger Seat Belt Use  
by County and Area Type



Driver Cell Phone Usage– Both Genders

County	Number	Percent	Total Sample
Atlantic	212	3%	6,826
Cape May	91	4%	2,497
Cumberland	110	4%	2,580
Salem	50	4%	1,233
TOTAL	463	4%	13,136

Driver Cell Phone Use by Gender

County	MALE			FEMALE		
	Number	Percent	Total Sample	Number	Percent	Total Sample
Atlantic	100	3%	3,907	112	4%	2,919
Cape May	59	4%	1,568	32	3%	929
Cumberland	41	3%	1,361	69	6%	1,219
Salem	25	4%	693	25	5%	540
TOTAL	225	3%	7,529	238	4%	5,607

## 2011 Seat Belt Survey

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**Date Published:** June 2011

**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, commercial motor vehicles (CMVs), law, New Jersey, MPO, survey, observations, data collection, Click it or Ticket (CIOT), Atlantic, Cape May, Cumberland, Salem.

**Abstract:** The 2011 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 16,132 motorists, comprised of 13,135 drivers and 2,997 front-right passengers. The motorists were observed at 78 sites in the SJTPO region. The data collection process began April 14, 2011 and concluded on May 18, 2011.

This year, there are two special projects. In one special project, seat belt usage of commercial vehicle drivers was studied. The commercial drivers were observed at 17 sites in SJTPO region. In this project, the data collection was focused on seat belt usage, cell phone usage, type of commercial vehicle and type of company. The data collection process took place during the month of May. While in another special project, safety belt usage of back seat passengers and child restraints were observed. This study was conducted in 9 different sites in SJTPO region. For this project, the data collection process was conducted May 26, 2011 through June 3, 2011.

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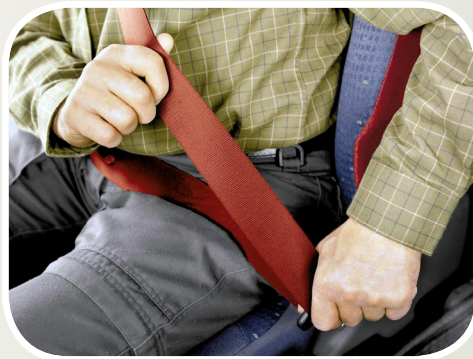
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