

February 2007

**Evaluation of the 2006 Labor Day
You Drink & Drive. You Lose. Campaign
July 24 - September 17, 2006**

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE and MAP projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion survey of Illinois licensed drivers, this report evaluates the impact the "*You Drink & Drive. You Lose*" (a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol) on drinking and driving issues during the May 2006 mobilization in Illinois. The main alcohol issues include self-reported belt use, motorists' opinion and awareness of the existing local and state alcohol enforcement programs, such as roadside safety checks, drunken driving laws, and alcohol related media programs and slogans.

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Unit, Bureau of Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 3215 Executive Park Drive, Springfield, Illinois 62794-9245.

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Executive Summary

You Drink & Drive. You Lose. (YDDYL) is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the YDDYL message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois.

The 2006 Labor Day YDDYL mobilization was conducted from July 24 to September 17, 2006. Over 200 local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicate the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA

1. IDOT/DTS held three press conferences on August 17, 2006 in conjunction with the Illinois State Police (ISP), Mothers Against Drunk Driving (MADD) and local law enforcement agencies in Chicago, Springfield and Cahokia. These press conferences featured a strong enforcement message of if you drink and drive, you will be caught.
2. Law enforcement agencies participating in the Labor Day campaign reported 141 print stories, 91 radio stories, and 11 press conferences generated as a result of the Labor Day campaign enforcement efforts.
3. IDOT/DTS created a series of Public Service Announcements called "True Stories" featuring victims or drunk driving offenders and partnered with media outlets across the state to run these safety messages at no charge. Approximately 200 radio stations across the state were given the PSAs to run and eight cable and broadcast television stations agreed to play these announcements.
4. DTS Director Mike Stout participated in a series of radio interviews that played on about 20 stations across the state to remind motorists not to drink and drive.
5. IDOT/DTS spent \$944,580 on broadcast television, cable and radio to promote the YDDYL campaign. Paid media ran from August 18th through September 3rd, 2006.

ENFORCEMENT

6. Two hundred and one (201) local law enforcement agencies and all Illinois State Police (ISP) districts participated in the 2006 Labor Day alcohol mobilization. A total of 209 roadside safety checks and 1,469 saturation patrols were conducted during the August 18 to September 4, 2006 enforcement period.
7. Local law enforcement and ISP logged a total of 17,558 patrol hours and issued 18,585 citations during the Labor Day campaign. One citation was written every 56.69 minutes of enforcement.
8. Local law enforcement and ISP issued 902 alcohol related citations, 751 of which were DUI citations. One alcohol-related citation was written 19.5 hours of enforcement.

9. A total of 2,964 citations were issued for safety belt and child passenger safety seat violations during the Labor Day campaign, an average of one occupant restraint violation every 5.9 hours.

TELEPHONE SURVEY

Perceptions of DUI Enforcement

10. When asked hypothetically “*If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?*”, 48 percent of non-drinkers and 31 percent of recent drinkers indicated the likelihood of being stopped is “*almost certain*” or “*very likely*”.
11. Three-quarters (76 percent) of those surveyed in September reported seeing “*about the same police presence on the roads they normally travel*”, while 20 percent reported seeing police “*more often*”.
12. When asked “*Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?*” the percentage of people who said “*more likely to be stopped*” rose from 24 percent in June to 28 percent in September.
13. The number of respondents in the Chicago suburbs who believed a driver who had been drinking was “*more likely to be stopped*” rose from 19.5 percent in June to 29 percent in September. In the southern Illinois, this number increased from 19 percent to 26 percent from June to September.

Roadside Safety-Checks

14. In the Chicago suburbs awareness levels of roadside safety checks grew from 22 percent in April to 40 percent in September. In the southern part of Illinois, this number climbed from 30 percent in April percent to 46 percent in September.
15. Most September respondents aware of roadside safety checks attribute their awareness to television (43 percent), newspapers (32 percent), friends and relatives (30 percent), and radio (25 percent). Those respondents who heard about roadside safety-checks via television, newspaper, or radio learned most from news stories verses advertisements (83 percent verses 14 percent for newspapers; 72 percent verses 27 percent for television; and 56 percent verses 36 percent for radio).
16. *Analysis among those who were aware of roadside safety checks by region.* The percent of applicable respondents who had personally seen a check is just short of 60 percent in the Chicago metro regions and about 40 percent for the two downstate regions. A double-digit increase from June was found for the Chicago suburbs (an increase of 19 percent).
17. The number of respondents in the Chicago suburbs who indicated having seen roadside safety checks rose from seven percent in April to a substantially higher 24 percent in the September survey.

Awareness of "DUI" Roadside Safety Check.

18. The percent who indicated that, "*in the past (thirty) days,*" they had "*seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,*" increased from 22 percent in June to nearly 30 percent in September.
19. Telephone surveys found that the percent of people who indicated that *in the past (thirty) days, they had "read, seen, or heard anything about alcohol-impaired driving in Illinois,"* increased statewide from 56 percent in June to 64 percent in September. This change was especially evident among those surveyed in north / central Illinois where awareness rose from 60 percent in June to 75 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (79%).

Awareness of the *You Drink & Drive. You Lose* Slogan

20. In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. The September 2006 survey indicated those familiar with the slogan had risen to 76 percent.
21. September 2006 survey results show awareness levels for the YDDYL slogan were at or just above 80 percent for downstate Illinois and in the low to mid 70 percent range for the Chicago Metro region. From June to September, awareness in the Chicago suburbs increased by fourteen percentage points from 61 percent in June to 75 percent in September.

Evaluation of the 2006 Labor Day *You Drink & Drive. You Lose.* Campaign July 24 - September 17, 2006

Introduction

You Drink & Drive. You Lose. (YDDYL) is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the YDDYL message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois. A YDDYL mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

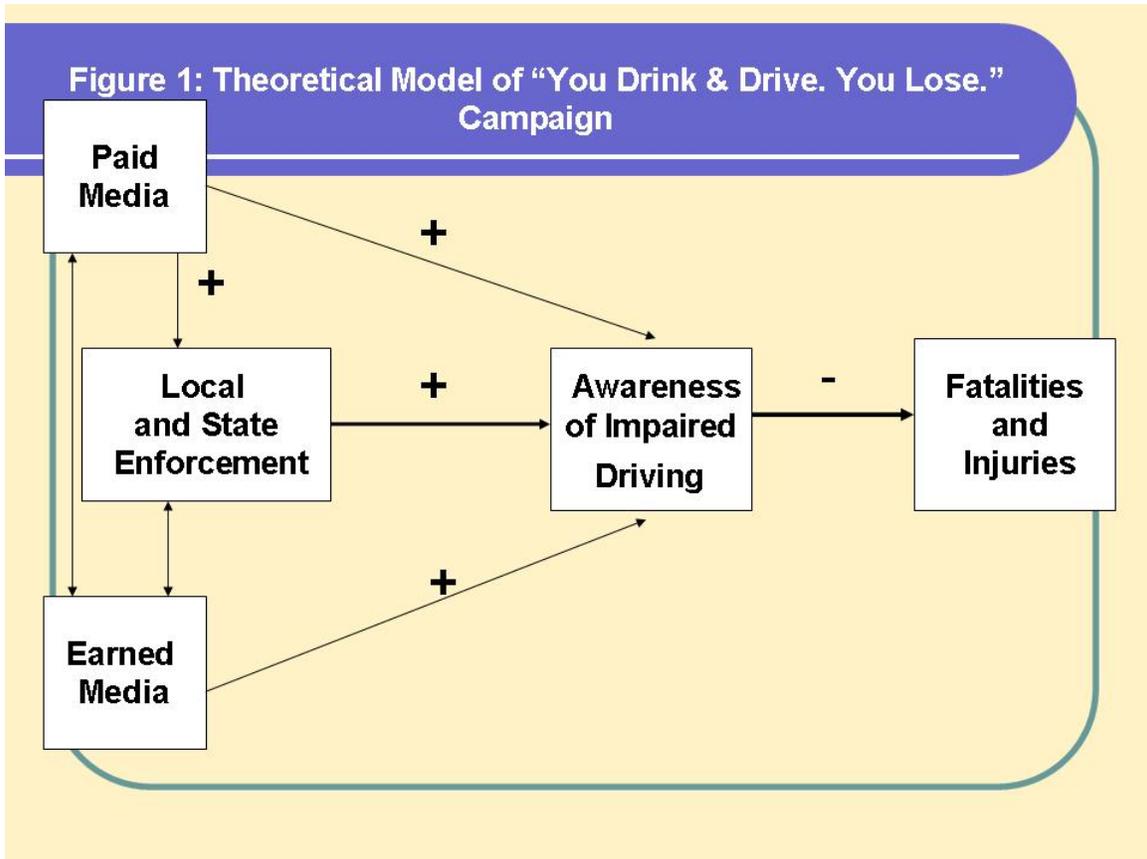
The 2006 Labor Day YDDYL mobilization was conducted from July 24 to September 17, 2006 with a special focus on impaired driving.

You Drink & Drive. You Lose. Program Model

YDDYL is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of not drinking and driving is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. Several alcohol-related laws, such graduated licensing and .08 laws were passed by the Illinois legislature in the past that made it possible for police to stop and ticket motorists who did not obey the law. As part of the YDDYL campaign, several road side safety checks and saturation plans are conducted by local and state police departments throughout the state where motorists are stopped and checked for alcohol.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program.

The components of the YDDYL model are paid and earned media paired with local and state enforcement to increase the public's awareness of the consequences of drinking and driving. These variables work together to reduce injuries and fatalities. **Figure 1** shows the components of a YDDYL model.



Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatality has been well documented in the literature (FARS, 2005). The severity of a motor vehicle crash increases when the driver is impaired. Individuals who drive while impaired are more likely to drive recklessly and become involved in fatal crashes. Plus, impaired drivers are less likely to use seatbelts, thereby increasing their own risk for serious injury in a crash.

Figure 2 shows the percentage of restraint use among occupants of vehicles who were killed by time of day. As shown in this graph, only a small percentage of those who were killed between midnight and 4:00AM, were wearing their belts.

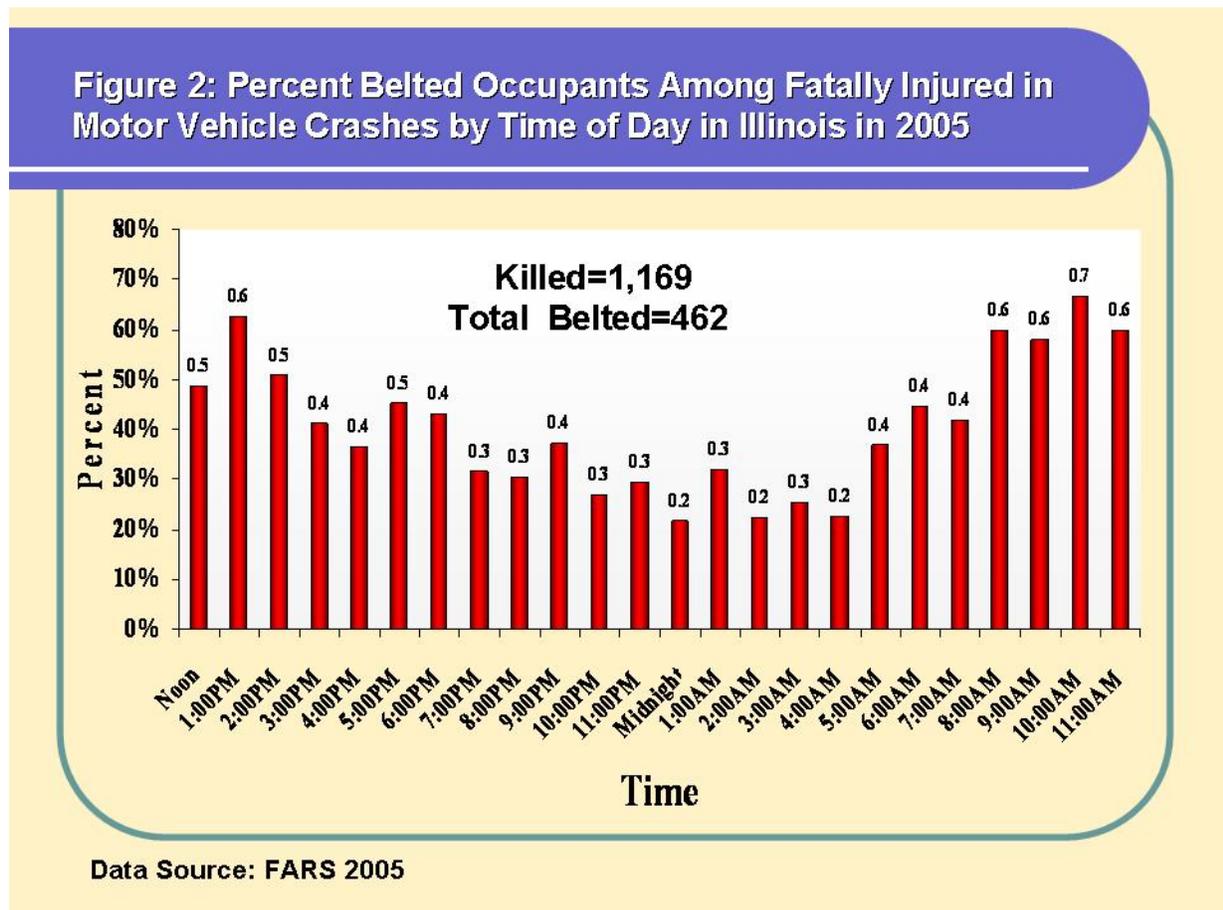
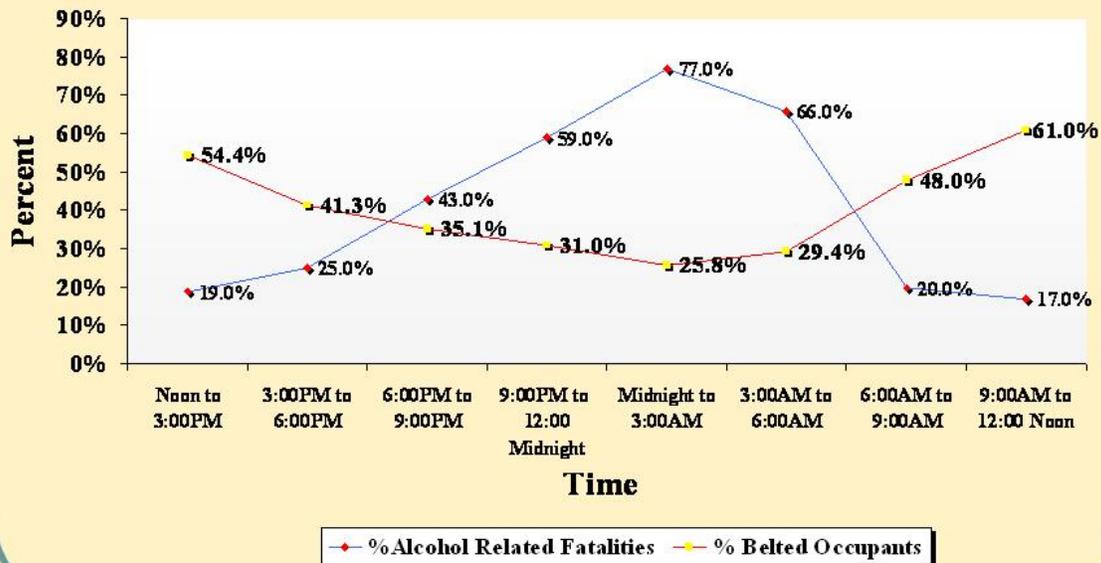


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This indicates that the nighttime safety belt usage rate among those who drink and drive is very low.

Figure 3: Percent Alcohol Related Fatalities and Percent Belted Occupants by Time of Day in Illinois in 2005



Data Source: FARS 2005

Report Objectives

The purpose of this technical report is to provide details of the activities, costs, and available outcomes of the 2006 Labor Day YDDYL campaign. The objectives of this report are:

- To provide a summary of earned and paid media activities prior to and following the Labor Day YDDYL campaign.
- To provide a detailed summary of enforcement activities during the campaign.
- To provide costs and effectiveness of enforcement activities.
- To determine Illinois residents' views and opinions regarding alcohol impaired driving and enforcement.

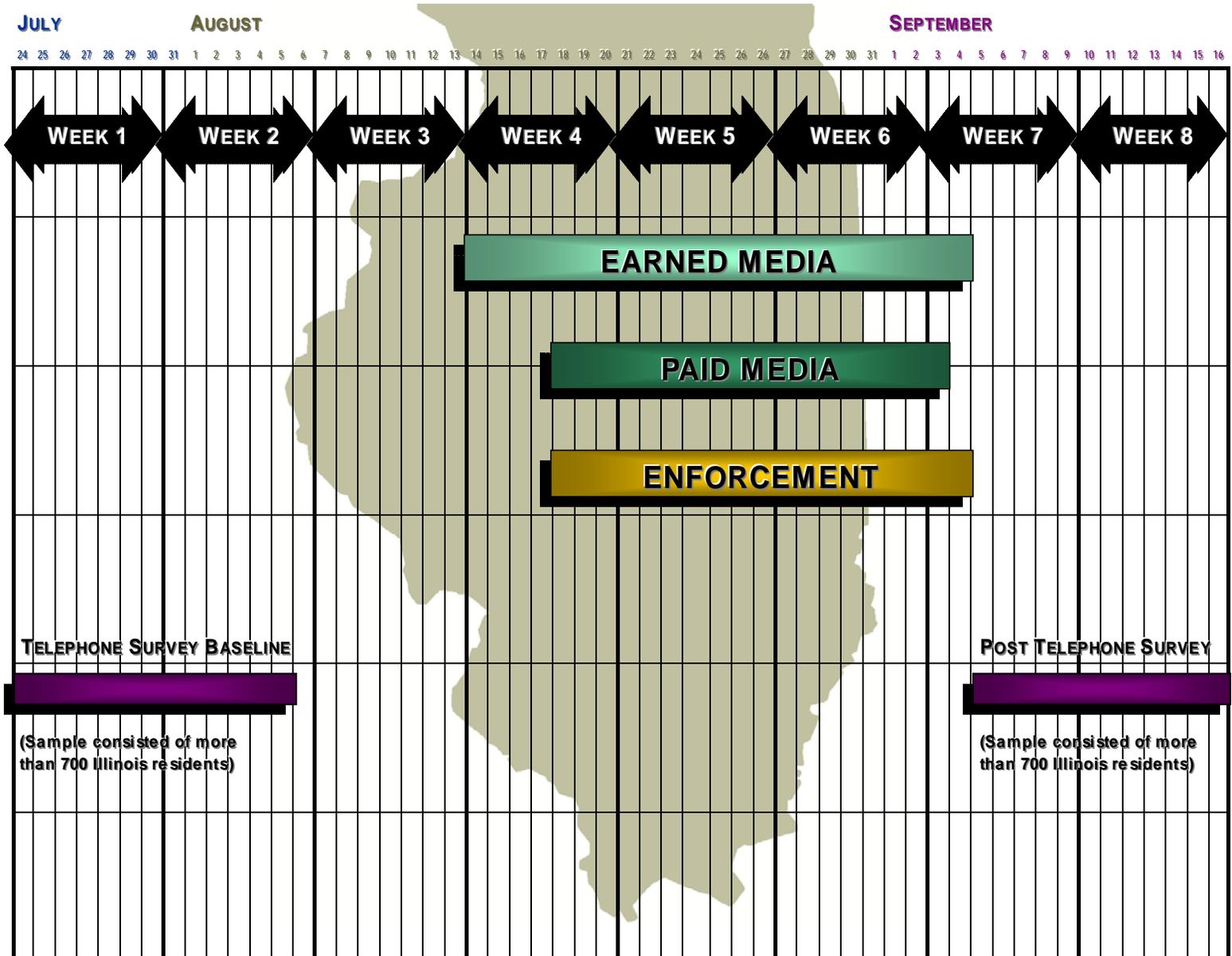
The evaluation of this campaign includes process and outcome measures. The process measures include documenting the activities associated with the program publicities (earned and paid media) and enforcement activities during the campaign. The only immediate statewide outcome measure that was used in this study was the pre and post telephone surveys of Illinois drivers. The main and ultimate outcome measure of the campaign is based on the actual alcohol related fatalities and injuries before and after the campaign. Unfortunately, the current fatal and injury crash data are not yet available to measure the true impact of the YDDYL campaign on fatalities and injuries. Once fatal and injury data are available to users, a comparison will be made between crash data during this campaign and the data for the same time period in previous years.

2006 Labor Day *You Drink & Drive. You Lose.* Campaign in Illinois: Timeline of Activities

In July 2006, IDOT Division of Traffic Safety launched a statewide YDDYL campaign. In coordination with the National Highway Traffic Safety Administration (NHTSA), and state, county and local law enforcement agencies, the program set out to crack down on drunk drivers across the state by means of a highly publicized enforcement campaign of impaired driving laws. As illustrated in **Diagram 1**, YDDYL activities began July 24 and concluded September 17, 2006. The following activities took place during the campaign:

- July 24 – August 5, 2006: Baseline data on several combined alcohol and safety belt issues (e.g., public education and enforcement) were collected via telephone;
- August 14 – September 3, 2006: Earned media was obtained, including three press conferences held August, 17, 2006 in various locations throughout the state.
- August 18 – September 4, 2006: Highly publicized strict enforcement of the impaired driving laws was conducted. Paid media advertisements promoting YDDYL in rural television and radio markets ran until September 3.
- September 5 – September 17, 2006: Post statewide telephone public opinion surveys were conducted;

Diagram 1: 2006 *You Drink & Drive. You Lose.* Campaign Timeline



MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS held three press conferences on August 17, 2006 in conjunction with the Illinois State Police (ISP), Mothers Against Drunk Driving (MADD) and local law enforcement agencies in Chicago, Springfield and Cahokia. These press conferences featured a strong enforcement message that if you drink and drive, you will be caught. **Table 1** lists the media markets participating in the YDDYL press conferences, as well as the articles and stories generated from the publicity.

Media Market	Articles/Stories Generated
Chicago	5
Metro East	5
Springfield/Champaign	4
Total:	14

In addition to the coverage generated by the press conferences, DTS law enforcement grantees are required to submit articles to their local press regarding planned enforcement. Law enforcement agencies participating in our Labor Day campaign reported that 141 print stories, 91 radio stories, and 11 press conferences were generated as a result of the YDDYL enforcement efforts.

This year, IDOT/DTS worked with Illinois Information Services (IIS) to create a series of Public Service Announcements (PSAs) called *True Stories* featuring victims or drunk driving offenders. The first of these PSAs, entitled *Danny Hicks*, debuted in Springfield on August 17th during the Labor Day press conference. IDOT/DTS partnered with media outlets across the state to run these safety messages at no charge. Approximately 200 radio stations across the state were given these PSAs to run and eight cable and broadcast television stations agreed to play these announcements. DTS will roll out new *True Stories* PSAs as they become available.

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 20 stations across the state to remind motorists not to drink and drive.

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the YDDYL campaign publicity period. Messages are focused on enforcement, reminding motorists to not to drink and drive. YDDYL paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the YDDYL message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of motor vehicle crashes occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

IDOT/DTS spent \$944,580 on broadcast television, cable and radio to promote the National YDDYL campaign beginning August 18th and ending September 3rd, 2006. **Table 2** lists the cost of paid media by media market for the YDDYL campaign.

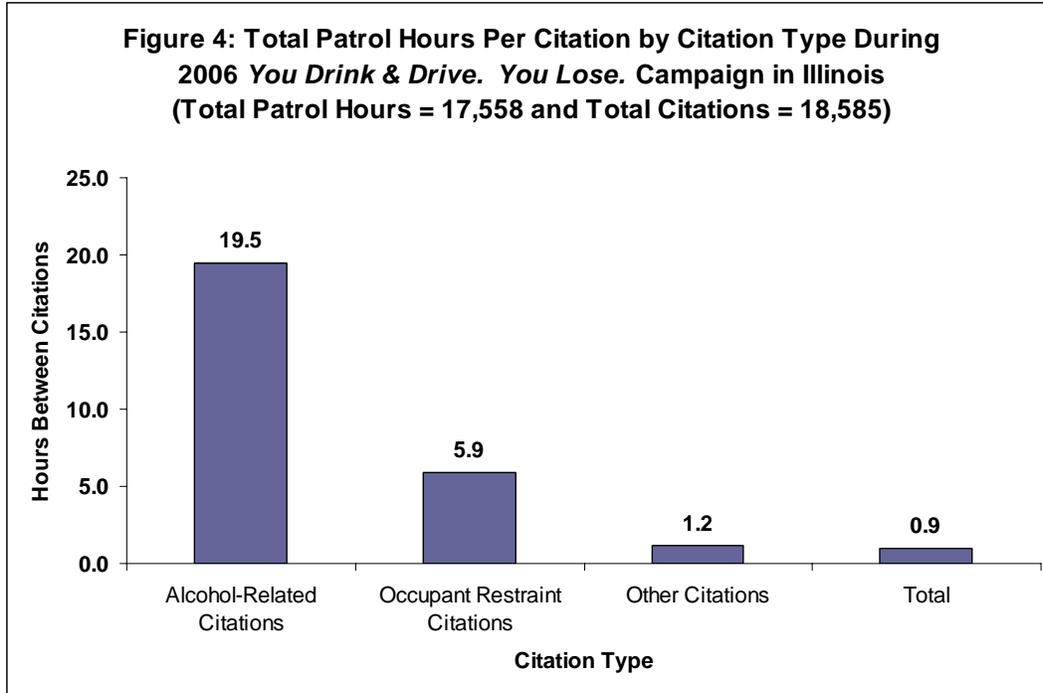
Media Market	Total Dollars Spent
Champaign	\$41,784.00
Chicago	\$618,272.00
Davenport	\$33,565.00
Peoria	\$92,085.00
Springfield	\$25,108.00
Rockford	\$34,818.00
Metro East	\$98,948.00
Total:	\$944,580.00

Enforcement

The *You Drink & Drive. You Lose.* (YDDYL) Labor Day campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. A summary of the enforcement activities over the two week campaign appears in **Table 3**. Two hundred and one (201) local law enforcement agencies and all Illinois State Police (ISP) Districts participated in the 2006 Labor Day alcohol mobilization. A total of 209 roadside safety checks and 1,469 saturation patrols were conducted during the August 18 to September 4, 2006 enforcement period.

Local law enforcement and ISP logged a total of 17,558 patrol hours and issued 18,585 citations during the campaign. One citation was written every 56.69 minutes of enforcement. Local law enforcement and ISP issued 902 alcohol related citations, including 751 DUI arrests. An average of one alcohol related citation was issued every 19.5 hours of the enforcement period. A total of 2,964 citations were issued for safety belt and child passenger safety seat violations, an average of one occupant restraint violation every 5.9 hours. **Figure 4** depicts the number of hours of Labor Day YDDYL patrol per citation by citation type.

Table 3: Summary Results of Enforcement Activities			
Selected Enforcement Activities	Local Police Agencies	ISP	Total
Number of Enforcement Hours	15,263	2,295	17,558
Number of Roadside Safety Checks	147	62	209
Number of Saturation Patrols	1,469	0	1,469
Total Citations	17,236	1,349	18,585
One Citation Written Every X Minutes of Enforcement	53.13	102.08	56.69
Number of DUI & Alcohol Related Citations	684	218	902
DUI / Alcohol Related Citation Written Every X Hours	22.3	10.5	19.5
Safety Belt / Child Safety Citations	2,693	271	2,964
Safety Belt / Child Safety Citations Every X Hours	5.7	8.5	5.9



Illinois State Police

Illinois State Police (ISP) worked 2,295 enforcement hours and conducted 62 roadside safety checks as part of the 2006 Labor Day campaign. A total of 1,349 citations were issued, an average of one citation issued every 1.7 hours of enforcement. A total of 218 DUI / alcohol related citations were issued by ISP during the campaign, an average of one alcohol related citation issued every 10.5 hours. Of the 218 alcohol related citations issued, 67 DUI arrests were made. ISP issued 271 safety belt and child restraint violations during the course of Labor Day enforcement, an average of one occupant protection citation every 8.5 hours.

Local Enforcement

Local police agencies worked 15,263 hours on Labor Day alcohol enforcement, conducting 147 roadside safety checks and 1,469 saturation patrols. **Figure 5** features a map identifying the number and locations of roadside safety checks (RSCs) and saturation patrols by county. A total of 17,236 citations were written by local law enforcement agencies, or one citation was written every 53.13 minutes of enforcement. Six hundred and eighty four (684) DUI citations were issued, or one DUI citation was written every 22.3 hours of enforcement. In addition, 2,693 occupant restraint violations were cited for failure to wear a safety belt or failure to properly restrain a child in a safety seat, an average of one occupant protection citation every 5.7 hours of enforcement. Total estimated enforcement cost was **\$828,337**.

Comparing the Effectiveness of Roadside Safety Checks and Saturation Patrols

Much discussion has taken place comparing the effectiveness of RSCs to saturation patrols during the mobilizations. Although local agencies were asked to conduct RSCs during YDDYL, several agencies were unable or hesitant to set up RSCs due to a lack of officers available to work during the campaign. **Table 4** lists YDDYL enforcement activities for agencies that conducted only saturation patrols and agencies that conducted exclusively RSCs.

As shown in **Table 4**, 32 agencies conducted only RSCs and 126 agencies conducted only saturation patrols. The remaining agencies conducted a mix of both types of enforcement and were not included in this analysis. As expected in this campaign, agencies conducting saturation patrols issued over three times as many citations as those agencies conducting RSCs (10,357 citations versus 3,029 citations). It should be noted, however, that agencies conducting saturation patrols conducted 8,854 hours of enforcement compared to 4,586 hours logged by RSC agencies. On average, agencies conducting saturation patrols issued one citation every 51 minutes of enforcement versus RSC agencies, which issued one citation every 91 minutes.

RSC agencies made 155 DUI arrests, an average of one DUI arrest every 29.6 hours of enforcement. Agencies conducting saturation patrols made 445 DUI arrests, an average of one DUI arrest every 1,193 minutes of enforcement.

Table 4: YDDYL Enforcement Results for Agencies Conducting Exclusively Saturation Patrols Verses Agencies Conducting Only Roadside Safety Checks		
	Agencies Conducting Roadside Safety Checks Only (n=32)	Agencies Conducting Saturation Patrols Only (n=126)
Enforcement Hours	4,586	8,854
Total Citations	3,029	10,357
Total Citations Written Every X Minutes	90.85	51.29
Total DUI Arrests	155	445
DUI Arrest made every X hours	29.6	19.9

EVALUATION

Evaluation

As indicated earlier in this report, an evaluation of the *You Drink & Drive. You Lose.* (YDDYL) campaign includes process measures (e.g., documenting the activities associated with campaign media and enforcement activities) and outcome measures, such as pre and post telephone surveys of Illinois drivers. The pre and post telephone surveys were conducted in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Office at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, we will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Overview of Telephone Survey Findings

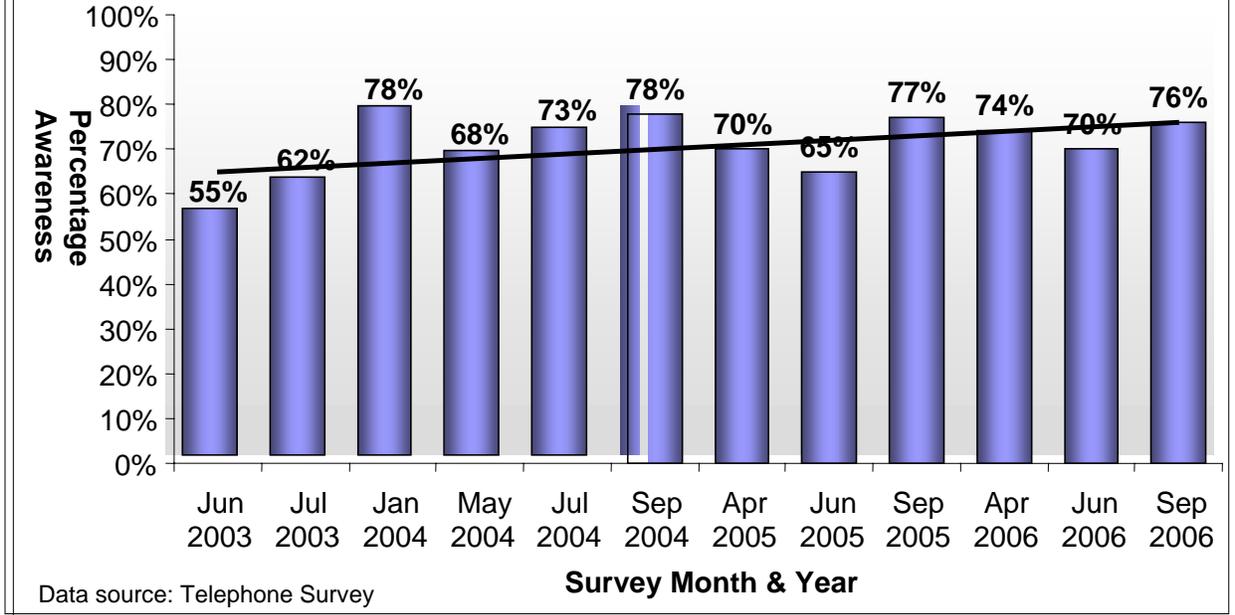
Telephone surveys found that the percent of people who indicated that "in the past (thirty) days, they had "read, seen, or heard anything about alcohol-impaired driving in Illinois," increased statewide from 56 percent in June to 64 percent in September. This change was especially evident among those surveyed in north / central Illinois where awareness rose from 60 percent in June to 75 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (79%).

Telephone survey respondents were asked about their awareness of fifteen selected traffic safety slogans, asked in a random order. Nine slogans related to drinking and driving. The largest percentage point increase from June to September occurred for the YDDYL slogan, experiencing an increase of nearly seven percentage points in awareness. The greatest regional increase in awareness of the YDDYL slogan was in the Chicago suburbs, where awareness rose 14 percent from June to September.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2002 - 2006

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level rose to 76 percent in the September 2006 survey. **Figure 6** displays the awareness of the YDDYL slogan from 2002 to 2006.

Figure 6: Awareness of the *You Drink & Drive. You Lose.* Slogan in Illinois (June 2003 through September 2006)



Cost / Effectiveness Analysis of *You Drink & Drive. You Lose.*

Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the YDDYL campaign.

A cost / effectiveness analysis was performed for those agencies participating in YDDYL.

Table 5 summarizes enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type.

ISP, six year-round DTS grantees and 77 YDDYL grantees, were included in this cost / effectiveness analysis. Together, these agencies conducted a total of 8,828 patrol hours and issued 6,828 citations during enforcement at a total cost of \$332,574. On average, one citation was written every 77.57 minutes during enforcement at an average cost of \$48.71 per citation, or \$37.67 per patrol hour. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

Illinois State Police

ISP conducted 2,295 patrol hours during YDDYL enforcement and issued 1,349 citations at cost of \$114,750, or \$50 per patrol hour.² One citation was written every 102.08 minutes, an average cost of \$85.06 per citation.

Local Police Agencies

A total of 83 law enforcement agencies participating in the statewide mobilization were reimbursed by the Division of Traffic Safety. Most of the grantees included this analysis are *alcohol mobilization grantees*, agencies funded specifically for YDDYL enforcement activities. Alcohol mobilization grantees accounted for 77 of the 83 agencies. The remaining six agencies in the analysis are agencies with year-long enforcement grants with DTS (*regular grantees*) who substituted YDDYL enforcement for regular grant activities.

The 77 alcohol mobilization grantees included in this analysis worked a total of 5,929 patrol hours and wrote 4,931 citations at a cost of \$194,449.25, or \$32.80 per patrol hour. On average, one citation was written every 72.14 minutes during YDDYL enforcement at a cost of \$39.43 per citation.

Six regular DTS grantees contributed 604 patrols hours to the campaign, issuing 548 citations. Regular grantees issued one citation every 66.13 minutes at a cost of \$42.66 per citation or \$38.70 per patrol hour. Enforcement costs for regular grantees totaled \$23,375.07.

Table 5: Enforcement Activities and Associated Costs by Type of Grantee

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Illinois State Police	2,295	1,349	102.08	\$85.06	\$50.00	\$114,750
Alcohol Mobilization Grantees (n = 77)	5,929	4,931	72.14	\$39.43	\$32.80	\$194,449
DTS Regular Grantees (n = 6) (5 IMaGE, 1 MAP)	604	548	66.13	\$42.66	\$38.70	\$23,375
Total	8,828	6,828	77.57	\$48.71	\$37.67	\$332,574

² Note that the \$50 an hour patrol figure listed for ISP is an estimate provided by ISP.

Limitations of Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and / or a citation written per X minutes vary substantially across selected local agencies. For example, DTS reimbursed the Plainfield Police Department for \$2,652 and the Farmington Police Department for \$2,625 for YDDYL enforcement. Although the amounts reimbursed are within thirty dollars of each other, the calculated indicators are not. Plainfield reported writing 326 citations over 80 hours of patrol at a cost of \$33.15 per patrol hour and \$8.13 per citation. In contrast, Farmington reported writing 18 citations during 150 hours of patrol at a cost of \$17.50 per patrol hour and \$145.85 per citation. According to these figures, Plainfield wrote one citation about every 15 minutes and Farmington wrote once citation every 500 minutes during YDYDYL enforcement.

In addition to issues regarding potential biases such as number of minutes per citation and cost per citation, the number of citations issued in relation to the number of enforcement hours conducted is also an indicator of interest that varies widely among agencies. The Quincy Police Department, for example, worked a total of 30 enforcement hours during YDDYL, but only wrote a total of three citations. In comparison, Barrington Hills Police Department reported writing 225 citations during 24 hours of enforcement. According to these figures, Quincy wrote one citation every 600 minutes at a cost of \$352.61 per citation, compared to Barrington Hills which wrote one citation every six minutes at \$42.79 per patrol hour.

In an effort to address the concerns raised in this cost / effectiveness analysis, the Evaluation Unit is proposing to address these issues by taking the following course of action:

1. Conduct an in-depth analysis of the current data to identify those agencies considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.
2. Provide the list outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.
3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.
4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

STATEWIDE TELEPHONE SURVEY

**The Illinois Statewide Labor Day 2006
Alcohol Impaired Driving Enforcement Campaign Surveys**

Conducted for



Division of Traffic Safety

Conducted by



**Survey Research Office
Center for State Policy and Leadership
University of Illinois at Springfield**

Summary Report

Field Interviewing: June and September 2006
(Supplemented with Selected Findings from April 2006 Survey)
Report: October, 2006

Written by

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Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct several statewide telephone surveys from April through September, 2006. The first survey was conducted in April prior to the Memorial Day weekend, and the second was conducted in June, immediately after the Memorial Day weekend. A third survey was conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as did the September survey. The September survey took place after a DUI enforcement campaign that took place in a time period surrounding Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey served as a “pre-test” for the

Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.³

Methodology

The sampling methodology for the three surveys was similar to that of other recent telephone surveys on seat belt and DUI initiative topics conducted for IDOT’s Division of Traffic Safety. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Actual field interviewing for the April survey was conducted from April 4 - May 7, 2006 with over 500 licensed drivers (501-514). Field interviewing for the June survey was conducted from June 5 – July 3, 2006, with over 550 licensed drivers (525-566). And, field interviewing for the September survey was conducted from September 5 to October 8, 2006, again with over 550 licensed drivers (540-561).⁴

The numbers of completions for each stratification group are presented below for both the April and June surveys. It should be noted that statewide results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

	2006 Seat Belt Pre-Test <u>April 2006</u>	2006 Seat Belt Post-Test / DUI Pre-Test <u>June 2006</u>	2006 DUI Post-Test <u>Sept. 2006</u>
<i>TOTAL</i>	514	566	561
Chicago metro area	291	319	311
<i>City of Chicago</i>	153	150	130
<i>Chicago suburban counties</i>	138	169	181
Downstate counties	223	247	259
<i>North/central Illinois</i>	111	125	138
<i>Southern Illinois</i>	112	122	111

The sampling error for the April statewide results is +/- 4.4 percent, and the error for both the June and September statewide results is +/- 4.2 percent (at the 95th confidence level).⁵ The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25

³ In addition to the statewide surveys, a rural county component was added to both the April and June surveys, and a separate rural county survey was conducted in mid-May. Results for the rural county surveys can be found in a separate report.

⁴ There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

⁵ The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was about 10 minutes for the April survey (median = 10 minutes) and somewhat under 15 minutes for the June and September surveys (median = 13 minutes).

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, and age category.⁶ No other weighting has been applied.

Comments on Results

In the results that follow, we focus on those questions most pertinent to the DUI initiative surrounding Labor Day weekend, 2006. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). However, for the statewide results, we at times comment on the April results when they appear to add understanding to the later results/changes.⁷ In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % within parentheses) refer to percentage point changes unless specifically noted.⁸

The full results are presented in the file titled **IDOT 2006 Statewide Survey Tables** (an Excel file), compiled for the project. Separate worksheets are included for: the statewide results; regional results; results by gender; results by age group (three categories of up to 29, 30s and 40s, and 50 and over); results by race (white/non-white); and relevant results for those who had an alcoholic drink in the recent past. Worksheets include results for the April, June and September surveys as well as percentage point changes from the April to June and from June to September.

Time frame in question wording. The time frame for the recall questions in each of the surveys is the same, that of 30 days. For both the June and September surveys, this time period covers the most recent enforcement/media campaign for respondents.

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the June and September 2006 samples, overall, are similar with regard to most of the demographic characteristics asked about. The largest differences are found for education level, household income, and the incidence of having children. Compared to the June sample, the “weighted” September sample:

- has fewer with “some post high school education” as their highest level of education (-7.7%) while having somewhat more at “both ends” of the education categories [less than high school diploma (+3.8%) and a four-year college degree or more (+3.6%)];

⁶ The age categories used for weighting purposes are: up to 29 years old; 30s and 40s; and 50 and older. The statewide proportions for each age category were derived from data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the first year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver three-quarters of the time.

⁷ The full array of DUI-related questions was not asked in the April 2005 survey.

⁸ When the decimal is .5, we round to the even integer. Decimals are sometimes reported when percentage numbers are small and they add to understanding of changes/differences.

- has more in the three highest income categories (+15.3%), fewer in the two lowest income categories (-7.5%), and fewer who did not give an answer (-5.1%); and
- has more respondents who have children (+4.7%).

THE RESULTS

Behaviors relating to drinking and driving

Frequency of drinking. *“How often did you drink alcoholic beverages in the past thirty days?”* Statewide, very few September respondents reported drinking every day while about one in ten (11%) reported drinking *at least* several days a week. One-quarter (25%) reported drinking either “once a week or less” or “only on weekends.” Almost one-fifth (19%) reported drinking only on celebrations or special occasions, and over four of ten (43%) reported not having had a drink in the recent past. *During the remaining portions of this report, we sometimes refer to those who indicated ever having drunk in the past thirty days as “drinkers” or “recent drinkers.”*

The number of respondents who reported drinking *at least* several times a week is only slightly less in September than in June (11.0% vs. 14.3%), while the results for those who reported drinking “once a week or less” or “only on weekends” is even closer (24.9% in September vs. 23.1% in June) – as are the results for those who said “only on celebrations or special occasions” (18.7% in September and 20.1% in June). Slightly more September than June respondents reported “never” drinking during the time span (43% vs. 39%).

Regional results. The September results show that reports of drinking *at least* several days a week are higher in the two Chicago metro regions (15.5% in City of Chicago and 12% in the suburbs) than in the two downstate regions (6 to 7%). The percent who reported either drinking “once a week or less” or “only on weekends” is also higher in the two Chicago metro regions (27% in both Chicago and the suburbs vs. 21% in north/central Illinois and 18% in southern Illinois).

At the other end of the scale, the percent who reported “never” drinking is greatest in north/central Illinois (56%) followed by southern Illinois (49%), the City of Chicago (40%) and then the Chicago suburbs (36%). And, the percent who reported drinking only “on celebrations or special occasions” approaches one-quarter for southern Illinois (23%), is almost as much for the Chicago suburbs (21%), and is about one in six for both the City of Chicago and north/central Illinois (about 16% for each).

In terms of those who said they drink *at least* several times a week, there are decreases in the frequency of these reports in both the Chicago suburbs (18.2% to 12.4%) and in north/central Illinois (13.9% to 6.3%). Small increases are found for both the City of Chicago (12.3% to 15.5%) and southern Illinois (4.6% to 7%).

For those who said they drink once a week or less (including only on weekends), there is an increase from June to September in the City of Chicago (19% to 27%) and a decrease in southern Illinois (25% to 19%). The frequency of these reports are more stable in both the Chicago suburbs (27% for each month) and in north/central Illinois (19% to 21%).

The percent who indicated drinking only on special occasions (or celebrations) declined in the City of Chicago (26% to 16%) and increased modestly in southern Illinois (18% to 23%). Here, a small increase was found for the Chicago suburbs (18% to 21%) while an even smaller decrease was found for north/central Illinois (18% to 16%).

And, in terms of those who said they had “never” had a drink in the past thirty days, increases are found in both north/central Illinois (47% to 56%) and the Chicago suburbs (30% to 36%). Here, only a small decrease is found in southern Illinois (52% to 49%) and virtually no change is found for the City of Chicago (40.8% to 40.3%)

Drinking and driving. *“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [For the approximate 55 to 57 percent who indicated they drank alcoholic beverages in the past thirty days.]* Just over one-third of the September respondents (36%) who drank alcoholic beverages in the recent past reported they had driven a motor vehicle within two hours after drinking during this time period. This is just slightly higher than the number of such drivers who said so in June (34%).

In September, the percent of *drinkers* who reported having recently driven within two hours after drinking an alcoholic beverage is somewhat higher in north/central Illinois (nearly 40%) than in the other three regions (36% for the Chicago suburbs and 33% for both the City of Chicago and southern Illinois). From June to September, a sizeable decrease is found in this percentage for drinkers in southern Illinois (45% to 33%) while an increase is found for City of Chicago drinkers (27% to 33%). Very small changes here are found for both the Chicago suburban drinkers (34% to 36%) and north/central Illinois drinkers (39-40% in each month).

Number of times. *“About how many times [in this time period] did you drive within two hours after drinking?” [For the approximate 20% of total sample members who had an alcoholic beverage in the recent past and who indicated they had driven a motor vehicle after drinking.]*

For those who had driven a motor vehicle within two hours of drinking in the recent past, more September than June respondents indicated doing so once (44% vs. 31%) while more June than September respondents indicated doing so twice (36% vs. 22%). The number who said three or four times does not differ much (21% in September and 18% in June), and neither does the number who indicated more often than this – about 9 percent in both surveys. [Among the latter, slightly more June than September respondents indicated 5 to 9 times (4.5% vs. 1.5%) while slightly more September respondents indicated 10 times or more (7.4% vs. 4.9%).]

Number of drinks on last occasion. *“On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the approximate 13% of total sample members who indicated they had driven within two hours of drinking.]* About one-third of the relevant respondents in both surveys reported having had one drink (33% in June and 30.5% in September) while the number who reported having had either one or two drinks is somewhat higher in September than in June (73% vs. 67%). Somewhat more June than September respondents reported having had three or four drinks (20% vs. 14%) while about one in ten indicated having had five or more drinks in both June (9.8%) and September (11.9%).

Frequency drive when too much to drink. *“About how many times [in this time period] did you drive when you thought you had too much to drink?” [For the approximate 55 to 57 percent of total sample members who indicated they drank alcoholic beverages in the past thirty days.]* In both the September and June surveys, just over nine in ten of those asked the question (those who drank in the past thirty days) reported never having had too much to drink when they drove in the past thirty days (91.9% in June and 92% in September). In September, just over 3 percent (3.2%) indicated having done so either once (2.4%) or more than once (0.8%) -- while in June, nearly 5 percent (4.8%) said they had done so either once (3.6%) or more than once (1.2%). The number who did not give an answer is larger in September than June (4.9% vs. 2.3%).

Reports of *never* having done so in the past thirty days are more frequent among recent drinkers in the two Chicago metro areas (95% for City of Chicago and 93% for suburban Chicago) than they are in the two downstate regions (90% for southern Illinois and 86% for north/central Illinois).

Assessed trend in personal drinking and driving. *“Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For the approximate 55 to 57 percent who indicated they drank alcoholic beverages in the past thirty days.]* No respondent in June and hardly any in September reported that they now drink and drive “more often” than they did three months ago, while the proportion who said they drive after drinking “less often” is about the same in both surveys (8% in June and 7% in September). The proportion who said they “never drive after drinking” is

also about the same in both surveys (each at about 62%). Fewer September than June respondents indicated doing this “about the same” now (21% vs. 28%) while more September respondents did not offer a response (8% vs. 2%).

In September, the percent of “drinking” respondents who said they “never” drive after drinking is about two-thirds for both the City of Chicago (68%) and southern Illinois (67%) followed quite closely by the Chicago suburbs (63%) and then by north/central Illinois (52%). The percent who said they are now driving “less” after drinking is about one in ten for the two downstate regions (9.5%-11.1%) and about half this number in the two Chicago metro areas (5.1%-6.7%). The region with the largest number who report driving after drinking “more” often is north/central Illinois (3.2%).

From June to September, a substantial increase in the percent of “drinking” respondents who said they “never” drive after drinking is found for southern Illinois (40% to 67%) while a modest decrease in this percent is found for north/central Illinois (60% to 52%). Results in the two Chicago metro areas are more stable (66% to 68% for City of Chicago; 62% to 63% for the Chicago suburbs).

During this same time span, the percent of drinkers who reported driving after drinking “less often” increased in north/central Illinois (5% to 11%) and decreased in both the City of Chicago (13.5% to 6.7%) and southern Illinois (15% to 9.5%). It was far more stable in the Chicago suburbs (6.5% and 5.1%).

In terms of the percent who reported their driving-after-drinking behavior “is about the same,” there are sizeable decreases for the two downstate regions: - 12 percentage points for north/central Illinois (31% to 19%) and an even greater - 31 percentage points in southern Illinois (45% to 14%). At the same time, only modest declines here were found in the two Chicago metro areas (20% to 17% in the City of Chicago and 28% to 25.5% in the Chicago suburbs).

For this question, it should also be noted that quite sizeable increases occurred from June to September in the frequency of the “don’t know/refuse to answer” category in three of the regions: City of Chicago (0% to 8%); north/central Illinois (4.1% to 14.3%); and southern Illinois (0% to 9.5%).

Perceptions of and attitudes about police presence and enforcement

Perceptions of DUI enforcement. Three questions in the interview solicited respondents’ perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). And, in the third question, respondents were asked another relative question, this time being how likely it is that a driver who had been drinking will be stopped, compared to three months ago.⁹ (Also see the next section for questions specifically relating to roadside checks.)

Police enforcement of drinking laws -- a hypothetical, personalized-wording question. *“If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”* For the results of this question, we will focus on the results for those respondents who gave a substantive answer to the question.¹⁰

Of relevant September respondents statewide, over one-tenth (12.8%) said that being stopped by police would be “almost certain,” and about one-quarter (25%) said it would be “very likely.” About four in ten (40%) said it would be “somewhat likely,” while about one in five (21%) said it would be

⁹ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹⁰ Across the three surveys, about 2-3% said “don’t know” or refused to answer, and another 12% in each survey were coded as “not drinking so they cannot relate to the question.” For future surveys of this sort, it might be better to personalize the question. That is, instead of asking, “if you drove after having too much to drink ...,” it might be better to ask respondents how likely police are to stop drivers who do this behavior. This is in line with the wording of the third question in this section.

either “somewhat unlikely” (15%) or “very unlikely” (7%). The June results are very close to these September results.

Interestingly, it is the April results that show perceptions of likelihood the greatest – with over four in ten (44%) believing it is either “almost certain” (15%) or “very likely” (29%) that you will be stopped. In this survey, less than one in five (18%) believed it is either “somewhat unlikely” (12%) or “very unlikely” (6%).¹¹

For the September results, *recent drinkers* were much less likely than non-drinkers to say that their likelihood of being stopped is either “almost certain” or “very likely” (31% vs. 48%) and are more likely to say this likelihood is “somewhat likely” (43% vs. 35%). The same pattern is present in the June results. From June to September, more change actually occurred here for non-drinkers than for drinkers. First, the percent of non-drinkers who expressed substantive answers increased a bit from September to June (72% to 76%). And, for those who did give a substantive answer, somewhat more of the September than June non-drinkers said that it would be either “very likely” or “somewhat likely” they would be caught (59% to 67%) while somewhat fewer of them said it would be either “somewhat unlikely” or “very unlikely” (23% to 17%).

In terms of regions, the September percent who said it would be either “almost certain” or “very likely” that they would be stopped ranges only from a low of 35 percent for the City of Chicago to a high of 41 percent in north/central Illinois – with the Chicago suburbs at 36 percent and southern Illinois at 39 percent..

At the other end of the scale, we find the percent who said it would be either “somewhat” or “very” unlikely is about one-quarter for three of the four regions (25% in both the Chicago suburbs and southern Illinois and 23% in the City of Chicago) and a somewhat lower 17 percent in north/central Illinois.

From June to September, the combined percentage for the top two likelihood categories (“almost certain” and “very likely”) does not show much change in any of the four regions. (The largest change is an increase of 3% in the Chicago suburbs.

Police presence on roads. “*Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same?*” About three-quarters (76%) of the September respondents reported seeing police “about the same” on the roads they normally drive, while about one in five (20%) said they police “more often” and under one in twenty (3%) said “less often.” These results do not differ much from those in June.

Again, it is in the April survey where we see perceptions of police presence the greatest. In this earlier survey, just over one-quarter reported seeing police “more often” (26% compared to 19% in June and 20% in September) while nearly 70 percent (69%) said “about the same” (somewhat lower than the 75 to 76% who said so in June and September).¹²

When analyzed by recent drinking activity, we find the June results were virtually the same for drinkers and non-drinkers. In September, somewhat more drinkers said they see police “about the same” (79% vs. 73%) while slightly more non-drinkers said they see police “more often” (23% vs. 18%).

In September – by region, the percent who said they see police “more often” is above one in five for both the Chicago suburbs (23.5%) and north/central Illinois (21%) and somewhat lower in both

¹¹ This April finding relative to the June and September results here was also the case in last year’s surveys. For a possible explanation, see the results for the next question.

¹² Again, this result was found in last year’s surveys as well.

southern Illinois (17%) and the City of Chicago (15%). About eight in ten said “about the same” in all regions but the Chicago suburbs where seven in ten said so. The largest number of those who said “less often” is found in southern Illinois (4.8%) and then the Chicago suburbs (3.9%).

Comparing June and September regional results shows little change for southern Illinois here. For north/central Illinois, we find an increase in the percent who said “about the same” (66% to 78%) and a decrease in the percent who said “more often” (28% to 21%). For the Chicago suburbs, the reverse is the case – with an increase in “more often” (15% to 23%) and a decrease in “about the same” (80% to 71%). For the City of Chicago, we find an increase in those who said “about the same” (75% to 81%) and small decreases in every other response category.

Police enforcement of drinking laws -- comparative, general evaluation. “*Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?*” Statewide, the percent who said “more likely to be stopped” increased somewhat from June to September (24% to 28%) while the percent who said “about the same” decreased just slightly (68% in June and 66% in September). In the earlier April survey, 30 percent said “more likely to be stopped” and 63 percent said “about the same.”

When analyzed by recent drinking activity, we find that both the June and September results show recent drinkers are somewhat less likely than non-drinkers to say it is “more likely” they will be stopped (30% vs. 20% in June; and 31% vs. 26% in September). And, drinkers are more likely than non-drinkers to say the likelihood of being stopped is “about the same” (74% vs. 59% in June; and, to a lesser extent, 68.5% vs. 64% in September). Recent drinkers showed more change from June to September, showing a 6 percentage point increase in those who said “more likely to be stopped” (20% to 26%) and an accompanying decrease in those who said “about the same” (73.5% to 68.5%).

By region, the September “more likely to be stopped” responses number about three in ten for both north/central Illinois (31.5%) and the Chicago suburbs (29%) and about one in four for southern Illinois (26%) and southern Illinois (23%). Increases in this percentage from June to September are found for both the Chicago suburbs (19.5% to 29%) and southern Illinois (19% to 26%). Little to no change in this percentage is found in the other two regions.

Evaluations of penalties given to DUI offenders

Two questions in the interview solicited respondents’ evaluations of the penalties given to DUI offenders. One dealt with first offenders, and the other dealt with repeat offenders. (These were asked for the first time in the January 2004 survey.)

Evaluations of penalties for first offenders. “*Do you think the penalties given to drivers your area who are guilty of their first offense for alcohol-impaired driving are: too lenient, too harsh, or about right?*” By about a margin of 45 percent to 26 percent, a plurality of the September statewide respondents reported the penalties for first offenders are “about right” as opposed to “too lenient.” Only 7 percent said they were “too harsh,” and just over one in five (22%) did not express an opinion. These results do not depart much from those in the June 2006 survey (the biggest difference being a decrease of 4% for those who did not express an opinion).

Analysis by recent drinking activity. Both the June and September results show that recent drinkers are somewhat less likely than non-drinkers to say penalties are “too lenient” (19.5% vs. 36% in June; and 22% vs. 32% in September). For the percent who said penalties are “too harsh,” the June results do not show much difference between the two groups (about 7% for each), but in September drinkers were more likely to say this than non-drinkers (11% vs. 3%). For those who said the penalties are “about right,” the June recent drinkers were somewhat more likely to say the penalties are “about

right” than non-drinkers (45% vs. 38%), but the difference between the two groups in September had largely disappeared (46% vs. 44%). And, for those not expressing an opinion (don’t know or refuse), June drinkers outnumber non-drinkers here (29% vs. 19%) but no differences are apparent in September (21-22%).

Analysis by region. In three of the regions, the September percent who said “about right” outnumbers the percent who said “too lenient” by margins ranging from 2.5 to 1 (50% vs. 20% for City of Chicago) to 4 to 3 (41% vs. 29% in north/central Illinois), with a 2 to 1 margin found in the Chicago suburbs (46% vs. 23%). However, somewhat more September southern Illinois respondents said “too lenient” than said “about right” (44% vs. 37%).

From June to September, the largest change in these results is found in southern Illinois where the percent who said “too lenient” climbed from 33 percent to 44 percent. This was accompanied by smaller declines in the no response and “about right” categories.

Evaluations of penalties for repeat offenders. *“Do you think the penalties given to repeat offenders of alcohol-impaired driving are: too lenient, too harsh, or about right?”* The results are virtually reversed when we move from the question about penalties given for first offenders to this question about repeat offenders. Here, by a margin of 46 percent to 29 percent, a plurality of the September respondents is found to believe that penalties are “too lenient” as opposed to “about right.” Hardly any (1.7%) said “too harsh” while almost one-quarter (24%) did not express an opinion. These results are very close to the results found in the June survey.

Analysis by recent drinking activity. Both the June and September results show few differences between recent drinkers and non-drinkers. In both months, only slightly more non-drinkers than drinkers said the penalties are “too lenient” (49% vs. 45% in June; 48% vs. 44% in September).

Analysis by region. In September, a majority of respondents in both downstate regions said penalties for repeat offenders are “too lenient” (55% vs. 26% for “about right” in southern Illinois and 50% vs. 32% in north/central Illinois). A plurality for this response is found in both Chicago metro areas (45% vs. 26% for the Chicago suburbs and 39% vs. 32% in the City of Chicago). For the City of Chicago, this was a reversal from the June narrow plurality which indicated “about right” rather than “too lenient” (37% vs. 33%). The only other change at all sizeable here was the increase in “about right” responses found in north/central Illinois (+8%, accompanied by smaller decreases in each of the other categories).

Roadside safety checks

Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey instrument, they were asked about their awareness and experience with safety checks whose primary purpose was to check for alcohol-impaired driving.

It should be noted that this departs a bit from the national survey template. This was done intentionally for reasons of obtaining comparable Illinois trend data and because Illinois roadside checks are somewhat different than those in many other states.¹³

General roadside safety-check questions

¹³ In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois roadchecks, checking vehicles which pass through a roadcheck for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

In interpreting June-to-September change here, it should be noted that there was a sizeable increase from *April* to June in the percent who had seen/heard about roadside checks in the past thirty days (28% in April to 47% in June).¹⁴

Awareness of roadside safety checks. The percent who indicated that, “*in the past (thirty) days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” declined from almost half in June to under 40 percent in September (47% to 38%). This is still substantially higher than the 28 percent who indicated such in April.¹⁵

Analysis by recent drinking activity. For non-drinkers, there is a decline in awareness from June to September, from 56 percent to 35 percent. In both months, about 40 percent of recent drinkers reported awareness.

Analysis by region. For September, somewhat less than half of southern Illinois respondents (46%) reported seeing/hearing about a roadside safety check while just about 40 percent did so in both the Chicago suburbs (40%) and north/central Illinois (37%) and nearly one-third did so in the City of Chicago (32%).

These September results represent a sizeable decrease *from June* for north/central Illinois (59% to 37%) and, to a lesser extent, for the Chicago suburbs (48% to 40%). Less change from June to September is apparent for the City of Chicago (35% to 32%) and southern Illinois (48% to 46%).

Compared to April results, the September awareness levels are substantially higher in both the Chicago suburbs (22% to 40%) and southern Illinois (30% to 46%). The September levels are slightly higher in both north/central Illinois (33% to 37%) and the City of Chicago (28% to 32%).

Sources of awareness. *Of those who had seen or heard anything about roadside safety checks,* the September percentages for three of the awareness sources range from one-quarter to one-third: newspapers (32%), friends and relatives (30%), and radio (25%). Television (43%) is more frequently mentioned.

The results for newspapers and for radio do not change much from June to September. However, from June to September, there is an increase for television (34% to 43%) and a decrease for friends/relatives (38% to 30%).

In September survey, those who mentioned each of the three mass media sources (television, radio and newspaper) were far more likely to say they had heard of the safety checks from news stories than from advertisements (83% vs. 14% for newspapers; 72% vs. 27% for television; and 56% vs. 36% for radio).

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had personally seen such checks is only slightly higher in September than it was in June (50.6% to 52.4%).¹⁶ And, both are somewhat higher than the 44 percent who said so in April.

Analysis among those who were aware of roadside safety checks by recent drinking activity. The incidence of personally seeing a check is very to quite stable for both recent drinkers and non drinkers in the two surveys. Also, in each month somewhat more non-drinkers than drinkers reported awareness (54% vs. 48% in June; 57% vs. 49% in September).

Analysis among those who were aware of roadside safety checks by region. The percent of applicable respondents who had personally seen a check is just short of 60 percent in the two Chicago metro regions and about 40 percent for the two downstate regions (41% for north/central Illinois and 37%

¹⁴ The April 2006 survey was the “pre-test” survey for the Memorial Day seat belt initiative. For these results, see the Memorial Day 2006 Seat Belt Initiative Survey Report.

¹⁵ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

¹⁶ Again, we used the final percent after a follow-up question to confirm the meaning of “roadside safety checks.”

for southern Illinois). Here, a double-digit increase from June is found for the Chicago suburbs (+19%), but double-digit decreases are found for both downstate regions (-13 to 14% pts.). The City of Chicago proportion dropped 6 percentage points.

When these results are based on all sample members (and not just those aware), we find the percent who have seen a roadside safety check increased from just over one in ten in April (12.4%) to almost one-quarter in June (24.0%) and then dropped some to nearly one-fifth in September (19.7%).

Analysis by recent drinking activity. For all recent drinkers, the percent who said they had personally seen a roadside safety check is stable between June and September at about 20 percent. This incidence decreased for recent non-drinkers (30% to 20%).

Analysis by region. Again, when the percent is based on all sample members (and not just those who were aware), the September percent who reported personally seeing a roadside check ranges from lows of 15 to 17 percent in the two downstate regions to a high of 24 percent in the Chicago suburbs, with the City of Chicago at 19 percent. This represents a decline of 17 percentage points from the June results for north/central Illinois (32% to 15%) and a decline of less half this amount for southern Illinois (-7%, from 24% to 17%). Meanwhile, a small increase occurred from June to September in the Chicago suburbs (+4%, from 19% to 24%), and a small decrease occurred in the City of Chicago (-4%, from 23% to 19%).

Compared to the proportions of sample members who indicated having seen roadside safety checks in April, we find that the September level is substantially higher only in the Chicago suburbs (7% to 24%). A small increase from April to September is found in southern Illinois (12.5% to 17%) while the April and September levels for the City of Chicago (18% to 19%) and north/central Illinois (14% to 15%) are very similar.

When those who had personally seen a roadside check, were asked whether they have “*personally been through a roadside check in the past (thirty) days, either as a driver or as a passenger,*” the results across the three surveys are not far apart. In the last two surveys of June and September, about 53 to 54 percent of these respondents say they had personally been through a roadside check, and this was slightly less than the 57 percent who said so in April. *Calculated on the basis of all sample members*, this translates into about one in twenty who said they have recently been through a roadside check in the April survey, 12 percent for June (12.2%), and one in ten (10.3%) for September.

By recent drinking activity. For those who had seen a safety check, the percent who said they had actually gone through a check increased somewhat from June to September for both recent drinkers (52% to 55%) and non-drinkers (52% to 57%). Based on all sample members, the percent who indicated having gone through a check decreased slightly for non-drinkers (15.7% to 11.5%) and remained the same for drinkers (10.3% and 10.8%).

By region. When the percentage of *all sample members* who indicated having gone through a safety check in the past thirty days is examined for the September survey, we find that the incidence is about 13 percent in both Chicago metro areas, drops to about half this amount for north/central Illinois (7.3%), and is minimal in southern Illinois (2.4%).

The incidence of going through a roadside safety check dropped about 10 percentage points *from that in June* for both downstate regions while the City of Chicago incidence increased slightly (10.4% to 13.3%) and little change was found in the Chicago suburbs (11.9% to 12.9%). *Compared to April*, the September proportion who indicated they had gone through a roadside safety check increased substantially among Chicago suburban sample members (3% to 12.9%), decreased somewhat among southern Illinois sample members (7.5% to 2.4%), and showed little change among both City of Chicago (14.4% to 13.3%) and north/central Illinois (5.6% to 7.3%) sample members.

Drinking-related roadside check questions (later in the interview)

Awareness of “DUI” roadside safety checks. The percent who indicated that, “*in the past (thirty) days,*” they had “*seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,*” increased from 22 percent in June to nearly 30 percent in September.

By recent drinking activity. The results show a small increase in awareness for recent non-drinkers (24% to 28%) and a larger increase in awareness among recent drinkers (20% to 30%) between June and September.

By region. About one-third of the respondents reported awareness in southern Illinois (33%), the City of Chicago (31%) and north/central Illinois (31%) while somewhat fewer did so in the Chicago suburbs (27.5%). These results represent a 12 percentage point increase for the City of Chicago and somewhat smaller increases for southern Illinois (+8%), the Chicago suburbs (+7%) and north/central Illinois (+6%).

Of those who had seen/heard of such roadside checks, the percent of those who indicated “*having personally gone through [these] checks*” is very similar between June and September (17.9% and 19.0%). This percentage increased by 10 percentage points for recent non-drinkers (16% to 26%) and decreased justly slightly for drinkers (18% to 15%).

Among all sample members. For the statewide results, this amounts to nearly 4 percent of all sample members for the June survey and over 5 percent of all sample members for the September surveys (3.9% and 5.6%). June results for recent drinkers and non-drinkers are similar (both at just under 4%), but September non-drinkers show a larger percent than drinkers (7.4% vs. 4.4%).

In September, we find the regional incidence (based on all sample members) to be highest in north/central Illinois (8.4%) followed by the Chicago suburbs (5.7%). The incidence for the City of Chicago (3.9%) is next followed by that for southern Illinois (2.3%). These represent an increase for the Chicago suburbs (1.8% to 5.7%) and a decrease for southern Illinois (5.0% to 2.3%) with less change found in the other two areas.

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “*in the past (thirty) days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” increased from 56 percent in June to 64 percent in September. Interestingly, in April, it was also at about the September level (65%).¹⁷

By recent drinking activity. In September, recent the awareness level for recent non-drinkers is slightly higher than that for drinkers (67% vs. 63%). For non-drinkers, awareness increased by 6 percentage points (61% to 67%) from June to September while it increased by 9 percentage points for drinkers (54% to 63%).

By region. In September, the awareness level is about three-quarters in north/central Illinois (75%) and about 60 percent in the other three regions (63% in the Chicago suburbs, 60% in southern Illinois, and 57% in the City of Chicago). Compared to June, a double-digit increase is found for north/central Illinois (+15%) while increases of about half this amount are found for both Chicago metro areas (+7% in each). A small decrease is found for southern Illinois (-2%).

Sources of messages. *Of those who had seen or heard such messages,* by far the greatest exposure source in both September and June is found for television (79% in September, 68% in June). In both surveys, four additional sources have exposure percentages that equal or surpass 40 percent: *for September,* billboards/bus signs (55%), radio (50%), newspapers (41%), and posters/bumper stickers

¹⁷ The increase from June to September and the similarity in the April and September results here were also found for the 2005 surveys.

(40%); and for June, posters/bumper stickers (59%), billboards/bus signs (52%), newspapers (41%), and radio (41%). In both surveys, friends/relatives trail all the previously-identified exposure sources (22% and 24%, for September and June) followed by brochures/pamphlets (14% and 16%).

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or story, or something else. For newspapers, relevant respondents are primarily exposed through news stories rather than commercials (88% vs. 16% in both September and June). For radio, relevant respondents more frequently identified advertisements rather than news stories (67-72% vs. 36-42%). For television, relevant September respondents more frequently identified advertisements rather than news stories (65% vs. 48%), but relevant June respondents were basically evenly divided (at 56-57% for each).¹⁸

The following presents results by region and based on those who are aware of any messages.

For television, September exposure among those who have seen/heard messages is just above 80 percent for the two Chicago metro areas, is about three-quarters for north/central Illinois and about 60 percent for southern Illinois. This reflects an increase since June for both the Chicago suburbs (-16%) and north/central Illinois (+13%).

For radio, September exposure is very similar across the four regions, ranging from a low of 47 percent in the City of Chicago to a high of 51 percent in the Chicago suburbs. This reflects an increase since June for the City of Chicago (+14%) and somewhat smaller increases for the Chicago suburbs (+9%) and north/central Illinois (+8%).

For newspapers, September exposure is the highest in north/central Illinois (46%) followed quite closely by southern Illinois (42%) and the Chicago suburbs (41%). It is lowest in the City of Chicago (33%). This reflects an increase since June for north/central Illinois (+8%) and decreases for both southern Illinois (-11.5%) and the City of Chicago (-7%).

For billboards or bus signs, the September exposure percentage is highest in north/central Illinois (63%) and at a level approximating one-half in the other three regions (55% for City of Chicago; 50% for southern Illinois; and 48% for the Chicago suburbs). This reflects double-digit percentage point increases since June for both southern Illinois (+17%) and the City of Chicago (+11%).

For posters or bumper stickers, the September exposure percentage is highest in southern Illinois (46%) followed closely by the Chicago suburbs and north/central Illinois (42% and 40%) and then the City of Chicago (34%). Since June, this reflects a double-digit increase since June for southern Illinois (+13%), a smaller increase for north/central Illinois (+6%), and a small decrease for the City of Chicago (-6%).

For brochures or pamphlets, the September exposure percentages are slightly higher in north/central Illinois and the Chicago suburbs (16% and 14.5%) than in the City of Chicago (11%), which in turn is slightly higher than in southern Illinois (8%). Since June, the largest change is a decrease found for the City of Chicago (-6%).

For friends or relatives, the September exposure approaches one-quarter (23%) for all regions but the Chicago suburbs, where it is slightly lower at 19 percent. This reflects a small increase for the City of Chicago (+5%) and small decreases for both southern Illinois (-6%) and the Chicago suburbs (-4%).

Reported trend in number of messages. Those who said they were exposed to messages about alcohol impaired driving (about 56% to 64% of the respondents) were asked whether "the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual." In September, the statewide percent of these respondents saying "more than usual" was just over one in five (22%), more than that found in either June (15%) or April (15%). About seven in ten (70%) of the September respondents said "about the same as usual," a proportion less than that found in either June (76%) or April (81%). Almost 6 percent (5.9%) of the

¹⁸ Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

September respondents said “fewer than usual,” a proportion only slightly less than in June (7.8%) but higher than that in April (1.8%).

By recent drinking activity. In September, recent drinkers were more likely than non-drinkers to say the number of messages was “more than usual” (28% vs. 16%) while the reverse was true in June (13% vs. 18%). In both months, non-drinkers were somewhat more likely to say the number was “fewer than usual” (8% vs. 4% in June; 9% vs. 5% in June). September drinkers were less likely than non-drinkers to say the number was “about the same as usual” (66% vs. 74%), and consistent with the above “more than usual” finding, the reverse was true in June (81% of drinkers said “about the same” vs. 72% for non-drinkers).

By region. The September results show that the percent who said “more than usual” is just higher than one-quarter for the City of Chicago (27%) and just under one-quarter for both southern Illinois (23%) and the Chicago suburbs (22%). About one in six respondents responded with the “more” response in north/central Illinois (17%). Compared to June, the greatest increase is found in the City of Chicago (+17%) followed by southern Illinois (+8%) and then the Chicago suburbs (+6%). Little change is found in north/central Illinois.

Awareness of selected traffic safety slogans

The September results and recent trends. Respondents were asked about their awareness of fifteen selected traffic safety “slogans,” asked in a random order. Nine are related to drinking and driving, with eight explicitly related. The following Table S-1 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the most recent slogan which is in non-italic bold, “**You drink and drive. You lose.**”¹⁹

This table shows that the “*You drink and drive. You lose*” slogan ranks third in awareness level, at 76 percent. The only two slogans above this in awareness are “Click It or Ticket” and “Friends don’t let friends drive drunk.” And, this slogan is far ahead of the slogan which ranks fourth in awareness.

Table Slogans-1: Awareness Levels in September 2006

Order	Slogan	Sept level
1	Click It or Ticket	88.3%
2	<i>Friends don’t let friends drive drunk</i>	80.5%
3	You drink. You drive. You lose.	76.3%
4	<i>Drive smart. Drive sober.</i>	56.6%
5	<i>Police in Illinois arrest drunk drivers</i>	48.9%
6	Buckle Up America	45.8%
7	<i>Drive hammered, get nailed.</i>	41.2%
8	<i>Cells phones save lives. Pull over and report a drunken driver</i>	38.6%
9	<i>Wanna drink and drive, police in Illinois will show you the bars</i>	21.7%
10	<i>Drink and drive? Police in Illinois have your number</i>	21.0%
11	Children in back	19.1%
12	<i>Step away from your vehicle</i>	13.8%
13	Checkpoint Strikeforce	6.9%
14	Smart motorists always respect trucks	6.5%
15	Operation A-B-C	3.0%

¹⁹ The wording of this slogan used through January 2004 was “You drink and drive, you lose.” This wording was changed starting in May 2004. Currently, both variants of this slogan can be seen in Illinois.

The following Table S-2 presents the April, June and September results, ordered by the sizes of the difference in awareness from the June to September 2006 surveys. The table also presents the April to June differences. Again, the slogans related to DUI are in italics, except for the most recent slogan which is in non-italic bold.

This table shows that largest percentage point increase from June to September occurs for the “*You drink and drive. You lose*” slogan, experiencing an increase of nearly 7 percentage points in awareness. And, when analyzed in terms of each slogan’s potential for increase (i.e., in terms of the percentage point increase it would take for the June awareness level to reach 100% awareness), this slogan is found to have an increase of 22 percent of its potential, far ahead of the next two slogans in this regard (each with 6 to 7 percent of their potential increase).

**Table Slogans-2: Awareness Levels – April, June and September 2006,
Ordered by June to September Change in Awareness**

<i>Slogans</i>	<i>April survey (pre-test)</i>	<i>June Pre- test</i>	<i>June - April Diff.*</i>	<i>Sept. Post- test</i>	<i>Sept - June Diff.*</i>
You drink, you drive, you lose	74.2%	69.5%	-4.7%	76.3%	+6.8%
<i>Cell phones save lives. Pull over and report a drunk driver</i>	36.9%	34.5%	-2.4%	38.6%	+4.1%
<i>Police in Illinois arrest drunk drivers*</i>	48.8%	45.2%	-3.6%	48.9%	+3.7%
<i>Drive hammered, get nailed</i>	37.1%	38.6%	+1.5%	41.2%	+2.6%
<i>Drink and drive? Police in Illinois have your number</i>	19.5%	18.6%	-0.9%	21.0%	+2.4%
<i>Step away from your vehicle</i>	17.1%	12.0%	-5.1%	13.8%	+1.8%
<i>Children in back</i>	22.2%	18.9%	-3.3%	19.1%	+0.2%
<i>Friends don't let friends drive drunk</i>	85.7%	82.2%	-3.5%	80.5%	-1.7%
<i>Operation A-B-C</i>	4.9%	5.0%	+0.1%	3.0%	-2.0%
<i>Wanna drink and drive, police in Illinois will show you the bars *</i>	23.1%	23.8%	+0.7%	21.7%	-2.1%
<i>Click It or Ticket</i>	83.9%	91.2%	+7.3%	88.3%	-2.9%
<i>Smart motorists always respect trucks</i>	11.5%	9.7%	-1.8%	6.5%	-3.2%
<i>Checkpoint Strikeforce</i>	10.4%	10.5%	+0.1%	6.9%	-3.6%
<i>Drive smart, drive sober</i>	53.6%	59.5%	+5.9%	55.6%	-3.9%
<i>Buckle Up America</i>	50.1%	50.0%	-0.1%	45.8%	-4.2%

* These are percentage *point* increases/decreases.

**In earlier surveys, these were presented as one slogan.

Further analyses for major campaign slogan. We focus on the major slogan in the recent 2006 Labor Day holiday initiative, “You drink and drive. You lose,” for our further subgroup analyses.

By recent drinking activity. The September 2006 survey results show very similar awareness levels for both recent drinkers and non-drinkers, at about 76 to 77 percent. This represents an increase from the June awareness levels for both groups. Since the June awareness level for drinkers was somewhat lower than that for non-drinkers (67% vs. 72%), the June-to-September increase is more for drinkers (+9 percentage points vs. +5 percentage points).

By region. The September 2006 survey results show awareness levels at or just above 80 percent for downstate Illinois and in the low to mid 70 percent range for the Chicago Metro region. [See Table S-3.]

From June to September, we find a double-digit percentage point increase in awareness for the Chicago suburbs (+14%) and very small increases of 1 to 2 percentage points in the other three regions.

Looking at the entire survey period of April to September, we find moderate awareness increases in the slogan for both the City of Chicago (+6%) and for southern Illinois (+6%), a very small increase (+2%) for north/central Illinois, and virtually no change for the Chicago suburbs. However, it should be noted that the latter hides the sizeable decrease from April to June in the suburbs combined with the sizeable increase that occurred from June to September.

Table S-3
Awareness of Major DUI Slogan of 2006 Labor Day Weekend Campaign,
“You drink, you drive, you lose”*

<i>Region</i>	<i>April 2006- Survey</i>	<i>June Pre- test</i>	<i>April to June diff.*</i>	<i>Sept Post-Test 2006</i>	<i>June to Sept. diff.*</i>	<i>Total Diff.</i>
STATEWIDE	74%	70%	-4%	76%	+6%	+2%
Chicago Metro	72%	65%	-8%	74%	+10%	+2%
City of Chicago	66%	70%	+4%	72%	+2%	+6%
Chicago suburbs	75%	61%	-15%	75%	+14%	+0%
Downstate	78%	79%	+1%	81%	+2%	+3%
North/central Illinois	78%	78%	+0%	80%	+1%	+2%
Southern Illinois	77%	81%	+4%	83%	+2%	+6%

*Differences are based on actual differences, not the rounded integer results presented. These are percentage point increases/decreases.

The 2002 through 2006 trends. Because there were media/enforcement campaigns going back to calendar year 2002 for which we have awareness information for numerous selected traffic safety slogans and for both seat belt-related and DUI-related campaigns, it is worth presenting the full cross-sectional trend results. These are presented in Table S-4, according to level of awareness in the September 2006 survey. The most recent DUI-related slogan is in bold; other DUI-related slogans are in italics.

Table: Slogans - 4
Awareness of Selected Traffic Safety Slogans,

April 2002 through September 2006

Slogan	April 2002	June 2002	Nov 2002	Dec 2002	May 2003	June 2003	July 2003 Post	Janu-ary 2000 Post	May 2004	July 2004 Pre-test	Sept 2004 Post-test	April 2005	June 2005 Pre-test	Sept 2005 Post-test	April 2006	June 2006 Pre-test	Sept 2006 Post-test
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%
<i>Friends don't let friends drive drunk</i>	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%
You drink and drive. You lose	na	na	na	na	Na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%
<i>Drive smart, drive sober</i>	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%
<i>Police in Illinois arrest drunk drivers*</i>	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%
<i>Drive hammered, get nailed</i>	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%	37%	39%	41%
<i>Cell phones save lives. Pull over and report a drunk driver.</i>	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%
<i>Wanna drink and drive, police in Illinois will show you the bars*</i>	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%
<i>Drink and drive? Police in Illinois have your number</i>	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%
<i>Step away from your vehicle</i>	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%	17%	12%	14%
Checkpoint Strikeforce	na	na	na	na	Na	na	9%	na	10%	9%	8%	12%	8%	10%	10%	10%	7%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%	12%	10%	6%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%	5%	5%	3%

*Prior to the June 2003 Post-test survey, this was one slogan.

APPENDIX

**Appendix A: You Drink & Drive. You Lose.
2006 Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
Agency	Number of Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Bannockburn Police Department	34	70	29.14	\$5.21	\$10.74	\$365.00
Barrington Hills Police Department	24	225	6.40	\$4.56	\$42.79	\$1,027.02
Bartlett Police Department	48	95	30.32	\$15.16	\$30.00	\$1,440.00
Bartonville Police Department	157	193	48.81	\$20.01	\$24.60	\$3,861.72
Batavia Police Department	298	95	188.21	\$139.08	\$44.34	\$13,212.91
Belvidere Police Department	282	201	84.10	\$54.61	\$38.96	\$10,975.67
Blandinsville Police Department	154	61	150.98	\$27.68	\$11.00	\$1,688.50
Bloomington Police Department	274	167	98.44	\$64.30	\$39.19	\$10,737.90
Brookfield Police Department	45	66	40.91	\$33.25	\$48.77	\$2,194.65
Burnham Police Department	60	66	54.55	\$27.92	\$30.71	\$1,842.42
Cahokia Police Department	140	145	57.93	\$36.74	\$38.05	\$5,327.40
Carpentersville Police Department	67	71	56.20	\$46.23	\$49.35	\$3,282.00
Champaign County Sheriff's Office	20	8	150.00	\$135.53	\$54.21	\$1,084.20
Clarendon Hills Police Department	90	55	98.18	\$83.40	\$50.96	\$4,586.75
Darien Police Department	145	240	36.31	\$29.57	\$48.86	\$7,096.35
DeKalb Police Department	52	47	66.38	\$52.00	\$47.00	\$2,444.20
Edgar County Sheriff's Office	156	69	135.65	\$47.41	\$20.97	\$3,271.32
Farmington Police Department	150	18	500.00	\$145.83	\$17.50	\$2,625.00

**Appendix A: You Drink & Drive. You Lose.
2006 Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
Agency	Number of Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Flora Police Department	100	84	71.43	\$38.84	\$32.63	\$3,262.55
Ford County Sheriff's Office	52	57	54.74	\$21.87	\$23.98	\$1,246.76
Franklin County Sheriff's Office	40	34	70.59	\$25.64	\$21.79	\$871.68
Freeport Police Department	40	42	57.14	\$30.43	\$31.95	\$1,278.10
Glen Ellyn Police Department	100	169	35.50	\$23.32	\$39.41	\$3,940.81
Grandview Police Department	20	12	100.00	\$32.50	\$19.50	\$390.00
Grayslake Police Department	75	142	31.48	\$23.78	\$45.33	\$3,376.76
Hanover Park Police Department	60	11	327.27	\$236.48	\$43.35	\$2,601.23
Highland Park Police Department	45	67	40.30	\$36.08	\$53.72	\$2,417.54
Hillside Police Department	30	47	38.30	\$32.72	\$51.26	\$1,537.70
Hinckley Police Department	86	14	368.57	\$183.79	\$29.92	\$2,573.04
Homewood Police Department	48	118	24.15	\$18.75	\$46.57	\$2,211.95
Jo Daviess County Sheriff's Office	168	216	46.67	\$15.84	\$20.36	\$3,421.20
Kankakee County Sheriff's Office	124	65	114.46	\$66.76	\$35.00	\$4,339.55
Kincaid Police Department	133	29	275.17	\$73.35	\$15.99	\$2,127.28
Kirkland Police Department	170	22	463.64	\$138.91	\$17.98	\$3,056.00
LaGrange Police Department	42	47	53.94	\$36.77	\$40.90	\$1,727.98
Lindenhurst Police Department	30	17	105.88	\$71.51	\$40.52	\$1,215.60

**Appendix A: You Drink & Drive. You Lose.
2006 Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
Agency	Number of Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Lostant Police Department	75	29	155.17	\$72.41	\$28.00	\$2,100.00
McLean County Sheriff's Office	180	347	31.12	\$15.71	\$30.28	\$5,451.00
Meredosia Police Department	60	84	42.86	\$14.55	\$20.37	\$1,222.20
Metropolis Police Department	30	13	138.46	\$63.14	\$27.36	\$820.80
Minooka Police Department	140	19	442.11	\$253.29	\$34.38	\$4,812.55
Monmouth Police Department	113	59	114.92	\$53.77	\$28.07	\$3,172.47
Morgan County Sheriff's Office	180	170	63.53	\$29.31	\$27.68	\$4,982.40
Mount Prospect Police Department	125	37	202.70	\$169.45	\$50.16	\$6,269.70
Mt. Vernon Police Department	40	38	63.16	\$28.95	\$27.50	\$1,100.00
New Lenox Police Department	36	44	49.09	\$26.38	\$32.24	\$1,160.70
North Aurora Police Department	100	48	125.00	\$81.46	\$39.10	\$3,910.10
North Chicago Police Department	20	22	54.55	\$39.00	\$42.90	\$857.90
North Riverside Police Department	50	14	214.29	\$193.78	\$54.26	\$2,712.90
North Utica Police Department	30	35	51.43	\$34.29	\$40.00	\$1,200.00
Northfield Police Department	20	6	200.00	\$183.33	\$55.00	\$1,100.00
Oak Brook Police Department	30	12	150.00	\$110.55	\$44.22	\$1,326.55
Oak Park Police Department	25	15	100.00	\$80.72	\$48.43	\$1,210.75
Ottawa Police Department	30	33	54.55	\$30.66	\$33.72	\$1,011.68

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2006 Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
Agency	Number of Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Park Forest Police Department	33	46	43.04	\$32.29	\$45.01	\$1,485.29
Peoria Heights Police Department	102	127	48.19	\$21.53	\$26.81	\$2,734.20
Peoria Police Department	48	56	51.43	\$50.14	\$58.50	\$2,808.00
Plainfield Police Department	80	326	14.72	\$8.13	\$33.15	\$2,651.81
Pleasant Plains Police Department	85	5	1023.00	\$315.35	\$18.50	\$1,576.74
Quincy Police Department	30	3	600.00	\$352.61	\$35.26	\$1,057.83
Richland County Sheriff's Office	117	82	85.24	\$36.98	\$26.03	\$3,032.64
Roselle Police Department	5	34	8.82	\$40.19	\$273.30	\$1,366.50
Savanna Police Department	35	16	131.25	\$52.50	\$24.00	\$840.00
Seneca Police Department	36	33	65.45	\$38.18	\$35.00	\$1,260.00
Shiloh Police Department	37	15	148.00	\$54.58	\$22.13	\$818.70
South Barrington Police Department	48	40	71.25	\$52.08	\$43.86	\$2,083.26
South Elgin Village Police Department	38	36	63.33	\$49.69	\$47.07	\$1,788.66
South Jacksonville Police Department	30	51	35.29	\$11.09	\$18.85	\$565.50
Steeleville Police Department	90	20	270.00	\$92.74	\$20.61	\$1,854.75
Stickney Police Department	48	44	65.45	\$50.51	\$46.30	\$2,222.48
Streamwood Police Department	30	51	35.29	\$34.92	\$59.36	\$1,780.92
Sullivan Police Department	15	3	300.00	\$120.24	\$24.05	\$360.71

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2006 Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
Agency	Number of Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Thayer Police Department	75	13	346.15	\$153.46	\$26.60	\$1,995.00
Tilden Police Department	68	34	120.00	\$30.00	\$15.00	\$1,020.00
Tonica Police Department	30	16	112.50	\$65.63	\$35.00	\$1,050.00
Vienna Police Department	100	23	260.87	\$85.18	\$19.59	\$1,959.20
Washington Police Department	70	29	144.83	\$70.86	\$29.36	\$2,054.99
West Dundee Police Department	15	15	60.00	\$41.27	\$41.27	\$619.10
Whiteside County Sheriff's Office	145	66	131.82	\$66.75	\$30.38	\$4,405.65
Winnebago County Sheriff's Office	146	99	88.48	\$71.60	\$48.55	\$7,088.30
Winthrop Harbor Police Department	61	41	88.54	\$42.80	\$29.01	\$1,755.00
Wood Dale Police Department	40	27	88.89	\$46.18	\$31.17	\$1,246.75
Woodson Police Department	20	8	150.00	\$56.25	\$22.50	\$450.00
Woodstock Police Department	16	10	96.00	\$81.19	\$50.74	\$811.90
Total (Local Agencies Only):	6533	5479	71.54	\$39.76	\$33.34	\$217,824.32
Illinois State Police	2295	1349	102.08	\$85.06	\$50.00	\$114,750.00
GRAND TOTAL:	8828	6828	77.57	\$48.71	\$37.67	\$332,574.32

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during YDDYL enforcement

Column 3: Total number of citation written by law enforcement agency during YDDYL enforcement

Column 4: Total number of citations written per hour = *Number of citations / Number of patrol hours*

Column 5: Number of minutes it took to write a citation = *60 / Number of Citations Per Hour*

Column 6: Cost per citation = *Total Cost / Number of Citations*

Column 7: Cost per patrol hour = *Total cost / Number of Patrol hours*

Column 8: Total Cost = amount of money reimbursed to agencies by DTS for YDDYL enforcement