

June 2014

**Evaluation of the 2013 Thanksgiving
Click It or Ticket Campaign in Illinois**
November 1 – December 3, 2013
(Fiscal Year 2014)

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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 and Local Alcohol Program 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 and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact of the *Click It or Ticket* campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues among African American and Hispanic minorities in the city of Chicago and rural residents during the November – December 2013 mobilization in Illinois. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

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Executive Summary

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign runs concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

The 2013 Thanksgiving CIOT was conducted from November 1 – December 3, 2013. **The populations of interest for this campaign were African American and Hispanic minorities in the city of Chicago and rural residents in Illinois.** One hundred forty-three local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

1. The Illinois Department of Transportation's Division of Traffic Safety did not allocate funding for paid media during the 2013 "Click It or Ticket" Thanksgiving weekend campaign. With a high seat belt usage rate in Illinois, the Division of Traffic Safety's Highway Safety Planning committee opted not to run paid media during this campaign. The National Highway Traffic Safety Administration did not conduct any paid media during this campaign. Therefore, no paid media was conducted during the 2013 "Click It or Ticket" Thanksgiving weekend campaign.
2. On November 26, 2013, the Illinois Department of Transportation partnered with the Illinois State Police and local enforcement agencies issued a press release about the "Click It or Ticket" campaign which was designed to increase awareness of the safety belt and alcohol-related driving laws. The public service announcements made during the campaign reminded motorists to buckle up and drive responsibly.
3. Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of television, radio, and print. They also worked with local businesses and schools to get the *Click It or Ticket* message out there.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

4. ISP, the Chicago Police Department, and 161 local law enforcement agencies participating in CIOT logged a combined total of 17,865 enforcement hours and conducted 909 safety belt enforcement zones and 1,091 saturation patrols.
5. Participating local agencies and ISP issued a total 20,976 citations during the campaign, 8,947 (42.7%) of which were safety belt and child safety seat citations. Overall, one citation was written every 51.1 minutes during CIOT enforcement. On

average, officers wrote one safety belt or child safety seat citation every 119.8 minutes throughout the campaign.

6. Focusing on safety belt enforcement among African American and Hispanic populations, the city of Chicago logged 1,789.0 patrol hours and conducted 96 SBEZs. A total of 1,865 citations were issued, 1,162 (62.3%) of which were safety belt / child safety seat violations. One citation was written every 57.6 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 92.4 minutes during the Thanksgiving campaign.
7. Ten rural law enforcement agencies conducted 422.8 hours of enforcement, conducting 67 SBEZs and 41 saturation patrols. These agencies wrote a total of 411 citations, 211 of which were safety belt / child restraint violations. One ticket was written every 61.7 minutes of rural enforcement. On average, one occupant restraint violation was written every 120.2 minutes in these rural areas.
8. One hundred and fifty-one non-targeted media market law enforcement agencies conducted 9,426.3 hours of enforcement, conducting 691 SBEZs and 869 saturation patrols. These agencies wrote a total of 11,004 citations, 5,438 of which were safety belt / child restraint violations. One ticket was written every 51.4 minutes of enforcement. On average, one occupant restraint violation was cited every 104.0 minutes in these areas.
9. ISP conducted 6,227 hours of enforcement, 55 SBEZs, and 177 saturation patrols. A total of 7,696 citations were issued by ISP, 27.8 percent (2,136) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 48.8 minutes and one safety belt / child safety seat citation every 174.9 minutes during the CIOT campaign.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

10. A total of one hundred sixty-one STEP grantees, two LAP grantees, and the ISP were included in a cost / effectiveness study for this campaign. The Chicago Police Department was the only agency to receive funding for both a STEP grant and a LAP grant. On average, one citation was written every 51.1 minutes during enforcement at a cost of \$58.25 per citation, or \$68.38 per patrol hour.
11. ISP conducted 6,227.0 patrol hours during statewide enforcement and issued 7,696 citations at cost of \$568,144.80, or \$91.24 per patrol hour. ISP wrote one citation for every 48.5 minutes, an average cost of \$73.82 per citation.
12. One hundred sixty-one grantees funded through the STEP program wrote an average of one citation for every 51.9 minutes during enforcement at a cost of \$48.40 per citation, or \$55.93 per patrol hour.
13. Two LAP grantees wrote an average of one citation every 65.3 minutes during enforcement at a cost of \$65.02 per citation, or \$59.70 per patrol hour.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Minority Areas

14. Surveys were conducted at 24 sites in Chicago minority communities (12 African-American and 12 Hispanic communities). There were 5,856 vehicles observed during the pre-mobilization, of which, 5,579 were passenger cars and 277 were pickup trucks. During the post mobilization, there were 5,467 total vehicles observed, of which, 5,258 were passenger cars and 209 were pickup trucks.
15. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 81.0 percent during the pre-mobilization to 82.8 percent during the post mobilization.
16. The seat belt usage rate for drivers of all vehicles increased from 82.7 percent during the pre-mobilization to 84.7 percent during the post mobilization. The seat belt usage rates for passengers increased from 74.0 percent during the pre-mobilization to 75.3 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 77.5 percent during the pre-mobilization to 78.9 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased from 84.0 percent to 86.1 percent.
17. For all occupants in cars (excluding pickup trucks) the seat belt usage rate increased from 81.6 percent during the pre-mobilization to 83.2 percent. In Hispanic communities, the seat belt usage rate increased from 77.9 percent during the pre-mobilization survey to 79.6 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 1.5 percentage points from 84.8 percent during the pre-mobilization to 86.3 percent during the post-mobilization.
18. For all occupants in pickup trucks the seat belt usage rate increased from 67.5 percent during the pre-mobilization to 71.3 percent. In Hispanic communities, the seat belt usage rate decreased from 68.6 percent during the pre-mobilization survey to 63.1 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 12.8 percentage points from 66.4 percent during the pre-mobilization to 79.2 percent during the post-mobilization.

RURAL AND MINORITY TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

19. The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” increased from 65.1 percent in November to about 68 percent in December among minorities. A 3.4 percentage point increase occurred in the rural population, where awareness increased from 61.1 percent in November to 64.4 percent in December.
20. Of those December respondents who had seen or heard messages encouraging seat belt use, far more respondents indicated exposure through television (72%)

than radio (41%) in minority communities, as well as in rural communities (68.1% television and about 30% radio).

21. Those who had seen or heard messages encouraging people to wear seat belts were asked whether "the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual." The percent of these respondents choosing "more than usual" increased from 17 percent among minorities in November to 21.8 percent in December. In rural areas, about thirteen percent of the sample agreed that the number of messages was more than usual.

Awareness of *Click It or Ticket* slogan

22. In minority communities, the *Click It or Ticket* slogan increased by 3.7 percentage points from November to December to 84.9 percent. In rural areas, the CIOT slogan had a 90.0 level of awareness in November, which decreased to 89.6 percent in December. Over nine out of ten respondents in both surveys were aware of the *Click It or Ticket* slogan when surveyed in December.

Awareness to Seat Belt Efforts and Enforcement

23. Awareness of special police efforts to ticket for seat belt violations. The percent of minorities who indicated that, "in the past thirty days," they had "seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations" increased from 14.8 percent in November to 21.4 percent in December. Rural awareness increased by 10.4 percentage points from 16.0 percent to 26.4 percent.
24. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of minority respondents with "strong agreement" to this statement was 39 percent in November and it decreased to 30.4 percent in December. In rural areas, however, those with "strong agreement" to this statement slightly increased from 28.5 percent to 28.9 percent.
25. Hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of minority respondents who answered "very" or "somewhat" likely to this question increased from 70.3 percent in November to 79.7 percent in December. The opinion of rural residents slightly decreased from 71.6 percent in November to 68.9 percent in December.

Evaluation of the 2013 Thanksgiving *Click It or Ticket* Campaign in Illinois

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign from November 1 to December 3, 2013. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois' rural population and the African American and Hispanic population in the city of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the results of this campaign.

The *Click It or Ticket* Model

CIOT is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign was run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high seat belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use seat belts is through the real possibility of a ticket or a fine.

Click It or Ticket 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 wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. A new primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their seat belts. Safety belt enforcement zones (SBEZs) are conducted by the local and state police

departments throughout the state where motorists are stopped and checked for seat belt use. The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public's awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

Paid Media

Safety belt enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, *Click It or Ticket*. CIOT paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively.

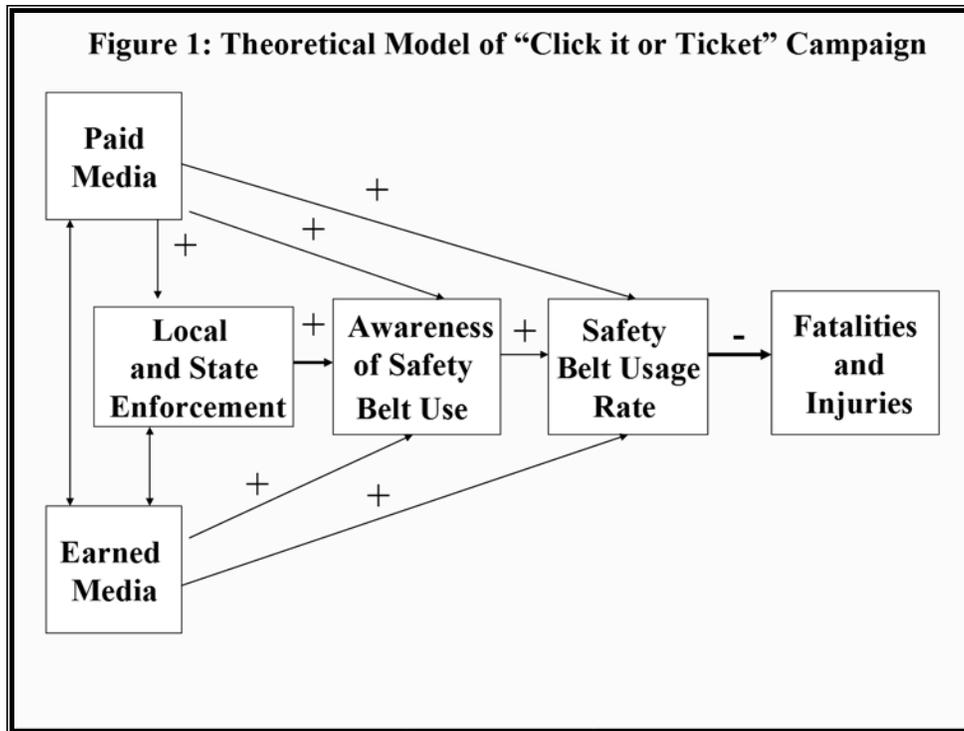
Earned Media

Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. 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. Examples of other forms of earned media include fliers, posters, banners and outdoor message boards.

Enforcement

Enforcement campaigns usually last two weeks. During this period, zero-tolerance enforcement focusing on safety belt violations is carried out statewide. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

Figure 1 shows the components of a CIOT model. The current CIOT model indicates that an intense paid media and earned media campaign to publicize the safety belt enforcement campaign has strong impact on how the enforcement activities are conducted. Then the enforcement activities (e.g., issuing tickets, encouraging people to wear their safety belts), along with additional media activities, will have a strong positive effect on the safety belt usage rate and public awareness of the benefits of wearing belts. Finally, the increase in the safety belt usage rate and increase in the public awareness of the safety belt laws and benefits of wearing belts will have strong negative effect on motor vehicle related fatalities and injuries. The higher safety belt usage rate is associated with the lower motor vehicle related fatalities and injuries.

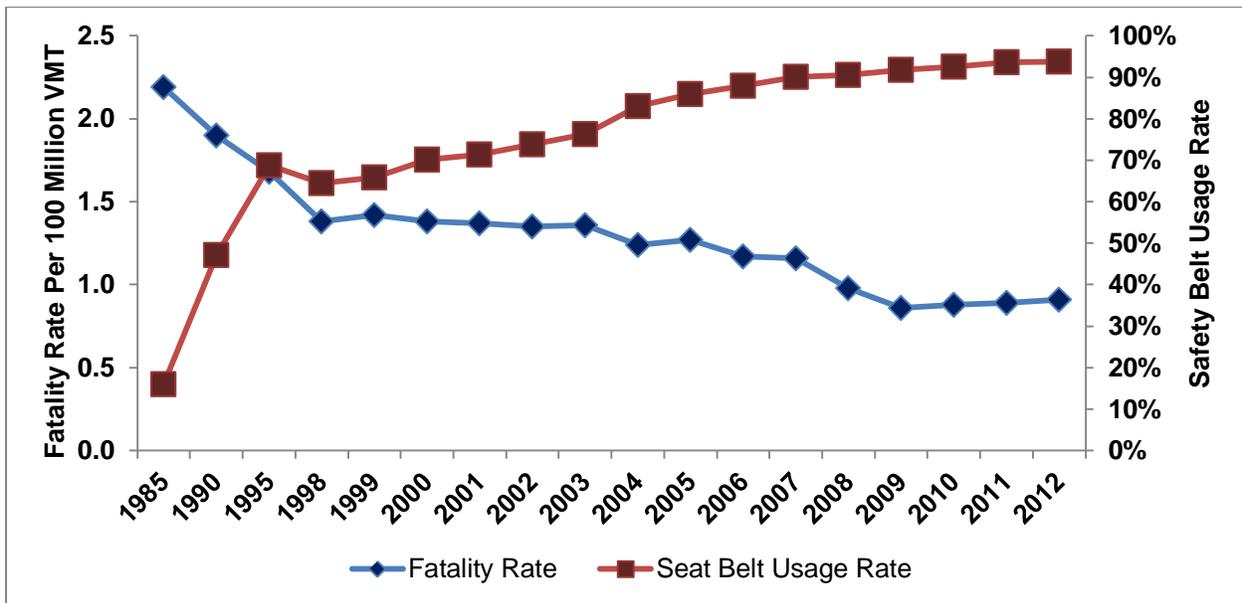


Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt use and fatalities has been well documented in the literature (FARS, 2006). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatalities are measured by fatality rate per 100 million vehicle miles of travel.

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 26 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by 78 percentage points, peaking at 93.7 percent in June 2013. At the same time period, the fatality rate decreased from 2.2 in 1985 to a low of 0.88 in 2010. As of 2012, the fatality rate was 0.92.

Figure 2: Historical Data on Fatality and Safety Belt Usage Rates



Report Objectives

1. To evaluate the impact of the “Click or Ticket” campaign on safety belt use.
2. To determine the actual rate of seat belt usage in selected rural and minority communities in Illinois through the use of pre and post observational surveys.
3. To determine rural and minority Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.
4. To report enforcement activities and associated costs.

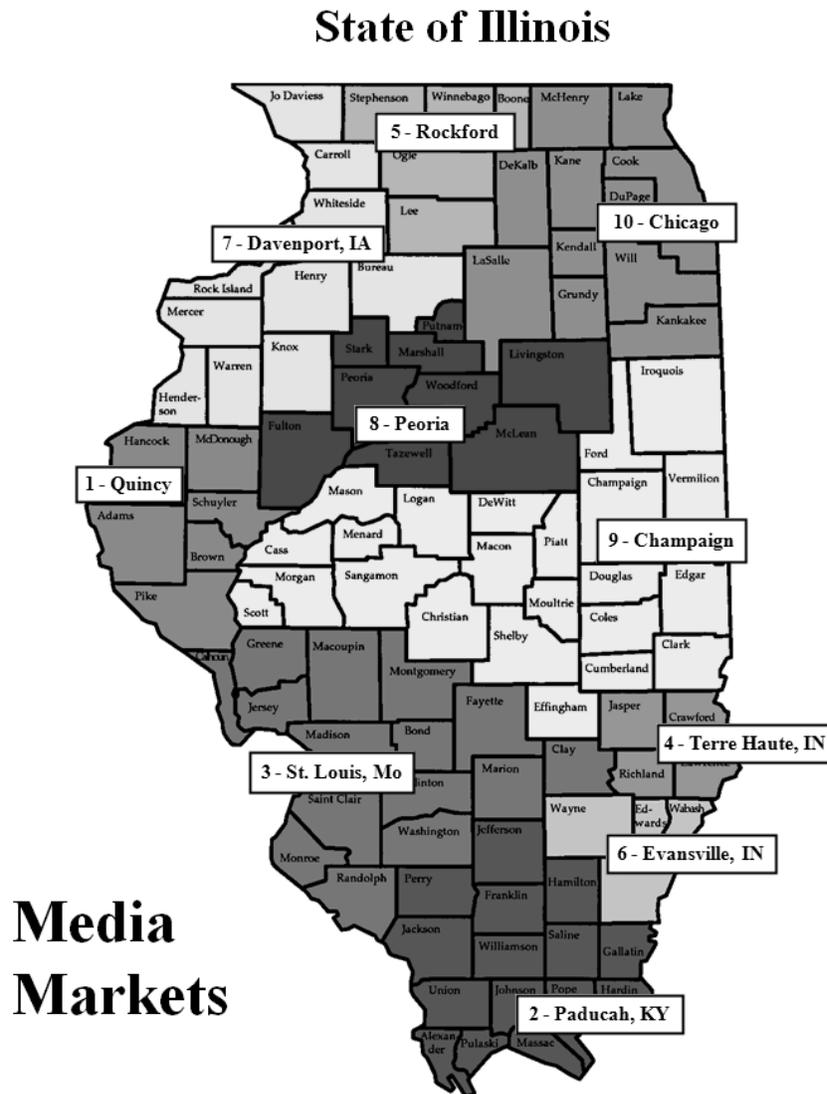
Implementation of the 2013 Thanksgiving *Click It or Ticket* Campaign

The Illinois Department of Transportation, Division of Traffic Safety launched a statewide CIOT campaign coinciding with the Thanksgiving holiday that was specifically designed to increase safety belt usage among Illinois’ rural population and the African American and Hispanic population in the city of Chicago.

Targeted Rural Population

The rural Illinois media market consists of geographic areas based on the rural population density of the state's 102 counties. For this reason, the five Illinois targeted rural media markets were chosen to serve as the rural population of interest for this campaign. The Illinois media markets, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis areas, are displayed in **Figure 3**.

Figure 3: State of Illinois Media Markets¹



¹ Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Minority Population

The city of Chicago has the highest percentage of African American and Hispanic populations in the State of Illinois. For this reason, the African American and Hispanic communities within the Chicago city limits were chosen as the minority population of interest for this campaign. Based on United States census data, the ten communities housing the most African Americans in the city of Chicago were identified, as well as the ten communities in the city housing the largest Hispanic populations. **Table 1** and **Table 2** list the top ten African-American and Hispanic minority communities in terms of percent population. A map displaying the top ten African American and Hispanic communities in the city of Chicago is displayed in **Figure 4**.

Table 1: Top 10 African-American Communities in Chicago				
	Community Population	Percent Population	Community African American Population	Percent African American Population
Selected Communities	(A)	(B)	(C)	(D)
Austin	117,527	4.1	105,369	10.0
South Shore	61,556	2.1	59,405	5.6
Auburn Gresham	55,928	1.9	54,862	5.2
Roseland	52,723	1.8	51,568	4.9
West Englewood	45,282	1.6	44,271	4.2
Englewood	40,222	1.4	39,352	3.7
North Lawndale	41,768	1.4	39,164	3.7
Greater Grand Cros	38,619	1.3	37,779	3.6
Chatham	37,275	1.3	36,538	3.5
West Pullman	36,649	1.3	34,277	3.3
Total Chicago Population (based on 77 Communities)	2,896,016		1,053,739	

Columns A and C are self explanatory.
 Column B is calculated by dividing population of each community by the total population.
 Column D is calculated by dividing the total African-American population of each community by the total population of African-Americans.

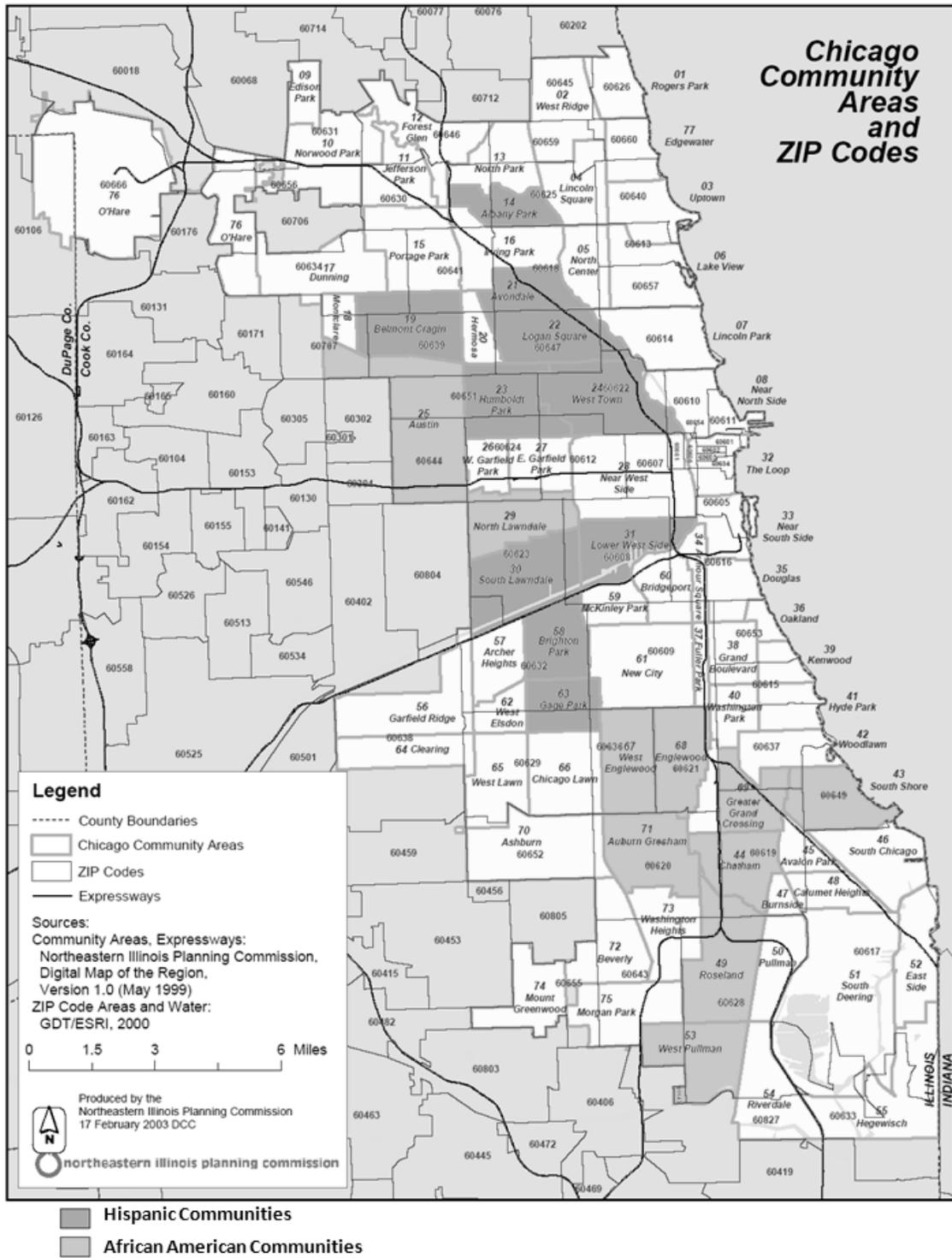
Table 2: Top 10 Hispanic Communities in Chicago				
	Community Population	Percent Population	Community Hispanic Population	Percent Hispanic Population
Selected Communities	(A)	(B)	(C)	(D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	6.8
West Town	87,435	3.0	40,966	5.4
Lower West Side	44,031	1.5	39,144	5.2
Brighton Park	44,912	1.6	34,409	4.6
Humboldt Park	65,836	2.3	31,607	4.2
Gage Park	39,193	1.4	31,079	4.1
Albany Park	57,655	2.0	26,741	3.5
Avondale	43,083	1.5	26,700	3.5
Total Chicago Population (based on 77 Communities)	2,896,016		753,644	

Columns A and C are self explanatory.

Column B is calculated by dividing the population of each community by the total population.

Column D is calculated by dividing the total Hispanic population of each community by the total population of Hispanics.

Figure 4: Top 10 African American and Hispanic Communities in the City of Chicago



Evaluation Activities

The evaluation program components used during this campaign were based on pre and post safety belt observational surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated and conducted by the Evaluation Unit at the Division of Traffic Safety.

During November and December of 2013, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the *Click It or Ticket* campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One observational safety belt survey of Chicago minority communities (24 sites)
2. Telephone survey of rural residents
3. Telephone survey of minority residents

The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

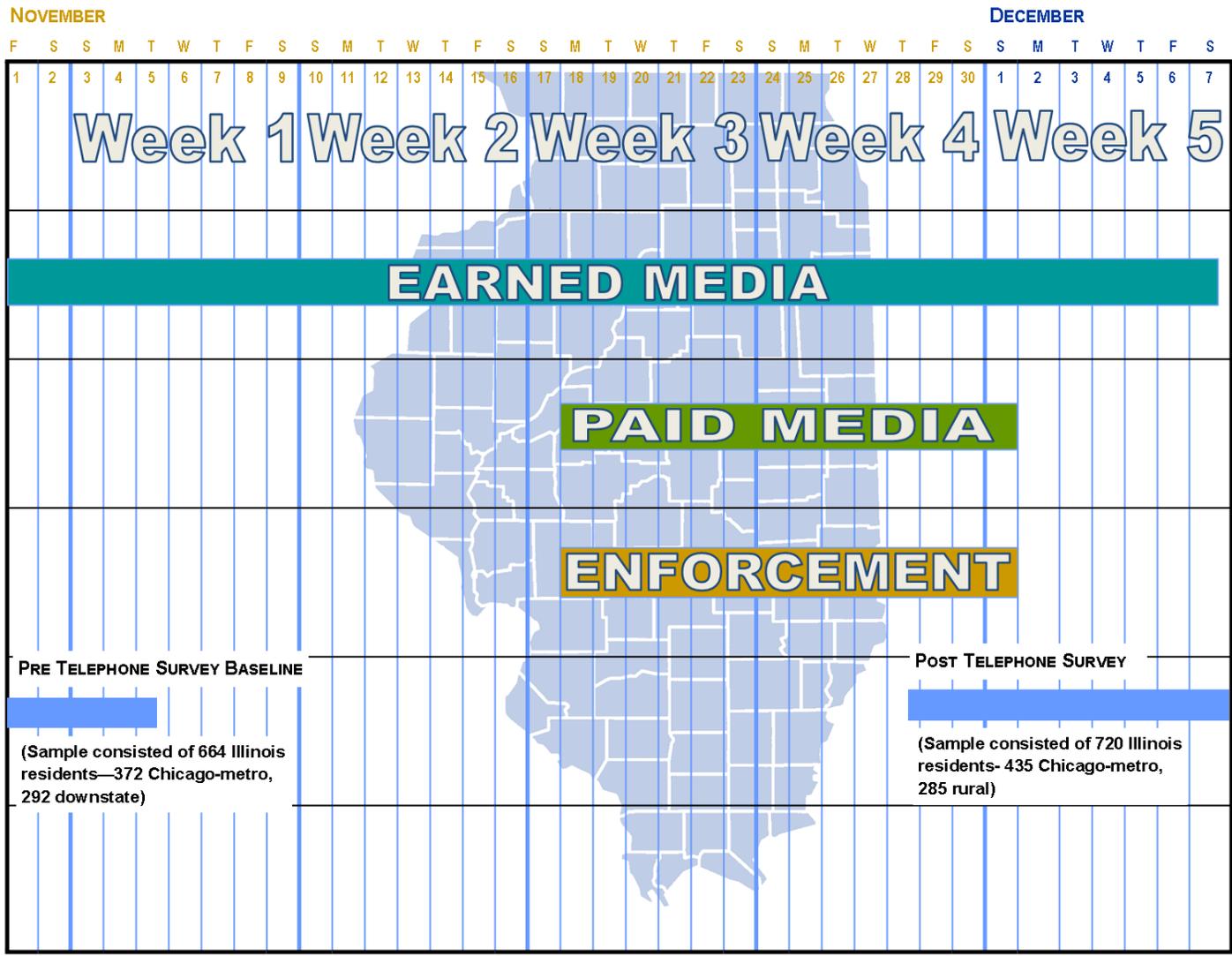
Timeline of Activities

The five-week CIOT campaign started November 1 and ended December 3, 2013. A timeline of campaign activities appears in **Diagram 1**. During the five week campaign, the following activities took place:

- Week 1 (November 1 – November 9): Observational safety belt surveys were conducted and baseline data on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected.
- Week 2 (November 10 – 16): In Week 2 *earned* media, free advertising about the campaign, started and ran through December 5.
- Week 2 through Week 4: (November 17 – November 30): Highly publicized strict enforcement of the safety belt laws was conducted from November 18 through December 1. Paid media advertisements promoting the CIOT campaign ran on television and radio from November 18 through December 1. Earned media continued.
- Week 5: (November 29 – December 5): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Diagram 1

2013 Illinois Thanksgiving “Click It or Ticket” Timeline



MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Media Results of *Click It or Ticket* Activities

Paid Media Activities

The Illinois Department of Transportation's Division of Traffic Safety did not allocate funding for paid media during the 2013 "Click It or Ticket" Thanksgiving weekend campaign. With a high seat belt usage rate in Illinois, the Division of Traffic Safety's Highway Safety Planning committee opted not to run paid media during this campaign. The National Highway Traffic Safety Administration did not conduct any paid media during this campaign. Therefore, no paid media was conducted during the 2013 "Click It or Ticket" Thanksgiving weekend campaign.

Earned Media Activities

Various types of earned media items were obtained for the CIOT campaigns from a variety of sources. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the Thanksgiving CIOT campaigns.

On November 26, 2013, the Illinois Department of Transportation partnered with the Illinois State Police and local enforcement agencies issued a press release about the "Click It or Ticket" campaign which was designed to increase awareness of the safety belt and alcohol-related driving laws. The public service announcements made during the campaign reminded motorists to buckle up and drive responsibly.¹

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 3**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 72 such announcements in communities across the state. In addition, 22 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 3** shows, local enforcement agencies issued 241 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 80 print news stories, 11 radio news stories, and 7 television news stories all dealing with the CIOT campaign. Please refer to **Table 3** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

¹ This information was part of the Illinois Department of Transportation's press release issued on 26 Nov. 2013. The actual press release can be found at <http://www.dot.state.il.us/press/112613%20IDOT%20Thanksgiving%20Release.pdf>.

Table 3: Number of Earned Media Items Obtained for <i>Click It or Ticket</i>			
Standard Earned Media	Number of items	Additional Earned Media	Number of items
Press releases issued	241	Outdoor message board announcements	72
Print news stories	80	CIOT Banners	22
Radio news stories	11	Web page postings / announcements	93
Television news stories	7	Local cable public access messages	20
Press conferences	8	Presentations	20
Posters / fliers	377	Other	16

Community Outreach

Seven Traffic Safety Liaisons (TSLs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—posters and bottle tags as well as distribution of incentive items—window clings, magnetic clips and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs and drivers education classes, partnered with local businesses including banks and restaurants and conducted radio interviews to alert and educate the community about the CIOT campaign. Examples of outreach activities include:

- The occupant protection website (www.buckleupillinois.org) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. Included on the website were print files for posters, paycheck stuffers, sample press release, sample post release, op-ed article, activity sheet, e-mail blast and fact sheets.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, bag clips, static clings and placemats to distribute in their community. We filled 130 orders during the campaign.
- DTS partnered with the Chicago Police Department CAPS offices to distribute CIOT material in Chicago neighborhoods. Materials distributed by all 13 offices include: 4,000 bottle tags, 5,000 paycheck stuffers, 6,500 placemats, 13,000 food stickers, 4,000 static clings and 800 posters.
- Over 3,500 CIOT posters were distributed statewide. The posters were displayed in police agencies, banks, restaurants, businesses, health departments, hospitals, libraries and schools.
- E-mail blasts containing CIOT information were sent to over 4,000 people in Illinois. Recipients of this e-mail included: Illinois Operation Teen Safe Driving schools, CPS technicians, local agency employees and Law Enforcement.
- TSLs gave 15 presentations throughout the campaign across the state.
- Social Media was used to spread the CIOT message throughout the campaign. The IDOT twitter and facebook page were updated daily during the campaign with messages. The Chicago Traffic Resource Center and Illinois Traffic Safety Leaders also used social media throughout the campaign.
- The Chicago Public Libraries partnered with IDOT by distributing CIOT materials to patrons. They also put up posters to help spread the message.
- Over 95,000 incentive items, pens, bottle tags, bumper stickers, static clings, bag clips, placemats and awareness bracelets promoting seat belt use were distributed surrounding the Thanksgiving holiday. Items were distributed at more than 100 sites

which included hospitals, health and safety fairs, shopping centers, malls, athletic events, schools, restaurants, car dealerships, etc.

- Jack Phelan Chevrolet of Lyons, IL distributed 2,000 CIOT floor mats during the CIOT campaign.
- TSLs submitted press releases, letters and articles to over 200 local newspapers and electronic newsletters reminding readers and employers to buckle up.
- Twenty CIOT yard signs were put up in Chicago neighborhoods.
- YMCA's in Moline and Rock Island distributed CIOT water bottles to members if they signed a pledge saying they would always buckle up.
- IDOT collaborated with Connexo Media at Western Illinois University. They ran CIOT messaging on their electronic billboard at the bus stop on campus for 3 days.
- The TSLs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Area chamber of commerce helped recruit businesses to spread the message. Some of the agencies that displayed the message included: malls, gas stations and banks.
- Some TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives."
- CIOT messages were placed under signatures of TSLs on their e-mails sent out to anyone during the month of November.

Media Events

On Tuesday, November 26, 2013, two media events were held at 10:00 a.m. in Chicago and Springfield in conjunction with a Safety Belt Enforcement Zone (SBEZ). The events were held to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement. These events were organized by DTS Law Enforcement Liaisons (LELs) and TSLs. Speakers representing the Illinois Department of Transportation, the Illinois State Police and local law enforcement were present to answer questions about the SBEZs.

**ENFORCEMENT RESULTS OF
CLICK IT OR TICKET ACTIVITIES**

Enforcement Results of *Click It or Ticket* Activities

A total of 162 local law enforcement agencies and the Illinois State Police participated in the Thanksgiving CIOT. Agencies participating consisted of local law enforcement agencies, all 22 districts of the Illinois State Police, and the Chicago Police Department, whose enforcement efforts concentrated on targeted minority areas of the city. Of the 162 local agencies funded, 10 were located in the targeted rural media markets.

Table 4 provides a summary of enforcement activities for the Thanksgiving CIOT. The main enforcement activities include enforcement hours, number of Safety Belt Enforcement Zones (SBEZs) and saturation patrols conducted, total citations, number of safety belt and child safety seat citations, and “other” citations. Two indicators, citations written per minute and safety belt and child safety seat citations written per minute, are also included.

Combined Enforcement

ISP and 162 local law enforcement agencies participating in CIOT logged a combined total of 17,865 enforcement hours and conducted 909 safety belt enforcement zones, 32 roadside safety check points, and 1,091 saturation patrols. Participating agencies wrote a total 20,976 citations during the campaign, 8,947 (42.7%) of which were safety belt and child safety seat citations. Overall, one citation was written every 51.1 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 119.8 minutes throughout the campaign.

Minority Enforcement

The city of Chicago logged 1,789.0 patrol hours and conducted 96 SBEZs patrols in targeted minority areas during CIOT enforcement. A total of 1,865 citations were issued, 1,511 (62.3%) of which were safety belt / child safety seat violations. One citation was written every 57.6 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 71.0 minutes during the Thanksgiving campaign.

Rural Enforcement

Ten law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 422.8 hours of enforcement, conducting 67 SBEZs and 41 saturation patrols. These agencies wrote a total of 411 citations, 211 of which were safety belt / child restraint violations. One ticket was written every 61.7 minutes of rural enforcement. On average one occupant restraint violation was written every 120.2 minutes in these rural areas.

Non-Rural Targeted Media Market Enforcement

One hundred fifty-one (151) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 9,426.3 hours of enforcement, conducting 691 SBEZs and 869 saturation patrols. These agencies wrote a total of 11,004 citations, 5,438 of which were safety belt / child restraint violations. One ticket was written every 51.4 minutes of enforcement. On average one occupant restraint violation was cited every 104.0 minutes in these areas.

Illinois State Police Enforcement

ISP conducted 6,227.0 hours of enforcement, 55 SBEZs and 177 saturation patrols. A total of 7,696 citations were issued by ISP, 27.7 percent (2,136) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 48.5 minutes and one safety belt / child safety seat citation every 174.9 minutes during CIOT.

Table 4: 2013 Thanksgiving *Click It or Ticket* Enforcement Results

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=10)	Non-Targeted Media Market Thanksgiving Grantees (n=151)	ISP	Total (Combined Enforcement) (n=162)
1	2	3	4	5	6
Number of Enforcement Hours	1,789.0	422.8	9,426.3	6,227.0	17,865.0
Number of Safety Belt Enforcement Zones	96	67	691	55	909
Number of Saturation Patrols	4	41	869	177	1,091
Total Citations	1,865	411	11,004	7,696	20,976
Number of Safety Belt and Child Safety Seat Citations	1,162	211	5,438	2,136	8,947
Number of Other Citations	703	200	5,566	5,560	12,029
Citation Written Every X Minutes	57.6	61.7	51.4	48.8	51.1
Safety Belt / Child Safety Seat Citation Written Every X Minutes	92.4	120.2	104.0	174.9	119.8

Column 1: Lists the types of enforcement activities conducted during the CIOT campaign.

Column 2: The City of Chicago (Minority Areas) includes all DTS funded Chicago Police Department grants (mini and year-long) that focused enforcement efforts in minority areas.

Column 3: Rural Media Market Thanksgiving Grantees includes all DTS funded Enforcement Agencies that were located in the selected Rural Media Markets.

Column 4: Non-Rural Media Market Thanksgiving Grantees includes all DTS funded enforcement agencies that were NOT located in the selected Rural Media Markets.

Column 5: The ISP includes all enforcement conducted by the Illinois State Police during the CIOT campaign.

Column 6: Total (Combined Enforcement) combines the information from the City of Chicago (Minority Areas) (column 2), Rural Media Market Thanksgiving Grantees (column 3), Non-Rural Media Market Thanksgiving Grantees (column 4), and ISP (column 5).

**COST / EFFECTIVENESS ANALYSIS
OF ENFORCEMENT ACTIVITIES**

Cost / Effectiveness Analysis of Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out to local agencies, as well as estimated costs incurred by ISP, were used to calculate cost per hour of enforcement and cost per citation during the Thanksgiving CIOT.

In this section, a cost / effectiveness analysis was performed for the following groups:

1. Illinois State Police
2. STEP Grantees
3. LAP Grantees

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, Thanksgiving (mini) grantees, regular grantees with single grants, and regular DTS grantees with multiple grants). In addition, **Tables 7-9** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Combined Enforcement Activities

A total of one hundred sixty-one STEP grantees, two LAP grantees, and the ISP were included in this cost / effectiveness analysis.¹ Only Chicago police department received funding for both a STEP grant and LAP grant. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 17,865.0 patrol hours and issued 20,976 citations during Thanksgiving CIOT enforcement at a total cost of \$1,221,772.52. On average, one citation was written every 51.1 minutes during enforcement at a cost of \$58.25 per citation, or \$68.38 per patrol hour.

Illinois State Police

ISP conducted 6,227 patrol hours during statewide enforcement and issued 7,696 citations at cost of \$568,144, or \$91.24 per patrol hour. One citation was written every 48.5 minutes, an average cost of \$73.82 per citation. (See **Table 9** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

¹ All participating agencies were included in this analysis.

Local Police Agencies

As of April 25, 2014, a total of 161 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 161 agencies were STEP grantees and two were LAP grantees. Chicago Police Department was the only agency to receive funding to participate in both the STEP and LAP programs. (See **Tables 7 & 8.**)

STEP Grantees

The 161 grantees which received funding to participate in the STEP program conducted a total of 10,929 patrol hours and issued 12,629 citations during CIOT. One citation was written every 51.9 minutes during enforcement at a cost of \$48.40 per citation, or \$55.93 per patrol hour. As expected, almost half of the citations issued (53.1 percent) were safety belt and child safety seat citations and slightly more than two percent of the written citations were DUI arrests. The enforcement cost for Thanksgiving STEP grantees was \$611,301.04. (See **Table 7** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

LAP Grantees

Two LAP grantees contributed 709 patrol hours to the campaign, issuing 651 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 65.3 minutes at a cost of \$65.02 per citation or \$59.70 per patrol hour. (See **Table 8** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7
Illinois State Police	6,227.0	7,696	48.5	\$73.82	\$91.24	\$568,144.80
STEP Grantees (n=161) ²	10,929.0	12,629	51.9	\$48.40	\$55.93	\$611,301.04
LAP Grants (n=2)	709.0	651	65.3	\$65.02	\$59.70	\$42,326.68
Total	17,865.0	20,976	51.1	\$58.25	\$68.38	\$1,221,772.52

² The Chicago PD was the only agency to have both a STEP grant and a LAP grant.

Limitations of the Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by the 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, based on the cost per patrol hour, DTS reimbursed the Orland Park Police Department \$11,898.67 for conducting 80 patrol hours resulting in \$148.73 per patrol hour. On the other hand, the Grandview Police Department was reimbursed \$700.00 for conducting 40 patrol hours resulting in \$17.50 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Sherman Police Department \$309.94 for writing 1 citation resulting in a cost of \$309.94 per citation. On the other hand, East Hazel Crest Police Department was reimbursed \$413.52 for issuing 41 citations resulting in a cost of \$10.09 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, Gilberts Police Department issued 4 citations over 24 patrol hours resulting in one citation written for every 360.0 minutes of patrol. On the other hand, Alorton Police Department issued 69 citations over 12 patrol hours resulting in one citation written for every 10.4 minutes of patrol (see **Table 9**).

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies that are considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among the 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 of 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.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Safety Belt Usage Rates in Chicago Minority Communities During Nov. & Dec. 2013

Table 6 shows safety belt usage rates in Chicago communities during the November and December 2013 Safety Belt Enforcement Zones (SBEZs). Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. The pre-mobilization surveys were conducted from November 3 to 17, while the post mobilization surveys were conducted from December 1 to 15. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (Hispanic or African American). There were 5,856 vehicles observed during the pre-mobilization, of which, 5,579 were passenger cars and 277 were pickup trucks. During the post mobilization, there were 5,467 total vehicles observed, of which, 5,258 were passenger cars and 209 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 81.0 percent during the pre-mobilization to 82.8 percent during the post mobilization. The seat belt usage rate for drivers increased from 82.7 percent during the pre-mobilization to 84.7 percent during the post mobilization. The seat belt usage rates for passengers slightly increased from 74.0 percent during the pre-mobilization to 75.3 percent during the post mobilization. Based on community type, seat belt use was higher in African-American communities in comparison to Hispanic communities. In the Hispanic communities, the seat belt usage rate increased from 77.5 percent during the pre-mobilization to 78.9 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased by 2.1 percentage point from 84.0 percent during the pre-mobilization to 86.1 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 81.6 percent during the pre-mobilization to 83.2 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 83.6 percent during the pre-mobilization to 85.3 percent during the post-mobilization resulting in a 1.7 percentage point increase. For passengers, the seat belt usage rate decreased by 1.2 percentage points from 739 percent during the pre-mobilization to 75.1 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 77.9 percent during the pre-

mobilization survey to 79.6 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 1.5 percentage points from 84.8 percent during the pre-mobilization to 86.3 percent during the post mobilization.

Due to the small sample sizes of pickup truck occupants, the following percentages should be viewed with caution. The seat belt usage rate for pickup trucks, excluding large trucks, increased from 67.5 percent during the pre-mobilization to 71.3 percent during the post mobilization survey. Based on seating position, the seat belt usage rate for drivers increased by 4.3 percentage points (from 64.8 percent during the pre-mobilization to 69.1 percent during the post mobilization). For passengers, the seat belt usage rate increased by 2.1 percentage points from 76.6 percent to 78.7 percent. In the Hispanic communities, the seat belt usage rate decreased from 68.6 percent during the pre-mobilization survey to 63.1 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 12.8 percentage points from 66.4 percent during the pre-mobilization to 79.2 percent during the post mobilization.

Table 6: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2013)

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		4	5		6	4	
	Nov. 3rd-17th	Dec. 1st-15th	Nov. 3rd-17th	Dec. 1st-15th	Nov. 3rd-17th	Dec. 1st-15th			
N=5,856	N=5,467	N=5,579	N=5,258	N=277	N=209				
Total Usage Rate	81.0%	82.8%	1.8%	81.6%	83.2%	1.6%	67.5%	71.3%	3.8%
Drivers	82.7%	84.7%	2.0%	83.6%	85.3%	1.7%	64.8%	69.1%	4.3%
Passengers	74.0%	75.3%	1.3%	73.9%	75.1%	1.2%	76.6%	78.7%	2.1%
Community Type									
Hispanic	77.5%	78.9%	1.4%	77.9%	79.6%	1.7%	68.6%	63.1%	-5.5%
African American	84.0%	86.1%	2.1%	84.8%	86.3%	1.5%	66.4%	79.2%	12.8%

1) The Chicago Community Surveys include 12 sites conducted in African American Communities and 12 sites conducted in Hispanic Communities.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.

3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.

4) Large trucks are excluded from the columns for pickup trucks.

Note: Pickup trucks and their usage rates for the Chicago communities were excluded due to the small sample size.

RURAL TELEPHONE SURVEY

Seat Belt Media and Enforcement Campaign Surveys: Thanksgiving Holiday 2013

Rural Targeted Area

Conducted for: **IDOT**, Division of Traffic Safety



By: **Center for State Policy & Leadership
Survey Research Office**

UNIVERSITY OF
ILLINOIS
SPRINGFIELD

Field Interviewing: November / December, 2013
Report with Excel File Tables: February, 2014

Written by
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Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

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 Springfield to conduct two telephone surveys of “rural Illinois” before and after Thanksgiving, 2013. The earlier survey was conducted in early November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in December, beginning immediately after the campaign.

For the purpose of these surveys, “rural Illinois” is actually a subset of what is known as “downstate” Illinois. More specifically, “rural Illinois” includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.: and Harrisburg-Paducah, Ky.

Methodology

The sampling methodology consisted of treating all included “rural” Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Genesys Sampling Systems, one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included “rural” area counties.⁵

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in April and June of 2013. (These were supplemented with respondents in relevant counties from an accompanying statewide sample.) Cross-sectional surveys of these rural counties have been conducted in April and/or May, and June, as well as before and after Thanksgiving, every year beginning in the Spring of 2005.

The actual field interviewing for the November survey was conducted from October 21, 2013 through November 24, 2013 with about 309 licensed drivers. The field interviewing for the December survey was conducted from December 2 through December 23, 2013, with about 234 licensed drivers.

At the 95th percent confidence level, the sampling error for the November survey is +/- 5.6 percent while the error for the December survey is +/- 6.4 percent.

Each telephone number in the samples was called a maximum of ten times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.⁶

⁵ Pre and post Thanksgiving surveys were also conducted in targeted areas of the City of Chicago. Results for these can be found in a separate report.

⁶ In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures in 2008 through 2012 to mimic those used in some Pew Research surveys.

The average length of the completed interview for the November survey was 21.08 minutes and the December survey was 19.60 minutes making the combined average length of the surveys about 16.63 minutes. Total response rate for the Thanksgiving Campaign surveys is 15 percent, as calculated using AAPOR guidelines.

Comments on Results

In the following “Summary of Results,” we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the November and December 2012 surveys.

For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age and education categories. No other weighting has been applied. The recall time frame in relevant questions in both surveys is the same – that of 30 days.

The full results are presented in the accompanying **IDOT Rural Illinois 2013 Pre/Post Thanksgiving Campaign Survey Tables** (an Excel file) compiled for the project. The excel file also includes the comparisons to the 2013 Memorial Day campaign surveys (conducted in April and June 2013).

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2013 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristics. It should be remembered that the results are weighted by a combination of gender, age (6 categories) and education. Thus, not surprisingly, the distributions on these characteristics are similar. Differences for all demographic characteristic categories and can be found in the comparisons in the Excel file tables.

SUMMARY OF RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” is 93 percent in December 2013. This is a slight increase (3.6 percentage points) from the November survey. The percent of respondents who report wearing a seat belt either “all the time” or “most of the time” is approximately 96 percent in both the November and December surveys. This trend is consistent with the 2013 Memorial Day surveys where just over 96 percent of respondents report wearing a seat belt either “all the time” or “most of the time.”

When was the last time you did not wear your seat belt when driving? The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) was just over three-quarters in December (77.6 percent), up slightly from the November survey, which reported 75.3 percent who report that they always wear their seatbelt. Slightly more than 14 percent of November respondents report that they have not worn a seat belt “within the last day” or “within the last week” while 10.7 percent of December respondents report the same behavior, a decrease of 3.6 percentage points.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Nearly all of the respondents reported their seat belt usage had stayed the same over the past 30 days (98.4 per cent in November; 95.9 percent in December). Reports of increased usage were higher in December (3.6 percent) than in November (0.5 percent).

Have you ever received a ticket for not wearing a seat belt? Twelve percent of December respondents report that they have received a ticket for not wearing a seat belt. This is up slightly from the 10.5 percent who report they have received a ticket in the November survey.

When riding in a car as passenger, how often do you wear your seat belt? The survey instrument contains two items asking respondents about their seat belt use while being a passenger. Respondents are asked about their passenger seat belt use while riding in the front seat and while riding in the back seat. Passengers in the front seat report a higher percent of wearing their seat belt “all of the time,” (91.9 percent in November, 91.8 percent in December) than passengers in the back seat (52 percent in November, 60.9 percent in December).

AWARENESS OF AND ATTITUDES TOWARDS SEAT BELT LAWS

As far as you know, does Illinois have a law requiring adults to use seat belts?

Virtually all respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (97.7 percent in November, 96.1 percent in December).

Primary enforcement: awareness and opinions. *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* Nearly eight in ten survey respondents (86.1 percent in November and 79.0 percent in December) indicate that police can stop a vehicle just for a seat belt violation.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? Sixty-nine percent (69.3 percent) of December respondents reported that this should be allowed, which is down slightly from 70.3 percent of November respondents.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Across both surveys, 9 out of ten respondents report that it should be illegal to drive when children in the car are not wearing seat belts or are not in car seats, 91.4 percent and 90.7 percent, respectively.

Attitudes about wearing seat belts

Respondents were asked a series of questions asking them about their level of agreement or disagreement towards seat belt issues. Each of the questions asked respondents to rate their responses on a four-point scale, ranging from strongly agree to strongly disagree. For the sake of simplicity, we combine the four answer categories into two: Agree v. Disagree.

Agree/disagree: Seat belts are just as likely to harm you as help you. Approximately two-thirds of all respondents report that they somewhat disagree or strongly disagree with the statement. Moreover, nearly 30 percent of respondents (respectively, 29.5 percent and 31.8 percent) report that they either somewhat agree or strongly agree with the statement.

Agree/disagree: If you were in an accident, you would want to have your seat belt on. In both surveys, almost all of the respondents in report that they either strongly agree or somewhat agree with this statement, 94.6 percent in November and 96.9 percent in December. Less than four percent of respondents report that they either strongly disagree or disagree with this statement.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. About ten percent of November and December respondents report that they agree with this statement, respectively, 11.2 percent and 9.0 percent. The vast majority of November and December respondents report that they either somewhat disagree or strongly disagree with this statement, 88.0 percent in November and 89.5 percent in December.

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of

these were in the agree/disagree section (not contained in the abbreviated version) while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The proportion who said either "very" or "somewhat" likely stayed constant at nearly 70 percent from November to December (71.6 percent in November and 68.9 percent in December). There was a slight increase in the percent of individuals who report that it was "somewhat" or "very" likely to get a ticket for not wearing a seat belt, from 22.0 percent in November to 26.1 percent in December.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Nearly, one-fourth of December respondents either "somewhat" or "strongly" agree with this statement (24.0 percent) compared to 26.1 percent in the November survey. In both the November and December surveys, less than half of respondents (46.3 percent in November, 44.8 percent in December) either "somewhat" or "strongly" disagree with the statement.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. More than one-fourth of November and December respondents either "somewhat" or "strongly" agree with this statement (respectively, 28.5 percent and 28.9 percent).

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents' attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure and other opinion questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. Approximately, 80 percent of respondents in both the November and December survey report that they either "somewhat" or "strongly" agree with this statement, compared to less than 17 percent who either "somewhat" or "strongly" disagree (respectively, 16.4 percent and 15.5 percent).

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the results show a decrease in respondents who reported that it is either "very" or "fairly" important for Illinois to enforce seat belt laws for adults. Seventy-eight percent (78.6 percent) of December respondents think that it is important, compared to 71.4 percent of November respondents. This trend is comparable to the percentage who thought it was important during the Memorial Day campaign, respectively 75.5 percent and 75.6 percent.

EXPOSURE TO SEAT BELT AWARENESS AND ENFORCEMENT ACTIVITIES IN PAST THIRTY DAYS

Awareness of special police efforts to ticket for seat belt violations. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” shows an increase from 10.4 percent in November to 26.4 percent in December, an increase of 16.0 percentage points. Interestingly, the Memorial Day campaign results also indicates a significant increase in percentage points (18.7 percentage points) from pre-campaign to post-campaign (respectively, 16.3 percent and 35.0 percent).

Of those respondents who indicated having seen or heard of these special efforts,

Newspaper was the medium with the highest percent of respondents reporting that they saw about the special effort through that medium (58.2 percent in November, 50.1 percent in December). If they reported seeing/hearing about it in the newspaper, 71 percent of respondents reported that it was in a news story compared to only 28.1 percent in November and 20.6 percent in December who reported that it was in an advertisement.

Television was also frequently reported by respondents (33.6 percent in November, 34.5 percent in December). In the December survey, 71.4 percent of respondents reported seeing/hearing about it on television from a news story or news program and 26.3 percent from a commercial or advertisement.

Another frequently cited medium is radio. In November 47.5 percent of respondents report having heard of a special effort from the radio. Of these respondents, 33.5 percent report it was an advertisement while 34.1 percent report it was a news story. In December 23.5 percent of respondents report hearing a special effort to ticket drivers through the radio. Of these respondents, 37.1 percent report hearing an advertisement while 59.9 percent report hearing a news story.

Over time, hearing about a special effort to ticket drivers from friends and relatives has become a more frequently cited medium, respectively 36.9 percent and 26.3 percent. Interestingly, the Memorial Day campaign reports substantially fewer respondents who report hearing about a special effort from friends and relatives, respectively, 29.2 percent and 14.0 percent.

Awareness of police working at night to enforce seat belt law. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt law*” increases substantially from November (7.5 percent) to 18.9 percent in December.

Awareness of roadside safety checks. There was a substantial increase in awareness with 34.9 percent indicating 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*” in the December survey, compared to 23.4 percent in the November survey.

Of those respondents who indicated being aware of roadside safety checks, a higher percentage of respondents reported hearing about the roadside checks through television in the December survey than in the November survey (43.1 percent in November survey, 31.9 percent in December survey).

Television, of these individuals, the majority reported hearing about it through a news story (73.8 percent in November and 76.1 percent in December) compared to less than one-fourth of respondents who reported that they heard about it through a commercial (12.3 percent in November and 20.8 percent in December)

Newspaper was also a very common source of awareness with 56.5 percent of December respondents reported that they read about it in a newspaper, compared to 46.8 percent in the

November survey. If they read about it in a newspaper, it was most likely from a news story with more than 80 percent of all respondents reporting reading it in a news story (respectively, 85.7 percent and 83.0 percent) while less than 15.0 percent reporting that it was in an advertisement (respectively, 3.4 percent and 14.4 percent).

Radio, while approximately four out of ten respondents reported hearing about the special effort on the radio (respectively, 43.1 percent and 43.5 percent).

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks increased slightly from 31.4 percent in November to 37.9 percent in December. This is consistent with the percent who reported the same in the April survey of the Memorial Day campaign (33.9 percent).

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*,” 41.1 percent of the December respondents reported that they had personally been through a road-side safety check in the past 30 days. This translates into 4.5 percent of the entire sample, which is up slightly from 2.6 percent of the November sample.

Awareness of messages to encourage people to wear seat belts. The percent who indicated that, “*in the past thirty days*,” they had “*seen or heard any messages that encourage people to wear their seat belts*” was slightly less than two-thirds of respondents who reported that they had heard or seen such messages. There was a small increase from 61.1 percent in November to 64.4 percent in December, both of these surveys have a higher percent than the April survey in the Memorial Day Campaign and consistent with the June survey (54.0 percent in April, 66.4 percent in June).

Of those December respondents who had seen or heard such messages, more than two-thirds of respondents reported that they saw the effort on a billboard/road sign (69.4 percent and 73.7 percent, respectively). Slightly more than six out of ten respondents (November: 62.2 percent and December: 68.1 percent) reported seeing it on television.

Television, of those individuals who reported seeing it on television, the majority reported that it was on a commercial (respectively, 78.9 percent and 71.0 percent) rather than a news story (respectively, 15.0 percent and 22.6 percent).

Radio, approximately, 3 out 10 respondents reported hearing about the special effort on a radio (30.9 percent and 32.4 percent), with the majority of these individuals reporting that it was in a commercial (87.3 percent and 77.4 percent).

Newspaper, less than one-fourth of respondents reported reading about the special effort in a newspaper, respectively, 17.0 percent and 20.9 percent.

Those who had seen or heard messages encouraging people to wear seat belts were asked whether “*the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual*.” Thirteen percent (12.7 percent) of December respondents report that they had seen or heard more than usual, 83.7 percent report that they had seen or heard about the same as usual, and 3.5 percent report that they had seen or heard fewer than usual.

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, “*in the past thirty days*,” they had seen or heard other activities that encouraged people to wear their seat belts is about 6.1 percent in the November survey and 4.5 percent in the December survey.

AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

Respondents were asked about their awareness of sixteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts.

The **December results** are presented in Table Slogans-1 (see below). The two **seat belt slogans** are in **bold**. The two *most-recent DUI-related slogans* are in *italic bold*.

Table: Slogans-1; December Awareness Level and November-to-December Change

Slogan	Dec % Awareness	Nov to Dec Change (% points)
Click it or ticket	89.6	-0.4
<i>Friends Don't Let Friends Drive Drunk</i>	85.5	5.1
Start Seeing Motorcycles	77.3	-1.9
<i>You Drink and Drive. You lose.</i>	68.8	3.3
Drive smart, drive sober.	59.7	2.7
Drive sober or get pulled over	47.9	3.1
Police in Illinois Arrest Drunk Drivers.	43.7	3.9
Buckle up America	39.0	1.4
Cell phones save lives. Pull over and report a drunk driver.	32.1	5.6
Wanna drink and drive? Police in Illinois will show you the bars.	27.2	1.8
Drive and Drive? Police in Illinois have your number.	25.5	4.7
Drunk Driving. Over the Limit. Under Arrest.	24.7	1.7
Children in Back	21.2	10.5
Rest Area=Text Area	16.8	-1.5
55 still the law for trucks in Chicago Area	15.0	6.2
CSA 2010: Get the Facts, Know the Law— What's your score?	10.8	8.3

As seen in this table, the current “Click It or Ticket” slogan has the highest awareness level, with almost 90 percent of the rural county respondents aware of the slogan. Interestingly, the “start seeing motorcycles” is the third place slogan while “Friends don’t let friends drive drunk,” a slogan which has not been actively used for quite some time, is in second place.

The other seat-belt related slogan, “Buckle Up America,” is in the eighth position, at 39.0 percent awareness, which is a 6 percentage point decrease from the 2013 Memorial Day campaign and 7.8 percentage point decrease from the 2012 Thanksgiving Holiday campaign.

The “Click It or Ticket” campaign. Surveys of the “rural” Illinois counties were conducted five times during both 2005 and 2006 and four times in the last seven years of 2007 through 2013. Awareness results for the “Click It or Ticket Slogan” are presented below in Table Slogans-2 for these surveys. (Note that the 2005 results below were weighted only by gender while the 2006 and 2007 results were weighted by both gender and age category and the 2008 through 2012 results by gender, age and education.)

Table: Slogans-2
Rural County Awareness Levels for “Click It or Ticket” Slogan,
April 2005 through December 2012 Surveys

Survey	2005	2006	2007*	2008*	2009*	2010*	2011*	2012*	2013*
April	82.6%	89.6%	-----	-----	87.4%	94.6%	90.0%	84.9%	90.4%
May	85.3%	91.5%	88.6%	89.6%	-----	-----	-----	-----	---
June	93.3%	95.1%	92.5%	92.0%	89.5%	93.0%	94.7%	90.4	95.4%
November	85.0%	91.3%	86.7%	89.6%	86.9%	90.3%	93.9%	91.1%	90.0%
December	89.0%	93.2%	92.4%	93.2%	91.6%	94.2%	85.8%	89.6%	89.6%

*April/May and June figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

Looking at the results from 2005 through 2013, we have seen a fairly steady, but slight, increase in awareness since the lowest point of awareness in April 2005 (82.6 percent). And while December rates were slightly higher in 2009 and 2010, we can assume that the 2011 to 2013 decreases were a regression to the mean, with 2012 and 2013 seeing a slight increase.

Awareness of DUI-related and speeding-related messages

While this report focuses on the 2013 Thanksgiving seat belt enforcement and media campaign, it is useful for comparison purposes to offer results for two questions that asked about recall of recent DUI and speeding-related messages.

Recall of DUI-related messages. The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” shows a small increase from 56.3 percent in November to 59.8 percent in December.

Recall of speeding-related messages. The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about policy enforcing speed limit laws,*” substantially increased by 31.2 percentage points from November to December (respectively, 28.6 percent and 59.8 percent).

Cell-phone Behaviors while Driving

A new addition to the 2013 November and December survey is six questions regarding in cell phone driving behaviors. These questions not only evaluate if respondents use cell phones while driving but how often they use them and for what purpose. Moreover, two questions evaluate the respondents’ opinions regarding laws that restrict the use of cell phones while driving. The first evaluates texting while driving and the second hand-held cell/mobile devices while driving.

Use of cell-phone. The percentage of respondents who report using a cell phone or other mobile device while driving is consistent between samples with more than 30 percent of respondents in both November and December (respectively, 38.0 percent and 33.8 percent).

Type of cell phone/mobile device. More than half of all rural respondents report using a hand-held cell phone or mobile device while driving (55.8 percent and 54.1 percent, respectively). The number of respondents who report using a hands-free cell phone or mobile device while driving

increased by 1.7 percentage points in the December survey (45.9 percent who use a hands-free cell phone).

Using hand-held device to make calls. The number of respondents who report never using a hand-held phone or other mobile device to text while driving was 7.5 percent in November and 30.3 percent in December—an increase of 22.8 percentage points. Additionally, the number of respondents who report “*always*,” “*sometimes*,” or “*seldom*” use a hand-held phone to text while driving decreased from November to December (respectively, -2.8 percentage points, -17.8 percentage points, and -2.3 percentage points).

Texting while driving. The number of respondents who report never using a hand-held cell phone or mobile device to text while driving is 51.7 percent in November and 78.9 percent in December—an increase of 27.2 percentage points. Additionally, the number of respondents who report always, sometimes or seldom use a hand-held cell phone or other mobile device to text while driving decreased from November to December.

Opinion about police and texting. More than 8 out of 10 November respondents (81.2 percent) report police should be allowed to stop a vehicle for just texting while driving while 9 out of 10 (90.6 percent) December respondents report the same.

Favor or oppose police stopping/ticketing for hand-held cell phone. More than two-thirds (67.4 percent) of November respondents favor a law allowing police to stop and ticket motorists for just using a hand held cell phone or mobile device while they drive. This increased to 75.8 percent of December respondents—an 8.4 percentage point increase.

CHICAGO MINORITY TELEPHONE SURVEY

Seat Belt Media and Enforcement Campaign Surveys: Thanksgiving Holiday 2013

Chicago Targeted Area

Conducted for: **IDOT**, Division of Traffic Safety



By: **Center for State Policy & Leadership
Survey Research Office**

UNIVERSITY OF
ILLINOIS
SPRINGFIELD

Field Interviewing: November / December, 2013
Report with Excel File Tables: February, 2014

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Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

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 Springfield to conduct two telephone surveys of targeted areas in the City of Chicago in November and December, 2013.⁷ The November survey occurred in a time period preceding the Thanksgiving holiday period. The December survey was conducted immediately after the Thanksgiving holiday.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among those groups with the lowest incidence of seat belt usage.⁸ More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.⁹

⁷ Pre and post Thanksgiving surveys were also conducted for “rural Illinois,” defined for this purpose as most of the “downstate” Illinois counties. Results can be found in a separate report. Similar pre and post Thanksgiving surveys for targeted areas of Chicago and “rural Illinois” were also conducted in 2005 through 2012.

⁸ See a more complete rationale for this in “Proposed Work Plan for November 7th – December 11th ‘Click It or Ticket’ Campaign,” a work plan developed by IDOT, Fall 2005.

⁹ In the actual sampling design, Albany Park was not included in the zip code areas for the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations). But, because telephone exchanges are not exactly contiguous with zip code areas, some residents from Albany Park can end up among the final respondents.

METHODOLOGY

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2013, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed from the northern area than from the southern area. The rationale for this stemmed from an initial goal, established going into the 2005 surveys, of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and Hispanic racial/ethnic groups.¹⁰ In practice, the goal over the years was quickly modified to obtain more than the original total goal of 150 African-American and Hispanic respondents and to obtain at least 75 Hispanic respondents, nearly all of whom would come from the northern area. These African American and Hispanic respondents were to be the focus of these surveys for the reason presented earlier.

An initial demographic analysis of the neighborhoods suggested that a southern grouping of these neighborhoods could be identified that was very contiguous and that was nearly all African American in racial/ethnic composition. A northern grouping could also be identified that was also quite contiguous but more diverse in terms of racial/ethnic composition. Despite the fact that the populations of the northern and southern areas are approximately the same, the goal of obtaining more northern than southern area survey completions stemmed from researchers' desire to increase the number of Hispanic respondents above that which would result if an equal number of respondents were obtained from each area (north and south).

After the north/south area neighborhood stratification, zip code areas were then identified which most closely approximated these two areas.¹¹ For each of the two areas (north and south), randomly-generated telephone samples were purchased through Genesys Sampling Systems, one of the major vendors for random samples in the country. These samples were generated by first selecting those telephone prefixes which were most congruent with the pre-defined zip code areas.¹² So, in essence, the sample was one which was determined by telephone prefixes and was stratified into a northern sub-sample and a southern sub-sample.¹³

¹⁰ The initial goal was modified because of the diversity of the northern area (see the paragraph below). And, we accomplished this latter goal in the past four years (both pre and post surveys for 2008 through 2012), by increasing the proportion interviewed in the northern region by a greater amount than we had in comparable surveys conducted in 2007.

¹¹ The identified zip code areas were somewhat more closely contiguous to the targeted area for the southern sampling area than for the northern sampling area.

¹² Researchers selected these telephone exchanges based on reports provided by Genesys Sampling Systems which estimated what percent of the telephone numbers in particular exchanges were part of the zip code-defined area, and which estimated the coverage of the area for selected telephone exchanges. The task is to balance the dual criteria of efficiency and coverage.

¹³ We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code in the interview. This screening was not done because our primary goal here was not to interview respondents within specific zip code areas; rather it was to use the identification of neighborhoods, zip code areas, and telephone prefixes as an efficient way to reach a randomly-selected sample of African-American and Hispanic respondents. An analysis of past years' respondents showed that the residential zip codes of respondents "outside" the originally defined zip code areas

Actual field interviewing for the November survey was conducted from November 6 through October 21, 2013 with 294 (unweighted observations) licensed drivers. The field interviewing for the December survey was conducted from December 2 through December 23, 2013, with more than 258 (unweighted observations) licensed drivers.¹⁴

At the 95th percent confidence level, the sampling errors for the results pertaining to the Chicago respondents are just below or just above +/- 6 percent for both the November and December surveys (+/- 5.7% for November and +/- 6.4% for December).

Each telephone number in the samples was called a maximum of ten times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.¹⁵

The average length of the completed interview for the November survey was 17 minutes and the December survey was 21.08 minutes making the combined average length of the surveys about 19.60 minutes. Total response rate for the Thanksgiving Campaign surveys is 15 percent, as calculated using AAPOR guidelines.

Comments on Results

In the following “Summary of Results,” we summarize the results for seat belt-related questions asked of African-American and Hispanic respondents and focus on describing the changes that occurred between the November and December surveys.

For both surveys, the total results (including non-minority respondents) have been weighted by north/south stratification area, gender, age and education for the November and December samples.¹⁶ The recall time frame in the questions in both surveys is the same – that of 30 days.

The accompanying **IDOT Chicago 2013 Pre/Post Thanksgiving Campaign Survey Tables** (an Excel file) presents the full results for the combined African-American and Hispanic respondents.

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth making some descriptive comments regarding the

were in contiguous areas and exclusion of these “outside” respondents would have resulted in a less efficient design (i.e., would have excluded some of the African-American and Hispanic respondents we were interested in interviewing).

¹⁵ In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures in 2008 through 2012 to mimic those used in some Pew Research surveys.

¹⁶ Results have been weighted to reflect the fact that the estimated populations in the northern and southern stratification regions are approximately equal. We also weighted to reflect a gender distribution that is somewhat more female than male. And, we weighted the results to make the age and education distributions similar between the November and December surveys for the entire samples. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, we used a six-category age distribution (up to 29; 30s; 40s; 50s; 60s; and 70 and over.)

November and December 2013 samples on selected driving and demographic characteristics. Descriptive comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Race/ethnicity.* The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that African-American respondents consist of over three-quarters of the unweighted sample (November: 79.8 percent vs. December: 77.9 percent) and Hispanic/Latino respondents consist of 14 percent in the November sample and 15 percent in the December sample. The sample after weighting consists of 74.3 percent African-American and 18.2 percent Hispanic/Latino respondents in the November sample and 79.5 percent African-American and 11.5 percent Hispanic/Latino in the December sample
- *Gender.* Despite the fact that interviewers ask to speak to the youngest male in the household, female respondents still outnumber the male respondents in both the November and December surveys. Before weighting, approximately one-third (36.7 percent in November, 33.7 percent in December) of respondents are male and two-thirds (63.3 percent in November, 66.3 percent in December) are female. The weighted sample includes 47.8 percent male respondents and 52.2 percent female respondents in November, and 49 percent male respondents and 51 percent female respondents in December 2013.
- *North/south targeted area.* In both the November survey, 50.4 percent of respondents are from the northern Chicago area and 49.6 percent are from the southern Chicago area; the December survey 44.6 percent of respondents are from the northern Chicago area and 55.4 percent of respondents are from the southern area of Chicago.
- *Number of those 16 and over (driving age) in household.* The December survey has more respondents who report one person in their household to be of the driving age (32 percent vs. 28.6 percent) and fewer who report two such household members (35 percent vs. 36.2 percent).
- *Age of respondent.* The December survey has slightly more respondents who are 60 years of age or older (34.1 percent), compared to the November survey (31.8 percent).
- *Education level.* The December survey has fewer respondents who report having a high school diploma or GED when compared to the November survey (21.4 percent vs. 24.3 percent) while the November survey consists of more respondents who report having some post high school education or a four-year college degree or more (34.8 percent/36.2 percent vs. 32.9 percent/34.8 percent).
- *Type of vehicle.* A larger percentage of the December survey report driving a sport utility vehicle (SUV) at 20.4 percent compared to 15.7 percent of the November sample; additionally, fewer respondents report driving a car (62 percent) or minivan (8.6 percent) in the December survey than the November survey (respectively, 71.2 percent and 9.2 percent).

Full comparisons on demographic and driving-related behaviors can be found at the beginning and in the demographic section of the Excel file containing the tables.

SUMMARY OF RESULTS

The following summarizes the substantive results of the November and December surveys.

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the proportion of respondents who said they wear their seat belt “all of the time” is consistent across the two survey with 90.8 percent in the November survey and 90.4 percent in the December survey.¹⁷ And, the proportion who indicated they wear their seat belt “most of the time” follows the same pattern of consistency with 6.1 percent of November respondents and 5.8 percent of December respondents. When we combine these two answer categories, we find that nearly 97 percent of respondents (96.6 percent and 96.8 percent) report that they wear their seat belt either “all of the time” or “most of the time.”

When was the last time you did not wear your seat belt when driving? The December survey indicates a small increase in the percentage of individuals who reported that the last time they did not wear their seat belt was within the last day (6.2 percent vs. 7.4 percent). More than 78 percent of December respondents reported that it had been more than a year ago, compared to 71.9 percent of November respondents. Of those individuals who reported not wearing a seat belt, the most frequent reason given was that they were driving a short distance.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Less than one percent of respondents in the November survey report that their use of seat belts has decreased; however, none of the December survey respondents report this behavior. In fact, December respondents report more often that their use of seat belts has increased (7 percent vs. 8.2 percent). Across both samples, over 90 percent of respondent report that their seat belt use has stayed the same (91.5 percent vs. 90.8 percent).

When riding in a car as passenger, how often do you wear your seat belt? The survey instrument contains two items asking respondents about their seat belt use while being a passenger. Respondents are asked about their passenger seat belt use while riding in the front seat and while riding in the back seat. Passengers in the front seat report a higher percent of wearing their seat belt “all of the time,” (respectively 89.8 percent and 88.8 percent) than passengers in the back seat (52.4 percent and 50.4 percent).

Have you ever received a ticket for not wearing a seat belt? Thirteen percent of November respondents (12.9 percent) reported that they have received a ticket for not wearing their seat belt, as did 13.4 percent of December respondents.

¹⁷ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

AWARENESS OF AND ATTITUDES TOWARD SEAT BELT LAWS

As far as you know, does Illinois have a law requiring adults to use seat belts? Almost all of both November and December respondents reported that Illinois does have a law requiring adults to use seatbelts (96.4 percent in November, 97.3 percent in December). When respondents are then asked whether the law requires adults riding in the back seat of a car to use a seatbelt, they are less sure. Seventy-two percent of November respondents reported that there is a law in Illinois requiring back seat passengers to wear a seatbelt, as did 65.5 percent of individuals in the December sample. However, in both samples, approximately 20 percent (20.5 percent and 22.7 percent) reported that they did not know/ were unsure.

Primary enforcement: awareness and opinions. *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* When you ask respondents whether this is a primary enforcement law, the general trend of the data suggests that Illinois drivers know that police can stop a vehicle if they observe a seat belt violation. More specifically, 4 out of 5 November respondents report that the police can stop individuals just for just a seat belt violation. This number increases by more than 6 percentage points for the December survey where more than 9 out of 10 respondents report that police can stop a vehicle if they observe a seat belt violation.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? Across the two surveys, 4 out of 5 respondents report that police should be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken. While the number of respondents who expressed this opinion decreased by 2.4 percentage points from November to December (82.9 percent vs. 80.5 percent) this decrease is well within the survey's margin of error.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Ninety-four percent of individuals in both samples reported that it should be illegal to drive when children in the car are not wearing seat belts or are not in car seats; this trend is consistent across survey years. In 2012, both the November and December surveys report that 94 percent of respondents expressed the same opinion.

Attitudes about wearing seat belts

Respondents were asked a series of questions asking them about their level of agreement or disagreement towards seat belt issues. Each of the questions asked respondents to rate their responses on a four-point scale, ranging from strongly agree to strongly disagree. For the sake of simplicity, we combine the four answer categories into two: Agree v. Disagree.

Agree/disagree: Seat belts are just as likely to harm you as help you. In both surveys, a higher percentage of individuals report that they disagree with this statement than agree. In November, 53.2 percent reported that they disagreed with this statement while 43.9 percent report that they agree. In December, 56 percent reported that they disagree with this statement while 41.9 percent reported that they agree.

Agree/disagree: If you were in an accident, you would want to have your seat belt on. The vast majority of respondents in both November and December surveys report that they agree with this statement, 96.7 percent and 97.7 percent respectively.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. Less than one-fifth of respondents report that they agree with this statement (19 percent vs. 15.8 percent). This is a slight decrease from 2012 where 20.2 percent of November respondents and 21.9 percent of December respondents agreed with this statement.

PERCEPTIONS OF AND ATTITUDES TOWARD SEAT BELT LAW ENFORCEMENT

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section (not contained in the abbreviated version) while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Overall, approximately one half of all respondents report that they are "very likely" to receive a ticket for a seat belt violation. However, substantial differences exist between the two surveys. For example, 55.3 percent of December respondents report that they are "very likely" to get a seat belt violation ticket which is 7.8 percentage points higher than November respondents (47.5 percent). When we combine the four answer categories into two (likely v. unlikely), 70.3 percent of individuals in the November survey report that this was either "very likely" or "somewhat likely" compare to 25.3 percent of individuals who report that this was either "very unlikely" or "somewhat unlikely." This is only substantially different from the December sample, in which 79.7 percent reported that it was either "very likely" or "somewhat likely" and only 15.9 percent reported that it was either "very unlikely," or "somewhat unlikely"—a difference of 9.4 percentage points.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Respondents are fairly evenly split on this question in both the November and December surveys, with 15.4 percent reporting "don't know," in November and 21.1 percent in December. Approximately, 35 percent of respondents reported that they agreed with this statement in November, as did 32.5 percent in December. In both surveys, more than 45 percent disagreed with this statement (respectively, 49 percent and 46.3 percent).

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The December survey saw nearly a 9 percentage point decrease of respondents who report that they agree with this statement, as well as nearly a six percentage point increase in respondents who did not know if they agree or disagree with this statement. In sum, 39 percent of November respondents and 30.4 percent of December respondents agree with this statement while 21.8 percent of November respondents and 24.1 percent of December percent did not agree (30.1 percent of November respondents and 45.5 percent of December respondents report that they did not know if they agree or disagree with this statement).

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents' attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section (not in the abbreviated version), and the other appeared near the end of the interview, after the exposure questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws.

As with the other agree/disagree statements, the four answer categories were collapsed into agree v. disagree. Overwhelmingly, respondents in both surveys express that it is important for police to enforce the seat belt law (93.6 percent in November and 94.2 percent in December).

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? Nearly ninety percent of respondents in both the November and December survey reported that it is either “very important” or “fairly important” for Illinois to enforce seat belt laws for adults more strictly.

EXPOSURE TO SEAT BELT AWARENESS AND ENFORCEMENT ACTIVITIES IN PAST THIRTY DAYS

Awareness of special police efforts to ticket for seat belt violations.

The percent of individuals who reported seeing or hearing any special efforts by police to ticket drivers in their community for seat belt violations increased from November (14.8 percent) to December (21.4 percent).

Of those respondents who indicated having seen or heard of these special efforts, there were differences on where they heard or saw these special efforts across the two surveys. Individuals in the November survey were more likely to report that they heard them on television (44.8 percent), by friends or relatives (40 percent), followed by radio (35.6 percent), then newspapers (21.9 percent), and from other source (18.4 percent). The December survey indicates a slight change in this with television being the medium with the highest percentage of responses (53.8 percent), followed by radio (32.3 percent), from other source (46.5 percent), friends and relatives (31.4 percent), and newspaper (18.7 percent).

Radio, of those who heard about the special effort on the radio, the majority of them report that it was from a commercial or advertisement (69.8 percent in November and 70.3 percent in December). The second most frequently mentioned source was in a news story in November with 27.7 percent and something else in December with 23.6 percent.

Television, of those who saw the special effort on television, the majority of these in both surveys (52.4 percent in the November survey and 70.9 percent in the December survey—an increase of 18.5 percentage points) report that they saw it on a commercial or advertisement. The number of December respondents (20.8 percent) who report seeing the special effort on television via a new story or new program decreased by 20.6 percentage points from November (41.4 percent).

Newspaper, While the number of respondents who report seeing the special effort in the newspaper is comparable across surveys (November 21.9 percent and December 18.7 percent), the types of messages vary between surveys. In November, 79.7 percent of respondents report seeing a new story, then 11.7 percent seeing an advertisement, followed by 8.7 percent of respondents not recalling the type of message. On the other hand, 49.9 percent of December respondents report seeing an advertisement in the newspaper, followed by something else (28.7 percent), and news story (21.5 percent).

Awareness of police working at night to enforce seat belt laws. Only 16.9 percent of December respondents report that they have seen or heard anything about police in their community working at night to enforce seat belt laws. This was a 3.2 percentage point increase from 13.7 percent in November 2013.

Awareness of roadside safety checks. There was a substantial increase in the percent of respondents who report having seen or heard about roadside safety checks in the past thirty days from 22.6 percent in the November survey to 38.6 percent in the December survey.

Of those respondents who indicated being aware of roadside safety checks, more than one-third of respondents report that they have heard of these roadside safety checks from friends and relatives in both the November (37.1 percent) and December (41.4 percent) surveys.

Television was also a frequent source of awareness (33 percent in November and 45.3 percent in December). Of those respondents who had heard about the special effort on television, the majority of these individuals reported that it was from a news story (61.7 percent in November and 53.1 percent in December). The second most frequently mentioned source was in a commercial or advertisement (30.7 percent in November, 42.8 percent in December—an increase of 12.3 percentage points).

Radio, while one-fifth of November respondents report that they heard about these efforts on the radio in the November survey, only 14 percent of the December respondents report the same. When compared to the November survey, the number of December respondents who mentioned they heard a commercial or advertisement on the radio increased by 21.4 percentage points (November 17.4 percent, December 38.8 percent). Overall a plurality of respondents in both the November and December survey heard a news story/news program on the radio; however, the number of respondents significantly decreased from November to December (November 82.6 percent, December 44.3 percent).

Of the respondents who had seen or heard anything about roadside safety checks, there was a ten percentage point decrease of those who had personally seen the police doing a roadside safety check from 74 percent in November to 64.1 percent in December. Additionally, 59.2 percent of those respondents had *personally been through a roadside check in the past thirty days, either as a driver or as a passenger* in the December survey, compared to 55.4 percent in the November survey.

Awareness of messages to encourage people to wear seat belts. The percent of individuals who reported seeing or hearing any messages encouraging people to wear seat belts is consistent from the November to December survey (November 65.1, December 68 percent).

Those who had seen or heard messages encouraging people to wear seat belts were asked whether “*the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.*” In the November survey, 17 percent of respondents report that they heard “more than usual” while 73.8 percent report seeing/hearing about the same amount as usual. In December, 21.8 percent report hearing “more than usual” while 72.3 percent report that the amount was about the same as usual. In November 7.2 percent of respondents report hearing “fewer than usual;” this portion of respondents declined by 1.5 percentage points in December (6.0 percent).

The most frequently cited source of awareness is through billboard. Over two-thirds of respondents in both samples report awareness through a billboard (respectively, 80.8 percent and 77.4 percent).

Television, the second most cited source of seeing or hearing any messages encourage people to wear seat belts is television with 72 percent of respondents across both samples. In the November survey, 73 percent of those report the most frequent source was in a commercial or advertisement followed by a news story or news program (22.4 percent). This trend follows for the December survey with commercial or advertisement being the most frequent source and then a news story or news program (78.9 percent and 16.6 percent).

Radio, Radio is the third most cited source with 41.1 percent of November respondents reported hearing about these efforts on the radio, compared to 32.3 percent of December respondents. If they heard about it on the radio, the most frequent source was in a commercial or advertisement (82.8 percent in November survey, 85.3 percent in December survey).

Friends and Family, Friends and family is the fourth most cited source with 24.6 percent of November respondents and 23.9 percent of December respondents.

Newspaper, Newspaper is the fifth most cited source with 12.4 percent of November respondents and 16.2 percent of December respondents. In both surveys, a commercial or

advertisement was the most frequently cited source with 58 percent (November) and 70.2 percent (December)

Awareness of other activities that encouraged people to wear seat belts. Slightly more than 10 percent of November respondents reported that they had seen or heard other activities encouraging people to wear seat belts. This trend decreased by 6.1 percentage points in December with 4.4 percent of December respondents reporting the same.

AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

Respondents were asked about their awareness of sixteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts.

The December results for African American and Hispanic respondents. The December seat belt “post-test” awareness levels for African American and Hispanic respondents are presented in Table Slogans-1 (see below). The two **seat belt slogans** are in **bold**. The two *most-recent DUI-related slogans* are in *italic bold*.

Table: Slogans-1; December Awareness Level and November-to-December Change

Slogan	Dec % Awareness	Nov to Dec Change (% points)
Click it or Ticket	84.9%	3.7%
<i>Friends don't let friends drive drunk</i>	84.9%	3.7%
<i>You drink and drive. You lose.</i>	77.8%	1.7%
Drive smart. Drive sober.	59.1%	10.0%
Drive sober or get pulled over	56.3%	3.6%
Police in Illinois arrest drunk drivers	51.7%	2.5%
Buckle Up America	49.6%	1.1%
Cell phones save lives. Pull over and report a drunk driver.	39.0%	3.4%
Drunk driving. Over the limit, under arrest	35.7%	1.3%
Children in back	31.7%	3.1%
Start seeing motorcycles	28.9%	3.1%
55 still the law for trucks in Chicago area	26.5%	0.1%
Drink and drive? Police in Illinois have your number	21.5%	-5.3%
Wanna drink and drive? Police in Illinois will show you the bars	19.4%	-5.0%
Rest Area= Text Area	17.7%	-0.2%
CSA 2010: Get the Facts, Know the Law – What's your Score?	12.3%	1.3%

As seen in this table, the current “Click It or Ticket” slogan has the highest awareness level, with 84.9 percent awareness among December respondents. This was actually an increase from the November survey, where 90.5 percent of respondents reported being aware of the slogan.

Interestingly, and a consistent finding across recent survey years, is that the second place slogan is “Friends don’t let friends drive drunk,” a slogan which has not been actively used for quite some time. Its awareness is at 84.9 percent. Closely behind in third place is the slogan, “You drink and drive. You lose.” A recently-used DUI slogan, it has 77.8 percent awareness which is almost a 2 percentage point increase from the November survey.

“Click It or Ticket” trends and comparisons among African American and Hispanic respondents. The vast majority of respondents reported that they recall hearing or seeing the “Click It or Ticket” slogan in the past thirty days. More than 90 percent (90.5 percent) of respondents reported hearing or seeing it in the past 30 days in November, compared to 94.5 percent in December. While this is a slight increase from November to December, the November 2012 sample reports higher rates of awareness than both of the 2013 samples.

Table Slogans-2 below presents the awareness level results among African American and Hispanic respondents for the Thanksgiving campaigns over the past nine years.

**Table: Slogans-2
Awareness Levels for “Click It or Ticket” Slogan
Thanksgiving Campaigns, 2005 through 2013**

Survey	2005	2006	2007	2008	2009	2010	2011	2012	2013
November	91.3%	86.6%	87.5%	89.2%	90.6%	92.3%	91.8%	95.3%	90.5%
December	92.2%	92.0%	94.3%	90.8%	94.8%	95.4%	90.8%	92.0%	94.2%

Looking at the results from 2005 through 2013, we have seen a fairly steady, but slight, increase in awareness since the lowest point of awareness in 2006 (86.6 percent of November respondents). And while December rates were slightly higher in 2009 and 2010, we can assume that the 2011 decrease was a regression to the mean, with 2012 and 2013 seeing a slight increase.

Awareness of DUI-related and speeding-related messages

While this report focuses on the 2013 Thanksgiving seat belt enforcement and media campaign, it is useful for comparison purposes to offer results for two questions that asked about recall of recent DUI and speeding-related messages.

Recall of DUI-related messages. The percent of respondents who indicated that, “*in the past thirty days*,” they had “*read, seen or heard anything about alcohol impaired driving in Illinois*,” shows a slight decrease (-1.5 percentage points) from 67.8 percent in November to 66.3 percent in December. Both of these are decreases from the 2012 survey, in which 73.3 percent of November respondents and 68.5 percent of December respondents reported having seen, read, or heard something about alcohol impaired driving in the past 30 days.

Recall of speeding-related messages. The percent of respondents who indicated that, “*in the past thirty days*,” they had “*read, seen or heard anything about police enforcing speed limit laws*,” shows an increase of less than 2 percentage points from 43.9 percent in November to 41.9 percent in December. While there is a slight decrease between the 2013 surveys, the percentage of respondents is who report reading, seeing, or hearing anything about police enforcing speed limit laws did increase from 2012 (November—37.5 percent and December—38.9 percent).

Cell-phone Behaviors while Driving

A new addition to the 2013 November and December survey is six questions regarding in cell phone driving behaviors. These questions not only evaluate if respondents use cell phones while driving but how often they use them and for what purpose. Moreover, two questions evaluate the respondents' opinions regarding laws that restrict the use of cell phones while driving. The first evaluates texting while driving and the second hand-held cell/mobile devices while driving.

Use of cell-phone. The percentage of respondents who report using a cell phone or other mobile device while driving is consistent between samples with slightly more than 25 percent of respondents in both November and December (respectively, 25.3 percent and 25.8 percent).

Type of cell phone/mobile device. Sixty-two percent of the November report using a hands-free cell phone or mobile device while driving. The number of respondents who report using a hands-free cell phone or mobile device while driving increased by 7.5 percentage points in the December survey (69.5 percent who use a hands-free cell phone).

Using hand-held device to make calls. The number of respondents who report never using a hand-held phone or other mobile device to text while driving was 35.3 percent in November and 51.2 percent in December—an increase of 15.9 percentage points. Additionally, the number of respondents who report “*always*,” “*sometimes*,” or “*seldom*” use a hand-held phone to text while driving decreased from November to December (respectively, -0.2 percent, -8.7 percent, and -7.1 percent).

Texting while driving. The number of respondents who report never using a hand-held cell phone or mobile device to text while driving is 0.0 percent in both the November and December survey. Additionally, the number of respondents who report never using a hand-held cell phone or other mobile device to text while driving increased by 16.2 percentage points (November—61.0 percent and December—77.2 percent).

Opinion about police and texting. More than 9 out of ten respondents in both surveys report that police should be allowed to stop a vehicle for just texting while driving, even when no other traffic laws are broken.

Favor or oppose police stopping/ticketing for hand-held cell phone. More than eighty percent of both samples favor allowing police to stop and ticket motorists for just using a hand-held cell phone or mobile device while they drive. The overwhelming support of this law is likely (in some part) due to the city of Chicago's 2006 law which prohibits the use of hand-held cell phones while driving.

**APPENDIX A: STATEWIDE ENFORCEMENT
ACTIVITIES AND ASSOCIATED COSTS**

TABLE 7: STEP GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Algonquin	52.0	112	81	72.3%	0	0.0%	27.9	\$39.43	\$84.92	\$4,415.84
Alorton	12.0	69	66	95.7%	0	0.0%	10.4	\$17.67	\$101.60	\$1,219.20
Alton	315.0	294	81	27.6%	4	1.4%	64.3	\$74.33	\$69.37	\$21,852.60
Arlington Heights	108.0	152	86	56.6%	0	0.0%	42.6	\$47.38	\$66.69	\$7,202.12
Barrington	24.0	22	4	18.2%	2	9.1%	65.5	\$66.93	\$61.35	\$1,472.48
Bartlett	64.5	88	19	21.6%	4	4.5%	44.0	\$45.86	\$62.57	\$4,035.70
Bartonville	30.0	11	5	45.5%	0	0.0%	163.6	\$103.02	\$37.77	\$1,133.23
Belvidere	55.0	38	28	73.7%	0	0.0%	86.8	\$71.91	\$49.68	\$2,732.60
Berwyn	97.0	179	126	70.4%	3	1.7%	32.5	\$31.16	\$57.50	\$5,577.48
Blue Island	20.0	38	17	44.7%	1	2.6%	31.6	\$29.21	\$55.50	\$1,110.00
Boone County	39.0	44	0	0.0%	3	6.8%	53.2	\$53.39	\$60.24	\$2,349.25
Bourbonnais	30.0	28	5	17.9%	0	0.0%	64.3	\$54.50	\$50.87	\$1,526.01
Bradley	63.0	48	5	10.4%	2	4.2%	78.8	\$63.22	\$48.17	\$3,034.51
Brookfield	48.0	62	11	17.7%	0	0.0%	46.5	\$47.36	\$61.17	\$2,936.15
Calumet City	122.0	160	71	44.4%	1	0.6%	45.8	\$43.26	\$56.74	\$6,922.29
Campton Hills	64.0	46	0	0.0%	1	2.2%	83.5	\$32.21	\$23.15	\$1,481.60
Carol Stream	120.0	215	147	68.4%	6	2.8%	33.5	\$34.75	\$62.25	\$7,470.54
Caseyville	107.0	121	57	47.1%	3	2.5%	53.1	\$25.16	\$28.45	\$3,044.51
Champaign	51.0	33	17	51.5%	3	9.1%	92.7	\$78.40	\$50.73	\$2,587.05
Chatham	38.0	61	45	73.8%	0	0.0%	37.4	\$32.72	\$52.53	\$1,996.03
Cherry Valley	44.0	50	10	20.0%	0	0.0%	52.8	\$38.49	\$43.73	\$1,924.28
Chicago	1,205.0	1,293	1,080	83.5%	6	0.5%	55.9	\$57.10	\$61.27	\$73,830.35

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Chicago Heights	18.0	8	0	0.0%	2	25.0%	135.0	\$105.99	\$47.11	\$847.93
Chicago Ridge	64.0	55	36	65.5%	0	0.0%	69.8	\$68.42	\$58.80	\$3,763.23
Cicero	36.0	68	28	41.2%	0	0.0%	31.8	\$30.29	\$57.21	\$2,059.56
Clarendon Hills	35.0	43	24	55.8%	0	0.0%	48.8	\$47.22	\$58.02	\$2,030.65
Collinsville	120.0	148	54	36.5%	2	1.4%	48.6	\$41.05	\$50.63	\$6,075.75
Cook County	167.0	112	22	19.6%	2	1.8%	89.5	\$95.18	\$63.84	\$10,660.45
Countryside	35.0	30	15	50.0%	1	3.3%	70.0	\$55.93	\$47.94	\$1,677.97
Creve Coeur	72.0	67	3	4.5%	4	6.0%	64.5	\$32.15	\$29.92	\$2,153.95
Crystal Lake	49.0	86	38	44.2%	3	3.5%	34.2	\$31.15	\$54.67	\$2,678.91
Danville	64.0	51	29	56.9%	2	3.9%	75.3	\$55.84	\$44.49	\$2,847.59
Decatur	111.0	116	67	57.8%	0	0.0%	57.4	\$53.76	\$56.18	\$6,236.41
DeKalb	63.0	74	54	73.0%	0	0.0%	51.1	\$47.31	\$55.58	\$3,501.29
Downers Grove	56.0	36	12	33.3%	1	2.8%	93.3	\$102.26	\$65.74	\$3,681.35
East Hazel Crest	11.0	41	39	95.1%	0	0.0%	16.1	\$10.09	\$37.59	\$413.52
East Moline	72.0	53	15	28.3%	2	3.8%	81.5	\$64.54	\$47.51	\$3,420.37
East Peoria	8.0	9	1	11.1%	0	0.0%	53.3	\$54.39	\$61.18	\$489.47
Edwardsville	37.0	40	1	2.5%	3	7.5%	55.5	\$49.24	\$53.24	\$1,969.78
Elgin	136.0	227	142	62.6%	5	2.2%	35.9	\$39.56	\$66.04	\$8,981.01
Elk Grove Village	79.8	262	232	88.5%	0	0.0%	18.3	\$20.08	\$65.97	\$5,260.82
Elmhurst	84.0	117	76	65.0%	5	4.3%	43.1	\$45.12	\$62.84	\$5,278.53
Elmwood Park	75.0	66	13	19.7%	1	1.5%	68.2	\$47.39	\$41.71	\$3,128.00
Evanston	79.0	121	36	29.8%	0	0.0%	39.2	\$40.87	\$62.60	\$4,945.75

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Fairview Heights	50.0	33	1	3.0%	5	15.2%	90.9	\$76.50	\$50.49	\$2,524.49
Forest Park	52.0	48	8	16.7%	1	2.1%	65.0	\$46.18	\$42.63	\$2,216.72
Fox Lake	16.0	18	15	83.3%	0	0.0%	53.3	\$63.66	\$71.61	\$1,145.79
Franklin Park	16.0	48	27	56.3%	1	2.1%	20.0	\$41.50	\$124.51	\$1,992.16
Freeport	47.0	22	2	9.1%	2	9.1%	128.2	\$89.90	\$42.08	\$1,977.79
Galesburg	15.0	14	5	35.7%	0	0.0%	64.3	\$46.28	\$43.19	\$647.92
Gilberts	24.0	4	0	0.0%	2	50.0%	360.0	\$215.23	\$35.87	\$860.91
Grandview	40.0	23	19	82.6%	0	0.0%	104.3	\$30.43	\$17.50	\$700.00
Granite City	48.0	56	20	35.7%	0	0.0%	51.4	\$39.43	\$46.00	\$2,208.00
Grayslake/Hainesville	70.0	105	34	32.4%	1	1.0%	40.0	\$43.94	\$65.92	\$4,614.15
Grundy County	72.0	106	69	65.1%	2	1.9%	40.8	\$34.13	\$50.25	\$3,617.90
Gurnee	51.0	50	18	36.0%	5	10.0%	61.2	\$67.82	\$66.49	\$3,390.75
Hanover Park	72.0	61	29	47.5%	3	4.9%	70.8	\$72.19	\$61.16	\$4,403.75
Hebron	64.0	31	6	19.4%	0	0.0%	123.9	\$84.23	\$40.80	\$2,611.21
Highland Park	28.0	44	15	34.1%	2	4.5%	38.2	\$42.20	\$66.31	\$1,856.65
Hillside	74.0	118	70	59.3%	0	0.0%	37.6	\$37.75	\$60.20	\$4,455.08
Hinsdale	43.0	44	33	75.0%	2	4.5%	58.6	\$65.38	\$66.90	\$2,876.87
Hoffman Estates	52.0	65	27	41.5%	2	3.1%	48.0	\$58.92	\$73.65	\$3,829.85
Homewood	63.0	58	48	82.8%	1	1.7%	65.2	\$71.04	\$65.41	\$4,120.54
Johnsburg	25.0	19	9	47.4%	1	5.3%	78.9	\$50.29	\$38.22	\$955.46
Justice	36.0	40	39	97.5%	0	0.0%	54.0	\$45.00	\$50.00	\$1,800.00
Kankakee	110.0	65	25	38.5%	3	4.6%	101.5	\$69.23	\$40.91	\$4,499.84

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Kendall County	21.0	36	18	50.0%	0	0.0%	35.0	\$41.66	\$71.41	\$1,499.66
Lake in the Hills	32.0	34	0	0.0%	1	2.9%	56.5	\$64.12	\$68.13	\$2,180.04
Lake Villa	49.0	39	21	53.8%	2	5.1%	75.4	\$67.28	\$53.55	\$2,623.79
Lake Zurich	64.0	49	26	53.1%	2	4.1%	78.4	\$86.19	\$65.99	\$4,223.22
Leland Grove	71.0	75	24	32.0%	1	1.3%	56.8	\$34.00	\$35.92	\$2,550.28
Libertyville	33.0	35	0	0.0%	0	0.0%	56.6	\$61.63	\$65.37	\$2,157.16
Lincolnshire	18.0	15	0	0.0%	2	13.3%	72.0	\$96.51	\$80.43	\$1,447.68
Lincolnwood	48.0	91	42	46.2%	3	3.3%	31.6	\$27.10	\$51.37	\$2,465.96
Lisle	56.0	74	40	54.1%	0	0.0%	45.4	\$42.96	\$56.77	\$3,179.07
Lockport	49.0	61	40	65.6%	2	3.3%	48.2	\$50.00	\$62.25	\$3,050.03
Lombard	91.0	138	75	54.3%	2	1.4%	39.6	\$43.24	\$65.58	\$5,967.71
Loves Park	33.0	29	13	44.8%	4	13.8%	68.3	\$43.07	\$37.85	\$1,248.94
Lyons	20.0	34	6	17.6%	2	5.9%	35.3	\$73.25	\$124.52	\$2,490.34
Macomb	36.0	31	9	29.0%	4	12.9%	69.7	\$48.64	\$41.89	\$1,507.88
Marengo	13.0	12	0	0.0%	0	0.0%	65.0	\$66.24	\$61.15	\$794.90
Marseilles	48.0	26	14	53.8%	2	7.7%	110.8	\$73.92	\$40.04	\$1,922.04
Mattoon	27.8	29	5	17.2%	3	10.3%	57.4	\$48.43	\$50.61	\$1,404.38
Maywood	64.0	84	64	76.2%	0	0.0%	45.7	\$51.55	\$67.66	\$4,329.97
McCullom Lake	61.0	28	11	39.3%	0	0.0%	130.7	\$63.00	\$28.92	\$1,764.00
McHenry	90.0	138	41	29.7%	0	0.0%	39.1	\$36.42	\$55.84	\$5,025.96
McHenry County	139.0	83	37	44.6%	1	1.2%	100.5	\$100.13	\$59.79	\$8,310.43
Midlothian	73.0	84	82	97.6%	0	0.0%	52.1	\$44.13	\$50.78	\$3,706.87

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Minooka	54.0	14	6	42.9%	0	0.0%	231.4	\$186.66	\$48.39	\$2,613.18
Moline	49.0	79	33	41.8%	1	1.3%	37.2	\$27.80	\$44.82	\$2,195.94
Montgomery	24.0	17	8	47.1%	3	17.6%	84.7	\$74.24	\$52.59	\$1,262.06
Morton	70.0	85	28	32.9%	0	0.0%	49.4	\$39.35	\$47.79	\$3,345.03
Naperville	138.0	154	62	40.3%	10	6.5%	53.8	\$60.60	\$67.63	\$9,332.31
Niles	91.0	77	39	50.6%	2	2.6%	70.9	\$96.68	\$81.80	\$7,443.98
North Aurora	38.0	58	18	31.0%	1	1.7%	39.3	\$36.90	\$56.33	\$2,140.44
North Pekin	80.0	100	26	26.0%	3	3.0%	48.0	\$15.56	\$19.45	\$1,556.10
North Riverside	76.0	133	54	40.6%	1	0.8%	34.3	\$32.09	\$56.16	\$4,268.49
Oak Brook	24.0	20	5	25.0%	1	5.0%	72.0	\$74.46	\$62.05	\$1,489.14
Oak Forest	81.0	131	122	93.1%	0	0.0%	37.1	\$35.73	\$57.79	\$4,681.04
Oak Lawn	106.3	144	88	61.1%	2	1.4%	44.3	\$45.44	\$61.58	\$6,542.90
Oak Park	60.0	50	31	62.0%	3	6.0%	72.0	\$77.82	\$64.85	\$3,891.06
Oakbrook Terrace	32.0	54	7	13.0%	0	0.0%	35.6	\$34.19	\$57.69	\$1,846.12
Olympia Fields	27.0	29	28	96.6%	0	0.0%	55.9	\$49.25	\$52.90	\$1,428.20
Orland Park	80.0	156	63	40.4%	1	0.6%	30.8	\$76.27	\$148.73	\$11,898.67
Oswego	56.0	77	69	89.6%	1	1.3%	43.6	\$42.16	\$57.97	\$3,246.05
Palatine	122.0	105	64	61.0%	2	1.9%	69.7	\$80.18	\$69.01	\$8,418.77
Palos Heights	42.0	49	44	89.8%	2	4.1%	51.4	\$46.80	\$54.60	\$2,293.30
Park City	48.0	106	39	36.8%	1	0.9%	27.2	\$23.45	\$51.79	\$2,485.97
Park Ridge	40.0	75	69	92.0%	0	0.0%	32.0	\$30.55	\$57.28	\$2,291.08
Peoria County	15.0	15	0	0.0%	0	0.0%	60.0	\$36.07	\$36.07	\$541.10

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Peru	54.0	28	12	42.9%	3	10.7%	115.7	\$95.67	\$49.61	\$2,678.79
Plainfield	91.0	206	142	68.9%	1	0.5%	26.5	\$27.96	\$63.29	\$5,759.10
Prairie Grove	26.5	5	0	0.0%	1	20.0%	318.0	\$208.10	\$39.26	\$1,040.50
Prospect Heights	32.0	43	27	62.8%	3	7.0%	44.7	\$41.92	\$56.33	\$1,802.67
Quincy	192.0	129	83	64.3%	6	4.7%	89.3	\$66.24	\$44.50	\$8,544.50
River Forest	40.5	32	16	50.0%	1	3.1%	75.9	\$80.90	\$63.92	\$2,588.82
River Grove	32.0	42	24	57.1%	1	2.4%	45.7	\$40.90	\$53.69	\$1,717.92
Riverdale	46.0	108	103	95.4%	0	0.0%	25.6	\$27.82	\$65.32	\$3,004.84
Riverside	23.0	26	2	7.7%	2	7.7%	53.1	\$49.89	\$56.40	\$1,297.16
Rock Island	166.0	193	120	62.2%	9	4.7%	51.6	\$42.26	\$49.13	\$8,155.49
Rock Island Co.	33.0	41	2	4.9%	4	9.8%	48.3	\$37.69	\$46.82	\$1,545.19
Rockford	125.0	187	55	29.4%	12	6.4%	40.1	\$34.89	\$52.19	\$6,524.22
Rolling Meadows	48.0	86	43	50.0%	0	0.0%	33.5	\$41.12	\$73.68	\$3,536.40
Romeoville	65.0	93	47	50.5%	2	2.2%	41.9	\$41.77	\$59.76	\$3,884.32
Roselle	68.0	91	63	69.2%	1	1.1%	44.8	\$45.86	\$61.37	\$4,173.00
Round Lake	39.0	31	1	3.2%	0	0.0%	75.5	\$65.41	\$51.99	\$2,027.61
Round Lake Hts.	15.0	8	1	12.5%	1	12.5%	112.5	\$60.89	\$32.47	\$487.08
Saint Charles	71.0	38	12	31.6%	1	2.6%	112.1	\$111.03	\$59.42	\$4,218.99
Sangamon County	14.0	20	10	50.0%	1	5.0%	42.0	\$31.37	\$44.82	\$627.43
Sauk Village	29.5	5	2	40.0%	0	0.0%	354.0	\$284.43	\$48.21	\$1,422.16
Schaumburg	110.0	120	58	48.3%	0	0.0%	55.0	\$60.73	\$66.25	\$7,287.08
Sherman	10.0	1	0	0.0%	0	0.0%	600.0	\$309.94	\$30.99	\$309.94

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Shorewood	38.0	62	21	33.9%	0	0.0%	36.8	\$34.05	\$55.56	\$2,111.28
Silvis	16.0	19	10	52.6%	0	0.0%	50.5	\$54.03	\$64.16	\$1,026.60
Skokie	130.3	102	60	58.8%	0	0.0%	76.6	\$68.91	\$53.96	\$7,028.32
Sleepy Hollow	25.0	25	11	44.0%	0	0.0%	60.0	\$27.96	\$27.96	\$699.05
South Barrington	32.0	45	9	20.0%	1	2.2%	42.7	\$46.81	\$65.82	\$2,106.31
South Chicago Hts	60.0	89	26	29.2%	1	1.1%	40.4	\$17.08	\$25.34	\$1,520.17
South Elgin	38.0	48	18	37.5%	1	2.1%	47.5	\$45.07	\$56.94	\$2,163.56
South Holland	20.0	20	9	45.0%	0	0.0%	60.0	\$50.95	\$50.95	\$1,019.08
Southern View	40.0	82	11	13.4%	2	2.4%	29.3	\$15.47	\$31.71	\$1,268.20
Spaulding	8.0	8	1	12.5%	0	0.0%	60.0	\$31.31	\$31.31	\$250.50
Springfield	58.0	60	20	33.3%	3	5.0%	58.0	\$46.01	\$47.60	\$2,760.73
St. Clair County	263.0	150	52	34.7%	0	0.0%	105.2	\$38.79	\$22.13	\$5,818.95
Streamwood	24.0	23	1	4.3%	1	4.3%	62.6	\$69.28	\$66.39	\$1,593.43
Summit	57.0	83	76	91.6%	0	0.0%	41.2	\$33.94	\$49.42	\$2,816.67
Tinley Park	36.0	40	38	95.0%	1	2.5%	54.0	\$56.11	\$62.34	\$2,244.24
Villa Park	52.0	65	30	46.2%	0	0.0%	48.0	\$20.09	\$25.11	\$1,305.58
Waukegan	113.0	132	51	38.6%	4	3.0%	51.4	\$54.41	\$63.56	\$7,182.13
West Chicago	30.0	55	31	56.4%	1	1.8%	32.7	\$39.32	\$72.09	\$2,162.67
Westchester	46.0	57	27	47.4%	1	1.8%	48.4	\$45.23	\$56.04	\$2,578.04
Western Springs	32.0	13	13	100.0%	0	0.0%	147.7	\$143.01	\$58.10	\$1,859.19
Wheaton	136.0	202	200	99.0%	0	0.0%	40.4	\$44.02	\$65.39	\$8,892.42
Wheeling	93.0	179	90	50.3%	1	0.6%	31.2	\$32.94	\$63.41	\$5,896.82

TABLE 7: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Williamson Co.	104.0	39	4	10.3%	2	5.1%	160.0	\$89.09	\$33.41	\$3,474.43
Winnebago Co.	143.0	123	12	9.8%	13	10.6%	69.8	\$59.83	\$51.46	\$7,358.80
Winthrop Harbor	44.0	72	14	19.4%	3	4.2%	36.7	\$26.89	\$44.00	\$1,935.98
Wonder Lake	15.0	21	0	0.0%	2	9.5%	42.9	\$30.68	\$42.95	\$644.20
Wood Dale	86.0	91	46	50.5%	6	6.6%	56.7	\$57.53	\$60.88	\$5,235.43
Woodridge	48.0	89	55	61.8%	1	1.1%	32.4	\$34.08	\$63.19	\$3,033.25
Woodstock	73.0	83	63	75.9%	3	3.6%	52.8	\$52.51	\$59.71	\$4,358.62
STEP Grants Total	10,929.0	12,629	6,710	53.1%	415	3.3%	51.9	\$48.40	\$55.93	\$611,304.04

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Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 8: LAP GRANTEES
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	Frequency and % Distributions of Occupant Protection and DUI Citations				8	9	10	11
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Chicago	584.0	572	82				
River Grove	125.0	79	19	24.1%	16	20.3%	94.9	\$82.85	\$52.36	\$6,545.00
LAP Grants Total	709.0	651	101	15.5%	41	6.3%	65.3	\$65.02	\$59.70	\$42,326.68

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement

Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

TABLE 9: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
Grant Type	# Patrol Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Seat Belt Citations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests				
STEP GRANTEES TOTAL	10,929.0	12,629	6,710	53.1%	415	3.3%	51.9	\$48.40	\$55.93	\$611,301.04
LAP GRANTEES TOTAL	709.0	651	101	15.5%	41	6.3%	65.3	\$65.02	\$59.70	\$42,326.68
ILLINOIS STATE POLICE TOTAL	6,227.0	7,696	2,136	27.8%	108	1.4%	48.5	\$73.82	\$91.24	\$568,144.80
GRAND TOTAL	17,865.0	20,976	8,947	42.7%	564	2.7%	51.1	\$58.25	\$68.38	\$1,221,772.52

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement