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Evaluation of the 2016 Illinois “Click It or Ticket” Campaign

April 24 – June 27, 2016

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

The Evaluation Unit within the Bureau of Safety and Engineering Programs 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., Local Alcohol Program and STEP 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 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 during the May 2016 mobilization in Illinois. 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 highly 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 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.

The 2016 Memorial Day CIOT was conducted April 24 to June 27, 2016. One hundred and seven local law enforcement agencies and all 22 districts of the Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

ENFORCEMENT

1. During statewide and nighttime CIOT campaigns local law enforcement agencies and the Illinois State Police logged a total of 17,783.0 enforcement hours and wrote 21,808 citations, 7,892 (36.2%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 135.2 minutes throughout the May campaign. Overall, one citation was written every 48.9 minutes of statewide and nighttime enforcement.
2. ISP and the local agencies each averaged one citation written for every 52.9 minutes of enforcement and 45.3 minutes of enforcement respectively. For the ISP, of the citations issued during the enforcement, 2,465 (23.9%) were safety belt violations and child safety seat violations. For the local agencies, of the 11,488 citations issued during enforcement, 5,427 (47.2%) were safety belt and child safety seat violations.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 17,783.0 patrol hours and issued 21,808 citations during CIOT statewide and rural enforcements for a total cost of \$1,409,983.73. On average, one citation was written every 48.9 minutes during enforcement at a cost of \$64.65 per citation, or \$79.29 per patrol hour.
4. One hundred and nine STEP grantees issued one citation every 45.3 minutes. The cost per citation for these agencies was \$43.02 and cost per patrol hour was \$56.95. The Illinois State Police issued one citation every 52.9 minutes. The cost per citation for the ISP was \$88.73 and cost per patrol hour was \$100.57.
5. 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.

MEDIA

6. During the May mobilization campaigns, the National Highway Traffic Safety Administration spent \$8,000,000 on paid media nationwide, including Illinois. These paid media efforts focused on males, ages 18 to 34. Television advertisements comprised 60% of the media budget. About 10% of the budget was used on Hispanic TV and radio stations. Finally, 38% of the budget was spent on digital media formats.
7. On May 25, 2016, the Illinois Department of Transportation issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement crash data shows that older adults, especially those aged 35-54, represent a large portion of unbuckled deaths in Illinois.
8. STEP-funded local law enforcement agencies conducted only one press conference held in Galesburg to help get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 41 stories related to CIOT ran across the state. Throughout the campaign, 36 print news stories ran and 5 television news stories aired, while there were no radio news stories ran.

STATEWIDE OBSERVATIONAL SURVEY

9. The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. To provide a pre/post survey analysis, the 2015 pre-mobilization survey results were used for pre-survey results. The post mobilization survey was statewide (288). The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration’s Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the Illinois 2016 seat belt survey.
10. During the pre-mobilization survey, there were 37,909 front seat occupants observed at 50 locations. During the post mobilization survey, there were 170,367 front seat occupants observed at 288 locations statewide in this survey.
11. Of the 170,367 front seat occupants observed, 93.0 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 93.2 percent during the pre-mobilization to 93.3 percent during the post mobilization. The safety belt usage rate for passengers increased from 91.6 percent during the pre-mobilization to 91.8 percent during the post mobilization.
12. Based on region, the safety belt usage rate increased by 5.5 percentage points in the city of Chicago from 82.3 during the pre-mobilization survey to 87.8 percent during the post mobilization. In the collar counties, the safety belt usage rate decreased by 0.6 percentage points. In Cook County, the safety belt usage rate decreased from 94.8 percent during the 2015 pre-mobilization survey to 93.0 percent during the 2016 post mobilization survey. In the downstate counties, the safety belt usage rate decreased

from 96.4 during the 2015 pre-mobilization survey to 93.8 percent during the 2016 post mobilization survey.

13. In terms of the road type, on U.S./IL, the safety belt usage rate increased by 2.0 percentage points. On residential roads, there was a slight decrease from pre-mobilization to post mobilization. On Interstate Highways, the safety belt usage rate decreased from 96.7 percent during the 2015 pre-mobilization survey to 93.6 percent during the 2016 post mobilization survey.

STATEWIDE TELEPHONE SURVEY

Seat Belt Usage

14. During the April 2016 survey, the data show that 93.2 of respondents indicated they wear their seat belts “all of the time.” During the June 2016 post survey, the percent of respondents who indicated they wear their seat belts “all of the time” slightly increased to 93.7 percent. In the metro Chicago area, the percent of those respondents who indicated they wear their seat belts “all of the time” slightly decreased from 93.5 in April to 92.6 in June. In downstate region, the percent of those respondents who indicated they wear their seat belts “all of the time” increased from 92.7 in April to 96.1 in June.
15. When riding as a front seat passenger, during the April 2016 survey, the data show that 91.7 of respondents indicated they wear their seat belts “all of the time.” During the June 2016 post survey, the percent of respondents who indicated they wear their seat belts “all of the time” when riding as a passenger decreased to 86.1 percent. When riding as a back seat passenger, during the April 2016 survey, the data show that only 60.0 percent of respondents said they wore their seat belt “all of the time.” During the June 2016 survey, the percent of respondents who said they wear their seat belts “all of the time” when riding as a back seat passenger decreased to 57.6 percent.

Awareness of *Click It or Ticket* slogan

16. The 2016 April awareness level started at 86.4 percent. It slightly increased to 88.2 percent in the June 2016 survey. The other seat belt slogan, “Buckle Up America,” had an awareness level of 35.7 percent in the June 2016 survey.

Seat Belt Attitudes and Enforcement

17. Respondents were asked if they think “it is important for police to enforce the seat belt laws.” During the April survey, 88.9 percent of respondents indicated they “strongly agree” or “somewhat agree” with that statement. During the June survey, 88.6 percent of respondents indicated they “strongly agree” or “somewhat agree” with that statement.
18. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agrees to any extent decreased from 33.6 percent in April to 23.8 percent in June. In the metro Chicago area, the percent awareness of seat belt enforcement decreased from 35.0 percent in April to 26.0 percent in June. In the downstate region, the percent awareness of this item decreased from 31.1 percent in April to 20.0 percent in June.

Evaluation of the 2016 Illinois “Click It or Ticket” Campaign

Introduction / Background

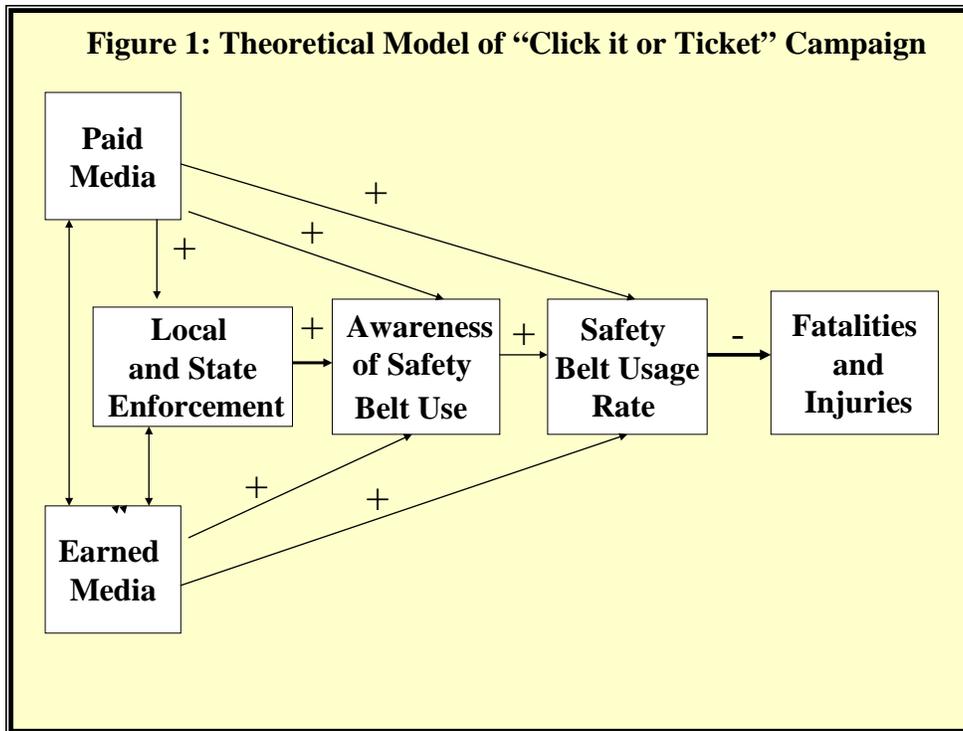
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of safety belt use and of issuing tickets for safety 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 safety 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 safety 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. The 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 safety belts. Several safety belt enforcement zones (SBEZs) are conducted by the local and state police departments throughout the state where motorists were stopped and checked for safety 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.

Figure 1 shows the components of a CIOT model.

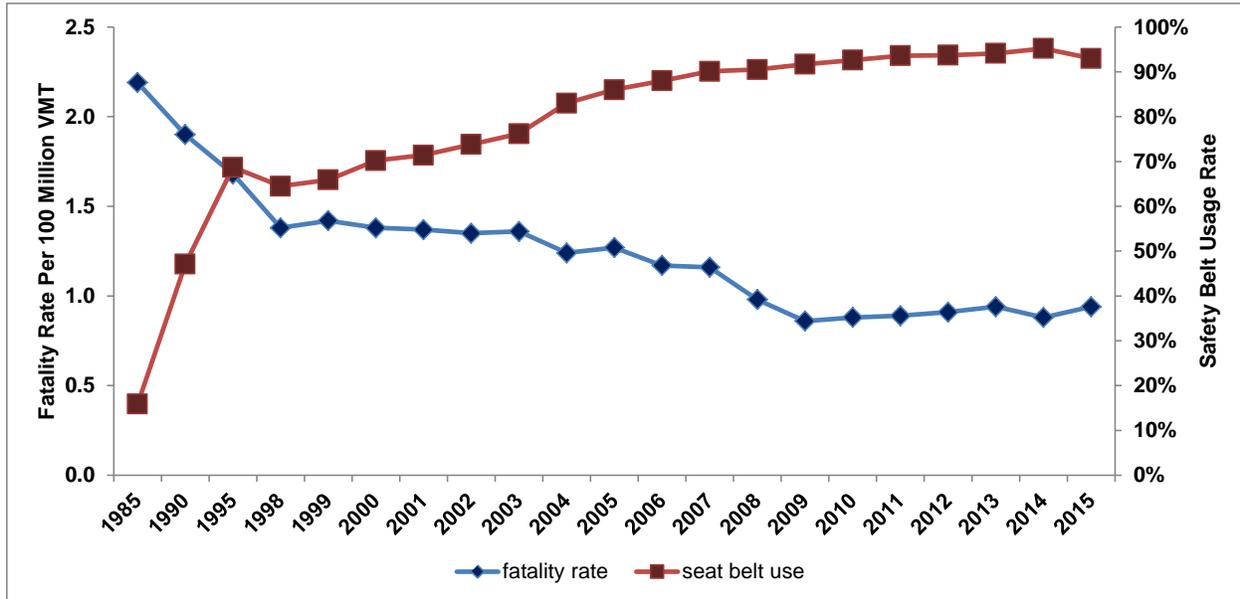


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2010). 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 fatality rate is measured by total fatalities 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 30 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 more than 77 percentage points to 93.0 percent in June 2016, peaking at 95.2 percent in June 2015. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.94 in 2015.

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



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 message boards.

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.

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.

The current CIOT model indicates that an intense paid media and earned media 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.

Implementing CIOT Campaigns in Illinois in May / June 2016

In May 2016, Illinois Department of Transportation, Division of Traffic Safety launched statewide and nighttime CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2016 with special emphasis on increasing safety belt usage among nighttime drivers in Illinois. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

Report Objectives

1. To increase safety belt use statewide in Illinois, especially in rural areas.
2. To determine the safety belt usage rate in Illinois through the use of pre and post observational surveys, with special emphasis on select rural communities.
3. To determine Illinois residents' views and opinions regarding safety belts, the safety belt law, safety belt enforcement, and safety belt programs through the use of pre and post telephone surveys.
4. To evaluate the impact of the CIOT campaigns on safety belt use.

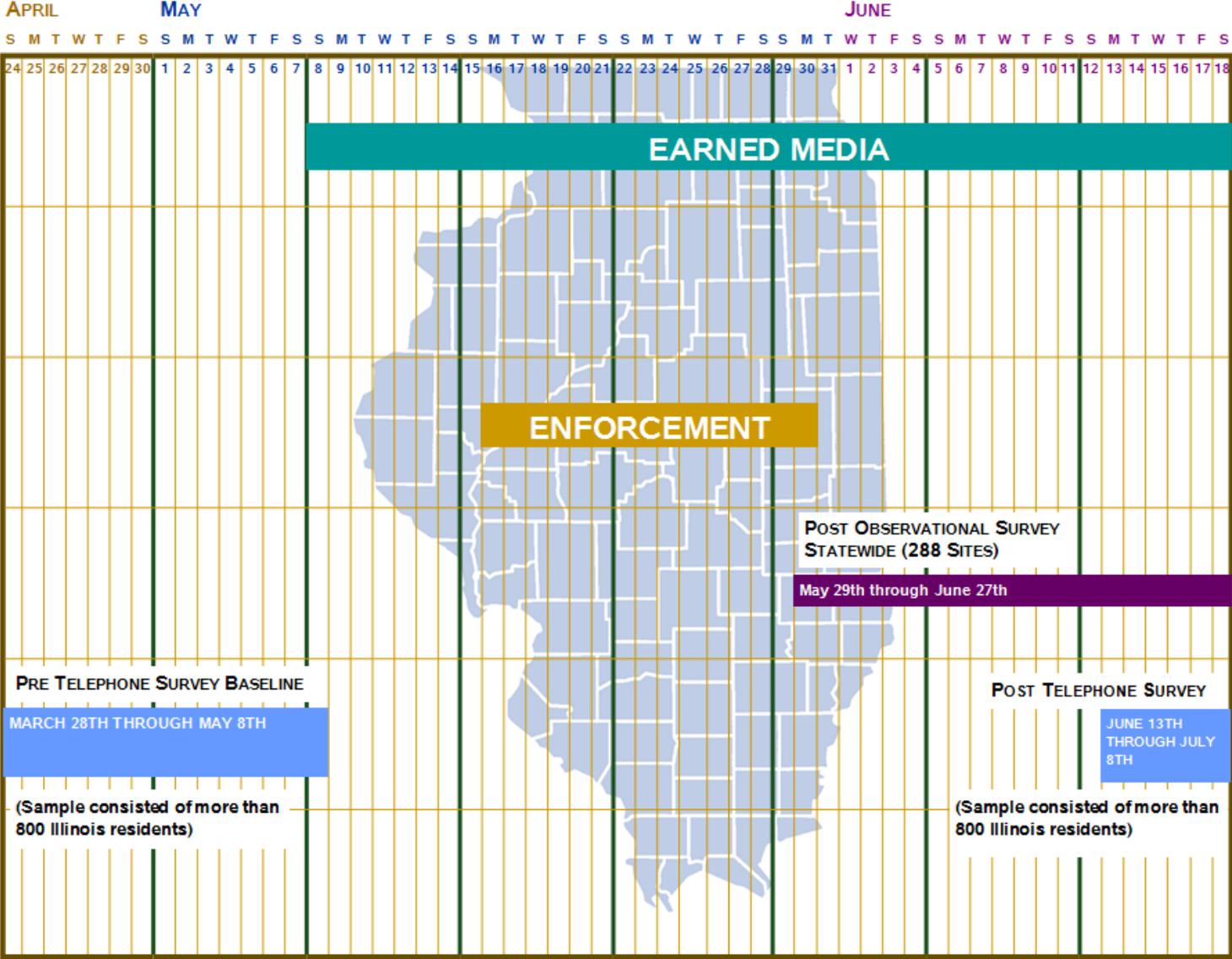
Implementation of CIOT in Illinois

Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 24 and concluded June 27, 2016. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Weeks 1 & 2 (April 24 – May 7, 2016): This week marked the start of the “Click It or Ticket” campaign. The pre-CIOT telephone surveys ran from March 28th through May 8th.
- Week 3 (May 8 - May 14, 2016): Earned media detailing the importance of wearing safety belts began. Pre-CIOT telephone surveys concluded.
- Week 4 (May 15 – May 21, 2016): Highly publicized strict enforcement of the safety belt laws began as a part of the CIOT campaign and earned media continued.
- Weeks 5 & 6 (May 22 – June 4, 2016): Enforcement efforts concluded; earned media continued; post statewide CIOT observational survey began.
- Weeks 7, 8, & 9 (June 5 – June 27, 2016): Post statewide CIOT observational survey concluded; post telephone surveys ran from June 13th through July 8th.

Diagram 1 2016 Illinois “Click It or Ticket” Timeline



Special Emphasis on Rural Communities

Increasing safety belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in the Great Lakes Region agreed to work cooperatively in 2005 – 2006 on a Region-wide “Rural Demonstration Project” designed to increase safety belt use in rural areas¹. Although the “Rural Demonstration Project” was completed in 2006, some of the Great Lakes Region’s states, including Illinois, extended their strong commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation component.

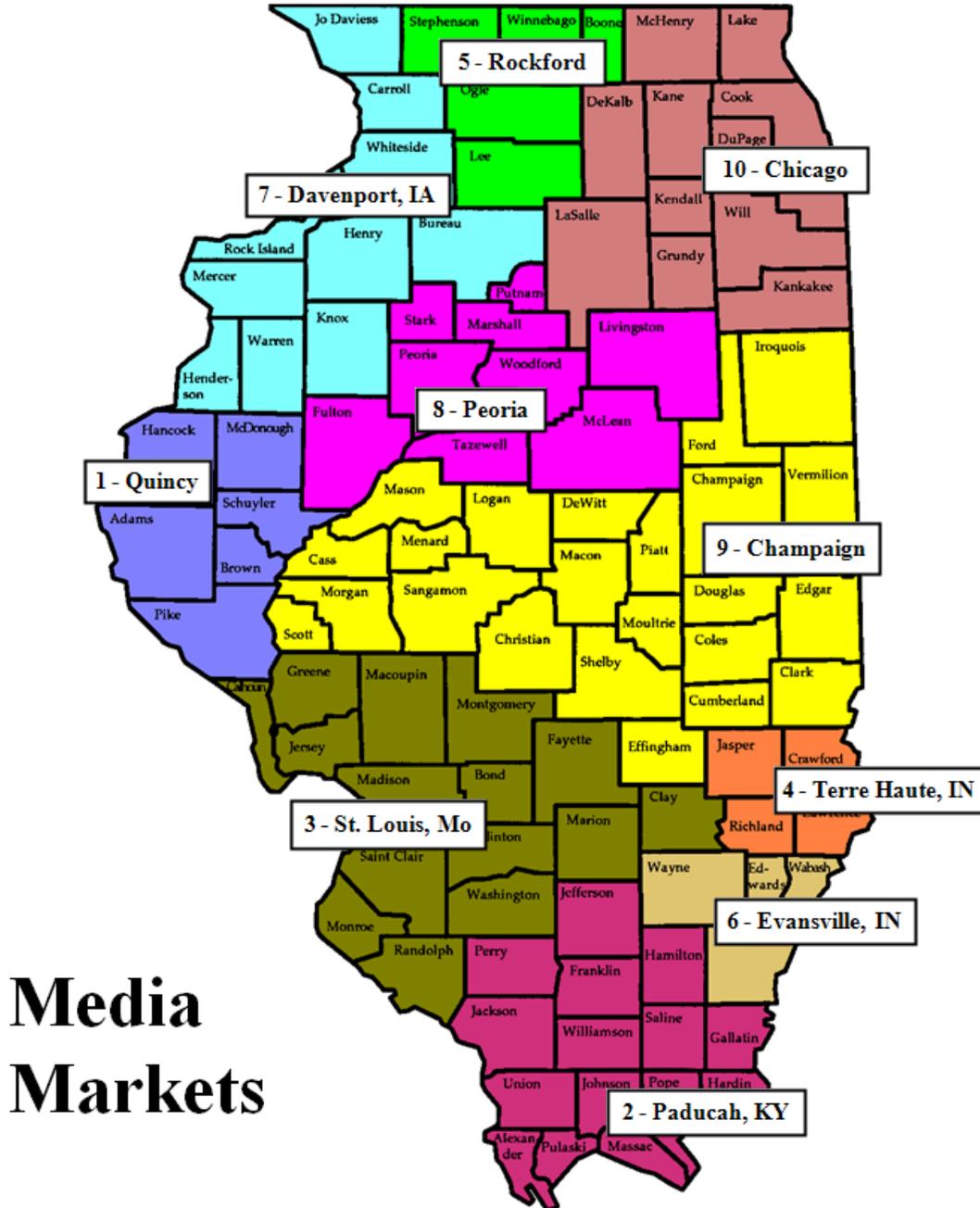
Rural Population

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 rural media markets were chosen to serve as the rural population of interest for the rural CIOT. The rural media markets in Illinois, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis (Metro East) areas, are displayed in **Figure 3**.

¹ The states in the Great Lakes Region consist of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin

Figure 3: State of Illinois Media Markets²

State of Illinois



Media Markets

² Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Methods of Evaluation

In this report, both process and outcome evaluations methods were used to assess the impact of statewide and rural CIOT campaigns on safety belt use and related issues in Illinois.

Process Evaluation

The CIOT model pairs public information and education campaign with highly visible enforcement (such as SBEZs) to encourage safety belt use. Media and community outreach are the vehicles by which public information and education are shared with Illinois motorists. The rural CIOT campaign included targeted media and outreach directed at motorists living and traveling within the five Illinois rural media markets. The rural CIOT was followed by a second round of media and enforcement as the statewide CIOT commenced, giving rural motorists a “one-two punch” of safety belt education and enforcement. The CIOT process evaluation consists of three components: enforcement, paid media, and earned media.

Enforcement

Local police agencies and the Illinois State Police participated in two rounds of CIOT enforcement: statewide and rural. CIOT enforcement activities included SBEZs and saturation patrols focused on occupant restraint violations. The local police agencies and state police participated in nighttime enforcement during the CIOT campaign.

Paid & Earned Media

Two types of media are enlisted to inform and educate the public about the importance of safety belt use. **Paid media** consists of advertising which has been purchased and strategically placed. Examples of paid media are television and radio ads. **Earned media** is free media publicity, such as newspaper, television, or radio news stories, as well as community outreach activities.

Outcome Evaluation

The CIOT outcome evaluation consists of pre and post safety belt observational and public opinion surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated by the Evaluation Unit at the Division of Traffic Safety.

Due to the state budget impasse, state travel was restricted which prevented the pre-mobilization observational survey from being conducted. The state budget impasse was resolved in time to allow for the post mobilization observational survey to be conducted during June 2016. The main purpose of this survey was to evaluate the impact of the statewide CIOT campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

1. Statewide Observational Safety Belt Survey
2. Statewide Telephone Surveys

Observational Safety Belt Survey

Statewide

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide following the CIOT campaign. The post mobilization survey was statewide (288). The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use.

Telephone Survey

Two telephone surveys were conducted before and after the CIOT campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as "Downstate." Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at differing times of the week and day.

The telephone surveys were conducted in order to evaluate the impact of the statewide and rural CIOT campaigns on safety belt issues. Safety belt issues surveyed include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary safety belt law, and safety belt related media programs and slogans.

RESULTS OF ENFORCEMENT ACTIVITIES
(STATEWIDE includes Rural Areas)

Results of Enforcement Activities

Table 1 provides enforcement activities for both statewide and rural CIOTs. The main enforcement activities include enforcement hours, number of safety belt zones conducted, total citations, number of safety belt and child safety seat citations, other citations, as well as two performance indicators (citations written per minute and safety belt and child safety seat citations per minute). These two indicators also were used to assess the progress made by local agencies.

Statewide Enforcement

One hundred and seven (109) local law enforcement agencies and all 22 districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 17,783.0 enforcement hours and issuing 21,808 citations, 7,892 (36.2%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 135.2 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 48.9 minutes of patrol³.

Illinois State Police (ISP) Enforcement

All Illinois State Police districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 9,105 hours of enforcement including 323 SBEZs. A total of 10,320 citations were issued by the ISP, 23.9% (2,465) of which were safety belt and child safety seat violations. On average, ISP averaged one citation written for every 52.9 minutes of patrol. Finally, ISP averaged one safety belt / child safety seat citation for every 194.1 minutes of patrol.

Local Enforcement

One hundred and nine local police agencies were funded to participate in CIOT enforcement. A total of 582 SBEZs and 693 saturation patrols were conducted. Local officers logged 8,678.0 patrol hours and issued 11,488 citations. One citation was issued every 45.3 minutes by local officers during statewide enforcement. Almost half of the citations issued (5,427) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 95.9 minutes of enforcement.

³ This calculation only includes agencies that submitted both total patrol hours and total citations issued.

TABLE 1: TOTAL ENFORCEMENT RESULTS

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data		
	Local Agency Total	State Police Total	Statewide Total ⁴
	N=109	N=22 Districts	N=110
Number of Enforcement Hours	8,678.0	9,105.0	17,783.0
Number of Safety Belt Enforcement Zones	582	323	905
Number of Saturation Patrols	693	827	1,520
Total Citations	11,488	10,320	21,808
Number of Safety Belt and Child Safety Seat Citations	5,427	2,465	7,892
Number of Other Citations	6,061	7,855	13,916
Minutes Per Citation ⁴	45.3	52.9	48.9
Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴	95.9	221.6	135.2

* Note: the total citations issued by all agencies was 21,808.

† Due to the state budget impasse, no incentive enforcement grants were issued for the FY2016 Memorial Day *Click It or Ticket* campaign.

⁴ These performance indicators were calculated based on the data from those agencies which submitted both patrol hours and citation information.

**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 for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the CIOT statewide and rural CIOT campaigns.

Tables 2 and 3 summarize 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 (local, state, and other types) for selected three groups. In addition, **Tables 6-7** in **Appendix A** 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.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 17,783.0 patrol hours and issued 21,808 citations during CIOT statewide and rural enforcements for a total cost of \$1,409,983.73. On average, one citation was written every 48.9 minutes during enforcement at a cost of \$64.65 per citation, or \$79.28 per patrol hour.

Table 2: Statewide Enforcement Activities and Associated Costs

Enforcement	Patrol Hours	Total Citations	Citations Written Every X Minutes	Approximated Cost Per Citation	Approximated Cost Per Patrol Hour	Approximated Total Cost
Statewide	17,783.0	21,808	48.9	\$64.65	\$79.29	\$1,409,983.73

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 9,105 patrol hours during statewide enforcement and issued 10,320 citations at cost of \$915,730, or \$100.57 per patrol hour. One citation was written every 52.9 minutes, an average cost of \$88.73 per citation. (See **Table 7** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of January, 4, 2017, a total of 109 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic

Safety. Each agency had a STEP grant with the Illinois Department of Transportation’s Bureau of Safety Engineering Programs, except Chicago Police Department, which had both STEP and LAP grants. These agencies conducted 8,678 hours of additional patrol and issued 11,488 citations at a cost of \$494,253. These agencies issued one citation for every 45.3 minutes of patrol. The cost per patrol hour was \$56.95, while the cost per citation was \$43.02. (For a detailed listing of these agencies see **Tables 6** in **Appendix A**).

A summary of statewide ISP and local enforcement activities and associated costs by grant type is listed in **Table 3**.

Table 3: Statewide Enforcement Activities and Associated Costs by Agency / Grant Type

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	9,105.0	10,320	52.9	\$88.73	\$100.57	\$915,730
STEP Grantees Only (n=109)	8,678.0	11,488	45.3	\$43.02	\$56.95	\$494,253
Total	17,783.0	21,808	48.9	\$64.65	\$79.29	\$1,409,984

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, as shown in **Table 8**, based on cost per patrol hour, DTS reimbursed the Grandview Police Department \$840.00 for conducting 40.0 patrol hours resulting in \$21.00 per patrol hour. On the other hand, Naperville Police Department was reimbursed \$10,858.11 for conducting 144 patrol hours resulting in \$75.40 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed North Pekin Police Department \$2,937.42 for writing 130 citations resulting in a cost of \$22.60 per citation issued. On the other hand, the Romeoville Police Department's cost per citation was \$148.28 (they were reimbursed \$3,410.48 for issuing 23 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Elk Grove Village Police Department issued 664 citations over 238 patrol hours resulting in one citation written for every 21.5 minutes of patrol. On the other hand, the Hebron Police Department issued only 5 citations over 16.0 patrol hours. This resulted in one citation written for every 192.0 minutes of patrol (see **Table 8** in **Appendix A**).

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies which 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 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.

**PAID MEDIA
&
EARNED MEDIA / COMMUNITY OUTREACH**

Paid Media & Earned Media

Paid Media Activities

The Illinois Department of Transportation did not allocate funding for paid media during the 2016 “Click It or Ticket” Memorial Day campaign. Due to Illinois’s budget impasse, funding was not available to conduct paid media advertisements for the “Click It or Ticket” campaign. Therefore, during the 2016 Memorial Day campaign, all paid media was provided by the National Highway Traffic Safety Administration’s nationwide paid media blitz. The NHTSA’s nationwide working media budget was estimated to be around \$8,000,000.⁵ The main focus group of this year’s paid media blitz were white males, 18 to 34 years of age. Secondary focus groups included male teens, 15 to 17 years of age; Hispanic males, 18 to 34 years of age; and African-American males, 18 to 34 years of age.

To reach the target audiences, different mediums were used to provide the greatest impact. More than 60% of the NHTSA’s media budget for the 2016 “Click It or Ticket” Memorial Day campaign was devoted to television, including Spanish speaking networks.⁶ “Click It or Ticket” advertisements ran on stations like Comedy Central, Discovery, ESPN, ESPN2, FX, History, MTV, MTV2, Spike, TBS, TNT, truTV, and USA. Advertisements also ran on the following Spanish-speaking networks: Galavision, Unimas, and Univision. About 12% of the budget was used on Network Radio. Advertisements were spread out across all different formats including sports talk, country, rock, urban, alternative, classic rock, and Christian hard rock. About 10% of the budget was used on Hispanic TV and radio stations. Finally, 38% of the budget was spent on digital media formats. Social media outreach messages were ran on Twitter, BuzzFeed, and WWE Wrestling. All information about paid media efforts was obtained through NHTSA’s website. More detailed information about the paid media plan and summary can be found online.⁵

Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events to promote CIOT and distributed CIOT banners to participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters,

⁵ This information was found in NHTSA’s May 2016 Strategic Media Work Plan found in the following document: <https://www.trafficsafetymarketing.gov/file/20413/download?token=lc6t8maV>

paycheck stuffer , email blast, opinion editorial, bulletin stuffers, Saved by the Safety Belt application, and an order form.

On May 25, 2016, the Illinois Department of Transportation issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement crash data shows that older adults, especially those aged 35-54, represent a large portion of unbuckled deaths in Illinois.^[1]

STEP-funded local law enforcement agencies conducted only one press conference held in Galesburg to help get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 41 stories related to CIOT ran across the state. Throughout the campaign, 36 print news stories ran and 5 television news stories aired, while there were no radio news stories ran (see **Table 4**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and yard signs, law enforcement agencies asked local businesses to put the CIOT message on their outdoor message boards and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 4** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 23 such announcements in communities across the state. In addition, 30 police agencies displayed their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 148 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 36 print news stories and 5 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Memorial Day CIOT campaign.

^[1] This information was part of the Illinois Dept. of Transportation's press releases issued on 25 May 2016. The actual press release can be found at <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/2016/5-25-16%20Click%20It%20or%20Ticket.pdf>.

**Table 4: Number of Earned Media Items Obtained
from Local Law Enforcement Agencies for
*Click It or Ticket***

Earned Media Items	Number of items
Press releases issued	148
Print news stories	36
Radio news stories	0
Television news stories	5
Press conferences	1
Posters / fliers	30
Outdoor message board announcements	23
CIOT Banners	11
Web page postings / announcements	262
Local cable public access messages	11
Presentations	4
Other	12

SAFETY BELT SURVEYS

Statewide Observational Safety Belt Surveys

Survey Design

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. To provide a pre/post survey analysis, the 2015 pre-mobilization survey results were used for pre-survey results. The post mobilization survey was statewide (288). The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the Illinois 2016 seat belt survey. The new plan had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and passengers) of cars, sport utility vehicles, taxis, vans and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways, and a random sample of residential streets within selected areas.

During the pre-mobilization survey, there were 37,909 front seat occupants observed at 50 locations. During the statewide (post) mobilization survey, there were 170,367 front seat occupants observed at 288 locations statewide in this survey. For more information on survey design, refer to "Seat Belt Use Survey Design for State of Illinois: Sampling, Data Collection and Estimation Plan", Division of Transportation Safety, Illinois Department of Transportation (IDOT), March, 2012.

Historical Trends

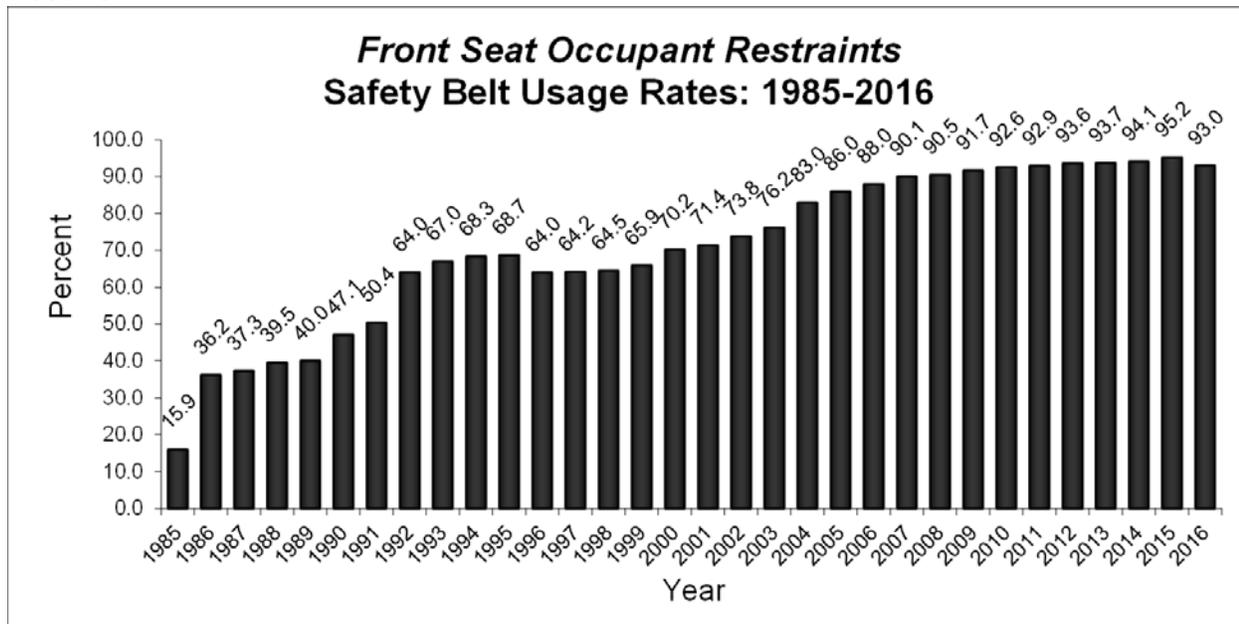
Currently, the state of Illinois has a primary belt law, which became effective on July 3rd, 2003 after the bill was signed into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1st, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles.

Under this law, motor vehicles were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987, the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3rd, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1st, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts. 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 first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2015 at a level of 95.2 percent, but, in June 2016, it slightly decreased to 93.0 percent. The safety belt usage rate in Illinois has increased almost 80 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2016 safety belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.

Figure 4: Front Seat Occupant Restraint Usage Rate: Comparison of Historical Survey Results*



*Note: 1998 through 2016 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2016 “Click It or Ticket” Campaign

Table 6 and **Figure 5** show results of the safety belt survey conducted at 50 sites during May 2015 and 288 sites during June 2016. **Column 1** shows the safety belt usage rate prior to the 2015 CIOT mobilization. **Column 2** shows safety belt usage rates following the 2016 CIOT mobilization. It should be noted that the sites from column 2 were extracted from the statewide surveys sites in Column 3. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, and road types. There were 37,909 front seat occupants observed during the 2015 pre-mobilization survey and 170,367 were observed during the 2016 post-mobilization survey.

Table 6 and **Figure 5** shows the safety belt usage rate for all vehicles. Of the total of 170,367 front seat occupants observed, 93.0 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 92.9 percent during the pre-mobilization to 93.0 percent during the post mobilization. The safety belt usage rate for passengers increased from 91.6 percent during the pre-mobilization to 91.8 percent during the post mobilization. Based on region, in the city of Chicago, the safety belt usage rate increased by 5.5 percentage points from 82.3 percent during the 2015 pre-mobilization survey to 87.8 percent during the 2016 post mobilization survey. The safety belt usage rate for the collar counties decreased from 94.2 prior to the mobilization to 93.6 following the mobilization. In Cook County and the downstate counties, the safety belt usage rate decreased by 1.8 and 2.6 percentage points respectively. In terms of the road type, on U.S./IL Highways, the safety belt usage rate increased by 2.0 percentage points. On residential roads, the safety belt usage rate slightly decreased from 92.4 percent during the 2015 pre-mobilization survey to 91.6 during the 2016 post mobilization survey. The seat belt usage rate on Interstate Highways decreased from 96.7 percent during the 2015 pre-mobilization survey to 93.6 percent during the 2016 post mobilization survey.

Table 5: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 24th-June 27th, 2016)* (All Vehicles²)

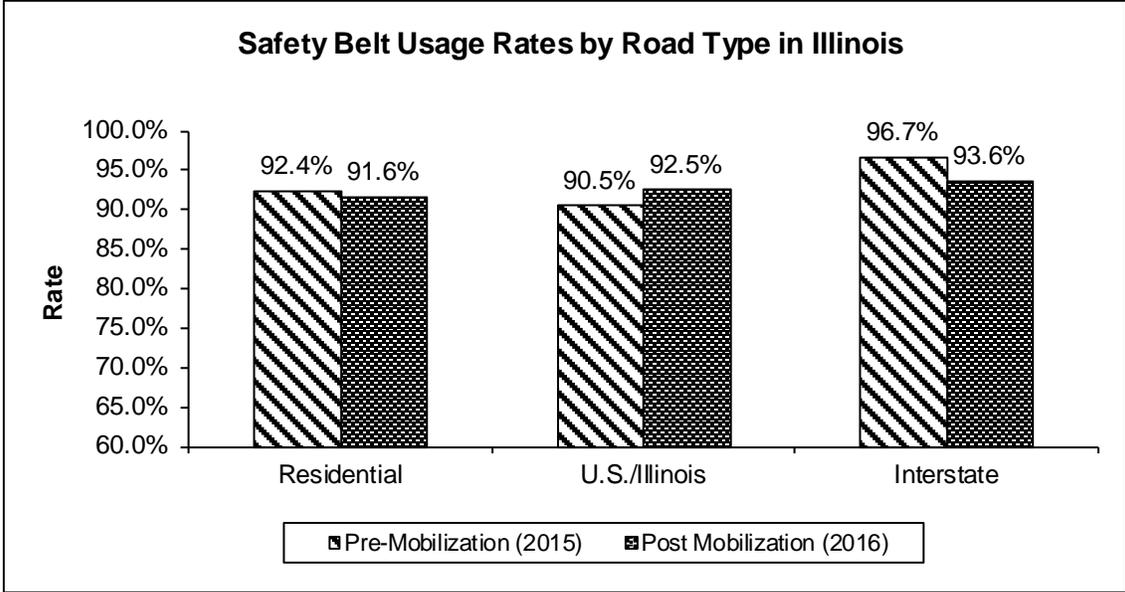
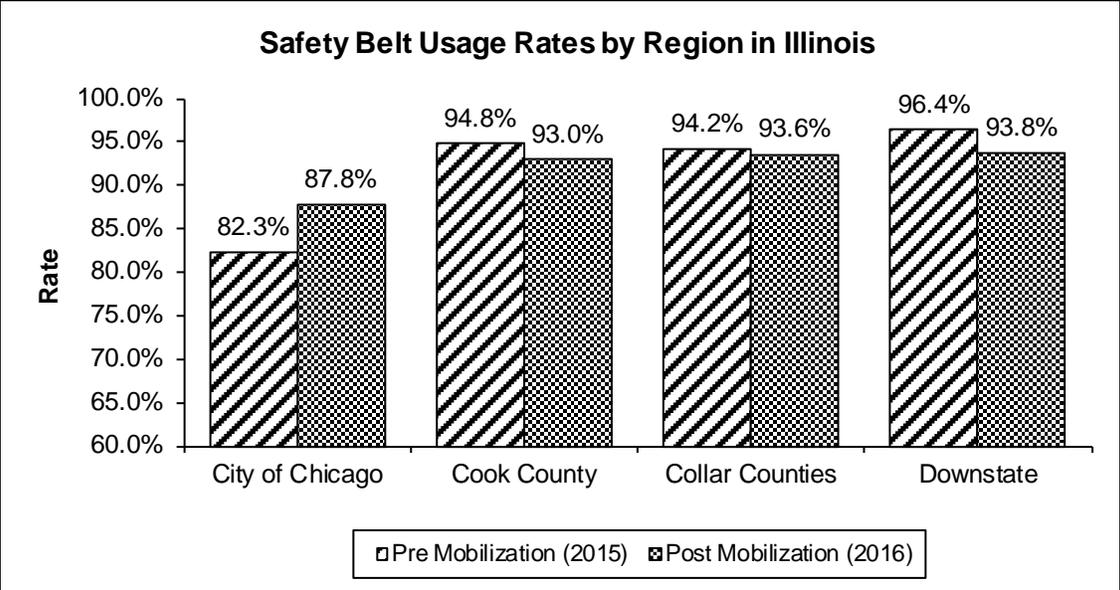
Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post- Mobilization Survey (Statewide Survey)	% Change/ Pre Mini-Survey and Post Statewide Surveys (3)
	(1)	(2)	
	April 20 th -May 3 rd , 2015 N=37,909	May 29 th -June 27 th , 2016 N=170,367	
Total Usage Rate			
Total	92.9%	93.0%	0.1%
Drivers	93.2%	93.3%	0.1%
Passengers	91.6%	91.8%	0.2%
Region			
Chicago	82.3%	87.8%	5.5%
Cook County	94.8%	93.0%	-1.8%
Collar County	94.2%	93.6%	-0.6%
Downstate	96.4%	93.8%	-2.6%
Road Type			
Interstate	96.7%	93.6%	-3.1%
US/IL Highways	90.5%	92.5%	2.0%
Residential	92.4%	91.6%	-0.8%

* The pre-mobilization survey results were used from the 2015 pre-mobilization survey.

1) The pre-mobilization mini-survey includes 50 sites from the 2015 statewide survey that included 288 sites.

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

**Figure 5
Overall Safety Belt Usage Rates in Illinois**



TELEPHONE SURVEYS

**The Illinois Statewide 2016 Memorial Day Weekend
Seat Belt Enforcement and Media Campaign Surveys**

Conducted for



Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: April-May, 2016 and June-July, 2016
Summary Report and Tables Submitted: August 1, 2016

Written by

Matthew W. Case, SRO Research Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, a unit in the Center for State Policy and Leadership at the University of Illinois Springfield, to conduct three statewide telephone surveys from April through September, 2016. The first survey, conducted from March 28 through May 8, and completed prior to the Memorial Day weekend, (hereinafter referred to as the April survey) provides baseline results for examining the effect of the Memorial Day weekend media campaign. SRO collected responses for the second survey (hereinafter referred to as the June survey) from June 13 through July 8, 2016. The June survey serves to show any attitudinal and media awareness differences following the Memorial Day weekend media campaign. The third survey will be conducted in September, following the Labor Day weekend campaign.

The April survey focuses on questions regarding seat belt-related opinions and behaviors. The June survey includes the full set of questions regarding seat belt-related opinions and behaviors and also includes DUI-related questions, which is the focus of the Labor Day media campaign as well as the September survey. Thus, the April survey serves as a “pre-test” for the Memorial Day seat belt enforcement and media campaign and the June survey serves as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

The focus of this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the April “pre-test” and the June “post-test” surveys.

Methodology

The sampling methodology for the April and June surveys consists of two components. The first is a sample of the statewide general public, stratified by region and screened for licensed drivers age 18 or older. The targeted completion number for this component was 500 respondents in each survey. The second component is a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Here as well, SRO screened for licensed drivers age 18 or older. The targeted completion number for this supplemental component was 200 respondents in each survey.⁷ The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

⁷ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. Starting in 2007, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report (as has been the case starting in 2007) rather than presented in a separate report, as was the case in 2005 and 2006.

For the statewide sample, the state was first stratified into the Chicago metro area and the remaining Illinois counties, referred to as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties (DuPage, Kane, Lake, McHenry, and Will). The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of landline telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

For the “targeted rural sample,” the counties defined as “rural” were identified, and a random sample of landline telephone numbers within this aggregate area was purchased. More specifically, “rural Illinois” here 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.⁸

Each telephone number was called a maximum of ten times in April and ten times in June, at differing times of the week and day. Within households, interviewers asked to speak to the youngest male driver, because experience shows that we under-represent younger male drivers.⁹ If this designated person is not available or does not exist in the household, interviewers ask to speak to the youngest female licensed driver. Replacements were accepted if designated household members were not available.

Field interviewing for the April survey includes 746 licensed drivers (including 297 respondents from the rural over-sample). The margin of error for the April survey is ± 3.6 percentage points. Field interviewing for June survey includes 490 licensed drivers (including 206 respondents from the rural over-sample). The margin of error for the June survey is ± 4.4 percentage points. The numbers of completions for each stratification and sample group are presented below for both the April and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

⁸ In 2014, two counties that were never previously identified by respondents were included in our sample, Union County and Scott County. Union County (Harrisburg-Paducah, KY media market) and Scott County (Quincy-Hannibal, MO media market) were classified as part of the downstate sample. These two counties remain part of the downstate sample for the 2016 survey.

⁹ In surveys through 2008, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and young licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver and then asking for the youngest female licensed driver.

The average length of a completed interview during the April survey was 22.2 minutes and the average length of an interview during the June survey was 21.97 minutes, making the combined average length of the surveys about 22.1 minutes. Response rates were calculated using AAPOR guidelines (AAPOR Response Rate 3). The overall response rate for the April survey is 7.4 percent and 8.6 percent for the June survey.

In the following summary, presented on page 5, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.¹⁰ These statewide weights were also applied to both the Chicago metro and downstate subgroups. The results for the targeted rural county sample include respondents from the rural county supplement as well as respondents in the statewide sample from relevant “rural” counties. The results for these “rural county” respondents were weighted by region (north/central vs. southern), gender, age and education so as to insure similarity between the April and June samples.

¹⁰ The age categories used for weighting purposes are: up to 29 years old, 40s, 50s, 60s, and 70 and older. The statewide proportions for each age category were derived from previous data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the ninth year that age has been used in the weighting of the results, and its usage is driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers initially to ask to speak to one of the youngest licensed drivers in the household. It is the seventh year that we have used an education weight. This weight is employed because we consistently under-represent individuals with lower levels of education. For the June sample, weighting by age and education were adjusted within the Chicago metro area and within the “downstate” portion of the statewide sample when statewide distribution weights were less than optimal. Maximum values are set for the final weights, so the final sample characteristics may depart somewhat from actual population parameters even on some of those characteristics used for weighting. Our goal is to get as close as possible to being representative of the population, and to gain equivalence/similarity between the April and June samples on these characteristics.

Respondent Frequency by Region

	2016 Memorial Pre-Test April	2016 Memorial Post-Test June	estimated sampling errors ¹¹
<i>TOTAL surveyed</i>	746	490	
Statewide sample	589	387	± 4.0 / ± 5.0
Chicago metro area¹²	291	189	± 5.7 / ± 7.1
<i>City of Chicago</i>	139	90	
<i>Chicago suburban counties</i>	152	99	
Downstate counties¹³	298	198	± 5.7 / ± 7.0
<i>North/central Illinois</i>	153	98	
<i>Southern Illinois</i>	145	100	
<i>Targeted rural supplement</i>	157	102	
Total “targeted rural counties”^{14 c}	297	206	± 5.69 / ± 6.8

Comments on Results and Samples

In the results that follow, we focus on those questions most pertinent to the seat belt campaign activities that surround Memorial Day weekend, 2016. At the end of these results, we also report on several speeding and cell-phone related questions. In these results, we summarize the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., ± with parentheses) refer to percentage point changes unless specifically noted.¹⁵

¹¹ Estimated sampling errors at the 95 percent confidence level.

¹² The City of Chicago here is over-represented in order to gain a sufficient number of minority respondents, if further analysis here is desired. Generally, the Chicago metro area is roughly divided approximately equally between the City of Chicago, the Cook County suburbs and the “collar county” suburbs

¹³ The target for the downstate counties sample was to obtain somewhat more than half of them in north/central Illinois and somewhat less than half from southern Illinois (rural southern and Metro East). This was done so that we could do further analysis by north/central vs. southern Illinois if desired.

¹⁴ Includes relevant results (counties) from the “downstate” portion of the statewide sample.

¹⁵ When the decimal is .5, we generally round to the even integer. However, we make minor adjustments to this rule when it would create more confusion than clarity.

Terminology and general format of the results to follow: Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for: the Chicago metro area; the downstate respondents in the statewide sample; and respondents in the “targeted rural counties.” The latter includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample. Note that the sampling errors for the “targeted rural counties the Chicago metro area, and the “downstate portion” of the statewide sampling are larger than the sampling error for the statewide results (see the previous page).

The Excel file: The full results are presented in the **IDOT 2016 Memorial Day Seat Belt** file (an MS Excel file) compiled for the project. Separate worksheets are included for:

- The statewide results
- The regional results for *the metro Chicago area and the “downstate” portion of the statewide sample* and for *the “targeted rural counties”*

These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys. They also include a demographic portrait of the group(s) being analyzed.

Time frame in recall question wording: The time frame in the recall questions in both the April survey and the June survey is that of “the past 30 days.”

Demographic comparisons of the April and June samples: Before reporting the seat belt-related results, it is worth noting that the April and June 2016 statewide samples and targeted rural samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we are assured of similarity between the April and June statewide samples for region, gender, age, and education level.¹⁶

¹⁶ Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

Within this context of overall similarity, the biggest differences in the statewide samples are found for the following characteristics:

- A higher percentage of June survey respondents are males (50.5% vs. 47.2%)
- A higher percentage of June survey respondents are 29 or younger (19.3% vs. 14.8%). Additionally, June survey respondents are less likely to report being employed full-time (30.5% versus 39.8%).

The June survey includes a higher percentage of respondents with high school diploma or GED (19.7% vs. 15.6%). Additionally, The June survey contains less respondents (3.1%) who have less than a HS diploma or GED compared to the April survey (8.4%).

With weighting conducted at the statewide level ¹⁷ it is worth noting that the April and June samples for these two areas are quite similar across a variety of characteristics. However, there are more differences in these two areas, compared to the statewide sample as a whole. It is important to note that the three regions (Chicago, Downstate, and Rural Counties) differ across several demographics including-education, income, and race/ethnicity. Yet, the samples within each region do not differ significantly from the April survey to the June survey.

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 statewide percentage of those who report wearing seat belts “all the time” is 93.2 percent in April and 93.7 percent in June.¹⁸ Other responses remained relatively unchanged from April to June.

In the metro Chicago area, we find that the percentage who indicate wearing their seat belt “all the time” decreased from 93.5 percent to 92.6 percent. However, we do find that the percentage of individuals who report wearing a seatbelt “most of the time” increased 2.3 percentage points from 4.4 percent to 6.7 percent.

¹⁷ However, it should be noted that gender has always been weighted by region in the survey series. And, in the weighting this year, age distributions were also adjusted by the Chicago metro / downstate areas for the June statewide sample. Note that there are limits in the extent to which weighting can produce equivalent samples, both because maximum weights are established and because of the particular relationships between multiple variables in the weighting scheme.

¹⁸ 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.

In the downstate sample portion, we find that the percentage who indicate wearing their seat belt “all the time” increased 3.4 percentage points from 92.7 in April to 96.1 percent in June. We find a decrease of 4.5 percentage points in the percentage of respondents who report that they wear a seat belt “most of the time”; from 5.8 percent in the April survey to 1.3 percent in the June survey.

And, in the “targeted rural counties,” we find that the percentage who indicate wearing their seat belt “all the time” decreased from 95.2 percent in April to 92.3 percent in June. The percentage who report that they wear a seatbelt “most of the time” increased from 2.9 percent to 4.9 percent.

When was the last time you did not wear your seat belt when driving? We find that the statewide percentage of those who report that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) increased 0.6 percentage points from 82.1 percent in April to 82.7 percent in June. At the same time, we find that the percentage who report not wearing their seatbelt “within the last day” decreased from 5 percent in April to 4.5 percent in June. The number of respondents who report that they did not know or did not answer increased from 1.5 percent in April to 6.4 percent in June.

In the metro Chicago area, we find that the percentage who indicate not wearing their seat belt “more than a year ago” (or report they always wear one) increased from 82.6 percent in April to 83.5 percent in June. The percentage who either report not wearing their seatbelt within the last day or past week stayed largely the same across the surveys (5.3 percent in April vs. 5.1 percent in June).

In the downstate sample portion, we find that the percentage who indicate not wearing their seat belt “more than year ago” (or report they always wear a seat belt) decreased very slightly from 80.8 percent in April to 80.2 percent in June. Notably, the percent who report not knowing or declined to respond rose from 2.1 percent in April to 7.4 percent in June.

And, in the “targeted rural counties,” we find that the percentage who indicate not wearing their seat belt “more than a year ago” (or report they always wear a seat belt) increased, from 77.2 percent in April to 84.2 percent in June. Here, the percentage who report not wearing a seat belt either within the past day or week is 9.4 percent in April and 7.9 percent in June.

When asked “why they did not wear a seat belt the last time,” the most frequent reason given by statewide respondents in both the April and June surveys is that the respondent was driving a short distance (61.5 percent of relevant respondents in April; 59.7 percent in June). The next most frequently cited topical category in the April survey is “some other response” (13.3 percent). In the June survey the next most frequently cited response is “not convenient, comfortable, medical” (13.8 percent).

In each of the three area regions analyzed, driving a short distance is the most frequently cited reason given for not wearing a seat belt for both the April and June surveys.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Overall, the majority of individuals across the state report that their seat belt use has stayed the same. The statewide percent who indicate their use of seat belts has stayed the same is 97.1 percent in April and 96 percent in June, and the percent who report that their use has increased is less than 4 percent in both surveys (2.3 percent in April; 3.7 percent in June). A very small set of individuals in both surveys report that their use of seat belts has decreased (0.3 percent both the April and June surveys).

In the metro Chicago area, the vast majority of respondents report that their use of seat belts has stayed the same (96.6 percent in April, 94.9 percent in June). There is a slight increase in the percentage of respondents who report that their seat belt use has increased (2.3 percent in April; 5.1 percent in June).

In the downstate sample portion, 97.9 percent in April and 98.8 percent in June report that their seat belt usage has stayed the same. The percentage of individuals who report that their seat belt usage has increased in the past 30 days is 2.1 percent in April and 1.3 percent in June, a slight decrease.

And, in the “targeted rural counties,” 93.3 percent of respondents in April and 97.7 percent of respondents in June report that their seat belt use has stayed the same. This 4.4 percentage point increase is due in large part to the fact that 4.3 percent in the April survey who report being new drivers.

Have you ever received a ticket for not wearing a seat belt? The statewide percentage who report receiving a ticket for not wearing a seat belt is 13.5 percent in both April and June.

In the metro Chicago area, the percentage who report receiving a ticket for not wearing a seat belt is 14.7 percent in April and 15.8 percent in June, a 1.1 percentage point decrease.

In the downstate sample portion, the percent who report receiving a ticket for not wearing a seat belt is 11 percent in April and 9.5 percent in June, a 1.5 percentage point increase.

And, in the “targeted rural counties,” the percentage who report receiving a ticket for not wearing a seat belt is 14.7 percent in the April survey and 13.9 percent in the June survey, a 0.8 percentage point decrease.

When riding in the front seat of a car as passenger, how often do you wear your seat belt? The statewide incidence of wearing a seat belt while a passenger in the front seat of a car is higher in the April survey than the June survey. The percentage who report that they wear their front seat passenger seat belts “all of the time” decreased slightly from 91.7 percent in April to 86.1 percent in June. The percentage who report wearing their seat belt while a passenger either “all” or “most” of the time is 96.6 percent in April and 95.5 percent in June. The percentage who report wearing their seat belt “some of the time” is 2.1 percent in April and 2.3 percent in June while the percentage who report “rarely” or “never” remains consistent between April and June (1.3 percent in April; 1.7 percent in June).

In the metro Chicago area, the percentage who report wearing a seat belt when riding as a passenger in the front seat “all of the time” is 91.5 percent in April and 86 percent in June, a significant decrease. The percentage who report either “all” or “most of the time” is 96.3 percent in April and 98.7 percent in June, a slight decrease.

In the downstate sample portion, we find that the percentage who report that they wear a seat belt “all of the time” as a passenger in the front seat decreased from 93.1 percent to 86.7 percent. The percent who report they wear a seat belt either “all” or “most” is 98 percent in April and 89.1 percent in June.

In the “targeted rural counties,” we find that the percentage who report they wear a seat belt “all the time” as a passenger in the front seat decreased from 91.8 percent in April to 85.4 percent in June.

When riding in the back seat of a car as passenger, how often do you wear your seat belt?

The Illinois law requiring seat belt usage in the back seat of a vehicle, which took effect January 1, 2012, prompted the inclusion of this question (as well as the question about awareness of this law). For the statewide results, excluding the respondents who report that they never sit in the back seat, the percentage who report wearing their seat belt all of the time¹⁹ is 60 percent in April and 57.6 percent in June, a decrease of 2.4 percentage points. When looking at respondents who report wearing it either “all of the time” or “most of the time” we find a decrease from 72 percent to 69.3 percent. And while the vast majority of respondents report that Illinois has a law requiring adults to wear seat belts (98.7 percent in April; 94.7 percent in June), fewer individuals report that the law requires adults in the back seat to use seat belts (68.1 percent in April; 64.2 percent in June).

In the metro Chicago area, the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” is 67.5 percent in April and 73.3 percent in June, an increase of 5.8 percentage points.

In the downstate sample portion, we find a significant decrease of 18.6 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (80.5 percent in April to 61.9 percent in June). This increase is largely due to the 25 percent of respondents in the June survey who report “never” wearing a seatbelt in the backseat.

In the “targeted rural counties,” we find a decrease of 6.6 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (75.3 percent in April to 68.7 percent in June).

¹⁹ This measure excludes respondents who report not riding in the back seat of a car as a passenger.

AWARENESS OF AND ATTITUDES TOWARD SEAT BELT LAWS

While the majority (approximately 98 percent) of Illinois residents know that there is an Illinois state law enforcing seat belt usage, there are some differences in the legality of when someone can be pulled over for breaking this law as well as attitudes towards the law.

Table Awareness-1. Awareness of special effort by police to ticket drivers for seat belt violations

	Statewide		Chicago		Downstate		Rural	
	April 16	June 16	April 16	June 16	April 16	June 16	April 16	June 16
As far as you know, does Illinois have a law requiring adults to use seat belts?	98.7%	94.7%	98.5%	93.7%	98.6%	97.6%	95.8%	99.2%
As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts?	68.1%	64.2%	68.1%	68.4%	68.1%	56.6%	67%	56%
Percent who believe it is very likely that they would get a ticket for not wearing a seat belt	38.3%	42.3%	38.5%	46.2%	37.9%	34.9%	36.2%	40.3%
Percent who believe that police can stop a vehicle if they observe a seat belt violation	84.5%	79.1%	87.9%	82.9%	77.9%	71.4%	74.4%	78.8%
Percent who believe that police should be allowed to stop a vehicle for only a seat belt violation	95.9%	93.5%	80.2%	73.4%	76.6%	68.7%	75.9%	74%

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? Over ninety percent of statewide respondents in the April and June surveys indicate that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats. The percentage who believe this should be illegal is slightly higher in the April survey (95.9 percent) than the June survey (93.5 percent).

Attitudes about wearing seat belts

Respondents were asked about the extent to which they agree or disagree with six selected statements relating to seat belts. The statements are listed below:

1. *Seat belts are just as likely to harm you as help you.*
2. *If you were in an accident, you would want to have your seat belt on.*
3. *Police in your community generally will not bother to write tickets for seat belt violations.*
4. *It is important for police to enforce the seat belt laws.*
5. *Putting on a seat belt makes you worry more about being in an accident.*
6. *Police in your community are writing more seat belt tickets now than they were a few months ago.*

The results from the following statements are discussed below:

Seat belts are just as likely to harm you as help you.

Statewide, the percentage of respondents who report disagreeing (to any extent) with this statement is ten percentage points smaller in April (61.9 percent) than in June (71.9 percent).

In the metro Chicago area, the percentage who report disagreeing increased by 10.7 percentage points (63.2 percent in April; 73.9 percent in June).

In the downstate sample portion, there is an 8.5 percent point increase in the percentage who disagree with this statement (59.3 percent in April; 67.8 percent in June).

In the “targeted rural counties,” the percentage who report disagreeing decreased by 1.4 percent from 65.1 in April to 63.7 percent in June.

If you were in an accident, you would want to have your seat belt on.

Statewide, the percentage of respondents who either “strongly agree” or “somewhat agree” to this statement remains consistent with 97.3 percent in April and 96.9 percent in June.

In the metro Chicago area, the proportion of respondents who “agree” remains consistent with 97.4 percent in both April and June.

In the downstate sample portion, the proportion of respondents who “agree” remains consistent with 97.2 percent in April and 96.3 percent in June.

And, in the “targeted rural counties,” the proportion who “agree” decreased from 97.3 percent in April to 95.2 percent in June.

Police in your community generally will not bother to write tickets for seat belt violations.

Statewide, the percentage of respondents who either “strongly agree” or “somewhat agree” is 34.7 percent in April and 33.4 percent in June, a decrease of 1.3 percentage points.

In the metro Chicago area, there is a 4.7 percentage point increase from 33.9 percent in April to 38.6 percent in June.

In the downstate sample portion, there is a 12.1 percentage point decrease from 36.2 in April percent to 24.1 percent in June.

In the “targeted rural counties,” the proportion who “agree” decreased by 1.7 percentage points from 32.4 percent in April to 30.7 percent in June.

It is important for police to enforce the seat belt laws.

The percentage of statewide respondents who either “strongly agree” or “somewhat agree” with this statement remains nearly the same across survey administrations (88.8 percent in April; 88.6 percent in June).

In the metro Chicago area, the percentage of respondents who agree with this statement increased 3 percentage points from 88.7 percent in April to 91.7 percent in June.

In the downstate sample portion, there is a decrease in the percentage of individuals who agree with this statement; 89 percent in April compared to 83.2 percent in June.

In the “targeted rural counties,” there is a 5 percentage point decrease from 91.4 percent in April to 86.4 percent in June.

Putting on a seat belt makes you worry more about being in an accident.

The percentage of statewide respondents who disagree with this statement (either strongly or somewhat) is 87.1 percent in April and 93.2 percent in June, an increase of 6.1 percentage points.

In the metro Chicago area, the percentage who disagree with this statement is 88.3 percent in April and 93.7 percent in June, a 5.4 percentage point increase.

In the downstate sample portion, we find an 8 percentage point increase from 84.9 percent to 92.9 percent.

In the “targeted rural counties,” responses remain stable with 89.8 percent in April and 89.5 percent in June disagreeing with the statement.

Police in your community are writing more seat belt tickets now than they were a few months ago.

There is a 9.8 percentage point decrease in the percentage of statewide respondents who agree with this statement (reporting either “strongly agree” or “somewhat agree”). In April 2016, 33.6 percent of respondents report agreeing with the statement while 23.8 percent of respondents report agreeing in June.

In the metro Chicago area, there is a 9 percentage point decrease in the percentage of respondents who agree with this statement, 35 percent in June compared to 26 percent in April.

In the downstate sample portion there is an 11.1percentage point decrease in the percentage of respondents who agree with this statement, 31.1 percent in April versus 20 percent in June.

In the “targeted rural counties,” there is a 1.2percentage point increase in the total percentage of respondents who agree with this statement; 23.9 percent in April and 25.1 percent in June.

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

In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations? 12.2 percent of statewide respondents in the April survey report that they have either seen or heard of any special effort by police to ticket drivers in their community for seat belt violations. By comparison 11.7 percent of respondents report the same, a decrease of 1.2 percentage points.

In the metro Chicago area, 9.5 percent of respondents indicate they have seen or heard of these special efforts in both the April and the June surveys.

In the downstate sample portion, there is a 1.9 percentage point decrease in the total percentage of respondents who report having seen or heard of such an effort; 17.4 percent in April and 15.5 percent in June.

In the “targeted rural counties,” we find a 5.5 percentage point increase in the number of respondents who report having seen or heard of such an effort; 13.3 percent in April and 18.8 percent in June.

Of those respondents who indicated having seen or heard of these special efforts,
Statewide, the newspaper is the most cited medium in April (39.3 percent) whereas hearing about special efforts from friends and relatives is the most cited medium in June (47.2%). In both the April and the June surveys, the second most cited medium is television (35.6 percent in April; 44 percent in June). For both surveys, respondents who indicated they saw or heard about these efforts via television were most likely to say that these were news stories or news programs (60.1 percent in April; 53.6 percent in June). Just 24 percent of respondents in April and 5.6 percent of respondents in June report hearing about these efforts via the radio.

In the metro Chicago area, both television and the newspaper are the most widely cited mediums in April (46.2 percent). In the June survey, 60% of respondents cite television as the medium through which they heard about these efforts making it the most frequent response. However, only 13.3 percent of respondents in June report the newspaper as the medium through which they heard about these efforts.

In the downstate sample portion, the newspaper is the most cited medium in April (32 percent) followed by friends and relatives (28 percent) and television (28 percent). The most cited medium in June is friends and relatives (38.5 percent) followed by the newspaper (30.8 percent).

In the “targeted rural counties,” television is the most cited medium in April (43.9 percent), whereas the newspaper is the most cited medium in June (46.9 percent). Of those 43.9 percent who found out about these efforts via television in April, 72 percent did so via a news story or news program. For the 46.9 percent who read about the efforts in the newspaper, 77 percent cited a news story or news program as their source.

Table Awareness-2. Awareness of special effort by police to ticket drivers for seat belt violations

	Statewide		Chicago		Downstate		Rural	
	April 16	June 16	April 16	June 16	April 16	June 16	April 16	June 16
Television	35.6%	44%	46.2%	60%	28%	23.1%	43.9%	16.1%
<i>Commercial or advertisement</i>	35.4%	51%	5.4%	48.1%	1.8%	59.4%	2.4%	33.2%
<i>News story/ news program</i>	60.1%	53.6%	45.5%	51.9%	85.8%	58.6%	72%	61.8%
Radio	24%	5.6%	30.8%	6.7%	16.7%	7.7%	22.6%	21.1%
<i>Commercial or advertisement</i>	65.8%	78.9%	92.8%	100%	18.5%	100%	40.5%	80.6%
<i>News story/ news program</i>	27%	9.7%	7.2%	0%	61.8%	0%	40.5%	80.6%
From friends and relatives	22%	47.2%	15.4%	53.3%	28%	38.5%	13.3%	36.6%
Read in newspaper	39.3%	22.6%	46.2%	13.3%	32%	30.8%	36.6%	46.9%
<i>Commercial or advertisement</i>	35.4%	12.7%	41.7%	29.9%	0%	3.4%	12.3%	1.6%
<i>News story/ news program</i>	60.1%	55.1%	58.3%	45.3%	100%	60.4%	70.8%	77%
From other source	17.1%	14.4%	26.9%	20%	4%	7.7%	9.7%	7.4%

In the past thirty days, have you seen or heard anything about police in your community working at night to enforce the seat belt laws? In April, 7 percent of respondents indicate they have seen or heard something about police working at night to enforce seatbelt laws compared to 3.2 in June.

In the metro Chicago area, there is a 0.6 percentage point decrease in the percentage of respondents who report seeing or hearing anything about this effort (4.4 percent in April; 3.8 percent in June).

In the downstate sample portion, there is a 10.5 percentage points decrease in the percentage of respondents who report hearing or seeing anything (11.7 percent in April; 1.2 percent in June).

In the “targeted rural counties,” there is a decrease of 0.4 percentage points regarding the percentage of respondents who report seeing or hearing anything about this effort (8.3 percent in April; 7.9 percent in June).

In the past thirty days, have you seen or heard any messages that encourage people to wear their seat belts? In April, 49.8 percent of statewide respondents report seeing or hearing of such a message. In June, 49.1 percent of respondents report seeing or hearing a message, A decrease of 0.7 percentage points.

In the metro Chicago area, 46.2 percent of April respondents and 48.7 percent of June respondents report hearing or seeing such a message, an increase of 2.5 percentage points.

In the downstate sample portion, 56.3 percent of respondents in the April survey and 50.6 percent of respondents in the June survey report seeing or hearing these messages, a 5.7 percentage point decrease.

In the “targeted rural counties,” 60 percent of April respondents and 52.7 percent of June respondents report hearing or seeing such a message, a decrease of 7.3 percentage points.

Of those respondents who indicated having seen or heard of these messages, statewide, a billboard or a road sign is the most cited medium. 81.3 percent of April and 82.3 percent of June respondents indicate seeing or hearing a message that encouraged people to wear seatbelts. The second most cited medium is television (56.1 percent in April; 51.2 percent in June). The majority of April and June respondents who saw or heard a message on television report seeing or hearing it via a commercial or an advertisement; 86 percent in April and 80.7 percent in June.

In the metro Chicago area, the most widely cited medium is billboards/ road signs (89.7 percent in April and 85.5 percent in June) followed by television (56.3 percent in April and 50.6 percent in June, a 5.7 percentage point decrease). In both April and June, the majority of respondents who report hearing or seeing this message on television indicate that it was either a commercial or advertisement (77.3 percent in April and 81.7 percent in June).

In the downstate sample portion, a billboard or road sign is most cited medium in both April and June (69.1 percent and 78.6 percent). Television is the second most cited medium (55.6 percent in April and 52.4 percent in June) with the majority of April respondents (56.3 percent) reporting seeing these messages in a news story or news program whereas a majority of June respondents (78.9 percent) report seeing these messages via a commercial or advertisement.

In the “rural counties,” billboards/ road signs are the most cited medium in April and June (75.9 percent and 78.1 percent). Television is the second most cited medium in April and June (48.4 percent and 47.3 percent). In both April and June, the majority of respondents who report hearing or seeing this message on television report it was either a commercial or advertisement (79.5 percent in April and 81.1 percent in June).

Table Awareness-3. Awareness of messages that encourage people to use their seat belt

	Statewide		Chicago		Downstate		Rural	
	April 16	June 16	April 16	June 16	April 16	June 16	April 16	June 16
Television	56.1%	51.2%	56.3%	50.6%	55.6%	52.4%	48.4%	47.3%
<i>Commercial or advertisement</i>	86%	80.7%	77.3%	81.7%	40.8%	78.9%	79.5%	81.1%
<i>News story/ news program</i>	11.8%	22.9%	37%	25.5%	56.3%	18.2%	20.6%	18.7%
Radio	30%	22.9%	31.7%	26%	27.2%	17.1%	20.2%	24.9%
<i>Commercial or advertisement</i>	89.5%	87.1%	62.7%	90.6%	45.8%	77.7%	80.6%	86.6%
<i>News story/ news program</i>	13.9%	14.3%	37.3%	10.9%	56.9%	23.3%	17.2%	32.7%
From friends and relatives	8.4%	10.7%	7.1%	13%	9.9%	7.1%	24.6%	8.1%
Read in newspaper	9.8%	10.7%	4.7%	9.2%	17.3%	11.9%	11.8%	14.9%
<i>Commercial or advertisement</i>	39.2%	65%	22.6%	75%	14.4%	51.3%	53.9%	52.9%
<i>News story/ news program</i>	60.2%	37.4%	77.4%	27.9%	81.3%	50.3%	42.4%	60.4%
Billboard/ road sign	81.3%	82.3%	89.7%	85.5%	69.1%	78.6%	75.9%	78.1%
From other source	4.7%	6.6%	2.4%	9.1%	8.6%	2.4%	16%	4.2%

AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

Statewide June results and April-to-June 2016 trends. Respondents were asked about whether they recall hearing or seeing sixteen selected traffic safety “slogans” in the past 30 days, presented in a random order.

We first list the statewide June seat belt “post-test” awareness levels of these slogans in Table Slogans-1 (pg. 18), presented in order of awareness. As seen in this table, the current seat belt campaign slogan, “Click It or Ticket,” is the slogan with the highest awareness level, with 88% percent of respondents expressing awareness. The other seat belt slogan, “Buckle Up America,” is eighth in awareness, with 36 percent expressing awareness.

Two DUI-related slogans used in Illinois have the second and third highest levels of awareness. “Friends don’t let friends drive drunk,” a slogan which has not recently been used in Illinois media campaigns has the second highest level of awareness among all slogans with 73 percent report hearing or seeing the slogan in the past 30 days in June. A more recent DUI-related slogan used in Illinois, “You drink and drive. You lose,” has the third highest level of awareness with 66 percent of respondents reporting that they have heard or seen the slogan in the past 30 days.

Table Slogans-1. Awareness Levels in June 2016

Rank	Slogan	June %
1	Click It or Ticket	88%
2	Friends Don’t Let Friends Drive Drunk	73%
3	You Drink and Drive. You Lose.	66%
4	Start seeing motorcycles	57%
5	Drive smart, drive sober	48%
6	Drive sober or get pulled over	45%
7	Police in Illinois Arrest Drunk Drivers	37%
8	Buckle Up America	36%
9	Cell phones save lives. Pull over and report a drunk driver	30%
10	Drunk Driving. Over the Limit. Under Arrest.	23%
11	Wanna drink and drive? Police in Illinois will show you the bars	21%
12	Drink and drive? Police in Illinois have your number.	16%
13	Children in Back	12%

We next list the slogans in order of the statewide awareness level percentage point change April-June. In the right-most column of Table Slogans-2, increases are expressed in terms of their potential increase (i.e., 100% minus the April level). As may be seen in the table below, the recent seat belt campaign slogan of “Click it or Ticket,” finds a small increase in awareness from 86.4 percent in April to 88.3 percent (11.7 percent change as percent of potential). The slogans with the greatest changes as a percentage of change potential are “Click it or Ticket” (16.5 percentage change as percent of potential) and “Wanna drink and drive? Police in Illinois will show you the bars” (11.1 percentage change as percent of potential).

Table Slogans-2. Change in Awareness Levels, April to June 2016

Slogan	April	June	Change	Change as % of potential
Click It or Ticket	86.4%	88.3%	1.9%	16.5%
Wanna drink and drive? Police in Illinois will show you the bars.	11.7%	20.5%	8.8%	11.1%
Buckle Up America	29.4%	35.7%	6.3%	9.8%
Friends Don't Let Friends Drive Drunk	70.5%	72.9%	2.4%	8.7%
Start Seeing Motorcycles	53.3%	56.9%	3.6%	8.4%
Cell phones save lives. Pull over and report a drunk driver.	25.4%	30.3%	4.9%	7.1%
Police in Illinois Arrest Drunk Drivers.	33.2%	37%	3.8%	6.1%
Drunk Driving. Over the Limit. Under Arrest.	18.9%	23.4%	4.5%	5.9%
You Drink and Drive. You Lose	64.3%	65.6%	1.3%	3.9%
Drink and Drive? Police in Illinois have your number.	14.8%	15.8%	1.0%	1.2%
Drive smart, drive sober.	49.6%	47.8%	-1.8%	-3.5%
Children in Back	16%	11.6%	-4.4%	-4.9%
Driver sober or get pulled over	52.8%	45.1%	-7.7%	-14%

Examining trends from April 2002 to June 2016. We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results for statewide awareness of slogans are presented in Table Slogans-3.

**Table Slogans – 3A Awareness of Selected Traffic Safety Slogans, April 2002 through June 2016
(April 2002 through June 2008 Portion)**

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%	89%	91%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%	80%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%	77%	75%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%	na	na
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%	59%	55%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	na	na	na	52%	49%
Drunk driving. Over the limit. Under arrest.	na	48%	47%	44%	38%	46%																
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	na	na	na	na	na
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	29%	24%	27%	26%	26%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	20%	19%	35%	31%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	31%	37%	34%	22%	20%

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

Table Slogans – 3B
Awareness of Selected Traffic Safety Slogans, April 2002 through June 2016
(June 2008 through June 2016 Portion)

Slogan	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12	Apr '13	Jun '13	Apr '14	Jun '14	Apr '15	Jun '15	Apr '16	Jun '16
Click It or Ticket	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%	88%	92%	88%	87%	88%	90%	86%	88%
Friends don't let friends drive drunk	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%	73%	72%	72%	72%	76%	71%	73%
You drink and drive. You lose	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	72%	70%	73%	67%	66%	60%	71%	64%	66%
Start Seeing Motorcycles	na	na	na	na	na	34%	49%	46%	46%	51%	47%	50%	52%	59%	57%	52%	61%	52%	65%	53%	57%
Drive smart, drive sober	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	55%	51%	46%	44%	43%	56%	50%	48%
Police in Illinois arrest drunk drivers*	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	51%	49%	44%	48%	40%	47%	33%	37%
Buckle Up America	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	42%	46%	32%	44%	38%	47%	29%	36%
Drive sober or get pulled over	na	20%	37%	34%	36%	45%	42%	48%	45%	46%	57%	29%	36%								
Drunk driving. Over the limit. Under arrest.	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	31%	28%	20%	23%	19%	22%	19%	23%
Cell phones save lives. Pull over and report a drunk driver.	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	30%	31%	25%	27%	26%	35%	25%	30%
Drink and drive? Police in Illinois have your number	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	25%	18%	17%	22%	19%	20%	15%	16%
Children in back	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	20%	18%	19%	23%	19%	20%	16%	12%
Wanna drink and drive, police in Illinois will show you the bars*	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	27%	18%	18%	21%	18%	22%	12%	21%

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

Focusing on the “Click It or Ticket” slogan, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent.²⁰ By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

It had again declined to 67 percent in the April 2003 pre-test and then increased substantially to 85 percent in the June 2003 post-test, after the Memorial Day holiday campaign. A July 2003 survey shows only a slight decline in awareness to 83 percent, and a small increase in awareness then occurred between mid-summer of 2003 and the January 2004 survey (87%).

By April 2004, this awareness had declined slightly, back basically to the mid-summer 2003 level (84%). Awareness increased to 90 percent in July 2004, after the late Spring 2004 campaign, and then declined only slightly to 88 percent in the September 2004 survey.

By April of 2005, awareness had declined to 81 percent but then jumped to 91 percent, its highest level thus far, in June – after the Memorial Day Weekend 2005 campaign. By September of 2005, awareness had declined somewhat, to 87 percent (about the level found in September 2004).

By April of 2006, awareness had again declined somewhat from the previous Fall to 84 percent. After the Memorial Day Weekend 2006 campaign, it then increased again to 91 percent in June. And by September 2006, awareness had declined somewhat, to 88 percent.

Thus, *for the three years from 2004 through 2006*, there was a similar pattern for the “Click It or Ticket” slogan: awareness dropped from the high 80-percent level (87-88%) in the previous Fall/Winter to the low-to-mid 80 percent level in the Spring just prior to the Memorial Day campaign (81-84%) – and then increased to about 90 percent soon after this campaign (90-91%).

However, in April of 2007, awareness of the slogan started at a level just slightly ahead (basically on par) with the level of the previous Fall (89% vs. 88%). Awareness then increased to its highest level measured yet, 94 percent, in the June 2007 survey, after the Memorial Day media/enforcement campaign. It then decreased to 90 percent in September.

In both calendar year 2008 and 2009, the April awareness level began at just under 90 percent (89% in April 2008 and 88% in April 2009) and then rose slightly to just over or at 90 percent in the June and September surveys (to 91% and 92% in 2008; and to 91% and 90% in 2009).

The 2010 April awareness level started at 93 percent, just missing its highest awareness level in June of 2007. And, as we have seen, it maintained this level in the June survey and was nearly at this level in September (92%).

²⁰ In this section, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. Starting in 2008, an education weight adjustment was also made.

The 2011 April awareness level started at 90 percent, just slightly higher than the April awareness levels in 2007 through 2009 (89%, 89%, and 88%). It then increased to 93 percent in the June 2011 survey, nearly as much as the “high water” mark found in June 2007 (94%) and virtually the same as that of the April and June 2010 levels.

The 2012 April and June results resemble those found in both calendar year 2008 and 2009, with the April awareness level beginning at just under 90 percent (88%) and then rising to just over 90 percent in June (91%). The 2013 April and June results find a similar level of awareness in April at just fewer than 90 percent (88 percent) then rising to 92.2 percent in June 2013.

In April 2014, 88 percent had an awareness of the slogan compared to 87 percent in June. In April and June of 2015, results were similar to historical levels, with 88 percent and 90 percent respectively reporting awareness of the slogan. In 2016, results are nearly unchanged – 86 percent in April and 88 percent in June report awareness of the slogan.

SPEEDING QUESTIONS

Respondents were asked four questions about their driving behavior relating to speeding, the perceived chances of getting a ticket if they speed, and awareness of recent police speeding enforcement activities.

Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit? The statewide percent who believe this is “very likely” is 33.8 percent in April and 30.7 percent in June. And, the percent who report either “very” or “somewhat” likely is 79 percent in April and 76.8 percent in June, an small decrease of 2 percentage points. The percent who report that their chances of getting a ticket are either “very” or “somewhat” unlikely is 18.8 percent in April and 18.9 percent in June.

In the metro Chicago area, we find similar results in the April and June surveys with 76.6 percent in both April and June reporting they are either “very” or “somewhat likely” to get a ticket if they exceed the speed limit.

In the downstate sample portion, we find a decrease in the percentage who report they would be either “very” or “somewhat likely” they would receive a ticket (84.6 percent in April; 77.1 percent in June).

In the “targeted rural counties,” we find that the percentage who report getting a ticket is “very” or “somewhat” likely was about the same from April (78.3 percent) to June (79.3 percent).

The survey asked respondents two additional questions regarding speeding behaviors. First, they were asked, “when driving on a local road with a speed limit of 30 mph, how often, do you drive faster than 35?” The second question asked respondents, “on an interstate or toll road which has a speed limit of 70 mph, how often would you say you drive faster than 75?” The table below presents the frequencies of respondents who report that they do these behaviors at least half the time. As you can see, a lower percentage of respondents report speeding on interstates or toll roads compared to on local roads.

Table Speeding-1. Percentage who report speeding at least half the time

	Statewide		Chicago		Downstate		Rural	
	April 16	June 16	April 16	June 16	April 16	June 16	April 16	June 16
Percent who report speeding on local roads	31.3%	28.1%	37.7%	30.5%	19.4%	22.9%	18.2%	21%
Percent who report speeding on interstate or toll road	25.1%	24.2%	27.3%	27.6%	20.1%	18%	22.9%	19.2%

In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws? The statewide percentage of those who have recently read/seen/heard anything about police enforcing speed limits laws is 18.1 percent in April and 22.8 percent in June.

In the metro Chicago area, we find a decrease of 1.4 percentage points from 47.6 percent in April to 46.2 percent in June.

In the downstate sample portion, we find an increase of 3.8 percentage points from 51 percent in April to 54.8 percent in June.

In the “targeted rural counties,” the number who report reading, seeing, or hearing anything about police enforcing speed limit laws is virtually the same (26.7 percent in April; 25.6 percent in June).

CELL PHONE QUESTIONS

Respondents were asked six questions relating to the use of cell phones while driving. Respondents were asked about their frequency and purpose of cell phone use. Respondents were also asked their opinion regarding laws that restrict the use of cell-phones while driving.

These questions not only broadly evaluate if respondents use a cell-phone while driving, but also, how often, for what purpose, and respondents’ opinions regarding laws that restrict the use of cell-phones while driving.

Do you use a cell phone or other mobile device while driving? In the April survey, 29.3 percent of statewide respondents report using a cell phone or other mobile device while driving. This figure increased 1.3 percentage points to 30.6 percent in the June survey.

In the metro Chicago area, the percentage who report using a cell phone or other mobile device in the April and June surveys are about the same (32.7 percent in April; 32 percent in June).

In the downstate sample portion, we find an increase in the percentage who report using a cell phone or other mobile device while driving of 5.9 percentage points (23 percent in April; 28.9 percent in June).

In the “targeted rural counties,” we find the lowest percentage of respondents who report using a cell phone or other mobile device while driving though the figure for June is noticeably higher than the figure for April. Whereas 16.7 percent report using a cell phone or mobile device while driving in April, 24.7 percent do so in June.

What type of cell phone/ mobile device do you currently use while driving? Statewide 76.1 percent of those who said they used such a device while driving in April and 71 percent in June report using a hands-free device while driving. By contrast, 23.9 percent in April and 24.3 percent in June report using a hand-held cell phone while driving, a behavior that is illegal in Illinois.

In the metro Chicago area, 75.9 percent of respondents in April and 68.8 percent of respondents in June report using a hands-free device, a 7.1 percentage point decrease.

In the downstate sample portion, 77.4 percent in April and 76.9 percent in June report using a hands-free cell phone.

In the “targeted rural counties,” 90.1 percent in April and 78.8 percent in June report using a hands-free cell phone. This is a 11.3 percentage point decrease.

On an average trip, how often do you use a hand-held cell phone or other mobile devices to make calls while driving? Statewide, 7.1 percent of April respondents and 2.5 percent of June respondents report “always” using a hand-held device to make calls while driving, a decrease of 4.6 percentage points.

In the metro Chicago area, 9.4 percent of respondents in the April survey report using a hand-held device to make telephone calls “always.” By contrast, 4.1 percent of respondents in the metro Chicago area report using a hand-held device to make calls.

In the downstate sample portion, we find that no respondents (0 percent) in April and June report “always” using a hand-held cell phone or other device to make calls while driving.

In the “rural counties,” we find that 10.1 percent in April and 0.2 percent in June report using a hand-held cell phone to make phone calls while driving.

On an average trip, how often do you use a hand-held cell phone or other mobile device to text while driving? The statewide percentage of those who report “never” using a hand-held device to text while driving is 66.5 percent in April and 63.9 percent in June, a decrease of 2.6 percentage points. 0.8 percent in April and 0.0 percent in June report doing this “always.”

In the metro Chicago area, 65.5 percent of April respondents and 64.6 percent of June respondents report “never” using a hand-held device to text while driving.

In the downstate sample portion, 70 percent of April respondents and 0 percent of June respondents report “never” using a hand-held device to text while driving, a decrease of 70 percentage points.

In the “targeted rural counties,” we find that 59.7 percent in April and 57.1 percent in June report “always” using a hand-held cell phone or other mobile device to text while driving.

Currently, Illinois has a law requiring all drivers not to text when they drive. In your opinion, should police be allowed to stop a vehicle for just texting while driving, when no other traffic laws are broken? The vast majority of respondents in both the April (95.5 percent) and June (85.3 percent) surveys indicate that police should be allowed to stop vehicles for texting while driving even if no other traffic laws are broken.

In the metro Chicago area, 96.1 percent in April and 89.3 percent in June believe police should be allowed to stop vehicles just for texting, a 6.8 percentage point decrease. However, the percentage who report they “don’t know” increased from 0.8 percent to 4.7 percent from April to June, accounting for some of the decline.

In the downstate sample portion, 94 percent of respondents in April and 89 percent of respondents report that police should be allowed to stop vehicles solely for texting while driving, an increase of 5 percentage points.

In the “rural counties,” 93.5 percent of April respondents report that police “should be allowed” to stop a vehicle for just texting while 92.3 percent of June respondents report the same, a decrease of 1.2 percentage points.

As of January 1, 2014, using a hand-held cell phone/ mobile device while driving is a primary offense in Illinois. This means that police use that as the sole reason for stopping a driver. Do you favor or oppose allowing police to stop and ticket motorists for just using a hand-held cell-phone/ mobile device while they drive? Approximately, 89 percent of April statewide respondents are in “favor” of police stopping and ticketing motorists for using a hand-held device while driving compared to 84.7 percent in June.

In the metro Chicago area, 88.7 percent of April respondents and 84.7 percent of June respondents report that they “favor” the stopping/ticketing of motorists for using a hand-held device while driving.

In the downstate sample portion, we find a decrease of 4.3 percentage points in individuals who favor the allowing police to stop and ticket motors for using a hand-held cell phone or other mobile device (89.5 percent in April; 85.2 percent in June).

In the “rural counties,” the percentage of respondents who favor the law remains consistent across survey administrations (89.9 percent in April; 88.7 percent in June).

APPENDIX A
Statewide Enforcement Activities and Associated Costs

**TABLE 6: STEP GRANTEES ONLY
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Violations				
Addison	152.0	190	94	49.5%	1	0.5%	56	29.5%	48.0	\$ 50.04	\$ 62.56	\$ 9,508.44
Algonquin	49.0	26	5	19.2%	1	3.8%	7	26.9%	113.1	\$ 120.33	\$ 63.85	\$ 3,128.65
Arlington Heights	142.0	262	106	40.5%	0	0.0%	9	3.4%	32.5	\$ 39.92	\$ 73.65	\$ 10,458.48
Bartlett	46.0	60	12	20.0%	1	1.7%	0	0.0%	46.0	\$ 47.68	\$ 62.19	\$ 2,860.63
Belvidere	95.0	92	46	50.0%	1	1.1%	5	5.4%	62.0	\$ 50.30	\$ 48.71	\$ 4,627.20
Berwyn	133.0	306	233	76.1%	1	0.3%	10	3.3%	26.1	\$ 27.46	\$ 63.17	\$ 8,401.28
Boone County	151.0	108	32	29.6%	4	3.7%	16	14.8%	83.9	\$ 61.31	\$ 43.85	\$ 6,621.28
Buffalo Grove	82.0	77	35	45.5%	1	1.3%	8	10.4%	63.9	\$ 78.86	\$ 74.05	\$ 6,072.30
Cahokia	102.0	129	23	17.8%	1	0.8%	1	0.8%	47.4	\$ 37.54	\$ 47.47	\$ 4,842.04
Calumet City	130.0	303	153	50.5%	1	0.3%	0	0.0%	25.7	\$ 26.08	\$ 60.78	\$ 7,901.10
Carol Stream	300.0	378	173	45.8%	14	3.7%	75	19.8%	47.6	\$ 44.45	\$ 56.01	\$ 16,803.87
Carpentersville	80.0	96	47	49.0%	3	3.1%	8	8.3%	50.0	\$ 51.20	\$ 61.43	\$ 4,914.77
Champaign	20.0	30	8	26.7%	0	0.0%	3	10.0%	40.0	\$ 34.80	\$ 52.20	\$ 1,044.05
Chatham	56.0	56	18	32.1%	0	0.0%	12	21.4%	60.0	\$ 47.96	\$ 47.96	\$ 2,685.62
Cherry Valley	60.0	80	12	15.0%	0	0.0%	11	13.8%	45.0	\$ 28.11	\$ 37.48	\$ 2,248.61
Chicago Heights	130.0	194	190	97.9%	0	0.0%	0	0.0%	40.2	\$ 30.77	\$ 45.92	\$ 5,969.10
Chicago ¹	1,174.0	1,978	1526	77.1%	14	0.7%	10	0.5%	35.6	\$ 39.83	\$ 67.10	\$ 78,775.40
Chicago ²	246.0	587	42	7.2%	14	2.4%	8	1.4%	25.1	\$ 28.12	\$ 67.10	\$ 16,506.60
Chicago Ridge	48.0	84	40	47.6%	1	1.2%	28	33.3%	34.3	\$ 29.18	\$ 51.06	\$ 2,451.00
Cicero	24.0	59	37	62.7%	0	0.0%	1	1.7%	24.4	\$ 24.77	\$ 60.89	\$ 1,461.42
Clarendon Hills	36.0	36	18	50.0%	0	0.0%	5	13.9%	60.0	\$ 59.68	\$ 59.68	\$ 2,148.50
Countryside	30.0	39	18	46.2%	0	0.0%	0	0.0%	46.2	\$ 46.17	\$ 60.03	\$ 1,800.75

¹ Enforcement for Chicago's STEP grant; ² Enforcement for Chicago's LAP grant.

TABLE 6: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Violations				
Crystal Lake	49.5	63	10	15.9%	0	0.0%	34	54.0%	47.1	\$ 52.50	\$ 66.82	\$ 3,307.58
Decatur	95.0	82	46	56.1%	3	3.7%	9	11.0%	69.5	\$ 61.03	\$ 52.68	\$ 5,004.24
DeKalb County	53.0	62	14	22.6%	5	8.1%	3	4.8%	51.3	\$ 36.97	\$ 43.25	\$ 2,292.01
DeKalb	53.0	63	37	58.7%	1	1.6%	0	0.0%	50.5	\$ 51.54	\$ 61.26	\$ 3,246.98
Downers Grove	52.0	59	29	49.2%	1	1.7%	8	13.6%	52.9	\$ 57.53	\$ 65.28	\$ 3,394.35
East Hazel Crest	12.0	14	7	50.0%	0	0.0%	0	0.0%	51.4	\$ 34.29	\$ 40.00	\$ 480.00
Edwardsville	59.0	47	20	42.6%	4	8.5%	0	0.0%	75.3	\$ 62.28	\$ 49.61	\$ 2,926.96
Elk Grove Village	238.0	664	478	72.0%	0	0.0%	17	2.6%	21.5	\$ 24.48	\$ 68.29	\$ 16,252.59
Elmhurst	148.0	144	68	47.2%	3	2.1%	4	2.8%	61.7	\$ 70.64	\$ 68.73	\$ 10,171.73
Evanston	101.0	138	64	46.4%	2	1.4%	28	20.3%	43.9	\$ 44.51	\$ 60.82	\$ 6,142.46
Flora	50.0	19	0	0.0%	3	15.8%	0	0.0%	157.9	\$ 118.02	\$ 44.85	\$ 2,242.35
Franklin Park	48.0	65	17	26.2%	2	3.1%	1	1.5%	44.3	\$ 46.95	\$ 63.58	\$ 3,051.84
Freeport	51.0	60	3	5.0%	3	5.0%	1	1.7%	51.0	\$ 32.79	\$ 38.58	\$ 1,967.49
Galesburg	39.0	24	4	16.7%	3	12.5%	1	4.2%	97.5	\$ 65.95	\$ 40.58	\$ 1,582.71
Grandview	40.0	35	17	48.6%	2	5.7%	0	0.0%	68.6	\$ 24.00	\$ 21.00	\$ 840.00
Granite City	24.0	35	5	14.3%	0	0.0%	0	0.0%	41.1	\$ 38.84	\$ 56.65	\$ 1,359.56
Gurnee	42.0	66	44	66.7%	0	0.0%	0	0.0%	38.2	\$ 36.95	\$ 58.06	\$ 2,438.40
Hanover Park	74.0	98	21	21.4%	2	2.0%	4	4.1%	45.3	\$ 43.62	\$ 57.77	\$ 4,274.80
Hebron	16.0	5	0	0.0%	0	0.0%	0	0.0%	192.0	\$ 112.00	\$ 35.00	\$ 560.00
Highland Park	20.0	28	8	28.6%	0	0.0%	8	28.6%	42.9	\$ 50.50	\$ 70.70	\$ 1,413.90
Hillside	38.8	49	21	42.9%	0	0.0%	17	34.7%	47.4	\$ 52.16	\$ 65.96	\$ 2,556.07
Hinsdale	30.0	28	1	3.6%	0	0.0%	1	3.6%	64.3	\$ 68.55	\$ 63.98	\$ 1,919.40

TABLE 6: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Violations				
Homewood	48.0	56	39	69.6%	0	0.0%	0	0.0%	51.4	\$ 53.51	\$ 62.43	\$ 2,996.74
Jerome	67.0	53	2	3.8%	1	1.9%	3	5.7%	75.8	\$ 39.44	\$ 31.20	\$ 2,090.41
Jo Daviess County	64.0	51	3	5.9%	2	3.9%	1	2.0%	75.3	\$ 41.89	\$ 33.38	\$ 2,136.52
Kankakee	70.0	66	16	24.2%	0	0.0%	13	19.7%	63.6	\$ 58.51	\$ 55.16	\$ 3,861.38
Kildeer	14.0	9	0	0.0%	1	11.1%	0	0.0%	93.3	\$ 78.96	\$ 50.76	\$ 710.60
Lake Bluff	7.0	8	1	12.5%	0	0.0%	0	0.0%	52.5	\$ 54.06	\$ 61.78	\$ 432.49
Lake County	138.0	126	47	37.3%	1	0.8%	1	0.8%	65.7	\$ 68.31	\$ 62.37	\$ 8,607.68
Lake in the Hills	43.0	49	2	4.1%	2	4.1%	5	10.2%	52.7	\$ 50.96	\$ 58.07	\$ 2,497.21
Lake Zurich	100.0	80	21	26.3%	4	5.0%	19	23.8%	75.0	\$ 83.70	\$ 66.96	\$ 6,695.91
Lakemoor	24.0	30	8	26.7%	0	0.0%	1	3.3%	48.0	\$ 39.36	\$ 49.20	\$ 1,180.88
Lincolnshire	32.0	31	0	0.0%	2	6.5%	0	0.0%	61.9	\$ 64.51	\$ 62.50	\$ 1,999.92
Lincolnwood	12.0	20	0	0.0%	0	0.0%	5	25.0%	36.0	\$ 31.33	\$ 52.22	\$ 626.64
Lisle	72.0	103	41	39.8%	0	0.0%	32	31.1%	41.9	\$ 44.82	\$ 64.12	\$ 4,616.46
Lockport	31.0	53	39	73.6%	0	0.0%	3	5.7%	35.1	\$ 35.73	\$ 61.08	\$ 1,893.44
Lombard	108.0	141	41	29.1%	3	2.1%	33	23.4%	46.0	\$ 53.53	\$ 69.88	\$ 7,547.05
Loves Park	34.3	48	6	12.5%	2	4.2%	2	4.2%	42.8	\$ 35.11	\$ 49.20	\$ 1,685.27
Macomb	28.0	20	6	30.0%	1	5.0%	1	5.0%	84.0	\$ 53.25	\$ 38.04	\$ 1,065.04
Maryville	32.0	27	8	29.6%	2	7.4%	3	11.1%	71.1	\$ 44.36	\$ 37.43	\$ 1,197.82
Mattoon	37.0	22	6	27.3%	3	13.6%	1	4.5%	100.9	\$ 73.60	\$ 43.76	\$ 1,619.13
McCullom Lake	60.0	45	16	35.6%	0	0.0%	10	22.2%	80.0	\$ 40.00	\$ 30.00	\$ 1,800.00
McHenry	81.0	96	23	24.0%	3	3.1%	10	10.4%	50.6	\$ 39.54	\$ 46.86	\$ 3,795.41
Midlothian	106.0	191	102	53.4%	0	0.0%	42	22.0%	33.3	\$ 27.94	\$ 50.34	\$ 5,336.54

TABLE 6: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Violations				
Moline	36.0	43	8	18.6%	2	4.7%	2	4.7%	50.2	\$ 37.31	\$ 44.56	\$ 1,604.24
Montgomery	24.0	19	11	57.9%	0	0.0%	0	0.0%	75.8	\$ 57.68	\$ 45.66	\$ 1,095.84
Naperville	144.0	251	42	16.7%	7	2.8%	40	15.9%	34.4	\$ 43.26	\$ 75.40	\$ 10,858.11
North Aurora	45.0	69	6	8.7%	1	1.4%	16	23.2%	39.1	\$ 36.31	\$ 55.68	\$ 2,505.52
North Pekin	102.0	130	31	23.8%	5	3.8%	2	1.5%	47.1	\$ 22.60	\$ 28.80	\$ 2,937.42
North Riverside	96.0	70	19	27.1%	0	0.0%	15	21.4%	82.3	\$ 51.23	\$ 37.36	\$ 3,586.38
Northern Illinois U.	15.0	5	0	0.0%	0	0.0%	0	0.0%	180.0	\$ 146.77	\$ 48.92	\$ 733.85
Oak Brook	11.5	17	7	41.2%	0	0.0%	6	35.3%	40.6	\$ 37.83	\$ 55.92	\$ 643.13
Oak Forest	107.0	136	136	100.0%	0	0.0%	0	0.0%	47.2	\$ 37.72	\$ 47.94	\$ 5,129.65
Oak Lawn	96.0	172	117	68.0%	3	1.7%	6	3.5%	33.5	\$ 37.49	\$ 67.16	\$ 6,447.72
Olympia Fields	30.0	65	49	75.4%	0	0.0%	13	20.0%	27.7	\$ 27.01	\$ 58.52	\$ 1,755.72
Palos Heights	75.0	58	39	67.2%	2	3.4%	14	24.1%	77.6	\$ 63.62	\$ 49.20	\$ 3,690.07
Park City	56.0	115	41	35.7%	5	4.3%	1	0.9%	29.2	\$ 27.17	\$ 55.79	\$ 3,124.08
Peoria County	48.0	70	37	52.9%	0	0.0%	1	1.4%	41.1	\$ 28.29	\$ 41.26	\$ 1,980.64
Peoria	66.0	50	12	24.0%	3	6.0%	24	48.0%	79.2	\$ 86.92	\$ 65.85	\$ 4,345.92
Peru	73.0	33	11	33.3%	4	12.1%	0	0.0%	132.7	\$ 92.64	\$ 41.88	\$ 3,057.05
Plainfield	39.0	87	49	56.3%	0	0.0%	5	5.7%	26.9	\$ 30.43	\$ 67.87	\$ 2,646.99
Prospect Heights	32.0	22	21	95.5%	1	4.5%	0	0.0%	87.3	\$ 86.82	\$ 59.69	\$ 1,910.08
River Forest	42.0	69	31	44.9%	1	1.4%	0	0.0%	36.5	\$ 34.55	\$ 56.76	\$ 2,383.80
Riverside	38.5	49	6	12.2%	2	4.1%	4	8.2%	47.1	\$ 45.99	\$ 58.54	\$ 2,253.65
Rock Island County	20.0	18	2	11.1%	0	0.0%	2	11.1%	66.7	\$ 54.17	\$ 48.75	\$ 975.00
Rock Island	156.0	185	101	54.6%	5	2.7%	9	4.9%	50.6	\$ 41.13	\$ 48.78	\$ 7,609.30

TABLE 6: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Violations				
Romeoville	54.0	23	0	0.0%	0	0.0%	1	4.3%	140.9	\$ 148.28	\$ 63.16	\$ 3,410.48
Roselle	104.0	102	35	34.3%	1	1.0%	6	5.9%	61.2	\$ 55.70	\$ 54.63	\$ 5,681.34
Saint Charles	35.0	18	1	5.6%	2	11.1%	0	0.0%	116.7	\$ 132.47	\$ 68.13	\$ 2,384.41
Saint Clair County	134.5	129	45	34.9%	1	0.8%	2	1.6%	62.6	\$ 52.69	\$ 50.54	\$ 6,797.48
Silvis	44.0	25	4	16.0%	0	0.0%	1	4.0%	105.6	\$ 82.82	\$ 47.06	\$ 2,070.53
Skokie	66.8	81	19	23.5%	3	3.7%	8	9.9%	49.4	\$ 58.14	\$ 70.55	\$ 4,709.18
South Elgin	2.0	3	0	0.0%	0	0.0%	0	0.0%	40.0	\$ 32.62	\$ 48.93	\$ 97.86
Southern View	96.0	70	7	10.0%	8	11.4%	0	0.0%	82.3	\$ 40.40	\$ 29.46	\$ 2,828.16
Spring Grove	30.0	27	10	37.0%	0	0.0%	1	3.7%	66.7	\$ 51.22	\$ 46.10	\$ 1,383.00
Springfield	75.0	64	9	14.1%	7	10.9%	6	9.4%	70.3	\$ 45.72	\$ 39.02	\$ 2,926.16
Summit	97.0	132	51	38.6%	2	1.5%	9	6.8%	44.1	\$ 35.88	\$ 48.83	\$ 4,736.64
Sycamore	34.5	33	11	33.3%	2	6.1%	8	24.2%	62.7	\$ 52.11	\$ 49.85	\$ 1,719.75
Troy	66.0	66	21	31.8%	2	3.0%	0	0.0%	60.0	\$ 43.04	\$ 43.04	\$ 2,840.36
Villa Park	85.0	94	11	11.7%	2	2.1%	33	35.1%	54.3	\$ 52.87	\$ 58.47	\$ 4,969.68
Waukegan	149.0	147	115	78.2%	1	0.7%	0	0.0%	60.8	\$ 74.95	\$ 73.94	\$ 11,017.47
West Chicago	32.0	36	12	33.3%	0	0.0%	2	5.6%	53.3	\$ 53.42	\$ 60.09	\$ 1,923.00
Western Illinois TF	48.0	51	6	11.8%	4	7.8%	2	3.9%	56.5	\$ 35.63	\$ 37.85	\$ 1,816.92
Wheeling	124.5	177	39	22.0%	2	1.1%	41	23.2%	42.2	\$ 47.30	\$ 67.25	\$ 8,372.82
Williamson County	64.0	32	7	21.9%	1	3.1%	3	9.4%	120.0	\$ 77.69	\$ 38.85	\$ 2,486.18
Winthrop Harbor	28.3	26	5	19.2%	1	3.8%	1	3.8%	65.2	\$ 48.49	\$ 44.63	\$ 1,260.73
Wonder Lake	20.0	16	0	0.0%	0	0.0%	0	0.0%	75.0	\$ 41.88	\$ 33.50	\$ 670.04
Wood Dale	109.0	60	34	56.7%	5	8.3%	0	0.0%	109.0	\$ 97.13	\$ 53.47	\$ 5,828.00

TABLE 6: (continued)

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Violations				
STEP Grants Total	8,678.0	11,488	5,427	47.2%	204	1.8%	878	7.6%	45.3	\$43.02	\$56.95	\$494,253.40

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: Total number of mobile phone citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

TABLE 7: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12	13
Grant Type	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone 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	Mobile Phone Citations	% Mobile Phone Citations				
STEP GRANTS TOTAL	8,678.0	11,488	5,427	47.2%	204	1.8%	878	7.6%	45.3	\$43.02	\$56.95	\$494,253.40
ILLINOIS STATE POLICE TOTAL	9,105.0	10,320	2,465	23.9%	204	2.0%	304	2.9%	52.9	\$88.73	\$100.57	\$915,730.33
GRAND TOTAL	17,783.0	21,808	7,892	36.2%	408	1.9%	1,182	5.4%	48.9	\$64.65	\$79.29	\$1,409,983.73

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during YDDYL enforcement

Column 3: Total number of citations written by law enforcement agency during statewide YDDYL 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: Total number of mobile phone citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

