TECHNICAL REPORT

April 2010

Evaluation of the 2009 Thanksgiving *Click It or Ticket* Campaign in Illinois

November 1 – December 5, 2009

For more information please contact:

Illinois Department of Transportation
Division of Traffic Safety
Evaluation Unit
1340 North 9th St.
Springfield, Illinois 62702

(217) 785-1181 or
TTY (217) 524-4875

Illinois Department of Transportation

Division of Traffic Safety
Evaluation Unit

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

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

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact of the *Click It or Ticket* campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues among African American and Hispanic minorities in the city of Chicago and rural residents during the November – December 2009 mobilization in Illinois. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Unit, Bureau of Safety Projects and Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 1340 North 9th St., Springfield, Illinois 62702.

Table of Contents

Appendices

List of Diagrams

List of Figures

List of Tables

Executive Summary

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

The 2009 Thanksgiving CIOT was conducted from November 1 – December 5, 2009. **The populations of interest for this campaign were African American and Hispanic minorities in the city of Chicago and rural residents in Illinois.** One hundred forty-four (144) local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

1. IDOT/DTS spent $602,453 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 15 through November 28, 2009.

2. A total of 22,146 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 13,487 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 8,659 spots aired in Downstate Illinois targeting the rural population.

3. On November 24, 2009 the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign reminded motorists to buckle up.

4. Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of television, radio, and print. They also worked with local businesses and schools to get the *Click It or Ticket* message out there.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

5. ISP, the Chicago Police Department, and 143 local law enforcement agencies participating in CIOT logged a combined total of 24,125 enforcement hours and conducted 1,074 safety belt enforcement zones, and 1,359 saturation patrols.

6. Participating local agencies and ISP issued a total 32,062 citations during the campaign, 15,090 (47.1%) of which were safety belt and child safety seat citations. Overall, one citation was written every 45.1 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 95.9 minutes throughout the campaign.

7. Focusing on safety belt enforcement among African American and Hispanic populations, the city of Chicago logged 1,165 patrol hours and conducted 12 SBEZs. A total of 2,313 citations were issued, 1,841 (79.6%) of which were safety belt / child safety seat violations. One citation was written every 30.2 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 38.0 minutes during the Thanksgiving campaign.

8. Forty (40) rural law enforcement agencies conducted 4,395 hours of enforcement, conducting 283 SBEZs and 347 saturation patrols. These agencies wrote a total of 4,770 citations, 1,780 of which were safety belt / child restraint violations. One ticket was written every 55.3 minutes of rural enforcement. On average, one occupant restraint violation was written every 148.1 minutes in these rural areas.

9. One hundred and three (103) non-rural law enforcement agencies conducted 10,766 hours of enforcement, conducting 646 SBEZs and 854 saturation patrols. These agencies wrote a total of 13,505 citations, 7,446 of which were safety belt / child restraint violations. One ticket was written every 47.8 minutes of enforcement. On average, one occupant restraint violation was cited every 86.7 minutes in these areas.

10. ISP conducted 7,800 hours of enforcement, 133 SBEZs, and 158 saturation patrols. A total of 11,474 citations were issued by ISP, 35.1 percent (4,023) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 40.8 minutes and one safety belt / child safety seat citation every 116.3 minutes during CIOT.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

11. A total of 53 mini-grantees, 71 year-round DTS grantees, 20 DTS grantees with multiple grants, and the ISP were included in a cost / effectiveness study for this campaign. On average, one citation was written every 46.1 minutes during enforcement at a cost of $46.55 per citation, or $61.86 per patrol hour.

12. ISP conducted 7,800 patrol hours during statewide enforcement and issued 11,474 citations at cost of $605,300, or $77.86 per patrol hour. ISP wrote one citation for every 40.8 minutes, an average cost of $52.75 per citation.

13. Fifty-three (53) grantees funded specifically for this campaign wrote an average of one citation every 40.3 minutes during enforcement at a cost of $33.63 per citation, or $50.02 per patrol hour.

14. Seventy-one (71) regular grantees with single grants wrote an average of one citation every 46.3 minutes during enforcement at a cost of $44.83 per citation, or $58.11 per patrol hour.

15. Twenty (20) regular grantees with multiple grants contributed 4,578 patrol hours to the campaign, issuing 4,464 citations. These grantees issued one citation every 61.5 minutes at a cost of $54.34 per citation or $52.98 per patrol hour.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Rural Areas

16. Surveys were conducted in 27 sites across four rural media markets. A total of 5,301 vehicles were observed during the pre-mobilization survey, including 4,010 passenger cars and 1,291 pickup trucks. During the post mobilization survey, a total of 5,563 vehicles were observed at the same sites, including 4,214 passenger cars and 1,349 pickup trucks.

17. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 88.8 percent during the pre-mobilization to 90.4 percent during the post mobilization.

18. Results of the pre-mobilization survey indicate the St. Louis market had the highest usage rate for all vehicles, followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates. From pre-mobilization to post mobilization, the seat belt usage rate increased by 1.8 percentage points in the Champaign and Peoria media markets, and 1.7 percentage points in the St. Louis media market. On the other hand, the usage rate in the Rockford media market decreased by 1.2 percentage points.

19. The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.0 percent during the pre-mobilization to 92.4 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

20. The seat belt usage rate for pickup trucks increased from 82.0 percent during the pre-mobilization to 84.1 percent during the post-mobilization. The St. Louis media market had the highest usage rate followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates.

Minority Areas

21. Surveys were conducted at 24 sites in Chicago minority communities (12 African American and 12 Hispanic communities).There were 5,316 vehicles observed during the pre-mobilization, of which, 4,807 were passenger cars and 509 were pickup trucks. During the post mobilization, there were 4,583 total vehicles observed, of which, 4,235 were passenger cars and 348 were pickup trucks.

22. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.7 percent during the pre-mobilization to 80.2 percent during the post mobilization.

23. The seat belt usage rate for drivers of all vehicles increased from 80.8 percent during the pre-mobilization to 81.9 percent during the post mobilization. The seat belt usage rates for passengers increased from 71.3 percent during the pre-mobilization to 74.1 percent during the post mobilization, an increase of 2.8 percent. In the Hispanic communities, the seat belt usage rate increased from 75.9 percent during the pre-mobilization to 79.0 percent during the post mobilization, an increase of 3.1

percent age points. In the African-American communities, the seat belt usage rate increased from 80.5 percent to 81.1 percent.

24. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased from 80.6 percent during the pre-mobilization to 81.9 percent, an increase of 1.3 percentage points. In Hispanic communities, the seat belt usage rate increased from 75.9 percent during the pre-mobilization survey to 79.0 percent during the post mobilization survey, an increase of 3.1 percentage points. In the African-American communities, the seat belt usage rate increased by 0.6 percentage point from 80.5 percent during the pre-mobilization to 81.1 percent during the post-mobilization.

25. For passengers in pickup trucks the seat belt usage rate increased from 80.6 percent during the pre-mobilization to 81.9 percent. In Hispanic communities, the seat belt usage rate increased from 50.0 percent during the pre-mobilization survey to 56.2 percent during the post mobilization survey, an increase of 6.2 percentage points. In the African-American communities, the seat belt usage rate decreased by 6.1 percentage points from 68.7 percent during the pre-mobilization to 62.6 percent during the post-mobilization.

RURAL AND MINORITY TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

26. The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” showed a fifteen percentage point increase among minorities, from 62 percent in November to 70 percent in December. An eleven percentage point increase occurred in the rural population, where awareness increased from 59 percent in November to 71 percent in December.

27. Of those December respondents who had seen or heard messages encouraging seat belt use, far more respondents indicated exposure through television (80%) than radio (49%) in minority communities, as well as in rural communities (52% television and 30% radio).

28. Those who had seen or heard messages encouraging people to wear seat belts were asked whether ”the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” increased from 15 percent among minorities in November to 29 percent in December (a 14 percentage point increase). In rural areas this number increased from 13 percent to 17 percent.

Awareness of *Click It or Ticket* slogan

29. The *Click It or Ticket* slogan had an 90.6 percent level of awareness in minority communities in November, which increased to 94.7 percent in December. In rural areas the CIOT slogan had an 86.9 level of awareness in November, which increased to 91.6 percent in December. Over nine out of ten respondents in both surveys were aware of the *Click It or Ticket* slogan when surveyed in December.

Awareness to Seat Belt Efforts and Enforcement

30. Awareness of special police efforts to ticket for seat belt violations. The percent of minorities who indicated that, "in the past thirty days," they had "seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations" increased from 17 percent in November to 30 percent in December. Rural awareness increased by 18 percentage points from 19 percent to 37 percent.

31. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of minority respondents with "strong agreement" to this statement increased from 25 percent in November to 28 in December. In rural areas, however, those with "strong agreement" to this statement slightly decreased from 25 percent to 20 percent.

32. Hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of minority respondents who answered "very" or "somewhat" likely to this question slightly decreased from 78 percent in November to 76 percent in December. The opinion of rural residents remained stable from 74 percent in November to 74 percent in December.

Evaluation of the 2009 Thanksgiving *Click It or Ticket* Campaign in Illinois

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign from November 1 to December 5, 2009. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois' rural population and the African American and Hispanic population in the city of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the results of this campaign.

The *Click It or Ticket* Model

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

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

Click It or Ticket is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. A new primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their seat belts. Safety belt enforcement zones (SBEZs) are conducted by the local and state

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

Paid Media

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

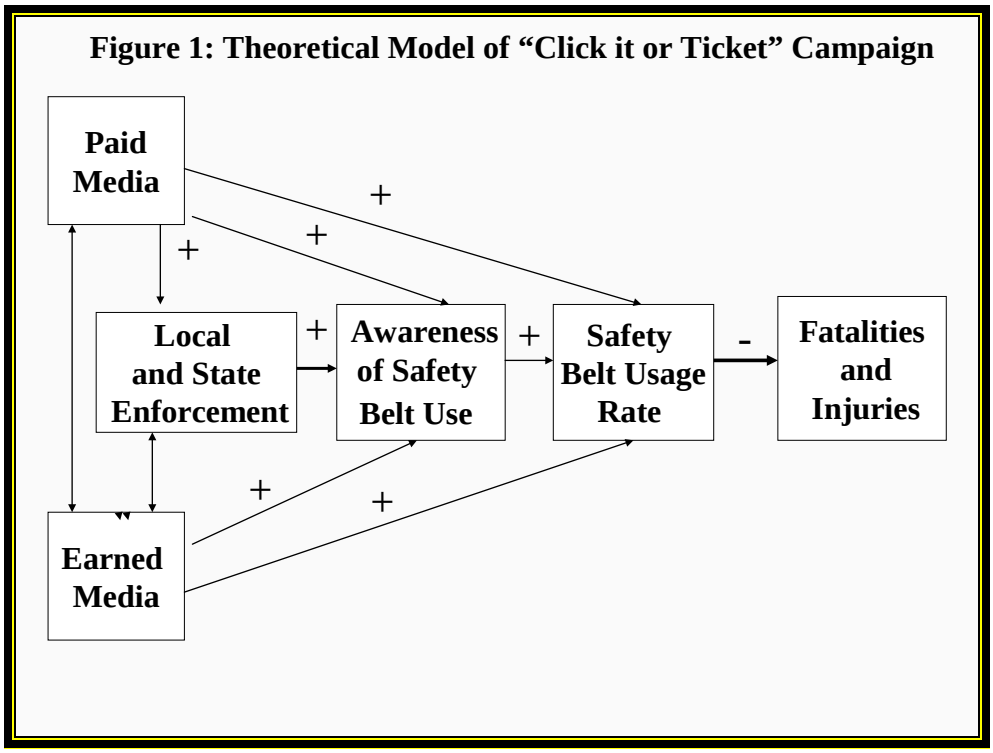
Earned Media

Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program. Examples of other forms of earned media include fliers, posters, banners and outdoor message boards.

Enforcement

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

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

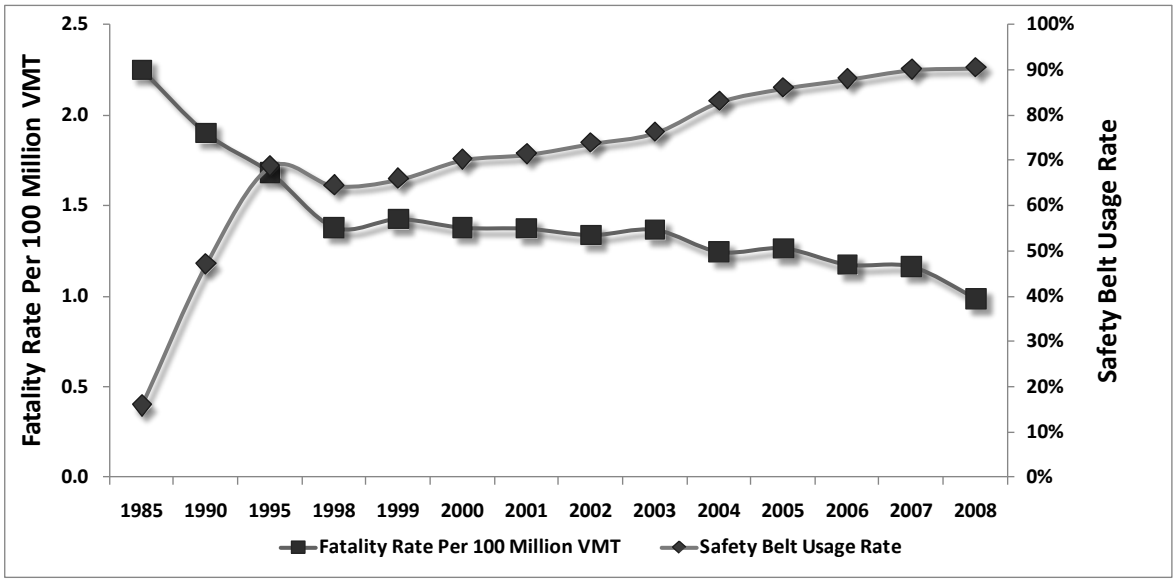


Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

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

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 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 almost 75 percentage points, peaking at 91.7 percent in June 2009. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.99 in 2008.

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



Report Objectives

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

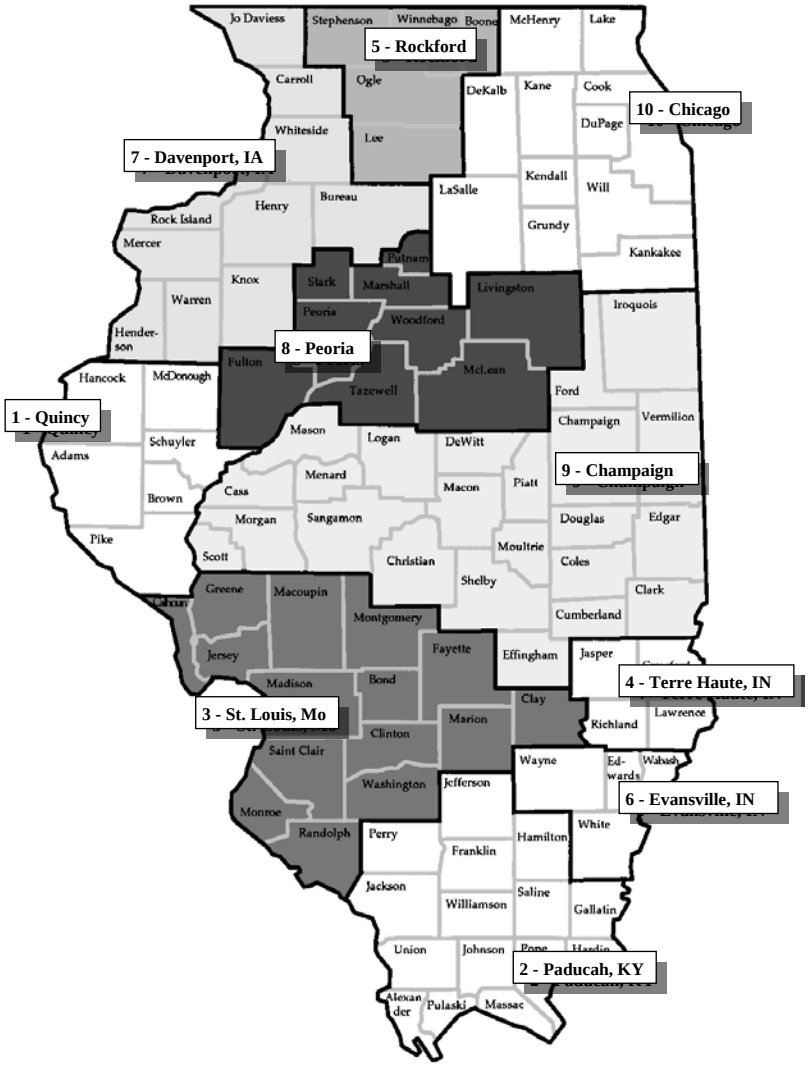
Implementation of the 2009 Thanksgiving *Click It or Ticket* Campaign

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

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 this campaign. The Illinois media markets, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis areas, are displayed in **Figure 3**.

Figure 3: State of Illinois Media Markets[1]



Note: The highlighted regions comprise the rural media markets.

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

Minority Population

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

Table 1: Top 10 African-American Communities in Chicago

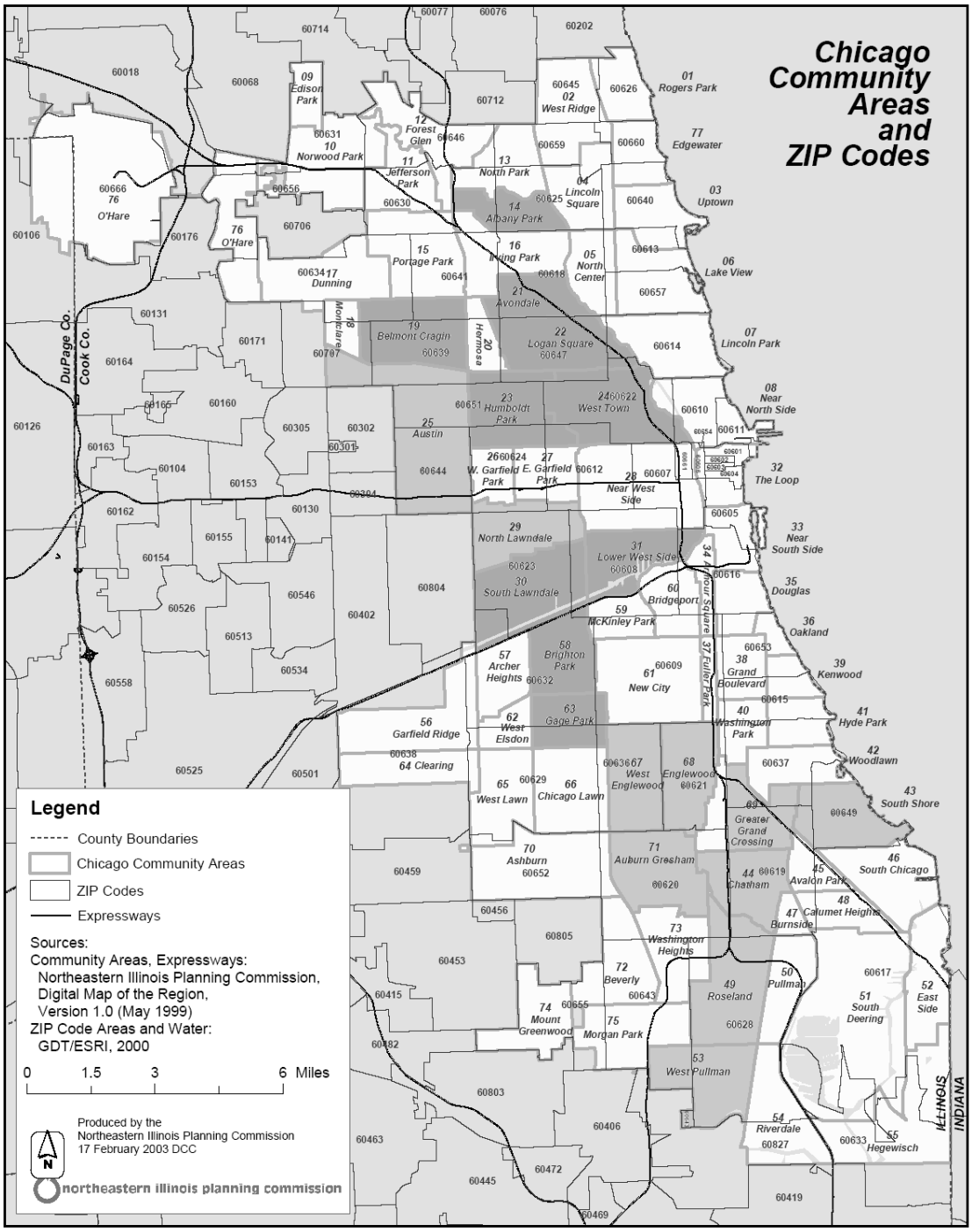
Selected Communities	Community Population (A)	Percent Population (B)	Community African American Population (C)	Percent African American Population (D)
Austin	117,527	4.1	105,369	10.0
South Shore	61,556	2.1	59,405	5.6
Auburn Gresham	55,928	1.9	54,862	5.2
Roseland	52,723	1.8	51,568	4.9
West Englewood	45,282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

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

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

Columns A and C are self explanatory.
Column B is calculated by dividing the population of each community by the total population.
Column D is calculated by dividing the total Hispanic population of each community by the total population of Hispanics.

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



Evaluation Activities

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

During November and December of 2009, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the *Click It or Ticket* campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One rural observational safety belt survey (27 sites)
2. One observational safety belt survey of Chicago minority communities (24 sites)
3. Telephone survey of rural residents
4. Telephone survey of minority residents

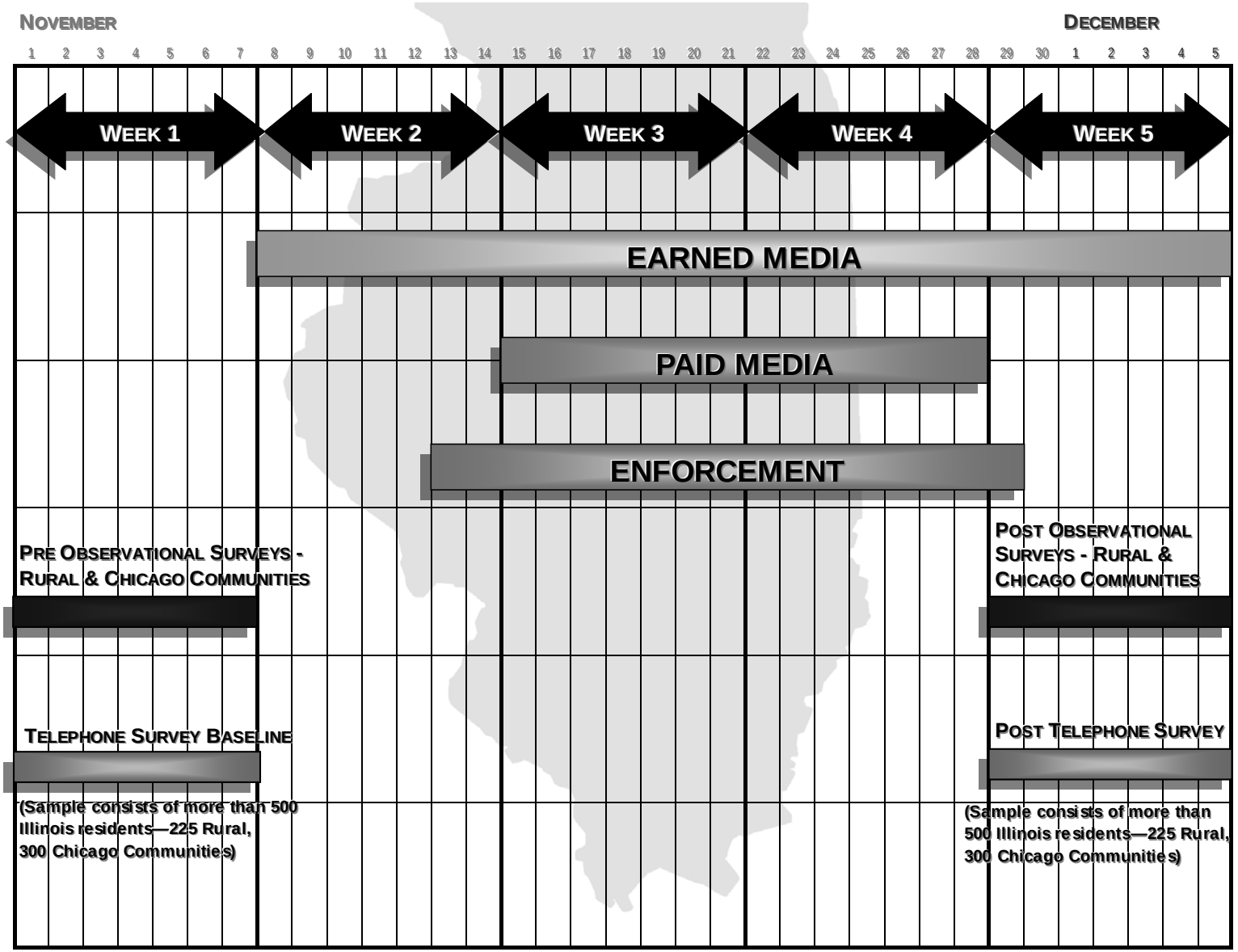
The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt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

Timeline of Activities

The five-week CIOT campaign started November 1 and ended December 5, 2009. A timeline of campaign activities appears in **Diagram 1.** During the five week campaign, the following activities took place:

- Week 1 (November 1 – November 7): Observational safety belt surveys were conducted and baseline data on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected.
- Week 2 (November 8 – 14): In Week 2 *earned* media, free advertising about the campaign, started and ran through December 5.
- Week 3 and Week 4: (November 13 – November 29): Highly publicized strict enforcement of the safety belt laws was conducted from November 13 through November 29. Paid media advertisements promoting the CIOT campaign ran on television and radio from November 15 through November 28. Earned media continued.
- Week 5: (November 29 – December 5): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Diagram 1
2009 Illinois Thanksgiving "Click It or Ticket" Timeline



MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Media Results of *Click It or Ticket* Activities

Paid Media Activities

During the Thanksgiving CIOT, Illinois spent a total of $557,703 on paid media that consisted of repeating the safety belt enforcement message of *Click It or Ticket* during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive a ticket. CIOT paid advertisements ran from November 15 – November 28. About 48 percent of the total paid media purchased ($287,589) were television advertisements. About 44 percent ($262,614) of the media budget was spent on radio advertisements. The remaining 9 percent ($52,250) was spent on internet advertisements and alternative media.

Over twenty-two thousand television and radio advertisements ran during the campaign to promote ClOT. Most of the paid media was geared toward the Chicago media market to get the CIOT message out to the selected minority communities. The remaining ads were placed in the rural communities. The breakdown of paid media spots and cost information appears in **Table 3**.

Table 3: Number of Paid Advertising Spots for *Click It or Ticket*

Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago (Minority Communities)	$ 226,575.00	8,626	$ 214,461.00	4,861	$ 441,036.00	13,487
Downstate (Rural)	$ 61,013.68	5,450	$ 48,153.30	3,209	$ 109,166.98	8,659
Total TV & Radio	**$ 287,588.68**	**14,076**	**$ 262,614.30**	**8,070**	**$ 550,202.98**	**22,146**
Internet	**N/A**	**N/A**	**N/A**	**N/A**	**$ 7,500.00**	**See Below[1]**
Alternative Media	**N/A**	**N/A**	**N/A**	**N/A**	**$ 44,750.00**	**See Below[2]**
Total Dollars Spent	**N/A**	**N/A**	**N/A**	**N/A**	**$602,452.98**	**N/A**

[1] Internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.
[2] Alternative media consisted of digital and print advertisements posted in bars and fitness centers, located on pumptoppers at gas stations, and 10 to 15 second advertisements on metro station video screens.

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. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the Thanksgiving CIOT campaigns.

On November 24, 2009, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign reminded motorists to buckle up.[1]

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 4**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 156 such announcements in communities across the state. In addition, 38 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 313 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 98 print news stories, 11 radio news stories, and 9 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 Thanksgiving CIOT campaign.

Table 4: Number of Earned Media Items Obtained for *Click It or Ticket*

Standard Earned Media	Number of items	Additional Earned Media	Number of items
Press releases issued	313	Outdoor message board announcements	156
Print news stories	98	CIOT Banners	38
Radio news stories	11	Web page postings / announcements	86
Television news stories	9	Local cable public access messages	30
Press conferences	14	Presentations	42
Posters / fliers	2,220	Other	1,965

[1] This information was part of the Illinois State Police's press release issued on 24 Nov. 2009. The actual press release can be found at **http://www.isp.state.il.us/media/pressdetails.cfm?ID=483.**

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Enforcement Results of *Click It or Ticket* Activities

A total of 144 local law enforcement agencies and the Illinois State Police participated in the Thanksgiving CIOT. Agencies participating consisted of local law enforcement agencies, all 22 districts of the Illinois State Police, and the Chicago Police Department, whose enforcement efforts concentrated on targeted minority areas of the city. Local agencies included 144 police departments and county sheriffs' offices, *mini grantees*, funded specifically for this Thanksgiving CIOT. Of the 144 local agencies funded, 40 were located in the targeted rural media markets.

Table 5 provides a summary of enforcement activities for the Thanksgiving CIOT. The main enforcement activities include enforcement hours, number of Safety Belt Enforcement Zones (SBEZs) and saturation patrols conducted, total citations, number of safety belt and child safety seat citations, and "other" citations. Two indicators, citations written per minute and safety belt and child safety seat citations written per minute, are also included.

Combined Enforcement

ISP and 144 local law enforcement agencies participating in CIOT logged a combined total of 24,125 enforcement hours and conducted 1,182 safety belt enforcement zones, 11 roadside safety check points, and 1,359 saturation patrols. Participating agencies wrote a total 32,062 citations during the campaign, 15,090 (47.1%) of which were safety belt and child safety seat citations. Overall, one citation was written every 45.1 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 95.9 minutes throughout the campaign.

Minority Enforcement

The city of Chicago logged 1,165 patrol hours and conducted 120 SBEZs patrols in targeted minority areas during CIOT enforcement. A total of 2,313 citations were issued, 1,841 (79.6%) of which were safety belt / child safety seat violations. One citation was written every 30.2 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 38.0 minutes during the Thanksgiving campaign.

Rural Enforcement

Forty law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 4,395 hours of enforcement, conducting 283 SBEZs and 347 saturation patrols. These agencies wrote a total of 4,770 citations, 1,780 of which were safety belt / child restraint violations. One ticket was written every 55.3 minutes of rural enforcement. On average one occupant restraint violation was written every 148.1 minutes in these rural areas.

Non-Rural Media Market Enforcement

One hundred three (103) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 10,766 hours of enforcement, conducting 646 SBEZs and 854 saturation patrols. These agencies wrote a total of 13,505 citations, 7,446 of which were safety belt / child restraint violations. One ticket was written every 47.8 minutes of enforcement. On average one occupant restraint violation was cited every 86.7 minutes in these areas.

Illinois State Police Enforcement

ISP conducted 7,800 hours of enforcement, 133 SBEZs, and 158 saturation patrols. A total of 11,474 citations were issued by ISP, 35.1 percent (4,023) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 40.8 minutes and one safety belt / child safety seat citation every 116.3 minutes during CIOT.

Table 5: 2009 Thanksgiving *Click It or Ticket* Enforcement Results

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=40)	Non-Rural Media Market Thanksgiving Grantees (n=103)	ISP	Total (Combined Enforcement) (n=145)
1	2	3	4	5	6
Number of Enforcement Hours	1,165.0	4,394.5	10,765.5	7,800.0	24,125.0
Number of Safety Belt Enforcement Zones	120	283	646	133	1,182
Number of Saturation Patrols	0	347	854	158	1,359
Total Citations	2,313	4,770	13,505	11,474	32,062
Number of Safety Belt and Child Safety Seat Citations	1,841	1,780	7,446	4,023	15,090
Number of Other Citations	472	2,990	6,059	7,451	16,972
Citation Written Every X Minutes	30.2	55.3	47.8	40.8	45.1
Safety Belt / Child Safety Seat Citation Written Every X Minutes	38.0	148.1	86.7	116.3	95.9

Column 1: Lists the types of enforcement activities conducted during the CIOT campaign.
Column 2: The City of Chicago (Minority Areas) includes all DTS funded Chicago Police Department grants (mini and year-long) that focused enforcement efforts in minority areas.
Column 3: Rural Media Market Thanksgiving Grantees includes all DTS funded Enforcement Agencies that were located in the selected Rural Media Markets.
Column 4: Non-Rural Media Market Thanksgiving Grantees includes all DTS funded enforcement agencies that were NOT located in the selected Rural Media Markets.
Column 5: The ISP includes all enforcement conducted by the Illinois State Police during the CIOT campaign.
Column 6: Total (Combined Enforcement) combines the information from the City of Chicago (Minority Areas) (column 2), Rural Media Market Thanksgiving Grantees (column 3), Non-Rural Media Market Thanksgiving Grantees (column 4), and ISP (column5).

COST / EFFECTIVENESS ANALYSIS OF ENFORCEMENT ACTIVITIES

Cost / Effectiveness Analysis of Enforcement Activities

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

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

1. Illinois State Police
2. Thanksgiving (Mini) Grantees
3. DTS "Regular" Grantees with Single Grants
4. DTS "Regular" Grantees with Multiple Grants

Table 6 summarizes enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (ISP, Thanksgiving (mini) grantees, regular grantees with single grants, and regular DTS grantees with multiple grants). In addition, **Tables 9-12** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Combined Enforcement Activities

A total of 53 mini Thanksgiving grantees, 71 year-round DTS grantees, 20 DTS grantees with multiple grants, and the ISP were included in this cost / effectiveness analysis.[5] The agencies included in the CIOT cost / effectiveness analysis conducted a total of 24,125 patrol hours and issued 32,062 citations during Thanksgiving CIOT enforcement at a total cost of $1,492,429.06. On average, one citation was written every 45.1 minutes during enforcement at a cost of $46.55 per citation, or $61.86 per patrol hour.

Illinois State Police

ISP conducted 7,800 patrol hours during statewide enforcement and issued 11,474 citations at cost of $605,300, or $77.86 per patrol hour. One citation was written every 40.8 minutes, an

[5] Note that only claims submitted to and processed by DTS were included in this analysis.

average cost of $52.75 per citation. (See **Table 12** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of March 15, 2010, a total of 144 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 53 agencies were solely Thanksgiving Mini-Grantees, 71 agencies had only one regular grant with DTS, and 20 agencies had multiple grants with DTS. The 20 agencies with multiple grants had 41 grants with DTS. (See **Tables 9-11**.)

Thanksgiving (MINI) Grantees

The 53 grantees funded specifically for Thanksgiving enforcement and included in this analysis conducted a total of 4,700 patrol hours and issued 6,990 citations during CIOT. One citation was written every 40.3 minutes during enforcement at a cost of $33.63 per citation, or $50.02 per patrol hour. As expected, a large proportion of the citations (70.3 percent) were safety belt and child safety seat citations and less than one percent of the written citations were DUI arrests. The enforcement cost for Thanksgiving mini grantees was $235,097.48. (See **Table 9** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

Seventy-one (71) regular grantees contributed 7,047 patrols hours to the campaign, issuing 9,134 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 46.3 minutes at a cost of $44.83 per citation or $58.11 per patrol hour. (See **Table 10** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

Twenty-one (20) regular grantees with multiple grants contributed 4,578 patrols hours to the campaign, issuing 4,464 citations. These grantees issued one citation every 61.5 minutes at a cost of $54.34 per citation or $52.98 per patrol hour. Overall, all IMAGE and TLEP grantees had significantly higher percentage of occupant protection citations than the other type of grantees, such as MAP and LAP which tend to focus on alcohol enforcement activities. (See **Table 11** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Table 6: Statewide Enforcement Activities and Associated Costs						
Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7
IL State Police	7,800.0	11,474	40.8	$52.75	$77.86	$605,299.86
Thanksgiving Mini-Grantees (n=53)[1]	4,700.0	6,990	40.3	$33.63	$50.02	$235,097.48
Regular Grantees with Single Grants (n=71)[2]	7,046.8	9,134	46.3	$44.83	$58.11	$409,477.22
Regular Grantees with Multiple Grants (n=20)[3]	4,578.3	4,464	61.5	$54.34	$52.98	$242,554.50
Total	**24,125.0**	**32,062**	**45.1**	**$46.55**	**$61.86**	**$1,492,429.06**

Limitations of the Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

For example, based on the cost per patrol hour, DTS reimbursed the Crystal Lake Police Department $1,334.83 for conducting 8.0 patrol hours resulting in $166.85 per patrol hour. On the other hand, the Raleigh Police Department was reimbursed $300.00 for conducting 16.0 patrol hours resulting in $18.75 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Peru Police Department $1,458.65 for writing 5 citations resulting in a cost of $291.73 per citation. On the other hand, Leland Grove Police Department was reimbursed $1,216.00 for issuing 87 citations resulting in a cost of $13.98 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, Peru Police Department issued 5 citations over 40.0 patrol hours resulting in one citation written for

[1] The Mini-Grantees category includes only those agencies which received funding to conduct safety belt enforcement zones during the Thanksgiving mobilization.

[2] The Regular Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS. The total number for each grant is as follows: 45 IMaGE, 8 LAP, 15 MAP, 3 TLEP). Please refer to **Table 10** in **Appendix A** for a detailed listing of agencies by grant type.

[3] Regular Grantees with Multiple Grants includes those agencies which received funding for multiple grants from DTS. Please refer to **Table 11** in **Appendix A** for the types of grants each agency had.

every 480.0 minutes of patrol. On the other hand, Leland Police Department issued 87 citations over 32.0 patrol hours resulting in one citation written for every 22.1 minutes of patrol (see **Table 9**).

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies that are considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among the local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.

2. Provide the list of outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.

3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.

4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Safety Belt Usage Rates in Rural Areas during Nov. & Dec. 2009

Table 7 shows safety belt usage rates in rural areas throughout the state of Illinois during the November and December 2009 Safety Belt Enforcement Zones (SBEZs). Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from November 1 to 7, while the post mobilization surveys were conducted from November 29 to December 5. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 5,301 vehicles observed during the pre-mobilization, of which, 4,010 were passenger cars and 1,291 were pickup trucks. During the post mobilization, there were 5,563 total vehicles observed, of which, 4,214 were passenger cars and 1,349 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 88.8 percent during the pre-mobilization to 90.4 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 89.1 percent during the pre-mobilization to 90.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 87.4 percent during the pre-mobilization to 90.3 percent during the post mobilization. Based on media market, the St. Louis media market had the highest usage rates followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate increased by 1.8 percentage points in the Champaign and Peoria media markets, and 1.7 percentage points in the St. Louis media market. On the other hand, the usage rate in the Rockford media market decreased by 1.2 percentage points. On residential roads, there was an increase from 88.3 percent during the pre-mobilization to 90.2 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 89.1 percent during the pre-mobilization to 90.4 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.0 percent during the pre-mobilization to 92.4 percent during the post mobilization. The usage rate

patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt usage rate for pickup trucks increased from 82.0 percent during the pre-mobilization to 84.1 percent during the post-mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers during the pre-mobilization survey. On the other hand during the post mobilization survey, passengers had a higher seat belt usage rate than drivers. Passengers had a higher percentage point increase in belt use (an increase of 6.0 percentage points) than drivers (a 1.2 percentage point increase) from pre-mobilization to post mobilization. The St. Louis media market had the highest usage rate followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rates in the Champaign media market increased by 3.5 percentage points. The seat belt usage rates in the St. Louis media markets increased by 2.7 percentage points. On the other hand, the seat belt usage rate for pickup truck occupants in the Peoria media market decreased by 2.3 percentage points and it decreased by 5.1 percentage points in the Rockford media market. On residential roads, seat belt use in pickup trucks increased from 79.6 percent during the pre-mobilization to 84.0 percent during the post mobilization. On U.S./IL Highways, seat belt use in pickup trucks decreased from 83.2 percent during pre-mobilization to 84.1 percent during post mobilization.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2009)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6	7	8	9
	Nov. 1st-7th	Nov. 29th-Dec. 5th		Nov. 1st-7th	Nov. 29th-Dec. 5th		Nov. 1st-7th	Nov. 29th-Dec. 5th	
	N=5,301	N=5,563		N=4,010	N=4,214		N=1,291	N=1,349	
Total Usage Rate	**88.8%**	**90.4%**	**1.6%**	**91.0%**	**92.4%**	**1.4%**	**82.0%**	**84.1%**	**2.1%**
Drivers	89.1%	90.4%	1.3%	91.3%	92.6%	1.3%	82.5%	83.7%	1.2%
Passengers	87.4%	90.3%	2.9%	89.8%	91.6%	1.8%	79.8%	85.8%	6.0%
Media Market									
Champaign	80.6%	82.4%	1.8%	84.2%	85.1%	0.9%	70.4%	73.9%	3.5%
Peoria	85.1%	86.9%	1.8%	87.8%	90.4%	2.6%	76.8%	74.5%	-2.3%
Rockford	92.5%	91.3%	-1.2%	94.1%	93.8%	-0.3%	85.4%	80.3%	-5.1%
St. Louis	93.4%	95.1%	1.7%	94.8%	96.2%	1.4%	89.9%	92.6%	2.7%
Road Type									
Residential	88.3%	90.2%	1.9%	90.8%	92.5%	1.7%	79.6%	84.0%	4.4%
US/IL Highways	89.1%	90.4%	1.3%	91.1%	92.4%	1.3%	83.2%	84.1%	0.9%

1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.

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

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

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

Safety Belt Usage Rates in Chicago Minority Communities During Nov. & Dec. 2009

Table 8 shows safety belt usage rates in Chicago communities during the November and December 2009 Safety Belt Enforcement Zones (SBEZs). Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. The pre-mobilization surveys were conducted from November 1st to 7th, while the post mobilization surveys were conducted from November 29th to December 5th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (Hispanic or African American). There were 5,316 vehicles observed during the pre-mobilization, of which, 4,807 were passenger cars and 509 were pickup trucks. During the post mobilization, there were 4,583 total vehicles observed, of which, 4,235 were passenger cars and 348 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.7 percent during the pre-mobilization to 80.2 percent during the post mobilization. The seat belt usage rate for drivers increased from 80.8 percent during the pre-mobilization to 81.9 percent during the post mobilization. The seat belt usage rates for passengers increased from 71.3 percent during the pre-mobilization to 74.1 percent during the post mobilization resulting in an increase of 2.8 percentage points. Based on community type, seat belt use was higher in African-American communities in comparison to Hispanic communities. In the Hispanic communities, the seat belt usage rate increased from 75.9 percent during the pre-mobilization to 79.0 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased by 0.6 percentage points from 80.5 percent during the pre-mobilization to 81.1 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 80.6 percent during the pre-mobilization to 81.9 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 82.7 percent during the pre-mobilization to 83.7 percent during the post-mobilization resulting in a 1.0 percentage point increase. For passengers, the seat belt usage rate increased by 1.4 percentage points from 73.7 percent during the pre-mobilization to 75.1 percent during the post mobilization. In the

Hispanic communities, the seat belt usage rate increased from 78.8 percent during the pre-mobilization survey to 80.9 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 2.1 percentage points from 81.7 percent during the pre-mobilization to 82.6 percent during the post mobilization.

The seat belt usage rate for pickup trucks, excluding large trucks, decreased from 60.7 percent during the pre-mobilization to 59.8 percent during the post mobilization survey. Based on seating position, for passengers, the seat belt usage rate increased by 11.4 percentage points from 50.4 percent to 61.8 percent. For drivers, the seat belt usage rate decreased by 3.4 percentage points from 62.6 percent during the pre-mobilization to 59.2 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 50.0 percent during the pre-mobilization survey to 56.2 percent during the post mobilization survey resulting in a 6.2 percentage point increase. In the African-American communities, the seat belt usage rate decreased by 6.1 percentage points from 68.7 percent during the pre-mobilization to 62.6 percent during the post mobilization.

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2009)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6	4	5	6
	Nov. 1st-7th	Nov. 29th-Dec. 5th		Nov. 1st-7th	Nov. 29th-Dec. 5th		Nov. 1st-7th	Nov. 29th-Dec. 5th	
	N=5,316	N=4,583		N=4,807	N=4,235		N=509	N=348	
Total Usage Rate	**78.7%**	**80.2%**	**1.5%**	**80.6%**	**81.9%**	**1.3%**	**60.7%**	**59.8%**	**-0.9%**
Drivers	80.8%	81.9%	1.1%	82.7%	83.7%	1.0%	62.6%	59.2%	-3.4%
Passengers	71.3%	74.1%	2.8%	73.7%	75.1%	1.4%	50.4%	61.8%	11.4%
Community Type									
Hispanic	75.9%	79.0%	3.1%	78.8%	80.9%	2.1%	50.0%	56.2%	6.2%
African American	80.5%	81.1%	0.6%	81.7%	82.6%	0.9%	68.7%	62.6%	-6.1%

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

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

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

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

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

RURAL TELEPHONE SURVEY

The Illinois "Rural" 2009 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

UIS

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

Summary Report
Field Interviewing: October-November / December, 2009
Report with Excel File Tables: March, 2009

Written by
Richard Schuldt, Director, UIS/SRO
With assistance from
Mark Winland, Interviewing Lab Manager
and
Valerie Howell, Graduate Research Assistant
Anthony Wilcox, Graduate Research Assistant

The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Valerie Howell and Anthony Wilcox also assisted in table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of "rural Illinois" before and after Thanksgiving, 2009. The earlier survey was conducted in mid-October to mid-November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in late-November and December, beginning immediately after the campaign.

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

Methodology

The sampling methodology consisted of treating all included "rural" Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included "rural" area counties.[9]

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in April and June of 2009. (These were supplemented with respondents in relevant counties from an accompanying statewide sample.) Earlier cross-sectional surveys of these rural counties had been conducted in April and/or May, and June, as well as before and after Thanksgiving, beginning in the Spring of 2005.

The actual field interviewing for the November survey was conducted from October 15 – November 14, 2009 with over 220 licensed drivers (n = 224-233).[10] The field interviewing for the December survey was conducted from November 30 – December 23, 2009, again with over 220 licensed drivers (n = 221-228). [11]

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

[10] While interviewing was conducted 14 days in October and 11 days in November, we will refer to this earlier survey as the November survey.

[11] With regard to the range of n for both time periods, there is normally some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

At the 95th percent confidence level, the sampling errors for the two surveys are both about +/- 6.5 percent.[12] The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.[13] The average length of the completed interview was about 12 minutes for both surveys.

Comments on Results

In the following, we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the two surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age and education categories. No other weighting has been applied.[14] Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[15] The recall time frame in the questions in both surveys is the same – that of 30 days.

The full results are presented in the accompanying **IDOT Rural Illinois 2009 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the rural surveys, subgroup results (such as by gender or age group) are not presented. (Note that similar reports and survey table results for these "rural" counties were prepared for the Memorial Day Weekend campaigns of 2005 through 2009 and for the Thanksgiving campaigns of 2005 through 2008.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2009 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristic.

It should be remembered that the results are weighted by a combination of gender, age (3 categories) and education. Thus, not surprisingly, the distributions on these characteristics are similar. For the full age distribution categories, however, we do find that the December

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

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

[14] For weighting by age in the 2009 surveys, we used three categories (up to 39; 40s and 50s; and 60 and over). (In previous years, we had used: up to 29; 30s and 40s; and 50 and over. However, due to small n in the "up to 29" category, we broadened the youngest age category used for weighting.) For education, we weighted by less than high school, high school diploma (or GED), post high school education, and 4-year college degree or more. We used census data and past surveys as guides here. The important point is that we basically equalized these demographic characteristics between the November and December surveys so that other differences cannot be attributed to differences in these particular demographic characteristics.

[15] When the decimal is .5, we round to the even integer.

weighted sample has somewhat fewer respondents in their 30s (17% vs. 23%) and in their 50s (24% vs. 28%), and it has somewhat more under 30 years of age (11% vs. 7%) and in their 40s (18% vs. 14%) than does the November sample.

In addition, we find the following differences between the two samples:

- The December sample has more households with two household members of driving age (59% vs. 52% for November), while the November sample has more with three such household members (18% vs. 13% for December).
- The December sample has more households who describe themselves living in a medium-sized city (30% vs. 22%) while the November sample has more who describe themselves as living in a small town (39% vs. 34%).
- More December respondents reported having household incomes in the $30,000-to-$60,000 range (30% vs. 17%), while more November respondents reported household incomes in the $60,000-to-$100,000 range (26% vs. 18%) – and more November respondents reported they did not know or did not answer the income question (30% vs. 24%).
- The December sample has somewhat more respondents who are part-time employees (11% vs. 6%) and somewhat fewer respondents who are full-time employees (38% vs. 42%). (However, this could be reflection of actual employment levels.) The December sample also has slightly more respondents who are full-time students (7% vs. 3%).

Differences for all other demographic characteristic categories are smaller than these and can be found in the comparisons in the Excel file tables.

SUMMARY OF RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt "all of the time" is nearly 90 percent in December, down just slightly from 92 percent in November. This was accompanied by a small increase in the proportion who reported wearing a seat belt "most of the time" (3.5% to 6.3%).[16]

When was the last time you did not wear your seat belt when driving? The percent who indicated that the last time they did not wear their seat belt was "more than a year ago" (or said they always wear one) was 80 percent in December, down just slightly from 82 percent in November. The percent who indicated not having worn a seat belt "within the last day" decreased slightly, from 6 percent in November to just over 4 percent in December.

When asked "*why they did not wear a seat belt the last time*," the most frequent reason in both surveys is that the respondent was driving a short distance (51% of those giving a reason in November and 58% in December).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage are very similar in the two surveys, with about 1 to 2 percent saying their usage had increased, 0 to 1 percent saying their usage had decreased, and 97 to 98 percent saying their usage had not changed.

Have you ever received a ticket for not wearing a seat belt? The percent who indicated having ever received a ticket for not wearing a seat belt is 16 percent for the November survey, a somewhat higher proportion than the one-tenth who indicated such in December (10%).

When riding in a car as passenger, how often do you wear your seat belt? The proportion who indicated they wear their seat belt "all of the time" as a passenger increased just slightly, from 87 percent in November to 89 percent in December. At the same time, the proportion who said they wear one "most of the time" decreased from nearly 11 percent in November to just under 7 percent in December. The proportion who indicated wearing a seat belt less than this is about 2 to 3 percent in both surveys.

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

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? The proportion who indicated being aware that Illinois has a law requiring adults to wear seat belts is nearly 96 percent in December, just slightly lower than that found in November (almost 98%).

Primary enforcement: awareness and opinions. ***According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?*** Nearly nine of ten (89%) respondents in the December survey indicated that police can stop a vehicle just for a seat belt violation, up from 84 percent in November.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The proportion who said that police should be allowed to stop a vehicle for seat violations without another traffic law violation decreased from just under three-quarters (73%) in November to just under two-thirds (65%) in December.

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? The proportion who believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats decreased from 94 percent in the November survey to 88 percent in the December survey.

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. In both November and December, about two-thirds (68%) of the respondents disagreed with this statement. However, this masks a change in the intensity of disagreement which did occur – with the proportion who strongly disagree increasing from 42 percent to 51 percent while the proportion who "somewhat" disagreed declined from 26 percent to 17 percent. Meanwhile, the proportion who agreed with the statement was 26 to 27 percent in both surveys, with strong agreement increasing a bit (8% to 11%) and agreeing somewhat decreasing a bit (19% to 16%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. The proportion who agreed with this statement was nearly 93 percent in December, just slightly less than the nearly 95 percent found in November. A similar trend is found for those who strongly agree – decreasing from nearly 86 percent in November to 83 percent in December.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The proportion who disagree with this statement decreased from almost 88 percent in November to nearly 93 percent in December – with strong disagreement increasing from 70 percent in November to nearly 82 percent in December. The percent who agree with this statement remained the same at about 7 percent. The proportion who did not express an opinion declined from 5 percent in November to hardly any in December.

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? From November to December, the percent who said "very likely" increased somewhat from 47 percent to 52 percent. Accompanied by a similar decline in the proportion who said "somewhat likely," the percent who said either "very likely" or "somewhat likely" remained stable at about 72 percent. Meanwhile, the proportion who said either "somewhat" or "very unlikely" was nearly one in five in both surveys (20% in each).

Agree/disagree: Police in your community generally will <u>not</u> bother to write tickets for seat belt violations. The proportion who disagree with this statement increased from nearly 49 percent in November to just over 53 percent in December. The proportion who strongly disagree shows a greater increase, from 28 in November to 35 percent in December. Meanwhile, the proportion who did not express an opinion declined from nearly 28 percent in November to just under 24 percent in December, and the proportion who agreed remained stable at about 23 percent.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent who said they agree with this statement decreased a bit from November to December (38% to 34%) – with the proportion who strongly agree decreasing from 25 percent to 20 percent. While the proportion who disagree is quite stable (13% in November and 11% in December), the proportion who did not express an opinion increased from 49 percent in November to 54 percent in December.

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

Agree/disagree: It is important for police to enforce the seat belt laws. The proportion who agreed with this statement decreased from 87 percent in November to 80 percent in December. The proportion who strongly agree remained stable at 61 to 62 percent, but those who agree somewhat decreased from about one-quarter in November to under one in five in December (26% to 19%). Meanwhile, the proportion who disagreed nearly doubled, from one-tenth in November to nearly one-fifth in December (10% to 19%). This increase was a product of increases in both those who strongly disagree (6% to 11%) and those who somewhat disagree (4% to 8%).

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the results show a small decline in the percent who said "very important" dropping from just over 57 percent in November to just

under 55 percent in December. With another 17 to 18 percent saying "fairly important" in both surveys, the percent who said either "very" or "fairly" important decreased from almost 76 percent in November to just under 76 percent in December. The proportion saying "somewhat important" is stable (about 12% in both surveys), while those saying "not that important" increased a bit, from 11 percent to nearly 15 percent.

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" shows a substantial increase of about 18 percentage points from November to December (nearly 19% to nearly 37%).[17]

Of those December respondents who indicated having seen or heard of these special efforts, exposure through television (44%) was most prevalent followed by exposure through newspapers (34%), radio (25%) and then friends/relatives (20%).[18]

For relevant December respondents, those exposed through newspapers were far more apt to be exposed through news stories rather than advertisements (85% vs. 23%), and those exposed through radio were much more likely to be exposed to advertisements than news stories (62% vs. 36%). Those exposed through television were somewhat more likely to be exposed through advertisements than through new stories (59% vs. 46%).[19]

Awareness of police working at night to enforce seat belt law. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard anything about police in your community working at night to enforce the seat belt law*" is quite stable, at just under 12 percent in November and just over 13 percent in December.[20]

Awareness of roadside safety checks. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*" increased by about 4 percentage points, from just over 27 percent in November to nearly 32 percent in December.[21]

Of those December respondents who indicated being aware of roadside safety checks, exposure through television (41%) and newspapers (36%) is most frequent followed by exposure through friends/relatives (28%) and radio (25%).

---

[17] This December post-test level is about the same as that found for the June 2009 post-test (37% for "all rural counties").

[18] We focus here on the December respondents since this was the "post-test" survey.

[19] Again, we focus on the December results because this was the survey after the enforcement and media campaign.

[20] This December post-test level is somewhat lower than that found for the June 2009 post-test after the Memorial Day enforcement campaign (18% for "all rural counties").

[21] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks." The December awareness level (32%) is somewhat less than the June post-test level (40% for "all rural counties") while the November awareness level is very similar to the April pre-test level (27%).

For relevant respondents in the December survey, exposure through news stories is far more prevalent than exposure through advertisements for all mass media (80% vs. 26% for newspapers; 81% vs. 28% for television; and 74% vs. 36% for radio). (Caution should be exercised here because these results are based on only 17 to 28 respondents.)

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks decreased from 39 percent in November to 31 percent in December.

[It should be noted that a decline, in some sense, is not surprising here because the December post-test results come from a somewhat broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. And this is the case here, as in nearly every such survey we have taken in the past.]

When the reports of actually seeing a roadside check are based *on all sample members* (and not just those who are aware of such), we find that the percent who have seen a roadside safety check is about the same in November (nearly 11%) and December (nearly 10%).[22]

When *those who had personally seen a roadside check* were asked whether they have "*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*," the results show a sizeable decline from 59 percent in November to 39 percent in December. However, the results for the November survey are based on a very limited number of respondents (n=24 here). *In terms of total sample members*, these results translate into a slight decline from November to December in the percent who indicated they had been through a safety check (from just over 6% to just under 4%).[23]

Awareness of messages to encourage people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard any messages that encourage people to wear their seat belts*" increased more than 10 percentage points, from nearly six in ten in November (59%) to just over seven in ten in December (71%).[24]

Of those December respondents who had seen or heard such messages, more rural respondents indicated exposure through television (52%) than through radio (30%) or newspapers (20%). Fewer yet indicated exposure through friends/relatives (9%). About one-third (30%) indicated exposure through another source, with billboards or road signs being by far the most common mention here (29%).[25]

For relevant December respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (74% vs. 28% for television; 84% vs. 17% for radio). Those exposed through newspapers were far more likely to say they were exposed through news stories than advertisements (80% vs. 26%).

---

[22] The December level here (10%) is lower than the June 2009 post-test percent (14%) while the November level is a bit higher than the April pre-test level (11% vs. 8%).

[23] The April to June results show a reverse trend, from just under 3 percent in April to just over 7 percent in June.

[24] These results are not far from the results found in the earlier pre- and post-test surveys in April and June (61% to 69%).

[25] This is based on 97% of the 30% who said "other." In the June 2009 version of the survey, when the source of billboards/road signs was explicitly asked about, this source actually solicited the largest percentage, even outdistancing television. We will once again add it to the Spring version of the questionnaire.

Those who had seen or heard messages encouraging people to wear seat belts were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of these respondents* choosing "more than usual" increased just a bit, from 13 percent in November to nearly 17 percent in December.

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts is under one in ten in November (8%) and just over one in twenty in December (6%).

Awareness of selected traffic safety slogans

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

The December results. The December seat belt "post-test" awareness levels are presented in Table Slogans-1 (see below). As seen in this table, the "Click It or Ticket" slogan has the highest awareness level, with over nine out of ten (92%) aware of the slogan. The second and third place slogans have awareness levels of three-quarters or more ("You drink and drive. You lose" at 79% and "Friends don't let friends drive drunk" at 75%). The other seat belt slogan, "Buckle Up America," has an awareness level of about 40 percent (41%) and takes eighth place in awareness.

The November to December change results. Also presented in Table Slogans-1 are: the percentage point changes from November to December for these slogans; and the November-to-December increases expressed as a percent of total potential increase (not relevant for decreases in awareness).[26] A positive change represents an increase in awareness from November to December.

As seen in this table, the "Click It or Ticket" slogan shows a very modest increase in awareness from November to December of nearly 5 percentage points. This is the second largest increase – about on par with "Drink and drive? Police in Illinois have your number" (+4.5 percentage points) – and half the increase of "Wanna drink and drive? Police in Illinois will show you the bars" (+10 percentage points).

But, *expressed in terms of potential awareness increase*, we actually find that the very modest percentage point increase of nearly 5 percentage points for the "Click It or Ticket Slogan" is actually an increase of more than one-third (+36%) of its total potential increase. And, this is the largest potential increase gain, far outdistancing the percent-of-potential gain for the slogan, "Wanna drink and drive? Police in Illinois will show you the bars" (+15% of potential).

[26] The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

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

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**91.6%**	**+4.7%**	***+35.9%***
2	You drink and drive. You lose. ……..…….	79.2%	+2.0%	*+8.8%*
3	Friends don't let friends drive drunk ……..…..	75.2%	-1.6%	-----
4	Police in Illinois arrest drunk drivers ……..….	54.9%	+2.2%	*+4.7%*
5	Drive smart. Drive sober. ……..…..	49.0%	-2.5%	-----
6	Start seeing motorcycles ……	46.2%	-6.7%	-----
7	Wanna drink and drive? Police in Illinois will show you the bars …….....	42.1%	+10.1%	*+14.9%*
8	**Buckle Up America ……..….. **	**40.7%**	**+1.4%**	***+2.3%***
9	Drunk Driving. Over the Limit, Under Arrest	35.3%	+0.3%	*+0.5%*
10	Cells phones save lives. Pull over and report a drunk driver ….....	30.2%	+2.2%	*+3.1%*
11	Drink and drive? Police in Illinois have your number …...….....	27.9%	+4.5%	*+5.9%*
12	Children in back ……...…….	15.5%	+2.9%	*+3.3%*

The April 2005 to December 2009 change results for "Click It or Ticket." Surveys of the "rural" Illinois counties were conducted five times during both 2005 and 2006 and four times in the last three years of 2007 through 2009. Awareness results for the "Click It or Ticket Slogan" are presented below in Table Slogans-2 for these 22 surveys. (Note that the 2005 results below were weighted only by gender while the 2006 and 2007 results were weighted by both gender and age category and the 2008 and 2009 results by gender, age and education.)

As seen below, the campaigns in 2005 began with awareness in the low-to-mid 80-percent level and were followed by awareness nearly at, or over, the 90 percent level. The campaigns in 2006 began with awareness about the 90 percent level and were followed by awareness in 93-to-95 percent level. For both campaigns in 2007 (Memorial Day and Thanksgiving), awareness began in the upper-80 percent level and ended just over 92 percent. For both of the campaigns in 2008, awareness began nearly at 90 percent and ended at 92 to 93 percent. And for both of the campaigns in 2008, awareness began in the mid-to-high 80 percent level and ended at nearly or just above 90 percent.

Table: Slogans-2
Rural County Awareness Levels for "Click It or Ticket" Slogan,
April 2005 through December 2009 Surveys

Survey	2005	2006	2007[27]	2008[28]	2009[29]
April	82.6%	89.6%	-----	-----	87.4%
May	85.3%	91.5%	88.6%	89.6%	-----
June	93.3%	95.1%	92.5%	92.0%	89.5%
November	85.0%	91.3%	86.7%	89.6%	86.9%
December	89.0%	93.2%	92.4%	93.2%	91.6%

[27] May and June 2007 figures are those from all relevant "rural" counties. This includes the actual rural sample and relevant respondents from the statewide sample.
[28] May and June 2008 figures are those from all relevant "rural" counties. This includes the actual rural sample and relevant respondents from the statewide sample.
[29] April and June 2009 figures are those from all relevant "rural" counties. This includes the actual rural sample and relevant respondents from the statewide sample.

CHICAGO MINORITY TELEPHONE SURVEY

The Illinois Chicago Targeted Area 2009 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

UIS

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

Summary Report
Field Interviewing: November / December, 2009
Report with Excel File Tables: March, 2009

Written by
Richard Schuldt, Director, UIS/SRO
With assistance from
Mark Winland, Interviewing Lab Manager
and
Valerie Howell, Graduate Research Assistant
Anthony Wilcox, Graduate Research Assistant

The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Valerie Howell and Anthony Wilcox also assisted in table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of targeted areas in the City of Chicago in October/November and December, 2009.[1] The October/November survey (herein called the November survey) was conducted prior to a seat belt enforcement / media campaign that occurred in these areas surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among those groups with the lowest incidence of seat belt usage.[2] More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.[3]

Methodology

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2008, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed from the northern area than from the southern area. The rationale for this stemmed from an initial goal, established going into the 2005 surveys, of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and

[1] Pre and post Thanksgiving surveys were also conducted for "rural Illinois," defined for this purpose as most of the "downstate" Illinois counties. Results can be found in a separate report. Similar pre and post Thanksgiving surveys for targeted areas of Chicago and "rural Illinois" were also conducted in 2005 through 2008.

[2] See a more complete rationale for this in "Proposed Work Plan for November 7th – December 11th 'Click It or Ticket' Campaign," a work plan developed by IDOT, Fall 2005.

[3] In the actual sampling design, Albany Park was not included in the zip code areas for the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations).

Hispanic racial/ethnic groups.[4] In practice, the goal was over the years was quickly modified to obtain more than the 150 African-American and Hispanic respondents and attempt to obtain 75 Hispanic respondents, which nearly all would come from the northern area. These African American and Hispanic respondents were to be the focus of these surveys for the reason presented earlier.

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

After the north/south area neighborhood stratification, zip code areas were then identified which most closely approximated these two areas.[5] For each of the two areas (north and south), randomly-generated telephone samples were purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. These samples were generated by first selecting those telephone prefixes which were most congruent with the pre-defined zip code areas.[6] So, in essence, the sample was one which was determined by telephone prefixes and was stratified into a northern sub-sample and a southern sub-sample.[7]

Actual field interviewing for the November survey was conducted from October 17 through November 18, 2009 with about 400 licensed drivers (n = 378-408).[8] Just over 260 of these respondents were either African-American or Hispanic (n = 262, 183 African-American and 78 Hispanic respondents,[9] with 27 of these interviews conducted in Spanish). The field interviewing for the December survey was conducted from November 30 to December 26, 2008,

---

[4] The initial goal was modified because of the diversity of the northern area (see the paragraph below). And, we accomplished this latter goal in both 2009 surveys as well as in both surveys in 2008, by increasing the proportion interviewed in the northern region by an greater amount than we had in comparable surveys conducted in 2007.

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

[6] For Survey Sampling, Inc. (SSI), the default procedure is to include a telephone prefix within a zip code area (or areas) if a majority of the listed numbers of the prefix are within the geographic boundary of the zip code area(s).

[7] We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code toward the end of the interview. This screening was not done because our primary goal here was <u>not</u> to interview respondents within specific zip code areas; rather it was to use the identification of neighborhoods, zip code areas, and telephone prefixes as an efficient way to reach a randomly-selected sample of African-American and Hispanic respondents. An analysis of past years' respondents showed that the residential zip codes of respondents "outside" the originally defined zip code areas were in contiguous areas and exclusion of these "outside" respondents would have resulted in a less efficient design (i.e., would have excluded some of the African-American and Hispanic respondents we were interested in interviewing).

[8] Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question. Race/ethnicity was asked toward the end of the interview, and no attrition from that point until the end of the interview occurred for respondents who answered this question.

[9] An additional respondent in the November survey was both African-American and Hispanic. An additional 8 respondents in the December survey were of mixed race/ethnicity, which included African-American and/or Hispanic.

with just under 400 licensed drivers (n = 370-399). Over 230 of these respondents were either African-American or Hispanic (n = 234, 153 African-American and 73 Hispanic respondents, with 17 interviews conducted in Spanish). [As indicated earlier, by design, many more surveys were completed from the north targeted area than from the south targeted area in both surveys (69% north vs. 31% south in November; 78% north vs. 22% south in December.]

At the 95th percent confidence level, the sampling errors for the results pertaining to African-American and Hispanic respondents are at or just slightly higher than +/- 6 percent for both the November and December surveys. These are the respondents who are the focus on this report. In addition, for most questions we have commented on and/or presented the results for all respondents. These results have sampling errors of about +/- 5 percent for both the November and December surveys.[10]

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.[11] The average length of the completed interview was about 11 to 12 minutes.

Comments on Results

In the following "Summary of Results," we summarize the results for seat belt-related questions asked of African-American and Hispanic respondents and focus on describing the changes that occurred between the November and December surveys. We also present or comment upon the results for all respondents.

For both surveys, the total results (including non-minority respondents) have been weighted by north/south stratification area, gender, and age – and we also examined the education level distribution for the entire November and December samples.[12] Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer

[10] The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers. For the African-American and Hispanic sample, the actual sampling errors are +/- 6.1% for the November survey and +/- 6.4% for the December survey.

[11] In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures in 2008 and 2009 to mimic those used in Pew Research surveys.

[12] Results have been weighted to reflect the fact that the estimated populations in the northern and southern stratification regions are approximately equal. We also weighted to reflect a gender distribution that is somewhat more female than male. And, we weighted the results to make the age distributions similar between the November and December surveys for the entire samples. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, we used a six-category age distribution (up to 29; 30s; 40s; 50s; 60s; and 70 and over.) We also examined the education-level distributions for the entire samples in both samples, and deciding that they were equivalent enough to leave without weighting (well within sampling error). But, this did result in the December African-American/Hispanic sample having proportionally more in the "less than high school diploma" category and fewer in the "high school diploma/GED" category than did the November sample.

to percentage point changes unless specifically noted.[13] The recall time frame in the questions in both surveys is the same – that of 30 days.

The full results for the combined African-American and Hispanic respondents and for all respondents in the targeted areas are presented in the accompanying **IDOT Chicago 2009 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project.

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth comparing the November and December 2009 samples on selected driving and demographic characteristics. Most of these comparisons are summarized below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Race/ethnicity.* The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that we did obtain about the required number of African-American and Hispanic respondents in the two surveys (262 in November and 234 in December). And, we did reach (or basically reach) the targeted number of Hispanic completions in both surveys (78 in November and 73 in December).[14] (Also note there were some additional respondents of mixed Hispanic race/ethnicity in both surveys.)

  For the weighted results across *all* respondents, the composition of the responding samples by race/ethnicity is about 54-55 percent African American, 15-18 percent Hispanic and 19-20 percent white. *Among only African American and Hispanic respondents*, this translates into a composition of 74-75 percent African American, 21-24 percent Hispanic, and 1-5% of mixed race/ethnicity.

The following comparison focuses on weighted results for the African-American and Hispanic respondents, also the focus of the substantive results that follow.

- *Gender.* Both the November and December African American and Hispanic respondents are more female than male (58% vs. 42% in November; 54% vs. 46% in December).
- *North/south targeted area.* While the weighting across all respondents results in about equal numbers in the north and south areas, the composition in both surveys is 60 percent for the southern area and 40 percent for the northern area when we focus on African American and Hispanic respondents.

[13] When the decimal is .5, we round to the even integer.

[14] Throughout the years of these surveys, we have had more difficulty obtaining the targeted number of Hispanic completions (even given our initial analysis of the race/ethnic composition of the relevant areas). Possible reasons for this are: 1) the initial sampling methodology was based on full population numbers while the survey population was that of licensed drivers; 2) a possible lower incidence of driver licenses among the driving-aged Hispanic population in this area; 3) possible differences in telephone availability; and 4) differences in response rates. In the most recent years (particularly 2008 and 2009), we increased the total number of completions (north and south), and also increased the proportion coming from the north area. This allowed us to reach our targeted Hispanic completion numbers.

- *Age of respondent.* The December weighted sample has somewhat more respondents under the age of 40 (37% vs. 29% for November) and somewhat fewer respondents 50 and over (43% vs. 49%).
- *Education level.* The December survey has more respondents who have less than a high school diploma (13% vs. 6.5%) and has fewer respondents with a high school diploma/GED (19% vs. 26%) as their highest level of education. Percentages in the two samples are quite similar for some post high school education (41-43%) and a four-year college degree or more (24-25%).
- *Employment status.* The December African-American and Hispanic sample has somewhat more respondents who are employed full-time (42% vs. 35% for November) and also more who are not working (14% vs. 9%). The December sample has fewer who are retired (20% vs. 28%) or are full-time students (4% vs. 8%).
- *Household income.* Here, the largest differences are found in the proportion who did not know their income or did answer the question (31% in November vs. 19% in December). Other differences are well within sampling error.

Other comparisons can be found in the demographic section of the Excel file containing the tables.

SUMMARY OF RESULTS

The following summarizes the substantive results of the November and December surveys. It focuses on results for the African-American and Hispanic respondents. As indicated previously, we focus on these respondents because past research has indicted less seat belt usage among minority respondents. For most questions, results for all respondents are also reported and/or commented upon.[15]

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the proportion of African-American and Hispanic respondents who said they wear their seat belt "all of the time" decreased just slightly from November to December, from just over 91 percent to 89 percent.[16] At the same time, the proportion who indicated they wear their seat belt "most of the time" increased from just under 5 percent to just over 7 percent. So, the total proportion who said either "all of the time" or "most of the time" is stable, at about 96 percent. [For all respondents in the targeted area, the results for "all of the time" also declined slightly from 91% to 89% while the proportion saying "most of the time" increased from 4% to just under 7%.]

When was the last time you did not wear your seat belt when driving? The percent of African-American and Hispanic respondents who indicated that the last time they did not wear their seat belt was "more than a year ago" (or said they always wear one) declined from 79 percent in November to 70 percent in December. At the other extreme, the percent of these respondents who reported not wearing a seat belt "within the last day" was stable, at about 10 percent in both surveys. Increases are found in the proportions who indicated "within the past week" (nearly 3% to just over 9%) and "within the past month" (just under 3% to just over 6%).

[For all respondents, there was a less sizeable decrease from November to December in the proportion who reported "more than year ago"/"always wear one" (just over 79% to just under 76%). The proportion who reported "in the last day" decreased slightly from November to December (10% to just under 8%) while increases are found for "within the past week" (2.5% to 8%) and "within the past month" (nearly 3% to 5%).]

When asked "*why they did not wear a seat belt the last time*," the most frequent reasons given by African-American and Hispanic respondents was that respondents were driving a short distance (36% in November and 43% in December). [The same two kinds of reasons are most prevalent for all respondents in the targeted area, 49% in November and 43% in December.]

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage over the past 30 days (increased, decreased, or stayed the same) are very similar in the November and December surveys for African-American and Hispanic respondents – with the proportion who reported their

[15] The results for all respondents are nearly always very close to those for African-American and Hispanic respondents.

[16] 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.

usage had "increased" rising only slightly from nearly 8 percent in November to almost 10 percent in December and the proportion who reported their usage had "stayed the same" dropping only slightly from nearly 92 percent in November to almost 90 percent in December.

[For all respondents, the proportion who reported their usage had "increased" rose only from about 6 percent to just over 7 percent while the proportion their usage had "stayed the same" dropped only slightly, from almost 93 percent to 91 percent.]

Have you ever received a ticket for not wearing a seat belt? The percent of African-American and Hispanic respondents who indicated having ever received a ticket for not wearing a seat belt is about 13 percent in both surveys. [For all respondents in the targeted areas, this incidence is nearly 13 percent in November and just under 11 percent in December.]

When riding in a car as passenger, how often do you wear your seat belt? The percent of African-American and Hispanic respondents who reported they use their passenger seat belts "all of the time" decreased from just over 88 percent in November to 83 percent in December. At the same time, the percent who reported wearing a passenger seat belt "most of the time" increased from nearly 7 percent to 12 percent. [The results for all respondents are very similar – showing a decrease in those reporting "all the time" (88% to 84%) and an increase in those reporting "most of the time" (just under 7% to 11%).]

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? About 97 to 98 percent of African-American and Hispanic respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts. [Reported knowledge for all respondents is the same, at 97 to 98%.]

Primary enforcement: awareness and opinions. ***According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?*** The percent of African-American and Hispanic respondents who indicated awareness of primary enforcement decreased somewhat, from 91 percent in November to 87 percent in December while the percent who indicated that the police must see another offense first is stable at about 7 percent in both surveys and the percent who said they don't know or did not answer increased from 2 percent to nearly 6 percent. [Basically, the same trends appear for all respondents in the targeted area. Those who were aware of primary enforcement declined from just over 88 percent in November to just under 84 percent in December; those who believe police must see another offense first is very stable at 7 to 8 percent; and those who did not know or did not answer increased from almost 5 percent in November to 8 percent in December.]

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The percent of African-American and Hispanic respondents who expressed the opinion that police should be allowed to stop a vehicle for seat violations without another traffic law violation decreased from 78 percent in November to 73 percent December while opposition to this increased (17% to just over 22%). [The results for all respondents show support at 74 to 75 percent in both surveys and opposition at 21 to 22 percent.]

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? Support for having a law making this illegal is 96 and 94 percent among African-American and Hispanic respondents in November and December, respectively. Opposition increased only slightly from 4 percent to nearly 6 percent. [For all respondents in both surveys, support is in the 93 to 96 percent rage and opposition is ranges from just under 4 to just over 5 percent.]

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent of African-American and Hispanic respondents who disagree (to any extent) with this statement increased from just over one-half (almost 52%) in November to 56 percent in December, with nearly all of this increase occurring among those who disagree strongly (31% to 35%).

[For all respondents in the targeted area, the increase in those who disagreed to any extent is 57 percent to 62 percent – again, with all of this increase occurring for those who strongly disagree (just over 34% to nearly 40%.]

Agree/disagree: If you were in an accident, you would want to have your seat belt on. For both November and December, 93 to 96 percent of African-American and Hispanic respondents indicated they agree with this statement, with "strong" agreement at 83 to 85 percent. [Results for the entire targeted areas differ only slightly.]

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. For the final agree/disagree question in this set, we find that 78 percent of African-American and Hispanic respondents disagree in both surveys – with the percent who strongly disagree at 59 percent in November and 56 percent in November. [For all respondents, the percent who disagree is 81 percent in both surveys, with strong disagreement at 62 to 63 percent.]

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of African-American and Hispanic respondents who answered "very likely" to this question decreased from 58 percent in November to 53 percent in December. This was accompanied by a small increase in those who answered "somewhat likely" (20% in November to 23% in December). So, the total percent who said either "very" or "somewhat"

likely declined only slightly from November to December (78% to 76%). Meanwhile, the proportion who answered either "somewhat unlikely" or "very unlikely" increased a bit from 17 percent in November to 21 percent in December.

[All respondents in the targeted areas show a similar decline in the proportion who said "very likely" but at lower levels (52% to 47%) -- and a comparable increase in the proportion who said "somewhat likely" (20% to 23%). So, little change is seen in the total proportion who said likely (about 70-71%). The total proportion who said unlikely (either "somewhat" or "very") increased from 22 percent to nearly 26 percent.]

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Among African-American and Hispanic respondents, the percent who said they "strongly disagree" with this statement (meaning they believe police will bother to write tickets) is very similar in both surveys (31-32% in both surveys). But, the percent who disagreed to any extent increased from just over 41 percent in November to nearly 48 percent in December. Meanwhile, the percent who agreed to any extent declined from nearly 38 percent in November to just under 34 percent in December, while those who did not know or did not answer was in the 19 to 21 percent range in both surveys.

[For all respondents in the targeted areas, the percentage who "strongly disagree" is very similar in both surveys (27-28%) while the total percent who disagree to any extent increased by a small amount, from 39 percent in November to 43 percent in December. Meanwhile, the total percent who agree declined from 39 percent in November to 34 percent in December, while the proportion who did not know or did not express an opinion was at 22 to 23 percent in both surveys.]

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of African-American and Hispanic respondents who agree to any extent with this statement shows a small increase from November to December (almost 39% to nearly 43%). And, most of this increase was concentrated among those who expressed "strong agree[ment]" (25% to 28%). The proportion who did not know or did not express an opinion declined only slightly from 36 percent in November to 34 percent in December.

[For all respondents, total agreement is at 36 to 37 percent in both surveys while strong agreement is expressed by 23 percent in both surveys. The proportion who don't know or did not express an opinion is 40 to 41 percent.]

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

Agree/disagree: It is important for police to enforce the seat belt laws. The percent who said they "strongly agree" with this statement increased just slightly from November to December among African-American and Hispanic respondents (nearly 73% to just over 75%). With the percent who "somewhat agree" stable at 17 to 18 percent, the total percent who agree is slightly higher in December than in November (almost 93% vs. just over 90%).

[Results for all respondents show the proportion who "strongly agree" increased from 68 percent in November to 73 percent in December, with total agreement at 90 to 91 percent in both surveys.]

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the percent of African-American and Hispanic respondents who said they believe it is "very important" declined by a small amount, from 78 percent in November to 75 percent in December. At the same time, the proportion who said it is "fairly important" increased slightly, from 7 percent in November to 9 percent in December. Thus, the total proportion who indicated either "very" or "fairly" important is quite stable, in the 84 to 85 percent range.

[For all respondents, the results from November to December are even more similar – with the proportion who say "very important" at 70 to 71 percent in both surveys and the proportion who say either "very" or "fairly" important at 82 percent in both surveys.]

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days*," they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" shows an increase from 17 percent in November to almost 30 percent in December. [An increase of 15% to 28% is found among all respondents in the targeted area.]

Of those December respondents who indicated having seen or heard of these special efforts, more African-American and Hispanic respondents reported being exposed to them through television (65%) than through radio (48%). Following was exposure through friends and relatives (32%) and then newspapers (20%). Just over one in three (35%) identified various other sources.[17] [The findings for all respondents are quite similar here, with the largest difference being for radio exposure: 62% for television; 42% for radio; 28% for friends/neighbors; 18% for newspapers; and 35% for other sources.]

For relevant African-American and Hispanic December respondents, those exposed through television and radio were more likely to be exposed through commercials rather than news stories (79% vs. 38% for television; 81% vs. 42% for radio). Exposure through news and advertisements is closer newspapers (56% through news vs. 50% through commercials).[18] (For a cautionary note here, see the footnote below.)

Awareness of police working at night to enforce seat belt law. The percent of African American and Hispanic respondents who indicated that, "*in the past thirty days*," they had "*seen or heard anything about police in your community working at night to enforce the seat belt law*" shows a small increase from nearly 15 percent in November to 20 percent in December. [For all respondents, the increase is just over 11 percent to nearly 18 percent.]

Awareness of roadside safety checks. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard of anything about the police setting up roadside safety*

[17] We focus here on the December respondents since this was the "post-test" survey.

[18] However, for the results regarding commercials and/or news stories, the newspaper results are based on only 18 respondents.

checks where they stop to check drivers and vehicles" increased modestly from 28 percent in November to nearly 34 percent in December.[19] [The increase for all respondents in the targeted areas is from nearly 26 percent to just over 30 percent.]

Of those December African-American and Hispanic respondents who indicated being aware of roadside safety checks, the exposure level through television (50%) is by far the most frequent, with exposure through friends/relatives (29%) and radio (28%) next. Exposure through newspapers (17%) followed. [The findings are very similar for all respondents in the targeted areas.]

For relevant African-American and Hispanic December respondents exposed through the various mass media sources, exposure through advertisements and news stories was quite balanced (for television, 63% through news vs. 52% for ads; for radio, 62% through ads vs. 52% through news stories; and for newspapers, 71% for each).[20]

Of the African-American and Hispanic respondents who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks increased from more than two-thirds in November to more than three-quarters in December (69% to 77%). [The results for all respondents in the targeted areas show a smaller increase, from 68 percent in November to 71 percent in December.]

[It should be noted that a modest decline, in some sense, might have been expected here because the December post-test results come from a somewhat broader awareness base. In other words, it would be of no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. But this is not what we find.]

Based on all African-American and Hispanic respondents (and not just those who were aware of the roadside checks), we find that just under one in five respondents (19%) reported seeing a roadside check in the November survey while 26 percent reported such in the December survey. [Among all respondents in the targeted area, 17 percent reported seeing a roadside check in the November survey, and 21 percent reported such in the December survey.]

When *those who had personally seen a roadside check* were asked whether they have "*personally been through a roadside check in the past thirty days, either as a driver or as a passenger,*" the results show 55 percent indicating they had been through a roadside check in the November survey and a larger 69 percent in the December survey. [For all relevant respondents in the targeted area, the increase is quite similar, 58 percent in November to 68 percent in December.]

Basing the results on all survey respondents, this translates into an increase in the percent who had been through a roadside check from November to December for African-Americans and Hispanics (just over 10% to just under 18%). [For all respondents, the increase is from 10 percent to just over 14 percent.]

Awareness of messages to encourage people to wear seat belts. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days*," they had "*seen or heard any messages that encourage people to wear their seat belts*" shows an

[19] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks."

[20] Here, note that the radio results are based on 29 respondents while the newspaper results are based on only 17 respondents.

increase from 62 percent in November to nearly 70 percent in December. [For all respondents, this increase is from 62 percent to just under 66 percent.]

Of those December African-American and Hispanic respondents who had seen or heard such messages, far more respondents indicated exposure through television (80%) than radio (49%). Fewer indicated exposure through friends/relatives (24%), and even fewer indicated exposure through newspapers (16%). Nearly one-quarter indicated exposure through another source, with billboards or road signs being by far the most common mention here (18%).[21] [All relevant respondents in the targeted areas show just slightly lower exposure levels through all sources but newspapers and billboards.]

For relevant African-American and Hispanic December respondents, those exposed to these messages through television and radio were much more likely to say they were exposed through advertisements than through news stories (89% vs. 19% for television; 87% vs. 25% for radio). For those exposed through newspapers, the balance is closer (67% through advertisements vs. 54% for news stories).

Those who had seen or heard messages encouraging people to wear seat belts were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of relevant African-American and Hispanic respondents* choosing "more than usual" nearly doubled from 15 percent in November to 29 percent in December while the percent who said "fewer" declined slightly from 8 percent in November to just over 6 percent in December. [The increase in the proportion who said "more than usual" was comparable for all respondents in the targeted areas, nearly 15 percent in November to 30 percent in December.]

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts was 11 percent in November and nearly 14 percent in December. [For all respondents, this was in the 9 to 12 percent range.]

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of twelve selected traffic safety "slogans," asked in a random order. Two relate to seat belts. Our main focus is on the "Click It or Ticket" slogan because this was the slogan used in the Thanksgiving seat belt campaign.

The December results. The December seat belt "post-test" awareness levels for African-American and Hispanic respondents are presented above in Table Slogans-1. As seen in this table, the "Click It or Ticket" slogan has the highest December awareness level, with nearly 95 percent aware of the slogan. About 85 percent reported awareness of the second-place slogan, "Friends don't let friends drive drunk"; and almost eight in ten reported awareness of the third-place slogan, "You drink and drive. You lose" (78%). About half reported awareness with the next three slogans, ranked 4th through 6th: "Drive smart. Drive sober" (52%); "Police in Illinois arrest drunk drivers" (50%); and "Buckle up America" (49%), the other seat belt-related slogan. All other slogans had awareness levels less than 40 percent.

[21] This is based on 78% of the 24% who said "other." The finding continues to suggest that the "billboard/roadsign" alternative should be specifically asked about (as was done during some of the past surveys).

November to December changes. The "Click It or Ticket" slogan shows a modest increase in awareness among African American and Hispanic respondents from the November survey to the December survey, increasing by just over 4 percentage points. Three other slogans showed greater percentage point increases, but not by much – with the largest increases of nearly 5 percentage points found for "Friends don't let friends drive drunk" and "Drink and drive? Police in Illinois have your number," followed by "Wanna drink and drive? Police in Illinois will show you the bars." [Among all respondents in the targeted areas, the December awareness level for the "Click It or Ticket" slogan was 91 percent, up just slightly from 90 percent in November]

However, *in terms of the percent of potential increase*, the "Click It or Ticket" slogan shows the greatest increase, with an increase of over 40 percent of its potential.[22] This increase is far ahead of the second-place slogan here, "Friends don't let friends drive drunk" (increase of 24% of its potential).

Table: Slogans-1
December Awareness Level and November-to-December Change
among African-American and Hispanic Respondents
in the Chicago Targeted Area(s)

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**94.7%**	**+4.1%**	***+43.6%***
2	Friends don't let friends drive drunk …….…..	85.1%	+4.8%	*+24.4%*
3	You drink and drive. You lose. ……...…..	78.5%	-0.3%	-----
4	Drive smart. Drive sober. ……..…..	52.5%	+0.4%	*+0.8%*
5	Police in Illinois arrest drunk drivers ……..….	50.2%	+3.4%	*+6.4%*
6	**Buckle Up America ……..….. **	**48.7%**	**+3.6%**	***+6.6%***
7	Cells phones save lives. Pull over and report a drunk driver ….....	35.8%	-4.0%	-----
8	Drunk Driving. Over the Limit, Under Arrest ….....	35.8%	-1.9%	-----
9	Drink and drive? Police in Illinois have your number …...….....	28.0%	+4.8%	*+6.3%*
10	Children in back ……...…….	27.8%	-4.1%	-----
11	Wanna drink and drive? Police in Illinois will show you the bars …….....	25.4%	+4.6%	*+5.8%*
12	Start seeing motorcycles ……	10.9%	+1.1%	*+1.2%*

[22] The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

Comparison to earlier Thanksgiving 2005 through 2009 results. Table Slogans-2 below presents the awareness level results among African American and Hispanic respondents for the Thanksgiving campaigns over the past five years. The Table shows that the pre- and post-results showed only slight increases in awareness for the 2005 and 2008 Thanksgiving campaigns, but awareness in the pre-campaign period began at a higher levels for these two campaigns (91.3% for the 2005 campaign and 89.2% for the 2008 campaign) than was the case in 2006 and 2007. For the 2006 and 2007 Thanksgiving campaigns, awareness in the pre-campaign period stood at about 87 percent and then increased to more than 90 percent in the post-campaign period, 92 percent for the 2006 campaign and just over 94 percent for the 2007 campaign.

The results for the 2009 campaign shows a blend of these two sets of results. First, like to the 2005 and 2008 campaigns, awareness began at a higher level – nearly 91 percent. And second, like the 2007 campaign, awareness ended at a level well above 90 percent – nearly 95 percent, the highest level recorded across the survey series.[23]

Table: Slogans-2
Awareness Levels for "Click It or Ticket" Slogan
among African-American and Hispanic Respondents,
Thanksgiving Campaigns, 2005 through 2008

Survey	2005	2006	2007	2008	2009
November	91.3%	86.6%	87.5%	89.2%	90.6%
December	92.2%	92.0%	94.3%	90.8%	94.7%

[23] Note that there is some variation in the distribution by age category across these years, some of which are due to variations in the age weighting procedures used (e.g., no age weighting in 2005). Experience indicates that equalizing these distributions generally has little effect on the results. Note that the 2008 distribution percentages are about mid-way between the range of percentages in the earlier years.

Percent in ages of:	2009	2008	2007	2006	2005-D	2005-N
16 to 29 …….…..	16-20%	17-18%	17%	17%	21%	16%
30s/40s …….…..	34-37%	37-40%	44%	34%	30%	45%
50 and over ……	43-49%	41-44%	30%	40%	49%	39%

APPENDIX A: STATEWIDE ENFORCEMENT ACTIVITIES AND ASSOCIATED COSTS

TABLE 9: MINI-GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Algonquin	141.0	158	103	65.2%	3	1.9%	53.5	$43.45	$48.68	$6,864.52
Arlington Heights	80.0	29	29	100.0%	0	0.0%	165.5	$161.32	$58.48	$4,678.40
Barrington	15.0	13	13	100.0%	0	0.0%	69.2	$59.12	$51.24	$768.58
Barrington Hills	83.0	44	36	81.8%	0	0.0%	113.2	$88.42	$46.87	$3,890.39
Chicago	1,165.0	2,313	1,841	79.6%	1	0.0%	30.2	$31.87	$63.27	$73,709.55
Clarendon Hills	48.0	57	33	57.9%	3	5.3%	50.5	$35.85	$42.57	$2,043.36
Countryside	36.0	36	8	22.2%	0	0.0%	60.0	$56.79	$56.79	$2,044.53
Crystal Lake	8.0	41	34	82.9%	0	0.0%	11.7	$32.56	$166.85	$1,334.83
Des Plaines	106.0	245	233	95.1%	0	0.0%	26.0	$23.80	$55.02	$5,831.88
East Hazel Crest	47.0	73	53	72.6%	0	0.0%	38.6	$25.98	$40.36	$1,896.83
Elgin	98.0	125	109	87.2%	0	0.0%	47.0	$44.49	$56.75	$5,561.84
Elk Grove Village	176.0	235	226	96.2%	0	0.0%	44.9	$42.70	$57.01	$10,033.52
Evanston	90.0	75	69	92.0%	0	0.0%	72.0	$72.83	$60.69	$5,462.10
Flora	80.0	55	19	34.5%	4	7.3%	87.3	$53.52	$36.80	$2,943.75
Grayslake	96.0	88	82	93.2%	1	1.1%	65.5	$60.10	$55.09	$5,288.62
Gurnee	48.0	26	20	76.9%	0	0.0%	110.8	$98.05	$53.11	$2,549.31
Hampton	8.0	5	0	0.0%	1	20.0%	96.0	$36.02	$22.52	$180.12
Itasca	40.0	76	70	92.1%	0	0.0%	31.6	$26.55	$50.45	$2,018.04
Jerome	173.0	306	76	24.8%	12	3.9%	33.9	$15.75	$27.87	$4,820.68
Leland Grove	32.0	87	22	25.3%	1	1.1%	22.1	$13.98	$38.00	$1,216.00
Lemont	120.0	306	224	73.2%	1	0.3%	23.5	$17.94	$45.75	$5,489.55
Lincolnwood	54.0	65	49	75.4%	0	0.0%	49.8	$44.81	$53.94	$2,912.76

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Lisle	54.0	53	41	77.4%	1	1.9%	61.1	$59.45	$58.35	$3,150.90
Lockport	73.0	169	123	72.8%	2	1.2%	25.9	$21.85	$50.58	$3,692.09
Maroa	64.0	19	14	73.7%	0	0.0%	202.1	$71.11	$21.11	$1,351.04
McHenry County	60.0	51	44	86.3%	0	0.0%	70.6	$57.00	$48.45	$2,907.12
McLean County	36.0	62	47	75.8%	0	0.0%	34.8	$20.18	$34.76	$1,251.28
Menard County	58.0	41	14	34.1%	2	4.9%	84.9	$31.39	$22.19	$1,286.94
Mercer County	38.0	10	0	0.0%	0	0.0%	228.0	$109.09	$28.71	$1,090.90
Morton Grove	194.0	202	109	54.0%	0	0.0%	57.6	$56.34	$58.66	$11,380.04
Norrdige	24.0	50	43	86.0%	0	0.0%	28.8	$29.23	$60.90	$1,461.60
North Aurora	96.0	150	59	39.3%	4	2.7%	38.4	$32.00	$50.00	$4,800.00
North Pekin	52.0	58	4	6.9%	2	3.4%	53.8	$24.66	$27.50	$1,430.00
Peoria Heights	74.0	54	46	85.2%	0	0.0%	82.2	$47.48	$34.65	$2,564.10
Peru	40.0	5	5	100.0%	0	0.0%	480.0	$291.73	$36.47	$1,458.65
Piatt County	80.0	79	54	68.4%	4	5.1%	60.8	$29.67	$29.30	$2,344.20
Pike County	40.0	16	7	43.8%	1	6.3%	150.0	$77.58	$31.03	$1,241.20
Plainfield	54.0	103	102	99.0%	0	0.0%	31.5	$29.94	$57.10	$3,083.32
Raleigh	16.0	10	5	50.0%	0	0.0%	96.0	$30.00	$18.75	$300.00
Rockford	40.0	48	35	72.9%	0	0.0%	50.0	$36.56	$43.87	$1,754.80
Roselle	35.0	40	27	67.5%	0	0.0%	52.5	$43.75	$50.00	$1,750.00
Sherman	16.0	17	11	64.7%	1	5.9%	56.5	$20.54	$21.83	$349.20
Spring Grove	28.0	13	13	100.0%	0	0.0%	129.2	$80.37	$37.31	$1,044.80
Streamwood	36.0	65	58	89.2%	0	0.0%	33.2	$29.38	$53.05	$1,909.74

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Summit	64.0	100	87	87.0%	0	0.0%	38.4	$29.69	$46.39	$2,968.96
Thornton	60.0	31	22	71.0%	0	0.0%	116.1	$63.69	$32.91	$1,974.40
Villa Park Village	62.0	121	42	34.7%	2	1.7%	30.7	$30.65	$59.82	$3,708.84
Warrensburg	52.0	35	1	2.9%	1	2.9%	89.1	$35.73	$24.05	$1,250.60
Wauconda	52.0	36	19	52.8%	1	2.8%	86.7	$82.48	$57.10	$2,969.30
West Dundee	18.0	22	20	90.9%	0	0.0%	49.1	$42.48	$51.92	$934.54
Western Illinois Task Force	280.0	611	256	41.9%	8	1.3%	27.5	$15.04	$32.81	$9,186.80
Western Springs	19.0	43	43	100.0%	0	0.0%	26.5	$23.56	$53.31	$1,012.96
Woodstock	141.0	218	211	96.8%	0	0.0%	38.8	$36.47	$56.38	$7,950.00
MINI Grants Total	**4,700.0**	**6,990**	**4,911**	**70.3%**	**56**	**0.8%**	**40.3**	**$33.63**	**$50.02**	**$235,097.48**

Column 1: Participating law enforcement agency
Column 2: Number of patrol hours conducted during CIOT enforcement
Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement
Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
Column 5: Percentage of total citations that were occupant protection violations
Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
Column 7: Percentage of total citations that were DUI arrests
Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 9: Cost per citation = Total Cost / Number of Citations
Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

TABLE 10: REGULAR GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMAGE	Belvidere	129.0	271	224	82.7%	0	0.0%	28.6	$22.1	$46.5	$5,999.03
IMAGE	Berwyn	154.0	320	200	62.5%	0	0.0%	28.9	$26.5	$55.0	$8,470.00
IMAGE	Blue Island	76.0	174	139	79.9%	0	0.0%	26.2	$21.3	$48.8	$3,707.07
IMAGE	Brookfield	84.0	102	35	34.3%	1	1.0%	49.4	$44.6	$54.1	$4,546.08
IMAGE	Burnham	44.0	154	146	94.8%	0	0.0%	17.1	$11.1	$39.0	$1,716.00
IMAGE	Cahokia	105.0	127	21	16.5%	2	1.6%	49.6	$38.7	$46.9	$4,919.80
IMAGE	Campton Hills	102.0	113	43	38.1%	3	2.7%	54.2	$24.1	$26.7	$2,723.05
IMAGE	Danville	116.0	185	57	30.8%	4	2.2%	37.6	$28.6	$45.5	$5,283.67
IMAGE	Flossmoor	80.0	121	89	73.6%	1	0.8%	39.7	$32.8	$49.6	$3,971.25
IMAGE	Freeport	125.0	78	25	32.1%	1	1.3%	96.2	$71.1	$44.4	$5,549.41
IMAGE	Grundy County	132.0	139	26	18.7%	0	0.0%	57.0	$64.9	$68.3	$9,016.87
IMAGE	Hickory Hills	96.0	129	129	100.0%	0	0.0%	44.7	$40.3	$54.1	$5,192.98
IMAGE	Hillside	98.0	70	10	14.3%	0	0.0%	84.0	$76.2	$54.4	$5,335.12
IMAGE	Hoffman Estates	129.0	192	42	21.9%	3	1.6%	40.3	$45.9	$68.2	$8,804.09
IMAGE	Homewood	103.0	92	56	60.9%	0	0.0%	67.2	$62.3	$55.6	$5,727.56
IMAGE	Johnsburg	94.0	94	7	7.4%	2	2.1%	60.0	$22.8	$22.8	$2,143.49
IMAGE	Justice	121.0	247	212	85.8%	1	0.4%	29.4	$22.8	$46.5	$5,629.09
IMAGE	Kendall County	87.0	90	33	36.7%	2	2.2%	58.0	$40.5	$41.9	$3,648.78
IMAGE	Matteson	102.0	205	133	64.9%	1	0.5%	29.9	$31.2	$62.7	$6,394.55
IMAGE	Maywood	124.0	63	55	87.3%	0	0.0%	118.1	$125.4	$63.7	$7,899.10
IMAGE	McHenry	105.0	146	37	25.3%	1	0.7%	43.2	$53.2	$74.0	$7,774.38
IMAGE	Midlothian	87.0	232	228	98.3%	0	0.0%	22.5	$15.7	$41.8	$3,638.24
IMAGE	Moline	126.0	166	55	33.1%	0	0.0%	45.5	$36.5	$48.1	$6,058.51

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMAGE	Oak Forest	89.0	179	122	68.2%	0	0.0%	29.8	$29.7	$59.7	$5,317.20
IMAGE	Oak Lawn	145.0	241	172	71.4%	1	0.4%	36.1	$36.6	$60.8	$8,812.66
IMAGE	O'Fallon	127.5	53	46	86.8%	0	0.0%	144.3	$138.2	$57.4	$7,323.74
IMAGE	Olympia Fields	105.0	192	79	41.1%	2	1.0%	32.8	$29.7	$54.2	$5,693.72
IMAGE	Orland Park	142.0	291	241	82.8%	0	0.0%	29.3	$31.1	$63.8	$9,055.28
IMAGE	Osewgo	57.0	86	61	70.9%	1	1.2%	39.8	$40.5	$61.1	$3,482.16
IMAGE	Pekin	96.0	41	32	78.0%	0	0.0%	140.5	$92.4	$39.5	$3,789.52
IMAGE	Riverdale	56.0	120	107	89.2%	0	0.0%	28.0	$24.8	$53.1	$2,974.17
IMAGE	Riverside	70.0	85	85	100.0%	0	0.0%	49.4	$50.6	$61.4	$4,297.30
IMAGE	Rock Island County	116.0	95	14	14.7%	2	2.1%	73.3	$71.7	$58.7	$6,809.60
IMAGE	Rolling Meadows	104.0	150	32	21.3%	0	0.0%	41.6	$50.2	$72.3	$7,523.81
IMAGE	Schaumburg	144.0	147	120	81.6%	1	0.7%	58.8	$68.2	$69.6	$10,023.80
IMAGE	Shorewood	126.0	196	158	80.6%	1	0.5%	38.6	$34.2	$53.2	$6,702.78
IMAGE	Summitt	90.0	99	20	20.2%	0	0.0%	54.5	$42.2	$46.4	$4,175.10
IMAGE	Swansea	105.0	199	70	35.2%	2	1.0%	31.7	$27.6	$52.2	$5,486.14
IMAGE	Tinley Park	130.0	181	155	85.6%	0	0.0%	43.1	$38.5	$53.5	$6,961.04
IMAGE	West Chicago	144.0	262	64	24.4%	3	1.1%	33.0	$36.4	$66.2	$9,525.97
IMAGE	Westchester	90.0	126	44	34.9%	2	1.6%	42.9	$35.5	$49.6	$4,467.48
IMAGE	Willowbrook	92.0	144	27	18.8%	3	2.1%	38.3	$41.7	$65.3	$6,007.86
IMAGE	Wilmette	132.0	179	41	22.9%	0	0.0%	44.2	$48.3	$65.4	$8,638.49
IMAGE	Winnetka	103.0	96	51	53.1%	0	0.0%	64.4	$66.9	$62.4	$6,426.57
IMAGE	Yorkville	94.0	138	60	43.5%	0	0.0%	40.9	$41.9	$61.5	$5,778.63
LAP	Charleston	36.0	14	1	7.1%	2	14.3%	154.3	$115.7	$45.0	$1,619.26
LAP	Cook County	43.0	41	0	0.0%	7	17.1%	62.9	$49.4	$47.1	$2,027.11

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
LAP	Macon County	150.0	69	6	8.7%	12	17.4%	130.4	$91.2	$41.9	$6,291.55
LAP	Sangamon County	86.0	56	1	1.8%	10	17.9%	92.1	$124.8	$81.3	$6,990.62
LAP	Springfield	202.0	40	1	2.5%	14	35.0%	303.0	$323.6	$64.1	$12,944.78
LAP	St. Clair County	190.0	118	4	3.4%	16	13.6%	96.6	$108.7	$67.5	$12,830.70
LAP	Waukegan	240.0	301	4	1.3%	28	9.3%	47.8	$54.8	$68.7	$16,498.87
LAP	Wheeling	96.0	105	2	1.9%	10	9.5%	54.9	$52.1	$57.0	$5,474.71
MAP	Bartlett	50.0	87	0	0.0%	7	8.0%	34.5	$35.0	$60.9	$3,043.75
MAP	Bloomington	37.0	41	2	4.9%	7	17.1%	54.1	$64.0	$70.9	$2,623.73
MAP	Boone County	41.0	38	0	0.0%	3	7.9%	64.7	$62.7	$58.1	$2,381.23
MAP	Carpentersville	50.0	37	0	0.0%	4	10.8%	81.1	$80.2	$59.4	$2,967.85
MAP	Glendale Heights	46.0	205	2	1.0%	2	1.0%	13.5	$12.7	$56.6	$2,601.76
MAP	Lake in the Hills	40.0	58	5	8.6%	4	6.9%	41.4	$40.6	$58.8	$2,353.45
MAP	Lake Zurich	40.0	57	12	21.1%	3	5.3%	42.1	$47.8	$68.2	$2,727.41
MAP	Lombard	44.0	39	4	10.3%	1	2.6%	67.7	$68.0	$60.2	$2,650.56
MAP	Minooka	44.3	26	0	0.0%	1	3.8%	102.1	$100.9	$59.3	$2,623.92
MAP	Niles	72.0	68	2	2.9%	7	10.3%	63.5	$57.0	$53.9	$3,877.50
MAP	Richmond	29.0	36	6	16.7%	1	2.8%	48.3	$27.1	$33.6	$974.62
MAP	South Elgin	40.0	94	0	0.0%	2	2.1%	25.5	$21.2	$49.8	$1,993.20
MAP	Sterling	34.0	11	1	9.1%	2	18.2%	185.5	$115.3	$37.3	$1,268.35
MAP	Villa Park	40.0	54	2	3.7%	2	3.7%	44.4	$44.3	$59.8	$2,392.80
MAP	Wood Dale	32.0	35	2	5.7%	3	8.6%	54.9	$51.3	$56.1	$1,795.84
LAP	Sangamon County	86.0	56	1	1.8%	10	17.9%	92.1	$124.8	$81.3	$6,990.62
LAP	Springfield	202.0	40	1	2.5%	14	35.0%	303.0	$323.6	$64.1	$12,944.78
LAP	St. Clair County	190.0	118	4	3.4%	16	13.6%	96.6	$108.7	$67.5	$12,830.70

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
TLEP	DeKalb	158.0	188	67	35.6%	0	0.0%	50.4	$29.4	$35.0	$5,522.10
TLEP	Stephenson Co.	168.0	256	88	34.4%	1	0.4%	39.4	$58.7	$89.4	$15,025.84
TLEP	Winnebago County	262.0	250	11	4.4%	13	5.2%	62.9	$98.2	$93.7	$24,554.57
IMaGE GRANTS SUBTOTAL		4,776.5	6810	3803	55.8%	40	0.6%	42.1	$38.68	$55.15	$263,421.14
LAP GRANTS SUBTOTAL		1,043.0	744	19	2.6%	99	13.3%	84.1	$86.93	$62.01	$64,677.60
MAP GRANTS SUBTOTAL		639.3	886	38	4.3%	49	5.5%	43.3	$40.94	$56.75	$36,275.97
TLEP GRANTS SUBTOTAL		588.0	694	166	23.9%	14	2.0%	50.8	$64.99	$76.70	$45,102.51
REGULAR GRANTS SUBTOTAL		7,046.8	9,134	4,026	44.1%	202	2.2%	46.3	$44.83	$58.11	$409,477.22

Column 1: Type of grant that agency had
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during YDDYL enforcement
Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
Column 6: Percentage of total citations that were occupant protection violations
Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
Column 8: Percentage of total citations that were DUI arrests
Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 10: Cost per citation = Total Cost / Number of Citations
Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:
IMaGE – Integrated Mini-Grant Enforcement Program
LAP – Local Alcohol Program
MAP – Mini-Grant Alcohol Program
TLEP – Traffic Law Enforcement Program

TABLE 11: REGULAR GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
MINI	Alton	80.0	174	152	87.4%	0	0.0%	27.6	$21.91	$47.65	$3,811.80
IMAGE	Alton	144.0	237	128	54.0%	2	0.8%	36.5	$37.15	$61.13	$8,803.43
MAP	Alton	48.0	49	8	16.3%	9	18.4%	58.8	$55.05	$56.19	$2,697.34
MINI	Buffalo Grove	80.0	122	101	82.8%	0	0.0%	39.3	$38.75	$59.10	$4,728.00
LAP	Buffalo Grove	200.0	151	3	2.0%	13	8.6%	79.5	$72.79	$54.96	$10,991.25
MINI	Calumet City	300.0	95	53	55.8%	0	0.0%	189.5	$123.66	$39.16	$11,747.70
IMAGE	Calumet City	102.0	38	30	78.9%	0	0.0%	161.1	$145.75	$54.30	$5,538.32
MINI	Carol Stream	120.0	316	224	70.9%	3	0.9%	22.8	$20.76	$54.67	$6,560.04
IMAGE	Carol Stream	135.0	142	29	20.4%	7	4.9%	57.0	$58.91	$61.97	$8,365.75
MINI	Chicago Heights	112.5	174	141	81.0%	2	1.1%	38.8	$28.29	$43.75	$4,922.34
LAP	Chicago Heights	9.0	6	0	0.0%	1	16.7%	90.0	$71.76	$47.84	$430.57
IMAGE	Decatur	153.0	145	54	37.2%	6	4.1%	63.3	$47.60	$45.11	$6,901.54
LAP	Decatur	142.0	73	2	2.7%	27	37.0%	116.7	$98.57	$50.67	$7,195.52
MINI	East Moline	69.0	56	8	14.3%	1	1.8%	73.9	$22.29	$18.09	$1,248.44
IMAGE	East Moline	30.0	28	21	75.0%	0	0.0%	64.3	$187.07	$174.60	$5,237.89
IMAGE	East Peoria	100.0	152	81	53.3%	0	0.0%	39.5	$36.98	$56.21	$5,620.65
LAP	East Peoria	165.0	123	3	2.4%	17	13.8%	80.5	$65.36	$48.72	$8,038.84
MINI	Elmhurst	124.0	68	45	66.2%	1	1.5%	109.4	$102.97	$56.47	$7,002.28
MAP	Elmhurst	45.0	47	0	0.0%	5	10.6%	57.4	$54.07	$56.47	$2,541.15
MINI	Joliet	224.0	212	127	59.9%	2	0.9%	63.4	$68.68	$65.00	$14,560.00
IMAGE	Joliet	160.0	175	123	70.3%	0	0.0%	54.9	$59.43	$65.00	$10,400.00

TABLE 11: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
MINI	Morton	32.0	34	34	100.0%	0	0.0%	56.5	$39.50	$41.96	$1,342.84
MAP	Morton	39.0	36	0	0.0%	1	2.8%	65.0	$52.32	$48.29	$1,883.42
MINI	Palatine	166.0	42	39	92.9%	0	0.0%	237.1	$237.51	$60.09	$9,975.22
MAP	Palatine	55.0	55	3	5.5%	5	9.1%	60.0	$64.05	$64.05	$3,523.00
MINI	Palos Heights	199.0	278	272	97.8%	1	0.4%	42.9	$31.13	$43.48	$8,653.04
MAP	Palos Heights	42.0	34	19	55.9%	3	8.8%	74.1	$83.76	$67.81	$2,847.90
IMAGE	Park Ridge	128.0	120	32	26.7%	0	0.0%	64.0	$63.82	$59.83	$7,658.24
MAP	Park Ridge	112.0	52	14	26.9%	1	1.9%	129.2	$128.86	$59.83	$6,700.96
IMAGE	Quincy	132.0	142	19	13.4%	5	3.5%	55.8	$42.97	$46.22	$6,101.57
MAP	Quincy	48.0	25	0	0.0%	2	8.0%	115.2	$88.93	$46.32	$2,223.24
MAP	Rock Island	46.0	57	0	0.0%	8	14.0%	48.4	$40.38	$50.04	$2,301.70
MINI	Rock Island	24.0	30	25	83.3%	0	0.0%	48.0	$29.14	$36.43	$874.29
MINI	Skokie	134.3	175	108	61.7%	0	0.0%	46.0	$41.19	$53.69	$7,207.94
LAP	Skokie	134.5	207	7	3.4%	10	4.8%	39.0	$45.07	$69.36	$9,328.65
MINI	St. Charles	78.0	117	102	87.2%	0	0.0%	40.0	$37.33	$56.00	$4,368.00
MAP	St. Charles	40.0	41	1	2.4%	3	7.3%	58.5	$54.63	$56.00	$2,240.00
MINI	Will County	188.0	151	104	68.9%	1	0.7%	74.7	$56.83	$45.65	$8,582.04
LAP	Will County	120.0	113	2	1.8%	13	11.5%	63.7	$87.86	$82.74	$9,928.60
MINI	Williamson County	144.0	86	8	9.3%	5	5.8%	100.5	$48.56	$29.00	$4,176.18
MAP	Williamson County	174.0	86	8	9.3%	5	5.8%	121.4	$61.57	$30.43	$5,294.82

TABLE 11: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMaGE GRANTS SUBTOTAL		1,084.0	1,179	517	43.9%	20	1.7%	55.2	$54.82	$59.62	$64,627.39
LAP GRANTS SUBTOTAL		770.5	673	17	2.5%	81	12.0%	68.7	$68.22	$59.59	$45,913.43
MAP GRANTS SUBTOTAL		649.0	482	53	11.0%	42	8.7%	80.8	$66.92	$49.70	$32,253.53
MINI GRANTS SUBTOTAL		2,074.8	2,130	1,543	72.4%	16	0.8%	58.4	$46.84	$48.08	$99,760.15
AGENCIES WITH MULTIPLE GRANTS TOTAL		4,578.3	4,464	2,130	47.7%	159	3.6%	61.5	$54.34	$52.98	$242,554.50

Column 1: Type of grant that agency had
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during YDDYL enforcement
Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
Column 6: Percentage of total citations that were occupant protection violations
Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
Column 8: Percentage of total citations that were DUI arrests
Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 10: Cost per citation = Total Cost / Number of Citations
Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:
IMaGE – Integrated Mini-Grant Enforcement Program
LAP – Local Alcohol Program
MAP – Mini-Grant Alcohol Program
MINI – Holiday Campaign Mini-Grant

TABLE 12: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Grant Type	# Patrol Hours	Total Citations	Seat Belt Citations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
REGULAR GRANTS TOTAL	9,550.3	11,468	4,613	40.2%	345	3.0%	50.0	$48.16	$57.83	$552,271.57
MINI GRANTS TOTAL	6,774.8	9,120	6,454	73.0%	72	0.8%	44.6	$36.72	$49.43	$334,857.63
ILLINOIS STATE POLICE TOTAL	7,800.0	11,474	4,023	35.1%	124	1.1%	40.8	$52.75	$77.86	$605,299.86
GRAND TOTAL	24,125.0	32,062	15,090	47.1%	541	1.7%	45.1	$46.55	$61.86	$1,492,429.06

Column 1: Type of grant that agency had
Column 2: Number of patrol hours conducted during CIOT enforcement
Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement
Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
Column 5: Percentage of total citations that were occupant protection violations
Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
Column 7: Percentage of total citations that were DUI arrests
Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 9: Cost per citation = Total Cost / Number of Citations
Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement