

January 2011

**Evaluation of the 2011 Labor Day  
*Drive Sober or Get Pulled Over* Campaign  
August 1 - September 15, 2011**

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

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

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

**Using statewide public opinion survey of Illinois licensed drivers, this report evaluates the impact the *Drive Sober or Get Pulled Over* (a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol) on drinking and driving issues during the August-September 2011 mobilization in Illinois. The main alcohol issues include self-reported belt use, motorists' opinion and awareness of the existing local and state alcohol enforcement programs, such as roadside safety checks, drunken driving laws, and alcohol related media programs and slogans.**

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

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## Executive Summary

*Drive Sober or Get Pulled Over* is the new alcohol slogan. It is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the *Drive Sober or Get Pulled Over* message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois.

The 2011 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 15, 2011. There were 160 local law enforcement agencies and the Illinois State Police which participated in the statewide campaign. One hundred and six of the 160 grant-funded agencies and 30 non-funded agencies submitted additional citation information as a part of an incentive program. 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

1. The Illinois Department of Transportation (IDOT) / Division of Traffic Safety (DTS) held six press conferences (Alton, Chicago, East Moline, Marion, Rockford, and Springfield) throughout the state on August 26, 2011. Six additional press conferences (Alton, Chicago, DuQuoin, Moline, Rockford, and Springfield) were held on September 1, 2011.
2. Law enforcement agencies participating in the Labor Day campaign reported 83 print stories, 17 radio stories, and 10 TV news stories were generated as a result of the Labor Day campaign enforcement efforts. Furthermore, the following earned media items were generated during the 2011 campaign: 91 announcements were made; 30 banners were displayed; 1,010 posters/flyers were distributed; 11 presentations were given; 250 press releases were issued; and 29 public access messages were made.
4. DTS Director Mike Stout participated in a series of radio interviews that played on about 13 stations across the state to remind motorists not to drink and drive.
5. IDOT/DTS spent \$821,558 on broadcast television, cable, radio, and the internet to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 19 and ending September 5, 2011.

### ENFORCEMENT

6. One hundred sixty (160) local law enforcement agencies and all Illinois State Police (ISP) districts participated and provided complete enforcement activities for the 2011 Labor Day alcohol mobilization. A total of 175 roadside safety checks (RSCs) and 1,577 saturation patrols were conducted during the August 19 to September 5, 2011 enforcement period. One hundred and six of the 160 grant-funded agencies and 30 non-funded agencies submitted additional citation information as part of an incentive program.
7. Local law enforcement and ISP logged a total of 23,184.3 patrol hours and issued 21,586 citations. One citation was written every 64.4 minutes of enforcement.

8. Local law enforcement and ISP issued 962 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 24.1 hours of enforcement. An additional 896 DUIs (624 by grant-funded agencies and 272 by non-funded agencies) were written by agencies participating in the incentive program.
9. A total of 6,188 citations were issued for safety belt and child passenger safety seat violations during the Labor Day campaign resulting in an average of one occupant restraint violation every 3.7 patrol hours. An additional 2,282 safety belt and child safety seat citations were written by agencies participating the incentive program.

## COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

10. The agencies included in the “*Drive Sober or Get Pulled*” Over campaign conducted a total of 23,184.3 patrol hours and issued 21,586 citations at a total cost of \$1,397,127.76. On average, citations were written every 64.4 minutes of enforcement at a cost of \$64.72 per citation, or \$60.26 per patrol hour. Furthermore, these agencies wrote 962 DUIs during the campaign, which comprised 4.5 percent of total citations issued.
11. Twenty-five (25) holiday mobilization plus grantees issued one citation every 53.3 minutes of patrol. The cost per citation for these agencies was \$41.00 and cost per patrol hour was \$46.16. One hundred and two regular grantees issued one citation for every 57.8 minutes of patrol. The cost per citation for these agencies was \$53.07 and the cost per patrol hour was \$55.13. Thirty-three grantees with multiple grants issued one citation for every 67.8 minutes of patrol. The cost per citation for these agencies was \$60.88 and the cost per patrol hour was \$53.85. The Illinois State Police issued one citation every 89.0 minutes of patrol. The cost per citation for the ISP was \$131.59 and cost per patrol hour was \$88.75.
12. 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 citation written per X minutes vary substantially across selected local agencies.

## TELEPHONE SURVEY

### Perceptions of DUI Enforcement

13. When asked hypothetically “If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”, 53 percent of recent drinkers indicated the likelihood of being stopped is “almost certain” or “very likely”.
14. More than 73 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while 17 percent reported seeing police “more often”.
15. When asked “Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?” the percentage of people who said “more likely to be stopped” was 31

percent during the September survey. About 25 percent in the June survey indicated that they were more likely to be stopped by police after drinking.

16. The percentage of respondents in the Chicago suburbs who believed a driver who had been drinking was “more likely to be stopped” increased from 27 percent in April to 31 percent in September. In southern Illinois, this percentage increased from 27 percent to 31 percent from April to September.

#### Roadside Safety-Checks

17. In the Chicago suburbs, awareness levels of roadside safety checks slightly increased from 25 percent in April to 27 percent in September. In southern Illinois, this percentage increased from 29 percent in April percent to 30 percent in September.
18. Most September respondents were aware of roadside safety checks attribute their awareness to television (39%), newspapers (31%), friends/relatives (24%) and radio (22%). Those respondents who heard about roadside safety-checks via television, newspaper, or radio learned most from news stories verses advertisements (77 percent versus 22 percent for newspapers; 73 percent versus 37 percent for television; and 60 percent versus 40 percent for radio).
19. Analysis among those who were aware of roadside safety checks by region. The percent of applicable respondents who had personally seen a check was 47 percent in the Chicago metro regions and about 30 percent for the downstate regions.
20. The percentage of respondents who indicated having personally seen roadside safety checks decreased from 60 percent in June to 36 percent in the September survey.

#### Awareness of “DUI” Roadside Safety Check.

21. Twenty-four percent of respondents in September indicated that, “in the past (thirty days,” they had “seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving.”
22. Telephone surveys found that the percent of people who indicated that in the past (thirty days, they had “read, seen, or heard anything about alcohol-impaired driving in Illinois,” increased from 61 percent in June to 67 percent in September. There was an increase of awareness in the downstate counties from 58 percent in June to 64 percent in September. Awareness of messages focusing on alcohol-impaired driving slightly increased in the Chicago metro area from 63 percent in June to 68 percent in September.

#### Awareness of the *You Drink & Drive. You Lose* and *Drive Sober or Get Pulled Over* Slogans

23. In June of 2003, 55 percent of those surveyed were familiar with the “You Drink & Drive. You Lose.” (YDDYL) slogan. The September 2011 survey indicated the awareness level of those familiar with the slogan was about 74 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
24. In September 2011, awareness of the most recent slogan, “Drive Sober or Get Pulled Over”, was at 36.7 percent. Awareness of this slogan in June 2011 was at 19.5 percent.

25. September 2011 survey results show awareness levels for the YDDYL slogan were about 74 percent in downstate Illinois and the Chicago Metro region. From June to September, awareness in the Chicago suburbs decreased by four percentage points from June to September, but awareness in the downstate areas increased by one percentage point. From June 2011 to September 2011, awareness of the “Drive Sober or Get Pulled Over” increased by 18.7 percent in the Chicago Metro area and 14.4 percent in the Downstate areas.

# **Evaluation of the 2011 Labor Day *Drive Sober or Get Pulled Over* Campaign August 1 - September 15, 2011**

## **Introduction**

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

1. Earned Media<sup>1</sup>
2. Paid Media
3. Enforcement
4. Evaluation

The 2011 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 15, 2011 with a special focus on impaired driving.

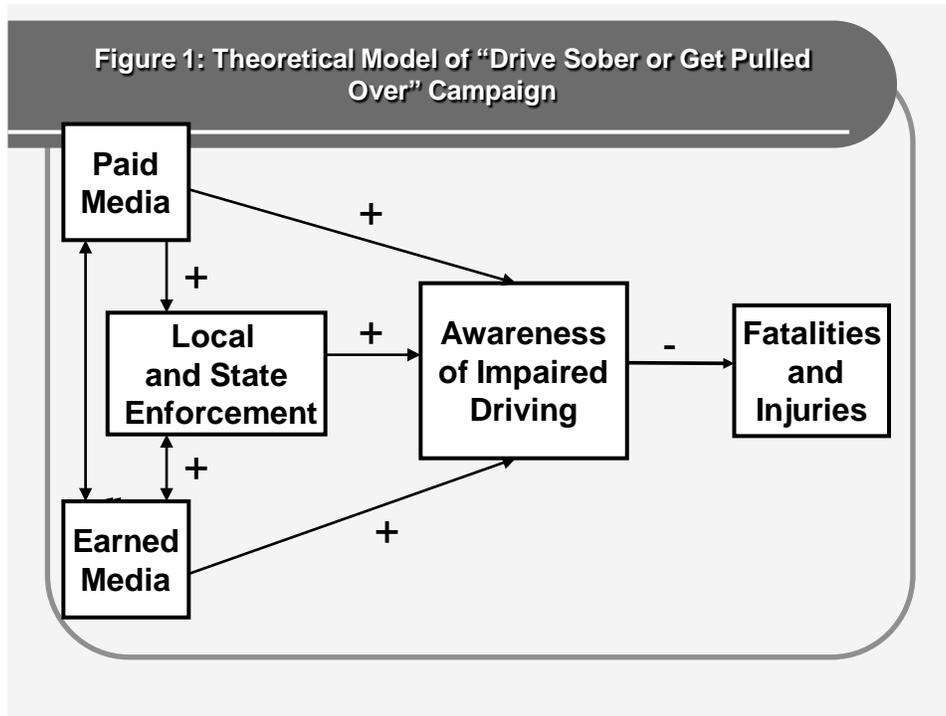
### *Drive Sober or Get Pulled Over* Program Model

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

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

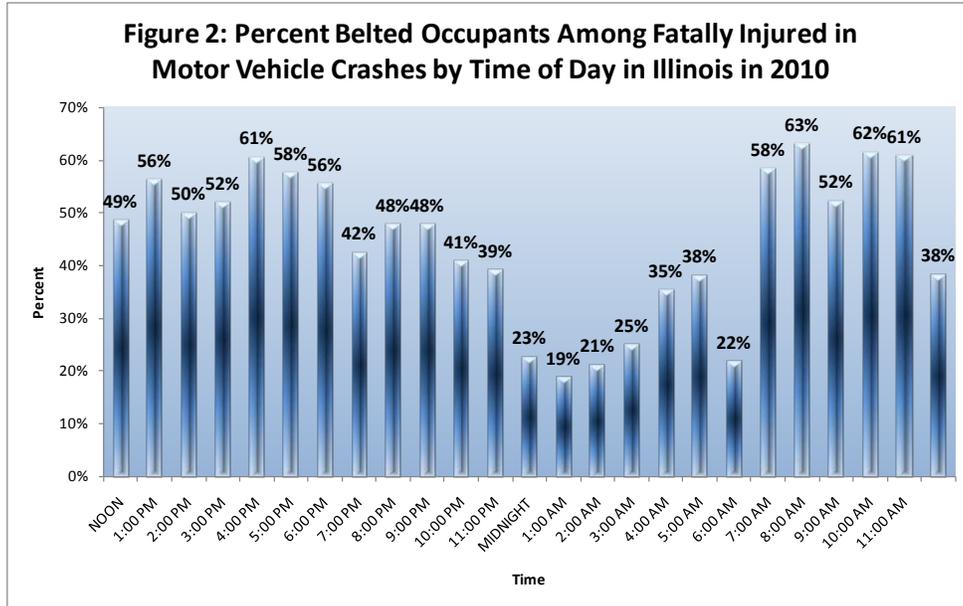
The components of the model are paid and earned media paired with local and state enforcement to increase the public's awareness of the consequences of drinking and driving. These variables work together to reduce injuries and fatalities. **Figure 1** shows the components of the model.



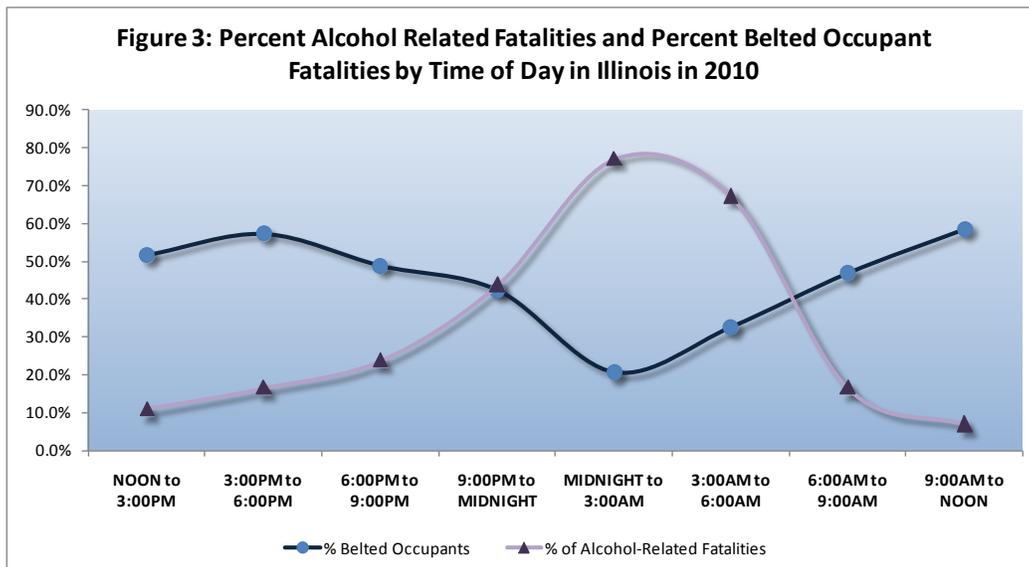
### Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatalities has been well documented in the literature (FARS, 2009). The severity of a motor vehicle crash increases when the driver is impaired. Individuals who drive while impaired are more likely to drive recklessly and become involved in fatal crashes. Plus, impaired drivers are less likely to use safety belts, thereby increasing their own risk for serious injury in a crash.

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



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



## Report Objectives

The purpose of this technical report is to provide details of the activities, costs, and available outcomes of the 2011 Labor Day *Drive Sober or Get Pulled Over* campaign. The objectives of this report are:

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

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

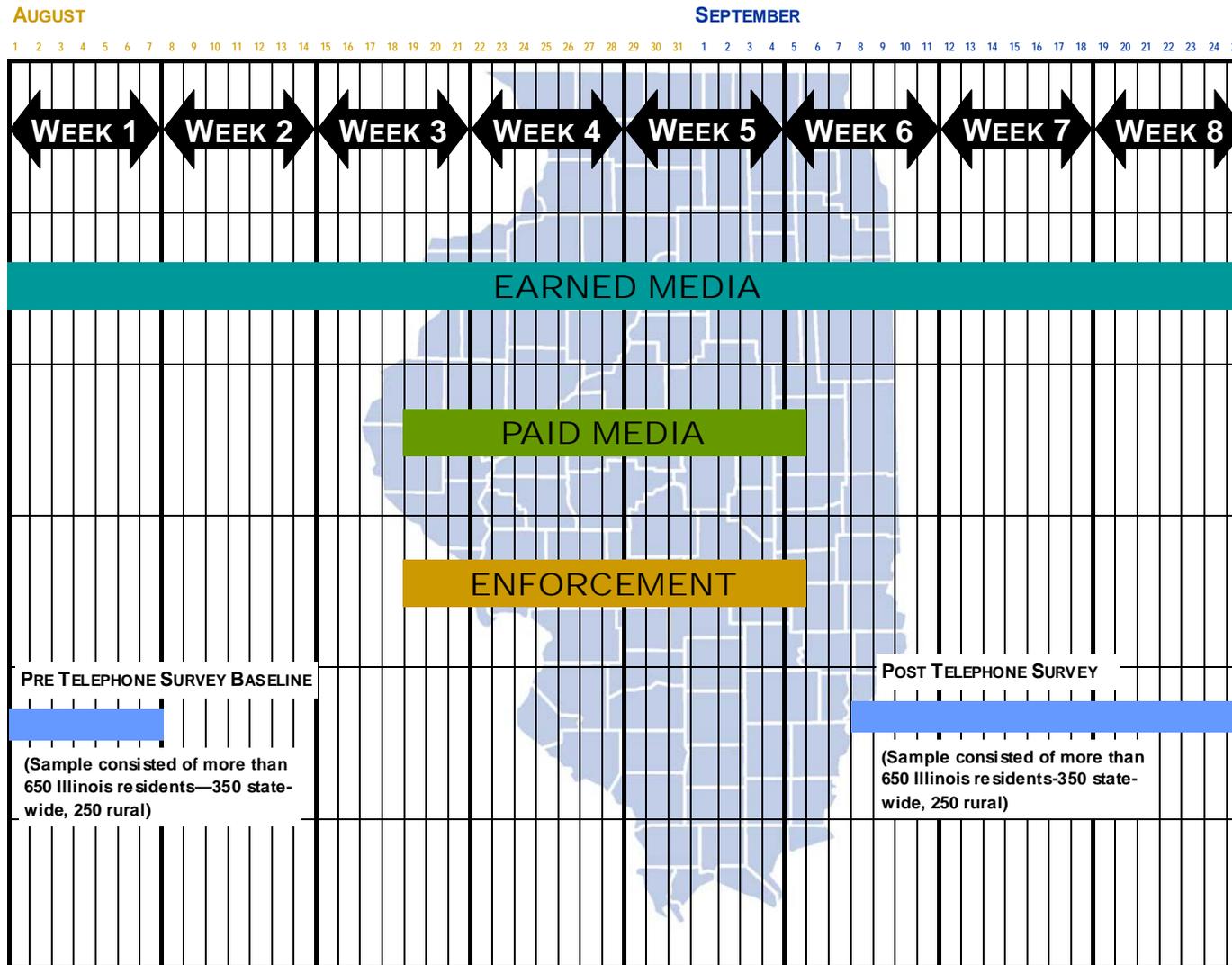
## 2011 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

In August 2011, IDOT Division of Traffic Safety launched a statewide *Drive Sober or Get Pulled Over* campaign. In coordination with the National Highway Traffic Safety Administration (NHTSA), and state, county and local law enforcement agencies, the program set out to crack down on drunk drivers across the state by means of a highly publicized enforcement campaign of impaired driving laws. As illustrated in **Diagram 1**, *Drive Sober or Get Pulled Over* activities began August 1 and concluded September 15, 2011. The following activities took place during the campaign:

IDOT/DTS held six press conferences (Alton, Chicago, East Moline, Marion, Rockford, and Springfield) throughout the state on August 26, 2011. Six additional press conferences (Alton, Chicago, DuQuoin, Moline, Rockford, and Springfield) were held on September 1, 2011.

- June 2011: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2011.
- August 1 – September 26, 2011: Earned media was obtained, including six press conferences held August 26 in Alton, Chicago, East Moline, Marion, Rockford, and Springfield. Six additional press conferences were held September 1 in Alton, Chicago, DuQuoin, Moline, Rockford, and Springfield.
- August 19 – September 7, 2011: Paid media advertisements promoting *Drive Sober or Get Pulled Over* ran from August 19 to September 5. Highly publicized strict enforcement of the impaired driving laws was conducted from August 19 to September 5.
- September 8 – October 7, 2011: Post statewide telephone public opinion surveys were conducted from September 8 to October 7.

# Diagram 1: 2011 *Drive Sober or Get Pulled Over* Campaign Timeline



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Note: The pre-telephone survey was conducted during June 2011.

## **MEDIA & ENFORCEMENT RESULTS**

## Media

### Earned Media

IDOT/DTS held six press conferences (Alton, Chicago, East Moline, Marion, Rockford, and Springfield) throughout the state on August 26, 2011. Six additional press conferences (Alton, Chicago, DuQuoin, Moline, Rockford, and Springfield) were held on September 1, 2011.

**Table 1** lists the earned media items obtained during the *Drive Sober or Get Pulled Over* campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

<b>Media Market</b>	<b>Print News Stories</b>	<b>Radio News Stories</b>	<b>TV News Stories</b>	<b>Announcements</b>	<b>Banners</b>	<b>Posters / Flyers</b>	<b>Presentations</b>	<b>Press Release Issued</b>	<b>Public Access Msgs.</b>	<b>Web Announcements</b>
Chicago	66	10	4	71	24	910	10	192	27	66
Metro East	6	1	1	5	1	0	0	10	0	7
Moline	1	4	1	0	0	69	0	4	0	1
Paducah	0	0	0	0	0	0	0	3	1	1
Springfield /Champaign	4	1	1	10	3	31	1	9	1	103
Media Markets which did not conduct a Press Conference	2	1	3	4	2	0	0	19	0	7
<b>TOTAL</b>	<b>83</b>	<b>17</b>	<b>10</b>	<b>91</b>	<b>30</b>	<b>1,010</b>	<b>11</b>	<b>250</b>	<b>29</b>	<b>186</b>

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 83 print stories, 17 radio stories, and 10 TV news stories were generated as a result of the *Drive Sober or Get Pulled Over* enforcement efforts. Furthermore, the following earned media items were generated during the 2011 *Drive Sober or Get Pulled Over* campaign: 91 announcements were made; 30 banners were displayed; 1,010 posters/flyers were distributed; 11 presentations were given; 250 press releases were issued; and 29 public access messages were made.

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 13 stations across the state to remind motorists not to drink and drive.

Paid Media

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

IDOT/DTS spent \$821,558 on broadcast television, cable and radio to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 19 and ending September 5, 2011. Table 3 lists the cost of paid media by media market for the *Drive Sober or Get Pulled Over* campaign.

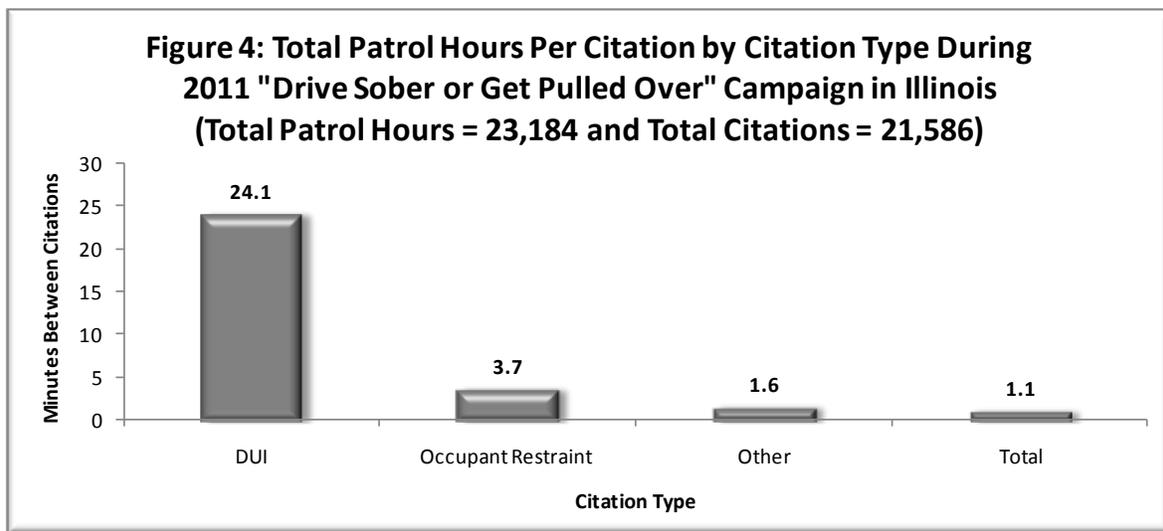
<b>Table 2: Labor Day <i>Drive Sober or Get Pulled Over</i> Campaign Cost of Paid Media by Media Market</b>						
<b>Media Market</b>	<b>Dollars Spent – TV</b>	<b>Ads Ran - TV</b>	<b>Dollars Spent – Radio</b>	<b>Ads Ran - Radio</b>	<b>Total Dollars Spent</b>	<b>Total Ads Ran</b>
Chicago	\$ 232,399.00	1,804	\$ 342,261.21	4,728	\$ 574,660.21	6,532
Davenport	\$ 5,768.00	179	\$ 3,660.00	1,482	\$ 9,428.00	1,661
Marion	\$ 0.00	0	\$ 4,444.75	600	\$ 4,444.75	600
Metro East	\$ 22,763.00	605	\$ 61,224.00	1,000	\$ 83,987.00	1,605
Peoria	\$ 0.00	0	\$ 11,028.00	1,337	\$ 20,802.50	1,657
Quincy	\$ 0.00	295	\$ 0.00	0	\$ 0.00	295
Rockford	\$ 10,823.50	269	\$ 30,670.00	370	\$ 41,493.50	639
Springfield	\$ 25,365.00	1,103	\$ 19,179.00	2,416	\$ 44,544.00	3,519
<b>Total TV &amp; Radio</b>	\$ 306,892.50	4,575	\$ 472,467.46	11,933	\$ 779,359.96	16,508
<b>Alternative Media</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$ 42,198.00</b>	<b>See Below <sup>1</sup></b>
<b>Total Dollars Spent</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$821,557.96</b>	<b>N/A</b>

<sup>1</sup> Alternative media includes in-theatre ads and electronic boards at bars and health clubs.

## Enforcement

The *Drive Sober or Get Pulled Over* Labor Day enforcement campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred sixty (160) local law enforcement agencies and all ISP districts participated in the 2011 Labor Day alcohol mobilization. One hundred and six of the 160 grant-funded agencies and 30 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 175 roadside safety checks and 1,577 saturation patrols were conducted during the August 19 to September 5, 2011 enforcement period.

Local law enforcement and ISP logged a total of 23,184.3 patrol hours and issued 21,586 citations during the campaign. One citation was written every 64.4 minutes of enforcement. Local law enforcement and ISP issued a combined total of 962 DUI citations, an average of one DUI citation written every 24.1 patrol hours. A total of 6,188 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 3.7 patrol hours. **Figure 4** depicts the number of hours of Labor Day patrol hours per citation by citation type.



### Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide alcohol enforcement, covering 98 of Illinois' 102 counties. ISP conducted 4,308.5 hours of enforcement including 64 roadside safety checks and 78 saturation patrols. Of the total 2,906 citations issued by the ISP, one hundred ninety-eight (198) were DUI and alcohol-related citations and 419 were safety belt and child

safety seat citations. On average ISP wrote one DUI for every 21.8 patrol hours and one safety belt / child safety seat citation for every 10.3 patrol hours.

#### Local Enforcement

One hundred sixty (160) local police agencies which had a grant with DTS participated in the *Drive Sober or Get Pulled Over* enforcement campaign. These agencies conducted a total of 18,875.8 hours on Labor Day enforcement, conducting 111 roadside safety checks and 1,499 saturation patrols. **Figure 5** features a map identifying the number of agencies that conducted enforcement during the *Drive Sober or Get Pulled Over* campaign by county. A total of 18,680 citations were written by local law enforcement agencies, or one citation was written every 60.6 minutes of enforcement. Seven hundred sixty-four (764) DUI citations were issued, or one DUI was written for every 24.7 patrol hours. In addition, 5,769 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat. An average of one occupant protection citation was written for every 3.3 patrol hours.

#### Earned Enforcement

There were an additional 30 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 106 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies were eligible for a squad car and other prizes like radar detectors and breathalyzers. To be eligible for the prizes, these agencies were required to start issuing DUI, safety belt and child safety seat citations before actual enforcement began and continue through the end of the campaign. They were only required to submit total number of DUI, safety belt and child safety seat citations, and sworn reports issued. The agencies which participated in the incentive program issued a total of 3,178 DUI, safety belt and child safety seat citations, and sworn reports during the campaign (2,592 citations were issued by the grant-funded agencies and 586 citations were issued by the earned enforcement agencies).

**Table 3: Summary Results of Enforcement Activities**

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only DUI, Safety Belt, and Child Safety Seat Data for the Incentive Program		GRAND TOTAL
	Local Police Agencies (n=160)	Illinois State Police	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=106)	Earned Enforcement Agencies that Participated in the Incentive Program (n=30)	
1	2	3	4	5	6	7
Number of Enforcement Hours	18,875.8	4,308.5	23,184.3			
Number of Roadside Safety Checks	111	64	175			
Number of Saturation Patrols	1,499	78	1,577			
Total Citations	18,680	2,906	21,586	2,592	586	24,764
One Citation Written Every X Minutes of Enforcement	60.6	89.0	64.4			
Number of DUI & Alcohol Related Citations	764	198	962	624	272	1,858
DUI / Alcohol Related Citation Written Every X Hours	24.7	21.8	24.1			
Safety Belt / Child Safety Seat Citations	5,769	419	6,188	1,968	314	8,470
Safety Belt / Child Safety Seat Citations Every X Hours	3.3	10.3	3.7			

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Column 1: Lists the types of enforcement activities conducted during the *Drive Sober or Get Pulled Over* campaign.

Column 2: The Local Police Agencies includes all DTS grantees

Column 3: The ISP includes all enforcement conducted by the Illinois State Police during the *Drive Sober or Get Pulled Over* campaign.

Column 4: The Statewide Total combines the information from the Local Agencies Total (column 2) and the ISP (column 3).

Column 5: Includes only citation information from grant funded agencies which participated in the *Drive Sober or Get Pulled Over* incentive program.

Column 6: Includes only citation information for non-funded agencies which participated in the *Drive Sober or Get Pulled Over* incentive program.

Column 7: The Grand Total is the sum of enforcement activities from the Statewide Total (column 4), grant-funded incentive program agencies (column 5), and earned enforcement (non grant funded) incentive program agencies (column 6). The Grand Total was only calculated for Total Citations, Number of DUI & Alcohol-Related Citations, and Safety Belt / Child Safety Seat Citations.



## Cost / Effectiveness Analysis of *Drive Sober or Get Pulled Over* Enforcement Activities

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

A cost / effectiveness analysis was performed for those agencies participating in the *Drive Sober or Get Pulled Over* campaign.

**Table 4** summarizes enforcement activities (patrol hours, citations, total DUIs, percentage of total citations that were DUIs, citation written every X minutes of patrol, cost per citation, cost per patrol hour, and cost of project) by grant type.

ISP, one hundred and two (102) year-round DTS grantees, 33 DTS grantees with multiple grants, and 25 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 23,184.3 patrol hours and issued 21,586 citations during enforcement at a total cost of \$1,397,127.76. On average, one citation was written for every 64.4 minutes during enforcement at an average cost of \$64.72 per citation, or \$60.26 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce the drunk driving. A total of 962 DUIs were written by these agencies, which comprised 4.5 percent of all citations issued during the campaign. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

### Illinois State Police

ISP conducted 4,308.5 patrol hours during the enforcement period and issued 2,906 citations at cost of \$382,391.19, or \$88.75 per patrol hour. One citation was written every 89.0 minutes, an average cost of \$131.59 per citation. ISP issued 198 DUIs comprising 6.8 percent of all their citations issued during the campaign.

### Local Police Agencies

A total of 25 agencies were holiday mobilization grantees, 102 agencies had only one regular grant with DTS, and 33 agencies had multiple grants with DTS. Of the 33 agencies with multiple grants, these agencies had 67 grants with DTS. Refer to **Appendix A (Tables 5 through 7)** to see each agency's enforcement activities and associated costs by grant type. **Table 8** shows the aggregate enforcement activities and their associated costs by grant type.

The 25 holiday mobilization grantees included in this analysis worked a total of 1,878.6 patrol hours and wrote 2,115 citations at a cost of \$86,711.13, or \$46.16 per patrol hour. On average, one citation was written every 53.3 minutes during statewide enforcement at a cost of \$41.00 per citation. The holiday mobilization plus grantees issued 113 DUIs, which comprised 5.3 percent of all their citations issued during the campaign.

One hundred three (102) regular grantees contributed 9,920.0 patrol hours to the campaign, issuing 10,304 citations. Regular grantees issued one citation every 57.8 minutes of patrol at a cost of \$53.07 per citation or \$55.13 per patrol hour. These regular grantees issued 356 DUIs, which comprised 3.5 percent of all their citations issued during the campaign.

The remaining 33 agencies with multiple grants conducted 7,077.4 patrol hours and issued 6,261 citations during the mobilization. These agencies issued one citation every 67.8 minutes of patrol at a cost of \$60.88 per citation or \$53.85 per patrol hour. These agencies issued 295 DUIs, which comprised 4.7 percent of all their citations issued during the campaign.

**Table 4: Enforcement Activities and Associated Costs by Type of Grantee**

Agency / Grant Type	Patrol Hours	Total Citations	Total DUIs	Percent DUIs	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	4,308.5	2,906	198	6.8%	89.0	\$131.59	\$88.75	\$382,391.19
Holiday Mobilization Grantees (n=25) <sup>1</sup>	1,878.6	2,115	113	5.3%	53.3	\$41.00	\$46.16	\$86,711.13
Regular Grantees with Single Grants (n=102) <sup>2</sup>	9,920.0	10,304	356	3.5%	57.8	\$53.07	\$55.13	\$546,874.46
Regular Grantees with Multiple Grants (n=33) <sup>3</sup>	7,077.4	6,261	295	4.7%	67.8	\$60.88	\$53.85	\$381,150.98
<b>Total</b>	<b>23,184.3</b>	<b>21,586</b>	<b>962</b>	<b>4.5%</b>	<b>64.4</b>	<b>\$64.72</b>	<b>\$60.26</b>	<b>\$1,397,127.76</b>

NOTES:

<sup>1</sup> The Holiday Mobilization Grantees category includes those agencies which received funding to conduct alcohol enforcement through roadside safety checks and/or saturation patrols during the mobilization.

<sup>2</sup> 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: 6 LAP & 96 STEP.

<sup>3</sup> Regular Grantees with Multiple Grants includes those agencies which received funding for multiple grants from DTS. Please refer to **Appendix A - Table 7** for the types of grants each agency had.

### Limitations of Enforcement Data

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

For example, based on the cost per patrol hour, DTS reimbursed the McLeansboro Police Department \$1,341 for conducting 80.0 patrol hours resulting in a cost of \$6.76 per patrol hour. On the other hand, the Cherry Valley Police Department was reimbursed \$777 for conducting 216.0 patrol hours resulting in a cost of \$77.71 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Elmwood Police Department \$4,356 for writing 412 citations resulting in a cost of \$10.57 per citation issued. On the other hand, the Kewanee Police Department was reimbursed \$3,700 for issuing twelve citations resulting in a cost of \$308.33 per citation issued. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Elmwood Police Department issued 412 citations over 96.0 patrol hours resulting in one citation written for every 14.0 minutes of patrol. On the other hand, the Kewanee Police Department issued only twelve citations over 100.0 patrol hours resulting in one citation issued for every 500.0 minutes of patrol (see **Table 5**).

### Future Plan

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

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

## **EVALUATION**

## Evaluation

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

## Overview of Telephone Survey Findings

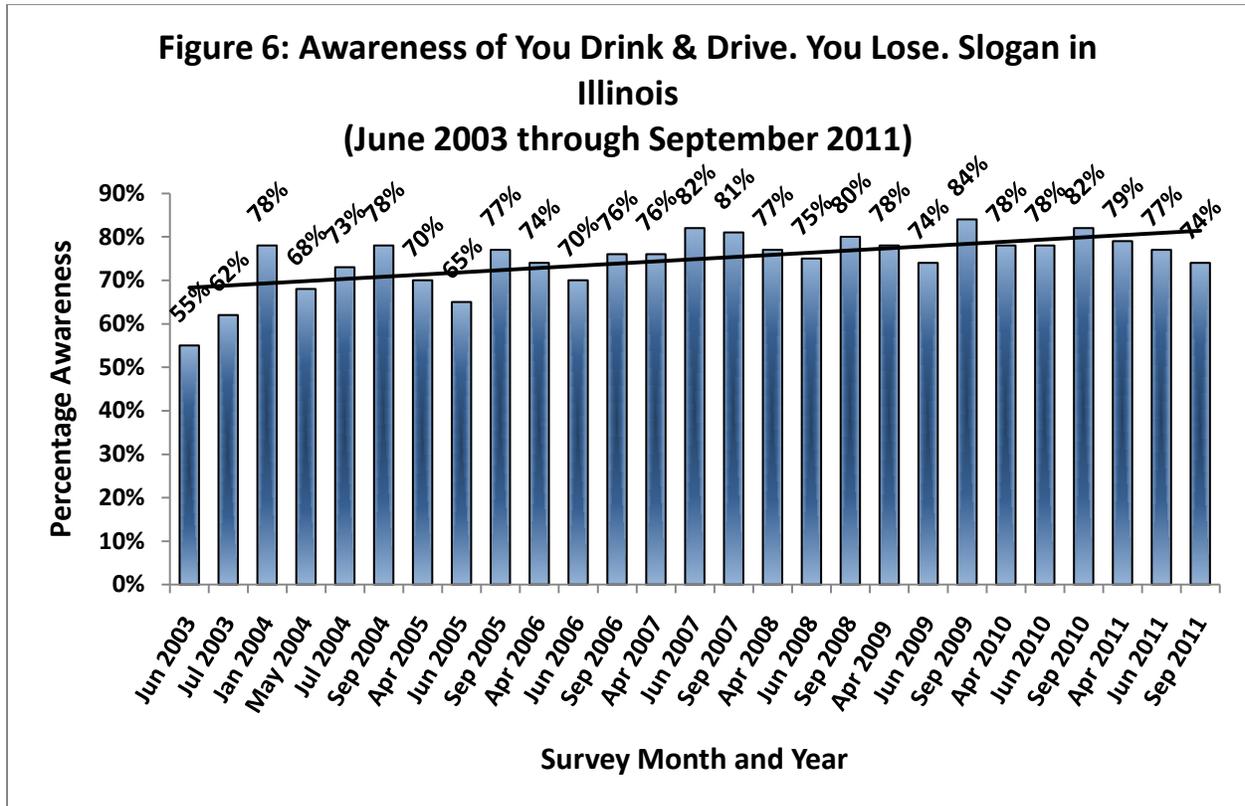
Telephone surveys showed that the percent of people who indicated that "in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois," increased statewide from 61 percent in June to 67 percent in September. This change was evident among those surveyed in the downstate areas where awareness rose from 58 percent in June to 64 percent in September. In the Chicago area, awareness of those messages increased from 63 percent in June to 68 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (78 percent).

Telephone survey respondents were asked about their awareness of twelve to thirteen selected traffic safety slogans in June and sixteen selected traffic safety slogans in September. Nine slogans related to drinking and driving. Awareness of the "Drive Sober or Get Pulled Over" slogan increased from 19.5 percent in June to 36.7 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." Slogan increased from 32.9 percent in April to 33.9 percent in June, but slightly decreased to 32.7 percent in September. The "You Drink and Drive. You Lose." slogan increased from 76.6 percent in June 2011 to 74.1 percent in September 2011.

### Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2011

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level peaked in the September 2010 survey at 82 percent. In September 2011,

awareness of this slogan was at 74.1 percent. **Figure 6** displays the awareness of the YDDYL slogan from 2003 to 2011.



Awareness of the *Drive Sober or Get Pulled Over* Slogan: 2011

The Drive Sober or Get Pulled Over slogan is the new national slogan for alcohol awareness. It was recently incorporated into Illinois’s Labor Day enforcement campaign. Awareness of this slogan prior to the start of the campaign was at 20 percent. Awareness of this slogan increased to 37 percent in September.

Detailed results of the pre / post telephone survey will be presented in the next section.

## **STATEWIDE TELEPHONE SURVEY**

**The Illinois Statewide Labor Day 2011  
Alcohol Impaired Driving Enforcement Campaign Surveys**

*Conducted for*



**Illinois Department  
of Transportation**

**Division of Traffic Safety**

*Conducted by*



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

**Summary Report**

Results from the June and September 2011 Surveys  
(Supplemented with Selected Findings from the April 2011 Survey)

November 12, 2011

*Written by*

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*With assistance from*

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The observations and comments are those of the author and do not necessarily reflect the views of the University of Illinois or the Illinois Department of Transportation.

## 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 three statewide telephone surveys from April through September, 2011 relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted in April prior to the Memorial Day weekend; the second was conducted in June, after the Memorial Day weekend; and the third survey was conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as did the September survey. The September survey took place after a DUI enforcement campaign that took place in a time period surrounding Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.<sup>3</sup>

## Methodology

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

Field interviewing for the latest September survey was conducted from September 8 – October 7, 2011, with 566 licensed drivers (545-587).<sup>4</sup> Field interviewing for the June statewide survey was conducted from June 4 through July 3 with 579 licensed drivers (564-594). And, field interviewing for the April survey was conducted from April 6 through May 6, 2011, also with 559 licensed drivers (545-573).<sup>5</sup>

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<sup>3</sup> In addition to the statewide surveys, a rural county component was added to both the April and June surveys. This component was not part of the September survey.

<sup>4</sup> Interviewing was initiated slightly later in September than usual (although a bit earlier than last year’s September survey) because Labor Day was relatively late, and because part of the Labor Day period media campaign was the issuing of press releases in the week after the enforcement campaign ended.

<sup>5</sup> These numbers represent those interviewed for the statewide stratified sample for April and June. There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

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

<b>2011 Seat Belt</b>	<b>Post-Test / Pre-Test <u>April 2011</u></b>	<b>2011 Seat Belt 2011 DUI</b>	
		<b>DUI Pre-Test <u>June 2011</u></b>	<b>Post-Test <u>Sept. 2011</u></b>
<i>TOTAL</i>	559*	579*	566*
Chicago metro area**	317	341	344
<i>City of Chicago</i>	158	160	180
<i>Chicago suburban counties</i>	159	182	164
Downstate counties**	242	238	222
<i>North/central Illinois</i>	131	121	120
<i>Southern Illinois</i>	111	116	102

\*These are mid-point numbers between the number who began the interview and the number who completed a full interview.

\*\*Our goal was to divide both the Chicago metro area and the downstate counties sample roughly in half so that, if necessary, we could also analyze by City of Chicago, Chicago suburbs, north/central Illinois, and southern Illinois.

The sampling errors for the statewide results for all three surveys is about +/- 4 percentage points (+/- 4.2% for April; +/- 4.1% for June; and +/- 4.2% for September) at the 95<sup>th</sup> confidence level.<sup>6</sup> 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 initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.<sup>7</sup> Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was about 10 minutes for the April survey, 12 minutes for the June survey, and 14 minutes for the September survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, age category and education level.<sup>8</sup> No other weighting has been applied.

<sup>6</sup> The sampling errors (and completion numbers) presented here are based on the average between partial and full completion numbers.

<sup>7</sup> Prior to 2009, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. If such is not available, the licensed driver with the next birthday is requested. Substitute licensed drivers are accepted.

<sup>8</sup> The age categories used for weighting purposes are: up to 29 years old; 30s; 40s; 50s; 60s; and 70 and older. The statewide proportions for each age category were informed by data on the age distribution of Illinois licensed drivers provided by IDOT's Division of Traffic Safety. This is the sixth year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver

## Comments on Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2011 Labor Day weekend.** We also focus on the statewide and regional (Chicago metro area vs. downstate) results, and on selected results for respondents who had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). However, we at times comment on the April results when they appear to add understanding to the later results/changes, and sometimes make comparisons with similar surveys conducted prior to 2011.<sup>9</sup> In this summary report, percentages have often been rounded to integers, and percentage changes (i.e., +/- % within parentheses) refer to percentage point changes unless specifically noted.<sup>10</sup>

**The Excel file.** The full results are presented in the **IDOT 2011 Labor Day DUI Survey Tables** file (an Excel file) compiled for the project. Included on the two worksheets are results for:

- the statewide results;
- the results for statewide respondents who indicated having had an alcoholic drink in the past 30 days (“drinkers”)
- regional results, for the Chicago metro area and “downstate”;

These worksheets contain relevant results for each of the three surveys, with focus on the June Labor Day campaign pre-test and September post-test surveys, and include the percentage point changes from the June to the September surveys, and from the April survey to the June survey. They also include a demographic portrait of the group(s) being analyzed.

**Demographic characteristics of the June and September samples.** Before reporting the DUI-related results, it is worth noting that the weighted June and September 2011 demographic portraits of the two samples are, overall, very similar with regard to the demographic characteristics asked about.

The largest differences are found for the following. All other differences between the two samples are less sizeable.

- Having children or not. The September sample has somewhat more respondents than the June sample who have no children (67% vs. 61%, with the April sample at 62%).

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three-quarters of the time. This is the fourth year that education level has been used in the weighting of responses.

<sup>9</sup> Relevant questions in the April 2011 survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

<sup>10</sup> When the decimal is .5, we round to the even integer (except when this would be misleading to the reader – e.g., when reporting differences between two groups). Decimals are sometimes reported when percentage numbers are small and they add to understanding of changes/differences.

- Type of community. The September sample has somewhat fewer respondents who report living in a small town (14% vs. 20%, with the April sample at 17%).
- Household income. The September sample has somewhat more respondents than the June sample who are in households with annual incomes at the upper end of more than \$75,000 (30% vs. 26%, with the April sample at 23%). At the same time, the September sample has somewhat more than the June sample who are in households with annual incomes at the bottom end of \$30,000 or less (13.5% vs. 9.5%, with the April sample at 12.6%). Consistent with both of the above, the September sample has somewhat less than the June sample who are households with annual incomes between \$30,000 to \$75,000 (25% vs. 31%, with the April sample at 29%).

## The Results

In the following summary of results for each question, we comment first upon the statewide results, including changes that occurred from June to September. Where applicable, we then summarize the results for those statewide respondents who reported having had an alcoholic drink in the past thirty days. We then summarize the regional findings, focusing on the dichotomous regional breakdown of the Chicago metro area vs. “downstate.”<sup>11</sup> At times, portions of these summaries are omitted either because they lack relevance or because the sub-sample numbers are too small to warrant comment.

### Behaviors relating to drinking and driving

**Frequency of drinking.** *“How often did you drink alcoholic beverages in the past thirty days?”* Statewide, 45 percent of the September respondents reported having had any alcoholic drink in the past thirty days, somewhat less than in June (50%). *During the remaining portions of this report, we sometimes refer to those who indicated having any alcoholic drink in the past thirty days as “drinkers” or “recent drinkers” and their counterparts as “non-drinkers.”*

Examining the more specific responses, about one in ten September respondents (10%) reported drinking *at least* several days a week (including every day), pretty much the same as in June (9%). Nearly one in five September respondents (18%) reported drinking either “once a week or less” or “only on weekends,” slightly fewer than the 21 percent who reported this in June. And, about one in six September respondents (17%) reported drinking only on celebrations or special occasions, again slightly fewer than in June (21%). Just over half of the September respondents (52%) reported not having had a drink in the past thirty days, compared to 46 percent in June.

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<sup>11</sup> For this report, the Chicago metro area includes the City of Chicago, the rest of Cook County, and the “collar counties” of Lake, McHenry, Kane, DuPage and Will.

*Among those who indicated having an alcoholic drink in the past 30 days, just over one in five of the September respondents (22%) indicated drinking at least several days a week (including every day), slightly higher than in June (18%). However, less 2 percent of the September respondents indicated drinking every day, down from 5 percent in June. About four in ten of the September respondents (41%) reported drinking either “once a week or less” or “only on weekends,” the same proportion as in June (41%). And, nearly four in ten of the September respondents (38%) indicated drinking only on celebrations or special occasions, down just a bit down from 41 percent in June.*

*Regional results.* In the September survey, somewhat more Chicago metro area than downstate respondents indicated having any alcoholic drink in the past 30 days (47% vs. 42%). This difference is mostly due to slightly more Chicago metro area respondents who indicated drinking only on at celebrations or on special occasions (18% vs. 15% for downstate) and the somewhat greater downstate proportion who said they never drink (55% vs. 50% for the Chicago metro area). Other results here are close (e.g., 9-10% said they drink at least several days a week; 18-19% said they drink either once a week or less or only on weekends).

*For the Chicago metro area,* the percent who indicated drinking any alcoholic drink in the past 30 days declined somewhat, from 55 percent in June to 47 percent in September. Consistent with this, the percent who indicated they never drink increased from four in ten in June (41%) to one-half in September (50%). The percent who indicated drinking at least several days a week (including every day) was stable at nearly 10 percent.

*For downstate,* just over four in ten indicated having an alcoholic drink in the past 30 days in each survey (42% in each). And generally here, results do not differ much from June to September. A small decrease is found for those who drink only on celebrations/special occasions (19% to 15%). This is accompanied by slight increases in those who said they drink at least several times a week (8% to 10%) and once a week or less or only on weekends (15% to 17.5%).

**Drinking and driving.** *“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [For the 50% (June) and 45% (September) who indicated they drank alcoholic beverages in the past thirty days.]* Nearly three in ten (29%) of the 45 percent of September respondents who reported drinking alcoholic beverages in the past 30 days reported they had driven a motor vehicle within two hours after drinking during this time period. This is somewhat higher than the respective proportion of such drivers who said so in June (23%). *For the entire samples,* these results translate into 13 percent who did so in September and nearly 12 percent who did so in June.

*Regional results.* In September, the percent of drinkers who reported having recently driven within two hours after drinking an alcoholic beverage is greater in the Chicago metro area (32%) than in downstate (22%). In June, the difference is a bit less (25% for the Chicago metro area vs. 19% for downstate).

*When these regional results are translated into proportions of all sample members,* we find that the percent who reported that, in the past thirty days, they had driven within two hours after drinking increases very slightly in both areas and is consistently greater in the Chicago metro area than downstate (13.7% to 15.0% in the Chicago metro area, and 8.1% to 9.3% in downstate counties).

**Number of times. “About how many times [in this time period] did you drive within two hours after drinking?” [For the 12-13% of total sample members in each survey who had an alcoholic beverage in the recent past AND who indicated they had driven a motor vehicle after drinking during this time.]**

For those who had driven a motor vehicle within two hours of drinking in the recent past, over four in ten (42%) of the September respondents reported doing so once. (Another 2 percent said no times.) And, 28 percent reported doing it twice. More than one in ten (12%) reported doing this three to four times, and about the same proportion reported doing it more than four times (12%, with 5% saying five to nine times, and 7% saying ten or more times). About 4 percent indicated they did not know or did not answer the question.

While somewhat more September than June respondents indicated doing so once (43% vs. 38%), just slightly more September than June respondents indicated doing so either no times or once (44% vs. 42%). Fewer September than June respondents reported doing this three to four times (12% vs. 30%), but more September than June respondents reported five or more times (12% vs. 4%). It should be noted that the results here are based on about 70 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10%).

**Number of drinks on last occasion. “On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the approximate 12-13% of total sample members who indicated they had driven within two hours of drinking in the past month.]**

More than four in ten (43%) of the relevant respondents in the September survey reported having had one drink, and nearly one-quarter (24%) reported having had two drinks. Three in ten (31%) reported having had more than two drinks, equally split between those who said three or four drinks (16%) and those who reported five or more drinks (16%). Less than 1 percent did not know or did not answer the question.

Compared to June, more September respondents reported having had one drink (43% vs. 31%). However, fewer September than June respondents reported having had one OR two drinks (67% vs. 81%). More September than June respondents reported having had five or more drinks (16% vs. 2%). Again, it should be noted that these results are based on about 70 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10%).

**Frequency drive when too much to drink. “About how many times [in this time period] did you drive when you thought you had too much to drink?” [For those who indicated they have had an alcoholic drink in the past 30 days – 50% of the June sample and 45% of the September sample.]**

In the September survey, nearly nine of ten (89%) of those asked the question (those who indicated they had drunk an alcoholic drink in the past thirty days) reported never having had too much to drink when they drove in the past thirty days. Two percent (2%) said they had done this once, and 3 percent said more than once. Six percent (6%) said they did not know or did not answer.

For the most part, the June results are similar. For June, virtually the same proportion (88%) reported never having done this in the past month, while just over 3 percent said once and 1 percent said more than once. Seven percent (7%) did not provide a response.

*By region, we find about 88 percent of relevant Chicago metro area respondents reported never doing this in both surveys, and about 90 percent of relevant downstate respondents reported such in both surveys. Greater proportions of relevant Chicago metro area than downstate respondents reported doing this at least once (5.7% vs. 1.6% for June, 6.4% vs. 2% for September). However, more downstate respondents did not offer a response to the question in each survey (8.9% vs. 6.6% for June; 7.7% vs. 5.3% for September).*

**Assessed trend in personal drinking and driving. “Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For those who indicated they have had an alcoholic drink in the past 30 days – 50% of the June sample and 45% of the September sample.]**

The percent who indicated they are driving after drinking less often now, compared to three months ago, is about the same in September and June (about 9% in each survey) as is the percent who said they never drive after drinking (66% in each survey). Hardly any in either survey said more often now (just over 1% or less). The proportion who said “about the same” is slightly greater in September (22% vs. 19%), while the proportion who did not answer is greater in June than in September (6% vs. 2%).

*By region.* In September, the percent of relevant respondents who said they “never drive after drinking” is somewhat higher downstate than in the Chicago metro area (69% vs. 64%). But in June, this was reversed (68% for the Chicago area; 61% for downstate).

For the Chicago metro area, more September than June respondents said they are doing this “the same” (23% vs. 17%) and slightly more also said they are doing this less (11% vs. 8%). Meanwhile, somewhat fewer September respondents did not know or did not answer (2% vs. 7% in June).

For downstate, more September than June respondents said they never do this (69% vs. 61%). But, slightly more September respondents said they do this “more often” (3.6% vs. 0.3%). Fewer September than June respondents said they do this “about the same” (19% vs. 24%) and do this “less often” (6% vs. 10%) than three months ago. The proportion who failed to answer also declined (4.9% to 2.8%).

## **Perceptions of and attitudes about police presence and enforcement**

**Perceptions of DUI enforcement.** Three questions in the interview solicited respondents’ perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). And, in the third question, respondents were asked another relative frequency question, this time regarding how likely it is that a driver who had been drinking will be stopped, compared to three months ago.<sup>12</sup> (Also see the next section for questions specifically relating to roadside checks.)

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<sup>12</sup> Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

**Police enforcement of drinking laws -- a hypothetical, personalized-wording question.** ***“If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”*** For the results of this question, *we will focus on the results for those respondents who gave a substantive answer to the question.*<sup>13</sup>

Of relevant September respondents statewide, about one in six (17%) said that being stopped by police would be “almost certain,” and over one-third (36%) said it would be “very likely.” Just over one-third (34%) said it would be “somewhat likely,” while over one in ten (13%) said it would be either “somewhat unlikely” (10%) or “very unlikely” (3%).

The proportion who indicated either “almost certain” or “very likely” is over half in September (53%), substantially higher than the 44 percent found in June and somewhat higher than the 48 percent in April. Meanwhile, the proportion who indicated either “somewhat unlikely” or “very unlikely” is somewhat lower in September (13%) than it was in June and April (17% and 16%, respectively).

*Among recent drinkers who gave a substantive response,*<sup>14</sup> the percent who indicated that their likelihood of being stopped is “almost certain” nearly doubled from June (6.2%) to September (11.5%). And, the proportion who said either “almost certain” or “very likely” increased from 37 percent in June to 45 percent in September. Meanwhile, the proportion who said “somewhat likely” declined from 44 percent in June to 37 percent in September. A small decline is also found the percent who indicated this chance is either “somewhat unlikely” or “very unlikely” (19% in June to 17% in September).

*In terms of regions – and among those giving substantive responses,* the combined percent who said “almost certain” or “very likely” is slightly higher in the Chicago metro area than downstate for the September survey (54% vs. 51%). The differences are even smaller for the June survey (43% for Chicago metro area; 44% downstate) and the April survey (48% for Chicago metro area; 46% downstate).

In the September survey, somewhat more downstate than Chicago metro area respondents indicated this would be either “somewhat” or “very” unlikely (nearly 16% downstate; just over 11% for the Chicago metro area). However, in both the June and April surveys, the downstate proportion is less than that in the Chicago metro area (12% vs. 19% for June; 12% vs. 18% for April).

**Police presence on roads. “ Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same? ”**

Nearly three-quarters (73%) of the September respondents reported seeing police “about the same” on the roads they normally drive compared with three months ago, while about one in six (17%) said they see police “more often” and 5 percent said “less often.”

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<sup>13</sup> In each of the 3 surveys, about 2 to 4% said “don’t know” or refused to answer. In addition, another 20 to 24 percent were coded as “not drinking so they cannot relate to the question” (20% for April, 22% for June, and 24% for September). So, instead of asking, “if you drove after having too much to drink ...,” it might be better to ask respondents how likely police are to stop drivers who do this behavior. This is in line with the wording of the third question in this section. However, our wording is based on suggested federal guidelines here.

<sup>14</sup> Interestingly, some respondents who indicated having had a drink in the past 30 days responded that they do not drink so cannot answer the question (16% in June; 8% in September). It is likely that some, if not many, of these respondents were indicating that they never drink and drive so they could not answer the question. These respondents are omitted from the results reported in this section.

Overall, the June results differ only slightly here, with the largest difference being the slightly greater June proportion who said they see police “more often” now (21% vs. 17% in September). And overall, the April results are very close to the June results.

*Among recent drinkers*, fewer September than June respondents said they now see police “more often” (14% vs. 22%). And, more September than June respondents said they now see police on these roads “about the same” (77% vs. 70.5% in June). The percent who said “less” often increased only slightly, from 6 percent in June to nearly 8 percent in September.

*By region*, the percent who said they see police “more often” compared to three months ago shows a consistent decline from April to September in the Chicago metro area (23% for April; 20% for June; and 18% for September). Downstate, the proportion saying “more often” is greatest in June, at 24 percent, and is about 16 percent in both the April and September surveys.

**Police enforcement of drinking laws -- comparative, general evaluation. “Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?”**

In September, about three in ten (31%) of the statewide respondents said that a driver who had been drinking is “more likely to be stopped” compared to three months ago, about half as many who said this likelihood is “about the same” (62%). Hardly anyone (1.5%) said “less likely to be stopped,” and nearly 6 percent did not offer an opinion.

The percent who said “more likely to be stopped” increased from 25 percent in June to 31 percent in September. In April, it had been 27 percent.

*Among drinkers*, the June and September results are quite to very similar. Just over one in twenty said they are “more likely” to be stopped by police (21% in June and 23% in September), and about seven in ten said this likelihood is “about the same” (71% in June and 70% in September). The percent who said the likelihood is “less likely” dropped a bit, from nearly 5 percent in June to just over 2 percent in September.

*By region*, the findings and trends for the proportion saying a driver who has been drinking is “more likely to be stopped by police” are quite similar in the two regions. In both the Chicago metro area and downstate, nearly 31 percent say this in the September survey, and somewhat fewer are found in both the April and June surveys (27% and 26% for the Chicago metro area; 27% and 24% downstate).

The percent saying “less likely to be stopped” is less than 2 percent for all three surveys in the downstate area. However, it is less than 2 percent in the Chicago metro area only in September (down from 5.5% in June; 3% for April).

## Evaluations of penalties given to DUI offenders

Two questions in the interview solicited respondents' evaluations of the penalties given to DUI offenders. One dealt with first offenders, and the other dealt with repeat offenders.<sup>15</sup>

### **Evaluations of penalties for first offenders. "Do you think the penalties given to drivers your area who are guilty of their first offense for alcohol-impaired driving are: too lenient, too harsh, or about right?"**

By a margin of 47 percent to 23 percent, a large plurality of the September statewide respondents reported the penalties for first offenders are "about right" as opposed to "too lenient." Only 6 percent said they were "too harsh," and nearly one-quarter (24%) did not express an opinion. (These results are quite close to those found in the September 2010 survey.)

*Among drinkers*, the margin saying penalties are "about right" over "too lenient" is 48 percent to 17 percent. Six percent (6%) say "too harsh." And, nearly one in three (28%) don't know or do not express an opinion.

*Analysis of September 2011 results by region.* Somewhat more downstate than Chicago metro area respondents said the penalties are "too lenient" (27% vs. 21%). More Chicago metro area than downstate respondents did not express an opinion (27% vs. 19%). In both regions, a plurality of 46 to 47 percent said the penalties are "about right," and 6 to 7 percent said the penalties are "too harsh."

### **Evaluations of penalties for repeat offenders. "Do you think the penalties given to repeat offenders of alcohol-impaired driving are: too lenient, too harsh, or about right?"**

For penalties for repeat offenders, opinion is more divided – with a plurality of 40 percent saying penalties are "too lenient" followed closely by 36 percent who believe the penalties are "about right." Only 2 percent believe the penalties are "too harsh," while 22 percent either don't know or did not answer.

Across the September surveys in the last three years, the proportion saying "about right" has been consistently increasing (28% in 2009; 33% in 2010; 36% in 2011) while the proportion saying "too lenient" has been consistently decreasing (48% in 2009; 46% in 2010; 40% in 2011).

*Among recent drinkers*, a plurality of 40 percent in the most recent September 2011 survey said that penalties are "about right" compared to nearly one-third (32%) who said they are "too lenient." Very few said "too harsh" (2%), while one-quarter did not offer an opinion.

For the recent drinkers, plurality opinion here has switched from "too lenient" to "about right" in the last year. Further, as was the case for the statewide results as a whole, we find consistent increases here in the percent saying the penalties are "about right" across the last three years (27% in 2009; 35% in 2010; 40% in 2011) and consistent decreases in the percent saying "too lenient" (49% in 2009; 43% in 2010; 33% in 2011).

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<sup>15</sup> These questions were asked for the first time in the 2004 surveys.

*Analysis of September 2011 results by region.* Again, more downstate respondents than Chicago metro area respondents said the penalties are “too lenient” (51% vs. 34%), while more Chicago metro area respondents did not express an opinion (27% vs. 14%). Chicago metro area respondents were also slightly more likely to say the penalties are “about right” (37% vs. 33% for downstate). About 2 to 3 percent in each region said “too harsh.”

Note here that a majority of downstate respondents believe the penalties are “too lenient.” But, by a small margin, a plurality of Chicago metro area respondents believe the penalties are “about right” (37% vs. 34% for “too lenient”).

## **Roadside safety checks**

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

It should be noted that this departs a bit from the national survey template. This was done intentionally for reasons of obtaining comparable Illinois trend data and because Illinois roadside checks are somewhat different than those in many other states.<sup>16</sup>

### **General roadside safety-check questions**

**Awareness of roadside safety checks.** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” is 28 percent in the September survey, down from 34 percent in June and up just slightly from 26 percent in April.<sup>17</sup>

*Among recent drinkers,* awareness of roadside safety checks is nearly 30 percent (29.8%) in September, down from nearly 40 percent in June (39.5%).

*Analysis by region.* The level of reported awareness of roadside safety checks in September is slightly greater downstate than in the Chicago area (30% vs. 27%). This was also the case in the April survey (29% vs. 25%). However, in the June survey, the downstate awareness of roadside checks reached 44 percent, much greater than the 29 percent found in June for the Chicago metro area – and also much greater than the September downstate awareness level (30%).

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<sup>16</sup> In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois roadchecks, checking vehicles which pass through a roadcheck for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

<sup>17</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

**Sources of awareness.** *Of those who had seen or heard anything about roadside safety checks, the September percentages for those who had seen/heard about them through the various sources is greatest for television (39%) followed by newspapers (31%), friends and relatives (24%) and then radio (22%). In June, exposure through television (29%), friends and relatives (26%) and newspapers (24%) are close, followed by exposure through (16%).*

Among all relevant 2011 statewide respondents, *those who mentioned newspapers* were far more likely to say they had heard of the safety checks from news stories than from advertisements (77% vs. 22% in September; 79% vs. 15% in June). *For those who mentioned television, exposure through news stories is also far more common than exposure through advertisements for both the September and June surveys (73% vs. 37% for September; 75% vs. 31% for June). For those who mentioned radio, we find these percentages to be closer (60% vs. 40% for September; 55% for each in June).*

*Among recent drinkers who reported awareness of the roadside checks in the September survey, exposure through television (34%), friends/relatives (34%) and newspapers (30%) surpassed exposure through radio (16%).*

An analysis of the *regional source-of-exposure results for September respondents who were aware of these roadside checks* finds that a plurality of relevant Chicago area respondents were exposed through television (40%). The other sources are quite close: newspapers (25%); radio (23%); and friends/relatives (20%). One in six (17%) mentioned another source.

For downstate respondents in September, about four in ten reported being exposed through newspapers (40%) and through television (38%). Following are exposure through friends/relatives (32%) and then radio (22%). Under one in ten (8%) mentioned some other source.

**Personally seeing roadside checks.** *Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had personally seen such checks is about the same in September, June and April (40% in each survey).*

*Among those recent drinkers who were aware of roadside safety checks, the incidence of personally seeing a check increased from 38 percent in June to 45 percent in September.*

*Analysis among those who were aware of roadside safety checks by region.* For the Chicago metro area, the percent of applicable respondents who said they had personally seen a check stood at 47 percent in September, down from 52 percent in June and just slightly greater than the 45 percent in April. For downstate, the September percent stood at 30 percent, up from 25 percent in June but slightly lower than the 33 percent found in April.

*When these results are based on all sample members (and not just those aware), we find the percent who have seen a roadside safety check increased from nearly 11 percent in April to nearly 14 percent in June. It then declined slightly to just over 11 percent in September.*

*Among all sample members who are recent drinkers, the percent who said they had personally seen a roadside safety check declined just slightly from 15 percent in June to just over 13 percent in September.*

*Analysis by region.* Again, when the percent is based on all sample members (and not just those who were aware), the percent of Chicago metro area respondents who reported personally seeing a roadside check is slightly higher in June (15.4%) than in either September (12.5%) or April (11.2%). Similarly, for downstate, the June proportion (11%) is also slightly greater than found in either September (9.3%) or April (9.7%).

**Personally going through a roadside check.** 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,” over one-third (36%) of the September survey respondents indicated they had. This is down substantially from just over 60 percent of these respondents in June and 53 percent in April.

Calculated on the basis of all sample members, we find the proportion who reported going through a roadside check was cut in half from the June to the September surveys (8.4% to 4.1%). The April result was about midway between (5.6%).

*Among recent drinkers who had personally seen a roadside check,* the percent who said they had actually gone through a check decreased substantially, from 69 percent in June to 25 percent in September. *Based on all sample members who are recent drinkers,* the percent who indicated having gone through a check declined from just over 10 percent in June (10.3%) to just above 3 percent (3.4%) in September, a decline of about two-thirds between the two surveys.

*By region. Among those who had personally seen a roadside check,* the proportion who reported actually going through a check in the Chicago area declined substantially from June to September (67% to 40%). The September proportion is also less than that found in April (52%). Downstate, we find declining proportions from April (54%) to June (45%) to September (28%).

Based on all sample members, we find that the percent of Chicago area respondents indicating they had actually been through a check is greatest in June (8.1%) followed by September (5.9%) and April (5.1%). For downstate, this percentage is very stable at just below or above 3 percent across the three surveys (2.8% to 3.2%).

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

**Awareness of “DUI” roadside safety checks.** The percent who indicated that, “*in the past (thirty) days,*” they had “*seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,*” is nearly one-quarter (24%) for the September 2011 respondents.<sup>18</sup> This is somewhat lower than that found in either the September 2010 survey (27%) or the September 2009 survey (29%).

*Among recent drinkers,* just over one-quarter (26%) indicated hearing or seeing anything about setting up these kind of roadside checks. This result is somewhat lower than that found in either of the past two years (29% in 2010; 30% in 2009).

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<sup>18</sup> This question was not asked in the June 2010 survey. So, we offer comparisons with the results from one year ago (both September and June). This question will be in the upcoming June 2011 survey.

*By region.* In September, three in ten (30%) downstate respondents said they had seen/heard of these roadside checks compared to one in five (20%) of Chicago metro area respondents.

**Personally going through these roadside checks.** *Of those who had seen/heard of such roadside checks,* the percent of those who indicated “having personally gone through [these] checks” is just over 14 percent. This is lower than that found in 2010 (19%) or 2009 (18%). These results translate into just over 3 percent of all sample members for the recent September 2011 survey, about 5 percent of all sample members for the September 2010 and 2009 surveys.

*Among recent drinkers who had seen/heard of these checks,* 15 percent in the September 2011 survey indicated they personally had gone through such safety checks, less than the 23 percent found in September 2010. This translates into just over 4 percent (4.1%) of their total number in the 2011 sample compared to nearly 7 percent (6.6%) of the 2010 sample. Based on all sample members, the September 2009 results here (3.8%) are close to the recent 2011 results.

*By region -- for those who have heard of the roadside checks,* we find that nearly one-fifth (19%) of the Chicago area respondents indicated going through roadside checks compared to about half this proportion for downstate respondents (9%). *When translated into an incidence based on all sample members,* we find a very small difference (3.9% for Chicago area; 2.6% for downstate).

## **Messages about alcohol-impaired driving**

**Awareness of messages about alcohol-impaired driving.** The percent who indicated that, “in the past thirty days,” they had “read, seen or heard anything about alcohol impaired driving in Illinois,” is two-thirds (67%) in the September 2011 survey, somewhat more than the 61 percent found in both the June and April surveys.

*Among recent drinkers,* awareness of these messages shows a similar increase from 59 percent in June to 67 percent in September.

*By region.* In the Chicago metro area, we find a small increase in reported exposure to these messages from June to September (63% to 68%), both up from 58 percent in April. Downstate, we find a small increase from June to September (58% to 64%), with the September proportion slightly less than that found in April (67%).

**Sources of messages.** *Of those who had seen or heard such messages,* by far the greatest exposure source in September is found for television (78%). This was followed by billboards/bus signs (52%). Then came (39%), newspapers (39%) and posters/bumper stickers (38%). Friends/relatives (24%) followed next and then brochures (15%). Just over one in ten (12%) mentioned another source.

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or

story, or something else. For newspapers, relevant respondents were primarily exposed through news stories rather than commercials (80% vs. 24%). For radio, relevant respondents more frequently identified advertisements rather than news stories (66% for ads vs. 41%). And the same is true for television (63% for ads vs. 51%).<sup>19</sup>

*For recent drinkers who indicated awareness of these messages in the September survey, we also find that television is the most frequent source of exposure (75%) followed by billboards/bus signs (51%). These are followed by radio (42%), newspapers (41%), and posters/bumper stickers (38%). Friends/relatives (27%) as a source is next and finally brochures/pamphlets (14%). About one in eight (14%) mentioned another source.*

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

*For the Chicago area, exposure through television is most frequent (82%) followed by exposure through billboards or bus signs (55%). Next are exposure through posters or bumper stickers (42%), radio (36%), and newspapers (32%). Following this are friends and relatives (23%) and brochures or pamphlets (13%). About one in ten (11%) percent mentioned another source.*

*For the downstate area, exposure through television is most frequent (70%) followed by exposure through newspapers (54%), billboards or bus signs (51%), and radio (46%). Next is posters or bumper stickers (32%), followed by friends and relatives (26%) and brochures or pamphlets (17%). About 14 percent mentioned another source.*

**Reported trend in number of messages.** *Those who said they were exposed to messages about alcohol impaired driving (67% of the September sample; 61% of both the June and April samples) were asked whether “the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual.”*

In September, 16 percent of the statewide respondents said the number of messages they had seen/heard was “more than usual,” down from 22 percent in June and also slightly less than in April (17%). Over three-quarters of the September respondents (77%) said the number is “about the same,” up from 72 percent in June and also slightly higher than the 75 percent in April. And, although always infrequent, the percent who said “less than usual” ranges only from a low of just over 5 percent in June to nearly 7 percent in April.

*Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” decreased from June to September (25% to 18%) while the proportion saying “about the same as usual” increased slightly (72% to 74%). While relatively few, the percent who said “less than usual” more than doubled from June to September (3% to 7.1%).*

*By region. Again, among respondents who had seen/heard of these messages, the Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” increased slightly from 20 percent in April to 23 percent in June and then declined to just under 19 percent in September. For applicable downstate respondents, the*

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<sup>19</sup> Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

percent saying “more than usual” increased from 12 percent in April to nearly one-fifth (19%) in June and then dropped to 10 percent in September.

### Awareness of selected traffic safety slogans

**The question.** Respondents were asked about their awareness of selected traffic safety “slogans,” asked in a random order. April and June respondents were asked about 12 and 13 selected slogans, respectively, while September respondents were asked about 16 slogans. Nine of the latter are related to drinking and driving, with three of the eight having been used in recent media campaigns: **“You drink and drive. You lose.”** (or its variant, “You drink. You drive. You lose”);<sup>20</sup> **“Drunk driving. Over the limit. Under arrest.”**; and the newest, **“Drive sober or get pulled over,”** which was initiated during the recent Labor Day campaign.

**The September results.** The following Table S-1 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the three most recent slogans which are in non-italic bold.

**Table S-1: Awareness Levels in September 2011**

Order	Slogan	Sept level
1	Click It or Ticket .....	90.7%
2	<i>Friends don't let friends drive drunk</i> .....	79.7%
3	<b>You drink and drive. You lose.</b> .....	<b>74.1%</b>
4	<i>Drive smart. Drive sober.</i> .....	54.0%
5	<i>Police in Illinois arrest drunk drivers</i> .....	47.8%
6	Start seeing motorcycles .....	47.3%
7	Buckle Up America .....	40.5%
8	<b>Drive sober or get pulled over</b> .....	<b>36.7%</b>
9	<b>Drunk driving. Over the limit. Under arrest</b> .....	<b>32.7%</b>
10	<i>Cells phones save lives. Pull over and report a drunken driver</i> .....	30.0%
11	<i>Wanna drink and drive, police in Illinois will show you the bars</i> .....	18.0%
12	<i>Drink and drive? Police in Illinois have your number</i> .....	17.9%
13	Children in back .....	17.2%
14	55 still the law for trucks in Chicago area .....	16.6%
15	Rest area = text area .....	16.2%
16	CSA 2010: Get the facts, know the law – what's your score? .....	7.7%

<sup>20</sup> It appears that the wording of the first of these slogans has alternated over the years and over varying formats and communication modes between “You drink and drive, you lose” and “You drink. You drive. You lose.” Currently, both variants of this slogan can be seen in Illinois. We have used the first wording for the 2007 through the most recent telephone surveys.

Table S-1 shows that the “*You drink and drive. You lose*” slogan ranks third in awareness level, at nearly three-quarters (74%). The newest slogan, “Drive sober or get pulled over,” is in eighth position, with 37 percent awareness. And, this is followed by “Drunk driving. Over the limit. Under arrest,” which has 33 percent awareness.

**Further analyses of three DUI-related slogans.** We focus here on the three slogans used most in recent campaigns: “You drink and drive. You lose”; “Drunk driving. Over the limit. Under arrest”; and the newest slogan, “Drive sober or get pulled over.” (See Table S-2. For the results for “recent drinkers,” see the Excel tables.)

**Table S-2  
Awareness of Two DUI-Related Slogans\***

<i>Region</i>	<i>April 2011 Survey</i>	<i>June Pre- test</i>	<i>April to June diff.*</i>	<i>Sept Post-Test 2011</i>	<i>June to Sept. diff.*</i>	<i>Total Diff.</i>
<b>Slogan: You drink and drive. You lose.</b>						
STATEWIDE .....	<b>78.7%</b>	<b>76.6%</b>	<b>-2.1%</b>	<b>74.1%</b>	<b>-2.5%</b>	<b>-4.6%</b>
Chicago Metro .....	77.9%	78.5%	+0.6%	74.1%	-4.4%	-3.8%
Downstate .....	80.0%	73.1%	-6.9%	74.1%	+1.0%	-5.9%
<b>Slogan: Drunk driving. Over the limit. Under arrest.</b>						
STATEWIDE .....	<b>32.9%</b>	<b>33.9%</b>	<b>+1.0%</b>	<b>32.7%</b>	<b>-1.2%</b>	<b>-0.2%</b>
Chicago Metro .....	30.6%	34.1%	+3.5%	30.3%	-3.8%	-0.3%
Downstate .....	36.9%	33.6%	-3.3%	37.2%	+3.6%	+0.3%
<b>Slogan: Drive sober or get pulled over.</b>						
STATEWIDE .....	---	<b>19.5%</b>	---	<b>36.7%</b>	<b>+17.2%</b>	---
Chicago Metro .....	---	19.6%	---	38.3%	+18.7%	---
Downstate .....	---	19.4%	---	33.8%	+14.4%	---

\*These are percentage *point* increases/decreases.

**April to September 2011 trends.** Statewide, reported awareness of the “*You drink and drive. You lose*” slogan is basically stable from April to June at about 77 to 79 percent. It then decreases to 74 percent in September.

Among recent drinkers, the awareness level for this slogan declined somewhat, from 35 percent in June to 31 percent in September.

By region. In September, awareness of this slogan is the same in the Chicago metro area and downstate (74%), and awareness was also very close in the April survey (78% in Chicago metro vs. 80% downstate). In June, awareness was somewhat greater in the Chicago metro region than downstate (78% vs. 73%).

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest”** slogan is stable at nearly 33 to 34 percent across the three surveys.

Among recent drinkers, the awareness level is very stable, at just over 79 percent in June and nearly 78 percent in September.

*By region.* For both April and September, awareness of this slogan is somewhat to slightly greater in the downstate counties than in the Chicago metro region (37% vs. 31% for April; 37% vs. 33% for September). In June, the awareness level is about 34 percent in both regional areas.

Statewide, reported awareness of the **“Drive sober or get pulled over”** slogan increased from one in five (19.5%) in June, prior to its actual use, to 37 percent in the September survey.

Among recent drinkers, the awareness level stood at nearly one in five (19%) in June, prior to its use, and climbed to 36 percent in September.

For this slogan, there are no differences between the two regions in June, prior to the slogan’s actual use (about 19.5% in each region). In September, awareness was somewhat greater in the Chicago metro region than downstate (38% vs. 34%).

**The 2002 through 2010 trends.** Because there were media/enforcement campaigns going back to calendar year 2002 for which we have awareness information for numerous selected traffic safety slogans and for both seat belt-related and DUI-related campaigns, it is worth presenting the full cross-sectional trend results. These are presented in Tables S-3A and S-3B, according to the level of awareness in the September 2011 survey. The three DUI-related slogans focused upon above are in bold.

**“Drive sober or get pulled over.”** As we have noted above, the September 2011 awareness level for this slogan is substantially higher than that first recorded in June 2011, prior to its use in the Labor Day campaign (37% vs. 20% in June).

**“You drink and drive. You lose.”** In a series going back to 2003, we generally find a trend where the September post Labor Day campaign awareness level is greater than the June pre Labor Day campaign awareness level. (The year 2007 does not quite fit the pattern, since the June and September levels are pretty much equivalent and higher than that found in April. Also note that the post Labor Day campaign result for the 2003 campaign is found in the January 2004 survey.) Awareness of this slogan reached its height in September 2009 (84%), followed by September 2010 (82%) and also by June and September 2007 (82% and 81%, respectively).

In 2010, however, we find decreasing awareness of the slogan across the surveys of April (79%), June (77%) and September (74%).

**“Drunk driving. Over the limit, under arrest.”** In a data series going back to 2007, we find September awareness levels greater than that found in June in the first three years (2007 through 2009).<sup>21</sup> And, we find both the June and September levels quite equivalent and greater

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<sup>21</sup> However, note that in the first year of data for this slogan, 2003, the April awareness level was slightly greater than the September level (29% vs. 27%). Both were greater than the June level (24%).

than that found in April in 2010. Awareness of this slogan reached its height in September 2009 (41%) followed by June and September 2010 (40% and 38%, respectively).

In 2010, awareness of this slogan is basically stable at 33 to 34 percent across each of the three surveys.

**Table Slogans – 3A**  
**Awareness of Selected Traffic Safety Slogans, April 2002 through June 2011**  
**(April 2002 through September 2006 Portion)**

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

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

**Table Slogans – 3B**  
**Awareness of Selected Traffic Safety Slogans, April 2002 through June 2011**  
**(April 2006 through June 2011 Portion)**

Slogan	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11
Click It or Ticket	84%	91%	88%	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%
Friends don't let friends drive drunk	86%	82%	80%	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%
<b>You drink and drive. You lose</b>	<b>74%</b>	<b>70%</b>	<b>76%</b>	<b>76%</b>	<b>82%</b>	<b>81%</b>	<b>77%</b>	<b>75%</b>	<b>80%</b>	<b>78%</b>	<b>74%</b>	<b>84%</b>	<b>78%</b>	<b>78%</b>	<b>82%</b>	<b>79%</b>	<b>77%</b>	<b>74%</b>
Drive smart, drive sober	54%	60%	56%	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%
Police in Illinois arrest drunk drivers*	49%	45%	49%	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%											
Buckle Up America	50%	50%	46%	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%
<b>Drive sober or get pulled over</b>	na	20%	37%															
<b>Drunk driving. Over the limit. Under arrest.</b>	na	na	na	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%
Cell phones save lives. Pull over and report a drunk driver.	37%	34%	39%	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%
Drink and drive? Police in Illinois have your number	20%	19%	21%	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%
Wanna drink and drive, police in Illinois will show you the bars*	23%	24%	22%	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%
Children in back	22%	19%	19%	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%
55 still the law for trucks in Chicago area	na	14%	na	na	17%													
Rest Area = Text Area	na	16%	na	na	16%													
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%													

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

**APPENDIX A**  
**Statewide Enforcement Activities and Associated Costs**

**TABLE 5: HOLIDAY MOBILIZATION ONLY GRANTEES ENFORCEMENT AND ASSOCIATED COSTS**

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Bloomingtondale	19.0	36	0	0.0%	3	8.3%	31.7	\$31.58	\$59.83	\$1,136.77
Carbondale	85.5	88	2	2.3%	2	2.3%	58.3	\$35.19	\$36.22	\$3,096.81
Chatham	10.0	22	17	77.3%	1	4.5%	27.3	\$35.32	\$77.71	\$777.12
Cherry Valley	216.0	186	11	5.9%	2	1.1%	69.7	\$44.85	\$38.62	\$8,341.92
Crete	90.0	70	4	5.7%	2	2.9%	77.1	\$50.51	\$39.28	\$3,535.37
Elmwood Park	96.0	412	19	4.6%	4	1.0%	14.0	\$10.57	\$45.38	\$4,356.00
Grantfork	30.8	6	0	0.0%	1	16.7%	307.5	\$154.22	\$30.09	\$925.31
Hanover Park	75.0	43	26	60.5%	2	4.7%	104.7	\$82.49	\$47.30	\$3,547.13
Highland Park	60.0	77	8	10.4%	13	16.9%	46.8	\$52.67	\$67.59	\$4,055.40
Jackson County	90.0	82	1	1.2%	8	9.8%	65.9	\$37.56	\$34.22	\$3,079.90
Kankakee City	150.0	189	69	36.5%	3	1.6%	47.6	\$40.67	\$51.24	\$7,686.43
Kewanee	100.0	12	6	50.0%	0	0.0%	500.0	\$308.33	\$37.00	\$3,700.00
Lake County	70.0	82	6	7.3%	2	2.4%	51.2	\$50.71	\$59.40	\$4,158.00
Lemont	72.0	31	2	6.5%	0	0.0%	139.4	\$113.77	\$48.99	\$3,526.92
Lincolnshire	100.0	183	1	0.5%	16	8.7%	32.8	\$32.03	\$58.62	\$5,862.31
McLean County	95.0	113	1	0.9%	8	7.1%	50.4	\$28.67	\$34.11	\$3,240.00
McLeansboro	80.0	28	0	0.0%	3	10.7%	171.4	\$47.89	\$16.76	\$1,340.80
Montgomery	37.0	108	14	13.0%	4	3.7%	20.6	\$18.16	\$53.00	\$1,960.95
Northbrook	151.3	61	0	0.0%	14	23.0%	148.8	\$164.89	\$66.50	\$10,058.13
O'Fallon	89.0	67	10	14.9%	5	7.5%	79.7	\$68.42	\$51.51	\$4,584.39
Ottawa	50.0	87	5	5.7%	11	12.6%	34.5	\$28.74	\$50.00	\$2,500.00
Round Lake Heights	12.0	12	6	50.0%	1	8.3%	60.0	\$30.00	\$30.00	\$360.00

**TABLE 5: (Continued)**

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Spring Grove	21.0	11	1	9.1%	1	9.1%	114.5	\$88.94	\$46.59	\$978.39
Springfield Park District	31.0	29	5	17.2%	5	17.2%	64.1	\$37.41	\$35.00	\$1,085.00
Wheaton	48.0	80	2	2.5%	2	2.5%	36.0	\$35.23	\$58.71	\$2,818.08
<b>HOLIDAY MOBILIZATION ONLY GRANTS TOTAL</b>	<b>1,878.6</b>	<b>2,115</b>	<b>216</b>	<b>10.2%</b>	<b>113</b>	<b>5.3%</b>	<b>53.3</b>	<b>\$41.00</b>	<b>\$46.16</b>	<b>\$86,711.13</b>

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during enforcement period

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

Column 4: Total number of occupant protection violations written by law enforcement agency during the statewide enforcement period

Column 5: Percentage of total citations that were Occupant Protection violations citations

Column 6: Total number of DUIs written by law enforcement agency during the statewide enforcement period

Column 7: Percentage of total citations that were DUIs

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 6: REGULAR GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
LAP	Charleston	42.0	40	11	27.5%	4	10.0%	63.0	\$34.43	\$32.79	\$1,377.19
LAP	Springfield	246.0	97	5	5.2%	28	28.9%	152.2	\$179.25	\$70.68	\$17,387.57
LAP	St. Clair County	150.0	78	5	6.4%	10	12.8%	115.4	\$158.66	\$82.50	\$12,375.29
LAP	Waukegan	331.0	260	16	6.2%	12	4.6%	76.4	\$80.02	\$62.86	\$20,805.50
LAP	Wheeling	94.0	95	2	2.1%	5	5.3%	59.4	\$60.72	\$61.37	\$5,768.80
LAP	Wonder Lake	56.0	38	0	0.0%	5	13.2%	88.4	\$31.67	\$21.49	\$1,203.29
STEP	Addison	120.0	123	47	38.2%	6	4.9%	58.5	\$52.02	\$53.32	\$6,398.32
STEP	Algonquin	124.0	119	66	55.5%	0	0.0%	62.5	\$55.82	\$53.57	\$6,642.70
STEP	Alton	461.0	477	187	39.2%	14	2.9%	58.0	\$44.71	\$46.26	\$21,327.89
STEP	Arlington Heights	100.0	170	3	1.8%	2	1.2%	35.3	\$35.55	\$60.43	\$6,042.84
STEP	Barrington	30.0	30	0	0.0%	1	3.3%	60.0	\$60.62	\$60.62	\$1,818.64
STEP	Bartlett	156.0	214	55	25.7%	8	3.7%	43.7	\$46.41	\$63.67	\$9,932.55
STEP	Bartonville	47.0	34	0	0.0%	0	0.0%	82.9	\$55.93	\$40.46	\$1,901.51
STEP	Belleville	48.0	72	36	50.0%	0	0.0%	40.0	\$29.19	\$43.78	\$2,101.56
STEP	Belvidere	158.0	156	74	47.4%	2	1.3%	60.8	\$46.66	\$46.07	\$7,278.71
STEP	Blue Island	87.0	194	142	73.2%	0	0.0%	26.9	\$20.33	\$45.33	\$3,944.06
STEP	Boone County	210.0	119	44	37.0%	10	8.4%	105.9	\$68.27	\$38.68	\$8,123.57
STEP	Bradley	46.0	76	19	25.0%	0	0.0%	36.3	\$41.62	\$68.76	\$3,163.00
STEP	Brookfield	66.0	75	14	18.7%	0	0.0%	52.8	\$48.89	\$55.55	\$3,666.56
STEP	Buffalo Grove	92.5	84	2	2.4%	8	9.5%	66.1	\$87.80	\$79.74	\$7,375.59
STEP	Burr Ridge	134.0	54	22	40.7%	2	3.7%	148.9	\$132.85	\$53.54	\$7,173.70
STEP	Campton Hills	61.0	62	2	3.2%	1	1.6%	59.0	\$21.17	\$21.52	\$1,312.63
STEP	Colona	104.0	56	16	28.6%	3	5.4%	111.4	\$56.66	\$30.51	\$3,172.97
STEP	Countryside	59.0	52	18	34.6%	0	0.0%	68.1	\$66.53	\$58.63	\$3,459.33
STEP	Crystal Lake	68.0	166	46	27.7%	2	1.2%	24.6	\$24.76	\$60.44	\$4,109.64

**TABLE 6: (continued)**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
STEP	Crystal Lake Park Dist	60.0	84	1	1.2%	3	3.6%	42.9	\$20.87	\$29.21	\$1,752.86
STEP	Danville	86.0	91	14	15.4%	3	3.3%	56.7	\$44.75	\$47.35	\$4,072.42
STEP	Des Plaines	507.0	1,060	830	78.3%	10	0.9%	28.7	\$30.92	\$64.65	\$32,778.38
STEP	Dixon	48.0	7	1	14.3%	0	0.0%	411.4	\$181.70	\$26.50	\$1,271.89
STEP	East Dundee	47.0	58	10	17.2%	3	5.2%	48.6	\$28.24	\$34.85	\$1,637.95
STEP	East Hazel Crest	41.0	60	30	50.0%	0	0.0%	41.0	\$26.04	\$38.10	\$1,562.30
STEP	East Moline	175.5	113	33	29.2%	3	2.7%	93.2	\$71.46	\$46.01	\$8,074.55
STEP	Elk Grove Village	69.0	72	2	2.8%	5	6.9%	57.5	\$58.79	\$61.34	\$4,232.61
STEP	Evanston	101.0	155	51	32.9%	2	1.3%	39.1	\$39.35	\$60.38	\$6,098.67
STEP	Forest Park	70.0	34	7	20.6%	0	0.0%	123.5	\$112.76	\$54.77	\$3,833.97
STEP	Franklin Park	46.0	63	22	34.9%	1	1.6%	43.8	\$39.93	\$54.69	\$2,515.62
STEP	Freeport	127.0	73	12	16.4%	4	5.5%	104.4	\$70.44	\$40.49	\$5,142.09
STEP	Granite City	24.0	22	4	18.2%	1	4.5%	65.5	\$48.09	\$44.08	\$1,058.00
STEP	Grundy County	77.0	63	27	42.9%	4	6.3%	73.3	\$65.76	\$53.80	\$4,142.65
STEP	Hinsdale	63.0	102	77	75.5%	1	1.0%	37.1	\$38.81	\$62.83	\$3,958.43
STEP	Hoffman Estates	189.0	195	43	22.1%	6	3.1%	58.2	\$68.33	\$70.49	\$13,323.42
STEP	Homewood	64.0	113	94	83.2%	1	0.9%	34.0	\$30.82	\$54.42	\$3,483.02
STEP	Itasca	73.0	47	33	70.2%	3	6.4%	93.2	\$60.10	\$38.70	\$2,824.75
STEP	Jerome	35.0	74	10	13.5%	3	4.1%	28.4	\$13.49	\$28.52	\$998.23
STEP	Justice	60.0	78	73	93.6%	0	0.0%	46.2	\$39.34	\$51.14	\$3,068.44
STEP	Kendall County	32.0	19	19	100.0%	0	0.0%	101.1	\$82.59	\$49.04	\$1,569.12
STEP	Kenilworth	31.0	28	0	0.0%	1	3.6%	66.4	\$64.80	\$58.53	\$1,814.35
STEP	Kildeer	16.0	12	1	8.3%	1	8.3%	80.0	\$83.82	\$62.86	\$1,005.83
STEP	Lake in the Hills	81.0	64	2	3.1%	7	10.9%	75.9	\$54.61	\$43.15	\$3,494.96
STEP	Lake Villa	42.0	22	2	9.1%	3	13.6%	114.5	\$84.52	\$44.27	\$1,859.49
STEP	Leland Grove	60.0	55	13	23.6%	2	3.6%	65.5	\$23.17	\$21.24	\$1,274.40
STEP	Lisle	44.0	20	1	5.0%	1	5.0%	132.0	\$123.84	\$56.29	\$2,476.74

**TABLE 6: (continued)**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
STEP	Lockport	93.0	96	59	61.5%	3	3.1%	58.1	\$26.40	\$27.25	\$2,534.67
STEP	Lombard	60.0	45	3	6.7%	3	6.7%	80.0	\$81.25	\$60.94	\$3,656.40
STEP	Macomb	48.0	38	10	26.3%	1	2.6%	75.8	\$48.32	\$38.25	\$1,836.14
STEP	Marengo	23.0	16	0	0.0%	1	6.3%	86.3	\$71.25	\$49.56	\$1,139.97
STEP	McHenry	143.0	169	28	16.6%	4	2.4%	50.8	\$49.03	\$57.95	\$8,286.65
STEP	McHenry County	105.0	102	17	16.7%	6	5.9%	61.8	\$55.71	\$54.12	\$5,682.26
STEP	Menard County	58.0	32	2	6.3%	3	9.4%	108.8	\$51.71	\$28.53	\$1,654.87
STEP	Mercer County	122.0	69	4	5.8%	4	5.8%	106.1	\$78.39	\$44.34	\$5,409.12
STEP	Midlothian	38.0	81	38	46.9%	1	1.2%	28.1	\$34.30	\$73.12	\$2,778.49
STEP	Momence	48.0	29	22	75.9%	1	3.4%	99.3	\$46.23	\$27.93	\$1,340.63
STEP	Morton	59.0	72	2	2.8%	4	5.6%	49.2	\$33.80	\$41.25	\$2,433.75
STEP	Naperville	144.0	171	26	15.2%	16	9.4%	50.5	\$61.18	\$72.65	\$10,461.48
STEP	Niles	257.0	277	192	69.3%	11	4.0%	55.7	\$65.69	\$70.80	\$18,195.57
STEP	North Pekin	86.0	73	8	11.0%	2	2.7%	70.7	\$30.01	\$25.48	\$2,191.00
STEP	Oak Lawn	138.5	230	193	83.9%	2	0.9%	36.1	\$33.78	\$56.10	\$7,769.68
STEP	Olympia Fields	156.0	24	0	0.0%	1	4.2%	390.0	\$325.00	\$50.00	\$7,800.00
STEP	Orland Park	296.0	235	143	60.9%	2	0.9%	75.6	\$76.44	\$60.69	\$17,963.08
STEP	Oswego	168.5	263	144	54.8%	0	0.0%	38.4	\$37.26	\$58.16	\$9,800.09
STEP	Palatine	91.0	133	52	39.1%	9	6.8%	41.1	\$73.33	\$107.17	\$9,752.57
STEP	Palos Heights	51.0	42	21	50.0%	2	4.8%	72.9	\$69.73	\$57.42	\$2,928.48
STEP	Park Ridge	148.0	171	66	38.6%	4	2.3%	51.9	\$55.99	\$64.69	\$9,574.04
STEP	Peoria	41.0	112	3	2.7%	5	4.5%	22.0	\$18.25	\$49.86	\$2,044.29
STEP	Peoria County	42.0	27	2	7.4%	2	7.4%	93.3	\$58.38	\$37.53	\$1,576.18
STEP	Peoria Heights	50.0	42	7	16.7%	0	0.0%	71.4	\$45.04	\$37.83	\$1,891.62
STEP	Pike County	96.0	19	2	10.5%	0	0.0%	303.2	\$203.07	\$40.19	\$3,858.37
STEP	Plainfield	146.0	183	125	68.3%	1	0.5%	47.9	\$60.14	\$75.38	\$11,004.98
STEP	Prairie Grove	33.0	32	1	3.1%	3	9.4%	61.9	\$39.25	\$38.06	\$1,255.98

**TABLE 6: (continued)**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
STEP	Quincy	120.0	101	27	26.7%	6	5.9%	71.3	\$92.52	\$77.87	\$9,344.96
STEP	River Forest	21.0	17	14	82.4%	0	0.0%	74.1	\$72.82	\$58.95	\$1,237.88
STEP	Riverdale	65.0	187	163	87.2%	0	0.0%	20.9	\$20.06	\$57.72	\$3,752.08
STEP	Riverside	25.0	26	2	7.7%	1	3.8%	57.7	\$60.33	\$62.75	\$1,568.66
STEP	Rock Island	132.0	133	85	63.9%	9	6.8%	59.5	\$51.26	\$51.65	\$6,817.14
STEP	Rockford	36.0	29	5	17.2%	4	13.8%	74.5	\$151.16	\$121.77	\$4,383.73
STEP	Rolling Meadows	64.0	107	31	29.0%	1	0.9%	35.9	\$43.27	\$72.34	\$4,629.91
STEP	Roselle	131.0	152	49	32.2%	4	2.6%	51.7	\$50.17	\$58.21	\$7,626.06
STEP	Schaumburg	138.0	102	12	11.8%	2	2.0%	81.2	\$90.73	\$67.06	\$9,254.96
STEP	St. Charles	87.0	38	10	26.3%	7	18.4%	137.4	\$134.72	\$58.84	\$5,119.38
STEP	Stephenson County	69.0	63	3	4.8%	7	11.1%	65.7	\$50.08	\$45.72	\$3,154.74
STEP	Sterling	66.0	34	1	2.9%	3	8.8%	116.5	\$68.09	\$35.08	\$2,315.04
STEP	Streamwood	48.0	64	0	0.0%	3	4.7%	45.0	\$87.66	\$116.88	\$5,610.20
STEP	Swansea	51.0	70	33	47.1%	0	0.0%	43.7	\$34.66	\$47.57	\$2,426.07
STEP	Tinley Park	96.0	81	76	93.8%	2	2.5%	71.1	\$70.20	\$59.23	\$5,685.95
STEP	Troy	43.0	18	0	0.0%	3	16.7%	143.3	\$108.14	\$45.27	\$1,946.53
STEP	West Chicago	163.0	172	21	12.2%	2	1.2%	56.9	\$61.43	\$64.82	\$10,565.82
STEP	Williamson County	138.0	39	7	17.9%	2	5.1%	212.3	\$78.57	\$22.20	\$3,064.11
STEP	Winnebago County	111.0	92	12	13.0%	3	3.3%	72.4	\$51.55	\$42.73	\$4,742.83
STEP	Winthrop Harbor	28.0	20	7	35.0%	1	5.0%	84.0	\$53.92	\$38.51	\$1,078.36
STEP	Wood Dale	92.0	123	33	26.8%	8	6.5%	44.9	\$38.98	\$52.12	\$4,794.92

**TABLE 6: (continued)**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
STEP	Woodridge	72.0	91	2	2.2%	2	2.2%	47.5	\$47.56	\$60.11	\$4,327.67
STEP	Woodstock	24.0	37	0	0.0%	4	10.8%	38.9	\$38.34	\$59.11	\$1,418.55
<b>LAP GRANTS SUBTOTAL</b>		<b>919.0</b>	<b>608</b>	<b>39</b>	<b>6.4%</b>	<b>64</b>	<b>10.5%</b>	<b>90.7</b>	<b>\$96.90</b>	<b>\$64.11</b>	<b>\$58,917.64</b>
<b>STEP GRANTS SUBTOTAL</b>		<b>9,001.0</b>	<b>9,696</b>	<b>3,968</b>	<b>40.9%</b>	<b>292</b>	<b>3.0%</b>	<b>55.7</b>	<b>\$50.33</b>	<b>\$54.21</b>	<b>\$487,956.82</b>
<b>REGULAR GRANTS SUBTOTAL</b>		<b>9,920.0</b>	<b>10,304</b>	<b>4,007</b>	<b>38.9%</b>	<b>356</b>	<b>3.5%</b>	<b>57.8</b>	<b>\$53.07</b>	<b>\$55.13</b>	<b>\$546,874.46</b>

- Column 1: Type of grant that agency had
- Column 2: Participating law enforcement agency
- Column 3: Number of patrol hours conducted during enforcement period
- Column 4: Total number of citations written by law enforcement agency during statewide enforcement period
- Column 5: Total number of occupant protection violations written by law enforcement agencies during the statewide enforcement period
- Column 6: Percentage of total citations that were occupant protection violations
- Column 7: Total number of DUIs written by law enforcement agency during the statewide enforcement period
- Column 8: Percentage of total citations that were DUI citations
- 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:* LAP – Local Alcohol Program & STEP – Sustained Traffic Enforcement Program

**TABLE 7: REGULAR GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
HM	Berwyn	116.0	122	21	17.2%	6	4.9%	57.0	\$51.84	\$54.52	\$6,324.00
STEP	Berwyn	154.0	333	165	49.5%	2	0.6%	27.7	\$23.81	\$51.49	\$7,929.35
HM	Cahokia	30.0	33	1	3.0%	0	0.0%	54.5	\$41.01	\$45.11	\$1,353.35
STEP	Cahokia	71.0	95	12	12.6%	1	1.1%	44.8	\$35.30	\$47.23	\$3,353.11
HM	Calumet City	55.0	45	5	11.1%	0	0.0%	73.3	\$85.56	\$70.00	\$3,850.00
STEP	Calumet City	158.0	93	11	11.8%	1	1.1%	101.9	\$56.60	\$33.31	\$5,263.42
LAP	Carol Stream	104.0	122	58	47.5%	8	6.6%	51.1	\$54.83	\$64.33	\$6,689.86
STEP	Carol Stream	120.0	76	7	9.2%	8	10.5%	94.7	\$86.68	\$54.90	\$6,588.01
HM	Carpentersville	60.0	62	6	9.7%	4	6.5%	58.1	\$55.65	\$57.51	\$3,450.50
STEP	Carpentersville	117.0	132	8	6.1%	12	9.1%	53.2	\$51.19	\$57.75	\$6,756.70
LAP	Chicago	715.0	409	34	8.3%	34	8.3%	104.9	\$101.17	\$57.87	\$41,377.05
STEP	Chicago	296.0	140	30	21.4%	13	9.3%	126.9	\$122.35	\$57.87	\$17,129.52
LAP	Chicago Heights	40.0	36	13	36.1%	2	5.6%	66.7	\$49.71	\$44.73	\$1,789.39
STEP	Chicago Heights	137.0	130	119	91.5%	2	1.5%	63.2	\$44.45	\$42.18	\$5,778.77
HM	Clarendon Hills	48.0	115	90	78.3%	0	0.0%	25.0	\$24.29	\$58.19	\$2,792.88
STEP	Clarendon Hills	44.0	45	33	73.3%	1	2.2%	58.7	\$72.18	\$73.82	\$3,248.22
LAP	Cook County	130.0	96	1	1.0%	14	14.6%	81.3	\$79.63	\$58.81	\$7,644.83
STEP	Cook County	42.0	82	0	0.0%	0	0.0%	30.7	\$28.24	\$55.13	\$2,315.46
HM	Creve Coeur	37.0	26	0	0.0%	2	7.7%	85.4	\$82.65	\$58.08	\$2,148.96
STEP	Creve Coeur	41.0	22	0	0.0%	2	9.1%	111.8	\$56.09	\$30.10	\$1,233.90
LAP	Decatur	150.0	78	3	3.8%	8	10.3%	115.4	\$99.92	\$51.96	\$7,794.00
HM	Decatur	87.0	75	11	14.7%	11	14.7%	69.6	\$45.22	\$38.98	\$3,391.19
STEP	Decatur	160.0	91	7	7.7%	4	4.4%	105.5	\$94.48	\$53.73	\$8,597.57
LAP	East Peoria	76.0	54	1	1.9%	6	11.1%	84.4	\$77.85	\$55.31	\$4,203.69
STEP	East Peoria	74.0	53	12	22.6%	6	11.3%	83.8	\$88.32	\$63.26	\$4,680.94
LAP	Elgin	150.0	238	0	0.0%	18	7.6%	37.8	\$37.75	\$59.90	\$8,985.08
STEP	Elgin	484.0	687	184	26.8%	5	0.7%	42.3	\$30.93	\$43.91	\$21,251.01

**TABLE 7: (continued)**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
HM	Elmhurst	68.0	67	0	0.0%	8	11.9%	60.9	\$58.32	\$57.46	\$3,907.41
STEP	Elmhurst	100.0	62	15	24.2%	7	11.3%	96.8	\$111.86	\$69.35	\$6,935.10
HM	Gurnee	51.0	42	11	26.2%	4	9.5%	72.9	\$68.05	\$56.04	\$2,858.02
STEP	Gurnee	144.0	139	67	48.2%	6	4.3%	62.2	\$72.41	\$69.89	\$10,064.35
HM	Hillside	56.0	57	13	22.8%	1	1.8%	58.9	\$58.81	\$59.86	\$3,352.20
STEP	Hillside	44.0	74	38	51.4%	0	0.0%	35.7	\$32.83	\$55.22	\$2,429.72
HM	Joliet	163.0	111	8	7.2%	1	0.9%	88.1	\$98.11	\$66.81	\$10,889.89
STEP	Joliet	142.0	99	5	5.1%	2	2.0%	86.1	\$93.19	\$64.97	\$9,225.85
HM	Lake Zurich	64.0	61	22	36.1%	6	9.8%	63.0	\$69.80	\$66.53	\$4,257.84
STEP	Lake Zurich	168.0	81	25	30.9%	7	8.6%	124.4	\$164.06	\$79.10	\$13,288.72
HM	Lincolnwood	100.0	46	24	52.2%	2	4.3%	130.4	\$113.17	\$52.06	\$5,205.76
STEP	Lincolnwood	39.0	15	5	33.3%	0	0.0%	156.0	\$135.27	\$52.03	\$2,029.05
LAP	Macon County	200.0	110	21	19.1%	8	7.3%	109.1	\$60.79	\$33.43	\$6,686.53
HM	Macon County	86.0	95	23	24.2%	7	7.4%	54.3	\$30.78	\$34.00	\$2,924.00
HM	Morton Grove	87.0	84	11	13.1%	1	1.2%	62.1	\$64.57	\$62.34	\$5,423.58
STEP	Morton Grove	60.0	69	56	81.2%	0	0.0%	52.2	\$52.63	\$60.53	\$3,631.80
HM	Norridge	32.0	10	1	10.0%	0	0.0%	192.0	\$208.99	\$65.31	\$2,089.92
STEP	Norridge	58.0	30	19	63.3%	2	6.7%	116.0	\$117.37	\$60.71	\$3,521.12
HM	North Aurora	32.0	67	4	6.0%	2	3.0%	28.7	\$25.31	\$53.00	\$1,696.00
STEP	North Aurora	55.0	123	21	17.1%	3	2.4%	26.8	\$22.94	\$51.30	\$2,821.43
HM	Peru	45.0	9	1	11.1%	1	11.1%	300.0	\$185.00	\$37.00	\$1,665.00
STEP	Peru	49.0	34	7	20.6%	4	11.8%	86.5	\$64.41	\$44.69	\$2,190.04
HM	Shorewood	10.0	6	0	0.0%	0	0.0%	100.0	\$87.95	\$52.77	\$527.70
STEP	Shorewood	70.0	28	5	17.9%	3	10.7%	150.0	\$21.60	\$8.64	\$604.92
LAP	Skokie	326.3	327	97	29.7%	5	1.5%	59.9	\$58.38	\$58.52	\$19,091.38
STEP	Skokie	152.8	103	36	35.0%	1	1.0%	89.0	\$87.38	\$58.92	\$9,000.00
LAP	S. Chicago Heights	63.0	66	5	7.6%	4	6.1%	57.3	\$25.36	\$26.57	\$1,673.77
STEP	S. Chicago Heights	16.0	13	10	76.9%	0	0.0%	73.8	\$32.69	\$26.56	\$424.96
HM	South Elgin	68.0	32	24	75.0%	0	0.0%	127.5	\$126.10	\$59.34	\$4,035.12
STEP	South Elgin	90.0	58	20	34.5%	2	3.4%	93.1	\$98.15	\$63.25	\$5,692.93

**TABLE 7: (continued)**

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
HM	Summit	50.0	30	1	3.3%	4	13.3%	100.0	\$85.90	\$51.54	\$2,577.00
STEP	Summit	58.0	44	36	81.8%	2	4.5%	79.1	\$71.84	\$54.50	\$3,161.16
HM	Tazewell County	66.0	31	0	0.0%	3	9.7%	127.7	\$89.42	\$42.00	\$2,772.00
STEP	Tazewell County	151.0	128	13	10.2%	9	7.0%	70.8	\$54.37	\$46.08	\$6,958.80
HM	Villa Park	65.0	77	0	0.0%	2	2.6%	50.6	\$50.50	\$59.82	\$3,888.30
STEP	Villa Park	58.3	93	4	4.3%	5	5.4%	37.6	\$37.21	\$59.41	\$3,460.91
HM	Westchester	80.0	52	10	19.2%	2	3.8%	92.3	\$86.15	\$56.00	\$4,480.00
STEP	Westchester	62.0	65	42	64.6%	1	1.5%	57.2	\$53.52	\$56.11	\$3,478.90
LAP	Will County	136.0	120	3	2.5%	10	8.3%	68.0	\$44.71	\$39.45	\$5,365.20
HM	Will County	16.0	13	11	84.6%	0	0.0%	73.8	\$72.60	\$58.99	\$943.84
<b>HM GRANTS SUBTOTAL</b>		<b>1,572.0</b>	<b>1,368</b>	<b>298</b>	<b>21.8%</b>	<b>67</b>	<b>4.9%</b>	<b>68.9</b>	<b>\$63.45</b>	<b>\$55.22</b>	<b>\$86,804.46</b>
<b>LAP GRANTS SUBTOTAL</b>		<b>2,090.3</b>	<b>1,656</b>	<b>236</b>	<b>14.3%</b>	<b>117</b>	<b>7.1%</b>	<b>75.7</b>	<b>\$67.21</b>	<b>\$53.25</b>	<b>\$111,300.78</b>
<b>STEP GRANTS SUBTOTAL</b>		<b>3,415.1</b>	<b>3,237</b>	<b>1,012</b>	<b>31.3%</b>	<b>111</b>	<b>3.4%</b>	<b>63.3</b>	<b>\$56.55</b>	<b>\$53.60</b>	<b>\$183,045.74</b>
<b>AGENCIES WITH MULTIPLE GRANTS TOTAL</b>		<b>7,077.4</b>	<b>6,261</b>	<b>1,546</b>	<b>24.7%</b>	<b>295</b>	<b>4.7%</b>	<b>67.8</b>	<b>\$60.88</b>	<b>\$53.85</b>	<b>\$381,150.98</b>

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Column 1: Type of grant that agency had  
 Column 2: Participating law enforcement agency  
 Column 3: Number of patrol hours conducted during enforcement period  
 Column 4: Total number of citations written by law enforcement agency during statewide enforcement period  
 Column 5: Total number of occupant protection violations written by law enforcement agency during the statewide enforcement period  
 Column 6: Percentage of total citations that were occupant protection violations  
 Column 7: Total number of DUIs written by law enforcement agency during the statewide enforcement period  
 Column 8: Percentage of total citations that were DUI citations  
 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:* HM – Holiday Mobilization Grant Enforcement Program; LAP – Local Alcohol Program; STEP – Sustained Traffic Enforcement Program

**TABLE 8: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS**

Grant Type	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
HOLIDAY MOBILIZATION GRANTS TOTAL	3,450.5	3,483	514	14.8%	180	5.2%	59.4	\$49.82	\$50.29	\$173,515.59
REGULAR GRANTS TOTAL	15,425.3	15,197	5,255	34.6%	584	3.8%	60.9	\$55.35	\$54.54	\$841,220.98
ILLINOIS STATE POLICE TOTAL	4,308.5	2,906	419	14.4%	198	6.8%	89.0	\$131.59	\$88.75	\$382,391.19
<b>GRAND TOTAL</b>	<b>23,184.3</b>	<b>21,586</b>	<b>6,188</b>	<b>28.7%</b>	<b>962</b>	<b>4.5%</b>	<b>64.4</b>	<b>\$64.72</b>	<b>\$60.26</b>	<b>\$1,397,127.76</b>

- Column 1: Type of grant that agency had
- Column 2: Number of patrol hours conducted during enforcement period
- Column 3: Total number of citations written by law enforcement agencies during statewide enforcement period
- Column 4: Total number of occupant protection violations written by law enforcement agencies during the statewide enforcement period
- Column 5: Percentage of total citations that were occupant protection violations
- Column 6: Total number of DUIs written by law enforcement agencies during the statewide enforcement period
- Column 7: Percentage of total citations that were DUI citations
- 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