

February 2019

**Evaluation of the 2018 Labor Day
Drive Sober or Get Pulled Over Campaign**

August 20 - September 28, 2018

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Illinois Department of Transportation Bureau of Safety Programs and Engineering Evaluation Section

The Evaluation Unit within the Bureau of Safety Programs and Engineering 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 Bureau of Safety Programs and Engineering 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 20th - September 4th, 2018 mobilization in Illinois. The main alcohol issues include self-reported belt use in addition to motorists' opinion and awareness of the existing local and state alcohol enforcement programs. These programs include 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 slogan for the highly visible, massive Labor Day enforcement effort that is 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 is increased. 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 2018 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 20 to September 4, 2018. There were 145 local law enforcement agencies and Illinois State Police 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) held two media events in Bloomington-Normal and the St. Louis Metro East area prior to the start of the Labor Day campaign.
2. Law enforcement agencies participating in the Labor Day campaign reported that 241 print stories, 78 radio stories, and 65 TV news stories were generated as a result of the *Drive Sober or Get Pulled Over* enforcement efforts. Additionally, the following earned media items were generated during the 2018 *Drive Sober or Get Pulled Over* campaign: 344 electronic marquee announcements were made; 45 banners were displayed; 626 posters/flyers were distributed; 70 presentations were given; 1,113 press releases were issued; 93 public access messages were made, and 877 web announcements were made.
3. IDOT spent \$712,944 on broadcast television, cable, radio, digital, and cinema to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 20 and ending September 4, 2018.

ENFORCEMENT

4. One hundred forty-five (145) local law enforcement agencies and the Illinois State Police participated and provided complete enforcement activities for the 2018 Labor Day alcohol mobilization. A total of 15 roadside safety checks (RSCs) and 1,140 saturation patrols were conducted during the August 20th to September 4th 2018 enforcement period.
5. Local law enforcement logged a total of 10,017 patrol hours and issued 11,570 citations. One citation was written every 51.9 minutes of enforcement.
6. Local law enforcement issued 204 DUI citations. One DUI citation was written every 49.1 hours of enforcement.
7. A total of 4,574 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 2.2 patrol hours.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

8. The agencies included in the “*Drive Sober or Get Pulled*” Over campaign conducted a total of 12,971 patrol hours and issued 14,461 citations at a total cost of \$901,692.08. On average, citations were written every 53.8 minutes of enforcement at a cost of \$62.35 per citation, or \$69.49 per patrol hour. Furthermore, these agencies wrote 246 DUIs during the campaign, which comprised 1.7 percent of total citations issued.
9. ISP conducted 2,954 patrol hours during the enforcement period and issued 2,891 citations at cost of \$318,047, or \$107.67 per patrol hour. One citation was written every 61.3 minutes, an average cost of \$110.01 per citation. ISP issued 42 DUIs comprising 1.5 percent of total citations issued by the agency during the campaign.
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?”, 18.4 percent in the September survey said it was almost certain they would be stopped by police if they drank and drove, and another 39.9 percent said it was very likely. The percentages who reported that getting stopped was unlikely (both “somewhat” and “very” unlikely) declined by from 20.7 percent in June to 19.3 percent in September.
12. Nearly two-thirds (67.3 percent) of those responding to the September survey reported seeing “about the same police presence on the roads they normally travel” compared to three months ago, while 20.6 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 22 percent during the September survey. This percentage decreased from 29.8 percent during the June survey.
14. The percentage of respondents who believed a driver who had been drinking was “more likely to be stopped” decreased in the Chicago area from 33.1 percent of June respondents to 19.3 percent of September respondents. For downstate, there was a slight decrease from 24.5 percent of June respondents to 25.3 percent of September respondents.

Roadside Safety-Checks

15. In the Chicago area, awareness levels of roadside safety increased from 25.9 percent in June to 22.2 percent in September. Downstate, this percentage decreased from 25 percent in June to 24 percent in September.

16. Most September respondents were aware of roadside safety checks attribute their awareness to television (25 percent), friends/relatives (15.9 percent), newspapers (11.4 percent) and radio (15.9 percent).
17. Analysis among those who were aware of roadside safety checks by region showed that, in September, the percent of applicable respondents who had personally seen a check was 26.9 percent in the Chicago area and 22.2 percent for the downstate regions.
18. The overall percentage of respondents who indicated having personally seen roadside safety checks increased from 45.4 percent in June to 49.3 percent in the September survey.

Awareness of "DUI" Roadside Safety Check.

19. In September, 22.9 percent of respondents 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," slightly decreased in the downstate counties from 50 percent in June to 48 percent in September and in the Chicago area from 49.2 percent in June to 47.4 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 2018 survey indicated the awareness level of those familiar with the slogan was 69 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
22. In September 2018, awareness of the most recent slogan, "Drive Sober or Get Pulled Over", was at 62 percent. Awareness of this slogan decreased by 6 percentage points since April 2018.
23. From April 2018 to September 2018, survey results show awareness levels for the YDDYL slogan slightly increased statewide from 68 percent to 69 percent. In the Chicago area, awareness of the YDDYL slogan increased from 71 percent in April to 73 percent in September. In downstate areas, awareness of the message remained the same from April to September at 62 percent.

Evaluation of the 2018 Labor Day *Drive Sober or Get Pulled Over* Campaign August 20 - September 4, 2018

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 increased. The goal of the campaign is to save lives and reduce injuries from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois. The *Drive Sober or Get Pulled Over* mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

The 2018 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 20 to September 4, 2018 with a special focus on impaired driving.

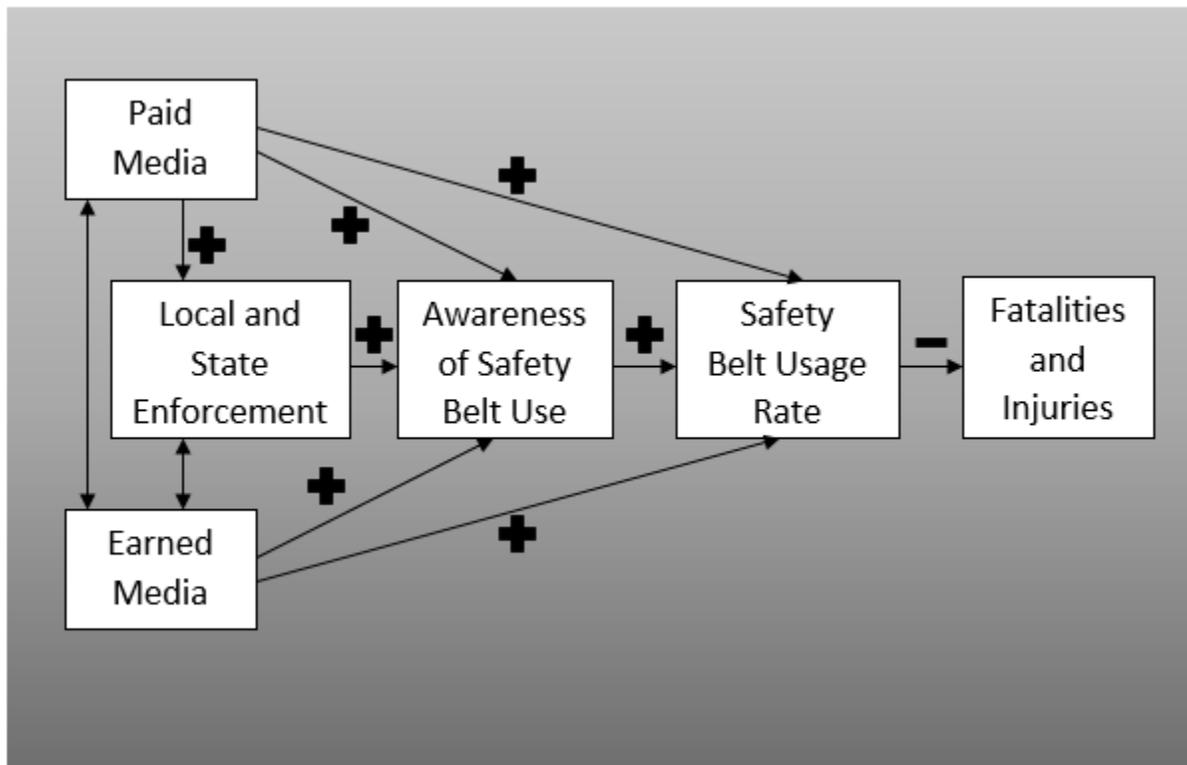
Drive Sober or Get Pulled Over Program Model

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 prevent drivers and passengers from receiving tickets by the police. Several alcohol-related laws such graduated licensing and .08 laws were passed by the Illinois legislature in the past that made it possible for police to stop and ticket motorists who did not obey the law. As part of the *Drive Sober or Get Pulled Over* campaign, several road side safety checks and saturation plans are conducted by local and state police departments throughout the state wherein motorists are stopped and checked for alcohol.

¹ Earned media is coverage by broadcast and published news services. Earned media generally begins two weeks before paid media and enforcement and continues throughout other phases of the program. An earned media event such as a press conference or press release 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.

Figure 1: Theoretical Model of Drive Sober or Get Pulled Over



Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatalities has been well documented throughout the years. 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. Additionally, impaired drivers are less likely to use safety belts, thereby increasing the risk of serious injury in a crash.

Figure 2 below shows the percentage of restraint use among occupants of vehicles who were killed by time of day for 2017 as 2018 data was not yet available. As shown, only a small percentage of those who were killed between midnight and 4:00AM were wearing their safety belts. (Data source: FARS, accessed 12/3/18)

Figure 2: Percent Belted Occupants Among Fatally Injured in Motor Vehicle Crashes by Time of Day 2017

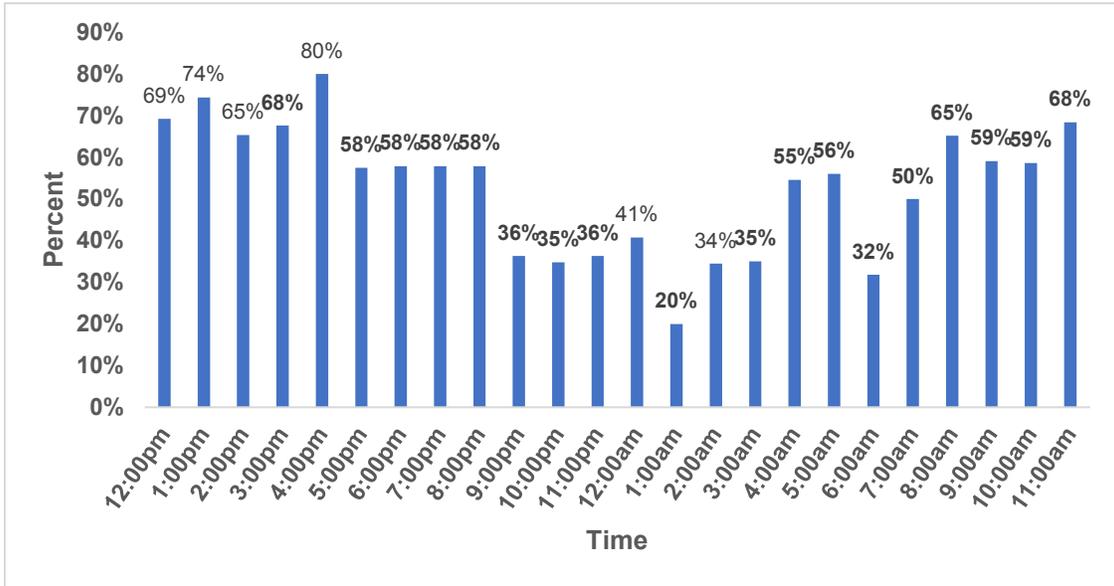
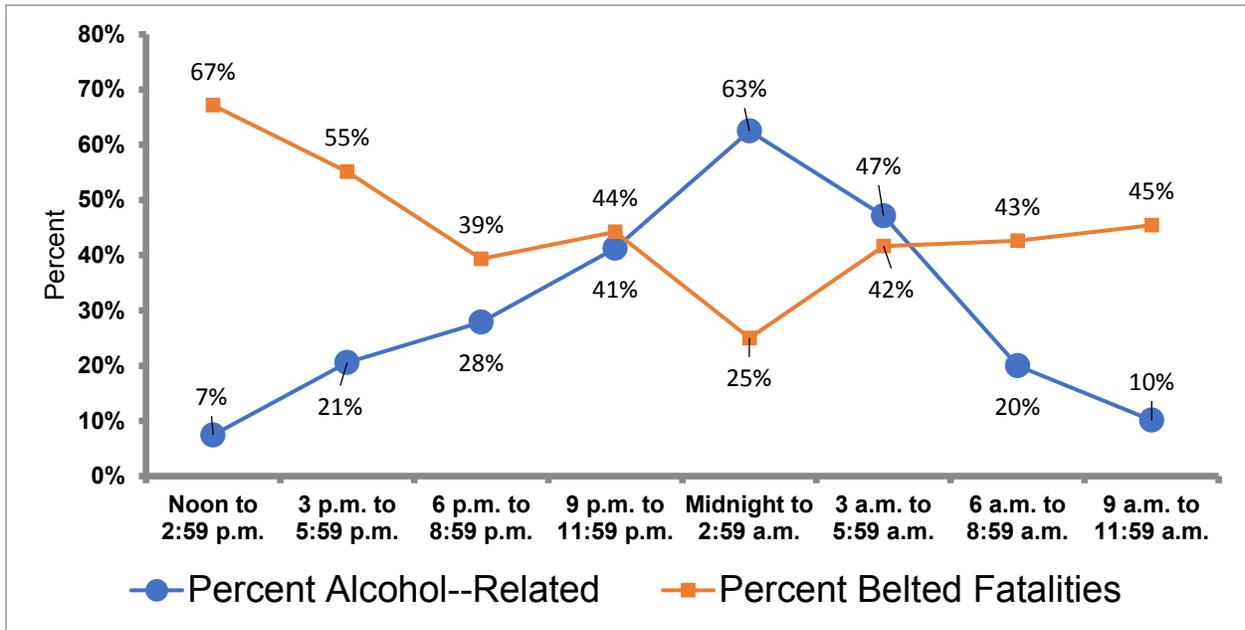


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day for 2016 as 2017 nor 2018 was available. As seen below, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol-related deaths, especially during nighttime hours. This indicates that the nighttime safety belt usage rate among those who drink and drive is very low. (Data source: FARS, accessed 12/6/18)

Figure 3: Percent of Alcohol-Related Fatalities and Percent Belted Occupant Fatalities by Time of Day 2016



Report Objectives

The purpose of this technical report is to provide details of the activities, costs, and available outcomes of the 2018 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. An outcome measure used for this study was the pre and post telephone surveys of Illinois drivers; however, the main outcome measure of the campaign is the number of alcohol-related fatalities and injuries before and after the campaign. Currently, the fatal and injury alcohol-related crash data for 2018 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.

2018 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

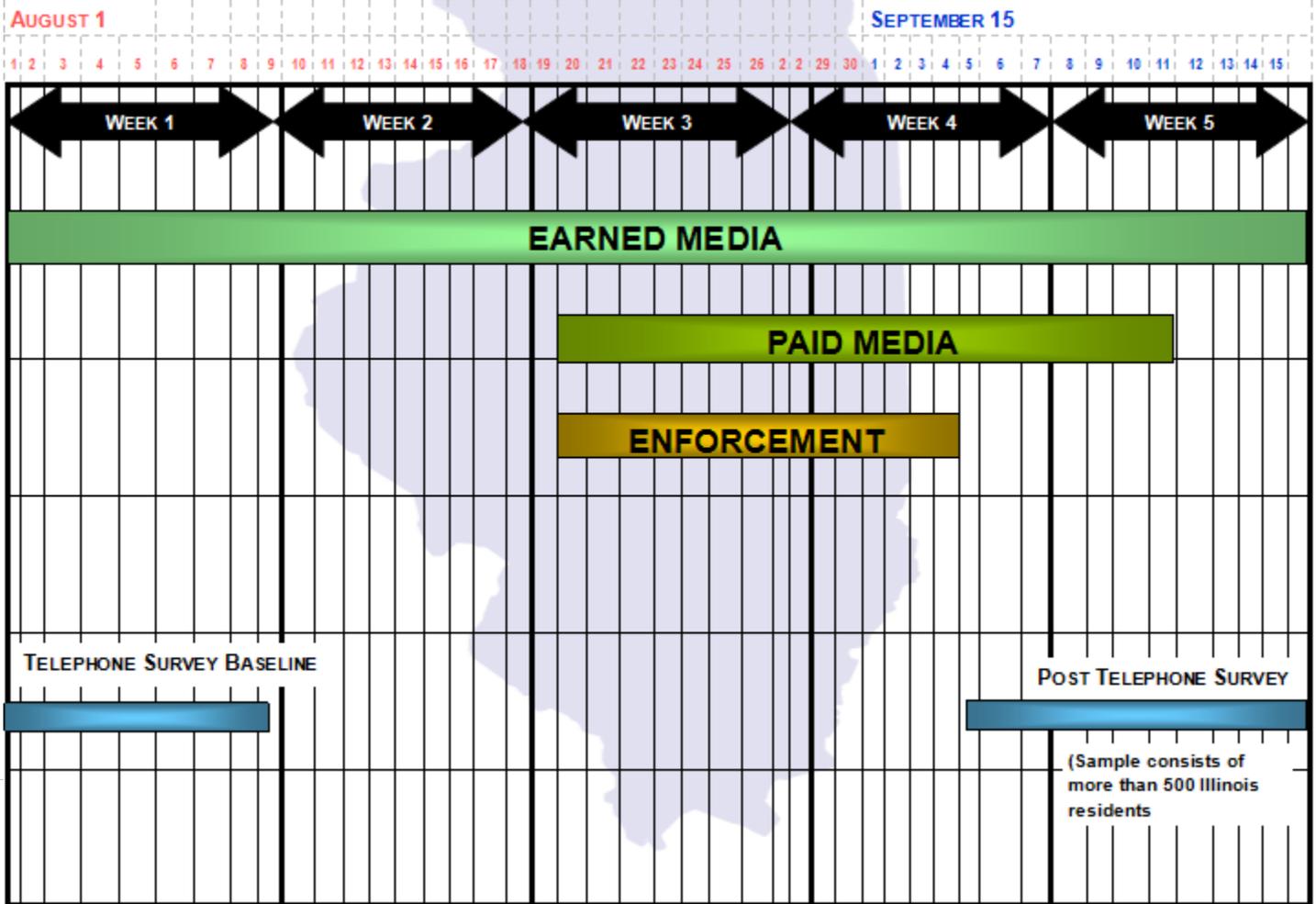
In August 2018, the Illinois Department of Transportation launched a statewide *Drive Sober or Get Pulled Over* campaign. In coordination with the National Highway Traffic Safety Administration (NHTSA), and state, county and local law enforcement agencies, the program set out to crack down on drunk drivers across the state by means of a highly publicized enforcement campaign of impaired driving laws. As illustrated in **Diagram 1**, *Drive Sober or Get Pulled Over* activities began August 1 and concluded September 28, 2018. The following activities took place during the campaign:

Prior to the start of the Labor Day campaign, two media events were held in Normal Illinois and Saint Louis Missouri on August 25th to kick off the campaign.

- June 2018: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2018.
- July – September 28, 2018: Earned media was obtained, including two media events conducted in Bloomington-Normal and the St Louis Metro East area to start the campaign.
- August 20 – September 4, 2018: Highly publicized strict enforcement of the impaired driving laws was conducted.
- August 20 – September 4, 2018: Paid media advertisements promoting *Drive Sober or Get Pulled Over*.
- September 4 – 28, 2018: Post statewide telephone public opinion surveys were conducted.

Diagram 1: 2018 Drive Sober or Get Pulled Over Campaign Timeline

Note: The pre-telephone survey was conducted during June 2018.



MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT released a press release on August 29, 2018 notifying the public that local law enforcement agencies would be cracking down on drunk drivers during Labor Day weekend to avoid fatal crashes¹. Table 1 lists the earned media items obtained during the *Drive Sober or Get Pulled Over* campaign by the different media markets, as well as the articles and stories generated from the publicity.

Table 1: FY18 Enforcement Media Activity by County

| Media Market | Electronic Msg - Marquee Announcements | Banners | Posters - Flyers | Presentations | Conferences | Press Releases Issued | Print News Stories | Public Access Messages | Radio News Stories | TV News Stories | Web Announcements |
|--------------|--|-----------|------------------|---------------|-------------|-----------------------|--------------------|------------------------|--------------------|-----------------|-------------------|
| Quincy | 3 | 0 | 0 | 0 | 0 | 25 | 1 | 0 | 7 | 0 | 15 |
| Paducah | 10 | 3 | 0 | 0 | 0 | 23 | 2 | 5 | 0 | 4 | 16 |
| St. Louis | 0 | 0 | 0 | 0 | 0 | 40 | 41 | 0 | 30 | 30 | 42 |
| Terre Haute | 0 | 0 | 0 | 0 | 0 | 7 | 6 | 0 | 5 | 1 | 10 |
| Rockford | 12 | 0 | 19 | 1 | 1 | 59 | 5 | 5 | 0 | 10 | 34 |
| Davenport | 0 | 0 | 0 | 0 | 2 | 60 | 13 | 0 | 5 | 1 | 32 |
| Peoria | 0 | 0 | 0 | 0 | 2 | 35 | 0 | 0 | 0 | 0 | 7 |
| Champaign | 14 | 18 | 0 | 0 | 3 | 64 | 40 | 1 | 13 | 18 | 48 |
| Chicago | 305 | 24 | 607 | 69 | 8 | 800 | 133 | 82 | 18 | 1 | 673 |
| Total | 344 | 45 | 626 | 70 | 16 | 1,113 | 241 | 93 | 78 | 65 | 877 |

In addition to the coverage generated by the press conferences, law enforcement grantees are required to submit articles in the local press regarding enforcement that is planned. Law enforcement agencies participating in the Labor Day campaign reported that 241 print stories, 78 radio stories, and 65 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 2018 *Drive Sober or Get Pulled Over* campaign: 344 electronic marquee announcements were made; 45 banners were displayed; 626 posters/flyers were distributed; 70 presentations were given; 1,113 press releases were issued; 93 public access messages were made, and 877 web announcements were made.

¹ The press release can be found here: [https://www2.illinois.gov/IISNews/18114-Celebrate Labor Day end of summer with a sober driver.pdf](https://www2.illinois.gov/IISNews/18114-Celebrate%20Labor%20Day%20end%20of%20summer%20with%20a%20sober%20driver.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. 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 the population resides and 70 percent of total fatalities occur. Stations and programming focus on the 18 to 34-year-old White male, African American male, and English language speaking Hispanic males in urban areas.

IDOT spent \$712,944.40 on broadcast television, cable, radio, digital, and cinema platforms to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 20 and ending September 4, 2018. Table 2 lists the cost of paid media by media market for the *Drive Sober or Get Pulled Over* campaign.

Table 2: Labor Day 2018 Media Market Dollars Spent

| Media Market | Dollars Spent-TV/Cable | Dollars Spent-Radio | Dollars Spent- Other | Total Dollars |
|---------------------|-------------------------------|----------------------------|-----------------------------|----------------------|
| Chicago | \$92,212.50 | \$123,326.50 | | \$215,539.00 |
| Quad Cities | \$6,689.80 | \$6,137.00 | | \$12,826.80 |
| Marion/ Carbondale | \$3,374.50 | | | \$3,374.50 |
| Metro East | \$23,723.48 | | | \$23,723.48 |
| Peoria | \$23,105.34 | \$6,741.35 | | \$29,846.69 |
| Quincy | \$2,535.54 | | | \$2,535.54 |
| Rockford | \$5,976.14 | \$8,665.75 | | \$14,641.89 |
| Springfield | \$3,862.40 | \$17,726.75 | | \$21,589.15 |
| SUBTOTAL | \$161,479.70 | \$162,597.35 | | \$324,077.05 |
| Digital | \$256,548.97 | | \$48,071.38 | \$304,620.35 |
| Cinema | | | \$20,497.00 | \$20,497.00 |
| *Alternative | | | \$63,750.00 | \$63,750.00 |
| | | | | |
| GRAND TOTAL | \$418,028.67 | \$162,597.35 | \$132,318.38 | \$712,944.40 |

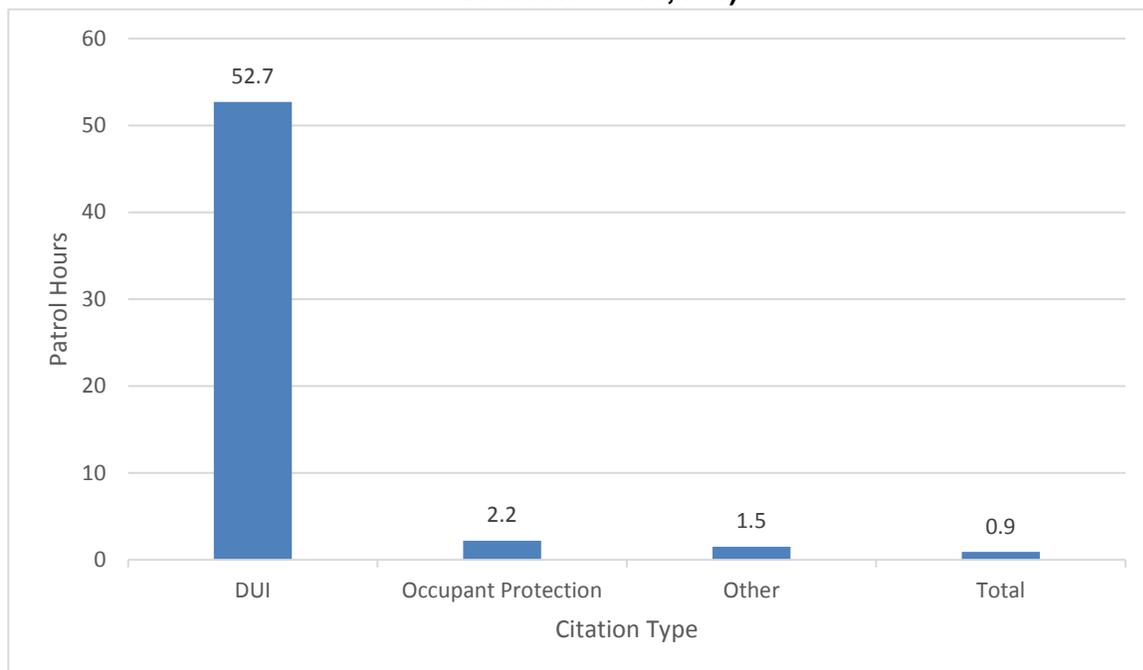
Enforcement

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 forty-five (145) local law enforcement agencies and Illinois

State Police participated in the 2018 Labor Day alcohol mobilization. A total of 40 roadside safety checks and 1,215 saturation patrols were conducted during the August 20 to September 4, 2018 enforcement period.

Local law enforcement logged a total of 10,017 patrol hours and issued 11,570 citations during the campaign. One citation was written every 51.9 minutes of enforcement. Local law enforcement issued a total of 204 DUI citations, an average of one DUI citation written every 49.1 patrol hours. A total of 4,574 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 2.2 patrol hours. **Figure 4** depicts the number of hours of Labor Day patrol hours per citation by citation type.

Figure 4: Total Patrol Hours Per Citation by Citation Type During 2018 "Drive Sober or Get Pulled Over" Campaign (Total Patrol Hours = 12,971 and Total Citations = 14,461)



Local Enforcement

One hundred forty-five (145) local police agencies which were grant-funded through BSPE participated in the *Drive Sober or Get Pulled Over* enforcement campaign. These agencies conducted a total of 10,016.9 hours on Labor Day enforcement, conducting 15 roadside safety checks and 1,140 saturation patrols. A total of 11,570 citations were written by local law enforcement agencies, or one citation was written every 51.9 minutes of enforcement.

Local law enforcement issued a combined total of 204 DUI citations, an average of one citation written for every 35.9 patrol hours. In addition, 4,574 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 2.2 patrol hours.

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide alcohol enforcement, covering all 102 of Illinois' counties. ISP conducted 2,954 hours of enforcement including 25 roadside safety checks. Of the total 2,891 citations issued by the ISP, 42 were DUI-related citations and 1,213 were safety belt and child safety seat citations. On average ISP wrote one DUI for every 49.6 patrol hours and one safety belt / child safety seat citation for every 2.4 patrol hours.

Table 3: Enforcement Activities by Local Agency and State Police

| <i>Drive Sober or Get Pulled Over</i> Selected Enforcement Activities | Funded Agencies that Participated and Submitted Complete Enforcement Data | | |
|---|---|--------------------------------------|-----------------|
| | Local Agency Total N=145 | State Police Total N=22 Districts | Statewide Total |
| Number of Enforcement Hours | 10,017 | 2,954.0 | 12,971 |
| Number of Roadside Safety Checks | 15 | 25 | 40 |
| Number of Saturation Patrols | 1,140 | 75 | 1,215 |
| Total Citations | 11,570 | 2,891 | 14,461 |
| One Citation Written every X Minutes of Enforcement | 51.9 | 61.3 | 53.8 |
| Number of DUI/Alcohol-related Citations | 204 | 42 | 246 |
| DUI/Alcohol-related Citations Written Every X Hours | 49.1 | 70.3 | 52.7 |
| Number of Safety Belt/Child Safety Citations | 4,574 | 1,213 | 5,787 |
| Safety Belt/Child Safety Citations Every X Hours | 2.2 | 2.4 | 2.24 |

Column 1: Types of enforcement activities conducted during the campaign.

Column 2: The Local Agency Total includes all grantees who participated.

Column 3: State Police Total

Column 4: The Statewide Total is a sum of data from Local Agency Total (Column 2) and State Police Total (Column 3).

Cost / Effectiveness Analysis of 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.

One hundred and forty-five (145) STEP grantees and Illinois State Police were included in this cost / effectiveness analysis. These agencies conducted a total of 12,971 patrol hours and issued 14,461 citations during enforcement at a total cost of \$830,581.86. On average, one citation was written for every 53.8 minutes during enforcement at an average cost of \$57.44 per citation, or \$64.03 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce instances of drinking and driving. A total of 246 DUIs were written by these agencies, which comprised 1.7 percent of all citations issued during the campaign. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

Illinois State Police

ISP conducted 2,954 patrol hours during the enforcement period and issued 2,891 citations at cost of \$246,937, or \$83.59 per patrol hour. One citation was written every 61.3 minutes, an average cost of \$85.42 per citation. ISP issued 42 DUIs comprising 1.5 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 145 agencies had STEP grants with BSPE. Please refer to **Appendix A (Table 5)** to see each agency's enforcement activities and associated costs. Of the one hundred and forty-five (145) local agencies, a total of 10,016.9 patrol hours were contributed to the campaign with 11,570 citations issued. This resulted in one citation being written by the STEP grantees every 51.9 minutes of patrol at a cost of \$50.44 per citation and \$58.27 per

patrol hour. These regular grantees issued 204 DUIs, which comprised 1.8 percent of all their citations issued during the campaign.

Table 4 below shows the aggregate enforcement activities and associated costs for Illinois State Police and Local Police Agencies.

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

| Agency / Grant Type | Patrol Hours | Total Citations | Total DUIs | Percent DUIs | Citations Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
|-----------------------|---------------|-----------------|------------|--------------|-----------------------------------|-------------------|----------------------|---------------------|
| Illinois State Police | 2,954 | 2,891 | 42 | 1.5% | 61.3 | \$85.42 | \$83.59 | \$246,937.00 |
| STEP Grantees (n=145) | 10,017 | 11,570 | 204 | 1.8% | 51.9 | \$50.44 | \$58.27 | \$583,644.86 |
| Total | 12,971 | 14,461 | 246 | 1.7% | 53.8 | \$57.44 | \$64.03 | \$830,581.86 |

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, cost per citation, and a citation written per X minutes may vary substantially across selected local agencies.

For example, based on the cost per patrol hour, the Cherry Valley Police Department was reimbursed \$1,112.58 for conducting 30 patrol hours resulting in a cost of \$37.09 per patrol hour. On the other hand, the Waukegan Police Department was reimbursed \$14,878.46 for conducting 184 patrol hours resulting in a cost of \$80.86 per patrol hour. Similarly, when looking at cost per citation, South Chicago Heights Police Department was reimbursed \$1,448.30 for writing 72 citations resulting in a cost of \$20.12 per citation issued. On the other hand, the Lincolnwood Police Department was reimbursed \$660.72 for issuing 12 citations. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Elk Grove Village Police Department issued 503 citations over 243 patrol hours resulting in one citation written for every 29 minutes of patrol. On the other hand, the Sycamore Police Department only averaged writing one citation for every 375 minutes of patrol (see **Table 5**).

Future Plan

In an attempt to address the concerns raised in this cost / effectiveness analysis, the Evaluation Section 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, and 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 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, an outcome evaluation of the campaign on motor vehicle related injuries and fatalities will be conducted when the crash data become available.

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 changed little statewide from 49.6 percent in June to 47.7 percent in September. Similar changes were seen among those surveyed in the Of those telephone respondents in September who had heard or seen messages about alcohol-impaired driving, the greatest exposure source was television (54.5 percent).

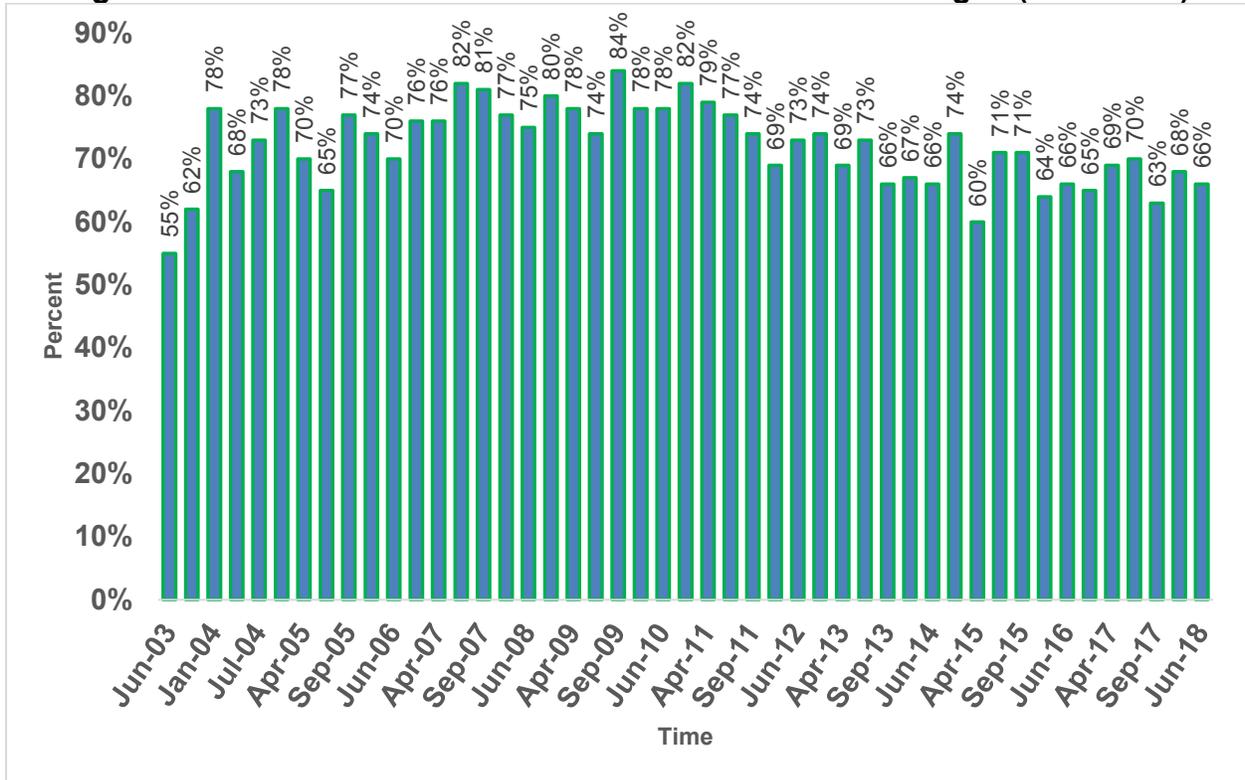
Telephone survey respondents were asked about their awareness of thirteen selected traffic safety slogans in June and September. Nine slogans related to drinking and driving. Awareness of the "Drive Sober or Get Pulled Over" slogan decreased by 6 percentage points from 68 percent in April to 62 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." slogan remained unchanged from April to September at 24 percent. Awareness of the "You Drink and Drive. You Lose." slogan increased from 68 percent in April to 69 percent in September.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2018

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level peaked in the September 2009 survey at 84 percent. During the eight years from 2010 through 2018, awareness of this slogan has gradually decreased. 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 5** displays the awareness of the YDDYL slogan from 2003 through 2018.

Figure 5: Awareness of "You Drink & Drive. You Lose." Slogan (2003-2018)



Awareness of the *Drive Sober or Get Pulled Over* slogan: 2018

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 2018, awareness of this message was 68 percent. In September 2018, awareness of this message decreased to 62 percent.

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

STATEWIDE TELEPHONE SURVEY

Illinois Statewide Labor Day 2018 Weekend
Seatbelt Enforcement and Media Campaign Surveys

Conducted for:



**Illinois Department
of Transportation**

November 27, 2018

Summary Report

Results from the June and September 2018 Surveys
(Supplemented with Selected Findings from the April 2018 Survey)

Conducted by:

**Survey
Research
Office**

ILLINOIS
SPRINGFIELD

A unit of the Center for State Policy and Leadership

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Introduction

The Illinois Department of Transportation contracted with the Survey Research Office, located in the Center for State Policy and Leadership at the University of Illinois Springfield, to conduct three statewide telephone surveys from April through September, 2018, relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted from early April to early May (hereinafter, the “April survey”) prior to the Memorial Day weekend; the second was conducted mid-June to mid-August (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 September survey was administered after a DUI enforcement campaign that took place surrounding 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.

Methodology

The University of Illinois Springfield Survey Research Office is dedicated to the principles of transparency in research and is a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative. Membership entails adherence to AAPOR's code of ethics³ as well as a commitment to promoting understanding of survey methodology and how it relates to survey quality. For more information about project methodology please contact the UIS Survey Research Office at sro@uis.edu



SAMPLING

The sample frame is a stratified sample of Illinois licensed drivers (described below). The sample was purchased via Marketing Systems Group using a random digit dialing (RDD) frame and exclusively used cell phones. The sampling methodology for the April, June, and September surveys consists of two components. The first is a sample of the statewide general public, stratified by region and screened for licensed drivers age 18 or older. The targeted completion number for this component was 500 respondents in each survey. The second component is a sample of a subset of the “downstate” population, defined here as the “rural sample.” Here as well, SRO screened for licensed drivers age 18 or older. The targeted completion number for this supplemental component was 200 respondents in each survey.⁴ Note that the current survey does not specifically target individuals in the rural counties of Illinois. Rather, a rural geography is created by taking those individuals living in counties that are considered rural based on past surveys as well as those individuals who classify their location as a small town or as rural despite the county they live in. Consequently, “rural Illinois”, here, includes counties in the media markets of Rockford, Rock Island-Moline-Davenport, Peoria-Bloomington, Champaign-Springfield, and Metro East.

The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys. *For the statewide sample*, the state was first stratified into the Chicago metro area and the remaining Illinois counties, referred to 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 (DuPage, Kane, Lake, McHenry, and Will). The downstate area was further subdivided into north/central Illinois and southern Illinois.

³ The American Association for Public Opinion Research. (2015). The code of professional ethics and practices. Retrieved from: http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR_Code_Accepted_Version_11302015.aspx

⁴ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. Starting in 2007, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report (as has been the case starting in 2007) rather than presented in a separate report, as was the case in 2005 and 2006.

Methodology

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 land line and cell phone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois) and quotas were set up to ensure that each area generated a minimum number of completed surveys.⁵

The rural sample was calculated by selecting those respondents from counties identified in previous surveys as rural. This was done by selecting those respondents who identified their county as one of these counties and counting them as part of the rural sample. Additionally, respondents who identified the area they live in as “a small town” or “a rural area” were included in the rural sample.

FIELDING

Each telephone number was called a maximum of eight times in April, four times in June, and five times in September between 10am-9pm Monday- Friday. As only cell phones were used in the sample, there was no second stage of sampling (i.e. at the household level). The survey was administered in English and Spanish using the Computer Assisted Telephone Interviewing (CATI) software WinCATI.

Field interviewing for the September survey was conducted from September 4 through September 28, 2018 with 228 licensed drivers, with a margin of error of ± 6.5 percent. Field interviewing for the June statewide survey was conducted from May 29 through June 9, 2018 with 464 licensed drivers, with a margin of error of ± 4.6 percent. And, field interviewing for the April survey was conducted from April 11 through May 25, 2018, with 413 licensed drivers, with a margin of error of ± 4.8 percent.

COMPLETION BY AREA

The numbers of completions for each stratification and sample group are presented below in table 1 (below) for each of the three surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions. The average length of a completed interview was 18.8 minutes during the September, 18.3 minutes during the June survey, and 17.1 minutes during the April survey. Response rates were calculated using AAPOR guidelines.⁶ The overall response rate was 2.3 percent for the September survey (AAPOR Response Rate 3).

⁵ Landline telephone numbers were purchased for the April survey. However, due to a low response rate, only cell phones were called in the June survey.

⁶ The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition. AAPOR. Retrieved

Methodology

WEIGHTING

Post stratification weights were applied to the cases in the study. Cases are weighted based on age, gender, level of education, and region⁷. Weights are created to match estimates by the census bureau across these demographic categories. Minimum and maximum weights were created such that a maximum final weight is 4 (meaning the case represents four cases) and the minimum final weight is 0.25 (meaning the case represents ¼ of a case). Frequencies for weighted and unweighted results may be found in the accompanying Excel sheet.

Table 1. Respondents by Region

| | 2018 Memorial Day Pre- test | Margin of Sampling Error | 2018 Memorial Day Post- test & Labor Day Pre-test | Margin of Sampling Error | 2018 Labor Day Post-Test | Margin of Sampling Error |
|-------------------------------|--------------------------------------|-----------------------------------|--|--------------------------------|--------------------------------|-----------------------------------|
| Statewide Sample | 413 | ± 4.8% | 464 | ± 4.6 | 228 | ± 6.5% |
| Chicago Metro Area | 224 | ± 6.6% | 206 | ± 6.6 | 105 | ± 9.6% |
| <i>City of Chicago</i> | 98 | | 89 | | 48 | |
| <i>Chicago Suburbs</i> | 126 | | 117 | | 57 | |
| Downstate Counties | 189 | ± 7.1% | 258 | ± 7.1% | 123 | ± 8.4% |
| <i>Northern & Central</i> | 91 | | 133 | | 61 | |
| <i>Southern</i> | 98 | | 125 | | 62 | |
| Rural Counties | 151 | ± 7.9% | 232 | ± 7.9% | 76 | ± 11.2% |

from: http://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf

⁷ The regions being: City of Chicago, Chicago Suburbs, Southern Illinois, and northern and central Illinois

Results

COMMENT

In the following results, **we focus on those questions most pertinent to the DUI initiative surrounding the 2018 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 2018.⁸ 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.

The Excel file. The full results are presented in the **IDOT 2018 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 by region (Chicago area vs. 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.

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the weighted June and September 2018 demographic portraits of the two samples are, overall, very similar with regard to demographic characteristics. However, because minimum and maximum weights are used, there are some differences. There are also differences among demographic variables which are not weighted (education, occupation, income, race/ethnicity). Notably, none of these differences is large.

- *Age of respondent* – 41.3 percent of September respondents were 50 or older compared to 44.8 percent of June respondents.
- *Education* – 5 percent of June respondents have less than a high school diploma compared to 0.9 percent of September respondents.

⁸ Relevant questions in the April 2018 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.

Results

- *Employment status* – Fewer respondents identified as a full-time employee in the September survey (39.4 percent) than in the June survey (39.7percent).
- *Income* – 19.9 percent of September respondents reported income of \$100,000 or greater compared to 15.1 percent of June respondents.
- *Ethnicity* – 17.6 percent of respondents in the June sample identify as Latino or Hispanic compared to 9.3 percent of September respondents.

BEHAVIORS RELATING TO DRINKING AND DRIVING

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

Statewide, 44.7 percent of the June respondents reported having had any alcoholic drink (including beer, wine, and liquor) in the past thirty days compared to 38.7 percent in September.”⁹

The table below displays the differences between respondents to the specific choices in the question. As the table shows, the most frequent response for both surveys is “never.”

Table 2: Drinking During Past 30 Days

| Comparison of responses to the question “How often did you drink alcoholic beverages in the past thirty days?” | | |
|---|--------------|--------------|
| | June | September |
| Every day | 2.7% | 4.1% |
| Several days a week | 6.9% | 3.5% |
| Once a week or less | 12.1% | 9.2% |
| Only on weekends | 7.7% | 8.3% |
| Only celebrations/ special occasions | 15.3% | 13.6% |
| Never | 51.6% | 57.1% |
| Don’t know/ Refused | 3.6% | 4.2% |
| <i>Percent who have any alcoholic beverages</i> | <i>44.7%</i> | <i>38.7%</i> |

Frequent drinkers – those who drink several days a week or more — represent similar proportions at each time: 9.6 percent in June and 7.6 percent in September. The two samples

⁹ 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.”

Results

diverge on less frequent drinking, with 35.1 percent saying in June they drink once a week or less, only on weekends, or only at celebrations/special occasions compared 31.1 in September.

At the *regional* level, in the September survey, 5.1 percent of Chicago area respondents and 2.7 percent of downstate respondents reported drinking every day. Rural residents drank at about the same rate: 3.9 percent. Downstate respondents were more likely than their Chicago area counterparts to report “never” drinking in the September survey (59.5 percent downstate versus 55.6 percent in the Chicago area). For the Chicago area, the percent who indicated drinking in the past 30 days dropped noticeably, from 43.2 percent in June to 38.5 percent in September. For downstate, there was a larger drop, from 47.3 percent in June to 39.3 percent in September.

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 September, 19.6 percent of residents statewide who drank in the previous thirty days reported driving within two hours of drinking. For June, the figure was a near identical 19.7 percent. These figures are consistent with the 2017 September results in which 22.3 percent say they have driven a motor vehicle within two hours of drinking an alcoholic beverage.

At the *regional* level, 16.9 percent of Chicago respondents in June and 22.6 percent of Chicago respondents in September report driving a motor vehicle after drinking. For downstate, 23.4 percent of June respondents and 16.7 percent of September respondents report doing this. Thus, driving after drinking decreases for the downstate sample but increases for the Chicago sample.

Number of times: “About how many times [in this time period] did you drive within two hours after drinking?” [For the 8.8 percent and 7.6 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 19.7 percent in June and 19.6 percent of residents statewide in September who reported driving after drinking, 47.4 percent in June and 39.5 percent in September said they did this only once. The percentage of respondents who reported doing this two times decreased by 19 percentage points from June to September — 26.8 percent and 7.8 percent, respectively. The percentage of respondents reporting driving after drinking more than two times increased substantially between June and September, from 20.5 percent in June to 38 percent in September.

Regionally, for the Chicago area, the number of respondents who reported driving after drinking only once, among those who said ever drank and drove in the past thirty days, decreased from 44.4 percent in June to 37.5 percent in September. Chicago area residents who said they drank and drove twice dropped significantly from 33 percent in June to 0 percent in September. In downstate Illinois, 47.4 percent who drank and drove in the previous thirty days reported doing this only once in June and 50 percent in September. Those who did this twice saw their percentage increase slightly from 21.1 percent in June to 25 percent in September.

Results

By contrast, more frequent drinking and driving (more than two times) among downstate residents who drink and drive decreased slightly between June and September, from 31.6 percent to 25 percent.

Results

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 8.8 in June and 7.6 percent in September of the full samples who indicated they had driven within two hours of drinking in the past month.]* Respondents who reported having one drink before driving represented 51.9 percent of those who drank and drove during the prior thirty days in June and 26.7 percent in September. By contrast, in 2017, 37.5 percent in June and 34.1 percent in September reported having one drink. For 2018, those reporting having two drinks increased statewide from 32.9 percent in June to 44 percent in September.

Regionally, the frequency of having one drink before driving in the Chicago area changed drastically between June and September (65 percent versus 14.3 percent), while the rate for downstate increased from 38.9 percent in June to 50 percent in September.

Frequency of driving when respondent had 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 June, 95 percent of respondents reported never driving after drinking too much. This number decreased by 10 percentage points to 85.5 percent in September. Those who said they did this only once were 2 percent in June and 2.2 percent in September, while those who said they did this more than once were 3 percent in June and 12.4 percent in September.

At the regional level, Chicago area respondents reported a higher level of never driving after drinking too much than downstate respondent in June: 96.2 percent in Chicago compared to 94.6 percent downstate. But in September, more respondents downstate (88.5 percent) reported never drinking than respondents in Chicago (81.1 percent).

For the Chicago area, those who reported driving after drinking too much more than once were much higher in September (16.2 percent) than in June (1.9 percent). By contrast respondents downstate reported driving after drinking more than once slightly more in September (7.7 percent) than in June (4.1 percent). Very few rural respondents in either survey reported driving after drinking more than once (1.9 percent in June and 0 percent in September).

Assessed trend in personal drinking and driving: *“Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For those who indicated they have had an alcoholic drink in the past 30 days.]* Almost no respondents reported drinking and driving more often in both surveys (0 percent in June; 1.6 percent in September). Most survey respondents said that they never do this (63.8 percent in June and 65.7 percent in September). The percentage of people who reported doing so less often was 12 percent in June and 5.5 percent in September, and the percentage who said their behavior hasn't changed was 18.9 percent in June and 19.9 percent in September. In all regions, a majority say they do not drive after drinking in both surveys. Notably, more respondents downstate they never drive after drinking in June (63.2 percent) than in September (86.7 percent).

Results

PERCEPTIONS OF AND ATTITUDES ABOUT POLICE PRESENCE AND ENFORCEMENT

Perceptions of DUI enforcement. Three questions in the survey solicited respondents' perceptions of general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely they are to 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). The third question asked how likely it is that a driver who had been drinking will be stopped, compared to three months ago.¹⁰ (Also see the next section for questions specifically relating to roadside checks).

Police enforcement of drinking laws -- a hypothetical, personalized-wording question: "If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?" Of the 64.8 percent in June and 71.1 percent in September who answered this question statewide, 14.7 percent in June and 18.4 percent in September said it was almost certain they would be stopped by police after drinking too much to drive safely. Additionally, 19.9 percent of April respondents say it is "almost certain" they would be stopped when drinking while driving. In 2017, 19.3 percent of June respondents and 14.4 percent of September respondents say it is almost certain they would be stopped after having too much to drink to drive safely. Thus, the 14.7 percent figure of June 2018 stands out as being low.

Another 39.5 percent in June of 2018 and 39.9 percent in September of 2018 said it was "very likely" they would get stopped. The percentage who say it is somewhat or very "unlikely" they would be pulled over remains about the same (20.7 in June and 19.3 percent in September).

Among *recent drinkers* (drinking in past thirty days), 18.2 percent in the September survey said it was almost certain they would be stopped by police if they drank and drove, and another 28 percent said it was very likely. For June, the rates were 6.7 percent almost certain and 30.4 percent very likely. In the April 2017 pre-Memorial Day survey, 19.9 percent of respondents indicated it as almost certain they would be stopped.¹¹ Historic "almost certain" rates show some significant fluctuation. In 2017, 7 percent in September and 14.5 percent in June say this. In 2016, 9.7 percent of recent drinkers in the June survey said the likelihood of getting stopped was almost certain compared to 12.2 percent in the September survey. By contrast, the year before, in 2015, the rate for June was 15.7 percent and for September 23.4 percent.

Regionally, the percent of all respondents (recent drinkers and non-drinkers) answering this question in the Chicago area who said it was almost certain they would be stopped after drinking too much to drive was 13.5 percent in June and 17.9 percent in September. For downstate respondents, the rates were 16 percent in June and 18.9 percent in September. The percent of Chicago area respondents who reported they were "very likely" to be stopped was

¹⁰ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹¹ This figure includes drinkers and non-drinkers.

Results

47.1 percent in June and 42.3 percent in September, and the “very likely” rate for downstate respondents was 25.1 percent in June and 35.9 percent in September. In the September survey, there was a modest difference between the Chicago area and downstate on whether getting stopped by the police was very or somewhat “unlikely”: 21.8 percent in Chicago and 17 percent downstate. However, for the June survey, there was a slight difference: 21.2 percent in Chicago and 17 percent downstate.

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?” Over two-thirds of both June (71.8 percent) and September (67.3 percent) respondents reported seeing police “about the same” on the roads compared with three months ago. About a fifth of respondents in both surveys say they are seeing police “more often” (20.6 percent in June; 18 percent in September). By contrast, 2.9 percent in June and 6.1 percent in September say they are seeing police “less often.”

Regionally, more Chicago area respondents say they are seeing police “more often” in June than in September (23.5 percent; 17.2 percent). Downstate, fewer respondents report seeing police “more often” in June than in September (16.1 percent; 18.9 percent).

Among recent drinkers, 20.8 percent in June reported seeing police on the roads they normally drive more often and 2.8 percent said they saw police less often. In September, the numbers were 20.7 percent seeing the police more often and 7.9 percent seeing the police less often.

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?” There was a decrease between surveys in the proportion of respondents statewide who reported they think a driver who had been drinking is more likely to be stopped now than three months ago: 29.8 percent said this in June compared to 22 percent in September. There was an increase in the percentage who reported a hypothetical driver would be less likely to be stopped of 3.3 percentage points (2.5 percent in June; 5.8 percent in September). At the *regional* level, in the Chicago area 33.1 percent of June respondents and 19.8 percent of September respondents said drivers who drank were now more likely to be stopped. For downstate, there was little change: 24.5 percent of June respondents reported a higher likelihood of being stopped compared to 25.3 percent of September respondents. *Among recent drinkers*, 27 percent in June and 32 percent in September reported that a driver who had been drinking was more likely to be stopped by police than three months ago.

Results

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 to obtain comparable Illinois trend data and because Illinois roadside checks differ some from those in many other states.¹²

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*” was 21.2 percent in the April, 25.6 percent in June, and 22.9 percent in September.¹³ Regionally, in Chicago, about the same percentage for all three survey administrations report seeing or hearing about roadside safety checks: 24.3 percent in April; 25.9 percent in June; 22.2 percent in September. Downstate, more respondents in September (24 percent) and June (25 percent) report hearing or seeing about the checks than respondents in April (17.1 percent). For the rural sample, a higher percentage reports awareness in June (24 percent) than September (20.3 percent).

Sources of awareness.¹⁴ *Of those who had seen or heard anything about roadside safety checks,* in both September and June, respondents reported they had seen or heard about safety checks via television, the second most cited source, more often in June (32.7 percent) than in September (25 percent). Slightly more report awareness from friends and relatives in June (18.5 percent) than in September (15.9 percent). Awareness from the newspaper is higher in September (11.4 percent) than in June (5.8 percent) and awareness from the radio is also higher in September (15.9 percent) than June (8.7 percent). Awareness from some other source, the most highly cited source is 44.3 percent in June and 48.3 percent in September.

Advertising and news stories were the most common ways respondents learned about safety checks from television (86 percent in September and 58.4 percent in June for

¹² 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. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

¹³ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

¹⁴ Respondents were allowed to choose multiple selections. Thus, a respondent may indicate she heard about the roadside safety checks from both television and radio.

Results

commercial/advertisement, and 26.3 percent in September and 50.8 percent in June for news story/program). It was similar for radio (88 percent in September and 60.4 percent in June for commercial/advertisement, and 12 percent in September and 52 percent in June for news story/program). By comparison, when it comes to newspapers, respondents were more likely to say they had seen or heard about safety checks from news stories (66.7 percent in September and 96.1 percent in June) than from commercials/advertisements (47.4 percent in September and 25 percent in June).

At the *regional* level, in the Chicago area, 26.9 percent in the September survey indicated hearing or seeing information about the checks via television. By contrast, the June figure was 40 percent. Downstate, 22.2 percent in September and 20.5 percent in June reported hearing or seeing about the checks via television.

Personally seeing roadside checks. [*Of those who had seen or heard anything about roadside safety checks*] In the September survey, 49.3 percent of respondents statewide reported having seen a roadside safety check. In June, the figure was 45.4 percent. These levels are comparable to those recorded in recent years. *Regionally*, downstate respondents are far less likely than Chicago respondents to indicate they had seen a safety check. In the September survey, 61.5 percent of Chicago area respondents and 33.3 percent of downstate respondents said they had seen a safety check. The numbers from the June survey were 56.1 percent for Chicago area respondents and 26.5 percent for downstate respondents. While the numbers are quite different for downstate and the Chicago area, this may be a result of the relatively small overall percentage of respondents who report hearing or seeing about roadside safety check.

Results

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,*” was 47.7 percent in the September survey, 49.6 percent in the June survey, and 49.4 percent in the April survey. *Among recent drinkers,* awareness of these messages was slightly higher in June 56.9 than September (46.6 percent). In April, 49.4 percent of all respondents said they were aware. Awareness levels were also roughly consistent *regionally.* In the Chicago metro area, 47.4 percent indicated awareness in the September survey and 49.2 percent did so in the June Survey. Downstate the levels were 48 percent in September and 50 percent in June.

Sources of messages. *Of those who had seen or heard anything about alcohol impaired driving,* the greatest source of awareness in September was television (54.5 percent), while 47.5 percent reported seeing messages on a billboard or road sign, 24.2 percent reported hearing messages on radio, 11 percent said they saw messages in a newspaper, and 3.8 percent reported seeing them on a poster or bumper sticker. For June, 52 percent saw messages on television, 43.1 percent saw messages on a billboard or road sign, 21.7percent heard a message on radio, 3.1 percent saw a bumper sticker or poster, and 16 percent read a message in the 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, 78.6 percent of September respondents were primarily exposed through a commercial or advertisement while 34.3 percent indicated they were exposed via a news story or news program. For radio, 57.6 percent reported learning about the campaigns through a commercial or advertisement, while 55.3 percent said they heard through a news story or news program.¹⁵

For recent drinkers who indicated awareness of these messages in the September survey, as with the sample as a whole, television (55.9 percent) and billboards/road signs (56.2 percent) were the dominant sources of exposure, followed by radio (23.5 percent), newspapers (8.8 percent) and bumper stickers (3.6 percent).

For Chicago area respondents who reported being aware of impaired driving messaging, 49.1 percent reported gaining exposure through television in September, compared to 49 percent in June. The rate for exposure through billboards/road signs was prior levels at 49.3 percent in September and 48 percent in June. These are lower than the 63 percent in September of 2017 and 72.9 percent in June of 2017 who indicated awareness through billboards or road signs. In the Chicago area, radio awareness was higher in September than in June (27.3 and 18.4 percent respectively). *For the downstate area,* exposure through television was 61.1 percent in September and 55.8 percent in June. Awareness through billboards/road signs and

¹⁵ 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.

Results

posters/bumper stickers showed marked change between June and September for downstate respondents. In June, 36.8 percent of respondents reported seeing messages on a billboard or road sign, but by September the rate had increased to 44.7 percent. For posters/bumper stickers, the downstate rate was 1.1 percent in June and 7.7 percent in September.

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving (47.7 percent in the September sample, 49.6 percent of the June sample, and 49.4 percent of the April sample) were asked whether, “the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual.”* In September, 14.9 percent of the statewide respondents said the number of messages they had seen/heard was more than usual, up from 9.1 percent in June but down from 23.4 percent in April. Over three-fourths of the September respondents (77.5 percent) said the number was “about the same as usual,” up slightly from 72.7 percent in June and 72.2 percent in April.

Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” was 17.8 percent in the September survey and 11.3 percent in the June survey. By comparison, 3 percent of recent drinkers in the September survey and 16.4 percent of recent drinkers in the June survey said the number of messages they had seen regarding alcohol impaired driving was “fewer than usual.”

Regionally, the Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” increased slightly from 7.4 percent in June to 12.2 percent in September. Downstate, 20 percent of June respondents indicated “more than usual,” while 18.2 percent of the September respondents did.

AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

The question. Respondents were asked about their awareness of selected traffic safety slogans. April and June respondents were asked about their awareness of 13 slogans. Nine of the slogans 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”)¹⁶ **“Drunk driving. Over the limit. Under arrest.”** and the newest, **“Drive sober or get pulled over.”**

The September results. The following Table 3 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.

¹⁶ 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.

Results

Table 3: Awareness Levels in September 2018

| Order | Slogan | Sept level |
|-------|--|------------|
| 1 | Click It or Ticket. | 86% |
| 2 | You Drink and Drive. You Lose. | 69% |
| 3 | <i>Friends don't let friends drive drunk.</i> | 68% |
| 4 | <i>Drive smart, drive sober.</i> | 63% |
| 5 | Drive sober or get pulled over. | 62% |
| 6 | Start seeing motorcycles. | 62% |
| 7 | Buckle Up America | 33% |
| 8 | <i>Police in Illinois Arrest Drunk Drivers.</i> | 32% |
| 9 | <i>Cells phones save lives. Pull over and report a drunken driver.</i> | 26% |
| 10 | Drunk driving. Over the limit. Under arrest. | 24% |
| 11 | <i>Wanna drink and drive? Police in Illinois will show you the bars.</i> | 23% |
| 12 | Children in back. | 23% |
| 13 | <i>Drink and Drive? Police in Illinois have your number.</i> | 17% |

Table 3 shows that the slogan, “You drink and drive. You lose,” is second at 69 percent, while the slogan “Drive sober or get pulled over” is fifth at 62 percent, and “Drunk Driving. Over the limit. Under arrest,” is tenth at 24 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.”

Results

Table 4
Awareness of Two DUI-Related Slogans

| <i>Region</i> | <i>April 2018 Survey</i> | <i>June Pre- test</i> | <i>Sept Post-Test 2018</i> |
|---|----------------------------------|-------------------------------|------------------------------------|
| Slogan: You drink and drive. You lose. | | | |
| STATEWIDE | 68% | 66% | 69% |
| Chicago Metro | 71% | 67% | 73% |
| Downstate | 62% | 65% | 62% |
| Slogan: Drunk driving. Over the limit. Under arrest. | | | |
| STATEWIDE | 24% | 31% | 24% |
| Chicago Metro | 28% | 34% | 25% |
| Downstate | 20% | 27% | 23% |
| Slogan: Drive sober or get pulled over. | | | |
| STATEWIDE | 68% | 63% | 62% |
| Chicago Metro | 71% | 65% | 63% |
| Downstate | 63% | 60% | 61% |

April to September 2018 trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** remained consistent from April to September. *Among recent drinkers*, in June, 71 percent said they had heard the slogan in the past thirty days, compared to 81 percent in September. These numbers are higher than the statewide averages for each survey. *Regionally*, in the Chicago area, 71 percent in April, 67 percent in June, and 73 percent in September reported awareness of the slogan. As in the 2017 surveys, downstate rates were somewhat lower in all three surveys.

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** was higher in June (31 percent) than in April and September (24 percent for each survey). *Among recent drinkers*, the awareness level was consistent with the statewide numbers: 32 percent in June and 25 percent in September. *Regionally*, awareness was, for the most part, higher in the Chicago area than downstate. In April, awareness was slightly higher in Chicago (28 percent) than downstate (20 percent). In June, awareness was also higher (34 percent in Chicago; 27 percent downstate). In September, the difference was less stark: 25 percent of Chicago respondents vs. 23 percent of downstate respondents reported awareness.

Results

Statewide, reported awareness of the **“Drive sober or get pulled over” slogan** was highest in April (68 percent) and about the same in June (63 percent) as in in September (62 percent). *Among recent drinkers*, awareness levels were mostly higher at 70 percent in both June and September. *Regionally*, awareness was higher in the Chicago metro area in April (71 percent) compared to downstate (63 percent). In June, awareness was also higher in Chicago (65 percent) compared to downstate (60 percent). In September, both regions were about the same (63 percent in the Chicago area 61 percent downstate).

The 2002 through 2018 trends. Tables 5 presents statewide awareness information for numerous selected traffic safety slogans for both seat belt and DUI campaigns from 2002 to the most recent 2018 survey. The three DUI-related slogans focused upon above are in bold.

Results

Table 5 Awareness of Selected Traffic Safety Slogans, April 2002 through September 2018

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

Results

| Slogan | Apr '07 | Jun '07 | Sep '07 | Apr '08 | Jun '08 | Sep '08 | Apr '09 | Jun '09 | Sep '09 | Apr '10 | Jun '10 | Sep '10 | Apr '11 | Jun '11 | Sep '11 | Apr '12 | Jun '12 | Sep '12 | Jun '13 | Sep '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% |
| You drink and drive. You lose | 76% | 82% | 81% | 77% | 75% | 80% | 78% | 74% | 84% | 78% | 78% | 82% | 79% | 77% | 74% | 69% | 73% | 74% | 73% | 66% |
| 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% |
| Drive sober or get pulled over | na | 20% | 37% | 34% | 36% | 46% | 42% | 56% |
| Drunk driving. Over the limit. Under arrest. | 29% | 24% | 27% | 26% | 26% | 35% | 33% | 29% | 41% | 36% | 40% | 38% | 33% | 34% | 33% | 34% | 31% | 29% | 28% | 24% |
| Cell phones save lives. Pull over and report a drunk driver. | 31% | 37% | 34% | 35% | 31% | 30% | 31% | 27% | 26% | 37% | 35% | 33% | 36% | 29% | 30% | 29% | 31% | 34% | 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% |

Results

| | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|-----|----|----|-----|-----|-----|-----|-----|-----|
| 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% |

| Slogan | Apr '14 | Jun '14 | Sep '14 | Apr '15 | Jun '15 | Sep '15 | Apr '16 | Jun '16 | Sep '16 | Apr '17 | Jun '17 | Sep '17 | Apr '18 | Jun '18 | Sep '18 |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Click It or Ticket | 88% | 87% | 94% | 88% | 90% | 92% | 86% | 88% | 85% | 86% | 87% | 87% | 90% | 89% | 86% |
| Friends don't let friends drive drunk | 72% | 72% | 81% | 72% | 76% | 78% | 71% | 73% | 74% | 68% | 72% | 73% | 72% | 67% | 68% |
| You drink and drive. You lose. | 67% | 66% | 74% | 60% | 71% | 71% | 64% | 66% | 65% | 69% | 70% | 63% | 68% | 66% | 69% |
| Drive smart, drive sober | 46% | 44% | 55% | 43% | 56% | 50% | 50% | 48% | 47% | 56% | 55% | 57% | 64% | 59% | 63% |
| Police in Illinois arrest drunk drivers* | 44% | 48% | 43% | 40% | 47% | 46% | 33% | 37% | 33% | 38% | 39% | 36% | 34% | 38% | 32% |
| Start Seeing Motorcycles | 52% | 61% | 56% | 52% | 65% | 61% | 53% | 57% | 58% | 58% | 60% | 60% | 63% | 61% | 62% |
| Buckle Up America | 32% | 44% | 42% | 38% | 47% | 47% | 29% | 36% | 34% | 37% | 35% | 33% | 28% | 38% | 33% |
| Drive sober or get pulled over | 48% | 45% | 56% | 46% | 57% | 60% | 53% | 45% | 55% | 60% | 60% | 56% | 68% | 63% | 62% |
| Drunk driving. Over the limit. Under arrest. | 20% | 23% | 28% | 19% | 20% | 24% | 19% | 23% | 26% | 28% | 26% | 29% | 24% | 31% | 24% |
| Cell phones save lives. Pull over and report a drunk driver. | 25% | 27% | 29% | 26% | 35% | 27% | 25% | 30% | 25% | 28% | 29% | 29% | 24% | 30% | 26% |

Results

| | | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Drink and drive? Police in Illinois have your number | 17% | 22% | 19% | 19% | 20% | 24% | 15% | 16% | 22% | 19% | 20% | 17% | 12% | 19% | 17% |
| Wanna drink and drive, police in Illinois will show you the bars* | 18% | 21% | 21% | 18% | 22% | 23% | 12% | 21% | 17% | 25% | 21% | 22% | 16% | 23% | 23% |
| Children in back | 19% | 23% | 21% | 19% | 20% | 205 | 16% | 12% | 18% | 19% | 21% | 21% | 16% | 23% | 23% |
| 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 |

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 5: STEP 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 % Distribution s of Occupant Protection, DUI, & Mobile Phone Citations | | | | | | | | | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | Mobile Phone Citations | % Mobile Phone Citations | Citation Written Every X Minutes | Cost per Citation | Cost per Patrol Hour | |
| Addison | 76.2 | 91 | 38 | 41.8% | 2 | 2.2% | 21 | 23.1% | 50.2 | \$ 61.21 | \$ 73.14 | \$ 5,570.48 |
| Algonquin | 58.5 | 68 | 48 | 70.6% | 0 | 0.0% | 2 | 2.9% | 51.6 | \$ 46.53 | \$ 54.79 | \$ 3,164.19 |
| Arlington Heights | 210.0 | 367 | 197 | 53.7% | 0 | 0.0% | 10 | 2.7% | 34.3 | \$ 44.64 | \$ 78.01 | \$ 16,383.06 |
| Bartlett | 63.5 | 62 | 19 | 30.6% | 5 | 8.1% | 0 | 0.0% | 61.5 | \$ 60.14 | \$ 58.72 | \$ 3,728.52 |
| Bellwood | 82.5 | 136 | 83 | 61.0% | 1 | 0.7% | 4 | 2.9% | 36.4 | \$ 41.10 | \$ 67.75 | \$ 5,589.14 |
| Belvidere | 14.0 | 4 | 0 | 0.0% | 2 | 50.0% | 0 | 0.0% | 210.0 | \$ 147.28 | \$ 42.08 | \$ 589.12 |
| Berwyn | 189.0 | 301 | 209 | 69.4% | 0 | 0.0% | 32 | 10.6% | 37.7 | \$ 40.60 | \$ 64.66 | \$ 12,220.09 |
| Boone County | 54.0 | 48 | 43 | 89.6% | 0 | 0.0% | 0 | 0.0% | 67.5 | \$ 56.77 | \$ 50.46 | \$ 2,725.02 |
| Bourbonnais | 33.0 | 43 | 17 | 39.5% | 1 | 2.3% | 3 | 7.0% | 46.0 | \$ 35.58 | \$ 46.36 | \$ 1,530.04 |
| Buffalo Grove | 106.3 | 137 | 64 | 46.7% | 5 | 3.6% | 26 | 19.0% | 46.5 | \$ 61.97 | \$ 79.90 | \$ 8,489.79 |
| Cahokia | 76.0 | 93 | 14 | 15.1% | 0 | 0.0% | 0 | 0.0% | 49.0 | \$ 41.38 | \$ 50.63 | \$ 3,848.09 |
| Calumet City | 494.0 | 487 | 232 | 47.6% | 3 | 0.6% | 46 | 9.4% | 60.9 | \$ 42.75 | \$ 42.15 | \$ 20,819.82 |
| Carol Stream | 337.0 | 293 | 98 | 33.4% | 13 | 4.4% | 49 | 16.7% | 69.0 | \$ 68.80 | \$ 59.82 | \$ 20,159.12 |
| Cartersville | 15.0 | 5 | 1 | 20.0% | 0 | 0.0% | 0 | 0.0% | 180.0 | \$ 90.36 | \$ 30.12 | \$ 451.82 |
| Champaign | 25.0 | 44 | 21 | 47.7% | 0 | 0.0% | 11 | 25.0% | 34.1 | \$ 32.24 | \$ 56.73 | \$ 1,418.35 |
| Chatham | 12.0 | 24 | 13 | 54.2% | 0 | 0.0% | 3 | 12.5% | 30.0 | \$ 26.27 | \$ 52.55 | \$ 630.54 |
| Cherry Valley | 30.0 | 32 | 7 | 21.9% | 0 | 0.0% | 2 | 6.3% | 56.3 | \$ 34.77 | \$ 37.09 | \$ 1,112.58 |
| Chicago Heights | 75.0 | 62 | 57 | 91.9% | 0 | 0.0% | 0 | 0.0% | 72.6 | \$ 64.21 | \$ 53.08 | \$ 3,981.07 |
| Chicago | 120.0 | 161 | 6 | 3.7% | 1 | 0.6% | 1 | 0.6% | 44.7 | \$ 60.14 | \$ 80.69 | \$ 9,683.34 |
| Chicago Ridge | 25.0 | 39 | 30 | 76.9% | 0 | 0.0% | 4 | 10.3% | 38.5 | \$ 37.38 | \$ 58.31 | \$ 1,457.66 |
| Cicero | 37.0 | 34 | 19 | 55.9% | 0 | 0.0% | 13 | 38.2% | 65.3 | \$ 69.39 | \$ 63.76 | \$ 2,359.22 |
| Clarendon Hills | 58.0 | 53 | 22 | 41.5% | 0 | 0.0% | 2 | 3.8% | 65.7 | \$ 72.59 | \$ 66.33 | \$ 3,847.10 |
| Collinsville | 77.5 | 99 | 17 | 17.2% | 2 | 2.0% | 23 | 23.2% | 47.0 | \$ 43.05 | \$ 54.99 | \$ 4,261.96 |
| Columbia | 48.0 | 57 | 27 | 47.4% | 0 | 0.0% | 1 | 1.8% | 50.5 | \$ 40.26 | \$ 47.81 | \$ 2,294.70 |
| Cook County | 226.0 | 251 | 95 | 37.8% | 0 | 0.0% | 38 | 15.1% | 54.0 | \$ 58.17 | \$ 64.60 | \$ 14,600.33 |
| Countryside | 42.8 | 48 | 33 | 68.8% | 0 | 0.0% | 0 | 0.0% | 53.4 | \$ 54.77 | \$ 61.49 | \$ 2,628.87 |

TABLE 5: STEP 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 % Distribution s of Occupant Protection, DUI, & Mobile Phone Citations | | | | | | | | | | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | Mobile Phone Citations | % Mobile Phone Citations | Citation Written Every X Minutes | Cost per Citation | Cost per Patrol Hour | | |
| Crystal Lake | 74.0 | 66 | 24 | 36.4% | 0 | 0.0% | 19 | 28.8% | 67.3 | \$ 73.39 | \$ 65.45 | \$ 4,843.49 | |
| Decatur | 162.0 | 111 | 3 | 2.7% | 7 | 6.3% | 1 | 0.9% | 87.6 | \$ 73.46 | \$ 50.33 | \$ 8,154.11 | |
| DeKalb County | 140.5 | 129 | 36 | 27.9% | 10 | 7.8% | 8 | 6.2% | 65.3 | \$ 63.93 | \$ 58.70 | \$ 8,246.70 | |
| DeKalb | 39.0 | 45 | 26 | 57.8% | 0 | 0.0% | 6 | 13.3% | 52.0 | \$ 58.43 | \$ 67.42 | \$ 2,629.38 | |
| East Hazel Crest | 27.5 | 19 | 4 | 21.1% | 0 | 0.0% | 0 | 0.0% | 86.8 | \$ 96.42 | \$ 66.62 | \$ 1,831.97 | |
| East Peoria | 102.5 | 81 | 8 | 9.9% | 2 | 2.5% | 3 | 3.7% | 75.9 | \$ 74.95 | \$ 59.23 | \$ 6,071.18 | |
| Edwardsville | 73.0 | 77 | 23 | 29.9% | 5 | 6.5% | 0 | 0.0% | 56.9 | \$ 50.33 | \$ 53.08 | \$ 3,875.16 | |
| Elgin | 134.0 | 229 | 109 | 47.6% | 6 | 2.6% | 18 | 7.9% | 35.1 | \$ 43.00 | \$ 73.49 | \$ 9,847.53 | |
| Elk Grove Village | 243.0 | 503 | 367 | 73.0% | 2 | 0.4% | 9 | 1.8% | 29.0 | \$ 34.51 | \$ 71.44 | \$ 17,358.75 | |
| Elmhurst | 115.0 | 165 | 73 | 44.2% | 7 | 4.2% | 14 | 8.5% | 41.8 | \$ 49.74 | \$ 71.37 | \$ 8,207.41 | |
| Evanston | 81.8 | 101 | 36 | 35.6% | 2 | 2.0% | 27 | 26.7% | 48.6 | \$ 58.81 | \$ 72.66 | \$ 5,940.27 | |
| Forest Park | 36.0 | 34 | 13 | 38.2% | 0 | 0.0% | 0 | 0.0% | 63.5 | \$ 62.32 | \$ 58.86 | \$ 2,118.93 | |
| Franklin Park | 44.0 | 42 | 16 | 38.1% | 0 | 0.0% | 1 | 2.4% | 62.9 | \$ 59.18 | \$ 56.49 | \$ 2,485.40 | |
| Freeport | 30.0 | 31 | 7 | 22.6% | 0 | 0.0% | 7 | 22.6% | 58.1 | \$ 44.15 | \$ 45.62 | \$ 1,368.70 | |
| Galesburg | 30.0 | 35 | 7 | 20.0% | 0 | 0.0% | 6 | 17.1% | 51.4 | \$ 36.53 | \$ 42.61 | \$ 1,278.41 | |
| Glendale Heights | 9.0 | 17 | 9 | 52.9% | 0 | 0.0% | 1 | 5.9% | 31.8 | \$ 29.20 | \$ 55.16 | \$ 496.47 | |
| Grandview | 30.0 | 26 | 15 | 57.7% | 0 | 0.0% | 3 | 11.5% | 69.2 | \$ 31.15 | \$ 27.00 | \$ 810.00 | |
| Grundy County | 75.0 | 77 | 43 | 55.8% | 0 | 0.0% | 12 | 15.6% | 58.4 | \$ 49.87 | \$ 51.20 | \$ 3,839.88 | |
| Gurnee | 33.0 | 50 | 30 | 60.0% | 1 | 2.0% | 1 | 2.0% | 39.6 | \$ 44.16 | \$ 66.90 | \$ 2,207.85 | |
| Hanover Park | 69.0 | 80 | 33 | 41.3% | 1 | 1.3% | 4 | 5.0% | 51.8 | \$ 49.99 | \$ 57.96 | \$ 3,999.00 | |
| Hillside | 27.5 | 23 | 5 | 21.7% | 0 | 0.0% | 17 | 73.9% | 71.7 | \$ 78.16 | \$ 65.37 | \$ 1,797.58 | |
| Hinsdale | 53.3 | 72 | 22 | 30.6% | 1 | 1.4% | 6 | 8.3% | 44.4 | \$ 51.44 | \$ 69.55 | \$ 3,703.50 | |
| Homewood | 27.0 | 33 | 19 | 57.6% | 0 | 0.0% | 0 | 0.0% | 49.1 | \$ 48.28 | \$ 59.00 | \$ 1,593.08 | |
| Island Lake | 49.0 | 41 | 2 | 4.9% | 0 | 0.0% | 1 | 2.4% | 71.7 | \$ 34.67 | \$ 29.01 | \$ 1,421.66 | |
| Joliet | 144.0 | 108 | 23 | 21.3% | 1 | 0.9% | 3 | 2.8% | 80.0 | \$ 96.00 | \$ 72.00 | \$ 10,368.00 | |
| Kane County | 86.5 | 80 | 4 | 5.0% | 0 | 0.0% | 5 | 6.3% | 64.9 | \$ 69.99 | \$ 64.73 | \$ 5,599.33 | |

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TABLE 5: STEP 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 % Distribution s of Occupant Protection, DUI, & Mobile Phone Citations | | | | | | | | | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | Mobile Phone Citations | % Mobile Phone Citations | Citation Written Every X Minutes | Cost per Citation | Cost per Patrol Hour | |
| Kankakee | 60.0 | 42 | 3 | 7.1% | 0 | 0.0% | 4 | 9.5% | 85.7 | \$ 81.49 | \$ 57.04 | \$ 3,422.40 |
| Kildeer | 8.0 | 6 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 80.0 | \$ 67.27 | \$ 50.46 | \$ 403.64 |
| Lake Bluff | 5.0 | 2 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 150.0 | \$ 158.85 | \$ 63.54 | \$ 317.69 |
| Lake County | 132.5 | 144 | 84 | 58.3% | 3 | 2.1% | 3 | 2.1% | 55.2 | \$ 60.09 | \$ 65.30 | \$ 8,652.88 |
| Lake in the Hills | 38.5 | 23 | 1 | 4.3% | 0 | 0.0% | 1 | 4.3% | 100.4 | \$ 96.76 | \$ 57.81 | \$ 2,225.50 |
| Lake Zurich | 58.0 | 60 | 7 | 11.7% | 5 | 8.3% | 11 | 18.3% | 58.0 | \$ 71.37 | \$ 73.83 | \$ 4,282.08 |
| Lakemoor | 4.0 | 5 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 48.0 | \$ 27.60 | \$ 34.50 | \$ 138.00 |
| LaSalle | 25.0 | 23 | 12 | 52.2% | 0 | 0.0% | 2 | 8.7% | 65.2 | \$ 44.21 | \$ 40.67 | \$ 1,016.80 |
| Leland Grove | 26.0 | 68 | 10 | 14.7% | 0 | 0.0% | 3 | 4.4% | 22.9 | \$ 10.34 | \$ 27.04 | \$ 702.96 |
| Libertyville | 6.0 | 15 | 13 | 86.7% | 0 | 0.0% | 0 | 0.0% | 24.0 | \$ 54.88 | \$ 68.60 | \$ 823.20 |
| Lincolnwood | 12.0 | 12 | 3 | 25.0% | 0 | 0.0% | 5 | 41.7% | 60.0 | \$ 55.06 | \$ 55.06 | \$ 660.72 |
| Lisle | 8.0 | 18 | 7 | 38.9% | 0 | 0.0% | 8 | 44.4% | 26.7 | \$ 31.33 | \$ 70.50 | \$ 563.98 |
| Lockport | 158.0 | 144 | 57 | 39.6% | 2 | 1.4% | 15 | 10.4% | 65.8 | \$ 72.84 | \$ 66.38 | \$ 10,488.37 |
| Lombard | 185.3 | 194 | 60 | 30.9% | 5 | 2.6% | 40 | 20.6% | 57.3 | \$ 65.99 | \$ 69.11 | \$ 12,802.63 |
| Loves Park | 34.0 | 56 | 1 | 1.8% | 1 | 1.8% | 0 | 0.0% | 36.4 | \$ 18.43 | \$ 30.36 | \$ 1,032.09 |
| Macomb | 61.0 | 50 | 5 | 10.0% | 0 | 0.0% | 17 | 34.0% | 73.2 | \$ 53.33 | \$ 43.72 | \$ 2,666.62 |
| Maryville | 28.0 | 38 | 12 | 31.6% | 0 | 0.0% | 4 | 10.5% | 44.2 | \$ 33.48 | \$ 45.44 | \$ 1,272.28 |
| Matteson | 60.0 | 120 | 82 | 68.3% | 0 | 0.0% | 17 | 14.2% | 30.0 | \$ 31.13 | \$ 62.26 | \$ 3,735.32 |
| Mattoon | 34.5 | 32 | 5 | 15.6% | 3 | 9.4% | 1 | 3.1% | 64.7 | \$ 54.26 | \$ 50.32 | \$ 1,736.17 |
| Maywood | 66.0 | 68 | 40 | 58.8% | 0 | 0.0% | 22 | 32.4% | 58.2 | \$ 58.82 | \$ 60.60 | \$ 3,999.72 |
| McCullom Lake | 60.0 | 27 | 6 | 22.2% | 0 | 0.0% | 7 | 25.9% | 133.3 | \$ 71.11 | \$ 32.00 | \$ 1,920.00 |
| McHenry County | 110.0 | 107 | 1 | 0.9% | 6 | 5.6% | 1 | 0.9% | 61.7 | \$ 64.65 | \$ 62.89 | \$ 6,917.96 |
| Mercer County | 6.5 | 2 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 195.0 | \$ 108.78 | \$ 33.47 | \$ 217.56 |
| Midlothian | 134.5 | 206 | 142 | 68.9% | 0 | 0.0% | 27 | 13.1% | 39.2 | \$ 37.52 | \$ 57.47 | \$ 7,729.45 |
| Moline | 4.0 | 0 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0.0 | \$ - | \$ 58.64 | \$ 234.56 |
| Monmouth | 72.0 | 84 | 13 | 15.5% | 0 | 0.0% | 6 | 7.1% | 51.4 | \$ 37.68 | \$ 43.96 | \$ 3,164.96 |

TABLE 5: STEP 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 % Distribution s of Occupant Protection, DUI, & Mobile Phone Citations | | | | | | | | | | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | Mobile Phone Citations | % Mobile Phone Citations | Citation Written Every X Minutes | Cost per Citation | Cost per Patrol Hour | | |
| Montgomery | 12.0 | 26 | 23 | 88.5% | 0 | 0.0% | 0 | 0.0% | 27.7 | \$ 26.17 | \$ 56.71 | \$ 680.48 | |
| Naperville | 86.3 | 96 | 27 | 28.1% | 3 | 3.1% | 8 | 8.3% | 53.9 | \$ 33.71 | \$ 37.52 | \$ 3,235.82 | |
| North Pekin | 99.0 | 103 | 13 | 12.6% | 6 | 5.8% | 3 | 2.9% | 57.7 | \$ 27.87 | \$ 29.00 | \$ 2,870.62 | |
| North Riverside | 26.0 | 31 | 9 | 29.0% | 0 | 0.0% | 2 | 6.5% | 50.3 | \$ 53.58 | \$ 63.88 | \$ 1,660.88 | |
| Oak Brook | 16.0 | 17 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 56.5 | \$ 36.25 | \$ 38.52 | \$ 616.32 | |
| Oak Lawn | 128.8 | 244 | 169 | 69.3% | 2 | 0.8% | 3 | 1.2% | 31.7 | \$ 37.46 | \$ 71.00 | \$ 9,141.09 | |
| Oak Park | 29.0 | 25 | 11 | 44.0% | 0 | 0.0% | 2 | 8.0% | 69.6 | \$ 84.07 | \$ 72.48 | \$ 2,101.83 | |
| Olympia Fields | 52.0 | 55 | 46 | 83.6% | 0 | 0.0% | 3 | 5.5% | 56.7 | \$ 53.28 | \$ 56.35 | \$ 2,930.25 | |
| Orland Park | 108.0 | 150 | 75 | 50.0% | 0 | 0.0% | 34 | 22.7% | 43.2 | \$ 51.47 | \$ 71.49 | \$ 7,721.20 | |
| Oswego | 53.0 | 69 | 27 | 39.1% | 0 | 0.0% | 12 | 17.4% | 46.1 | \$ 45.02 | \$ 58.61 | \$ 3,106.15 | |
| Palatine | 110.0 | 143 | 67 | 46.9% | 3 | 2.1% | 40 | 28.0% | 46.2 | \$ 55.83 | \$ 72.58 | \$ 7,983.47 | |
| Palos Heights | 63.0 | 63 | 27 | 42.9% | 1 | 1.6% | 25 | 39.7% | 60.0 | \$ 67.97 | \$ 67.97 | \$ 4,282.34 | |
| Park City | 56.0 | 83 | 33 | 39.8% | 3 | 3.6% | 1 | 1.2% | 40.5 | \$ 37.44 | \$ 55.49 | \$ 3,107.38 | |
| Peoria County | 53.5 | 56 | 19 | 33.9% | 0 | 0.0% | 1 | 1.8% | 57.3 | \$ 49.52 | \$ 51.84 | \$ 2,773.26 | |
| Peoria | 40.0 | 61 | 4 | 6.6% | 3 | 4.9% | 0 | 0.0% | 39.3 | \$ 42.66 | \$ 65.06 | \$ 2,602.26 | |
| Perry County | 15.0 | 19 | 8 | 42.1% | 1 | 5.3% | 2 | 10.5% | 47.4 | \$ 16.07 | \$ 20.36 | \$ 305.35 | |
| Peru | 60.0 | 28 | 10 | 35.7% | 2 | 7.1% | 0 | 0.0% | 128.6 | \$ 91.93 | \$ 42.90 | \$ 2,574.15 | |
| Plainfield | 54.0 | 102 | 45 | 44.1% | 0 | 0.0% | 3 | 2.9% | 31.8 | \$ 34.08 | \$ 64.38 | \$ 3,476.29 | |
| Prairie Grove | 72.0 | 167 | 1 | 0.6% | 1 | 0.6% | 5 | 3.0% | 25.9 | \$ 15.09 | \$ 35.00 | \$ 2,520.00 | |
| Prospect Heights | 32.0 | 47 | 23 | 48.9% | 1 | 2.1% | 0 | 0.0% | 40.9 | \$ 47.01 | \$ 69.05 | \$ 2,209.56 | |
| Quincy | 90.0 | 88 | 58 | 65.9% | 3 | 3.4% | 0 | 0.0% | 61.4 | \$ 50.99 | \$ 49.86 | \$ 4,487.31 | |
| River Forest | 12.0 | 14 | 4 | 28.6% | 0 | 0.0% | 0 | 0.0% | 51.4 | \$ 55.97 | \$ 65.30 | \$ 783.60 | |
| River Grove | 115.0 | 134 | 64 | 47.8% | 2 | 1.5% | 40 | 29.9% | 51.5 | \$ 52.87 | \$ 64.40 | \$ 7,084.42 | |
| Riverside | 12.0 | 10 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 72.0 | \$ 81.56 | \$ 67.97 | \$ 815.60 | |
| Robinson | 35.0 | 25 | 3 | 12.0% | 1 | 4.0% | 2 | 8.0% | 84.0 | \$ 54.25 | \$ 38.75 | \$ 1,356.35 | |
| Rock Island County | 20.0 | 27 | 1 | 3.7% | 0 | 0.0% | 0 | 0.0% | 44.4 | \$ 34.45 | \$ 46.50 | \$ 930.05 | |

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TABLE 5: STEP 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 % Distribution s of Occupant Protection, DUI, & Mobile Phone Citations | | | | | | | | | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | Mobile Phone Citations | % Mobile Phone Citations | Citation Written Every X Minutes | Cost per Citation | Cost per Patrol Hour | |
| Rock Island | 108.0 | 90 | 42 | 46.7% | 4 | 4.4% | 4 | 4.4% | 72.0 | \$ 62.91 | \$ 52.42 | \$ 5,661.66 |
| Rockford | 109.0 | 134 | 30 | 22.4% | 8 | 6.0% | 8 | 6.0% | 48.8 | \$ 49.75 | \$ 61.16 | \$ 6,666.16 |
| Rolling Meadows | 52.0 | 71 | 16 | 22.5% | 0 | 0.0% | 11 | 15.5% | 43.9 | \$ 51.71 | \$ 70.60 | \$ 3,671.12 |
| Romeoville | 28.0 | 45 | 18 | 40.0% | 0 | 0.0% | 3 | 6.7% | 37.3 | \$ 41.59 | \$ 66.84 | \$ 1,871.56 |
| Roscoe | 44.0 | 36 | 1 | 2.8% | 1 | 2.8% | 2 | 5.6% | 73.3 | \$ 51.70 | \$ 42.30 | \$ 1,861.08 |
| Roselle | 24.0 | 18 | 0 | 0.0% | 1 | 5.6% | 0 | 0.0% | 80.0 | \$ 67.86 | \$ 50.90 | \$ 1,221.48 |
| Round Lake Park | 48.0 | 74 | 28 | 37.8% | 0 | 0.0% | 7 | 9.5% | 38.9 | \$ 40.76 | \$ 62.84 | \$ 3,016.32 |
| Schaumburg | 96.0 | 120 | 50 | 41.7% | 0 | 0.0% | 46 | 38.3% | 48.0 | \$ 60.42 | \$ 75.53 | \$ 7,250.88 |
| Shorewood | 128.0 | 89 | 9 | 10.1% | 0 | 0.0% | 7 | 7.9% | 86.3 | \$ 88.38 | \$ 61.46 | \$ 7,866.25 |
| Silvis | 29.0 | 23 | 2 | 8.7% | 0 | 0.0% | 0 | 0.0% | 75.7 | \$ 60.87 | \$ 48.28 | \$ 1,399.99 |
| Sleepy Hollow | 8.0 | 8 | 0 | 0.0% | 2 | 25.0% | 0 | 0.0% | 60.0 | \$ 36.22 | \$ 36.22 | \$ 289.76 |
| South Chicago Heights | 55.5 | 72 | 16 | 22.2% | 3 | 4.2% | 5 | 6.9% | 46.3 | \$ 20.12 | \$ 26.10 | \$ 1,448.30 |
| Southern View | 96.0 | 104 | 28 | 26.9% | 5 | 4.8% | 6 | 5.8% | 55.4 | \$ 33.23 | \$ 36.00 | \$ 3,456.00 |
| Spring Grove | 39.0 | 29 | 5 | 17.2% | 0 | 0.0% | 2 | 6.9% | 80.7 | \$ 49.61 | \$ 36.89 | \$ 1,438.83 |
| Springfield | 18.0 | 15 | 0 | 0.0% | 2 | 13.3% | 0 | 0.0% | 72.0 | \$ 57.16 | \$ 47.63 | \$ 857.36 |
| St. Charles | 45.5 | 42 | 11 | 26.2% | 4 | 9.5% | 6 | 14.3% | 65.0 | \$ 80.86 | \$ 74.64 | \$ 3,396.32 |
| St. Clair County | 299.5 | 244 | 65 | 26.6% | 1 | 0.4% | 6 | 2.5% | 73.6 | \$ 45.37 | \$ 36.96 | \$ 11,069.34 |
| Sterling | 19.0 | 18 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 63.3 | \$ 42.46 | \$ 40.22 | \$ 764.23 |
| Streamwood | 40.0 | 37 | 1 | 2.7% | 2 | 5.4% | 1 | 2.7% | 64.9 | \$ 63.07 | \$ 58.34 | \$ 2,333.70 |
| Summit | 138.0 | 217 | 107 | 49.3% | 4 | 1.8% | 25 | 11.5% | 38.2 | \$ 36.72 | \$ 57.73 | \$ 7,967.28 |
| Sycamore | 50.0 | 8 | 5 | 62.5% | 2 | 25.0% | 0 | 0.0% | 375.0 | \$ 300.80 | \$ 48.13 | \$ 2,406.42 |
| Tazewell County | 71.0 | 38 | 4 | 10.5% | 1 | 2.6% | 19 | 50.0% | 112.1 | \$ 94.17 | \$ 50.40 | \$ 3,578.58 |
| Troy Police | 56.0 | 70 | 22 | 31.4% | 1 | 1.4% | 1 | 1.4% | 48.0 | \$ 37.21 | \$ 46.10 | \$ 2,604.60 |
| Villa Park | 43.3 | 37 | 3 | 8.1% | 2 | 5.4% | 3 | 8.1% | 70.1 | \$ 70.14 | \$ 60.01 | \$ 2,595.25 |
| Wauconda | 26.0 | 23 | 3 | 13.0% | 0 | 0.0% | 11 | 47.8% | 67.8 | \$ 76.04 | \$ 67.27 | \$ 1,748.97 |
| Waukegan | 184.0 | 279 | 150 | 53.8% | 0 | 0.0% | 3 | 1.1% | 39.6 | \$ 53.33 | \$ 80.86 | \$ 14,878.46 |

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TABLE 5: STEP GRANTEE ENFORCEMENT AND ASSOCIATED COSTS

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | |
|----------------------------------|-----------------|-----------------|--|----------------------------------|--------------|---------------|------------------------|--------------------------|----------------------------------|-------------------|----------------------|----------------------|------------|
| Agency | Total Hours | Total Citations | Frequency and % Distribution s of Occupant Protection, DUI, & Mobile Phone Citations | | | | | | | | | | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | Mobile Phone Citations | % Mobile Phone Citations | Citation Written Every X Minutes | Cost per Citation | Cost per Patrol Hour | | |
| Wheeling | 148.8 | 325 | 115 | 35.4% | 6 | 1.8% | 61 | 18.8% | 27.5 | \$ 33.04 | \$ 72.18 | \$ 10,737.48 | |
| Will County | 96.5 | 101 | 17 | 16.8% | 2 | 2.0% | 3 | 3.0% | 57.3 | \$ 54.99 | \$ 57.55 | \$ 5,553.79 | |
| Williamson County | 71.0 | 42 | 5 | 11.9% | 0 | 0.0% | 8 | 19.0% | 101.4 | \$ 64.86 | \$ 38.37 | \$ 2,724.28 | |
| Winnebago County | 7.0 | 12 | 5 | 41.7% | 0 | 0.0% | 4 | 33.3% | 35.0 | \$ 19.52 | \$ 33.47 | \$ 234.29 | |
| Winthrop Harbor | 8.0 | 4 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 120.0 | \$ 116.64 | \$ 58.32 | \$ 466.56 | |
| Wood Dale | 72.0 | 62 | 41 | 66.1% | 3 | 4.8% | 1 | 1.6% | 69.7 | \$ 77.97 | \$ 67.14 | \$ 4,834.34 | |
| Woodridge | 64.3 | 106 | 27 | 25.5% | 0 | 0.0% | 11 | 10.4% | 36.4 | \$ 38.58 | \$ 63.64 | \$ 4,089.19 | |
| Woodstock | 104.0 | 33 | 26 | 78.8% | 0 | 0.0% | 0 | 0.0% | 189.1 | \$ 188.96 | \$ 59.96 | \$ 6,235.84 | |
| Colona | 50.8 | 41 | 7 | 17.1% | 3 | 7.3% | 0 | 0.0% | 74.3 | \$ 37.76 | \$ 30.50 | \$ 1,548.09 | |
| Elwood | 20.5 | 26 | 7 | 26.9% | 0 | 0.0% | 2 | 7.7% | 47.3 | \$ 45.13 | \$ 57.23 | \$ 1,173.28 | |
| Franklin Park | 16.0 | 16 | 0 | 0.0% | 2 | 12.5% | 0 | 0.0% | 60.0 | \$ 56.72 | \$ 56.72 | \$ 907.44 | |
| Jackson County | 36.0 | 26 | 1 | 3.8% | 1 | 3.8% | 1 | 3.8% | 83.1 | \$ 52.11 | \$ 37.64 | \$ 1,354.98 | |
| Matteson | 44.0 | 44 | 0 | 0.0% | 3 | 6.8% | 3 | 6.8% | 60.0 | \$ 58.31 | \$ 58.31 | \$ 2,565.52 | |
| Palatine | 20.0 | 14 | 0 | 0.0% | 2 | 14.3% | 0 | 0.0% | 85.7 | \$ 92.86 | \$ 65.00 | \$ 1,299.98 | |
| Summit | 36.5 | 34 | 9 | 26.5% | 2 | 5.9% | 1 | 2.9% | 64.4 | \$ 72.90 | \$ 67.91 | \$ 2,478.57 | |
| STEP GRANTS ONLY SUBTOTAL | 10,017.0 | 11,570.0 | 4,574.0 | 39.5% | 204.0 | 1.8% | 1,114.0 | 9.6% | 51.9 | \$ 50.44 | \$ 58.27 | \$ 583,644.86 | |

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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 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 6: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
|-----------------------------|---------------|-----------------|--|----------------------------------|-------------|----------------|------------------------|--------------------------|----------------------------------|-------------------|----------------------|----------------------|
| Agency | Total Hours | Total Citations | Frequency and % Distribution s 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 Arrest s | Mobile Phone Citations | % Mobile Phone Citations | | | | |
| STEP GRANTS TOTAL | 10,017 | 11,570 | 4,574 | 39.5% | 204 | 1.8% | 1114 | 9.6% | 51.9 | \$ 50.44 | \$ 58.27 | \$ 583,644.86 |
| ILLINOIS STATE POLICE TOTAL | 2,954.0 | 2,891 | 1,213 | 42.0% | 42 | 1.5% | 104 | 3.6% | 61.3 | \$ 85.42 | \$ 83.59 | \$ 246,937.00 |
| TOTAL | 12,971 | 14,461 | 5,787 | 40.0% | 246 | 1.7% | 1,218 | 8.4% | 53.8 | \$ 57.44 | \$ 64.03 | \$ 830,581.86 |

- 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

Program Descriptions: STEP – Sustained Traffic Enforcement Program