

February 2015

**Evaluation of the 2014 Labor Day
Drive Sober or Get Pulled Over Campaign**

August 1 - September 1, 2014

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

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

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., 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 2014 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.

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Executive Summary

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

The 2014 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 1, 2014. There were 173 local law enforcement agencies, the Illinois Secretary of State Police, and the Illinois State Police which participated in the statewide campaign. Ninety-one of the 173 grant-funded agencies and 25 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 27, 2014 during the Labor Day weekend.
2. Law enforcement agencies participating in the Labor Day campaign reported 70 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 2014 campaign: 82 announcements were made; 28 banners were displayed; 471 posters/flyers were distributed; 15 presentations were given; 282 press releases were issued; 26 public access messages were made, and 135 web announcements were made.
4. IDOT/DTS spent \$600,000 on broadcast television, cable, radio, and the internet to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 25 and ending September 28, 2014.

ENFORCEMENT

6. One hundred seventy-three (173) local law enforcement agencies, the Illinois Secretary of State Police and all Illinois State Police (ISP) districts participated and provided complete enforcement activities for the 2014 Labor Day alcohol mobilization. A total of 145 roadside safety checks (RSCs) and 1,312 saturation patrols were conducted during the August 15 to September 1, 2014 enforcement period. Ninety-one of the 173 grant-funded agencies and 25 non-funded agencies submitted additional citation information as part of an incentive program.
7. Local law enforcement and ISP logged a total of 18,064.3 patrol hours and issued 19,403 citations. One citation was written every 55.9 minutes of enforcement.
8. Local law enforcement and ISP issued 524 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 34.5 hours of enforcement. An additional

581 DUIs (498 by grant-funded agencies and 83 by non-funded agencies) were written by agencies participating in the incentive program.

9. A total of 7,365 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 2,039 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 18,064.3 patrol hours and issued 19,403 citations at a total cost of \$1,123,173.51. On average, citations were written every 55.9 minutes of enforcement at a cost of \$57.89 per citation, or \$62.18 per patrol hour. Furthermore, these agencies wrote 524 DUIs during the campaign, which comprised 2.7 percent of total citations issued.
11. Sixteen (16) holiday mobilization grantees issued one citation every 82.4 minutes of patrol. The cost per citation for these agencies was \$57.59 and cost per patrol hour was \$41.93. One hundred thirty-six regular grantees issued one citation for every 54.5 minutes of patrol. The cost per citation for these agencies was \$49.91 and the cost per patrol hour was \$54.92. Twenty-one grantees with multiple grants issued one citation for every 50.4 minutes of patrol. The cost per citation for these agencies was \$50.39 and the cost per patrol hour was \$59.95. The Illinois State Police issued one citation every 54.2 minutes of patrol. The cost per citation for the ISP was \$107.57 and cost per patrol hour was \$97.12. The Illinois Secretary of State Police conducted 245.0 hours of additional traffic enforcement at a cost of \$78.66 per patrol hour. SOS issued one citation for every 73.1 minutes of patrol at a cost of \$95.88 per citation.
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?”, 62.1 percent of recent drinkers indicated the likelihood of being stopped is somewhat likely, very likely, or almost certain.
14. Almost 75 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while 18.7 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 23.4 percent during the September survey. This percentage dropped by 9.7 percent

from the June survey where 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 34.4 percent in June to 23.0 percent in September. In southern Illinois, this percentage decreased from 31.1 percent in June to 24.2 percent in September.

Roadside Safety-Checks

17. In the Chicago suburbs, awareness levels of roadside safety decreased from 32.6 percent in June to 30.9 percent in September. In southern Illinois, this percentage slightly increased from 26 percent in June to 38.4 percent in September.
18. Most September respondents were aware of roadside safety checks attribute their awareness to friends/relatives (27.8%), television (23.4%), newspapers (19.5%) and radio (15.4%). Awareness levels decreased across all mediums from the June survey, except friends/relatives which stayed flat.
19. Analysis among those who were aware of roadside safety checks by region. In September, the percent of applicable respondents who had personally seen a check was 44.3 percent in the Chicago metro regions and about 48.7 percent for the downstate regions.
20. The overall percentage of respondents who indicated having personally seen roadside safety checks slightly decreased from 49.4 percent in June to 48.7 percent in the September survey.

Awareness of “DUI” Roadside Safety Check.

21. Slightly more than thirty-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,” increased from 57.1 percent in June to 65.4 percent in September. There was an increase in awareness in the downstate counties from 59 percent in June to 66 percent in September. Awareness of messages focusing on alcohol-impaired driving increased in the Chicago metro area from 55.9 percent in June to 65 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 2014 survey indicated the awareness level of those familiar with the slogan was 67.4 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
24. In September 2014, awareness of the most recent slogan, “Drive Sober or Get Pulled Over”, was at 56 percent. Awareness of this slogan increased by 8.2 percentage points since April 2014.

25. From April 2014 to September 2014, survey results show awareness levels for the YDDYL slogan increased from April to September. In the Chicago metro area, awareness of the YDDYL slogan increased from 65.1 percent in April to 76.2 percent in September. In downstate areas, awareness of the message slightly decreased from 71.3 percent in April to 70.6 percent September.

Evaluation of the 2014 Labor Day *Drive Sober or Get Pulled Over* Campaign August 1 - September 1, 2014

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

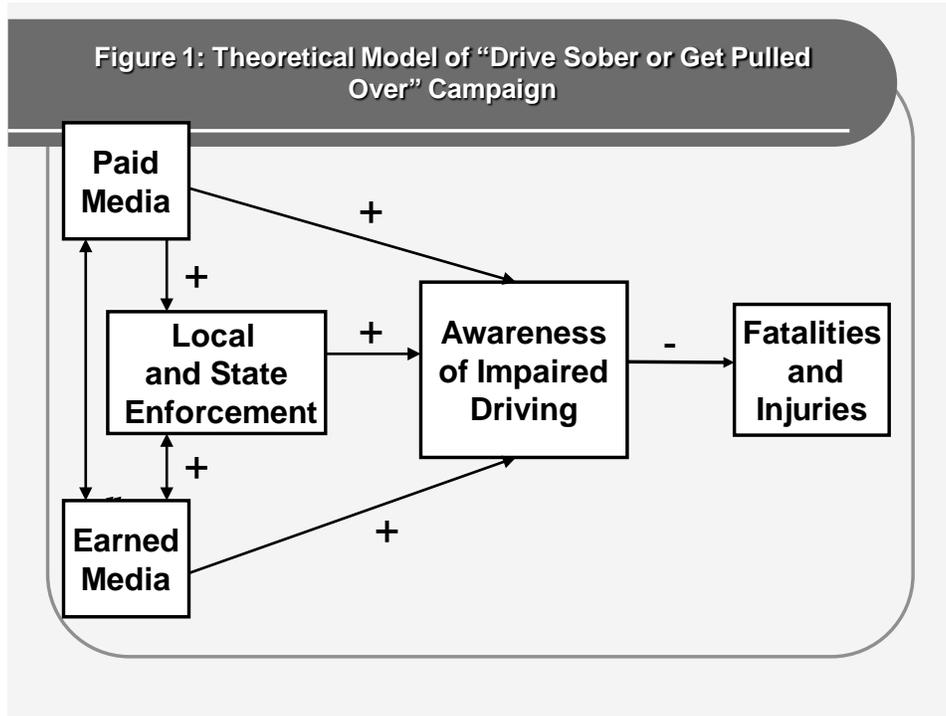
The 2014 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 1, 2014 with a special focus on impaired driving.

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 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.

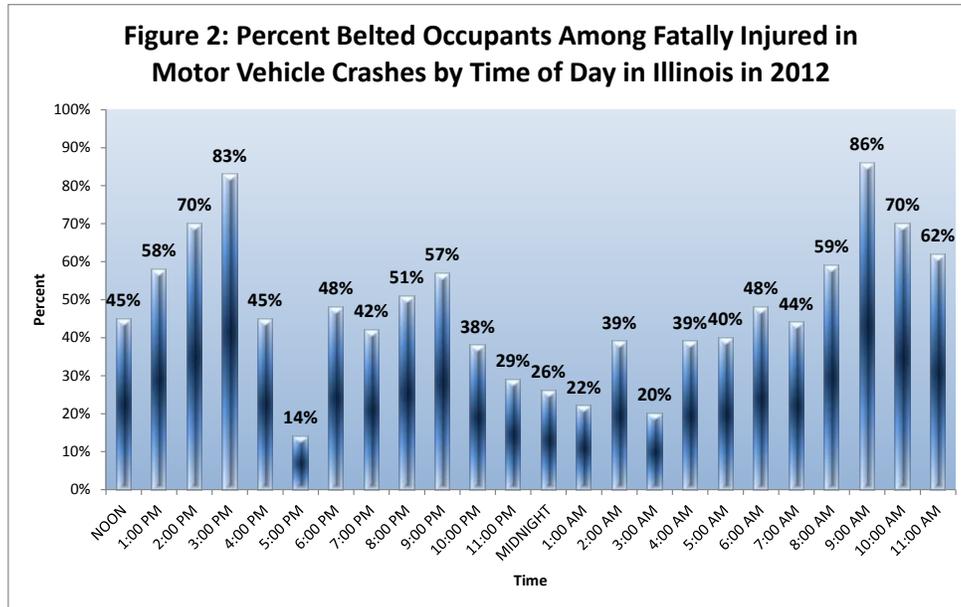
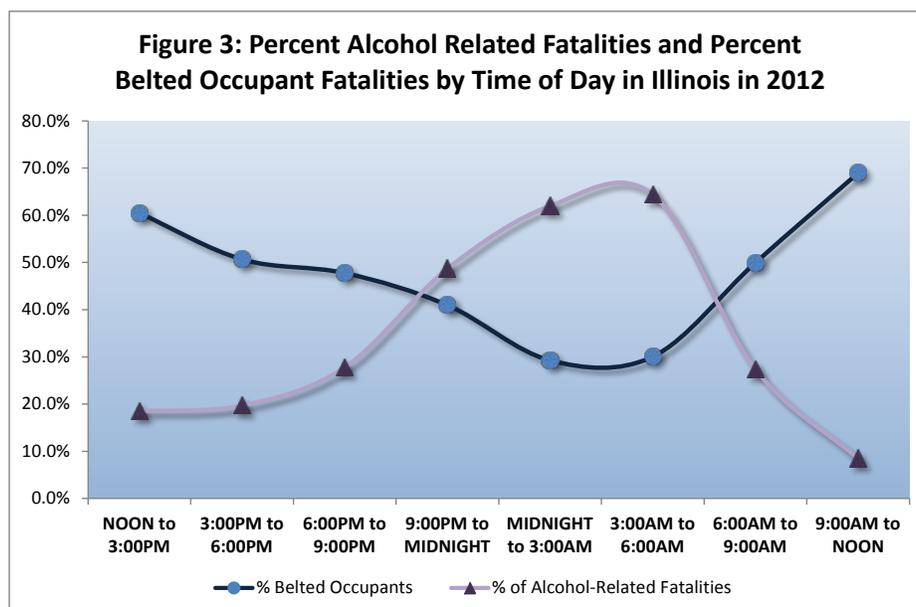


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This 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 2014 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.

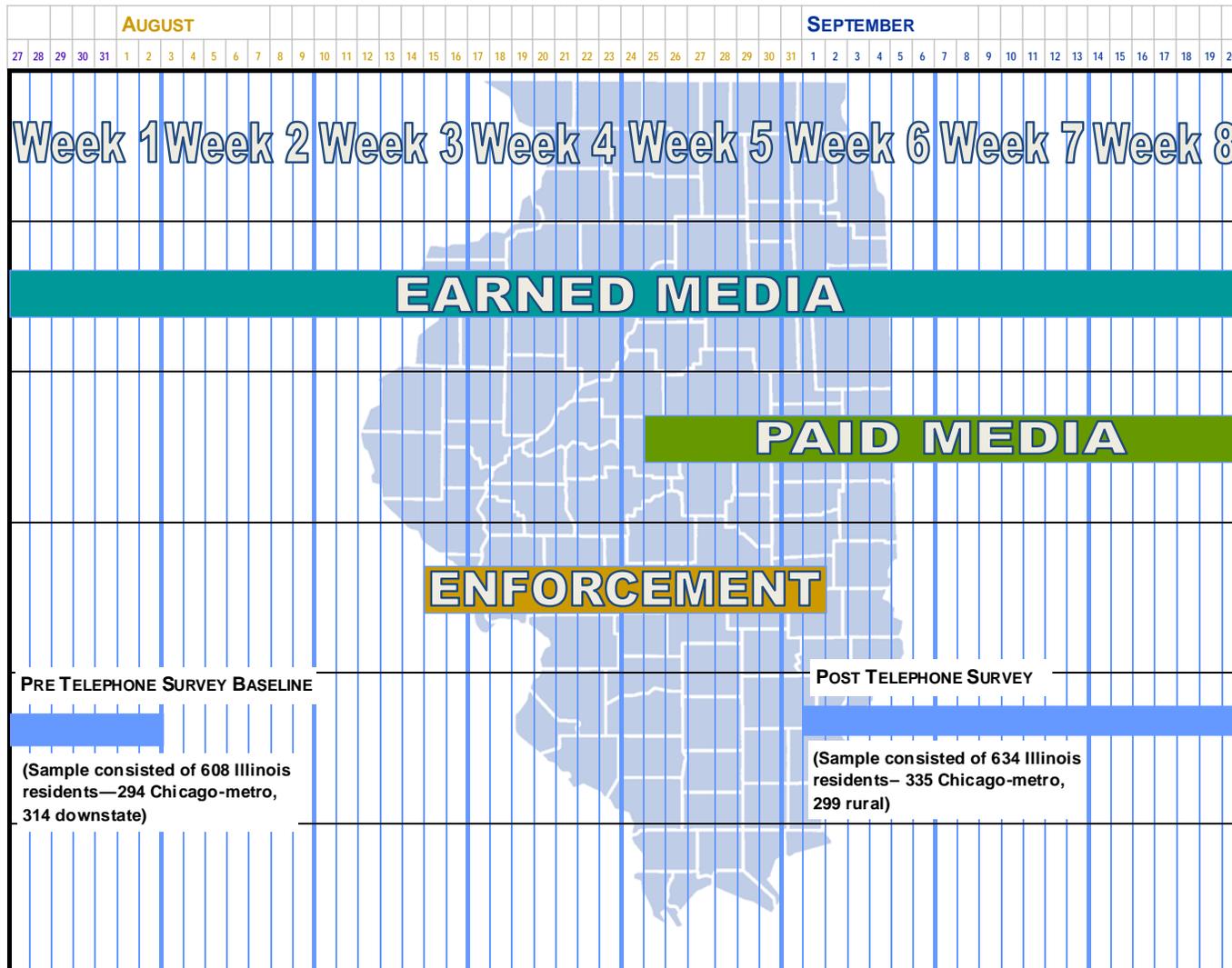
2014 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

In August 2014, 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 28, 2014. The following activities took place during the campaign:

One news conference was held on August 27, 2014, and press availabilities were held at roadside safety checks in 4 locations around the state during the Labor Day weekend.

- June 2014: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2014.
- August 1 – September 20, 2014: Earned media was obtained, including one news press conference held August 27, and press availabilities were held at roadside safety checks in four locations.
- August 15 – September 1, 2014: Highly publicized strict enforcement of the impaired driving laws was conducted.
- August 25 – September 28, 2014: Paid media advertisements promoting *Drive Sober or Get Pulled Over* ran from August 25 to September 28.
- September 1 – 30, 2014: Post statewide telephone public opinion surveys were conducted from September 1st to 30th.

Diagram 1: 2014 *Drive Sober or Get Pulled Over* Campaign Timeline



Note: The pre-telephone survey was conducted during June 2014 and the paid media ended September 28.

MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS released a press release on August 27, 2014 notifying the public that local law enforcement agencies would be cracking down on drunk drivers during Labor Day weekend to avoid fatal crashes¹. **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.

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	49	5	1	68	18	470	15	210	26	108
Metro East	6	1	1	4	3	1	0	12	0	11
Moline	2	1	0	0	0	0	0	11	0	5
Paducah	0	0	0	0	0	0	0	2	0	1
Springfield /Champaign	6	1	1	7	7	0	0	18	0	6
Peoria	1	0	1	2	0	0	0	13	0	2
Quincy	0	0	0	0	0	0	0	4	0	0
Rockford	6	1	3	1	0	0	0	12	0	2
TOTAL	70	9	7	82	28	471	15	282	26	135

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 70 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 2014 *Drive Sober or Get Pulled Over* campaign: 82 announcements were made; 28 banners were displayed; 471 posters/flyers were distributed; 15 presentations were given; 282 press releases were issued; 26 public access messages were made, and 135 web announcements were made.

¹ The actual press release can be found here: <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/Labor%20Day%20Release%20FINAL%20FINAL-1.pdf>

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 \$600,000 on broadcast television, cable and other forms of media to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 25 and ending September 28, 2014. **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

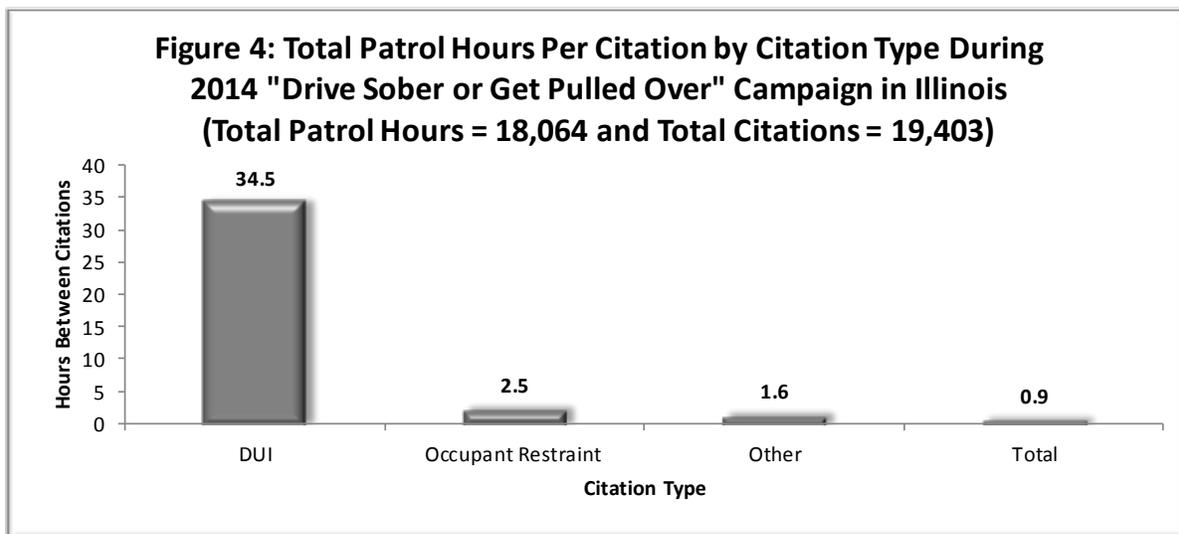
Cost of Paid Media by Media Market	
Media Market	Dollars Spent – TV / Cable
Chicago	\$ 185,000.00
Davenport	\$ 15,000.00
Marion	\$ 8,000.00
Metro East	\$ 29,000.00
Peoria	\$ 28,000.00
Rockford	\$ 10,000.00
Springfield	\$ 25,000.00
Total TV	\$ 300,000.00
Mobile Ads	\$ 30,000.00
Social Media	\$ 95,000.00
Movie Theatre Ads	\$ 60,000.00
Other Forms of Ads ¹	\$ 115,000.00
Total Dollars Spent	\$ 600,000.00

¹ Other forms of Ads include displays, custom RON video banners, and video (pre-rolled or in banners).

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-three (173) local law enforcement agencies, the Illinois Secretary of State Police, and all ISP districts participated in the 2014 Labor Day alcohol mobilization. Ninety-one of the 173 grant-funded agencies and 25 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 145 roadside safety checks and 1,312 saturation patrols were conducted during the August 17 to September 1, 2014 enforcement period.

Local law enforcement, SOS, and ISP logged a total of 18,064.3 patrol hours and issued 19,403 citations during the campaign. One citation was written every 55.9 minutes of enforcement. Local law enforcement and ISP issued a combined total of 524 DUI citations, an average of one DUI citation written every 34.5 patrol hours. A total of 7,365 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 2,682.5 hours of enforcement including 47 roadside safety checks and 21 saturation patrols. Of the total 2,422 citations issued by the ISP, one hundred

and one (101) were DUI and alcohol-related citations and 977 were safety belt and child safety seat citations. On average ISP wrote one DUI for every 26.6 patrol hours and one safety belt / child safety seat citation for every 2.7 patrol hours.

Local Enforcement

One hundred seventy-three (173) 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 15,381.8 hours on Labor Day enforcement, conducting 98 roadside safety checks and 1,291 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 16,981 citations were written by local law enforcement agencies, or one citation was written every 54.3 minutes of enforcement. Four hundred and twenty-three (423) DUI citations were issued, or one DUI was written for every 36.4 patrol hours. In addition, 6,388 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 25 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 91 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 2,539 DUI, safety belt and child safety seat citations, and sworn reports during the campaign (2,426 citations were issued by the grant-funded agencies and 113 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=174)	Illinois State Police	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=91)	Earned Enforcement Agencies that Participated in the Incentive Program (n=25)	
1	2	3	4	5	6	7
Number of Enforcement Hours	15,381.8	2,682.5	18,064.3			
Number of Roadside Safety Checks	98	47	145			
Number of Saturation Patrols	1,291	21	1,312			
Total Citations	16,981	2,422	19,403	2,426	113	21,942
One Citation Written Every X Minutes of Enforcement	54.2	53.3	55.9			
Number of DUI & Alcohol Related Citations	423	101	524	498	83	1,105
DUI / Alcohol Related Citation Written Every X Hours	36.4	26.6	34.5			
Safety Belt / Child Safety Seat Citations	6,388	977	7,365	2,009	30	9,404
Safety Belt / Child Safety Seat Citations Every X Hours	2.4	2.7	2.5			

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

Column 2: The Local Police Agencies includes all DTS grantees

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

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

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

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

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

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

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

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

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

ISP, one hundred and fifteen (136) year-round DTS grantees, 21 DTS grantees with multiple grants, and 16 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 18,064.3 patrol hours and issued 19,403 citations during enforcement at a total cost of \$1,123,173.51. On average, one citation was written for every 55.9 minutes during enforcement at an average cost of \$57.89 per citation, or \$62.18 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce the drunk driving. A total of 524 DUIs were written by these agencies, which comprised 2.7 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 2,682.5 patrol hours during the enforcement period and issued 2,422 citations at cost of \$260,526.40, or \$97.12 per patrol hour. One citation was written every 54.2 minutes, an average cost of \$107.57 per citation. ISP issued 101 DUIs comprising 4.2 percent of all their citations issued during the campaign.

Illinois Secretary of State Police

Illinois SOS conducted 245.0 patrol hours during the enforcement period and issued 201 citations at cost of \$19,271.67, or \$78.66 per patrol hour. One citation was written every 73.1 minutes, an average cost of \$95.88 per citation. SOS issued 8 DUIs comprising 4.0 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 16 agencies were holiday mobilization grantees, 136 agencies had only one regular grant with DTS, and 21 agencies had multiple grants with DTS. Of the 21 agencies with multiple grants, these agencies had 48 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 16 holiday mobilization grantees included in this analysis worked a total of 640.0 patrol hours and wrote 466 citations at a cost of \$26,837.40, or \$41.93 per patrol hour. On average, one citation was written every 82.4 minutes during statewide enforcement at a cost of \$57.59 per citation. The holiday mobilization plus grantees issued 25 DUIs, which comprised 5.4 percent of all their citations issued during the campaign.

One hundred thirty-six (136) regular grantees contributed 10,442.8 patrol hours to the campaign, issuing 11,491 citations. Regular grantees issued one citation every 54.5 minutes of patrol at a cost of \$49.91 per citation or \$54.92 per patrol hour. These regular grantees issued 282 DUIs, which comprised 2.5 percent of all their citations issued during the campaign.

The remaining 21 agencies with multiple grants conducted 4,054.0 patrol hours and issued 4,823 citations during the mobilization. These agencies issued one citation every 50.4 minutes of patrol at a cost of \$50.39 per citation or \$59.95 per patrol hour. These agencies issued 108 DUIs, which comprised 2.2 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	2,682.5	2,422	101	4.2%	54.2	\$107.57	\$97.12	\$260,526.40
IL Secretary of State Police	245.0	201	8	4.0%	73.1	\$95.88	\$78.66	\$19,271.67
Holiday Mobilization Grantees (n=16) ¹	640.0	466	25	5.4%	82.4	\$57.59	\$41.93	\$26,837.40
Regular Grantees with Single Grants (n=136) ²	10,442.8	11,491	282	2.5%	54.5	\$49.91	\$54.92	\$573,497.22
Regular Grantees with Multiple Grants (n=21) ³	4,054.0	4,823	108	2.2%	50.4	\$50.39	\$59.95	\$243,040.82
Total	18,064.3	19,403	524	2.7%	55.9	\$57.89	\$62.18	\$1,123,173.51

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: 1 eLAP & 135 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 \$1,296 for conducting 96.0 patrol hours resulting in a cost of \$13.50 per patrol hour. On the other hand, the Burnham Police Department was reimbursed \$3,240.20 for conducting 33.0 patrol hours resulting in a cost of \$98.19 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Grantfork Police Department \$1,296 for writing 2 citations resulting in a cost of \$648.00 per citation issued. On the other hand, the Braidwood Police Department was reimbursed \$648.00 for issuing one citation. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Braidwood Police Department issued 49 citations over 8.0 patrol hours resulting in one citation written for every 9.8 minutes of patrol. On the other hand, the Grantfork Police Department issued only one citation over 48.0 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

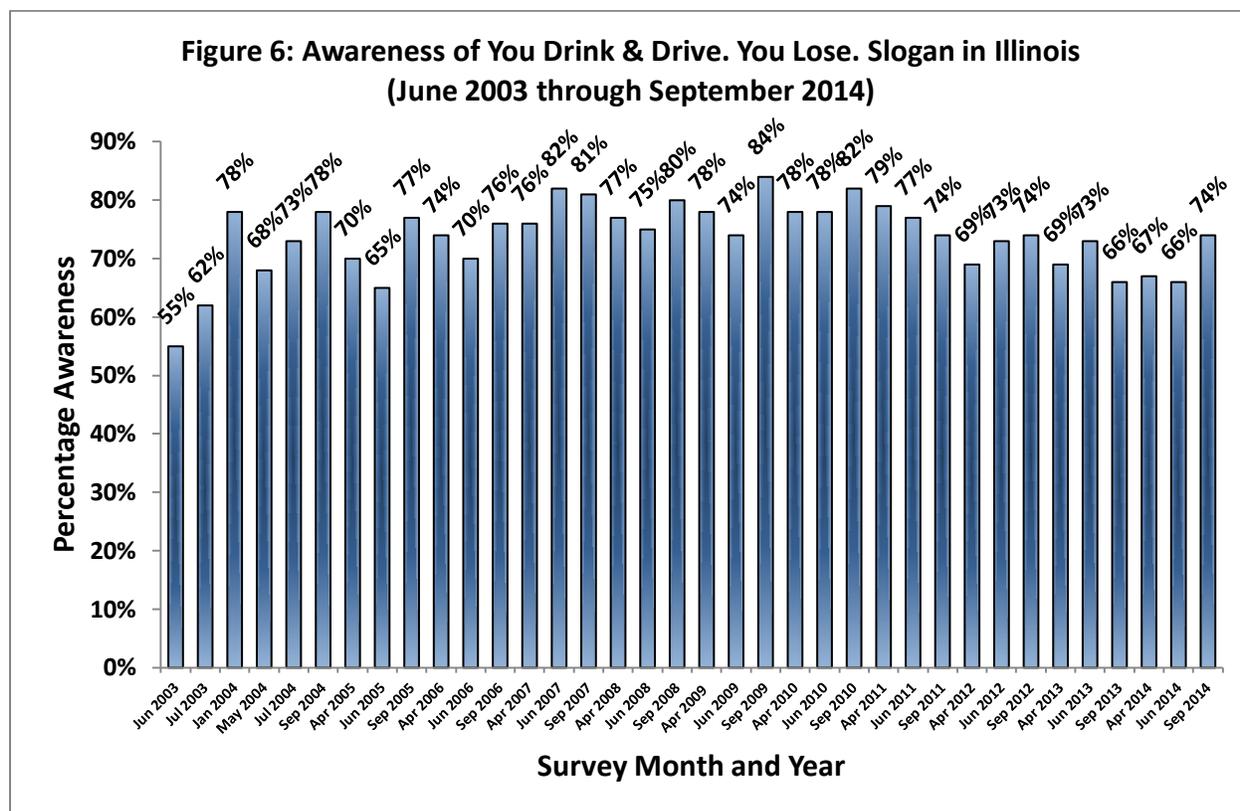
Telephone surveys showed that the percent of people who indicated that "in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois," slightly increased statewide from 57.1 percent in June to 65.4 percent in September. Similar changes were seen among those surveyed in the downstate areas where awareness increased from 59.0 percent in June to 66.0 percent in September. In the Chicago area, awareness of those messages increased from 55.9 percent in June to 65.0 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (78.3 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 by 8.2 percentage points from April to 56.0 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." slogan slightly decreased from 19.9 percent in April to 27.9 percent in September. Awareness of the "You Drink and Drive. You Lose." slogan decreased from 67.4 percent in April to 74.2 percent in September.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2014

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 prior four years from 2011 to 2014, awareness of this slogan has hovered 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 2014.



Awareness of the *Drive Sober or Get Pulled Over* slogan: 2014

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 few years. In April 2014, awareness of this message was 47.8 percent. In September 2014, awareness of this message increased to 56.0 percent. Awareness of this message has shown an increase over previous years.

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

STATEWIDE TELEPHONE SURVEY

ILLINOIS STATEWIDE LABOR DAY 2014 ALCOHOL IMPAIRED DRIVING ENFORCEMENT CAMPAIGN SURVEYS

Conducted for:



Division of Traffic Safety

October XX, 2014

Summary Report

Results from the June and September 2014 Surveys
(Supplemented with Selected Findings from the April 2014 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, 2014 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.⁴

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 2 – October 5, 2014, with 634 licensed drivers. Field interviewing for the June statewide survey was conducted from June 2 through July 8 with 608 licensed drivers. And, field interviewing for the April survey was conducted from April 7 through May 11 2014, also with 672 licensed drivers.

⁴ 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.

2014 Seat Belt	Post-Test / Pre-Test <u>April 2014</u>	2014 DUI DUI Pre-Test <u>June 2014</u>	Post-Test <u>September 2014</u>
<i>TOTAL</i>	672*	608*	634*
Chicago metro area**	327	294	335
<i>City of Chicago</i>	175	174	185
<i>Chicago suburban counties</i>	152	120	150
Downstate counties**	345	314	299
<i>North/central Illinois</i>	168	176	173
<i>Southern Illinois</i>	177	138	125

*These are the number of respondents 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 (+/- 3.3% for April; +/- 3.5 % for June; and +/- 4.0 for September) at the 95th confidence level.⁵ 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.⁶ Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was about 18.65 minutes for the April survey, 20.05 minutes for the June survey, and 19.58 minutes for the September survey. Total response rate for the April survey is 30.8 percent, 34.1 percent for the June survey, and 27.6 percent for the September survey, as calculated using AAPOR guidelines.

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.⁷ No other weighting has been applied.

⁵ The sampling errors (and completion numbers) presented here are based on the average between partial and full completion numbers.

⁶ 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.

⁷ 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

Comments on Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2014 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 thirty 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 2014.⁸ 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.⁹

The Excel file. The full results are presented in the **IDOT 2014 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 thirty 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 2014 demographic

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.

⁸ 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.

⁹ 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.

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.

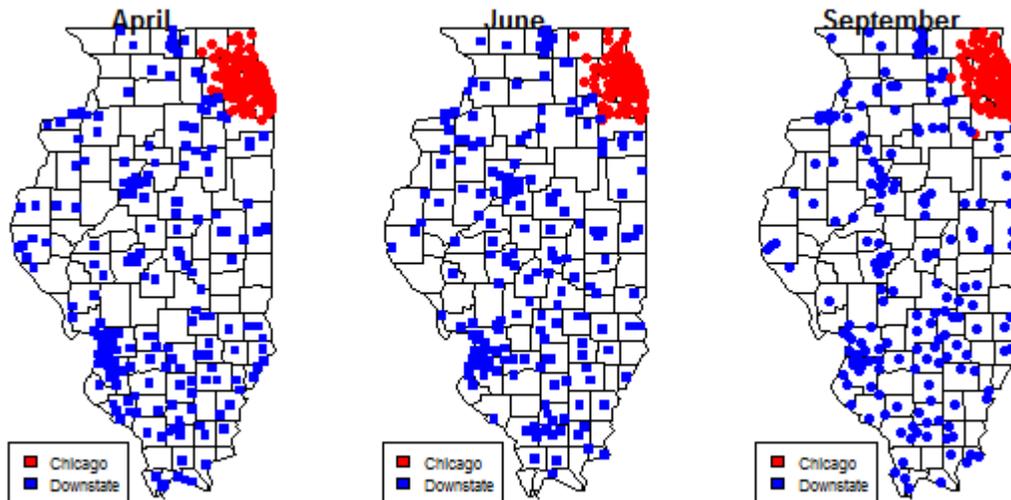
- Region of State. The September sample includes slightly fewer respondents from downstate Illinois (36.5 percent) than the June sample (38.9 percent). Specifically, the September sample includes more respondents from Chicago and the Chicago suburbs (respectively, 22.4 percent and 41.1 percent) whereas Chicago and Chicago suburb respondents only accounted for 21.3 percent and 39.8 percent of the June sample.
- Age of respondents. The September sample unlike the June sample includes more respondents age 29 or younger with (16.2 percent vs. 20.2 percent) which is similar to the 2013 results.
- Gender. The September sample includes more female respondents than the June sample. The September sample accounts for 51.7 percent female compared to 46.5 percent female in June.
- Employment status. The September sample includes more full-time employed respondents (33.7 percent) than June (29.8 percent), more retired respondents (27.5 percent compared to 25.7 percent in the June sample), and fewer respondents who report being not working right now (11.4 percent in September compared to 14.6 percent in June).
- Ethnicity. More September respondents (9.7 percent) report identifying as Latino/ Hispanic than June respondents (6.9 percent)
- Household income. Fewer respondents indicate that their household income is more than \$100,000 in the September sample (16.8 percent) than the June sample (23.0 percent) and more respondents indicate that their income falls between \$15,000 and \$30,000 in September (15.2 percent) than in June (9.3 percent).

With weighting generally conducted at the statewide level ¹⁰ – and because we present results for the Chicago metro area as well as the downstate portion of the statewide sample, it is worth noting that the April, June, and September samples for these two areas are quite similar across a variety of characteristics. However, there are more differences in these two areas, compared to the statewide sample as a whole. This is particularly the case for the downstate portion, which has a smaller sample size.

¹⁰ However, it should be noted that gender has always been weighted by region in the survey series. And, in the weighting this year, age distributions were also adjusted by the Chicago metro / downstate areas for the June statewide sample. Note that there are limits in the extent to which weighting can produce equivalent samples, both because maximum weights are established and because of the particular relationships between multiple variables in the weighting scheme.

It is important to note that the two regions (Chicago and Downstate) differ across several demographics including education, income, and race/ethnicity. Yet, the samples within each region do not differ significantly from the April survey, June survey, or September survey. Nor, does the geographical distribution of the regions, as seen in Picture 1 and 2.

Picture 1: Geographical representation of the April, June, and September statewide sample



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.”¹¹ 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.

¹¹ 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.

Behaviors relating to drinking and driving

Frequency of drinking. *“How often did you drink alcoholic beverages in the past thirty days?”* Statewide, 51.2 percent of the September respondents report 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 thirteen September respondents (7.8 percent) reported drinking *at least* several days a week (including 2.4 percent who reported drinking an alcoholic beverage every day). In fact, we find that 51.2 percent of respondent reported having an alcoholic beverage at least once in the last thirty days. More than one in five September respondents (20.1 percent) reported drinking either “once a week or less” or “only on weekends,” and about 22.8 percent of respondents reported drinking only on celebrations or special occasions. Forty-eight 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 substantially higher than downstate respondents. Nearly 32 percent Chicago metro respondents (31.6 percent) report drinking *at least* once, compared to 23.3 percent of downstate. In sum, 55.5 percent of Chicago metro respondents report that they have had an alcoholic beverage at least once in the last thirty days compared to 44 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 2014, slightly more than one in four respondents (27.3 percent) reports that they have driven a motor vehicle within two hours of drinking an alcoholic beverage. This finding is consistent with the results of previous surveys including 24.5 percent of respondents from the September 2013 survey and 23 percent of respondents from the September 2012 survey.

Regional results. A higher percentage of Chicago metro area respondents report that in the last thirty days that they drove a motor vehicle within two hours after drinking an alcoholic beverage compared to downstate respondents (respectively, 27.6 percent vs. 25.4 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 more than a third of the forty-eight respondents who report driving a motor vehicle within two hours after drinking alcoholic beverages report that they only did this once

in the past thirty days. Four percent of respondents report never doing this, while 47.9 percent report that they did this twice, 2.1 percent report that they did this 3 times, 6.3 percent report that they did this between 4 times, and 4.2 percent of respondents report that they did this 5 times.

Regional results. Nearly 31 percent of Chicago metro respondents report engaging in this behavior once in the past thirty days as did 50.0 percent of downstate respondents. Fifty-two percent of Chicago metro respondents report engaging in this behavior twice, 2.8 percent report that they did this 3 times, 8.3 percent report that they did this 4 times, and 5.6 percent report that they did this 5 times. It is important to note that the sample of Chicago metro respondents is based on only 36 responses. Thirty-three percent of downstate respondents report engaging in this behavior twice and 16.7 percent report never engaging in this behavior. Once again, it is important to note that these results are based on a downstate sample of 12 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 34.4 percent of respondents had one drink when they did this on the most recent occasion, 31.9 percent had two drinks, 7.9 percent of individuals had 3 or 4 drinks, and 23.9 percent had five or more drinks.

Regional results. Chicago metro respondents report drinking more than downstate respondents. Slightly more than one-third of Chicago metro respondents (32.5 percent) report having 6 drinks two hours before driving, 7.5 percent report having 3 drinks, 30.0 percent report having 2 drinks, and 27.5 percent report having 1 drink. Overall, downstate respondents report having 3 drinks at max (6.3 percent) while 37.5 percent report having 2 drinks and 50.0 percent report having 1 drink.

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 thirty days.]

In the September survey, almost all statewide respondents report that while there was a time in the past thirty days where they thought they had too much to drink in order to drive they did not drive (94.1 percent of statewide respondents). Slightly less than 6 percent (5.9 percent) of statewide respondents report that they drove once in the past thirty days after having too much to drink

Regional results. There are slight regional differences between the Chicago metro respondents and downstate respondents. Not a single downstate respondent reports driving after having too much to drink in the past thirty days while 91.5 percent of Chicago metro

respondents report the same and 8.5 percent of Chicago metro respondents report driving once.

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 thirty days.]

In the September survey, no statewide respondent reports that they are driving after drinking more often while 5.3 percent of statewide respondents report driving after drinking less, 22 percent report that their activity regarding driving after drinking remains the same, and nearly three in four statewide respondents (72.2 percent) report that they never drive after drinking.

Regional results. In September, the percent of *respective* respondents who report “never drive after drinking” is higher in the Chicago metro area than in the downstate area. Approximately three-fourths of respondents in the Chicago metro area (75.2 percent) report never driving and drinking while 65.6 percent of downstate respondents report the same. More downstate respondents report driving and drinking less often than Chicago metro respondents (respectively, 7.8 percent and 4.1 percent) while 26.6 percent of downstate respondents and 20.0 percent of Chicago metro respondents report driving and drinking at about the same rate.

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.¹² (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.*¹³

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

¹³ 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.

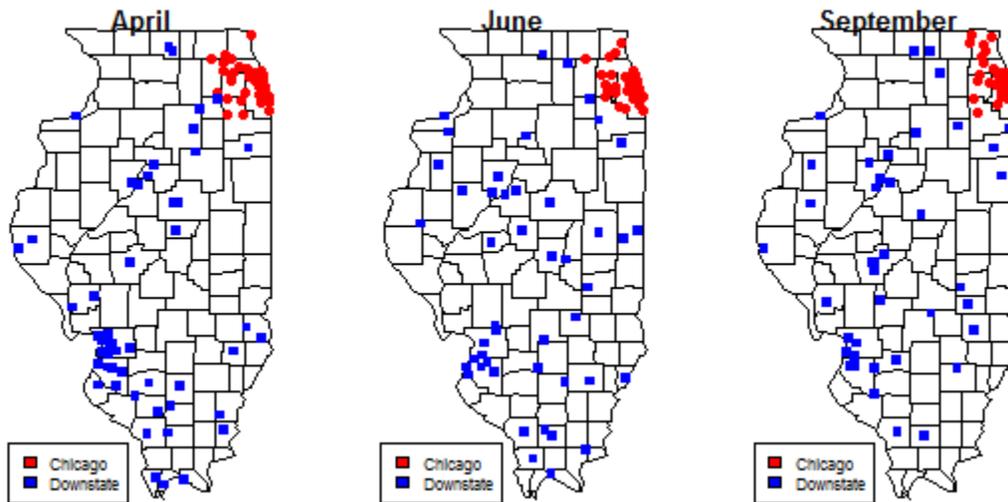
Of relevant September respondents statewide, one in seven (14.4 percent) report that being stopped by police is “almost certain,” 26.4 percent report that it is “very likely,” and 21.3 percent report that it would be “somewhat likely.” This equals 62.1 percent of statewide respondents who report that 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 9 percent (9.1 percent) report that it is somewhat unlikely and 4.9 percent report that it is very unlikely. When comparing these to the June 2014 and April 2014 surveys, a higher percentage of April report that they are either “very likely” (18.2 percent) or “almost certain” to get stopped (44.2 percent combined), compared to 40.8 percent of September 2014 respondents (26.4 percent and 14.4 percent, respectively) and 40.0 percent of June 2014 respondents (26.3 percent and 13.7 percent, respectively).

Among recent drinkers who gave a substantive response, the percent who indicate that their likelihood of being stopped is “almost certain” is 18.2 percent, compared to 14.2 percent of non-recent drinkers. Nine percent of respondents who are recent drinkers reported that it was “very likely” that they would be stopped, 42.4 percent reported that it was “somewhat likely,” 15.2 percent reported that it was “somewhat unlikely,” and 6.1 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 (73.6 percent) of the September respondents report seeing police “about the same” on the roads they normally drive compared with three months ago, while about one in five (18.7 percent) said they see police “more often” and nearly 6 percent said “less often” (5.8 percent). Overall, we see a decline in the percent of respondents who report that they see police on the road “more often” from 25.2 percent in June 2013 to 18.7 percent in September 2014, a decline of 6.5 percentage points. This result is consistent with the 2013 results where 26.1 percent of June 2013 respondents report that they see police on the road “more often” compared to 19.5 percent of September 2013 respondents.

Picture 2: Geographical representation of police presence on roads



Among recent drinkers, 15.2 percent report that they see police on the roads “more often,” 3.0 percent report that they see police on the roads “less often,” and 78.8 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 displays a decline from June to September in the Chicago metro area by 13.3 percentage points (respectively, 27.2 percent and 13.9 percent). However, in September 78.5 percent of Chicago metro respondents report seeing police on the road about the same, an increase of 10.2 percentage points from June 2014. Downstate displays the opposite trend with an uptick with 22.1 percent of June respondents and 27.1 percent of September respondents reporting seeing police on the road “more often” while 71.9 percent of June respondents and 65.2 percent of September respondents report seeing police on the road about the same.

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 (23.4 percent) of statewide respondents report that a driver who has been drinking is “more likely to be stopped” compared to three months ago, about fifty percent fewer than those who report that this likelihood is “about the same” (73.6 percent) while 5.8 percent report that a driver is “less likely to be stopped.”

The percent who said “more likely to be stopped” decreased by 9.7 percentage points from the June survey to the September survey. Thirty-three percent of respondents report a driver who has been drinking is more likely to be stopped by police in the June survey than then September survey which reports 23.4 percent. Additionally, 21.4 percent of April respondents report that a driver is “more likely to be stopped by police.”

Among recent drinkers, the proportion of respondents who believe that a driver is more likely to be stopped is lower than the statewide survey. Sixteen 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,” 0.0 percent report that they are “less likely to be stopped by police,” and 81.3 percent report the likelihood is “about the same.”

Regional results. The findings and trends for the proportion who report that 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, 23.0 percent report this in the September survey, and 34.4 percent report this in the June survey. This trend is consistent between regions. In the downstate sample, fewer respondents (24.2 percent) report being “more likely to be stopped by police” when compared to the June survey (31.1 percent).

Roadside safety checks

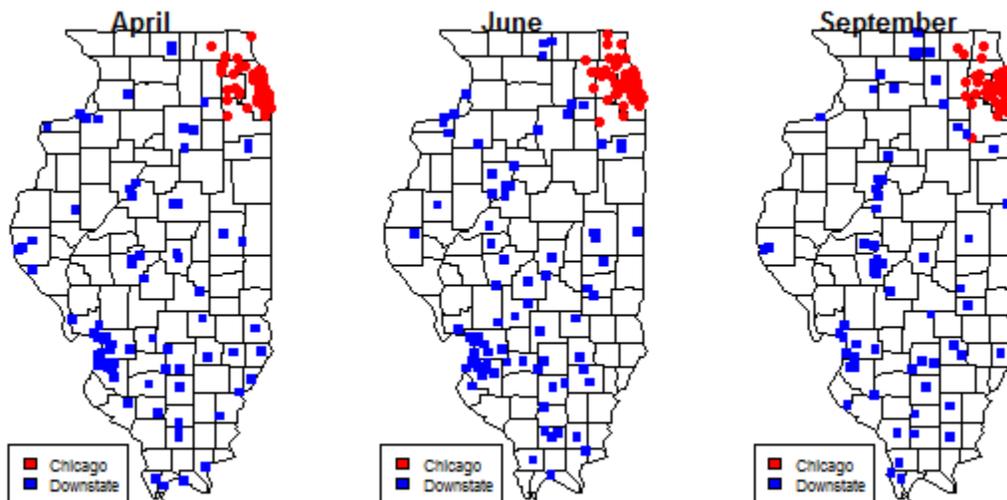
Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey instrument, they were asked about their awareness and experience with safety checks whose primary purpose was to check for alcohol-impaired driving.

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.¹⁴

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 33.6 percent in the September survey, up from 30.0 percent in June, but both proportions are up from the 20.5 percent in April.¹⁵

Picture 3: Geographical representation of roadside safety check awareness



Regional results. The level of reported awareness of roadside safety checks in September is greater downstate than in the Chicago metro area (38.4 percent vs. 30.9 percent) while awareness of roadside safety checks was higher in the Chicago metro area than downstate in June (respectively, 32.6 percent vs. 26.0 percent).

¹⁴ 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.

¹⁵ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Sources of awareness. *Of those who had seen or heard anything about roadside safety checks,* the September percentages for those who had seen/heard about them through the various sources is greatest from friends and relatives (27.8 percent) followed by television (23.4 percent), newspapers (19.5 percent) and then radio (15.4 percent). When compared to the June survey, there are a number of noticeable differences in exposure. For instance, all exposure mediums except friends and family saw a decline from respondents who report hearing about roadside checks. In regards to television, 23.4 percent of the September respondents report hearing about roadside checks from television—a decrease of 10.8 percentage points from the June survey. This trend continues for radio (7.5 percentage point decrease from the June survey) and newspapers (7.3 percentage point decrease from the June survey). However, September respondents report hearing an equivalent awareness from friends and family between September and June with an increase of 0.4 percentage points.

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 (81.5 percent vs. 14.8 percent in September; 71.7 percent to 30.4 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 (59.4 percent vs. 42.4 percent in September; 60.3 percent to 46.6 percent in June). *For those who mentioned radio,* we find that 60.0 percent of September respondents report exposure through news stories and 50.0 percent through commercial or advertisement (respectively, 56.4 percent and 38.5 percent for the June survey).

Regional results. An analysis of the September 2014 survey by region shows that 30.1 percent of Chicago metro respondents report hearing about roadside checks from friends and family followed by television (24.0 percent), newspapers (18.7 percent), and radio (10.1 percent). Downstate respondents report the same level of awareness of roadside checks from friends and family as radio (24.5 percent) followed by television (22.5 percent) and newspapers (20.7 percent).

Personally seeing roadside checks. *Of those who had seen or heard anything about roadside safety checks,* the statewide percent who report that they have personally seen such checks is consistent across two of the three 2013 and 2014 surveys. In 2013, 49.7 percent of June 2013 respondents and 44.3 percent of September 2013 respondents report that they have personally seen such checks compared to 49.4 percent of June 2014 respondents and 48.7 percent of September 2014 respondents.

Regional results. The percent of respondents who report personally seeing roadside safety checks differs between regions. Chicago metro respondents report seeing roadside safety checks less as the year progresses. In fact, 73.7 percent of Chicago metro respondents report personally seeing roadside safety checks. This decreased to 58.3 percent in June and 44.0 percent in September. In downstate Illinois respondents report seeing roadside safety checks more in September (52.4 percent) followed by in April 36.3 percent and 29.9 percent in June.

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 have (59.9 percent). This is a slight decrease from the 65.4 percent of respondents in June 2014 and an increase from April of 2014 (52.5 percent).

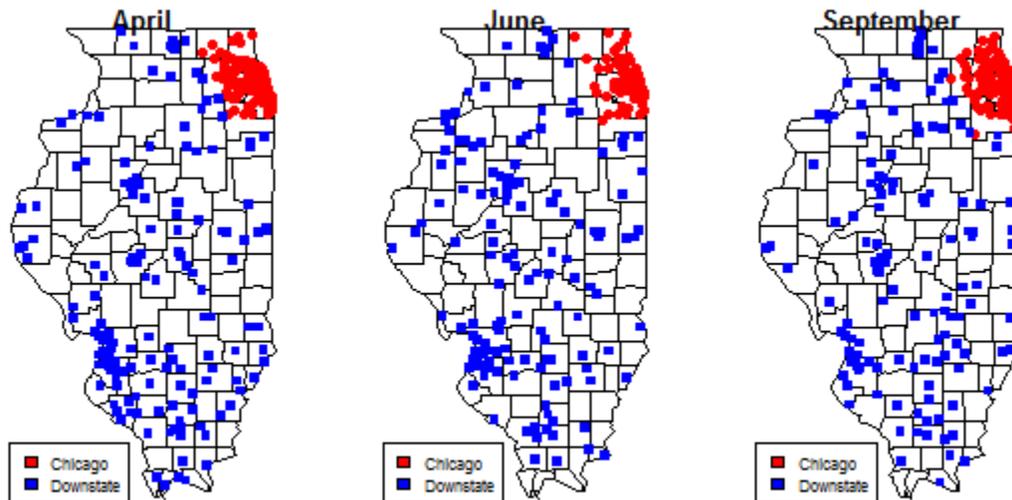
Calculated on the basis of all sample members, we find the proportion who reported going through a roadside check was consistent across all three 2014 surveys is consistent across time. In April, 7.7 percent of respondents had personally been through a roadside safety check. In June, this decreased to 7.1 percent and then increased to 7.6 percent in September.

Regional results. Among *those who had personally seen a roadside check,* the proportion who report actually going through a check in the Chicago area is greater than the proportion of downstate respondents for two of the three 2014 surveys. Chicago metro respondents report higher levels of personally going through a roadside safety check in April and June (11.9 percent in April, 11.1 percent in June) than downstate respondents (respectively, 2.4 percent and 2.3 percent). However, more downstate respondents report actually going through a check in September than Chicago metro respondents (10.6 percent vs. 6.0 percent).

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. More than six in ten respondents (65.4 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 survey (61.3 percent) and an increase of 8.3 percentage points from the June surveys (57.1 percent).

Picture 4: Geographical representation of alcohol-impaired driving messages awareness



Regional results. In the Chicago metro area, we find a substantial increase in the percent who report exposure to these messages from June to September (55.9 percent to 65.0 percent) with 58.6 percent reporting the same in April. We find a similar trend among downstate respondents with a substantial increase from June to September (59.0 percent to 66.0 percent) with 65.8 percent reporting exposure in April.

Sources of messages. Of those who had seen or heard such messages, by far the greatest exposure source in September is from television (78.3 percent). This is followed by billboards/bus signs (58.0 percent). Then, in descending order, came radio (33.8 percent), posters (33.2 percent), newspapers (28.7 percent), friends/relatives (22.4 percent), and brochures (14.0 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 (88.3 percent vs. 14.3 percent). For radio, relevant respondents are more frequently identified as advertisements rather than news

stories (70.3 percent for ads vs. 26.4 percent) and the same is true for television (69.0 percent for ads vs. 41.4 percent).¹⁶

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 (81.8 percent) followed by exposure through billboards or bus signs (62.1 percent). Next is exposure through radio (35.9 percent), posters or bumper stickers (32.0 percent), friends/ family (21.9 percent), newspapers (19.5 percent), and brochures (13.6 percent).

For the downstate area, exposure through television is the most frequently cited medium (71.7 percent) followed by exposure through billboards or bus signs (51.0 percent), newspapers (44.9 percent), posters or bumper stickers (35.2 percent), radio (30.3 percent), friends/family (23.2 percent), and brochures (14.3 percent).

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving (65.4 percent in the September sample, 57.1 percent of the June sample, and 61.3 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, 10.8 percent of statewide respondents report that the number of messages they have seen/heard is “more than usual,” down from 10.8 percent in June and also less than in April (19.7 percent). Over eight in ten September respondents (82.3 percent) report that the number of message is “about the same as usual,” up from 74.6 percent in June and also higher than the 72.8 percent in April. And, although always infrequent, the percent who said “less than usual” ranges only from a low of 4.9 percent in September to a median of 6.9 percent in April and a high of 8.1 percent in June.

Regional results. In September 12 percent of Chicago metro respondents report that the number of messages they have seen is “more than usual” compared to the 8.7 percent of downstate respondents. Additionally, more Chicago metro respondents report that the number of messages they have seen is “about the same as usual” than downstate respondents (respectively, 83.1 percent vs. 80.9 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

¹⁶ 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.

of the latter are related to drinking and driving, with three of the eight having been used in recent media campaigns: **“You drink and drive. You lose.”** (or its variant, “You drink. You drive. You lose”)¹⁷ **“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 94 percent of September respondents reporting that they have heard it in the last thirty 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 81.1 percent of respondents reporting that they have heard it in the last thirty days. Nearly three in four statewide respondents (74.2 percent) report hearing the slogan *“You drink and drive. You lose”* in the past thirty days. The newest slogan, **“Drive sober or get pulled over,”** is currently in 5th position with 56 percent aware, an 8.3 percentage point increase from June 2014. And, this is followed by **“Drive smart, drive sober,”** with 55.1 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.”**

¹⁷ 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 2014

Order	Slogan	Sept level
1	Click It or Ticket	93.8%
2	<i>Friends don't let friends drive drunk</i>	81.1%
3	You drink and drive. You lose.	74.2%
4	Start seeing motorcycles	56.1%
5	Drive sober or get pulled over	56.0%
6	<i>Drive smart. Drive sober.</i>	55.1%
7	<i>Police in Illinois arrest drunk drivers</i>	43.4%
8	Buckle Up America	41.5%
9	<i>Cells phones save lives. Pull over and report a drunken driver</i>	29.3%
10	Drunk driving. Over the limit. Under arrest	27.3%
11	<i>Wanna drink and drive, police in Illinois will show you the bars</i>	21.4%
12	Children in back	21.2%
13	55 still the law for truck in Chicago area	20.4%
14	<i>Drink and drive? Police in Illinois have your number</i>	19.3%
15	Rest area = text area	19.0%
16	CSA 2010: Get the facts, know the law – what's your score?	9.1%

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

Region	April 2014 Survey	June Pre- test	April to June diff.*	Sept Post-Test 2014	June to Sept. diff.*	Total Diff.
Slogan: You drink and drive. You lose.						
STATEWIDE	67.4%	65.9%	-1.5%	74.2%	+8.3%	+6.8%
Chicago Metro	65.1%	66.0%	+0.9%	76.2%	+10.2%	+11.1%
Downstate	71.3%	65.8%	-5.5%	70.6%	+4.8%	-0.7%
Slogan: Drunk driving. Over the limit. Under arrest.						
STATEWIDE	19.9%	22.9%	+3.0%	27.9%	+5.0%	+8.0%
Chicago Metro	13.6%	21.2%	+7.6%	30.4%	+9.2%	+16.8%
Downstate	30.2%	25.8%	-4.4%	23.6%	-2.2%	-6.6%
Slogan: Drive sober or get pulled over.						
STATEWIDE	47.8%	44.7%	-3.1%	56.0%	+11.3%	+8.2%
Chicago Metro	44.0%	42.5%	-1.5%	53.6%	+11.6%	+9.6%
Downstate	54.1%	48.1%	-6.0%	60.1%	+12.0%	+6.0%

*These are percentage point increases/decreases.

April to September 2014 trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** increased from April to September with 67.4 percent awareness in April to 74.2 percent awareness in September.

Among recent drinkers, the awareness level for this slogan is lower among drinkers (59.4 percent) than nondrinkers (75.4 percent) for the September survey.

Regional results. In September, Chicago metro respondents report more awareness than downstate respondents (respectively, 76.2 percent and 70.6 percent). Overall, Chicago metro respondents report more awareness from April to September (65.1 percent and 76.2 percent) while downstate respondents report the same level of awareness (71.3 percent and 70.6 percent).

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** increased from 19.9 percent in April to 27.9 percent in September. The increase occurred gradually with June also noting a 3.0 percentage point increase from April.

Among recent drinkers, the awareness level is equivalent to nondrinkers (respectively, 28.1 percent and 27.8 percent).

Regional results. Downstate area respondents report higher levels of awareness in both the April and June survey than Chicago metro respondents (30.2 percent vs. 13.6 percent and 25.8 percent vs. 21.2 percent). However, Chicago metro respondents report higher levels of awareness in September than downstate respondents (30.4 percent vs. 23.6 percent).

Statewide, reported awareness of the **“Drive sober or get pulled over” slogan** continues to increase. In the September 2014 survey, awareness was at 56.0 percent statewide—an increase of 8.2 percentage points since April 2014. Additionally, awareness between September 2013 and September 2014 has remained consistent at 56 percent.

Among recent drinkers, the awareness level among drinkers is equivalent to nondrinkers with both reporting 56 percent.

For this slogan, there are slight differences *between the two regions*. The September survey indicates a trend of higher awareness among downstate respondents (60.1 percent) than the Chicago metro respondents (53.6 percent).

The 2002 through 2014 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 2014 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.

Table Slogans – 3A continued

Slogan	Apr '14	Jun '14	Sept '14
Click It or Ticket	88%	87%	94%
Friends don't let friends drive drunk	72%	72%	81%
You drink and drive. You lose	67%	66%	74%
Drive smart, drive sober	46%	44%	55%
Police in Illinois arrest drunk drivers*	44%	48%	43%
Start Seeing Motorcycles	52%	61%	56%
Buckle Up America	32%	44%	42%
Drive sober or get pulled over	48%	45%	56%
Drunk driving. Over the limit. Under arrest.	20%	23%	28%
Cell phones save lives. Pull over and report a drunk driver.	25%	27%	29%
Drink and drive? Police in Illinois have your number	17%	22%	19%
Wanna drink and drive, police in Illinois will show you the bars*	18%	21%	21%
Children in back	19%	23%	21%
55 still the law for trucks in Chicago area	19%	16%	20%
Rest Area = Text Area	11%	13%	19%
CSA 2010: Get the Facts, Know the Law – What's your score?	5%	6%	9%

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

Cell-phone Questions

Respondents were asked six questions relating to the use of cell-phones while driving. These questions not only broadly evaluates if respondents use a cell-phone while driving, but also, how often, for what purpose, and respondent opinions regarding laws that restrict the use of cell-phones while driving.

Use of cell-phone while driving. Nearly two in five respondents (38.4 percent) report using a cell-phone or other mobile device while driving.

Regional results. Chicago metro respondents are more likely to report using a cell-phone or other mobile device while driving when compared to downstate respondents (respectively, 44.2 percent and 28.4 percent).

Type of phone used while driving. Eight in ten respondents report using a hands-free cell-phone (including earbuds and in-car Bluetooth) when driving.

Regional results. Eighty-two percent of Chicago metro respondents report using a hands-free cell-phone while 78.6 percent of downstate respondents report the same.

Calling while driving with a hand-held device. Slightly more than three in five respondents report never using a hand-held device to make a phone call while driving, 19.2 percent report that they seldom use one, 16.7 percent report that they sometimes use one, and 2.6 percent report that they always use a hand-cell device to make a phone call while driving.

Regional results. In the Chicago metro area, 61.4 percent of respondents report never using a hand-held device to make phone calls while driving, 20.2 percent report that they seldom use one, 14.9 percent report that they sometimes use one, and 3.5 percent report always using a hand-held device to make phone calls while driving. In downstate Illinois, 61.9 percent of respondents report never using a hand-held device to make phone calls while driving, 16.7 percent report that they seldom use one, 21.4 percent report that they sometimes use one, and no downstate respondents reports using a hand-held device to make calls while driving.

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Texting while driving with a hand-held device. Three in four statewide respondents report never using a hand-held device to text while driving, 15.3 percent report seldom using one, and 7.6 percent report sometimes using a hand-held device to while driving.

Regional results. More downstate respondents report never using a hand-held device to text while driving than Chicago metro respondents (respectively, 88.1 percent vs. 73.0 percent). One in fourteen downstate respondents (7.1 percent) report seldom using a hand-held device to text while driving compared with one in five Chicago metro respondents (18.3 percent) report the same and 4.8 percent of downstate respondents and 8.7 percent of Chicago metro respondents report sometimes using a hand-held device to text while driving.

Police enforcement of texting while driving. Nine in ten statewide respondents (90.4 percent) report that police should be allowed to stop a vehicle for just texting while driving, when no other traffic laws are broken.

Regional results. Nine in ten Chicago metro respondents and statewide respondents (respectively, 89.6 percent and 91.9 percent) report that police should be allowed to stop a vehicle for just texting while driving.

Police enforcement of using a hand-held device while driving. Slightly more than 80 percent of all statewide respondents report that they favor allowing police to stop and ticket motorists for just using a hand-held device while driving. This is consistent with both the April and June 2014 surveys (respectively, 83.5 percent and 84.7 percent).

Regional results. Downstate respondents report favoring police the ability to stop and ticket motorists for just using a hand-held device while driving more than Chicago metro respondents (respectively, 87.0 percent and 81.8 percent).

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 5: HOLIDAY MOBILIZATION ONLY GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Bloomingtondale	30.0	11	1	9.1%	0	0.0%	163.6	\$161.44	\$59.20	\$1,775.88
Braidwood	8.0	49	0	0.0%	1	2.0%	9.8	\$13.13	\$80.42	\$643.32
Buffalo Grove	20.0	13	0	0.0%	0	0.0%	92.3	\$95.54	\$62.10	\$1,242.00
Burnham	33.0	84	69	82.1%	1	1.2%	23.6	\$38.57	\$98.19	\$3,240.20
Carpentersville	74.0	78	1	1.3%	6	7.7%	56.9	\$57.08	\$60.17	\$4,452.56
Grantfork	96.0	2	0	0.0%	0	0.0%	2880.0	\$648.00	\$13.50	\$1,296.00
Kewanee	96.0	57	10	17.5%	0	0.0%	101.1	\$64.88	\$38.52	\$3,698.25
Kildeer	16.0	11	0	0.0%	1	9.1%	87.3	\$83.01	\$57.07	\$913.12
Kirkland	24.0	34	7	20.6%	0	0.0%	42.4	\$26.86	\$38.05	\$913.12
Lake Bluff	15.0	5	0	0.0%	0	0.0%	180.0	\$178.45	\$59.48	\$892.24
Lakemoor	43.0	36	0	0.0%	4	11.1%	71.7	\$42.17	\$35.30	\$1,518.10
LaSalle	36.0	20	5	25.0%	2	10.0%	108.0	\$74.80	\$41.56	\$1,496.04
Martinsville	24.0	20	2	10.0%	3	15.0%	72.0	\$30.29	\$25.24	\$605.77
McLeansboro	24.0	5	0	0.0%	0	0.0%	288.0	\$230.40	\$48.00	\$1,152.00
Menard County	32.0	7	0	0.0%	3	42.9%	274.3	\$110.65	\$24.21	\$774.58
Pike County	69.0	34	5	14.7%	4	11.8%	121.8	\$65.42	\$32.24	\$2,224.22
HOLIDAY MOBILIZATION ONLY GRANTS TOTAL	640.0	466	100	21.5%	25	5.4%	82.4	\$57.59	\$41.93	\$26,837.40

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- 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
eLAP	Park Forest	18.0	18	2	11.1%	0	0.0%	60.0	\$45.44	\$45.44	\$817.96
STEP	Algonquin	72.0	83	38	45.8%	2	2.4%	52.0	\$56.36	\$64.97	\$4,677.70
STEP	Alton	430.0	251	72	28.7%	4	1.6%	102.8	\$32.29	\$18.85	\$8,104.61
STEP	Arlington Heights	160.0	242	92	38.0%	4	1.7%	39.7	\$44.03	\$66.59	\$10,654.86
STEP	Barrington	30.0	14	1	7.1%	2	14.3%	128.6	\$121.03	\$56.48	\$1,694.47
STEP	Bartlett	68.5	101	22	21.8%	3	3.0%	40.7	\$45.37	\$66.89	\$4,582.22
STEP	Bartonville	63.0	21	6	28.6%	1	4.8%	180.0	\$129.38	\$43.13	\$2,716.95
STEP	Blue Island	48.0	60	36	60.0%	0	0.0%	48.0	\$43.98	\$54.98	\$2,639.04
STEP	Boone County	190.0	139	63	45.3%	3	2.2%	82.0	\$64.55	\$47.22	\$8,971.81
STEP	Bourbonnais	17.5	10	5	50.0%	1	10.0%	105.0	\$82.99	\$47.43	\$829.94
STEP	Bradley	79.0	60	3	5.0%	2	3.3%	79.0	\$60.59	\$46.01	\$3,635.14
STEP	Brookfield	48.0	47	21	44.7%	0	0.0%	61.3	\$56.75	\$55.56	\$2,667.04
STEP	Campton Hills	32.0	30	1	3.3%	0	0.0%	64.0	\$30.33	\$28.44	\$909.92
STEP	Carbondale	41.0	17	4	23.5%	2	11.8%	144.7	\$102.75	\$42.61	\$1,746.82
STEP	Caseyville	73.0	129	15	11.6%	4	3.1%	34.0	\$17.71	\$31.29	\$2,284.28
STEP	Centreville	44.0	22	5	22.7%	0	0.0%	120.0	\$109.28	\$54.64	\$2,404.26
STEP	Champaign	10.0	16	6	37.5%	0	0.0%	37.5	\$33.94	\$54.30	\$543.00
STEP	Chatham	42.0	51	29	56.9%	1	2.0%	49.4	\$33.73	\$40.96	\$1,720.22
STEP	Cherry Valley	46.0	46	5	10.9%	1	2.2%	60.0	\$44.67	\$44.67	\$2,054.66
STEP	Chicago	568.0	431	62	14.4%	25	5.8%	79.1	\$79.95	\$60.67	\$34,460.56
STEP	Chicago Ridge	44.0	64	45	70.3%	0	0.0%	41.3	\$35.18	\$51.17	\$2,251.64
STEP	Clarendon Hills	40.0	29	15	51.7%	0	0.0%	82.8	\$81.97	\$59.43	\$2,377.08
STEP	Collinsville	148.0	175	62	35.4%	1	0.6%	50.7	\$44.74	\$52.90	\$7,829.20
STEP	Columbia	38.0	49	28	57.1%	0	0.0%	46.5	\$66.84	\$86.18	\$3,275.02
STEP	Cook County	303.0	493	175	35.5%	0	0.0%	36.9	\$43.97	\$71.55	\$21,678.32

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	Countryside	34.0	20	9	45.0%	1	5.0%	102.0	\$105.20	\$61.88	\$2,103.90
STEP	Creve Coeur	73.0	85	6	7.1%	7	8.2%	51.5	\$26.07	\$30.35	\$2,215.68
STEP	Crystal Lake	152.0	171	31	18.1%	4	2.3%	53.3	\$52.06	\$58.56	\$8,901.42
STEP	Danville	131.0	110	17	15.5%	2	1.8%	71.5	\$56.75	\$47.65	\$6,242.52
STEP	Decatur	105.0	87	28	32.2%	1	1.1%	72.4	\$71.37	\$59.13	\$6,209.17
STEP	DeKalb	48.0	80	62	77.5%	0	0.0%	36.0	\$39.56	\$65.93	\$3,164.61
STEP	Downers Grove	48.0	49	19	38.8%	0	0.0%	58.8	\$64.10	\$65.44	\$3,141.00
STEP	East Hazel Crest	46.0	70	53	75.7%	0	0.0%	39.4	\$10.91	\$16.59	\$763.36
STEP	East Moline	75.0	72	13	18.1%	3	4.2%	62.5	\$48.16	\$46.24	\$3,467.70
STEP	East Peoria	94.0	81	16	19.8%	1	1.2%	69.6	\$82.72	\$71.28	\$6,700.52
STEP	Edwardsville	60.0	41	2	4.9%	3	7.3%	87.8	\$77.33	\$52.84	\$3,170.33
STEP	Elk Grove Village	136.0	465	382	82.2%	0	0.0%	17.5	\$19.37	\$66.22	\$9,005.42
STEP	Elmwood Park	30.0	30	10	33.3%	1	3.3%	60.0	\$58.01	\$58.01	\$1,740.27
STEP	Evanston	110.5	165	82	49.7%	1	0.6%	40.2	\$45.36	\$67.73	\$7,483.85
STEP	Fairview Heights	25.0	20	0	0.0%	3	15.0%	75.0	\$66.20	\$52.96	\$1,324.00
STEP	Forest Park	46.0	39	7	17.9%	2	5.1%	70.8	\$73.16	\$62.02	\$2,853.11
STEP	Fox Lake	12.0	9	7	77.8%	0	0.0%	80.0	\$62.66	\$46.99	\$563.92
STEP	Freeport	58.0	50	8	16.0%	2	4.0%	69.6	\$47.72	\$41.14	\$2,386.20
STEP	Grandview	35.0	18	13	72.2%	1	5.6%	116.7	\$38.89	\$20.00	\$700.00
STEP	Granite City	56.0	56	15	26.8%	0	0.0%	60.0	\$51.64	\$51.64	\$2,891.62
STEP	Grayslake/Hainesville	133.0	99	20	20.2%	2	2.0%	80.6	\$56.98	\$42.41	\$5,640.95
STEP	Grundy County	72.0	75	54	72.0%	3	4.0%	57.6	\$54.66	\$56.94	\$4,099.76
STEP	Gurnee	129.3	116	49	42.2%	5	4.3%	66.9	\$67.67	\$60.73	\$7,849.84
STEP	Hanover Park	90.0	84	51	60.7%	2	2.4%	64.3	\$59.50	\$55.53	\$4,997.74
STEP	Hebron	24.0	3	0	0.0%	0	0.0%	480.0	\$311.55	\$38.94	\$934.64

TABLE 6: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
STEP	Hinsdale	70.0	89	41	46.1%	3	3.4%	47.2	\$52.97	\$67.35	\$4,714.28
STEP	Hoffman Estates	91.0	120	33	27.5%	2	1.7%	45.5	\$49.92	\$65.82	\$5,989.97
STEP	Homewood	57.0	62	51	82.3%	1	1.6%	55.2	\$53.73	\$58.44	\$3,330.95
STEP	Kankakee	128.0	127	39	30.7%	4	3.1%	60.5	\$59.30	\$58.84	\$7,531.09
STEP	Lake County	214.8	262	37	14.1%	14	5.3%	49.2	\$51.46	\$62.78	\$13,482.35
STEP	Lake in the Hills	49.0	29	0	0.0%	1	3.4%	101.4	\$121.39	\$71.84	\$3,520.29
STEP	Lake Villa	42.0	44	7	15.9%	1	2.3%	57.3	\$49.93	\$52.31	\$2,197.04
STEP	Leland Grove	38.0	52	15	28.8%	0	0.0%	43.8	\$16.96	\$23.21	\$881.82
STEP	Libertyville	39.0	23	0	0.0%	2	8.7%	101.7	\$120.70	\$71.18	\$2,776.05
STEP	Lincolnshire	30.0	36	0	0.0%	1	2.8%	50.0	\$55.51	\$66.61	\$1,998.24
STEP	Lincolnwood	28.0	49	20	40.8%	0	0.0%	34.3	\$32.82	\$57.43	\$1,608.00
STEP	Lisle	26.0	16	3	18.8%	0	0.0%	97.5	\$107.68	\$66.26	\$1,722.82
STEP	Lockport	37.0	71	20	28.2%	1	1.4%	31.3	\$31.35	\$60.16	\$2,226.05
STEP	Lombard	78.0	177	62	35.0%	4	2.3%	26.4	\$32.09	\$72.83	\$5,680.46
STEP	Loves Park	33.0	54	11	20.4%	2	3.7%	36.7	\$30.59	\$50.06	\$1,651.89
STEP	Macomb	45.0	41	13	31.7%	0	0.0%	65.9	\$44.28	\$40.34	\$1,815.39
STEP	Marengo	23.0	16	0	0.0%	2	12.5%	86.3	\$84.91	\$59.07	\$1,358.58
STEP	Marseilles	64.0	16	9	56.3%	0	0.0%	240.0	\$171.08	\$42.77	\$2,737.22
STEP	Mattoon	31.0	33	17	51.5%	1	3.0%	56.4	\$45.62	\$48.56	\$1,505.33
STEP	McHenry	86.0	115	28	24.3%	0	0.0%	44.9	\$44.29	\$59.23	\$5,093.70
STEP	McHenry County	97.0	75	1	1.3%	2	2.7%	77.6	\$82.84	\$64.05	\$6,213.10
STEP	Moline	59.0	82	25	30.5%	2	2.4%	43.2	\$32.83	\$45.63	\$2,692.10
STEP	Montgomery	24.0	22	14	63.6%	1	4.5%	65.5	\$56.06	\$51.39	\$1,233.26
STEP	Morton	113.0	123	22	17.9%	3	2.4%	55.1	\$46.67	\$50.80	\$5,740.38
STEP	Naperville	171.0	175	7	4.0%	12	6.9%	58.6	\$69.64	\$71.26	\$12,186.16

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	Niles	42.0	46	6	13.0%	3	6.5%	54.8	\$60.16	\$65.89	\$2,767.27
STEP	North Aurora	33.0	45	15	33.3%	0	0.0%	44.0	\$40.93	\$55.81	\$1,841.84
STEP	North Pekin	48.0	58	14	24.1%	4	6.9%	49.7	\$24.99	\$30.20	\$1,449.56
STEP	Oak Brook	36.0	49	21	42.9%	0	0.0%	44.1	\$44.06	\$59.97	\$2,158.80
STEP	Oak Forest	157.0	225	225	100.0%	0	0.0%	41.9	\$40.56	\$58.12	\$9,125.07
STEP	Oak Lawn	88.0	120	91	75.8%	3	2.5%	44.0	\$47.65	\$64.97	\$5,717.65
STEP	Oakbrook Terrace	32.0	50	33	66.0%	0	0.0%	38.4	\$36.63	\$57.24	\$1,831.62
STEP	Orland Park	176.0	259	61	23.6%	0	0.0%	40.8	\$47.95	\$70.56	\$12,418.28
STEP	Oswego	104.0	167	82	49.1%	0	0.0%	37.4	\$33.73	\$54.16	\$5,632.52
STEP	Palatine	125.0	78	45	57.7%	2	2.6%	96.2	\$89.05	\$55.57	\$6,946.00
STEP	Palos Heights	50.0	14	0	0.0%	1	7.1%	214.3	\$191.02	\$53.49	\$2,674.26
STEP	Park City	42.0	95	33	34.7%	3	3.2%	26.5	\$23.07	\$52.19	\$2,192.12
STEP	Park Ridge	40.0	45	6	13.3%	0	0.0%	53.3	\$57.35	\$64.52	\$2,580.92
STEP	Peoria	23.0	25	1	4.0%	4	16.0%	55.2	\$51.90	\$56.42	\$1,297.55
STEP	Peoria County	9.0	10	0	0.0%	0	0.0%	54.0	\$43.90	\$48.78	\$438.98
STEP	Peru	68.0	29	13	44.8%	5	17.2%	140.7	\$106.39	\$45.37	\$3,085.31
STEP	Plainfield	128.0	276	164	59.4%	0	0.0%	27.8	\$30.66	\$66.11	\$8,462.67
STEP	Prairie Grove	20.0	20	0	0.0%	4	20.0%	60.0	\$39.68	\$39.68	\$793.52
STEP	Prospect Heights	32.0	43	30	69.8%	1	2.3%	44.7	\$42.78	\$57.49	\$1,839.64
STEP	Quincy	180.0	99	66	66.7%	2	2.0%	109.1	\$82.29	\$45.26	\$8,146.35
STEP	River Forest	38.5	48	20	41.7%	1	2.1%	48.1	\$51.67	\$64.42	\$2,479.98
STEP	Riverdale	40.0	148	129	87.2%	0	0.0%	16.2	\$13.43	\$49.70	\$1,988.13
STEP	Riverside	17.0	23	1	4.3%	3	13.0%	44.3	\$43.79	\$59.25	\$1,007.25
STEP	Rock Island	196.0	196	110	56.1%	12	6.1%	60.0	\$48.30	\$48.30	\$9,466.15
STEP	Rock Island County	20.0	24	4	16.7%	0	0.0%	50.0	\$41.35	\$49.63	\$992.50

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	Rockford	90.0	59	3	5.1%	5	8.5%	91.5	\$73.13	\$47.94	\$4,314.78
STEP	Rolling Meadows	49.0	84	40	47.6%	1	1.2%	35.0	\$41.04	\$70.35	\$3,447.36
STEP	Romeoville	18.0	17	0	0.0%	3	17.6%	63.5	\$74.63	\$70.48	\$1,268.64
STEP	Roselle	100.0	86	14	16.3%	1	1.2%	69.8	\$75.67	\$65.07	\$6,507.32
STEP	Round Lake Heights	26.0	14	1	7.1%	2	14.3%	111.4	\$68.75	\$37.02	\$962.45
STEP	Round Lake Park	108.0	136	37	27.2%	0	0.0%	47.6	\$32.98	\$41.53	\$4,485.58
STEP	Saint Charles	89.0	64	8	12.5%	3	4.7%	83.4	\$89.58	\$64.41	\$5,732.80
STEP	Schaumburg	135.0	108	64	59.3%	1	0.9%	75.0	\$80.36	\$64.29	\$8,678.79
STEP	Sherman	19.0	14	6	42.9%	2	14.3%	81.4	\$38.15	\$28.11	\$534.14
STEP	Shorewood	39.0	70	21	30.0%	3	4.3%	33.4	\$32.68	\$58.65	\$2,287.41
STEP	Silvis	53.0	36	18	50.0%	0	0.0%	88.3	\$63.09	\$42.85	\$2,271.22
STEP	Skokie	96.8	47	17	36.2%	3	6.4%	123.5	\$135.37	\$65.76	\$6,362.30
STEP	Sleepy Hollow	8.0	8	0	0.0%	0	0.0%	60.0	\$40.68	\$40.68	\$325.44
STEP	South Chicago Hts	36.0	76	18	23.7%	1	1.3%	28.4	\$11.77	\$24.86	\$894.88
STEP	South Holland	30.0	33	0	0.0%	0	0.0%	54.5	\$41.30	\$45.43	\$1,362.96
STEP	Southern View	48.0	56	9	16.1%	2	3.6%	51.4	\$26.77	\$31.23	\$1,499.24
STEP	Spring Grove	24.0	17	0	0.0%	1	5.9%	84.7	\$73.81	\$52.29	\$1,254.84
STEP	Springfield	73.0	65	1	1.5%	7	10.8%	67.4	\$52.19	\$46.47	\$3,392.32
STEP	Streamwood	48.0	72	27	37.5%	1	1.4%	40.0	\$41.20	\$61.80	\$2,966.40
STEP	Tazewell County	54.0	22	0	0.0%	3	13.6%	147.3	\$109.12	\$44.46	\$2,400.62
STEP	Tinley Park	20.0	20	20	100.0%	0	0.0%	60.0	\$63.90	\$63.90	\$1,278.00
STEP	Troy	136.0	95	21	22.1%	2	2.1%	85.9	\$60.95	\$42.57	\$5,789.99
STEP	Waukegan	125.0	196	96	49.0%	8	4.1%	38.3	\$42.19	\$66.15	\$8,269.03
STEP	West Chicago	93.0	104	28	26.9%	1	1.0%	53.7	\$61.97	\$69.30	\$6,445.13
STEP	Westchester	24.0	34	19	55.9%	0	0.0%	42.4	\$54.63	\$77.40	\$1,857.54

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	Western IL Univ.	36.0	40	23	57.5%	1	2.5%	54.0	\$42.05	\$46.72	\$1,682.04
STEP	Western Springs	8.0	6	0	0.0%	0	0.0%	80.0	\$73.60	\$55.20	\$441.62
STEP	Wheaton	280.5	369	313	84.8%	1	0.3%	45.6	\$49.67	\$65.34	\$18,327.56
STEP	Wheeling	148.0	234	93	39.7%	4	1.7%	37.9	\$41.30	\$65.29	\$9,663.33
STEP	Williamson County	102.0	50	4	8.0%	2	4.0%	122.4	\$79.43	\$38.94	\$3,971.42
STEP	Winnebago County	108.0	77	7	9.1%	6	7.8%	84.2	\$76.40	\$54.47	\$5,882.78
STEP	Winthrop Harbor	49.0	50	14	28.0%	2	4.0%	58.8	\$40.05	\$40.87	\$2,002.50
STEP	Wonder Lake	40.0	33	0	0.0%	2	6.1%	72.7	\$42.42	\$35.00	\$1,400.00
STEP	Wood Dale	102.0	120	52	43.3%	6	5.0%	51.0	\$49.01	\$57.66	\$5,881.76
STEP	Woodridge	64.0	140	59	42.1%	0	0.0%	27.4	\$29.60	\$64.76	\$4,144.52
STEP	Woodstock	69.5	45	6	13.3%	1	2.2%	92.7	\$93.60	\$60.60	\$4,211.80
eLAP GRANTS SUBTOTAL		18.0	18	2	11.1%	0	0.0%	60.0	\$45.44	\$45.44	\$817.96
STEP GRANTS SUBTOTAL		10,424.8	11,473	4,449	38.8%	282	2.5%	54.5	\$49.92	\$54.93	\$572,679.26
REGULAR GRANTS SUBTOTAL		10,442.8	11,491	4,451	38.7%	282	2.5%	54.5	\$49.91	\$54.92	\$573,497.22

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Column 1: Type of grant that agency had
 Column 2: Participating law enforcement agency
 Column 3: Number of patrol hours conducted during enforcement period
 Column 4: Total number of citations written by law enforcement agency during statewide enforcement period
 Column 5: Total number of occupant protection violations written by law enforcement 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: eLAP – e-grant 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	Belvidere	60.0	30	0	0.0%	1	3.3%	120.0	\$82.47	\$41.24	\$2,474.10
STEP	Belvidere	118.0	107	23	21.5%	4	3.7%	66.2	\$60.81	\$55.14	\$6,507.01
eLAP	Berwyn	131.0	174	43	24.7%	0	0.0%	45.2	\$48.30	\$64.16	\$8,404.90
MINI	Berwyn	99.0	192	106	55.2%	3	1.6%	30.9	\$32.16	\$62.36	\$6,174.00
STEP	Berwyn	103.0	245	129	52.7%	0	0.0%	25.2	\$23.41	\$55.68	\$5,735.12
eLAP	Cahokia	82.0	109	19	17.4%	3	2.8%	45.1	\$31.64	\$42.05	\$3,448.32
MINI	Cahokia	30.0	35	2	5.7%	1	2.9%	51.4	\$40.37	\$47.10	\$1,412.86
STEP	Cahokia	85.0	150	50	33.3%	3	2.0%	34.0	\$28.66	\$50.58	\$4,299.47
eLAP	Calumet City	92.0	111	27	24.3%	0	0.0%	49.7	\$50.38	\$60.78	\$5,591.90
MINI	Calumet City	156.0	249	60	24.1%	3	1.2%	37.6	\$39.63	\$63.26	\$9,868.82
STEP	Calumet City	107.0	103	54	52.4%	0	0.0%	62.3	\$68.97	\$66.40	\$7,104.42
eLAP	Carol Stream	32.0	15	0	0.0%	3	20.0%	128.0	\$132.29	\$62.01	\$1,984.32
MINI	Carol Stream	55.0	58	19	32.8%	4	6.9%	56.9	\$11.96	\$12.61	\$693.44
STEP	Carol Stream	140.0	162	57	35.2%	8	4.9%	51.9	\$63.70	\$73.71	\$10,318.98
MINI	Chicago Heights	95.0	137	136	99.3%	0	0.0%	41.6	\$31.90	\$46.00	\$4,370.03
STEP	Chicago Heights	157.0	305	284	93.1%	1	0.3%	30.9	\$23.43	\$45.51	\$7,145.65
eLAP	Elgin	45.0	27	0	0.0%	0	0.0%	100.0	\$107.56	\$64.54	\$2,904.22
STEP	Elgin	201.0	347	146	42.1%	6	1.7%	34.8	\$40.92	\$70.64	\$14,198.66
MINI	Franklin Park	32.0	23	1	4.3%	3	13.0%	83.5	\$74.54	\$53.57	\$1,714.36
STEP	Franklin Park	28.0	21	12	57.1%	0	0.0%	80.0	\$69.11	\$51.83	\$1,451.29
MINI	Galesburg	17.0	28	8	28.6%	2	7.1%	36.4	\$28.98	\$47.74	\$811.53
STEP	Galesburg	30.0	32	5	15.6%	0	0.0%	56.3	\$44.40	\$47.36	\$1,420.72

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	Hillside	84.0	130	87	66.9%	0	0.0%	38.8	\$40.47	\$62.63	\$5,261.00
STEP	Hillside	78.0	116	77	66.4%	0	0.0%	40.3	\$70.80	\$105.29	\$8,212.28
eLAP	Joliet	208.0	183	13	7.1%	1	0.5%	68.2	\$80.33	\$70.67	\$14,700.00
MINI	Joliet	150.0	189	13	6.9%	1	0.5%	47.6	\$55.16	\$69.50	\$10,424.46
eLAP	Lake Zurich	42.0	17	1	5.9%	1	5.9%	148.2	\$157.70	\$63.83	\$2,680.90
STEP	Lake Zurich	61.0	14	6	42.9%	1	7.1%	261.4	\$293.57	\$67.38	\$4,109.91
MINI	Midlothian	72.0	112	75	67.0%	0	0.0%	38.6	\$30.89	\$48.05	\$3,459.30
STEP	Midlothian	58.0	98	60	61.2%	0	0.0%	35.5	\$30.69	\$51.86	\$3,007.98
eLAP	Olympia Fields	11.0	7	1	14.3%	1	14.3%	94.3	\$90.59	\$57.65	\$634.15
STEP	Olympia Fields	50.0	57	25	43.9%	3	5.3%	52.6	\$46.15	\$52.61	\$2,630.54
eLAP	River Grove	36.0	8	3	37.5%	1	12.5%	270.0	\$282.50	\$62.78	\$2,260.00
STEP	River Grove	48.0	98	73	74.5%	0	0.0%	29.4	\$26.82	\$54.75	\$2,628.00
MINI	South Barrington	8.0	6	2	33.3%	1	16.7%	80.0	\$76.91	\$57.69	\$461.48
STEP	South Barrington	53.0	54	11	20.4%	1	1.9%	58.9	\$54.78	\$55.81	\$2,957.94
MINI	South Elgin	92.0	48	0	0.0%	4	8.3%	115.0	\$117.50	\$61.30	\$5,640.00
STEP	South Elgin	72.0	82	24	29.3%	2	2.4%	52.7	\$77.56	\$88.34	\$6,360.20
eLAP	St. Clair County	341.0	207	25	12.1%	24	11.6%	98.8	\$69.93	\$42.45	\$14,475.36
STEP	St. Clair County	126.0	180	64	35.6%	1	0.6%	42.0	\$31.99	\$45.69	\$5,757.54
eLAP	Summit	78.0	60	25	41.7%	4	6.7%	78.0	\$62.50	\$48.07	\$3,749.80
MINI	Summit	57.0	26	4	15.4%	2	7.7%	131.5	\$123.80	\$56.47	\$3,218.75
STEP	Summit	166.0	113	18	15.9%	4	3.5%	88.1	\$61.64	\$41.96	\$6,965.09

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
eLAP	Villa Park	55.0	49	1	2.0%	3	6.1%	67.3	\$261.42	\$232.90	\$12,809.39
MINI	Villa Park	49.0	50	1	2.0%	3	6.0%	58.8	\$56.92	\$58.08	\$2,845.81
STEP	Villa Park	50.0	76	4	5.3%	0	0.0%	39.5	\$39.24	\$59.64	\$2,982.24
MINI	Will County	24.0	34	1	2.9%	1	2.9%	42.4	\$43.22	\$61.23	\$1,469.40
STEP	Will County	90.0	149	12	8.1%	4	2.7%	36.2	\$35.61	\$58.95	\$5,305.18
MINI GRANTS SUBTOTAL		1,080.0	1,347	515	38.2%	29	2.2%	48.1	\$44.77	\$55.83	\$60,299.34
eLAP GRANTS SUBTOTAL		1,153.0	967	158	16.3%	41	4.2%	71.5	\$76.16	\$63.87	\$73,643.26
STEP GRANTS SUBTOTAL		1,821.0	2,509	1,134	45.2%	38	1.5%	43.5	\$43.48	\$59.91	\$109,098.22
AGENCIES WITH MULTIPLE GRANTS TOTAL		4,054.0	4,823	1,807	37.5%	108	2.2%	50.4	\$50.39	\$59.95	\$243,040.82

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; eLAP – e-grant Local Alcohol Program; STEP – Sustained Traffic Enforcement

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 (MINI Grants)	1,720.0	1,813	615	33.9%	54	3.0%	56.9	\$48.06	\$50.66	\$87,136.74
eLAP GRANTS TOTAL	1,171.0	985	160	16.2%	41	4.2%	71.3	\$75.60	\$63.59	\$74,461.22
STEP GRANTS TOTAL	12,245.8	13,982	5,583	39.9%	320	2.3%	52.5	\$48.76	\$55.67	\$681,777.48
ILLINOIS SECRETARY OF STATE POLICE	245.0	201	30	14.9%	8	4.0%	73.1	\$95.88	\$78.66	\$19,271.67
ILLINOIS STATE POLICE TOTAL	2,682.5	2,422	977	40.3%	101	4.2%	54.2	\$107.57	\$97.12	\$260,526.40
GRAND TOTAL	18,064.3	19,403	7,365	38.0%	524	2.7%	55.9	\$57.89	\$62.18	\$1,123,173.51

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