

March 2016

**Evaluation of the 2015 Labor Day  
*Drive Sober or Get Pulled Over* Campaign**

**August 1 - September 20, 2015**

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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 2015 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 2015 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 7, 2015. There were 158 local law enforcement agencies which participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

### MEDIA

1. The Illinois Department of Transportation (IDOT) / Division of Traffic Safety (DTS) held six media events in Chicago, DuQuoin, Peoria, East Moline, Rockford, and Springfield prior to the start of the Labor Day campaign.
2. Law enforcement agencies participating in the Labor Day campaign reported 73 print stories, 15 radio stories, and 8 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 2015 campaign: 53 announcements were made; 15 banners were displayed; 84 posters/flyers were distributed; 5 presentations were given; 279 press releases were issued; 19 public access messages were made, and 309 web announcements were made.
3. IDOT/DTS spent \$711,200 on broadcast television, cable, mobile, and the internet to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 24 and ending September 7, 2015.

### ENFORCEMENT

4. One hundred fifty-eight (158) local law enforcement agencies participated and provided complete enforcement activities for the 2015 Labor Day alcohol mobilization. A total of 71 roadside safety checks (RSCs) and 1,177 saturation patrols were conducted during the August 27 to September 7, 2015 enforcement period.
5. Local law enforcement logged a total of 13,769.5 patrol hours and issued 16,139 citations. One citation was written every 51.2 minutes of enforcement.
6. Local law enforcement issued 368 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 38.5 hours of enforcement.
7. A total of 6,019 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 2.3 patrol hours.

## COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

8. The agencies included in the “*Drive Sober or Get Pulled*” Over campaign conducted a total of 13,769.5 patrol hours and issued 16,139 citations at a total cost of \$761,540.99. On average, citations were written every 51.2 minutes of enforcement at a cost of \$47.19 per citation, or \$55.31 per patrol hour. Furthermore, these agencies wrote 368 DUIs during the campaign, which comprised 2.3 percent of total citations issued. (Note: All costs are actual costs incurred by each project, except Chicago. Personnel costs for Chicago are approximated by taking the proposed hourly wage and multiplying that by the enforcement hours conducted.)
9. Eight (8) holiday mobilization grantees issued one citation every 67.4 minutes of patrol. The cost per citation for these agencies was \$53.95 and cost per patrol hour was \$48.01. One hundred twenty-seven STEP grantees issued one citation for every 50.0 minutes of patrol. The cost per citation for these agencies was \$45.27 and the cost per patrol hour was \$54.33. Twenty-three grantees with multiple grants issued one citation for every 52.6 minutes of patrol. The cost per citation for these agencies was \$50.75 and the cost per patrol hour was \$57.84.
10. 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

11. 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?”, 59.8 percent of recent drinkers indicated the likelihood of being stopped is somewhat likely, very likely, or almost certain.
12. Almost 75 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while 18.3 percent reported seeing police “more often”.
13. 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 25.9 percent during the September survey. This percentage dropped by 1.1 percent from the June survey where respondents indicated that they were more likely to be stopped by police after drinking.
14. The percentage of respondents in the Chicago suburbs who believed a driver who had been drinking was “more likely to be stopped” decreased from 28.3 percent in June to 24.4 percent in September. In southern Illinois, this percentage increased from 25.0 percent in June to 28.5 percent in September.

### Roadside Safety-Checks

15. In the Chicago suburbs, awareness levels of roadside safety decreased from 31.7 percent in June to 26.4 percent in September. In southern Illinois, this percentage increased from 34.0 percent in June to 40.4 percent in September.
16. Most September respondents were aware of roadside safety checks attribute their awareness to friends/relatives (34.4%), television (32.0%), radio (22.2%), and newspapers (17.3%).
17. 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 47.8 percent in the Chicago metro regions and about 47.5 percent for the downstate regions.
18. The overall percentage of respondents who indicated having personally seen roadside safety checks slightly decreased from 49.7 percent in June to 47.9 percent in the September survey.

### Awareness of "DUI" Roadside Safety Check.

19. Slightly less 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 where they stop to check drivers and vehicles."
20. 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 55.8 percent in June to 61.2 percent in September. There was a decrease in awareness in the downstate counties from 59 percent in June to 57.6 percent in September. Awareness of messages focusing on alcohol-impaired driving increased in the Chicago metro area from 53.9 percent in June to 63.2 percent in September.

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

21. In June of 2003, 55 percent of those surveyed were familiar with the "You Drink & Drive. You Lose." (YDDYL) slogan. The September 2015 survey indicated the awareness level of those familiar with the slogan was 70.6 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
22. In September 2015, awareness of the most recent slogan, "Drive Sober or Get Pulled Over", was at 60.4 percent. Awareness of this slogan increased by 11.7 percentage points since April 2015.
23. From April 2015 to September 2015, 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 56.4 percent in April to 71.0 percent in September. In downstate areas, awareness of the message slightly increased from 66.7 percent in April to 69.9 percent September.

# **Evaluation of the 2015 Labor Day *Drive Sober or Get Pulled Over* Campaign August 1 - September 7, 2015**

## **Introduction**

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

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

The 2015 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 7, 2015 with a special focus on impaired driving.

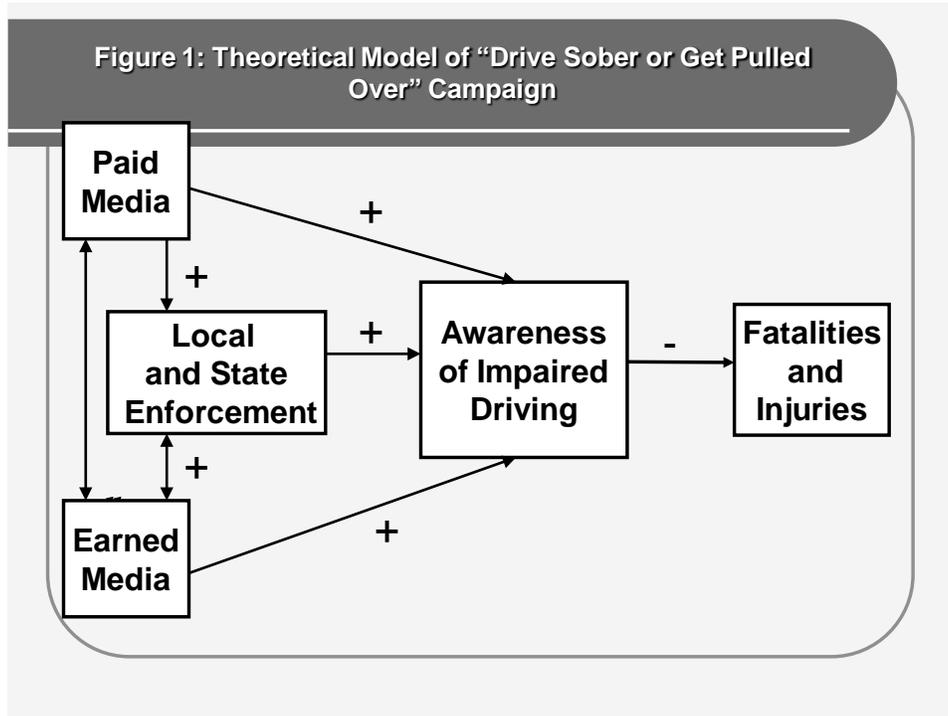
### *Drive Sober or Get Pulled Over* Program Model

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

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<sup>1</sup> Earned media is coverage by broadcast and published news services. Earned media generally begins 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.

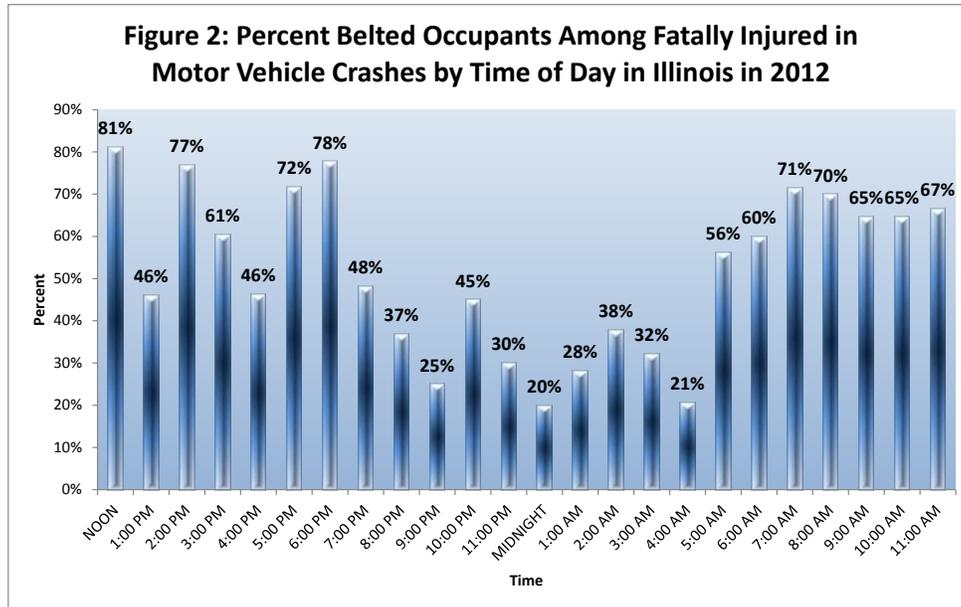
The components of the model are paid and earned media paired with local and state enforcement to increase the public's awareness of the consequences of drinking and driving. These variables work together to reduce injuries and fatalities. **Figure 1** shows the components of the model.



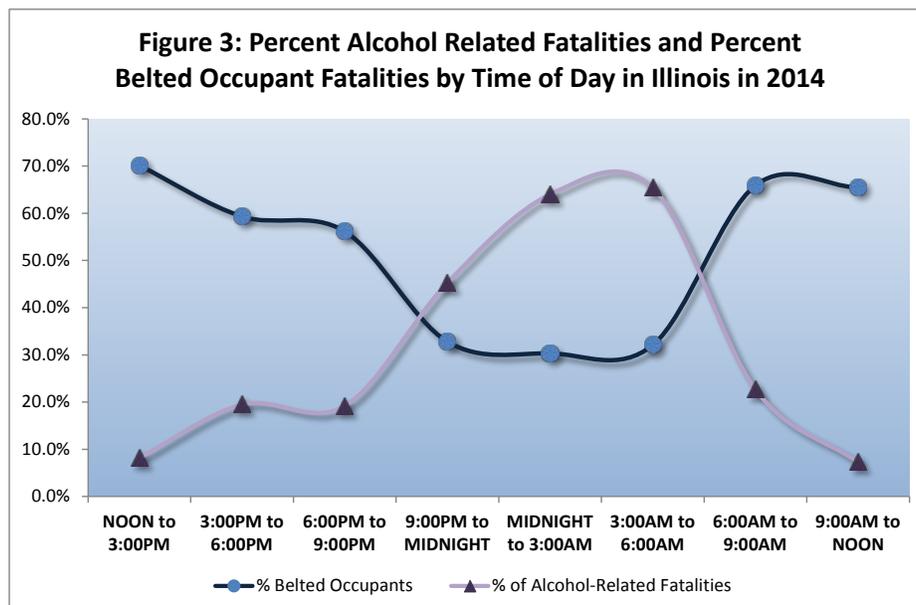
### Alcohol / Motor Vehicle Related Injuries and Fatalities

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 2015 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.

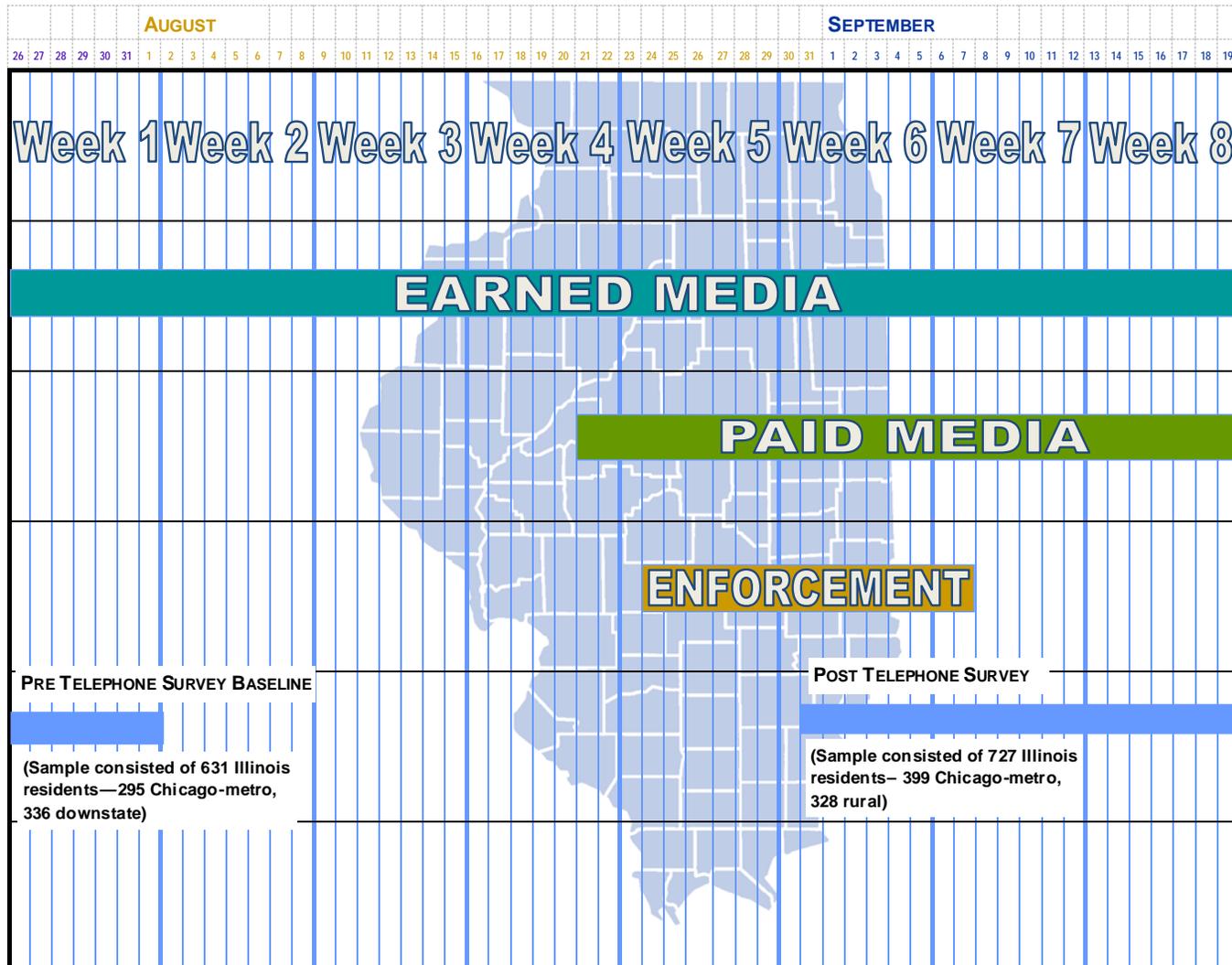
## 2015 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

In August 2015, 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 20, 2015. The following activities took place during the campaign:

Prior to the start of the Labor Day campaign, six media events were held in Chicago, DuQuoin, Peoria, East Moline, Rockford, and Springfield to kick off the campaign.

- June 2015: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2015.
- July – September 20, 2015: Earned media was obtained, including six media events conducted at various locations across Illinois to start the campaign.
- August 21 – September 20, 2015: Paid media advertisements promoting *Drive Sober or Get Pulled Over* ran from August 21 to September 20.
- August 27 – September 7, 2015: Highly publicized strict enforcement of the impaired driving laws was conducted.
- September 1 – 30, 2014: Post statewide telephone public opinion surveys were conducted from September 1st to 30th.

# Diagram 1: 2015 *Drive Sober or Get Pulled Over* Campaign Timeline



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Note: The pre-telephone survey was conducted during June 2015 and the paid media ended September 28.

## **MEDIA & ENFORCEMENT RESULTS**

## Media

### Earned Media

IDOT/DTS released press releases on August 24, 2015 and September 3, 2015 notifying the public that local law enforcement agencies would be cracking down on drunk drivers during Labor Day weekend to avoid fatal crashes<sup>1</sup>. **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.

<b>Media Market</b>	<b>Print News Stories</b>	<b>Radio News Stories</b>	<b>TV News Stories</b>	<b>Announcements</b>	<b>Banners</b>	<b>Posters / Flyers</b>	<b>Presentations</b>	<b>Press Release Issued</b>	<b>Public Access Msgs.</b>	<b>Web Announcements</b>
Chicago	47	4	0	46	12	84	4	201	15	88
Metro East	5	1	0	3	1	0	0	12	0	8
Moline	2	3	0	0	0	0	0	12	0	5
Paducah	4	0	0	0	0	0	0	8	3	5
Springfield /Champaign	5	4	5	1	3	0	1	21	1	196
Peoria	3	2	2	2	0	0	0	12	0	2
Quincy	3	1	0	0	0	0	0	3	0	1
Rockford	4	0	1	1	0	0	0	10	0	4
<b>TOTAL</b>	<b>73</b>	<b>15</b>	<b>8</b>	<b>53</b>	<b>15</b>	<b>84</b>	<b>5</b>	<b>279</b>	<b>19</b>	<b>309</b>

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 73 print stories, 15 radio stories, and 8 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 2015 *Drive Sober or Get Pulled Over* campaign: 53 announcements were made; 15 banners were displayed; 84 posters/flyers were distributed; 5 presentations were given; 279 press releases were issued; 19 public access messages were made, and 309 web announcements were made.

<sup>1</sup> The actual press releases can be found here: <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/8-24-15%20Labor%20Day%20Enforcement%20News%20Release.pdf> and here: <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/9.3.15%20IDOT%20Labor%20Day.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, but, due to the online/mobile advertisements being ran, paid media ran an additional two weeks. During this period, television and online/mobile advertisements run 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 \$711,200 on broadcast television, cable and mobile platforms to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 24 and ending September 7, 2015. **Table 2** lists the cost of paid media by media market for the *Drive Sober or Get Pulled Over* campaign.

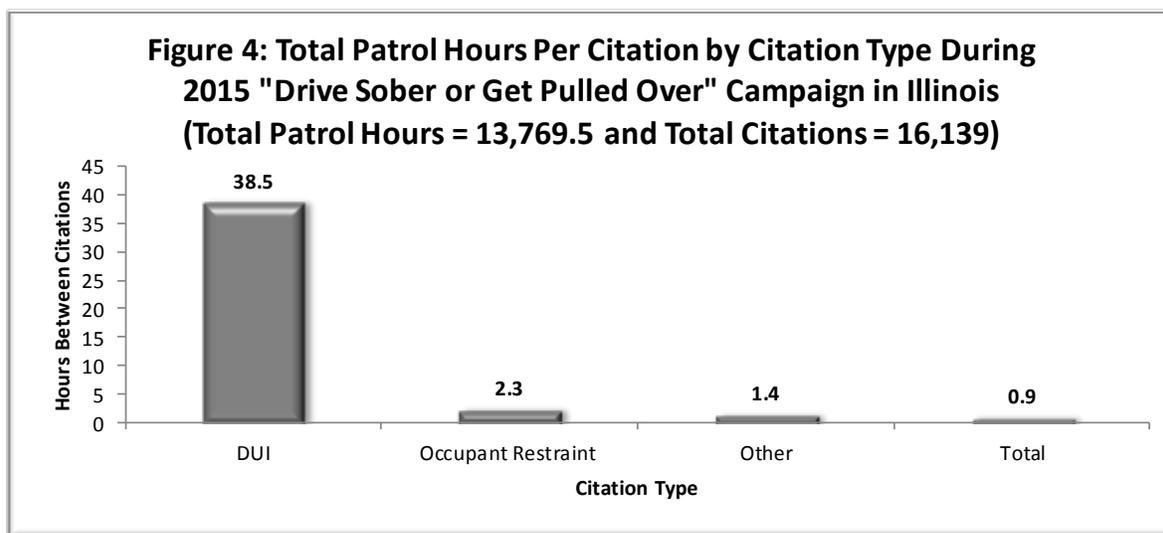
**Table 2: Labor Day Drive Sober or Get Pulled Over Campaign**

<b>Cost of Paid Media by Media Market</b>	
<b>Media Market</b>	<b>Dollars Spent – TV / Cable</b>
Chicago	\$ 200,000.00
Davenport	\$ 18,000.00
Marion	\$ 10,000.00
Metro East	\$ 35,000.00
Peoria	\$ 25,050.00
Rockford	\$ 12,000.00
Springfield	\$ 26,950.00
<b>Total TV</b>	<b>\$ 335,000.00</b>
Mobile Banners and Videos	\$ 84,000.00
Social Media, Online Banners, and Streaming Websites	\$ 120,000.00
Displays, Contextual & Direct Buys, Misc.	\$ 172,200.00
<b>Total Dollars Spent</b>	<b>\$ 711,200.00</b>

## 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 fifty-eight (158) local law enforcement agencies participated in the 2015 Labor Day alcohol mobilization. A total of 71 roadside safety checks and 1,177 saturation patrols were conducted during the August 24 to September 7, 2015 enforcement period.

Local law enforcement logged a total of 13,769.5 patrol hours and issued 16,139 citations during the campaign. One citation was written every 51.2 minutes of enforcement. Local law enforcement issued a total of 368 DUI citations, an average of one DUI citation written every 38.5 patrol hours. A total of 6,019 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 2.3 patrol hours. **Figure 4** depicts the number of hours of Labor Day patrol hours per citation by citation type.



## Local Enforcement

One hundred fifty-eight (158) 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 13,769.5 hours on Labor Day enforcement, conducting 71 roadside safety checks and 1,177 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 16,139 citations were written by local law enforcement agencies, or one citation was written every 51.2 minutes of enforcement. Local law enforcement issued a

combined total of 368 DUI citations, an average of one citation written for every 37.4 patrol hours. In addition, 6,019 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 2.3 patrol hours.

#### Illinois State Police and Illinois Secretary of State Police Enforcement

ISP and SOS were unable to participate in the 2015 Labor Day enforcement campaign due to funding not being appropriated for them to conduct enforcement during this campaign.

#### Earned Enforcement

In the past, DTS has conducted an incentive program where agencies that participate in the DTS incentive program can be eligible for prizes, like radar detectors and breathalyzers. During the FY15 Labor Day campaign, the DTS incentive program was not conducted. Therefore, there were no earned enforcement efforts during this campaign.

**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=158)	Secretary of State Police <sup>3</sup>	State Police <sup>3</sup>	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=0)	Earned Enforcement Agencies that Participated in the Incentive Program (n=0)	
1	2		3	4	5	6	7
Number of Enforcement Hours	13,769.5	N/A	N/A	13,769.5			
Number of Roadside Safety Checks	71	N/A	N/A	71			
Number of Saturation Patrols	1,177	N/A	N/A	1,177			
Total Citations	16,139	N/A	N/A	16,139	N/A	N/A	21,942
One Citation Written Every X Minutes of Enforcement	51.2	N/A	N/A	51.2			
Number of DUI & Alcohol Related Citations	368	N/A	N/A	368	N/A	N/A	1,105
DUI / Alcohol Related Citation Written Every X Hours	38.5	N/A	N/A	38.5			
Safety Belt / Child Safety Seat Citations	6,019	N/A	N/A	6,019	N/A	N/A	9,404
Safety Belt / Child Safety Seat Citations Every X Hours	2.3	N/A	N/A	2.3			

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: ISP and SOS did not conduct enforcement during the 2015 Labor Day campaign.

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

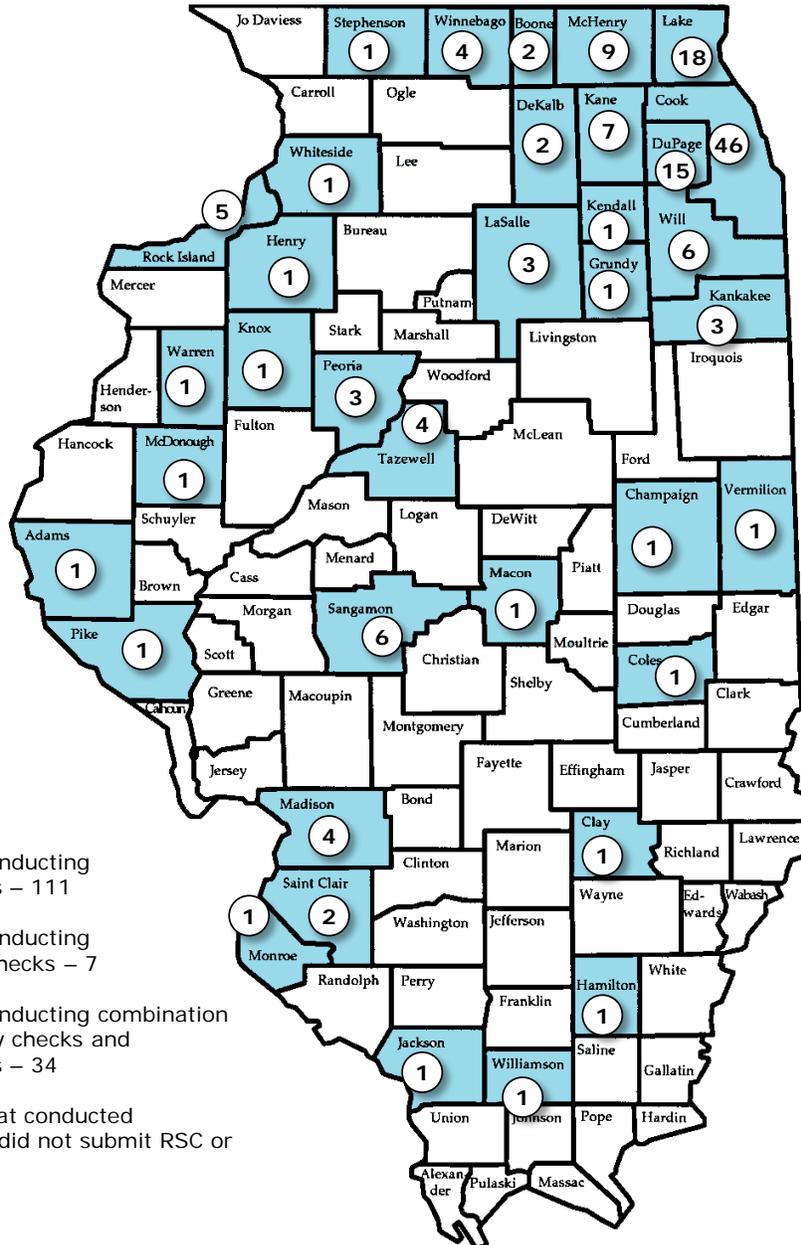
Column 5: Includes only citation information from grant funded agencies which participated in the *Drive Sober or Get Pulled Over* incentive program.

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.

FIGURE 5

**Map of Agency Participation by County  
During the 2015  
“Drive Sober or Get Pulled Over” Campaign**



Total agencies conducting saturation patrols – 111

Total agencies conducting roadside safety checks – 7

Total agencies conducting combination of roadside safety checks and saturation patrols – 34

Total agencies that conducted enforcement but did not submit RSC or SatPat info – 6

This map displays the total agencies which conducted Roadside Safety Checks (RSCs) &/or Saturation Patrols (SPs) by county during the 2015 “Drive Sober or Get Pulled Over” campaign. Each circle represents the total agencies which conducted enforcement in that particular county.

## 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. (Note: All costs are actual costs incurred by each project, except Chicago. Personnel costs for Chicago are approximated by taking the proposed hourly wage and multiplying that by the enforcement hours conducted.)

One hundred and twenty-seven (127) year-round DTS STEP grantees, 23 DTS grantees with multiple grants, and 8 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 13,769.5 patrol hours and issued 16,139 citations during enforcement at a total cost of \$760,583.31. On average, one citation was written for every 51.2 minutes during enforcement at an average cost of \$47.13 per citation, or \$55.24 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce the drunk driving. A total of 368 DUIs were written by these agencies, which comprised 2.3 percent of all citations issued during the campaign. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

### Local Police Agencies

A total of 8 agencies were holiday mobilization grantees only, 127 agencies had only a STEP grant with DTS, and 23 agencies had multiple grants with DTS. Of the 23 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 8 holiday mobilization grantees included in this analysis worked a total of 372.0 patrol hours and wrote 331 citations at a cost of \$17,858.92, or \$48.01 per patrol hour. On average, one citation was written every 67.4 minutes during statewide enforcement at a cost of \$53.95 per

citation. The holiday mobilization plus grantees issued 13 DUIs, which comprised 3.9 percent of all their citations issued during the campaign.

One hundred and twenty-seven (127) regular grantees contributed 8,918.0 patrol hours to the campaign, issuing 10,702 citations. Regular grantees issued one citation every 50.0 minutes of patrol at a cost of \$45.19 per citation or \$54.23 per patrol hour. These regular grantees issued 211 DUIs, which comprised 2.0 percent of all their citations issued during the campaign.

The remaining 23 agencies with multiple grants conducted 4,479.5 patrol hours and issued 5,106 citations during the mobilization. These agencies issued one citation every 52.6 minutes of patrol at a cost of \$50.75 per citation or \$57.84 per patrol hour. These agencies issued 144 DUIs, which comprised 2.8 percent of all their citations issued during the campaign.

<b>Agency / Grant Type</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Total DUIs</b>	<b>Percent DUIs</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
Holiday Mobilization Grantees (n=8) <sup>1</sup>	372.0	331	13	3.9%	67.4	\$53.95	\$48.01	\$17,858.92
STEP Grantees with Single Grants (n=127) <sup>2</sup>	8,918.0	10,702	211	2.0%	50.0	\$45.27	\$54.33	\$484,564.89
Regular Grantees with Multiple Grants (n=23) <sup>3</sup>	4,479.5	5,106	144	2.8%	52.6	\$50.75	\$57.84	\$259,117.18
<b>Total</b>	<b>13,769.5</b>	<b>16,139</b>	<b>368</b>	<b>2.3%</b>	<b>51.2</b>	<b>\$47.19</b>	<b>\$55.31</b>	<b>\$761,540.99</b>

**NOTES:**

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

<sup>2</sup> The STEP Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS.

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

### Limitations of Enforcement Data

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

For example, based on the cost per patrol hour, DTS reimbursed the Grandview Police Department \$1,200 for conducting 60.0 patrol hours resulting in a cost of \$20.00 per patrol hour. On the other hand, the Rolling Meadows Police Department was reimbursed \$400.19 for conducting 50.0 patrol hours resulting in a cost of \$80.04 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the South Chicago Heights Police Department \$1,729 for writing 290 citations resulting in a cost of \$5.96 per citation issued. On the other hand, the Marseilles Police Department was reimbursed \$1,345 for issuing 7 citations. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the South Chicago Police Department issued 290 citations over 73.0 patrol hours resulting in one citation written for every 15.1 minutes of patrol. On the other hand, the Marseilles Police Department only averaged writing one citation for every 291.4 minutes of patrol. (see **Table 6**).

### 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

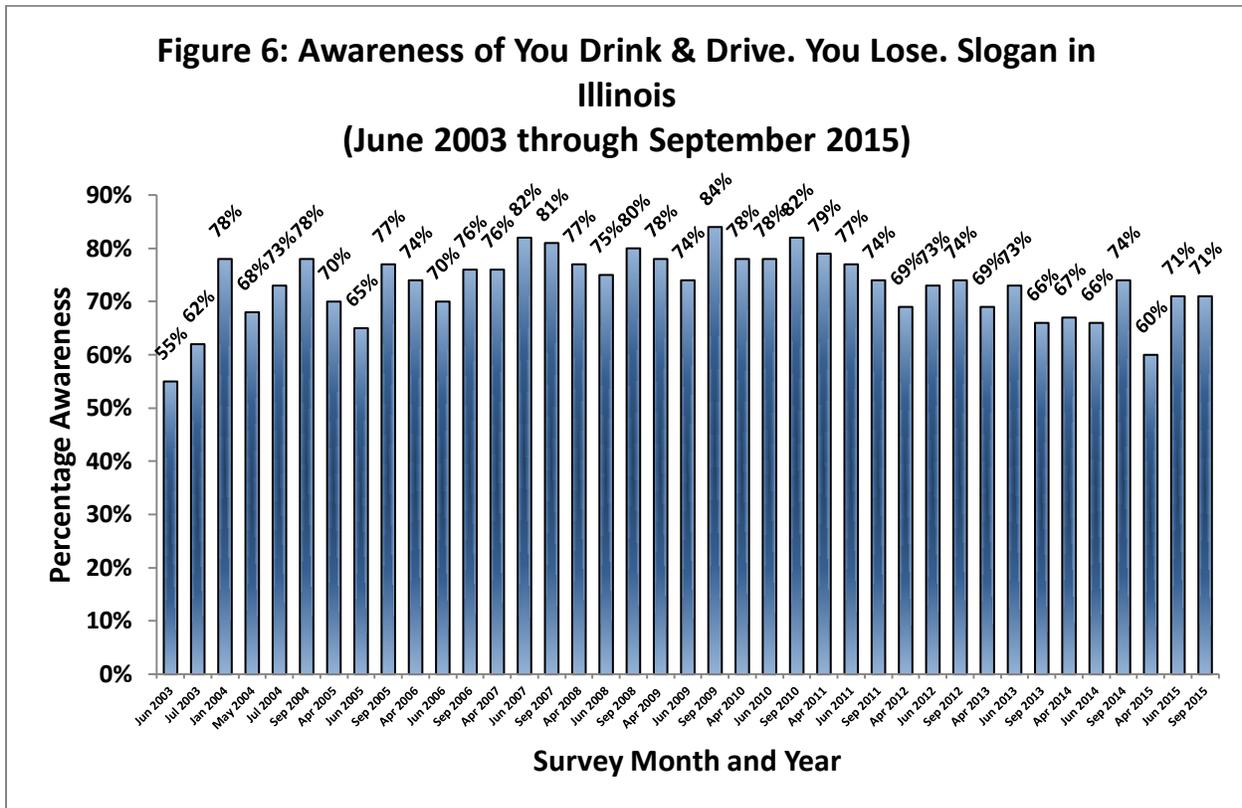
Telephone surveys showed that the percent of people who indicated that "in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois," slightly increased statewide from 55.8 percent in June to 61.2 percent in September. Similar changes were seen among those surveyed in the Chicago area where awareness increased from 53.9 percent in June to 63.2 percent in September. In the downstate areas, awareness of those messages increased from 59.0 percent in June to 57.6 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 (82.2 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 14.7 percentage points from April to 60.4 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." slogan slightly decreased from 19.3 percent in April to 25.1 percent in September. Awareness of the "You Drink and Drive. You Lose." slogan increased from 60.1 percent in April to 70.6 percent in September.

### Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2015

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 five years from 2011 to 2015, awareness of this slogan has hovered around 70 to 71 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 2015.



Awareness of the *Drive Sober or Get Pulled Over* slogan: 2015

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 2015, awareness of this message was 45.7 percent. In September 2015, awareness of this message increased to 60.4 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 2015 ALCOHOL IMPAIRED DRIVING ENFORCEMENT CAMPAIGN SURVEYS

Conducted for:



November 5<sup>th</sup>, 2015  
Summary Report

Results from the June and September 2015 Surveys  
(Supplemented with Selected Findings from the April 2015 Survey)

Conducted by the:



Written by:  
Matt Case, SRO Research Manager

Assistance provided by:  
Tonda Reece, SRO Chief Clerk

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, 2015 relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted from late March to May (hereinafter, the “April survey”) prior to the Memorial Day weekend; the second was conducted in June and early July (the “June survey”), after the Memorial Day weekend; and the third survey was conducted in September and October (the “September survey”), after the Labor Day weekend.

The April survey contained questions regarding seat belt-related opinions and behaviors and was administered prior to an enforcement and media campaign that took place 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 was administered after a DUI enforcement campaign that took place surrounding the Labor Day weekend. Thus, the April survey serves as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, while the June survey serves as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.<sup>3</sup>

## Methodology

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

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<sup>3</sup> In addition to the statewide surveys, a rural county component was added to both the April and June surveys. This component was not part of the September survey and therefore those rural respondents are not part of the analysis in this report.

Field interviewing for the latest September survey was conducted from September 8 through October 11, 2015, with 727 licensed drivers. Field interviewing for the June statewide survey was conducted from June 1 through July 5, 2015 with 631 licensed drivers. And, field interviewing for the April survey was conducted from March 30 through May 14, 2015, with 624 licensed drivers.

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

<b>2015 Seat Belt</b>	<b>Post-Test / Pre-Test <u>April 2015</u></b>	<b>2015 DUI DUI Pre-Test <u>June 2015</u></b>	<b>Post-Test <u>September 2015</u></b>
<i>TOTAL</i>	624	631	727
Chicago metro area	306	295	399
<i>City of Chicago</i>	175	174	208
<i>Chicago suburban counties</i>	152	120	191
Downstate counties	318	336	328
<i>North/central Illinois</i>	168	176	157
<i>Southern Illinois</i>	177	138	171

\*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 margin of error for the statewide results for all three surveys are +/- 4 percentage points for all surveys at a 95 percent confidence level. The margin of error for individual subgroups is greater, due to smaller sample sizes.

Each telephone number in the sample was called a maximum of 10 times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.<sup>4</sup> Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was about 10 minutes for the April survey, 12 minutes for the June survey, and 14 minutes for the September survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, age, and education level.<sup>5</sup>

<sup>4</sup> Prior to 2009, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. If such is not available, the licensed driver with the next birthday is requested. Substitute licensed drivers are accepted.

<sup>5</sup> The age categories used for weighting purposes are: up to 29 years old; 30s; 40s; 50s; 60s; and 70 and older. The statewide proportions for each age category were informed by data on the age distribution of Illinois licensed drivers provided by IDOT's Division of Traffic Safety. This is the eighth year that age has been used in the weighting

## Comment on the Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2015 Labor Day weekend. We also focus on the statewide and regional** (Chicago metro area vs. downstate) results, and on selected results for respondents who had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). We also comment on the April results when they appear to add understanding to the later results and changes, and sometimes make comparisons with similar surveys conducted by SRO prior to 2015.<sup>6</sup> In addition to these comments, we also analyze the results of questions asked in September on the awareness IDOT’s campaign *The Walking Dead*, as well as answers to questions pertaining to social media. This analysis follows the tables at the end of the report.

*Note:* In this summary report, percentages have often been rounded to integers, and percentage changes (i.e.,  $\pm\%$  within parentheses) refer to percentage point changes unless specifically noted.<sup>7</sup>

### The Excel file

The full results are presented in the **IDOT 2015 Labor Day DUI Survey Tables** file (a Microsoft Excel file) compiled for the project. Included on the two worksheets are results for:

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

These worksheets contain relevant results for each of the three surveys, with particular 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.

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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 seventh year that education level has been used in the weighting of responses.

<sup>6</sup> Relevant questions in the April 2015 survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

<sup>7</sup> When the decimal is .5 or greater, we round to the greater 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.

## Demographic characteristics of the June and September samples.

Before reporting the DUI-related results, it is worth noting that the weighted June and September 2015 demographic portraits of the two samples are, overall, very similar with regard to the demographic characteristics. However, because minimum and maximum weights are used, there are some differences. Furthermore, there are differences among demographic variables which are not weighted (e.g., occupation).

- *Region of state* – Forty-four percent of respondents in the September survey are from the Chicago suburbs compared with 41.3 percent in the June survey. By contrast, less respondents in the September survey (8.1 percent) are from southern Illinois than the June survey.
- *Age of respondent* – Fewer respondents in the September survey were younger than 30 (12 percent) compared to the June survey (19.3 percent). However, the September percentage was greater than the 8.6 percent of respondents under 30 in the April survey.
- *Number of persons sixteen or older in household* – The percentage of respondents reporting “more than three” persons 16 or older in the household decreased 6.3 percentage points from the July survey (17.3 percent) to the September survey (11 percent).
- *Employment status* – The percentage of respondents reporting their employment status as a “full-time employee” increased 7.4 percentage points from June (32 percent) to September (39.4 percent).
- *Ethnicity* – The percentage of Hispanic respondents was nearly twice as great (8.3 percent) in the September survey than in the June survey (4.3 percent).

## Results

In the following summary of results for each question, we comment first upon the statewide results, including changes that occurred from June to September. Where applicable, we then summarize the results for those statewide respondents who reported having had an alcoholic drink in the past thirty days. We then summarize the regional findings, focusing on the dichotomous regional breakdown of the Chicago metro area vs. “downstate.”<sup>8</sup> At times, portions of these summaries are omitted either because they lack relevance or because the sub-sample size is too small to warrant comment.

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<sup>8</sup> For this report, the Chicago metro area includes the City of Chicago, the rest of Cook County, and the “collar counties” of Lake, McHenry, Kane, DuPage and Will.

## Behaviors relating to drinking and driving

### Frequency of drinking: “How often did you drink alcoholic beverages in the past thirty days?”

Statewide, 45.9 percent of the September respondents reported having had any alcoholic drink (including beer, wine, and liquor) in the past thirty days compared to 46.4 percent in June.<sup>9</sup>

The table below displays the differences between respondents to specific responses of the question. As the table shows, the most frequent response for both surveys is “never” followed by “only celebrations/special occasions.”

	June 2015	September 2015
Every day	1.3%	3.6%
Several days a week	8.1%	6.7%
Once a week or less	11.7%	10.5%
Only on weekends	9.9%	7.4%
Only celebrations/ special occasions	15.4%	17.7%
Never	51.5%	52.8%
Don't know/ Refused	2.1%	1.2%
<i>Percent who have any alcoholic beverages</i>	<i>46.4%</i>	<i>45.9%</i>

*Among drinkers*, over one quarter of respondents (27.4 percent) in both the September and June surveys indicated they drink *at least* several days a week. By contrast, of those who drink, more individuals report drinking every day in the September survey (7.8 percent) than the June survey (2.8 percent). These differences should be considered in context however, as only 3.6 percent and 1.3 percent of the total sample reported drinking every day in the September and June surveys respectively.

*Regional results* - In the September survey, fewer respondents in the Chicago metro area report having an alcoholic beverage in the past thirty days than in the June survey (50.4 percent and 54.6 percent respectively). For downstate respondents, this percentage stayed about the same (38.1 percent in September, 37.1 percent in June). *For the Chicago metro area*, the percent who indicate drinking any alcoholic drink in the past 30 days declined somewhat, from 54.6 percent in June to 50.6 percent in September. Notably, the number of respondents who report “never” drinking rose from 42.3 percent in June to 48.6 percent in September. Additionally, whereas only 0.9 percent of Chicago area respondents in June reported drinking “every day,” 4.4 percent of respondents in the September survey report this (a 3.5 percentage point increase).

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<sup>9</sup> 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.”

*For downstate*, the percentage of respondents who report drinking “only on weekends” rose 6 percentage points from 10.8 percent in June to 16.8 percent in September. Other response categories did not see much movement. As with the Chicago area, the percentage of respondents who report drinking “every day” is higher in September (2.3 percentage points) than in June (1.4 percentage points).

**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 2015, slightly over one in five respondents (21.7 percent in June; 21.6 percent in September) report having driven a motor vehicle within two hours after drinking an alcoholic beverage. An additional 4.8 percent in June and 2.5 percent in September say they “don’t know” whether they have done this.

*Regional results.* In both surveys, a greater percentage of Chicago area respondents report driving after drinking than downstate respondents. In the June survey, 23.9 percent of Chicago area respondents report driving after drinking compared to 18.7 percent of downstate respondents. In the September survey, 22.5 percent of Chicago area respondents report drinking after driving whereas 19.5 percent of downstate respondents report doing this. These figures are for individuals who reported drinking in the past thirty days.

**Number of times: “About how many times [in this time period] did you drive within two hours after drinking?” [For the 10.1 percent and 9.9 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.]**

Of the 21.7 percent in June and 21.6 percent in September who report driving after drinking, 49 percent in June and 59 percent in September said they did this only once. The percentage of respondents who report doing this two times declined by nearly 14.3 percentage points from June to September (29.5 percent and 15.2 percent, respectively). However, the percentage of respondents reporting driving within two hours after drinking 5 to 9 times increased nearly 11 percentage points from 4.2 percent in June to 15.1 percent in September.

*Regional results.* For the Chicago area, the number of respondents who report driving after drinking decreased by 1.4 percentage points (from 23.9 percent in June to 22.5 percent in September). Additionally, the number of respondents who report driving after drinking “once” in the past thirty days increased 17 percentage points for respondents in the Chicago area. Among downstate respondents, the percentage who report driving after drinking increased stayed about the same (18.7 percent in June; 19.5 percent in September).<sup>10</sup> The number of

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<sup>10</sup> While these differences appear large, it is important to keep in mind that the percentage of individuals who report driving after drinking for both surveys is approximately 10 percent. This works out to 64 individuals in the

Downstate respondents who report driving after drinking 5 to 9 times increased from 8.7 percent in June to 16.6 percent in September.

**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 approximately 10 percent of the full sample who indicated they had driven within two hours of drinking in the past month.]**

The most frequent response given by respondents in the June and September surveys is “one” (43.7 percent in the June survey; 40.7 percent in the September survey). The second most frequent response given by respondents in both surveys is 2 (38.3 percent in the June survey, 38.6 percent in the September survey). Zero percent of respondents in the June survey and 4.4 percent of respondents in the September survey indicated they had five or more drinks the last time they drove after drinking.

**Frequency of driving after having too much to drink: “About how many times [in this time period] did you drive when you thought you had too much to drink?” [For those who indicated they have had an alcoholic drink in the past 30 days.]**

In the September survey, 91.2 percent of recent drinkers said they “never” drove after drinking too much. This is a 3.8 percentage point increase from the 87.4 percent of respondents who indicated they “never” did this in the June survey. Nearly 5 percent of respondents in both surveys (4.8 percent in the June survey and 4.7 percent in the September survey) said they drove when they thought they had too much to drink “once.” Fewer respondents in September (4.1 percent) said they drove after they thought they had too much to drink “more than once” (7.8 percent); a 3.7 percentage point decrease.

*By region.* In the Chicago area, 93.5 percent of respondents in June and 92.6 percent of respondents in September indicated they did this “never.” Downstate respondents were less likely to indicate they did this “never” (75.3 percent in June; 87.7 percent in September). Again, these figures are based on small subgroup sizes.

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

For both the June and September surveys, a majority of respondents indicated they “did not drive after drinking” (60.2 percent in June; 73.4 percent in September). 21.6 percent of respondents in June and 17.6 percent of respondents in September indicate they are driving after drinking “about the same.” The percentage of respondents who report driving after drinking “less often” decreased 5.7 percentage points from 12.5 percentage points in June to

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June survey and 72 individuals in the September survey. The margin of error for these groups is quite large ( $\pm 13$  percent in June and  $\pm 12$  percent in September).

6.8 percentage points in September. No respondents in the June and September surveys report drinking after driving “more often” now than three months ago. However, 5.8 percent in June and 2.1 percent in September replied “don’t know” or refused to give a response.

*By region.* In the Chicago area the percentage of respondents who report driving after drinking “less often” decreased 5.6 percentage points from 11.3 percent in June to 5.7 percent in September. The percentage who report driving after drinking “about the same as three months ago also decreased from 24.2 percent in June to 17 percent in September, a 7.2 percentage point decrease. Downstate, the percentage of respondents who report driving after drinking “less often” decreased by 6.5 percentage points from 16.1 percentage points in June to 9.6 percentage points in September.

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

**Perceptions of DUI enforcement.** Three questions in the interview solicited respondents’ perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). And, in the third question, respondents were asked another relative frequency question, this time regarding how likely it is that a driver who had been drinking will be stopped, compared to three months ago.<sup>11</sup> (Also see the next section for questions specifically relating to roadside safety 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.*<sup>12</sup> Of the 74.3 percent who answered the above question, 17 percent in June and 14 percent in September report being stopped by police after having too much to drink would be “almost certain.” An additional 32 percent in June and 33.8 percent in September said this would be “very likely.” Only 2.8 percent in June and 5.7 percent in September said this would be “very unlikely.”

*Among recent drinkers who gave a substantive response,* the percent who indicated that their likelihood of being stopped is “almost certain” continues the trend upward. In June 2011, only 6.2 percent reported that getting stopped was “almost certain.” This nearly doubled from

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<sup>11</sup> Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

<sup>12</sup> In each of the 3 surveys from 24 percent (in both June and September) to 28 percent (in April) indicate in some way that they cannot relate to the question because they do not drink. A much smaller number (around one percent in each of the surveys) refused to respond or otherwise did not know. Thus we calculate percentages based on those respondents who gave a substantive response.

June to September 2011 (11.5 percent). The 2012 results continue this upward trajectory with 17.1 percent reporting in the April survey that getting stopped is almost certain, 17 percent reported the same in the June survey, and 14 percent in the September survey. Over the past year, the percent of individuals who believe that they would almost certainly get stopped if they drove after drinking too much has more than doubled from 6.2 percent in June 2011 to 14 percent in September 2012.

*In 2015, among recent drinkers who gave a substantive response, 14 percent in June and 18.5 percent in September said this was almost certain. Additionally, 36.1 percent in June and 22.1 percent in September report their likelihood of being stopped as “very likely.”*

*In terms of regions – and among those giving substantive responses, the number of respondents who report their likelihood of being stopped as “almost certain” is 13.3 percent in June and 17.4 percent in September for the Chicago area, an increase of 4.4 percentage points. For downstate, the number who report their likelihood of being stopped as “almost certain” is 15.1 percent in June and 20 percent in September, an increase of 4.9 percentage points. When we examine the combined responses of “almost certain” and “very likely” we find that in Chicago, 49.2 percent in June and 38 percent in September reported one of these two responses, whereas downstate, these figures are 41.5 percent in June and 46.2 percent in September. It should be noted that by focusing only on drinkers who live in a certain region and provided a substantive response to the question, the *n* decreases substantially, affecting the margin of error.*

*Among recent drinkers generally, we find that 12.7 percent in June and 17 percent in September report their likelihood of being stopped as “almost certain.” This compares with 10.9 percent in June and 18.1 percent in September for nondrinkers.*

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

Nearly three-quarters (74.3 percent) of the September respondents reported seeing police “about the same” on the roads they normally drive compared with three months ago, while about one in five (18.3 percent) said they see police “more often” and 6.6 percent said “less often.”

Overall, results in June are very similar; 73.3 percent said that compared to three months ago they police on the roads “about the same” while 20.7 percent report seeing police “more often” and 5 percent report seeing police “less often.”

*Among recent drinkers, 23.5 percent in June and 21.9 percent in September report seeing police on the roads more often. In the Chicago area, 25.3 percent in June and 22.9 percent in September report seeing police “more often.” Downstate, these percentages are slightly lower for both surveys; 19.3 percent report seeing police “more often” in June and 19.7 percent report this in September.*

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

The percentage of respondents who indicate that compared to three months ago, a driver who had been drinking is now “more likely” to be stopped is consistent from June to September (27 percent in June; 25.9 percent in September). Similarly, the percentage who indicate a driver who had been drinking is now “less likely” to be stopped remained consistent (3.7 percent in June; 2.7 percent in September). In both surveys, respondents most frequently respond that a driver who had been drinking has “about the same” likelihood now as being stopped as compared to three months ago (65.8 percent in June; 68 percent in September).

*Among recent drinkers*, 29.5 percent in June and 23.4 percent in September indicate that a driver who had been drinking is “more likely” to be stopped than three months ago. Compared to the sample overall, the percentage in June is slightly higher and the percentage in September is slightly lower.

*By region*, in the Chicago area, there are fewer respondents in September (24.4 percent) than in June (28.3 percent) who indicate that a driver who had been drinking is “more likely” to be stopped now than three months ago. By comparison, the percent who report that a driver who had been drinking is “more likely” to be stopped is slightly greater in September (28.5 percent) than in June (25 percent)

## **Roadside safety checks**

Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey, 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 safety checks are somewhat different than those in many other states.<sup>13</sup>

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

**Awareness of roadside safety checks.** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” is 28.9 percent in the September survey, down from 30.2 percent in June, but both proportions are up from the 14.1 percent in April.<sup>14</sup>

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<sup>13</sup> In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois road checks, checking vehicles which pass through a road check for all possible traffic violations.

<sup>14</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

*Among recent drinkers, awareness of roadside safety checks is 28.9 percent in both the June and September surveys.*

*Analysis by region.* The level of reported awareness of roadside safety checks in September is greater downstate than in the Chicago area (37.9 percent vs 23.9 percent), a 14 percentage point difference. By contrast, in the June survey, although downstate (32.1 percent) again had more awareness than the Chicago area (29.1 percent), the difference was only 3 percentage points.

**Sources of awareness.**<sup>15</sup> *Of those who had seen or heard anything about roadside safety checks.* In the September survey, more respondents (34.4 percent) indicate they have seen or heard about roadside safety checks from friends or relatives than from any other source. Additionally, 32 percent and 22.2 percent, respectively indicate seeing or hearing about safety checks via television and radio. Also in September, 17.3 percent report seeing or hearing about checks via the newspaper and 18.6 percent report another source.

In the June survey, 31.3 percent of respondents indicate they have seen or heard about safety checks via friends and relatives, the most popular source. 21.7 percent report seeing or hearing about the checks in the newspaper and 15.4 percent indicate the radio as a source in June. 27.2 percent cite another source, 8.6 percentage points higher than in the September survey.

*Among those who indicated they heard about the checks via television,* 61.1 percent in June and 53.3 percent in September said they heard about these checks via a news story or news program. An additional 42.4 percent in June and 36.7 percent in September said they heard about these checks via a commercial or advertisement.<sup>16</sup>

*Among those who indicated they heard about the checks via radio,* 50.4 percent in June and 50.2 percent in September cite a commercial or advertisement. An additional 30.1 percent in June and 17.8 percent in September in report hearing about these via a news story or news program.

*Among those who indicated they read about these checks in a newspaper,* 81.6 percent in June and 76.2 percent in September report the newspaper source as being a news story or news program. Much smaller numbers report a commercial or advertisement (6.2 percent in June; 21 percent in September) and “something else” (9.1 percent in June; 4.7 percent in September).

*By region.* In the Chicago area, 16.7 percent in the June survey and 44.1 percent in the September survey indicate hearing or seeing information about the checks via television, a 27.4 percent increase. This large increase is most likely attributable to the small subgroup size. Downstate, 27.5 percent in June and 18.2 percent in September report hearing or seeing about the checks via television, a 9.3 percent decrease.

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<sup>15</sup> Respondents were allowed to choose multiple selections. Thus, a respondent may indicate she heard about the roadside safety checks from both television and radio.

<sup>16</sup> Respondents were allowed to select as many sources as applicable.

**Personally seeing roadside checks.** *Of those who had seen or heard anything about roadside safety checks.*

In 2015, the statewide percent who report that they have personally seen such checks is 49.1 percent in June and 47.6 percent in September. This is consistent with our findings for June and September across recent years. 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. However, it should be noted that in the April (pre-Memorial) survey, 34.2 percent reported seeing such checks, a figure much lower than those reported in the June and September surveys of recent years.

*By region.* The percent of individuals who report personally seeing the checks differs by region but only in the June survey. In June, 61 percent of Chicago respondents report personally seeing the roadside safety checks compared to 30 percent of downstate respondents. In September, there was almost no difference between the two regions (47.8 percent in the Chicago area; 47.5 percent downstate).

**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,” 61.8 percent in June and 54.1 percent in September report having been through a check. This 7.7 percentage decrease from June to September is large but the September percentage is still higher than the 41.3 percent in April who report having been through a check.*

*By region.* Among those who had personally seen a roadside check, the proportion who reported actually going through a check in the Chicago area decreased 12.3 percentage points from 66.7 percent in June to 54.4 percent in September. Downstate, the percentage increase by 7 percentage points from 46.7 percent in June to 53.7 percent in September.

Calculated on the basis of all sample members, When we examine the proportion who have personally been through a check we as a percentage of the total sample, we find that the percentage of respondents is consistent across the two surveys (14.8 percent in June; 13.8 percent in September). Notably, only 4.8 percent of the total sample in April indicate they have been through such a check.

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

**Awareness of messages about alcohol-impaired driving.** The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” is 61.2 percent in the September survey a 5.4 percentage point increase over the 55.8 percent who report hearing about alcohol impaired driving in the June survey.

*Among recent drinkers*, awareness of these messages increased from 61.3 percent in June to 63.9 percent in September. Awareness was lower among nondrinkers for both surveys (36.3 percent in June; 35.3 percent in September).

*By region.* In the Chicago metro area, we find a 9.3 percentage point increase from June (53.9 percent) to September (63.2 percent). Downstate, we find a small decrease of 1.4 percentage points from June (59 percent) to September (57.6 percent).

**Sources of messages.** *Of those who had seen or heard such messages*, the greatest source of awareness in September was television (82.2 percent) while an additional 49.7 percent report hearing them on the radio and 34.6 percent report reading them in a newspaper. In June, 74.3 percent report television as a source of awareness while 39.3 percent report hearing the messages on the radio and 41.2 percent report reading them in a newspaper.

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 television, 79.1 percent of September respondents were primarily exposed through a commercial or advertisement while 35.3 percent indicate they were exposed via a news story or news program. For radio, most (81.2 percent) report a commercial or advertisement while slightly over one quarter (26.8 percent) report a news story or news program.<sup>17</sup>

*For recent drinkers who indicated awareness of these messages in the September survey*, we also find that television is the most frequent source of exposure (77 percent) followed by a billboard or on the bus (60.8 percent), the radio (49.9 percent), and the newspaper (27.9 percent). 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 (76.9 percent) followed by exposure radio (52.8 percent). Next are exposure through a billboard or road sign (49.9 percent), newspapers (36.4 percent), and posters or bumper stickers (25 percent).

*For the downstate area*, exposure through television is most frequent (80.6 percent) followed by exposure through billboards or bus signs (51.8 percent), radio (43.6 percent), newspapers (30.9 percent), and posters or bumper stickers (30.7 percent).

**Reported trend in number of messages.** *Those who said they were exposed to messages about alcohol impaired driving (55.8 percent in the September sample, 61.2 percent of the June sample, and 56 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.”*

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<sup>17</sup> Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

In September, 6.7 percent of the statewide respondents said the number of messages they had seen/heard was “more than usual,” down from 8.4 percent in June and also slightly less than in April (9.6 percent). Over three-quarters of the September respondents (78.3 percent) said the number is “about the same,” up from 76.2 percent in June but down from the 87.5 percent in April who said this. And, although always infrequent, the percent who said “less than usual” is 9.6 percent in September, 10.5 percent in June, and 2.9 percent in April

*Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” is 9.2 percent in the June survey and 8.7 percent in the September survey.* *By region.* The Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” decreased slightly from 8.2 percent in June to 7.2 percent in September. Downstate, the decrease was slightly greater (8.3 percent in June; 5.9 percent in September).

## **Awareness of selected traffic safety slogans**

Respondents were asked about their awareness of selected traffic safety slogans. April and June respondents were asked about their awareness of 16 slogans while September respondents were asked about 13 slogans. Nine of the latter are related to drinking and driving, with three of the eight having been used in recent media campaigns: **“You drink and drive. You lose”** (or its variant “You drink. You drive. You lose”),<sup>18</sup> **“Drunk driving. Over the limit. Under arrest,”** and the newest, **“Drive sober or get pulled over,”** which was initiated during the recent Labor Day campaign.

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<sup>18</sup> It appears that the wording of the first of these slogans has alternated over the years and over varying formats and communication modes between “You drink and drive, you lose” and “You drink. You drive. You lose.” Currently, both variants of this slogan can be seen in Illinois. We have used the first wording for the 2007 through the most recent telephone surveys.

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

**Table S-1: Awareness Levels in September 2015**

Order	Slogan	Sept level
1	Click It or Ticket	92%
2	<i>Friends don't let friends drive drunk</i>	77.8%
3	<b>You drink and drive. You lose.</b>	<b>70.6%</b>
4	<i>Start seeing motorcycles</i>	61.3%
5	Drive sober or get pulled over	60.4%
6	<i>Drive smart, drive sober</i>	49.9%
7	<b>Buckle up, America</b>	<b>47%</b>
8	Police in Illinois Arrest Drunk Drivers	46.4%
9	<i>Cells phones save lives. Pull over and report a drunken driver</i>	27%
10	<b>Drunk driving. Over the limit. Under arrest</b>	<b>25.1%</b>
11	<i>Drink and drive? Police in Illinois have your number</i>	23.6%
12	<i>Wanna drink and drive, police in Illinois will show you the bars.</i>	23.3%
13	<i>Children in back.</i>	20.1%

Table S-1 shows that the slogan, “You drink and drive. You lose,” is third at 70.6 percent, while the slogan “Buckle up, America” is 7<sup>th</sup> at 47 percent, and “Drunk Driving. Over the limit. Under arrest,” is tenth at 25.1 percent out of the 13 slogans.

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

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

<i>Region</i>	<i>April 2015 Survey</i>	<i>June Pre- test</i>	<i>April to June diff.*</i>	<i>Sept Post-Test 2015</i>	<i>June to Sept. diff.*</i>	<i>Total Diff.</i>
<b>Slogan: You drink and drive. You lose.</b>						
<b>STATEWIDE</b>	<b>60.1%</b>	<b>71%</b>	<b>+10.9%</b>	<b>70.6%</b>	<b>-0.4%</b>	<b>+10.5%</b>
Chicago Metro	56.4%	77.6%	+21.2%	71.0%	-6.6%	+14.6%
Downstate	66.7%	59.6%	-7.1%	69.9%	+10.3%	3.2%
<b>Slogan: Drunk driving. Over the limit. Under arrest.</b>						
<b>STATEWIDE</b>	<b>19.2%</b>	<b>22%</b>	<b>2.8%</b>	<b>25.1%</b>	<b>+3.1%</b>	<b>+5.9%</b>
Chicago Metro	16.7%	22.8%	+6.1%	30.8%	+8.0%	+14.1%
Downstate	23.4%	20.4%	-3%	14.7%	-5.7%	-8.7%
<b>Slogan: Drive sober or get pulled over.</b>						
<b>STATEWIDE</b>	<b>45.7%</b>	<b>57.4%</b>	<b>+11.7%</b>	<b>60.4%</b>	<b>+3%</b>	<b>+14.7%</b>
Chicago Metro	40.7%	61.0%	+20.3%	61.2%	+0.2%	+20.5%
Downstate	54.2%	51.0%	-3.2%	59%	+8%	+4.8%

\*These are percentage point increases/decreases.

**April to September 2015 trends.** Statewide, reported awareness of the “**You drink and drive. You lose**” slogan increases moderately from April to September with 60.1 percent awareness in April to 70.6 percent awareness in September.

*Among recent drinkers,* the awareness level for this slogan is consistent with the sample as a whole with 71.2 percent reporting awareness in the past thirty days

*By region.* In September, awareness of this slogan has increased 14.6 percentage points in the Chicago area from 56.4 percent in April to 71 percent in September. Awareness is highest in the June survey (77.6 percent). Downstate, awareness rose more modestly from 66.7 percent in April to 69.9 percent in September.

Statewide, reported awareness of the “**Drunk driving. Over the limit. Under arrest**” slogan increased slightly from 19.2 percent in April to 25.1 percent in September. The increase occurred gradually with June also seeing a 2.8 percentage point decrease from April.

*Among recent drinkers*, the awareness level is slightly lower than the sample as a whole with 21.8 percent reporting awareness in September.

*By region*, in April, awareness is higher downstate (23.4 percent) than in the Chicago area (16.7 percent). In June, awareness is slightly higher in the Chicago area (22.8 percent) compared to downstate (20.4 percent). In September, awareness in the Chicago area is nearly twice as high compared to downstate (30.8 percent and 14.7 percent, respectively).

Statewide, reported awareness of **the “Drive sober or get pulled over” slogan** increased from 45.7 percent in April to 57.4 percent in June to 60.4 percent in September.

*Among recent drinkers*, awareness in September is 60.6 percent, nearly identical to the sample overall (60.4 percent).

*By region*. In April, a higher percentage of downstate respondents indicated awareness (54.2 percent) compared to Chicago area respondents (40.7 percent), a difference of 13.5 percentage points. This difference evened out a bit in the June survey to 10 percent (61 percent in Chicago; 51 percent downstate). By September, the Chicago area had slightly higher awareness than Downstate (61.2 percent in Chicago; 59 percent downstate).

**The 2002 through 2015 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 2015 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 2015

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%
<b>You drink and drive. You lose</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>55%</b>	<b>62%</b>	<b>78%</b>	<b>68%</b>	<b>73%</b>	<b>78%</b>	<b>70%</b>	<b>65%</b>	<b>77%</b>	<b>74%</b>	<b>70%</b>	<b>76%</b>	<b>76%</b>	<b>82%</b>	<b>81%</b>
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
<b>Drunk driving. Over the limit. Under arrest.</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	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	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%	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%	73%	74%
<b>You drink and drive. You lose</b>	<b>76%</b>	<b>82%</b>	<b>81%</b>	<b>77%</b>	<b>75%</b>	<b>80%</b>	<b>78%</b>	<b>74%</b>	<b>84%</b>	<b>78%</b>	<b>78%</b>	<b>82%</b>	<b>79%</b>	<b>77%</b>	<b>74%</b>	<b>69%</b>	<b>73%</b>	<b>74%</b>	<b>73%</b>	<b>66%</b>
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	59%	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%	49%	47%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%	50%	52%	56%	57%	59%								
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	45%	46%	41%
<b>Drive sober or get pulled over</b>	<b>na</b>	<b>20%</b>	<b>37%</b>	<b>34%</b>	<b>36%</b>	<b>46%</b>	<b>42%</b>	<b>56%</b>												
<b>Drunk driving. Over the limit. Under arrest.</b>	<b>29%</b>	<b>24%</b>	<b>27%</b>	<b>26%</b>	<b>26%</b>	<b>35%</b>	<b>33%</b>	<b>29%</b>	<b>41%</b>	<b>36%</b>	<b>40%</b>	<b>38%</b>	<b>33%</b>	<b>34%</b>	<b>33%</b>	<b>34%</b>	<b>31%</b>	<b>29%</b>	<b>28%</b>	<b>24%</b>
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%	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%	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%	18%	19%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	18%	18%	21%
55 still the law for trucks in Chicago area	na	14%	na	na	17%	18%	12%	13%	15%	17%										
Rest Area = Text Area	na	16%	na	na	16%	14%	14%	14%	16%	13%										
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%	7%	7%	8%	5%	6%										

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

Slogan	Apr '14	Jun '14	Sept '14	Apr '15	Jun '15	Sept '15
Click It or Ticket	88%	87%	94%	88%	90%	92%
Friends don't let friends drive drunk	72%	72%	81%	72%	76%	78%
<b>You drink and drive. You lose</b>	<b>67%</b>	<b>66%</b>	<b>74%</b>	<b>60%</b>	<b>71%</b>	<b>71%</b>
Drive smart, drive sober	46%	44%	55%	43%	56%	50%
Police in Illinois arrest drunk drivers*	44%	48%	43%	40%	47%	46%
Start Seeing Motorcycles	<b>52%</b>	<b>61%</b>	<b>56%</b>	<b>52%</b>	<b>65%</b>	<b>61%</b>
Buckle Up America	32%	44%	42%	38%	47%	47%
<b>Drive sober or get pulled over</b>	<b>48%</b>	<b>45%</b>	<b>56%</b>	<b>46%</b>	<b>57%</b>	<b>60%</b>
<b>Drunk driving. Over the limit. Under arrest.</b>	<b>20%</b>	<b>23%</b>	<b>28%</b>	<b>19%</b>	<b>20%</b>	<b>24%</b>
Cell phones save lives. Pull over and report a drunk driver.	25%	27%	29%	26%	35%	27%
Drink and drive? Police in Illinois have your number	17%	22%	19%	19%	20%	24%
Wanna drink and drive, police in Illinois will show you the bars*	18%	21%	21%	18%	22%	23%
Children in back	19%	23%	21%	19%	20%	20%
55 still the law for trucks in Chicago area	19%	16%	20%	11%	15%	na
Rest Area = Text Area	11%	13%	19%	15%	12%	na
CSA 2010: Get the Facts, Know the Law – What's your score?	5%	6%	9%	3%	10%	na

## Social Media Supplement

The September survey contained a supplement in which respondents were asked about their awareness of The Driving Dead, an innovative advertising campaign that featured the actor Michael Rooker from the TV shows, “The Walking Dead.” This campaign was different from a traditional campaign in that the focus was on social media – individuals were able to connect with the series via Facebook, Twitter, and Instagram. We asked three questions about “The Driving Dead”, one referring to awareness and two which asked about the appropriateness of a social media campaign in teaching young adults about seatbelt use and driving under the influence of alcohol respectively.

In addition, because of the widespread adoption of social media by individuals of all ages, it was important to get a gauge of awareness of IDOT social media presence more generally. We therefore asked whether respondents were aware of IDOT’s presence on Facebook, Twitter, or Instagram, and for those who were, whether they have personally visited at least one of these sites. We then asked the full sample, how likely, if at all, they would be to visit any of IDOT’s social media sites. Because we were interested in the use of social media by the sample, we also asked respondents whether they have visited any of five social media sites: Facebook, Instagram, YouTube, Snapchat, or Pinterest. Finally, we asked an open-ended question about the *most effective way* to reach young drivers about issues like texting while driving, alcohol-impaired driving, and seatbelt use. Responses to this question were then coded by SRO researchers.

### Awareness and Perceived Effectiveness of “The Driving Dead”

Statewide, 13.4 percent report having heard of *The Walking Dead*, prior to the day they took the survey. We find that there is some variance by region; 15.5 percent in the Chicago area reporting having heard of the series compared to 9.4 percent downstate. Despite the fact that 13.4 percent report awareness of the series, 65.2 percent indicate that a social media campaigns like “The Driving Dead” are an effective way to teach young adults about seat belt use (67.2 percent in Chicago; 61.5 percent Downstate). Additionally, 67.4 percent report that social media campaigns are an effective way to teach young adults about driving under the influence of alcohol (68.3 percent in Chicago; 65.9 downstate). When the responses are examined more carefully, it becomes apparent that support for these campaigns could be higher if more individuals knew more about them; 19.2 percent say they “don’t know” whether the campaigns are effective in teaching about seatbelts and 14.1 percent say they “don’t know” whether they are effective in teaching about driving under the influence.

## **Awareness and IDOT Social Media Presence**

Respondents in the September statewide sample are largely unaware of IDOT's social media presence as only 16.2 percent of the full sample indicate that they have heard of "at least one" of the sites on which IDOT has a presence (Facebook, Twitter, and YouTube). In the Chicago area, 19.6 percent say they are aware of IDOT's presence on at least one of the sites - more than double the 9.6 percent of downstate respondents. For those respondents who indicated they were aware of IDOT's presence 43.8 percent statewide say they have "personally visited" at least one of the sites. When we examine the results by region, we find that 45.6 percent of Chicago area respondents say have "personally visited" one of the sites compared to 38.9 percent of downstate respondents who say this.

## **Likelihood of visiting IDOT's social media sites**

Statewide, a plurality of respondents (48.4 percent) say they are "not likely at all" to visit any of IDOT's social media sites in the future while 22 percent say they are "not very likely." By contrast, 18.9 percent say they are "somewhat likely" to visit IDOT via social media and 7.8 percent say they are "very likely" to do so. We find that respondents in the Chicago area report that they "somewhat likely" or "very likely" (32.7 percent combined) to visit IDOT via social media compared to downstate respondents (15.8 percent combined). Indeed, while 42 percent of Chicago area respondents say they are "not likely at all" to visit IDOT via social media, 59.9 percent of downstate respondents report this, a figure 17.9 percentage points higher than in Chicago.

## **Social Media sites visited**

In a multiple response question, a majority of respondents in the sample report having visited both Facebook (80.8 percent) and YouTube (52.5 percent) in the past seven days while smaller numbers have visited Instagram (23.4 percent), Pinterest (20.9 percent), and Snapchat (16.5) percent. When we examine these by region, we find that Facebook usage is higher downstate (87.7 percent) than in the Chicago area (77.4 percent). We find that Instagram use is higher in Chicago (25.9 percent) than downstate (18.2 percent), whereas visiting YouTube is consistent across both regions (53.1 percent in Chicago; 51.5 percent downstate).

## **Reaching young drivers about issues like texting while driving, alcohol-impaired driving, and seatbelt use (coded responses)**

When asked for their opinion as to what would be the best way to reach young drivers, of those who offered a response (i.e., not "don't know"), a majority (50.5 percent) indicate that social media is the best way to accomplish this goal. A further 19.6 percent believe that traditional campaigns such those conducted via billboards, signs, television, and newspaper would be an effective way to target this population while nineteen percent of the full sample indicate that educational campaigns, such as those targeting young adults at high schools and colleges are the most effective way to reach this population. Smaller percentages (5.6 percent) report police enforcement measures or some other response (5 percent).

That such a strong majority of respondents suggest that the most effective way to reach young drivers is an interesting finding. Given that over 80 percent of the sample Facebook however, a focus on social media campaigns may be an effective way to reach this population. With that said, some caution is advised in interpreting these results as many respondents did not answer this question. Furthermore, the question was posed after questions about social media were asked; therefore social media usage was likely highly salient to respondents.

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

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

1	2	3	4						5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost					
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations									
Burnham	32.0	143	97	67.8%	5	3.5%	0	0.0%	13.4	\$28.53	\$127.49	\$4,079.61					
Carpentersville	50.0	33	1	3.0%	4	12.1%	0	0.0%	90.9	\$93.87	\$61.95	\$3,097.60					
Harwood Heights	52.0	44	4	9.1%	0	0.0%	0	0.0%	70.9	\$45.34	\$38.37	\$1,995.00					
Kewanee	96.0	45	25	55.6%	1	2.2%	1	2.2%	128.0	\$85.64	\$40.14	\$3,853.68					
LaSalle	27.0	14	0	0.0%	1	7.1%	0	0.0%	115.7	\$81.27	\$42.14	\$1,137.83					
McLeansboro	25.0	18	0	0.0%	1	5.6%	0	0.0%	83.3	\$32.00	\$23.04	\$576.00					
Pike County	40.0	10	0	0.0%	0	0.0%	0	0.0%	240.0	\$141.88	\$35.47	\$1,418.80					
Sterling	50.0	24	0	0.0%	1	4.2%	0	0.0%	125.0	\$70.85	\$34.01	\$1,700.40					
<b>Holiday Grants Total</b>	<b>372.0</b>	<b>331</b>	<b>127</b>	<b>38.4%</b>	<b>13</b>	<b>3.9%</b>	<b>1</b>	<b>0.3%</b>	<b>67.4</b>	<b>\$53.95</b>	<b>\$48.01</b>	<b>\$17,858.92</b>					

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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: Total number of mobile phone citations written by law enforcement agency during the statewide enforcement period
- Column 9: Percentage of total citations that were mobile phone citations
- Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 11: Cost per citation = Total Cost / Number of Citations
- Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 6: STEP GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Algonquin	46.0	27	5	18.5%	1	3.7%	7	25.9%	102.2	\$91.97	\$53.98	\$2,483.29
Arlington Heights	134.0	211	105	49.8%	0	0.0%	5	2.4%	38.1	\$46.68	\$73.50	\$9,849.56
Bartlett	38.0	55	18	32.7%	2	3.6%	1	1.8%	41.5	\$44.45	\$64.34	\$2,444.88
Bartonville	20.0	15	0	0.0%	0	0.0%	0	0.0%	80.0	\$56.12	\$42.09	\$841.80
Belvidere	103.0	71	0	0.0%	4	5.6%	0	0.0%	87.0	\$65.49	\$45.15	\$4,650.09
Blue Island	16.0	32	16	50.0%	0	0.0%	0	0.0%	30.0	\$25.75	\$51.50	\$824.00
Boone County	144.0	134	39	29.1%	1	0.7%	45	33.6%	64.5	\$51.67	\$48.08	\$6,923.44
Bourbonnais	15.0	24	5	20.8%	0	0.0%	0	0.0%	37.5	\$24.01	\$38.42	\$576.25
Bradley	32.0	19	4	21.1%	1	5.3%	0	0.0%	101.1	\$98.33	\$58.38	\$1,868.18
Buffalo Grove	53.0	55	23	41.8%	1	1.8%	6	10.9%	57.8	\$70.67	\$73.34	\$3,887.03
Bull Valley	24.0	28	0	0.0%	1	3.6%	0	0.0%	51.4	\$30.63	\$35.73	\$857.50
Calumet City	113.0	223	134	60.1%	1	0.4%	1	0.4%	30.4	\$31.15	\$61.48	\$6,947.49
Carbondale	15.0	19	5	26.3%	0	0.0%	1	5.3%	47.4	\$31.49	\$39.89	\$598.40
Champaign	15.0	10	5	50.0%	0	0.0%	0	0.0%	90.0	\$83.08	\$55.38	\$830.75
Chatham	64.0	35	14	40.0%	0	0.0%	9	25.7%	109.7	\$67.99	\$37.18	\$2,379.66
Cherry Valley	26.0	38	4	10.5%	0	0.0%	0	0.0%	41.1	\$27.48	\$40.16	\$1,044.10
Chicago Heights	105.0	201	186	92.5%	1	0.5%	1	0.5%	31.3	\$23.20	\$44.41	\$4,662.91
Chicago Ridge	24.0	36	18	50.0%	0	0.0%	9	25.0%	40.0	\$33.73	\$50.59	\$1,214.20
Cicero	75.0	88	86	97.7%	0	0.0%	0	0.0%	51.1	\$50.23	\$58.93	\$4,419.80
Clarendon Hills	36.0	34	17	50.0%	0	0.0%	10	29.4%	63.5	\$65.10	\$61.48	\$2,213.28
Collinsville	124.0	156	34	21.8%	1	0.6%	20	12.8%	47.7	\$41.72	\$52.49	\$6,508.51
Columbia	37.0	36	17	47.2%	1	2.8%	0	0.0%	61.7	\$51.41	\$50.02	\$1,850.80

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Crystal Lake	115.0	101	5	5.0%	2	2.0%	19	18.8%	68.3	\$66.72	\$58.60	\$6,739.22
Danville	64.0	68	11	16.2%	2	2.9%	1	1.5%	56.5	\$45.25	\$48.07	\$3,076.76
Decatur	149.0	139	43	30.9%	5	3.6%	17	12.2%	64.3	\$61.65	\$57.51	\$8,568.75
Dekalb	22.0	30	18	60.0%	0	0.0%	2	6.7%	44.0	\$41.68	\$56.84	\$1,250.42
Downers Grove	86.0	89	25	28.1%	1	1.1%	7	7.9%	58.0	\$62.93	\$65.13	\$5,600.99
East Hazel Crest	41.0	45	14	31.1%	1	2.2%	1	2.2%	54.7	\$31.73	\$34.82	\$1,427.65
East Moline	104.0	105	31	29.5%	0	0.0%	5	4.8%	59.4	\$48.23	\$48.70	\$5,064.52
East Peoria	74.0	84	15	17.9%	3	3.6%	2	2.4%	52.9	\$45.33	\$51.46	\$3,807.87
Edwardsville	65.0	57	15	26.3%	3	5.3%	1	1.8%	68.4	\$57.37	\$50.31	\$3,270.33
Elgin	260.0	323	178	55.1%	3	0.9%	12	3.7%	48.3	\$47.07	\$58.47	\$15,202.23
Elk Grove Village	268.0	708	559	79.0%	2	0.3%	36	5.1%	22.7	\$25.75	\$68.02	\$18,229.37
Evanston	79.0	146	59	40.4%	0	0.0%	67	45.9%	32.5	\$35.16	\$64.97	\$5,132.84
Flora	90.0	39	6	15.4%	0	0.0%	0	0.0%	138.5	\$101.08	\$43.80	\$3,942.20
Forest Park	48.0	52	18	34.6%	4	7.7%	2	3.8%	55.4	\$49.54	\$53.67	\$2,576.04
Freeport	50.0	58	13	22.4%	4	6.9%	1	1.7%	51.7	\$32.71	\$37.94	\$1,897.12
Galesburg	68.0	87	5	5.7%	6	6.9%	2	2.3%	46.9	\$33.63	\$43.03	\$2,925.73
Grandview	60.0	51	27	52.9%	4	7.8%	3	5.9%	70.6	\$23.53	\$20.00	\$1,200.00
Granite City	70.0	71	15	21.1%	0	0.0%	3	4.2%	59.2	\$51.61	\$52.35	\$3,664.16
Grayslake	43.0	44	13	29.5%	0	0.0%	4	9.1%	58.6	\$66.46	\$68.01	\$2,924.25
Grundy County	102.0	112	56	50.0%	4	3.6%	6	5.4%	54.6	\$42.49	\$46.66	\$4,759.32
Gurnee	56.5	51	32	62.7%	3	5.9%	0	0.0%	66.5	\$69.07	\$62.34	\$3,522.47
Highland Park	10.0	18	10	55.6%	0	0.0%	2	11.1%	33.3	\$38.91	\$70.04	\$700.35

**Table 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Hillside	88.0	105	31	29.5%	2	1.9%	33	31.4%	50.3	\$53.35	\$63.66	\$5,601.88
Hinsdale	96.0	144	94	65.3%	0	0.0%	10	6.9%	40.0	\$45.23	\$67.85	\$6,513.37
Hoffman Estates	92.0	100	23	23.0%	4	4.0%	20	20.0%	55.2	\$64.15	\$69.73	\$6,415.32
Homewood	57.0	71	57	80.3%	0	0.0%	0	0.0%	48.2	\$43.49	\$54.18	\$3,088.03
Jerome	54.0	59	13	22.0%	1	1.7%	5	8.5%	54.9	\$30.56	\$33.39	\$1,802.82
Kankakee	67.0	64	14	21.9%	3	4.7%	16	25.0%	62.8	\$53.57	\$51.18	\$3,428.74
Kildeer	16.0	15	1	6.7%	0	0.0%	0	0.0%	64.0	\$47.25	\$44.30	\$708.72
Kirkland	20.0	9	2	22.2%	0	0.0%	0	0.0%	133.3	\$83.43	\$37.54	\$750.88
Lake Bluff	14.0	13	0	0.0%	3	23.1%	0	0.0%	64.6	\$64.71	\$60.09	\$841.26
Lake in the Hills	55.0	44	1	2.3%	6	13.6%	2	4.5%	75.0	\$71.79	\$57.43	\$3,158.83
Lake Villa	48.0	25	10	40.0%	2	8.0%	4	16.0%	115.2	\$75.97	\$39.57	\$1,899.34
Lakemoor	34.0	37	0	0.0%	0	0.0%	1	2.7%	55.1	\$40.96	\$44.58	\$1,515.56
Libertyville	45.0	28	12	42.9%	2	7.1%	3	10.7%	96.4	\$103.01	\$64.09	\$2,884.24
Lincolnshire	24.0	14	0	0.0%	0	0.0%	0	0.0%	102.9	\$118.46	\$69.10	\$1,658.46
Lincolnwood	12.0	11	10	90.9%	0	0.0%	0	0.0%	65.5	\$82.24	\$75.39	\$904.68
Lisle	70.0	86	8	9.3%	2	2.3%	15	17.4%	48.8	\$49.78	\$61.15	\$4,280.69
Lockport	69.0	64	24	37.5%	3	4.7%	3	4.7%	64.7	\$61.92	\$57.43	\$3,962.88
Lombard	86.0	109	29	26.6%	1	0.9%	20	18.3%	47.3	\$52.68	\$66.77	\$5,742.34
Loves Park	35.0	55	16	29.1%	4	7.3%	0	0.0%	38.2	\$20.67	\$32.48	\$1,136.86
Macomb	46.0	33	12	36.4%	0	0.0%	0	0.0%	83.6	\$47.14	\$33.82	\$1,555.76
Marseilles	34.0	7	6	85.7%	0	0.0%	0	0.0%	291.4	\$192.09	\$39.55	\$1,344.66
Mattoon	59.0	35	9	25.7%	5	14.3%	1	2.9%	101.1	\$70.91	\$42.06	\$2,481.80

**Table 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Maywood	72.0	61	36	59.0%	0	0.0%	24	39.3%	70.8	\$84.87	\$71.90	\$5,177.04
McCullom Lake	40.0	35	11	31.4%	0	0.0%	7	20.0%	68.6	\$32.00	\$28.00	\$1,120.00
McHenry	84.0	83	22	26.5%	1	1.2%	18	21.7%	60.7	\$61.43	\$60.70	\$5,098.76
McHenry County	64.0	58	0	0.0%	1	1.7%	1	1.7%	66.2	\$48.80	\$44.22	\$2,830.28
Midlothian	116.0	207	96	46.4%	0	0.0%	60	29.0%	33.6	\$27.61	\$49.27	\$5,715.25
Moline	44.0	45	9	20.0%	0	0.0%	3	6.7%	58.7	\$44.07	\$45.07	\$1,983.09
Montgomery	32.0	33	23	69.7%	0	0.0%	0	0.0%	58.2	\$50.24	\$51.81	\$1,657.76
Morton	74.0	59	26	44.1%	1	1.7%	0	0.0%	75.3	\$60.56	\$48.29	\$3,573.11
Naperville	141.0	124	31	25.0%	4	3.2%	8	6.5%	68.2	\$79.95	\$70.31	\$9,914.38
North Aurora	58.0	118	30	25.4%	2	1.7%	21	17.8%	29.5	\$27.77	\$56.49	\$3,276.67
North Pekin	96.0	87	15	17.2%	5	5.7%	4	4.6%	66.2	\$26.70	\$24.20	\$2,322.72
Northern Illinois U.	40.0	32	2	6.3%	4	12.5%	0	0.0%	75.0	\$57.90	\$46.32	\$1,852.88
Oak Brook	18.0	31	16	51.6%	0	0.0%	4	12.9%	34.8	\$31.22	\$53.76	\$967.68
Oak Forest	141.0	163	160	98.2%	0	0.0%	0	0.0%	51.9	\$49.90	\$57.68	\$8,133.49
Oak Park	59.0	58	29	50.0%	2	3.4%	7	12.1%	61.0	\$67.28	\$66.14	\$3,902.22
Oakbrook Terrace	32.0	51	27	52.9%	0	0.0%	4	7.8%	37.6	\$34.49	\$54.96	\$1,758.84
Orland Park	144.0	277	80	28.9%	2	0.7%	34	12.3%	31.2	\$32.79	\$63.08	\$9,083.64
Oswego	182.0	264	171	64.8%	0	0.0%	49	18.6%	41.4	\$41.02	\$59.51	\$10,830.26
Palatine	115.0	92	30	32.6%	2	2.2%	18	19.6%	75.0	\$85.17	\$68.14	\$7,835.85
Palos Heights	54.0	59	35	59.3%	1	1.7%	19	32.2%	54.9	\$48.24	\$52.71	\$2,846.44
Park City	52.0	101	37	36.6%	2	2.0%	0	0.0%	30.9	\$27.48	\$53.37	\$2,775.00
Peoria	27.0	33	2	6.1%	1	3.0%	0	0.0%	49.1	\$46.65	\$57.01	\$1,539.39

**Table 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Peoria County	42.0	28	13	46.4%	0	0.0%	0	0.0%	90.0	\$59.18	\$39.45	\$1,657.00
Peru	71.0	20	4	20.0%	4	20.0%	0	0.0%	213.0	\$132.37	\$37.29	\$2,647.48
Plainfield	122.0	174	77	44.3%	2	1.1%	5	2.9%	42.1	\$48.21	\$68.75	\$8,388.10
Prospect Heights	32.0	51	26	51.0%	2	3.9%	5	9.8%	37.6	\$37.68	\$60.05	\$1,921.74
Quincy	177.0	181	103	56.9%	3	1.7%	0	0.0%	58.7	\$52.46	\$53.64	\$9,495.15
River Forest	21.5	20	12	60.0%	0	0.0%	0	0.0%	64.5	\$75.47	\$70.20	\$1,509.36
River Grove	60.0	63	33	52.4%	6	9.5%	12	19.0%	57.1	\$50.78	\$53.32	\$3,199.04
Riverside	25.0	25	0	0.0%	0	0.0%	0	0.0%	60.0	\$55.81	\$55.81	\$1,395.15
Rock Island	108.0	118	39	33.1%	5	4.2%	4	3.4%	54.9	\$43.19	\$47.18	\$5,095.87
Rock Island County	20.0	16	0	0.0%	5	31.3%	0	0.0%	75.0	\$32.57	\$26.06	\$521.12
Rockford	77.0	70	30	42.9%	3	4.3%	7	10.0%	66.0	\$48.18	\$43.80	\$3,372.88
Rolling Meadows	5.0	7	4	57.1%	0	0.0%	0	0.0%	42.9	\$57.17	\$80.04	\$400.19
Romeoville	47.0	44	24	54.5%	0	0.0%	2	4.5%	64.1	\$74.22	\$69.48	\$3,265.74
Roselle	79.0	76	25	32.9%	1	1.3%	7	9.2%	62.4	\$55.39	\$53.29	\$4,209.98
Rosemont	92.0	120	31	25.8%	4	3.3%	5	4.2%	46.0	\$43.86	\$57.21	\$5,263.63
Round Lake Heights	20.0	46	40	87.0%	0	0.0%	4	8.7%	26.1	\$15.76	\$36.26	\$725.16
Round Lake Park	190.0	184	29	15.8%	8	4.3%	35	19.0%	62.0	\$49.68	\$48.11	\$9,141.41
Saint Charles	52.0	32	2	6.3%	5	15.6%	1	3.1%	97.5	\$108.71	\$66.90	\$3,478.80
Sangamon County	5.5	5	4	80.0%	0	0.0%	1	20.0%	66.0	\$55.17	\$50.15	\$275.83
Schaumburg	78.0	45	32	71.1%	1	2.2%	9	20.0%	104.0	\$121.08	\$69.85	\$5,448.66
Shorewood	51.0	69	13	18.8%	0	0.0%	3	4.3%	44.3	\$40.29	\$54.52	\$2,780.27
Silvis	30.0	37	8	21.6%	0	0.0%	5	13.5%	48.6	\$36.04	\$44.44	\$1,333.34

**Table 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Sleepy Hollow	24.0	19	0	0.0%	0	0.0%	0	0.0%	75.8	\$41.77	\$33.07	\$793.56
South Barrington	53.0	48	5	10.4%	1	2.1%	5	10.4%	66.3	\$64.17	\$58.12	\$3,080.22
South Chicago Hts	73.0	290	178	61.4%	0	0.0%	15	5.2%	15.1	\$5.96	\$23.69	\$1,729.37
Southern View	96.0	83	4	4.8%	1	1.2%	8	9.6%	69.4	\$33.97	\$29.37	\$2,819.76
Spring Grove	4.0	5	0	0.0%	0	0.0%	0	0.0%	48.0	\$39.06	\$48.83	\$195.32
Streamwood	52.0	67	34	50.7%	2	3.0%	4	6.0%	46.6	\$46.43	\$59.83	\$3,110.96
Tazewell County	157.0	147	28	19.0%	2	1.4%	20	13.6%	64.1	\$46.22	\$43.28	\$6,794.82
Troy	86.0	105	39	37.1%	4	3.8%	6	5.7%	49.1	\$37.14	\$45.35	\$3,899.92
Waukegan	172.0	246	163	66.3%	5	2.0%	4	1.6%	42.0	\$49.82	\$71.26	\$12,255.86
West Chicago	59.0	24	4	16.7%	1	4.2%	3	12.5%	147.5	\$162.03	\$65.91	\$3,888.61
Western Illinois Task Force/Monmouth	82.0	90	14	15.6%	3	3.3%	2	2.2%	54.7	\$32.98	\$36.20	\$2,968.34
Wheeling	193.0	352	129	36.6%	1	0.3%	73	20.7%	32.9	\$39.19	\$71.48	\$13,795.10
Winnebago County	174.0	122	21	17.2%	6	4.9%	3	2.5%	85.6	\$71.67	\$50.25	\$8,744.12
Winthrop Harbor	45.0	47	8	17.0%	4	8.5%	0	0.0%	57.4	\$44.46	\$46.44	\$2,089.80
Wood Dale	97.0	99	66	66.7%	3	3.0%	0	0.0%	58.8	\$56.17	\$57.32	\$5,560.50
Woodridge	114.0	264	160	60.6%	0	0.0%	23	8.7%	25.9	\$26.76	\$61.97	\$7,064.31
Woodstock	42.5	39	15	38.5%	1	2.6%	0	0.0%	65.4	\$26.10	\$23.95	\$1,018.04

**Table 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
<b>STEP GRANTS ONLY SUBTOTAL</b>	8,918.0	10,702	4,580	42.8%	211	2.0%	993	9.3%	50.0	\$45.27	\$54.33	\$484,564.89

- 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 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 agency during the statewide enforcement period
- Column 7: Percentage of total citations that were DUI citations
- Column 8: Total number of mobile phone citations written by law enforcement agency during the statewide enforcement period
- Column 9: Percentage of total citations that were mobile phone citations
- Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 11: Cost per citation = Total Cost / Number of Citations
- Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

*Program Descriptions:* STEP – Sustained Traffic Enforcement Program

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

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Grant Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
MINI	Berwyn	115.0	120	34	28.3%	4	3.3%	6	5.0%	57.5	\$57.42	\$59.91	\$6,890.00
STEP	Berwyn	97.0	256	195	76.2%	2	0.8%	12	4.7%	22.7	\$22.11	\$58.36	\$5,661.28
eLAP	Cahokia	66.0	86	12	14.0%	3	3.5%	0	0.0%	46.0	\$37.41	\$48.75	\$3,217.34
STEP	Cahokia	87.0	108	33	30.6%	3	2.8%	0	0.0%	48.3	\$39.72	\$49.31	\$4,290.04
eLAP	Carol Stream	81.0	63	20	31.7%	7	11.1%	0	0.0%	77.1	\$72.63	\$56.49	\$4,575.90
STEP	Carol Stream	170.0	203	90	44.3%	15	7.4%	14	6.9%	50.2	\$49.26	\$58.82	\$9,999.05
LAP	Chicago*	366.0	894	133	14.9%	21	2.3%	2	0.2%	24.6	\$26.33	\$64.31	\$23,537.46
STEP	Chicago*	378.0	313	91	29.1%	16	5.1%	1	0.3%	72.5	\$76.12	\$63.03	\$23,825.34
eLAP	Cook County	204.0	127	1	0.8%	0	0.0%	0	0.0%	96.4	\$89.38	\$55.64	\$11,351.06
STEP	Cook County	283.5	449	128	28.5%	1	0.2%	42	9.4%	37.9	\$37.74	\$59.77	\$16,943.81
eLAP	Elmhurst	27.0	17	4	23.5%	2	11.8%	0	0.0%	95.3	\$96.32	\$60.65	\$1,637.51
STEP	Elmhurst	93.0	103	50	48.5%	9	8.7%	5	4.9%	54.2	\$57.30	\$63.47	\$5,902.30
eLAP	Franklin Park	29.0	94	10	10.6%	0	0.0%	0	0.0%	18.5	\$18.99	\$61.54	\$1,784.62
STEP	Franklin Park	48.0	73	15	20.5%	3	4.1%	0	0.0%	39.5	\$40.39	\$61.43	\$2,948.64
MINI	Hanover Park	42.0	25	1	4.0%	0	0.0%	1	4.0%	100.8	\$83.22	\$49.53	\$2,080.44
STEP	Hanover Park	84.0	51	11	21.6%	2	3.9%	2	3.9%	98.8	\$82.69	\$50.20	\$4,217.16
eLAP	Joliet	223.8	122	10	8.2%	0	0.0%	0	0.0%	110.0	\$136.69	\$74.51	\$16,676.43
STEP	Joliet	71.0	44	5	11.4%	1	2.3%	1	2.3%	96.8	\$117.23	\$72.65	\$5,157.97
eLAP	Lake County	35.0	52	6	11.5%	1	1.9%	0	0.0%	40.4	\$39.71	\$59.00	\$2,064.97
STEP	Lake County	123.0	137	50	36.5%	6	4.4%	5	3.6%	53.9	\$53.06	\$59.10	\$7,269.02
MINI	Lake Zurich	56.0	33	2	6.1%	3	9.1%	3	9.1%	101.8	\$111.02	\$65.42	\$3,663.72
STEP	Lake Zurich	48.0	30	2	6.7%	5	16.7%	4	13.3%	96.0	\$107.50	\$67.19	\$3,224.96

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\*Personnel costs for Chicago are approximated by taking the proposed hourly wage and multiplying that by the total enforcement hours conducted.

**TABLE 7: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Grant Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
eLAP	Niles	60.0	18	10	55.6%	2	11.1%	0	0.0%	200.0	\$252.56	\$75.77	\$4,546.08
STEP	Niles	92.0	47	26	55.3%	0	0.0%	3	6.4%	117.4	\$115.54	\$59.02	\$5,430.15
MINI	North Riverside	40.0	92	31	33.7%	1	1.1%	19	20.7%	26.1	\$23.51	\$54.07	\$2,162.64
STEP	North Riverside	44.0	91	21	23.1%	1	1.1%	9	9.9%	29.0	\$25.80	\$53.36	\$2,347.78
MINI	Olympia Fields	30.0	26	2	7.7%	1	3.8%	1	3.8%	69.2	\$61.47	\$53.28	\$1,598.31
STEP	Olympia Fields	27.0	33	20	60.6%	0	0.0%	2	6.1%	49.1	\$45.55	\$55.67	\$1,503.18
MINI	Saint Clair County	60.0	33	2	6.1%	3	9.1%	0	0.0%	109.1	\$74.78	\$41.13	\$2,467.87
STEP	Saint Clair County	260.0	209	64	30.6%	2	1.0%	2	1.0%	74.6	\$53.17	\$42.74	\$11,113.54
eLAP	Skokie	60.3	31	9	29.0%	0	0.0%	0	0.0%	116.6	\$150.94	\$77.60	\$4,679.16
STEP	Skokie	71.0	80	9	11.3%	1	1.3%	2	2.5%	53.3	\$49.57	\$55.85	\$3,965.29
MINI	South Elgin	156.0	68	3	4.4%	2	2.9%	4	5.9%	137.6	\$139.18	\$60.67	\$9,464.52
STEP	South Elgin	73.0	68	35	51.5%	1	1.5%	0	0.0%	64.4	\$60.30	\$56.17	\$4,100.11
eLAP	South Holland	42.0	12	0	0.0%	0	0.0%	1	8.3%	210.0	\$171.02	\$48.86	\$2,052.28
STEP	South Holland	15.0	16	14	87.5%	0	0.0%	1	6.3%	56.3	\$58.22	\$62.10	\$931.50
MINI	Springfield	16.0	19	2	10.5%	0	0.0%	0	0.0%	50.5	\$51.53	\$61.19	\$979.00
STEP	Springfield	50.0	74	13	17.6%	3	4.1%	1	1.4%	40.5	\$34.98	\$51.76	\$2,588.08
eLAP	Summit	40.0	23	1	4.3%	2	8.7%	0	0.0%	104.3	\$93.36	\$53.68	\$2,147.25
MINI	Summit	61.0	58	5	8.6%	5	8.6%	2	3.4%	63.1	\$53.87	\$51.22	\$3,124.20
STEP	Summit	161.0	268	108	40.3%	3	1.1%	28	10.4%	36.0	\$28.97	\$48.22	\$7,763.22
MINI	Villa Park	40.0	46	2	4.3%	0	0.0%	6	13.0%	52.2	\$50.21	\$57.75	\$2,309.88
STEP	Villa Park	40.0	46	2	4.3%	2	4.3%	3	6.5%	52.2	\$50.79	\$58.41	\$2,336.40

**TABLE 7: (continued)**

1	2	3	4	5						11	12	13	14
Grant Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Citations				
MINI	Will County	68.0	82	5	6.1%	2	2.4%	5	6.1%	49.8	\$50.21	\$60.54	\$4,116.84
STEP	Will County	80.0	163	18	11.0%	4	2.5%	7	4.3%	29.4	\$28.77	\$58.63	\$4,690.00
eLAP	Williamson Co.	72.0	41	2	4.9%	3	7.3%	1	2.4%	105.4	\$57.10	\$32.51	\$2,341.00
MINI	Williamson Co.	36.0	18	3	16.7%	0	0.0%	0	0.0%	120.0	\$76.50	\$38.25	\$1,376.94
STEP	Williamson Co.	58.0	44	2	4.5%	2	4.5%	0	0.0%	79.1	\$46.89	\$35.57	\$2,062.94
eLAP GRANTS SUBTOTAL		940.0	686	85	12.4%	20	2.9%	2	0.3%	82.2	\$83.20	\$60.72	\$57,073.60
LAP GRANTS SUBTOTAL		366.0	894	133	14.9%	21	2.3%	2	0.2%	24.6	\$26.33	\$64.31	\$23,537.46
MINI GRANTS SUBTOTAL		720.0	620	92	14.8%	21	3.4%	47	7.6%	69.7	\$64.89	\$55.88	\$40,234.36
STEP GRANTS SUBTOTAL		2,453.5	2,906	1,002	34.5%	82	2.8%	144	5.0%	52.6	\$47.58	\$56.36	\$138,271.76
<b>AGENCIES WITH MULTIPLE GRANTS TOTAL</b>		<b>4,479.5</b>	<b>5,106</b>	<b>1,312</b>	<b>25.7%</b>	<b>144</b>	<b>2.8%</b>	<b>195</b>	<b>3.8%</b>	<b>52.6</b>	<b>\$50.75</b>	<b>\$57.84</b>	<b>\$259,117.18</b>

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- Column 1: Grant type of participating agency
- 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: Total number of mobile phone citations written by law enforcement agency during the statewide enforcement period
- Column 10: Percentage of total citations that were mobile phone citations
- Column 11: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 12: Cost per citation = Total Cost / Number of Citations
- Column 13: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 14: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

*Program Descriptions:* STEP – Sustained Traffic Enforcement Program; eLAP – electronic Local Alcohol Program; MINI – holiday mobilization program; LAP – Local Alcohol Program

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

1	2	3	4	5	6	7	8	9	10	11	12	13
Program	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Citations				
eLAP GRANTS SUBTOTAL	940.0	686	85	12.4%	20	2.9%	2	0.3%	82.2	\$83.20	\$60.72	\$57,073.60
LAP GRANTS SUBTOTAL	366.0	894	133	14.9%	21	2.3%	2	0.2%	24.6	\$26.33	\$64.31	\$23,537.46
MINI GRANTS SUBTOTAL	1,092.0	951	219	23.0%	34	3.6%	48	5.0%	68.9	\$61.09	\$53.20	\$58,093.28
STEP GRANTS SUBTOTAL	11,371.5	13,608	5,582	41.0%	293	2.2%	1,137	8.4%	50.1	\$45.77	\$54.77	\$622,836.65
<b>TOTAL ENFORCEMENT</b>	<b>13,769.5</b>	<b>16,139</b>	<b>6,019</b>	<b>37.3%</b>	<b>368</b>	<b>2.3%</b>	<b>1,189</b>	<b>7.4%</b>	<b>51.2</b>	<b>\$47.19</b>	<b>\$55.31</b>	<b>\$761,540.99</b>

Column 1: Type of enforcement program

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: Total number of mobile phone citations written by law enforcement agencies during the statewide enforcement period

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

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

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

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

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