

March 2014

**Evaluation of the 2013 Labor Day
Drive Sober or Get Pulled Over Campaign
August 1 - September 2, 2013**

**For more information please contact:
Illinois Department of Transportation
Division of Traffic Safety
Evaluation Unit
1340 North 9th St.
Springfield, Illinois 62702**

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 2013 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 9th St., Springfield, Illinois 62702.

Table of Contents

Executive Summary	i
Introduction	1
<i>Drive Sober or Get Pulled Over</i> Program Model.....	1
Alcohol / Motor Vehicle Related Injuries and Fatalities	2
Report Objectives	4
2013 Labor Day <i>Drive Sober or Get Pulled Over</i> Campaign in Illinois: Timeline of Activities	5
Media & Enforcement Results	7
Media	8
Earned Media.....	8
Paid Media	9
Enforcement	10
Illinois State Police Enforcement.....	10
Local Enforcement	11
Earned Enforcement	11
Cost / Effectiveness Analysis: <i>Drive Sober or Get Pulled Over</i> Enforcement Activities..	14
Illinois State Police	14
Local Police Agencies	14
Limitations of Enforcement Data	16
Evaluation	17
Overview of Telephone Survey Findings	18
Statewide Telephone Survey	20

Appendix

Appendix A: Statewide Enforcement Activities and Associated Costs	40
---	----

List of Diagrams

Diagram 1: 2013 <i>Drive Sober or Get Pulled Over</i> Campaign Timeline	6
---	---

List of Figures

Figure 1: Theoretical Model of <i>Drive Sober or Get Pulled Over</i> Campaign.....	2
Figure 2: Percent Belted Occupants Among Fatally Injured in Motor Vehicle Crashes by Time of Day in Illinois in 2012.....	3
Figure 3: Percent Alcohol Related Fatalities and Percent Belted Occupants by Time of Day in Illinois in 2012	3
Figure 4: Total Patrol Hours Per Citation by Citation Type During 2013 <i>Drive Sober or Get Pulled Over</i> Campaign in Illinois.....	10
Figure 5: Map of Roadside Safety Checks and Saturation Patrols During the 2013 <i>Drive Sober or Get Pulled Over</i> Campaign	13
Figure 6: Awareness of <i>Drive Sober or Get Pulled Over</i> Slogan in Illinois	19

List of Tables

Table 1: Earned Media Items Obtained During the <i>Drive Sober or Get Pulled Over</i> Campaign by Media Market	8
Table 2: Labor Day <i>Drive Sober or Get Pulled Over</i> Campaign: Cost of Paid Media by Media Market	9
Table 3: Summary Results of Enforcement Activities	12
Table 4: Enforcement Activities and Associated Costs by Type of Grantee.....	15
Table 5: Holiday Mobilization Only Grantees Enforcement and Associated Costs.....	41
Table 6: Regular Grantees with Single Grants Enforcement and Associated Costs	43
Table 7: Regular Grantees with Multiple Grants Enforcement and Associated Costs....	48
Table 8: All Grant Enforcement and Associated Costs	52

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 2013 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 2, 2013. There were 172 local law enforcement agencies and the Illinois State Police which participated in the statewide campaign. Sixty-four of the 172 grant-funded agencies and 38 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 one news conference on August 29, 2013, and press availabilities were held at roadside safety checks in 4 locations around the state during the Labor Day weekend.
2. Law enforcement agencies participating in the Labor Day campaign reported 99 print stories, 9 radio stories, and 7 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 2013 campaign: 107 announcements were made; 31 banners were displayed; 349 posters/flyers were distributed; 7 presentations were given; 297 press releases were issued; and 26 public access messages were made.
4. IDOT/DTS spent \$671,075 on broadcast television, cable, radio, and the internet to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 16 and ending September 2, 2013.

ENFORCEMENT

6. One hundred seventy-two (172) local law enforcement agencies and all Illinois State Police (ISP) districts participated and provided complete enforcement activities for the 2013 Labor Day alcohol mobilization. A total of 106 roadside safety checks (RSCs) and 1,305 saturation patrols were conducted during the August 16 to September 2, 2013 enforcement period. Sixty-four of the 172 grant-funded agencies and 38 non-funded agencies submitted additional citation information as part of an incentive program.
7. Local law enforcement and ISP logged a total of 16,026 patrol hours and issued 17,122 citations. One citation was written every 56.2 minutes of enforcement.
8. Local law enforcement and ISP issued 550 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 29.1 hours of enforcement. An additional 497 DUIs (354 by grant-funded agencies and 143 by non-funded agencies) were written by agencies participating in the incentive program.

9. A total of 6,531 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 2.5 patrol hours. An additional 1,245 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 16,026 patrol hours and issued 17,122 citations at a total cost of \$1,001,111.82. On average, citations were written every 56.2 minutes of enforcement at a cost of \$58.47 per citation, or \$62.47 per patrol hour. Furthermore, these agencies wrote 550 DUIs during the campaign, which comprised 3.2 percent of total citations issued.
11. Twenty-one (21) holiday mobilization plus grantees issued one citation every 114.0 minutes of patrol. The cost per citation for these agencies was \$68.89 and cost per patrol hour was \$36.77. One hundred and fifteen regular grantees issued one citation for every 54.2 minutes of patrol. The cost per citation for these agencies was \$49.79 and the cost per patrol hour was \$55.09. Thirty-six grantees with multiple grants issued one citation for every 54.2 minutes of patrol. The cost per citation for these agencies was \$47.27 and the cost per patrol hour was \$58.07. The Illinois State Police issued one citation every 62.7 minutes of patrol. The cost per citation for the ISP was \$97.18 and cost per patrol hour was \$93.03.
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?”, 66.3 percent of recent drinkers indicated the likelihood of being stopped is somewhat likely, very likely, or almost certain.
14. More than 75 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while 19.5 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 23.8 percent during the September survey. This percentage dropped by about 11 percent from the June survey where about 35 percent of respondents 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” decreased from 36.5 percent in June to

22.4 percent in September. In southern Illinois, this percentage decreased from almost 32.3 percent in June to 25.9 percent in September.

Roadside Safety-Checks

17. In the Chicago suburbs, awareness levels of roadside safety remained about the same from the June to September surveys around 31 percent. In southern Illinois, this percentage slightly decreased from 40 percent in June to 39 percent in September.
18. Most September respondents were aware of roadside safety checks attribute their awareness to television (44%), friends/relatives (30%), radio (27%) and newspapers (19%). Those respondents who heard about roadside safety-checks via television, newspaper, or radio learned most from news stories verses advertisements (76 percent versus 16 percent for newspapers; 65 percent versus 28 percent for television; and 49 percent versus 39 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 60.2 percent in the Chicago metro regions and about 30.5 percent for the downstate regions.
20. The overall percentage of respondents who indicated having personally seen roadside safety checks decreased from 49.7 percent in June to 44.3 percent in the September survey.

Awareness of "DUI" Roadside Safety Check.

21. Twenty-three 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," slightly decreased from 65 percent in June to 62.7 percent in September. There was a slight decrease in awareness in the downstate counties from 65.5 percent in June to 63.6 percent in September. Awareness of messages focusing on alcohol-impaired driving slightly decreased in the Chicago metro area from 64.7 percent in June to 62.2 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 2013 survey indicated the awareness level of those familiar with the slogan was about 66 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
24. In September 2013, awareness of the most recent slogan, "Drive Sober or Get Pulled Over", was at 55.7 percent. Awareness of this slogan in June 2013 was at 42.1 percent.
25. From April 2013 to September 2013, survey results show awareness levels for the YDDYL slogan peaked in June and decreased by September. In the Chicago metro area, awareness of the YDDYL slogan increased from 69.8 percent in April to 73.5 percent, but it decreased to 65 percent in September. In downstate areas, awareness of

the message increased from 68.7 percent in April to 73.1 percent in June, but it decreased to 66.9 percent in September.

Evaluation of the 2013 Labor Day *Drive Sober or Get Pulled Over* Campaign August 1 - September 2, 2013

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 Media¹
2. Paid Media
3. Enforcement
4. Evaluation

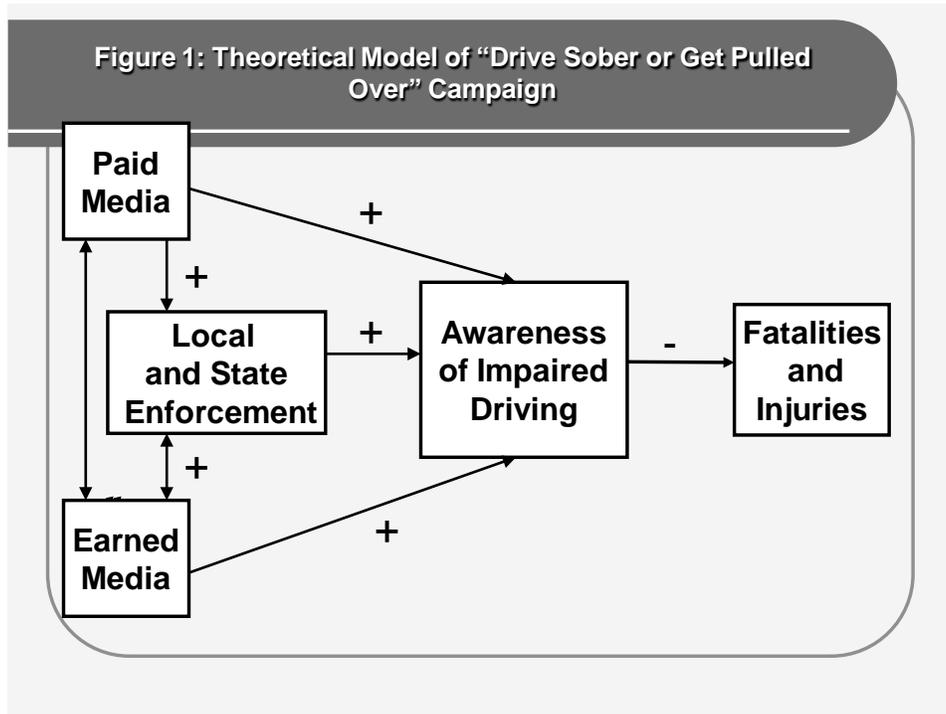
The 2013 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 2, 2013 with a special focus on impaired driving.

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.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins two weeks before paid media and 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, 2011). 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.

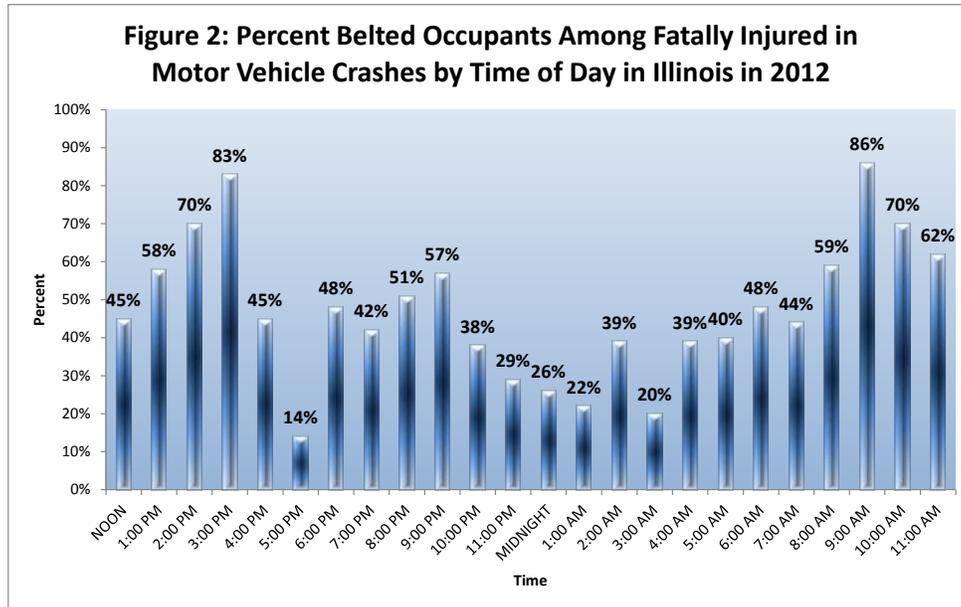
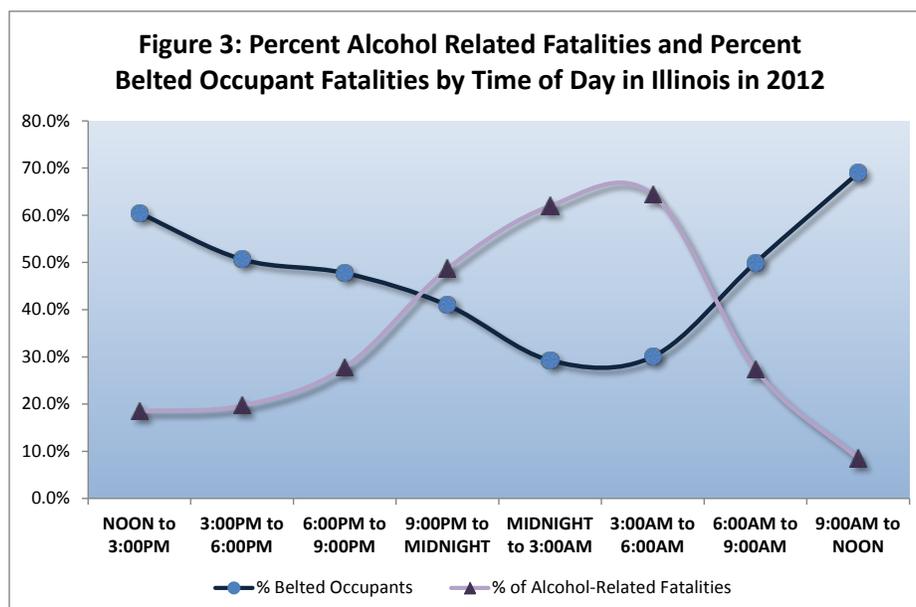


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This 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 2013 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.

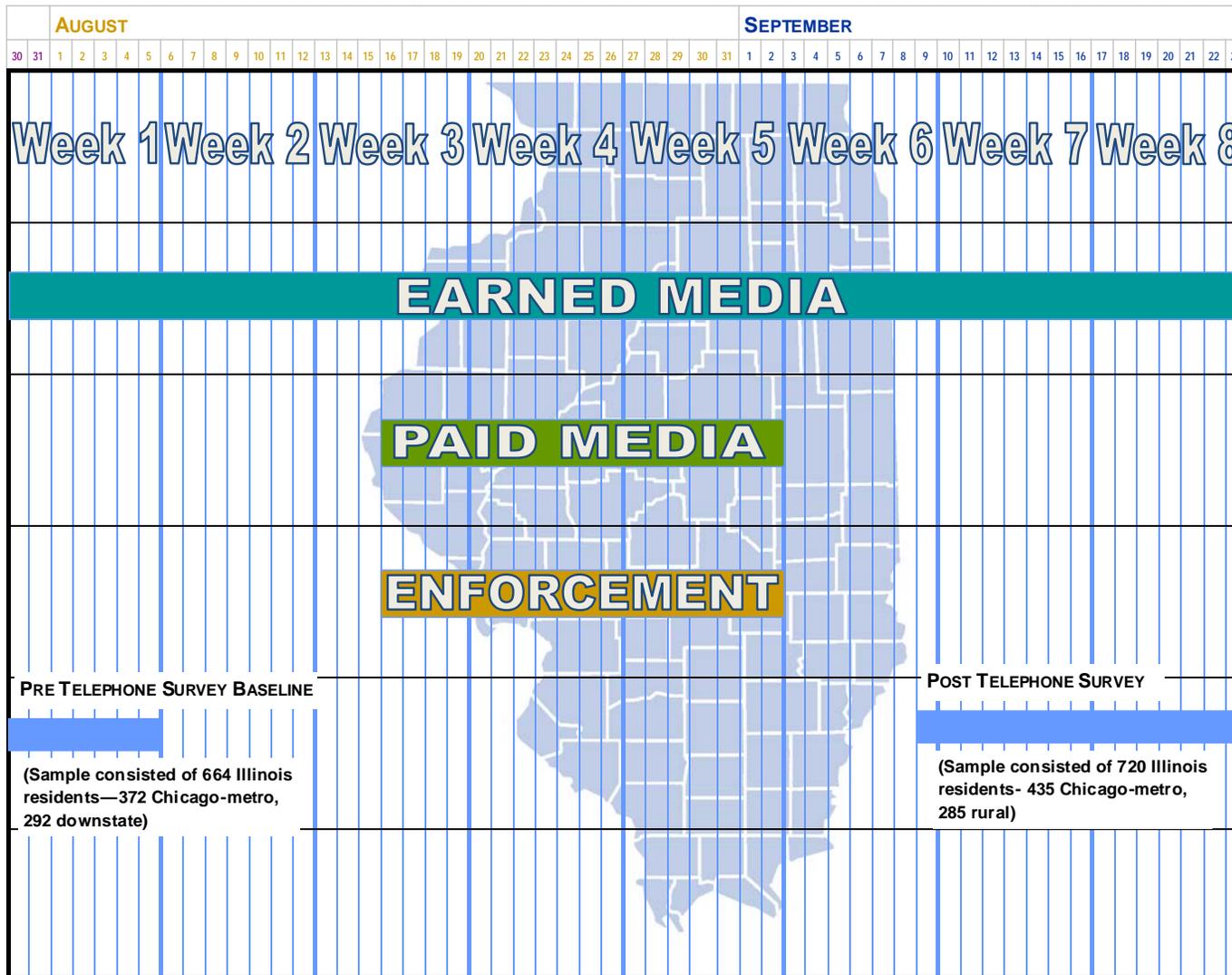
2013 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

In August 2013, 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 2, 2013. The following activities took place during the campaign:

One news conference was held on August 29, 2013, and press availabilities were held at roadside safety checks in 4 locations around the state during the Labor Day weekend.

- July 2013: Pre-mobilization statewide telephone public opinion surveys were conducted during July 2013.
- August 1 – September 23, 2013: Earned media was obtained, including one news press conference held August 29, and press availabilities were held at roadside safety checks in four locations.
- August 16 – September 2, 2013: Paid media advertisements promoting *Drive Sober or Get Pulled Over* ran from August 16 to September 2. Highly publicized strict enforcement of the impaired driving laws was conducted.
- September 9 – October 6, 2013: Post statewide telephone public opinion surveys were conducted from September 9th to October 6th.

Diagram 1: 2013 *Drive Sober or Get Pulled Over* Campaign Timeline



Note: The pre-telephone survey was conducted during July 2013.

MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS held one news conference on August 29, 2013, and press availabilities were held at roadside safety checks in 4 locations around the state during the Labor Day weekend. **Table 1** lists the earned media items obtained during the *Drive Sober or Get Pulled Over* campaign by the different media markets, as well as the articles and stories generated from the publicity.

Table 1: Earned Media Items Obtained During the <i>Drive Sober or Get Pulled Over</i> Campaign by Media Market										
Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters / Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	71	1	2	94	25	349	6	222	21	72
Metro East	5	2	0	6	2	0	0	21	1	12
Moline	5	4	2	0	0	0	1	16	0	3
Paducah	1	0	0	0	0	0	0	1	0	1
Springfield /Champaign	7	1	1	4	3	0	0	14	2	6
Peoria	2	0	1	2	0	0	0	9	0	1
Quincy	0	0	1	0	0	0	0	1	0	0
Rockford	8	1	0	1	1	0	0	13	2	1
TOTAL	99	9	7	107	31	349	7	297	26	96

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 99 print stories, 9 radio stories, and 7 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 2013 *Drive Sober or Get Pulled Over* campaign: 107 announcements were made; 31 banners were displayed; 349 posters/flyers were distributed; 7 presentations were given; 297 press releases were issued; and 26 public access messages were made.

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 \$671,075 on broadcast television, cable and radio to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 16 and ending September 2, 2013. **Table 2** lists the cost of paid media by media market for the *Drive Sober or Get Pulled Over* campaign.

**Table 2: Labor Day *Drive Sober or Get Pulled Over* Campaign
Cost of Paid Media by Media Market**

Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago	\$ 228,457.39	4,735	\$ 154,721.76	1,761	\$ 383,179.15	6,496
Davenport	\$ 9,860.00	526	\$ 11,885.40	535	\$ 21,745.40	1,061
Marion	\$ 6,702.25	114	\$ 0.00	0	\$ 6,702.25	114
Metro East	\$ 32,638.20	1,366	\$ 24,833.53	911	\$ 57,521.73	2,277
Peoria	\$ 13,567.70	787	\$ 7,853.15	864	\$ 21,420.85	1,651
Rockford	\$ 19,944.40	1,962	\$ 8,148.73	1,028	\$ 28,093.13	2,990
Springfield	\$ 20,060.85	912	\$ 10,483.93	1,407	\$ 30,544.78	2,319
Total TV & Radio	\$ 331,230.79	10,402	\$ 217,976.50	6,506	\$ 549,207.29	16,908
Station Events ¹	N/A	N/A	\$ 20,934.00	555	\$ 20,934.00	555
Outdoor ²	N/A	N/A	\$ 29,999.50	15	\$ 29,999.50	15
IL Net Radio ³	N/A	N/A	\$ 20,000.51	131	\$ 20,000.51	131
Alternative Media ⁴	N/A	N/A	\$ 50,933.50	N/A	\$ 50,933.50	N/A
Total Dollars Spent	N/A	N/A	N/A	N/A	\$671,074.80	N/A

¹ Station Events were two events held by the radio station and covered online as well as a live performance.

² Outdoor was in Chicago only for an ethnic showing.

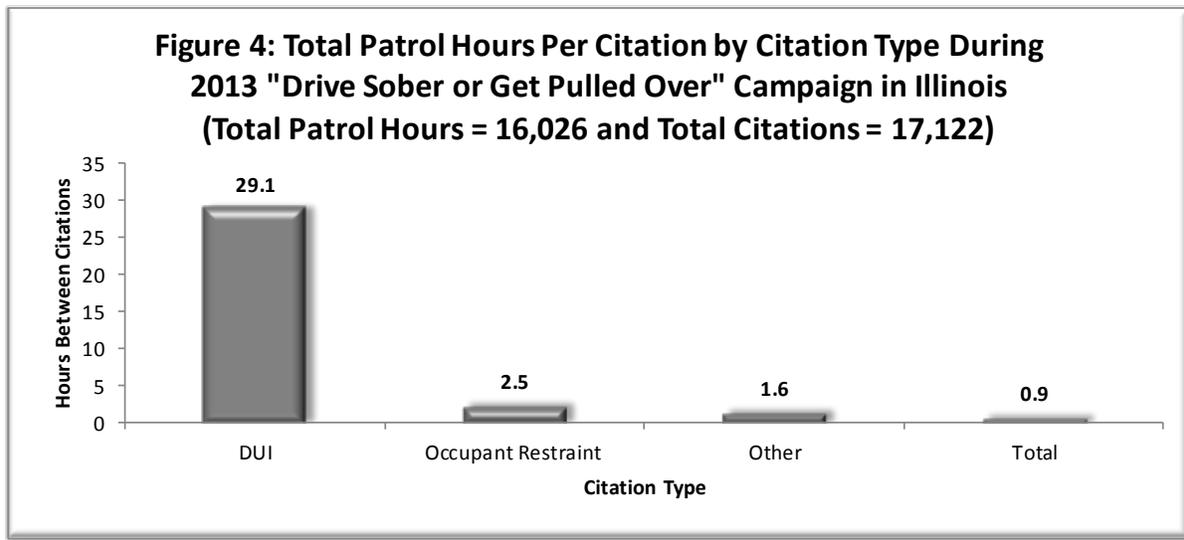
³ Network radio is the Illinois Network Radio stations (29 of them).

⁴ Alternative Media is on Our Full Digital Network over the State assisted by Mbuy.

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 seventy-two (172) local law enforcement agencies and all ISP districts participated in the 2013 Labor Day alcohol mobilization. Sixty-four of the 172 grant-funded agencies and 38 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 106 roadside safety checks and 1,305 saturation patrols were conducted during the August 18 to September 2, 2013 enforcement period.

Local law enforcement and ISP logged a total of 16,025.8 patrol hours and issued 17,122 citations during the campaign. One citation was written every 56.2 minutes of enforcement. Local law enforcement and ISP issued a combined total of 550 DUI citations, an average of one DUI citation written every 29.1 patrol hours. A total of 6,531 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 2.5 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 3,325.0 hours of enforcement including 34 roadside safety checks and 66 saturation patrols. Of the total 3,183 citations issued by the ISP, one hundred and seven (107) were DUI and alcohol-related citations and 1,143 were safety belt and child

safety seat citations. On average ISP wrote one DUI for every 25.9 patrol hours and one safety belt / child safety seat citation for every 2.9 patrol hours.

Local Enforcement

One hundred seventy-two (172) local police agencies which were grant-funded through DTS participated in the *Drive Sober or Get Pulled Over* enforcement campaign. These agencies conducted a total of 12,700.8 hours on Labor Day enforcement, conducting 72 roadside safety checks and 1,239 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 13,939 citations were written by local law enforcement agencies, or one citation was written every 54.7 minutes of enforcement. Four hundred and forty-three (443) DUI citations were issued, or one DUI was written for every 28.7 patrol hours. In addition, 5,388 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 2.4 patrol hours.

Earned Enforcement

There were an additional 38 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 64 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies were eligible for 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 1,742 DUI, safety belt and child safety seat citations, and sworn reports during the campaign (1,463 citations were issued by the grant-funded agencies and 279 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=172)	Illinois State Police	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=64)	Earned Enforcement Agencies that Participated in the Incentive Program (n=38)	
1	2	3	4	5	6	7
Number of Enforcement Hours	12,700.8	3,325.0	16,025.8			
Number of Roadside Safety Checks	72	34	106			
Number of Saturation Patrols	1,239	66	1,305			
Total Citations	13,939	3,183	17,122	1,463	279	18,864
One Citation Written Every X Minutes of Enforcement	54.7	62.7	56.2			
Number of DUI & Alcohol Related Citations	443	107	550	354	143	1,047
DUI / Alcohol Related Citation Written Every X Hours	28.7	25.9	29.1			
Safety Belt / Child Safety Seat Citations	5,388	1,143	6,531	1,109	136	7,776
Safety Belt / Child Safety Seat Citations Every X Hours	2.4	2.9	2.5			

12

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 fifteen (115) year-round DTS grantees, 36 DTS grantees with multiple grants, and 21 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 16,025.8 patrol hours and issued 17,122 citations during enforcement at a total cost of \$1,001,111.82. On average, one citation was written for every 56.2 minutes during enforcement at an average cost of \$58.47 per citation, or \$62.47 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce the drunk driving. A total of 550 DUIs were written by these agencies, which comprised 3.2 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 3,325.0 patrol hours during the enforcement period and issued 3,183 citations at cost of \$309,330.28, or \$93.03 per patrol hour. One citation was written every 62.7 minutes, an average cost of \$97.18 per citation. ISP issued 107 DUIs comprising 3.4 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 21 agencies were holiday mobilization grantees, 115 agencies had only one regular grant with DTS, and 36 agencies had multiple grants with DTS. Of the 36 agencies with multiple grants, these agencies had 76 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 21 holiday mobilization grantees included in this analysis worked a total of 1,233.5 patrol hours and wrote 649 citations at a cost of \$45,357.82, or \$36.77 per patrol hour. On average, one citation was written every 114.0 minutes during statewide enforcement at a cost of \$69.89 per citation. The holiday mobilization plus grantees issued 45 DUIs, which comprised 6.9 percent of all their citations issued during the campaign.

One hundred and fifteen (115) regular grantees contributed 6,540.3 patrol hours to the campaign, issuing 7,237 citations. Regular grantees issued one citation every 54.2 minutes of patrol at a cost of \$49.79 per citation or \$55.09 per patrol hour. These regular grantees issued 229 DUIs, which comprised 3.2 percent of all their citations issued during the campaign.

The remaining 36 agencies with multiple grants conducted 4,927.0 patrol hours and issued 6,053 citations during the mobilization. These agencies issued one citation every 48.8 minutes of patrol at a cost of \$47.27 per citation or \$58.07 per patrol hour. These agencies issued 169 DUIs, which comprised 2.8 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	3,325.0	3,183	107	3.4%	62.7	\$97.18	\$93.03	\$309,330.28
Holiday Mobilization Grantees (n=21) ¹	1,233.5	649	45	6.9%	114.0	\$69.89	\$36.77	\$45,357.82
Regular Grantees with Single Grants (n=115) ²	6,540.3	7,237	229	3.2%	54.2	\$49.79	\$55.09	\$360,308.14
Regular Grantees with Multiple Grants (n=36) ³	4,927.0	6,053	169	2.8%	48.8	\$47.27	\$58.07	\$286,115.58
Total	16,025.8	17,122	550	3.2%	56.2	\$58.47	\$62.47	\$1,001,111.82

NOTES:

¹ 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.

² The Regular Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS. The total number for each grant is as follows: 3 LAP & 112 STEP.

³ 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 Grantfork Police Department \$1,271 for conducting 85.0 patrol hours resulting in a cost of \$14.96 per patrol hour. On the other hand, the Romeoville Police Department was reimbursed \$4,416 for conducting 72.0 patrol hours resulting in a cost of \$61.33 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Galesburg Police Department \$928 for writing 41 citations resulting in a cost of \$22.64 per citation issued. On the other hand, the Lake Bluff Police Department was reimbursed \$992 for issuing one citation. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Galesburg Police Department issued 41 citations over 24.0 patrol hours resulting in one citation written for every 35.1 minutes of patrol. On the other hand, the Lake Bluff Police Department issued only one citation over 18.0 patrol hours. (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," slightly decreased statewide from 65 percent in June to 62.7 percent in September. Similar changes were seen among those surveyed in the downstate areas where awareness decreased from 65.5 percent in June to 63.6 percent in September. In the Chicago area, awareness of those messages decreased from 64.7 percent in June to 62.2 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 (80.1 percent).

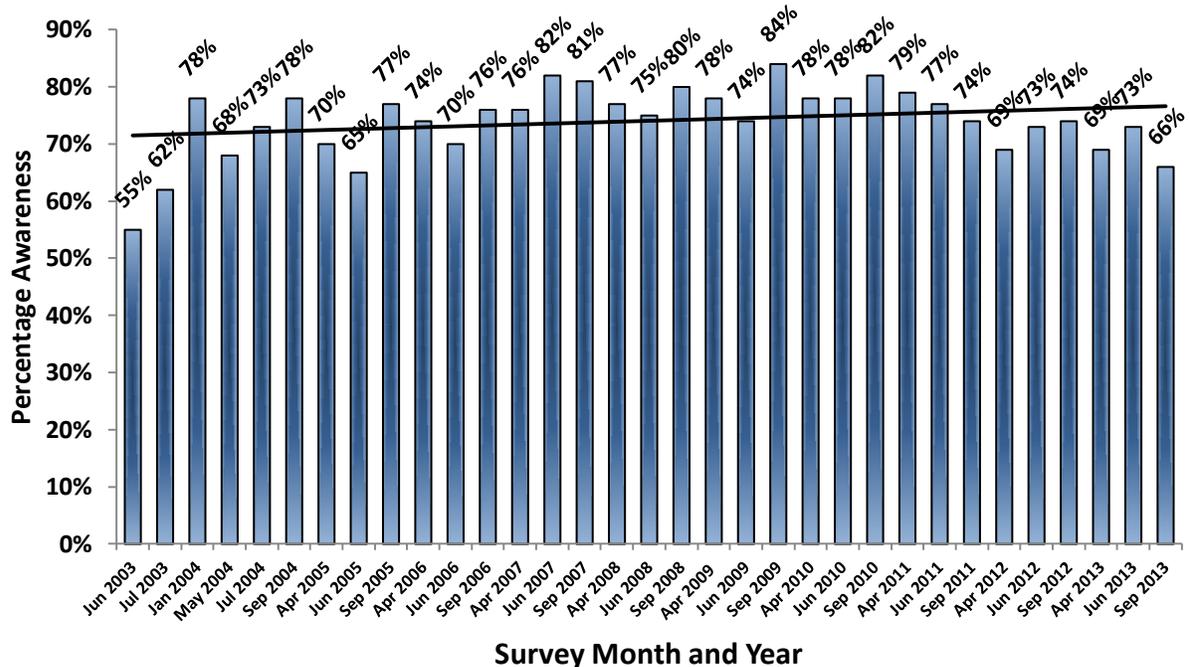
Telephone survey respondents were asked about their awareness of sixteen selected traffic safety slogans in June and September. Nine slogans related to drinking and driving. Awareness of the "Drive Sober or Get Pulled Over" slogan increased from 42.1 percent in June to 55.7 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." slogan slightly decreased from 27.8 percent in June to 24.3 percent in September. Awareness of the "You Drink and Drive. You Lose." slogan decreased from 73.3 percent in June 2013 to 65.8 percent in September 2013.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2013

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. During the two years of 2011 and 2012, awareness of this slogan slightly decreased to around 74 percent. Due to the switch to the "Drive Sober or Get Pulled Over" slogan and a decreased emphasis on the "You

Drink & Drive. You Lose.,” it is not surprising to see decreased awareness of the “You Drink & Drive. You Lose.” slogan in most recent years. **Figure 6** displays the awareness of the YDDYL slogan from 2003 to 2013.

Figure 6: Awareness of You Drink & Drive. You Lose. Slogan in Illinois (June 2003 through September 2013)



Awareness of the *Drive Sober or Get Pulled Over* slogan: 2013

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 within the last couple of years. In June 2013, awareness of this message was 42.1 percent. In September 2013, awareness of this message increased to 55.7 percent. Awareness of this message has shown an increase over previous years. In 2012, awareness of this slogan increased from 35.9 percent in June to 45.7 in September.

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

STATEWIDE TELEPHONE SURVEY

ILLINOIS STATEWIDE LABOR DAY 2013 ALCOHOL IMPAIRED DRIVING ENFORCEMENT CAMPAIGN SURVEYS

Conducted for:



November 2013
Summary Report

Results from the June and September 2013 Surveys
(Supplemented with Selected Findings from the April 2013 Survey)

Conducted by the:

UNIVERSITY OF
ILLINOIS
SPRINGFIELD

Survey Research Office
Center for State Policy & Leadership

Written by
Ashley Kirzinger, SRO Director
Jennifer Carter, Research Manager

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, 2013 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.⁶

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 9 – October 6, 2013, with 767 licensed drivers. Field interviewing for the June statewide survey was conducted from June 3 through July 8 with 588 licensed drivers. And, field interviewing for the April survey was conducted from April 5 through May 29 2013, also with 631 licensed drivers.

⁶ 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.

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.

2013 Seat Belt	Post-Test / Pre-Test <u>April 2013</u>	2013 DUI DUI Pre-Test <u>June 2013</u>	Post-Test <u>September 2013</u>
<i>TOTAL</i>	626*	869*	720*
Chicago metro area**	336	372	435
<i>City of Chicago</i>	165	172	140
<i>Chicago suburban counties</i>	171	200	295
Downstate counties**	295	292	285
<i>North/central Illinois</i>	174	160	218
<i>Southern Illinois</i>	121	132	67

*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 are +/- 4 percentage points (+/- 3.9% for April; +/- 3.3 % for June; and +/- 3.7 for September) at the 95th confidence level.⁷ The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of nine times, at differing times of the week and day. Within households, interviewers were initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.⁸ 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, 13 minutes for the June survey, and 20 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.⁹ No other weighting has been applied.

⁷ The sampling errors (and completion numbers) presented here are based on the average between partial and full completion numbers.

⁸ 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.

⁹ 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 seventh year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver three-quarters of the time. This is the fourth year that education level has been used in the weighting of responses.

Comments on Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2013 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 2013.¹⁰ 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.¹¹

The Excel file. The full results are presented in the **IDOT 2013 Labor Day DUI Survey Tables** file (an Excel file) compiled for the project. Included on the two worksheets are results for:

- 1) the statewide results;
- 2) 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 2013 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.

- **Region of State.** The September sample includes more respondents from downstate Illinois (39.6 percent) than the June sample (34.2 percent). Specifically, the September sample includes more respondents from North/central Illinois (30.3 percent) whereas North/Central Illinois respondents only accounted for 21.6 percent of the June sample.

¹⁰ 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.

¹¹ 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.

- Age of respondents. The September sample unlike the June sample includes more respondents age 29 or younger with (21.1 percent vs. 12.7 percent).
- Number of adult children in household. The September sample reports higher levels of adult children living in the household with 18 percent of respondents reporting that more than three individuals (age 16 or older) reside in the household compared to 12.4 percent in the June Survey.
- Type of community (self-described). More respondents self-described their community as a suburb in the September sample (36.8 percent) when compared to the June sample (4.1 percent)
- Employment status. The September sample saw fewer retired individuals (25.7 percent compared to 30 percent in the June sample) and full-time students (4.2 percent compared to 9.5 percent in the June sample) and a slightly larger percent of individuals who reported being employed part-time (13.6 percent).
- Race/ethnicity. More respondents identify with one or race/ethnicity (9.9 percent) than compared to the June sample (5.0 percent). Additionally, the September sample contained fewer African-American/non-Hispanic respondents (13.3 percent) than the June sample (17.1 percent).
- Household income. Fewer respondents indicated that their household income is more than \$100,000 in the September sample (17.6 percent) than the June sample (29.3 percent).

The Results

In the following summary of results for each question, we comment first upon the statewide results from 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.”¹² 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, 45.9 percent of the September respondents reported having had any alcoholic drink in the past thirty days.

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 eight September respondents (9.8 percent) reported drinking *at least* several days a week (including 1.5 percent who reported drinking

¹² 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.

an alcoholic beverage every day). In fact, we find that 45.9 percent of respondent reported having an alcoholic beverage at least once in the last thirty days. More than one in five September respondents (20.2 percent) reported drinking either “once a week or less” or “only on weekends,” and about 15.4 percent of respondents reported drinking only on celebrations or special occasions. Fifty-two percent of respondents reported that they had not had an alcoholic beverage in the last thirty days.

Regional results. In the September survey, the percent of Chicago metro area respondents who reported that they had an alcoholic beverage at least once in the last thirty days was significantly higher than downstate respondents. Almost twelve percent of Chicago respondents reported drinking *at least* several days a week (including 1.8 percent who reported drinking an alcoholic beverage every day), compared to 6.9 percent of downstate respondents (including 1 percent who reported drinking every day). In totality, 51.3 percent of Chicago respondents reported that they had an alcoholic beverage at least once in the last thirty days compared to 37.8 percent of downstate respondents.

Drinking and driving. *“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [Of those who indicated they drank alcoholic beverages in the past thirty days.]* In 2013, nearly one in four (24.7 percent) individuals who drank alcoholic beverages in the past thirty days reported they had driven a motor vehicle within two hours after drinking during this time period. This finding is consistent with the results of previous surveys including the 23 percent of September 2012 respondents reported that they drove within two hours of drinking an alcoholic beverage.

Regional results. A higher percentage of downstate respondents who drank alcoholic beverages at least once in the last thirty days report that they drove a motor vehicle within two hours after drinking an alcoholic beverage compared to Chicago metro respondents who that they have driven a motor vehicle within two hours after drinking an alcoholic beverage (31.2 percent vs. 21.6 percent).

Number of times. *“About how many times [in this time period] did you drive within two hours after drinking?” [For the percent 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.]*

Slightly less than half of the eighty-eight individuals who reported driving a motor vehicle within two hours after drinking alcoholic beverages reported that they only did this once in the past thirty days. Forty-four percent of respondents reported this, while 42.2 percent reported that they did this twice, 5.7 percent reported that they did this between 2 and 4 times, 2.1 percent reported that they did this between 5 and 9 times, and 5.7 percent of respondents reported that they did this 10 or more times.

Regional results. Fifty-one percent of Chicago respondents reported that they engaged in this behavior once in the past thirty days as did 34.4 percent of downstate respondents. Thirty-six percent of Chicago respondents reported that they engaged in this behavior twice, 2.2 percent reported that they did this between 2 and 4 times, 2.2 percent reported that they did between 5 and 9 times, and 2.2 percent reported that they did this more than 10 times. It is important to note that this sample of Chicago respondents is based on only 45 responses. Fifty-percent of downstate

respondents reported engaging in this behavior twice, 9.4 percent reported that they did this between 2 and 4 times, and 6.1 percent reported that they did this more than 10 times. Once again, it is important to note that these results are based on a downstate sample of 32 respondents.

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 percent of total sample members who indicated they had driven within two hours of drinking in the past month.]*

When we examine this behavior even more closely, we find that 39.8 percent of respondents had one drink when they did this on the most recent occasion, 42.4 percent had two drinks, 15.7 percent of individuals had between 2 and 4 drinks, 2 percent had five or more drinks.

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.]*

In the September survey, almost all of respondents reported that there was a time in the past thirty days when they drove after having too much to drink (97.4 percent of respondents). Slightly less than 3 percent (2.6 percent) of respondents reported that they drove once in the past thirty days after having too much to drive and no respondents reported engaging in this behavior more than once.

Regional results. There are no regional differences with 97 percent of Chicago respondents and 98 percent of downstate respondents reporting that they have not driven after having too much to drink in the past thirty days.

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.]*

We find 0.5 percent of statewide respondents report driving after drinking more while 12.4 percent of statewide respondents report driving after drinking less, 20.5 percent the same activity regarding driving after drinking, and 62.3 percent report they never drive after drinking.

Regional results. In September, the percent of *respective* respondents who report “never drive after drinking” is equitable in the Chicago area and downstate subsamples. Approximately two-thirds of respondents in both the Chicago area (62.4 percent) and downstate (62.3 percent) subsamples report never drinking and driving. Specifically, the two regions report the following: 0.0 percent of Chicago metro respondents report drinking and driving more compared to the 1.5 percent of downstate respondents, 13.7 percent of Chicago metro respondents and 9.6 percent of downstate respondents report drinking and driving less, 17.6 percent of Chicago metro respondents and 26.4 percent of downstate respondents report drinking and driving remained about the same.

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.¹³ (Also see the next section for questions specifically relating to roadside checks).

Police enforcement of drinking laws -- a hypothetical, personalized-wording question. *“If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”* For the results of this question, *we will focus on the results for those respondents who gave a substantive answer to the question.*¹⁴

Of relevant September respondents statewide, one in thirteen (13 percent) report that being stopped by police would be “almost certain,” 31.6 percent report that it would be “very likely,” and 21.7 percent report that it would be “somewhat likely.” This equals 66.3 percent of respondents who believe that they would either be somewhat likely, very likely, or almost certain to get stopped by a police officer if they drank too much to drive safely. Approximately 7 percent (7.1 percent) believe that it is somewhat unlikely and 5.1 percent report that it is very unlikely. When comparing these to the June 2013 and April 2013 surveys, we find that a higher percentage of respondents in the September 2013 survey report that they are either “very likely” (31.6 percent) or “almost certain” to get stopped (44.6 percent combined), compared to 32.2 percent of June 2013 respondents (26 percent and 6.2 percent, respectively) and 37.4 percent of April 2013 respondents (24.2 percent and 13.2 percent, respectively).

Among recent drinkers who gave a substantive response, the percent who indicated that their likelihood of being stopped is “almost certain” is less than 2 percent with 1.4 percent of respondents who are recent drinkers (reported drinking either every day or several days a week) reporting, compared to 14.3 percent of non-recent drinkers. Twenty-one percent of respondents who are recent drinkers reported that it was “very likely” that they would be stopped, 35.7 percent reported that it was “somewhat likely,” 24.3 percent reported that it was “somewhat unlikely,” and 8.6 percent reported that it was “very unlikely.”

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?”*

Approximately three-quarters (75.2 percent) 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 five (19.5 percent) said they see police “more often” and less than 5 percent said “less often” (4.4 percent). Overall, we see a decline in the percent of respondents who reported that they

¹³ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹⁴ In each of the 3 surveys, about 2 to 4 percent said “don’t know” or refused to answer. In addition, another 20 to 22 percent were coded as “not drinking so they cannot relate to the question” (20 percent for April, 22 percent for June, and 22 percent 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.

see police on the road “more often” from 26.1 percent in June 2013 to 19.5 percent in September 2013.

Among recent drinkers, 8.5 percent report that they see police on the roads “more often,” 8.5 percent report that they see police on the roads “less often,” and 81.7 percent report that they see them “about the same amount.”

Regional results. The percent who said they see police “more often” compared to three months ago shows a decline from June to September. In the Chicago metro area, 32.7 percent of respondents report seeing police on the road more often in June 2013 and 20.1 percent report the same in September 2013. Downstate shows the opposite trend with an uptick from 13.5 percent in June to 18.7 percent in September.

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, less than one in four (23.8 percent) of the statewide respondents said that a driver who had been drinking is “more likely to be stopped” compared to three months ago, about forty percent fewer than who said this likelihood is “about the same” (68.9 percent). Hardly anyone (2.7 percent) said “less likely to be stopped,” and more than 4 percent (4.6) did not offer an opinion.

The percent who said “more likely to be stopped” decreased by 11.2 percent from the June survey to the September survey. Thirty-five percent of respondents report a driver who had been drinking is more likely to be stopped by police in the June survey than then September survey which report 23.8 percent. Additionally, respondents from the April survey report being more likely to be stopped by police (29.5 percent) than the September survey.

Among recent drinkers, the proportion of individuals who believe that a driver is more likely to be stopped is lower than the overall sample. Nineteen percent of recent drinkers report that compared to three months ago, a driver who had been drinking is “more likely to be stopped by police,” 1.4 percent report that they are “less likely to be stopped by police,” and 74.3 percent report the likelihood is “about the same.”

Regional results. The findings and trends for the proportion saying a driver who has been drinking is “more likely to be stopped by police” are slightly different in the two regions. In the Chicago metro area, 22.4 percent say this in the September survey, and 36.5 percent report this in the June survey. This trend is consistent between regions. In the downstate sample, fewer respondents (25.9 percent) report being more likely to be stopped by police when compared to the June survey (32.3 percent).

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.¹⁵

Evaluations of penalties for first time 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 51.7 percent to 18.5 percent, a large plurality of the September statewide respondents reported the penalties for first offenders are “about right” as opposed to “too lenient.” Five and a half percent report they were “too harsh,” and 24.5 percent did not express an opinion.

Among drinkers, the margin saying penalties are “about right” over “too lenient” is 54.9 percent to 11.3 percent. Fourteen percent say “too harsh.” And, nearly one in five (19.7 percent) don't know or do not express an opinion.

Regional results. Across both regions, 18.2 percent of respondents report that penalties are “too lenient”. More Chicago metro area than downstate respondents did not express an opinion (26.1 percent vs. 16.5 percent). In both regions, a plurality of respondents said the penalties are “about right,” but a higher proportion reported this in the downstate sample (56.7 percent) than in the Chicago sample (50.6 percent).

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 37 percent saying penalties are “too lenient” and 38.6 percent who believe the penalties are “about right.” Less than 2 percent believe the penalties are “too harsh,” while 22.6 percent either don't know or did not answer.

Across the past four years of September surveys, the proportion saying “about right” has been consistently increasing (28 percent in 2009; 33 percent in 2010; 36 percent in 2011; 38 percent in 2012) while the proportion saying “too lenient” has been consistently decreasing (48 percent in 2009; 46 percent in 2010; 40 percent in 2011; 37 percent in 2012).

Among recent drinkers, a plurality of 41 percent in the most recent September 2013 survey said that penalties are “about right” compared to more than one-third (34.7 percent) who said they are “too lenient.” Very few said “too harsh” (1.6 percent), while 22.7 percent 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 four years (27 percent in 2009; 35 percent in 2010; 40 percent in 2011; 41 percent in 2012) and consistent decreases in the percent saying “too lenient” but a slight uptick in this year's survey (49 percent in 2009; 43 percent in 2010; 33 percent in 2011; 34 percent in 2012).

¹⁵ These questions were asked for the first time in the 2004 surveys.

Regional results. A larger proportion of Chicago area respondents report that the penalties for repeat offenders are too lenient as compared to downstate respondents. Almost forty percent (39.5) of Chicago area respondents report that penalties are too lenient, while 33 percent of downstate respondents report the same. This is compared to around 39 percent of both subsamples reporting that penalties are “about right.” About 3 percent of downstate respondents report that penalties are too harsh while less than one percent of Chicago respondents reported this in the September survey.

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.¹⁶

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 34.2 percent in the September survey, up from 33.9 percent in June, but both proportions are up from the 25 percent in April.¹⁷

Regional results. The level of reported awareness of roadside safety checks in September is greater downstate than in the Chicago area (39 percent vs. 31 percent). This was also the case with the June survey with approximately 40 percent of downstate respondents and 30.6 percent of Chicago metro respondents expressing awareness.

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 (43.8 percent) followed by friends and relatives (29.8 percent), radio (26.8 percent), and then newspapers (18.7 percent). When compared to the June survey, there are a number of noticeable differences in exposure. For instance, all exposure mediums except newspaper saw a large increase from respondents who report hearing about roadside checks. In regards to television, 43.8 percent of the September respondents report hearing about roadside checks from television—an increase of 20.2 percent from the June survey. This trend continues for radio (12.7 percent increase from the June survey) and from friends and relatives (9.6 percent

¹⁶ 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.

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

increase). However, September respondents report hearing less about roadside checks from the newspaper than June respondents (15.3 percent decline).

Among all relevant 2013 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 (75.5 percent to 15.5 percent in September; 86.4 percent to 26.9 percent in June). *For those who mentioned television*, exposure through news stories is also more common than exposure through advertisements for the September and June surveys (65.0 percent to 27.9 percent in September; 78.7 percent to 41.7 percent in June). *For those who mentioned radio*, we find that 48.5 percent of September respondents report exposure through news stories and 38.5 percent through commercial or advertisement (respectively, 70.4 percent and 48.1 percent for the June survey).

Regional results. An analysis of the September 2012 survey by region shows that a plurality of respondents report hearing about roadside checks from television (42.7 percent of Chicago Metro respondents and 45 percent of downstate respondents). However, Chicago respondents report that they are more likely to hear about roadside checks from friends and relatives than downstate respondents (42.7 percent vs. 15.0 percent).

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 consistent between the 2012 surveys and the 2013 surveys. Across the three 2012 surveys, 53 percent of April 2012 respondents report seeing such a check, 49 percent in June 2012, and 45 percent in September 2012. This averages about 49 percent of all respondents who had personally seen a roadside safety check in the past thirty days. Across the three 2013 surveys, 53.4 percent of April 2013 respondents report seeing such a check, 49.7 percent in June 2013, and 44.3 percent of September 2013 respondents.

Regional results. The percent of individuals who report personally seeing roadside safety checks differs between regions. Chicago area respondents report a higher rate of personally seeing the roadside safety checks in the 2013 surveys than their downstate counterparts. In fact, the June 2013 survey found that 63.5 percent of Chicago area respondents reported personally seeing the roadside safety check (of those who have awareness). This decreased to 60.2 percent in the September survey. In downstate Illinois respondents report seeing roadside safety checks less as the year progresses. In April of 2013 32.4 percent of downstate respondents report personally seeing roadside safety checks, but the percent decreased in June of 2013 (30.5 percent) and September of 2013 (26.1 percent).

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,” more than half of the September respondents report that they had (52.2 percent). This is a large increase from the 37.4 percent of respondents in June 2013 and a decrease from April of 2013 (56.4 percent).

Calculated on the basis of all sample members, we find the proportion who reported going through a roadside check was consistent across all three 2013 surveys is consistent across time. In April, 6.3

percent of respondents had personally been through a roadside safety check. In June, this increased to 6.8 percent and in September 6 percent.

Regional results. Among those who had personally seen a roadside check, the proportion who reported actually going through a check in the Chicago area is greater than the proportion of downstate respondents. Across all three 2013 surveys, Chicago respondents report higher levels of personally seeing a roadside safety check (13.8 percent in April, 15.9 percent in June, and 16.7 percent in September) when compared to downstate respondents (9.1 percent in April, 11.1 percent in June, and 9.1 percent in September).

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 23 percent.

Regional results. Downstate respondents report more of an awareness of “DUI” roadside safety with 28.4 percent reporting they had “seen or heard” about the roadside safety checks than Chicago metro respondents (19.4 percent).

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 20.9 percent with 76 percent who report not “*not having personally gone through [these] checks.*”

Regional results- for those who have heard of the roadside checks, we find that 18 percent of the Chicago area respondents indicate going through roadside checks compared to nearly one in four respondents in downstate Illinois (23.9 percent).

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. Six in ten respondents (62.7 percent) indicate that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” which is consistent with the April and June surveys (64.2 percent and 65 percent).

Regional results. In the Chicago metro area, we find a small decrease in the reported exposure to these messages from June to September (64.7 percent to 62.2 percent), both slightly down from 65.4 percent in April. Downstate, we find a decrease from June to September (65.5 percent to 63.6 percent), both are up from the 62.4 percent in April.

Sources of messages. *Of those who had seen or heard such messages,* by far the greatest exposure source in September is found for television (80.1 percent). This was followed by billboards/bus signs (53.7 percent). Then, in descending order, came radio (45.7 percent), posters (34.6 percent), newspapers (33.6 percent), and friends/relatives (19.5 percent).

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 (28.4 percent compared to 18.6 percent). For radio, relevant respondents more frequently identified advertisements rather than news stories (71 percent for ads vs. 29.7 percent) and the same is true for television (61.4 percent for ads vs. 27.1 for news stories.)¹⁸

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 (78.9 percent) followed by exposure through billboards or bus signs (53.7 percent). Next are exposure through radio (51.8 percent), posters or bumper stickers (35.8 percent), newspapers (30.7 percent), and friends/family (21.8 percent).

For the downstate area, exposure through television is most frequent (81.9 percent) followed by exposure through billboards or bus signs (53.6 percent), newspapers (37.8 percent), radio (36.7 percent), posters or bumper stickers (32.9 percent), and friends/family (16.1 percent).

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving* (62.7 percent in the September sample, 65 percent of the June sample, and 64.2 percent of the April sample) 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, 16.1 percent of the statewide respondents said the number of messages they had seen/heard was “more than usual,” down from 32.5 percent in June and also slightly less than in April (22.7 percent). Over three-quarters of the September respondents (78.9 percent) said the number is “about the same,” up from 62.6 percent in June and also higher than the 72.9 percent in April. And, although always infrequent, the percent who said “less than usual” ranges only from a low of just over 2.8 percent in June to a median of 3.2 percent in April and a high of 4.6 percent in September.

Regional results. The Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” is 21.2 percent which is larger than the downstate area percentage of 8.5. However, more downstate respondents (85.9 percent) report seeing or hearing about the same amount of messages than Chicago metro area respondents (74.3 percent).

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 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

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

lose”)¹⁹ **“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 shows that the “Click It or Ticket” is the most widely recognized IDOT slogan with nearly 92 percent of the September sample report having heard it in the last 30 days. Additionally, we find that two of the three most widely recognized IDOT slogans regards DUIs. *“Friends don’t let friends drive drunk”* ranks second among the most recognized IDOT slogan with 73.6 percent of respondents report having heard it in the last 30 days. *“You drink and drive. You lose”* slogan ranks third in awareness level, at nearly two thirds (65.8 percent). The newest slogan, **“Drive sober or get pulled over,”** is currently in 5th position with 55.7 percent aware, a 13.6 percentage point increase from June 2013. And, this is followed by **“Drunk driving. Over the limit. Under arrest,”** which has 24.3 percent awareness.

Further analyses of three DUI-related slogans. We focus here on the three slogans used in the most 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.”**

¹⁹ 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: Awareness Levels in September 2013

Order	Slogan	Sept level
1	Click It or Ticket	91.7%
2	<i>Friends don't let friends drive drunk</i>	73.6%
3	You drink and drive. You lose.	65.8%
4	Start seeing motorcycles	59.1%
5	Drive sober or get pulled over	55.7%
6	<i>Drive smart. Drive sober.</i>	48.3%
7	<i>Police in Illinois arrest drunk drivers</i>	46.5%
8	Buckle Up America	40.5%
9	<i>Cells phones save lives. Pull over and report a drunken driver</i>	27.6%
10	Drunk driving. Over the limit. Under arrest	24.3%
11	Children in back	21.1%
12	<i>Wanna drink and drive, police in Illinois will show you the bars</i>	19.4%
13	<i>Drink and drive? Police in Illinois have your number</i>	18.2%
14	55 still the law for trucks in Chicago area	17.0%
15	Rest area = text area	13.0%
16	CSA 2010: Get the facts, know the law – what's your score?	6.1%

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

Region	April 2013 Survey	June Pre-test	April to June diff.*	Sept Post-Test 2013	June to Sept. diff.*	Total Diff.
Slogan: You drink and drive. You lose.						
STATEWIDE	69.4%	73.3%	+3.9%	65.8%	-7.5%	-3.6%
Chicago Metro	69.8%	73.5%	+3.7%	65.0%	-8.5%	-4.3%
Downstate	68.7%	73.1%	+4.4%	66.9%	-6.2%	-1.8%
Slogan: Drunk driving. Over the limit. Under arrest.						
STATEWIDE	31.3%	27.8%	-3.5%	24.3%	-3.5%	-7.0%
Chicago Metro	34.4%	26.9%	-7.5%	20.7%	-6.2%	-13.7%
Downstate	26.8%	29.5%	+2.7%	29.8%	+0.3%	+3.0%
Slogan: Drive sober or get pulled over.						
STATEWIDE	44.6%	42.1%	-2.5%	55.7%	+13.6%	+11.1%
Chicago Metro	41.3%	40.5%	-0.8%	51.2%	+10.7%	+9.9%
Downstate	49.4%	45.3%	-4.1%	62.7%	+17.4%	+13.3%

*These are percentage point increases/decreases.

April to September 2013 trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** decreased from April to September with 69.4 percent awareness in April to 65.8 percent awareness in September.

Among recent drinkers, the awareness level for this slogan is higher proportionally among drinkers with 71 percent reporting awareness in the September survey.

Regional results. In September, awareness of this slogan is fairly comparable in the Chicago metro area (65.0 percent) and downstate (66.9 percent). Overall, both regions saw a decline in awareness from the April survey to the September survey (Chicago: 69.8 percent vs. 65.0 percent and Downstate: 68.7 percent vs. 66.9 percent).

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** decreased from 31.3 percent in April to 24.3 percent in September. The decrease occurred gradually with June also noting a 3.5 percentage point decrease from April.

Among recent drinkers, the awareness level is lower than the general sample at 22.5 percent.

Regional results. Downstate area respondents report higher levels of awareness in both the June and September survey than Chicago metro respondents (29.5 percent vs. 26.9 percent and 29.8 percent vs. 20.7 percent).

Statewide, reported awareness of the **“Drive sober or get pulled over” slogan** continues to increase. In the September 2013 survey, awareness was at 55.7 percent statewide—an increase of 11.1 percentage points since April 2013. Additionally, in September 2012, only 46 percent of respondents were aware of the slogan—a 9 percentage point increase in the past calendar year.

Among recent drinkers, the awareness level among drinkers is lower than the awareness of the general population in the September survey (43.7 percent).

For this slogan, there are big differences *between the two regions.* The September survey indicates a trend of higher awareness among downstate respondents (62.7 percent) than the Chicago metro sample (51.2 percent).

The 2002 through 2013 trends. Tables S-3A and B present awareness information for numerous selected traffic safety slogans for both seat belt and DUI campaigns from 2002 to the most recent 2012 survey. The three DUI-related slogans focused upon above are in bold.

Table Slogans – 3A: Awareness of Selected Traffic Safety Slogans, April 2002 through September 2013

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	na	na	na
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	48%	47%	44%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	na	na	na
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	29%	24%	27%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	31%	37%	34%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	17%	19%
55 still the law for trucks in Chicago area	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Rest Area = Text Area	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
CSA 2010: Get the Facts, Know the Law – What's your score?	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na

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

Table Slogans – 3A continued

Slogan	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	Apr '12	Jun '12	Sept '12	Apr '13	Jun '13	Sept '13
Click It or Ticket	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%	91%	88%	92%	92%
Friends don't let friends drive drunk	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%	80%	73%	74%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	73%	74%	69%	73%	66%
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	59%	55%	51%	48%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	47%	51%	49%	47%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%	50%	52%	56%	59%	57%	59%								
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	45%	42%	46%	41%
Drive sober or get pulled over	na	20%	37%	34%	36%	46%	45%	42%	56%												
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	29%	31%	28%	24%
Cell phones save lives. Pull over and report a drunk driver.	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	34%	30%	31%	28%
Drink and drive? Police in Illinois have your number	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	26%	25%	18%	18%
Wanna drink and drive, police in Illinois will show you the bars*	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	16%	27%	18%	19%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	18%	20%	18%	21%
55 still the law for trucks in Chicago area	na	14%	na	na	17%	18%	12%	13%	17%	15%	17%										
Rest Area = Text Area	na	16%	na	na	16%	14%	14%	14%	16%	16%	13%										
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%	7%	7%	8%	8%	5%	6%										

*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
Burnham	99.00	65	1	1.5%	6	9.2%	91.4	\$55.29	\$36.30	\$3,593.83
Eastern Illinois University	37.50	19	4	21.1%	3	15.8%	118.4	\$67.81	\$34.36	\$1,288.36
Franklin Park	64.00	72	5	6.9%	2	2.8%	53.3	\$51.71	\$58.17	\$3,722.88
Galesburg	24.00	41	5	12.2%	0	0.0%	35.1	\$22.64	\$38.68	\$928.24
Grantfork	85.00	9	0	0.0%	0	0.0%	566.7	\$141.26	\$14.96	\$1,271.38
Harwood Heights	48.00	63	8	12.7%	0	0.0%	45.7	\$31.68	\$41.58	\$1,995.70
Kankakee	105.00	74	28	37.8%	3	4.1%	85.1	\$59.24	\$41.75	\$4,383.47
Kewanee	120.00	36	7	19.4%	2	5.6%	200.0	\$111.65	\$33.49	\$4,019.32
Lake Bluff	18.00	1	0	0.0%	0	0.0%	1080.0	\$992.26	\$55.13	\$992.26
Marseilles	73.00	25	2	8.0%	3	12.0%	175.2	\$124.62	\$42.68	\$3,115.44
McLeansboro	30.00	6	0	0.0%	0	0.0%	300.0	\$110.44	\$22.09	\$662.65
Mendota	16.00	4	0	0.0%	1	25.0%	240.0	\$138.86	\$34.72	\$555.44
Minooka	48.00	35	0	0.0%	0	0.0%	82.3	\$63.86	\$46.57	\$2,235.18
Momence	12.00	4	4	100.0%	0	0.0%	180.0	\$59.16	\$19.72	\$236.64
Peoria County	8.00	2	0	0.0%	0	0.0%	240.0	\$159.04	\$39.76	\$318.08
Peru	38.00	37	11	29.7%	5	13.5%	61.6	\$40.15	\$39.09	\$1,485.40
Pike County	98.00	44	4	9.1%	1	2.3%	133.6	\$69.16	\$31.05	\$3,042.91
Romeoville	72.00	23	2	8.7%	1	4.3%	187.8	\$192.00	\$61.33	\$4,416.00
Round Lake	12.00	13	0	0.0%	2	15.4%	55.4	\$44.86	\$48.60	\$583.20

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
Southern View	144.00	58	0	0.0%	12	20.7%	149.0	\$71.70	\$28.88	\$4,158.72
Springfield Park District	82.00	18	6	33.3%	4	22.2%	273.3	\$130.71	\$28.69	\$2,352.72
HOLIDAY MOBILIZATION ONLY GRANTS TOTAL	1,233.50	649	87	13.4%	45	6.9%	114.0	\$69.89	\$36.77	\$45,357.82

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	Lake County	18.00	33	0	0.0%	1	3.0%	32.7	\$43.82	\$80.34	\$1,446.18
LAP	Macon County	56.00	34	1	2.9%	4	11.8%	98.8	\$97.49	\$59.19	\$3,314.62
LAP	Springfield	108.00	39	1	2.6%	11	28.2%	166.2	\$246.56	\$89.03	\$9,615.74
STEP	Algonquin	58.00	87	42	48.3%	0	0.0%	40.0	\$39.07	\$58.60	\$3,398.89
STEP	Alton	366.00	239	49	20.5%	9	3.8%	91.9	\$75.16	\$49.08	\$17,962.59
STEP	Bartlett	52.00	70	12	17.1%	4	5.7%	44.6	\$43.80	\$58.96	\$3,065.98
STEP	Bartonville	36.00	20	1	5.0%	0	0.0%	108.0	\$34.80	\$19.33	\$696.05
STEP	Berwyn	89.00	183	115	62.8%	4	2.2%	29.2	\$28.99	\$59.61	\$5,305.13
STEP	Blue Island	76.00	132	99	75.0%	0	0.0%	34.5	\$28.59	\$49.65	\$3,773.56
STEP	Boone County	55.00	46	25	54.3%	2	4.3%	71.7	\$53.91	\$45.09	\$2,480.01
STEP	Brookfield	40.00	41	17	41.5%	0	0.0%	58.5	\$59.09	\$60.57	\$2,422.72
STEP	Campton Hills	26.00	33	7	21.2%	1	3.0%	47.3	\$23.85	\$30.27	\$786.95
STEP	Caseyville	38.00	48	14	29.2%	2	4.2%	47.5	\$25.48	\$32.19	\$1,223.27
STEP	Chatham	24.00	14	2	14.3%	1	7.1%	102.9	\$87.84	\$51.24	\$1,229.72
STEP	Cherry Valley	45.00	41	13	31.7%	2	4.9%	65.9	\$53.28	\$48.54	\$2,184.45
STEP	Collinsville	132.00	176	80	45.5%	4	2.3%	45.0	\$39.18	\$52.24	\$6,895.36
STEP	Columbia	43.00	33	15	45.5%	0	0.0%	78.2	\$70.30	\$53.95	\$2,320.02
STEP	Countryside	27.00	18	6	33.3%	0	0.0%	90.0	\$81.19	\$54.13	\$1,461.46
STEP	Creve Coeur	36.00	55	10	18.2%	3	5.5%	39.3	\$21.68	\$33.13	\$1,192.50
STEP	Danville	94.00	102	16	15.7%	2	2.0%	55.3	\$42.58	\$46.20	\$4,343.22
STEP	Dixon	16.50	7	2	28.6%	0	0.0%	141.4	\$99.65	\$42.28	\$697.58
STEP	Downers Grove	44.50	39	25	64.1%	2	5.1%	68.5	\$73.21	\$64.16	\$2,855.34
STEP	East Hazel Crest	50.00	143	89	62.2%	0	0.0%	21.0	\$11.80	\$33.76	\$1,687.96
STEP	East Moline	72.00	65	28	43.1%	1	1.5%	66.5	\$54.64	\$49.33	\$3,551.75
STEP	Edwardsville	51.00	63	0	0.0%	6	9.5%	48.6	\$38.86	\$48.00	\$2,447.97

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	Elmhurst	110.00	128	40	31.3%	10	7.8%	51.6	\$54.04	\$62.88	\$6,917.07
STEP	Elmwood Park	68.00	41	6	14.6%	3	7.3%	99.5	\$76.29	\$46.00	\$3,128.00
STEP	Evanston	70.50	122	78	63.9%	1	0.8%	34.7	\$35.88	\$62.09	\$4,377.20
STEP	Flora	86.00	24	9	37.5%	0	0.0%	215.0	\$149.23	\$41.64	\$3,581.46
STEP	Forest Park	40.00	46	22	47.8%	1	2.2%	52.2	\$61.18	\$70.36	\$2,814.35
STEP	Fox Lake	36.00	51	20	39.2%	2	3.9%	42.4	\$38.54	\$54.60	\$1,965.53
STEP	Freeport	49.00	32	7	21.9%	0	0.0%	91.9	\$62.79	\$41.01	\$2,009.41
STEP	Gilberts	16.00	13	5	38.5%	1	7.7%	73.8	\$51.69	\$41.99	\$671.91
STEP	Grandview	24.00	17	10	58.8%	2	11.8%	84.7	\$28.24	\$20.00	\$480.00
STEP	Granite City	36.00	51	18	35.3%	0	0.0%	42.4	\$35.11	\$49.75	\$1,790.83
STEP	Harrisburg	77.00	25	6	24.0%	0	0.0%	184.8	\$114.56	\$37.20	\$2,864.12
STEP	Hebron	24.00	33	19	57.6%	0	0.0%	43.6	\$27.86	\$38.31	\$919.37
STEP	Highland Park	37.00	50	22	44.0%	3	6.0%	44.4	\$48.04	\$64.91	\$2,401.77
STEP	Hinsdale	63.00	82	51	62.2%	2	2.4%	46.1	\$48.50	\$63.13	\$3,977.08
STEP	Homewood	28.00	50	31	62.0%	1	2.0%	33.6	\$39.57	\$70.66	\$1,978.38
STEP	Jo Daviess County	46.00	25	0	0.0%	0	0.0%	110.4	\$55.49	\$30.16	\$1,387.16
STEP	Johnsburg	8.00	11	0	0.0%	1	9.1%	43.6	\$25.78	\$35.45	\$283.60
STEP	Justice	76.00	71	68	95.8%	0	0.0%	64.2	\$58.73	\$54.87	\$4,170.15
STEP	Kendall County	12.00	21	18	85.7%	0	0.0%	34.3	\$33.42	\$58.49	\$701.87
STEP	Lake in the Hills	48.00	43	2	4.7%	2	4.7%	67.0	\$53.02	\$47.49	\$2,279.74
STEP	Lake Villa	24.00	14	8	57.1%	2	14.3%	102.9	\$89.76	\$52.36	\$1,256.64
STEP	Leland Grove	19.00	20	0	0.0%	0	0.0%	57.0	\$27.62	\$29.08	\$552.44
STEP	Libertyville	46.00	31	9	29.0%	2	6.5%	89.0	\$104.42	\$70.37	\$3,237.12
STEP	Lincolnshire	30.00	25	0	0.0%	3	12.0%	72.0	\$81.96	\$68.30	\$2,049.10
STEP	Lincolnwood	29.00	68	22	32.4%	1	1.5%	25.6	\$25.60	\$60.02	\$1,740.60
STEP	Lisle	38.00	26	1	3.8%	0	0.0%	87.7	\$70.74	\$48.40	\$1,839.18
STEP	Lockport	69.00	82	45	54.9%	0	0.0%	50.5	\$64.95	\$77.19	\$5,325.91

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	Lombard	81.00	117	67	57.3%	0	0.0%	41.5	\$43.56	\$62.92	\$5,096.78
STEP	Loves Park	23.00	22	1	4.5%	3	13.6%	62.7	\$56.46	\$54.00	\$1,242.01
STEP	Lyons	32.00	46	31	67.4%	0	0.0%	41.7	\$37.83	\$54.37	\$1,739.97
STEP	Macomb	28.00	16	9	56.3%	2	12.5%	105.0	\$82.70	\$47.26	\$1,323.14
STEP	Marengo	6.00	5	0	0.0%	1	20.0%	72.0	\$65.44	\$54.53	\$327.20
STEP	Mattoon	34.00	31	13	41.9%	4	12.9%	65.8	\$56.26	\$51.29	\$1,743.93
STEP	Maywood	81.00	82	14	17.1%	0	0.0%	59.3	\$72.73	\$73.62	\$5,963.54
STEP	McHenry	109.00	168	69	41.1%	0	0.0%	38.9	\$34.18	\$52.68	\$5,742.61
STEP	McHenry County	96.00	84	5	6.0%	1	1.2%	68.6	\$57.38	\$50.21	\$4,820.28
STEP	Moline	54.00	104	33	31.7%	0	0.0%	31.2	\$23.70	\$45.65	\$2,465.18
STEP	Montgomery	48.00	34	14	41.2%	0	0.0%	84.7	\$73.45	\$52.03	\$2,497.43
STEP	Morton	85.00	73	33	45.2%	3	4.1%	69.9	\$53.44	\$45.89	\$3,900.85
STEP	Morton Grove	32.00	24	12	50.0%	0	0.0%	80.0	\$75.96	\$56.97	\$1,823.04
STEP	Naperville	168.00	217	55	25.3%	8	3.7%	46.5	\$51.98	\$67.15	\$11,280.40
STEP	Niles	100.00	133	53	39.8%	4	3.0%	45.1	\$59.50	\$79.14	\$7,914.13
STEP	North Aurora	21.00	25	5	20.0%	1	4.0%	50.4	\$46.34	\$55.17	\$1,158.56
STEP	North Pekin	60.00	56	6	10.7%	1	1.8%	64.3	\$26.95	\$25.15	\$1,509.00
STEP	Northbrook	155.00	137	56	40.9%	5	3.6%	67.9	\$71.73	\$63.40	\$9,826.85
STEP	Oak Brook	8.00	9	1	11.1%	0	0.0%	53.3	\$62.73	\$70.58	\$564.61
STEP	Oak Forest	9.00	23	23	100.0%	0	0.0%	23.5	\$21.17	\$54.10	\$486.92
STEP	Oak Lawn	151.75	274	183	66.8%	7	2.6%	33.2	\$34.52	\$62.33	\$9,457.85
STEP	Oak Park	64.00	60	25	41.7%	5	8.3%	64.0	\$71.14	\$66.69	\$4,268.21
STEP	OFallon	16.00	33	5	15.2%	0	0.0%	29.1	\$24.99	\$51.55	\$824.74
STEP	Orland Park	160.00	186	78	41.9%	2	1.1%	51.6	\$65.82	\$76.51	\$12,241.87
STEP	Palatine	83.00	74	44	59.5%	3	4.1%	67.3	\$79.10	\$70.52	\$5,853.11
STEP	Palos Heights	70.00	56	49	87.5%	0	0.0%	75.0	\$67.91	\$54.33	\$3,803.01
STEP	Park City	40.00	76	23	30.3%	6	7.9%	31.6	\$24.65	\$46.83	\$1,873.04

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	Peoria	34.00	55	3	5.5%	4	7.3%	37.1	\$33.67	\$54.47	\$1,851.83
STEP	Peoria Heights	37.00	30	19	63.3%	1	3.3%	74.0	\$30.06	\$24.37	\$901.82
STEP	Plainfield	89.00	163	94	57.7%	2	1.2%	32.8	\$36.40	\$66.66	\$5,932.59
STEP	Prospect Heights	32.00	23	20	87.0%	1	4.3%	83.5	\$78.19	\$56.20	\$1,798.41
STEP	Quincy	48.00	42	28	66.7%	3	7.1%	68.6	\$54.29	\$47.50	\$2,280.06
STEP	River Forest	54.50	58	35	60.3%	1	1.7%	56.4	\$58.74	\$62.51	\$3,407.03
STEP	Riverdale	24.00	77	69	89.6%	0	0.0%	18.7	\$21.38	\$68.58	\$1,645.88
STEP	Riverside	17.00	26	4	15.4%	2	7.7%	39.2	\$40.31	\$61.65	\$1,048.12
STEP	Rock Island	72.00	109	77	70.6%	3	2.8%	39.6	\$31.99	\$48.43	\$3,487.05
STEP	Rockford	32.00	26	1	3.8%	7	26.9%	73.8	\$70.06	\$56.92	\$1,821.53
STEP	Rolling Meadows	48.00	64	34	53.1%	1	1.6%	45.0	\$26.26	\$35.02	\$1,680.90
STEP	Roselle	109.00	94	38	40.4%	2	2.1%	69.6	\$70.88	\$61.12	\$6,662.60
STEP	Round Lake Heights	12.00	23	20	87.0%	0	0.0%	31.3	\$16.95	\$32.49	\$389.93
STEP	Sangamon County	10.00	11	10	90.9%	0	0.0%	54.5	\$46.87	\$51.56	\$515.57
STEP	Schaumburg	125.00	85	56	65.9%	2	2.4%	88.2	\$99.98	\$67.98	\$8,497.89
STEP	Sherman	23.00	15	2	13.3%	3	20.0%	92.0	\$43.91	\$28.64	\$658.61
STEP	Shorewood	40.00	43	12	27.9%	0	0.0%	55.8	\$50.92	\$54.74	\$2,189.68
STEP	South Barrington	50.00	32	8	25.0%	2	6.3%	93.8	\$80.43	\$51.47	\$2,573.68
STEP	St. Charles	65.00	46	14	30.4%	3	6.5%	84.8	\$86.91	\$61.51	\$3,998.00
STEP	Sterling	16.00	4	1	25.0%	0	0.0%	240.0	\$164.18	\$41.05	\$656.72
STEP	Sullivan	20.00	19	15	78.9%	0	0.0%	63.2	\$27.93	\$26.53	\$530.67
STEP	Tazewell County	115.00	102	36	35.3%	5	4.9%	67.6	\$39.12	\$34.70	\$3,990.31
STEP	Thornton	2.00	2	1	50.0%	0	0.0%	60.0	\$45.60	\$45.60	\$91.20
STEP	Tinley Park	38.00	57	51	89.5%	1	1.8%	40.0	\$41.56	\$62.34	\$2,368.92
STEP	Troy	43.00	44	24	54.5%	4	9.1%	58.6	\$43.13	\$44.14	\$1,897.88

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	Waukegan	88.00	118	49	41.5%	3	2.5%	44.7	\$47.01	\$63.03	\$5,547.07
STEP	West Chicago	108.50	158	57	36.1%	3	1.9%	41.2	\$45.80	\$66.70	\$7,236.82
STEP	Westchester	46.00	64	25	39.1%	0	0.0%	43.1	\$38.21	\$53.17	\$2,445.70
STEP	Western IL TF	108.00	90	40	44.4%	9	10.0%	72.0	\$43.32	\$36.10	\$3,898.85
STEP	Wheeling	66.00	115	59	51.3%	2	1.7%	34.4	\$36.21	\$63.09	\$4,164.06
STEP	Williamson County	48.00	40	3	7.5%	1	2.5%	72.0	\$45.44	\$37.87	\$1,817.68
STEP	Wilmette	27.00	23	9	39.1%	0	0.0%	70.4	\$90.73	\$77.29	\$2,086.75
STEP	Winnebago County	102.00	89	19	21.3%	8	9.0%	68.8	\$59.78	\$52.16	\$5,320.45
STEP	Winthrop Harbor	37.00	51	21	41.2%	2	3.9%	43.5	\$32.41	\$44.67	\$1,652.67
STEP	Woodridge	58.00	107	63	58.9%	1	0.9%	32.5	\$30.77	\$56.76	\$3,292.22
STEP	Woodstock	19.00	4	0	0.0%	1	25.0%	285.0	\$290.43	\$61.14	\$1,161.72
LAP GRANTS SUBTOTAL		182.00	106	2	1.9%	16	15.1%	103.0	\$135.63	\$78.99	\$14,376.54
STEP GRANTS SUBTOTAL		6,358.25	7,131	3,108	43.6%	213	3.0%	53.5	\$48.51	\$54.41	\$345,931.60
REGULAR GRANTS SUBTOTAL		6,540.25	7,237	3,110	43.0%	229	3.2%	54.2	\$49.79	\$55.09	\$360,308.14

47

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
MINI	Arlington Heights	56.00	70	4	5.7%	1	1.4%	48.0	\$49.83	\$62.29	\$3,488.16
STEP	Arlington Heights	36.00	56	35	62.5%	1	1.8%	38.6	\$40.24	\$62.59	\$2,253.20
MINI	Belvidere	42.00	33	0	0.0%	1	3.0%	76.4	\$58.59	\$46.03	\$1,933.45
STEP	Belvidere	71.00	77	32	41.6%	5	6.5%	55.3	\$43.53	\$47.21	\$3,351.64
MINI	Bradley	36.00	35	2	5.7%	2	5.7%	61.7	\$48.35	\$47.00	\$1,692.08
STEP	Bradley	37.00	29	6	20.7%	0	0.0%	76.6	\$72.79	\$57.05	\$2,110.85
MINI	Cahokia	33.00	49	3	6.1%	5	10.2%	40.4	\$29.28	\$43.47	\$1,434.51
STEP	Cahokia	80.00	128	19	14.8%	0	0.0%	37.5	\$31.70	\$50.73	\$4,058.10
MINI	Calumet City	90.00	56	8	14.3%	5	8.9%	96.4	\$78.91	\$49.10	\$4,418.95
STEP	Calumet City	126.00	242	124	51.2%	5	2.1%	31.2	\$29.41	\$56.49	\$7,117.81
LAP	Carol Stream	80.00	75	29	38.7%	7	9.3%	64.0	\$50.06	\$46.93	\$3,754.53
MINI	Carol Stream	40.00	40	8	20.0%	4	10.0%	60.0	\$59.70	\$59.70	\$2,387.80
STEP	Carol Stream	115.00	105	26	24.8%	14	13.3%	65.7	\$62.26	\$56.84	\$6,536.87
LAP	Chicago	352.00	367	35	9.5%	15	4.1%	57.5	\$62.43	\$65.09	\$22,911.68
STEP	Chicago	240.00	373	68	18.2%	8	2.1%	38.6	\$41.88	\$65.09	\$15,621.60
LAP	Chicago Heights	11.00	6	0	0.0%	2	33.3%	110.0	\$98.16	\$53.54	\$588.98
MINI	Chicago Heights	59.00	130	130	100.0%	0	0.0%	27.2	\$19.11	\$42.11	\$2,484.56
STEP	Chicago Heights	62.00	171	171	100.0%	0	0.0%	21.8	\$17.50	\$48.26	\$2,992.28
MINI	Chicago Ridge	18.00	15	3	20.0%	1	6.7%	72.0	\$66.71	\$55.59	\$1,000.62
STEP	Chicago Ridge	52.00	62	40	64.5%	3	4.8%	50.3	\$47.03	\$56.08	\$2,915.97
MINI	Clarendon Hills	8.00	4	0	0.0%	0	0.0%	120.0	\$113.97	\$56.99	\$455.88
STEP	Clarendon Hills	39.00	28	13	46.4%	0	0.0%	83.6	\$78.10	\$56.07	\$2,186.67
LAP	Cook County	26.00	22	0	0.0%	3	13.6%	70.9	\$66.44	\$56.22	\$1,461.74
STEP	Cook County	262.00	461	120	26.0%	2	0.4%	34.1	\$33.00	\$58.07	\$15,213.15

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
MINI	Crystal Lake	48.00	68	7	10.3%	3	4.4%	42.4	\$38.14	\$54.04	\$2,593.70
STEP	Crystal Lake	75.00	133	60	45.1%	4	3.0%	33.8	\$30.33	\$53.78	\$4,033.49
LAP	Decatur	4.00	7	0	0.0%	0	0.0%	34.3	\$28.39	\$49.69	\$198.75
STEP	Decatur	122.00	84	11	13.1%	5	6.0%	87.1	\$74.12	\$51.04	\$6,226.42
LAP	East Peoria	13.00	7	1	14.3%	0	0.0%	111.4	\$96.90	\$52.18	\$678.28
MINI	East Peoria	16.00	13	2	15.4%	0	0.0%	73.8	\$61.10	\$49.64	\$794.24
STEP	East Peoria	50.00	32	13	40.6%	1	3.1%	93.8	\$134.48	\$86.07	\$4,303.38
LAP	Elgin	94.00	102	2	2.0%	3	2.9%	55.3	\$59.64	\$64.71	\$6,082.98
STEP	Elgin	287.00	385	225	58.4%	7	1.8%	44.7	\$44.63	\$59.86	\$17,180.90
MINI	Elk Grove Village	93.00	183	75	41.0%	1	0.5%	30.5	\$29.46	\$57.97	\$5,390.98
STEP	Elk Grove Village	32.00	183	75	41.0%	1	0.5%	10.5	\$11.72	\$67.02	\$2,144.52
MINI	Grayslake /Hainesville	10.00	8	0	0.0%	1	12.5%	75.0	\$74.89	\$59.91	\$599.12
STEP	Grayslake /Hainesville	36.00	22	5	22.7%	0	0.0%	98.2	\$109.27	\$66.77	\$2,403.84
MINI	Gurnee	20.00	16	3	18.8%	1	6.3%	75.0	\$75.00	\$60.00	\$1,200.00
STEP	Gurnee	134.50	126	82	65.1%	4	3.2%	64.0	\$62.58	\$58.62	\$7,884.47
MINI	Hillside	76.00	113	65	57.5%	0	0.0%	40.4	\$40.65	\$60.45	\$4,593.92
STEP	Hillside	24.00	74	41	55.4%	0	0.0%	19.5	\$18.70	\$57.64	\$1,383.44
MINI	Joliet	68.00	67	11	16.4%	0	0.0%	60.9	\$71.01	\$69.97	\$4,757.67
STEP	Joliet	153.00	164	10	6.1%	1	0.6%	56.0	\$64.42	\$69.06	\$10,565.48
MINI	Lake Zurich	64.00	32	9	28.1%	5	15.6%	120.0	\$127.89	\$63.95	\$4,092.54
STEP	Lake Zurich	64.00	47	21	44.7%	6	12.8%	81.7	\$87.77	\$64.46	\$4,125.12
MINI	McCullom lake	25.00	17	1	5.9%	0	0.0%	88.2	\$33.82	\$23.00	\$575.00
STEP	McCullom Lake	36.00	23	11	47.8%	0	0.0%	93.9	\$31.31	\$20.00	\$720.03
MINI	Midlothian	65.00	98	29	29.6%	1	1.0%	39.8	\$33.88	\$51.09	\$3,320.72
STEP	Midlothian	28.00	47	28	59.6%	0	0.0%	35.7	\$26.71	\$44.83	\$1,255.19

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
MINI	Olympia Fields	33.00	5	0	0.0%	3	60.0%	396.0	\$332.90	\$50.44	\$1,664.51
STEP	Olympia Fields	20.00	15	15	100.0%	0	0.0%	80.0	\$48.99	\$36.74	\$734.82
MINI	Oswego	33.00	46	22	47.8%	1	2.2%	43.0	\$38.09	\$53.09	\$1,752.03
STEP	Oswego	84.50	134	116	86.6%	0	0.0%	37.8	\$37.56	\$59.56	\$5,033.19
MINI	Park Ridge	42.00	57	15	26.3%	0	0.0%	44.2	\$44.28	\$60.09	\$2,523.96
STEP	Park Ridge	24.00	19	7	36.8%	0	0.0%	75.8	\$81.65	\$64.64	\$1,551.37
LAP	River Grove	73.00	73	40	54.8%	1	1.4%	60.0	\$74.05	\$74.05	\$5,405.65
MINI	River Grove	78.00	105	71	67.6%	8	7.6%	44.6	\$40.01	\$53.86	\$4,200.82
LAP	Skokie	188.50	179	44	24.6%	8	4.5%	63.2	\$65.43	\$62.13	\$11,712.35
STEP	Skokie	132.00	54	15	27.8%	1	1.9%	146.7	\$145.80	\$59.65	\$7,873.20
LAP	So. Chicago Hts.	20.00	27	1	3.7%	1	3.7%	44.4	\$18.12	\$24.47	\$489.32
STEP	So. Chicago Hts.	13.00	36	26	72.2%	0	0.0%	21.7	\$8.46	\$23.43	\$304.55
MINI	South Elgin	40.00	16	1	6.3%	1	6.3%	150.0	\$142.83	\$57.13	\$2,285.20
STEP	South Elgin	56.00	54	33	61.1%	0	0.0%	62.2	\$61.81	\$59.61	\$3,337.92
MINI	Spring Grove	8.00	6	0	0.0%	0	0.0%	80.0	\$40.00	\$30.00	\$240.00
STEP	Spring Grove	32.00	20	1	5.0%	0	0.0%	96.0	\$61.16	\$38.22	\$1,223.16
MINI	Streamwood	35.00	28	3	10.7%	3	10.7%	75.0	\$74.18	\$59.34	\$2,076.90
STEP	Streamwood	20.00	15	3	20.0%	0	0.0%	80.0	\$75.78	\$56.83	\$1,136.67

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
MINI	Summit	13.00	9	0	0.0%	1	11.1%	86.7	\$76.10	\$52.68	\$684.88
STEP	Summit	89.00	89	57	64.0%	2	2.2%	60.0	\$54.04	\$54.04	\$4,809.26
MINI	Villa Park	49.00	57	3	5.3%	0	0.0%	51.6	\$45.29	\$52.68	\$2,581.46
STEP	Villa Park	45.00	46	4	8.7%	0	0.0%	58.7	\$54.53	\$55.74	\$2,508.32
LAP	Will County	60.00	96	6	6.3%	2	2.1%	37.5	\$42.31	\$67.69	\$4,061.37
MINI	Will County	12.50	12	0	0.0%	0	0.0%	62.5	\$61.49	\$59.03	\$737.86
STEP	Will County	46.00	75	10	13.3%	1	1.3%	36.8	\$35.79	\$58.35	\$2,684.12
MINI	Wood Dale	24.00	31	8	25.8%	3	9.7%	46.5	\$30.97	\$40.00	\$960.00
STEP	Wood Dale	48.00	64	27	42.2%	5	7.8%	45.0	\$63.55	\$84.74	\$4,067.43
MINI GRANTS SUBTOTAL		1,234.50	1,419	483	34.0%	51	3.6%	52.2	\$47.16	\$54.21	\$66,921.52
LAP GRANTS SUBTOTAL		921.50	961	158	16.4%	42	4.4%	57.5	\$59.67	\$62.23	\$57,345.63
STEP GRANTS SUBTOTAL		2,771.00	3,673	1,550	42.2%	76	2.1%	45.3	\$44.06	\$58.41	\$161,848.43
AGENCIES WITH MULTIPLE GRANTS TOTAL		4,927.00	6,053	2,191	36.2%	169	2.8%	48.8	\$47.27	\$58.07	\$286,115.58

51

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: MINI – 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	2,468.0	2,068	570	27.6%	96	4.6%	71.6	\$54.29	\$45.49	\$112,279.34
REGULAR GRANTS TOTAL	10,232.8	11,871	4,818	40.6%	347	2.9%	51.7	\$48.82	\$56.63	\$579,502.20
ILLINOIS STATE POLICE TOTAL	3,325.0	3,183	1,143	35.9%	107	3.4%	62.7	\$97.18	\$93.03	\$309,330.28
GRAND TOTAL	16,025.8	17,122	6,531	38.1%	550	3.2%	56.2	\$58.47	\$62.47	\$1,001,111.82

- 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