

September, 2008

**Evaluation of the  
2008 Illinois “Click It or Ticket” Campaign**

**April 21 – June 15, 2008**

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

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

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

**Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during the May 2008 mobilization in Illinois. Safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.**

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## Executive Summary

“Click It or Ticket“ (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of safety belt use and of issuing tickets for safety belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

The 2008 Memorial Day CIOT was conducted April 21 to June 15, 2008. A total of 260 local law enforcement agencies and Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

### ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 34,352 enforcement hours and wrote 56,250 citations, 35,313 (62.8%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 58.4 minutes throughout the May campaign. Overall, one citation was written every 36.6 minutes of statewide and rural enforcement. Additional 30,576 citations were written by 81 non-funded local agencies. Adding these citations to 56,250 citations resulted in 86,826 citations.
2. One citation was written by the ISP every 36.6 minutes of enforcement, while the local agencies wrote one citation for every 36.7 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 8,423 (74.1%) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 26,890 (59.9%) were safety belt and child safety seat violations.

### COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 33,325 patrol hours and issued 54,484 citations during CIOT statewide and rural enforcements at a total cost of \$1,800,901. On average, citations were written every 36.7 minutes during enforcement at a cost of \$33.05 per citation, or \$54.04 per patrol hour.
4. Sixty-six (66) mini-grantees (those local agencies that were funded to conduct enforcement activities during the CIOT campaign) issued one citation every 39.7 minutes. The cost per citation for these agencies was \$25.81 and cost per patrol hour was \$39.03. Sixty-one regular grantees issued one citation every 35.8 minutes. The cost per citation for these agencies was \$31.30 and cost per patrol hour was \$52.53. Fifty-one grantees with multiple grants issued one citation every 36.0 minutes of patrol. The cost per citation for these agencies was \$33.22 and the cost per patrol hour was \$55.37. The Illinois State Police issued one citation every 36.6 minutes. The cost per citation for the ISP was \$40.01 and cost per patrol hour was \$65.54.

5. 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 a citation written per X minutes vary substantially across selected local agencies.

## MEDIA

6. During the May mobilization campaigns, Illinois spent a total of \$775,459 on paid media. A total of 18,590 television and 6,084 radio advertisements ran during the campaigns to promote CIOT. The CIOT message was advertised on the internet on sites such as Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.
7. Four media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of nighttime safety belt enforcement.
8. Twenty-six press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 244 stories related to CIOT ran across the state. Throughout the campaign, 58 radio stories were aired; 167 print news stories ran; and 19 television news stories aired.

## STATEWIDE OBSERVATIONAL SURVEY

9. The statewide safety belt survey was conducted at 258 sites during June 2008. Of the total of 124,566 front seat occupants observed in passenger cars and pickup trucks, 90.5 percent were wearing safety belts. The Collar Counties had the highest usage rate at 92.7 percent followed by the Cook County at 90.4 percent. The Downstate Counties had a usage rate of 89.9 percent, while the City of Chicago had the lowest usage rate at 86.8 percent.
10. Based on Road Type, Interstate highway travelers had the highest usage rate at 93.6 percent followed by U.S./Illinois Highway travelers at 90.6 percent. Motorists traveling on residential streets had the lowest usage rate at 89.5 percent.
11. Of the total of 111,897 observations of drivers and passengers in cars (excluding pickup trucks), 91.6 percent were wearing safety belts. The safety belt usage rate for drivers was slightly higher than that for passengers (91.7 percent versus 90.9 percent).
12. A total of 12,669 pickup truck occupants were observed. Drivers had a slightly higher safety belt usage rate than passengers (84.0 percent versus 81.2 percent).
13. Overall safety belt usage rate among drivers and front seat passengers increased by 0.7 percentage point from the pre-mobilization survey to the post mobilization survey. The Downstate Counties had the highest increase in belt use of 4.4 percentage points. The Collar Counties had an increase in belt use of 1.1 percentage points. On the other hand, the City of Chicago and Cook County had decreases of 0.3 percentage point and 0.4 percent point respectively.
14. Safety belt use among front seat passenger car occupants increased 1.0 percentage point from 90.6 percent during the pre-mobilization to 91.6 percent during the post

mobilization. The safety belt usage rate for pickup truck occupants increased by 1.8 percentage points from 81.7 percent during the pre-mobilization to 83.5 percent during the post mobilization.

## RURAL OBSERVATIONAL SURVEY

15. There were 6,083 vehicles observed during the rural pre-mobilization survey, of which, 4,655 were passenger cars and 1,428 were pickup trucks. During the rural post mobilization, there were 6,607 total vehicles observed, of which, 4,778 were passenger cars and 1,829 were pickup trucks.
16. The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 87.7 percent during the pre-mobilization to 90.9 percent during the post mobilization.
17. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate, while the Peoria and Rockford media markets had similar usage rates. On the other hand, the Champaign media market's safety belt usage rate was significantly lower than the other three media markets. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 5.1 percentage points for the Rockford media market. Safety belt use in the Champaign and St. Louis media markets increased by 3.0 percentage points and 2.9 percentage points respectively. The safety belt usage rate in the Peoria media market only increased by 0.7 percentage point.
18. On residential roads, there was an increase from 86.3 percent during the pre-mobilization to 87.7 percent during the post mobilization. On U.S./IL Highways, the safety belt usage rate increased from 88.3 percent during the pre-mobilization to 92.4 percent during the post mobilization.
19. The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 89.8 percent during the pre-mobilization to 92.2 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.
20. The safety belt usage rate for pickup trucks increased from 80.8 percent during the pre-mobilization to 87.5 percent during the post-mobilization resulting in a 6.7 percentage point increase.
21. For pickup trucks, the St. Louis media market had the highest usage rate during the pre-mobilization survey. The safety belt usage rate in the Peoria media market was 81.6 percent; the safety belt usage rate in the Rockford media market was 79.9 percent; and the safety belt usage rate in the Champaign media market was 64.1 percent. During the post mobilization survey, the St. Louis media market had a safety belt usage rate of more than 95 percent; the Rockford media market had a safety belt usage rate of 88.1 percent, and the Peoria media market had a safety belt usage rate of 84.4 percent. On the other hand, the Champaign media market had the lowest safety belt usage rate at 65.5 percent.

## NIGHTTIME OBSERVATIONAL SURVEY

22. During the pre campaign survey, there were 11,967 observations during the day and 5,958 observations during the night. After the statewide campaign (media and enforcement) a total of 12,403 occupants were observed during the day and 6,780 occupants were observed during night.
23. Overall, during the pre and post campaign, nighttime usage rate was slightly lower than the daytime usage rate (88.1 percent at night versus 89.0 at day during pre campaign and 90.9 at night versus 91.1 at day during post campaign), differences of 0.9 and 0.2 percentage points respectively. As expected, the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.
24. Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post mobilization periods.
25. The safety belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

## STATEWIDE TELEPHONE SURVEY

### Awareness of messages to encourage people to wear seat belts

31. The percentage of people who indicated that, "*in the past thirty days,*" they had "*seen or heard any messages that encourage people to wear their seat belts*" increased from 56 percent in the May pre-test survey to 72 percent at the time of the June post-test survey.
32. Those who had *seen or heard messages encouraging people to wear seat belts* were asked whether "*the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.*" The percent of *these respondents* choosing "more than usual" increased from 12 percent in May to 25 percent in June.
33. Of those June respondents who *had seen or heard messages encouraging seat belt use*, most respondents indicated exposure through billboards / road signs (74%) and television (63%). Newspapers accounted for 22 percent of exposure, followed by friends / relatives (17%).

### Awareness of *Click It or Ticket* slogan

34. The *Click It or Ticket* slogan had an awareness level of 89.0 percent in May, which rose 1.7 percentage points to 90.7 percent in June. We find the June awareness levels for this slogan are very similar across the three analysis regions: the metro Chicago area (90%), the downstate area (91%), and the targeted rural counties (92%).

## Seat Belt Awareness and Enforcement

35. *Awareness of special police efforts to ticket for seat belt violations.* The percent of respondents who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” increased from 18 percent in May to about 33 percent in June.
36. Individuals aware of special seat belt enforcement report hearing about it via television (36%) and radio and newspapers (31% and 31%, respectively). One fourth of those surveyed (24%) learned of the special enforcement from friends / family.
37. *Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* Respondents across Illinois who “strongly agree” with this statement rose from 24 percent in May to 27 percent in June. About 29 percent of downstate residents and 37 percent of Chicago area residents “strongly agreed” that police are writing more seat belt tickets, showing somewhat of a regional difference in perception.
38. Hypothetical question: *Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?* The percent of respondents who answered “very likely” to this question increased statewide from May to June from 42 percent to 46 percent, while those who believed getting a ticket was “somewhat likely” rose from 68 percent in May to 70 percent in June.



# Evaluation of the 2008 Illinois “Click It or Ticket” Campaign

## Introduction / Background

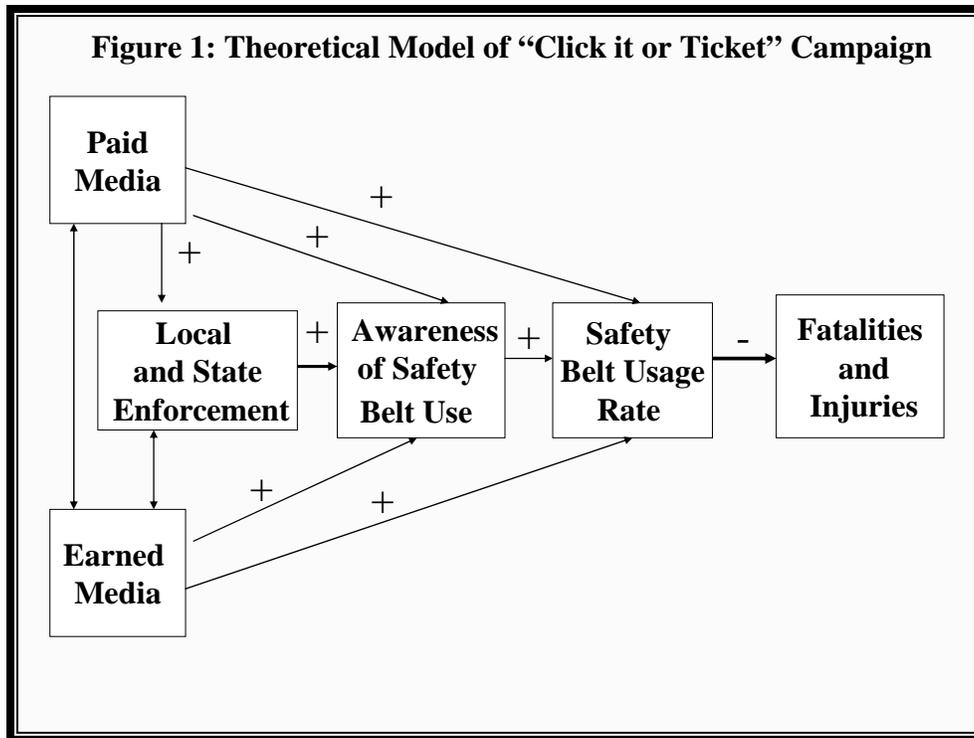
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of safety belt use and of issuing tickets for safety belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high safety belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use safety belts is through the real possibility of a ticket or a fine.

“Click It or Ticket” 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 wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. A new primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their safety belts. Several safety belt enforcement zones (SBEZs) are conducted by the local and state police departments throughout the state where motorists were stopped and checked for safety belt use.

The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public’s awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

**Figure 1** shows the components of a CIOT model.

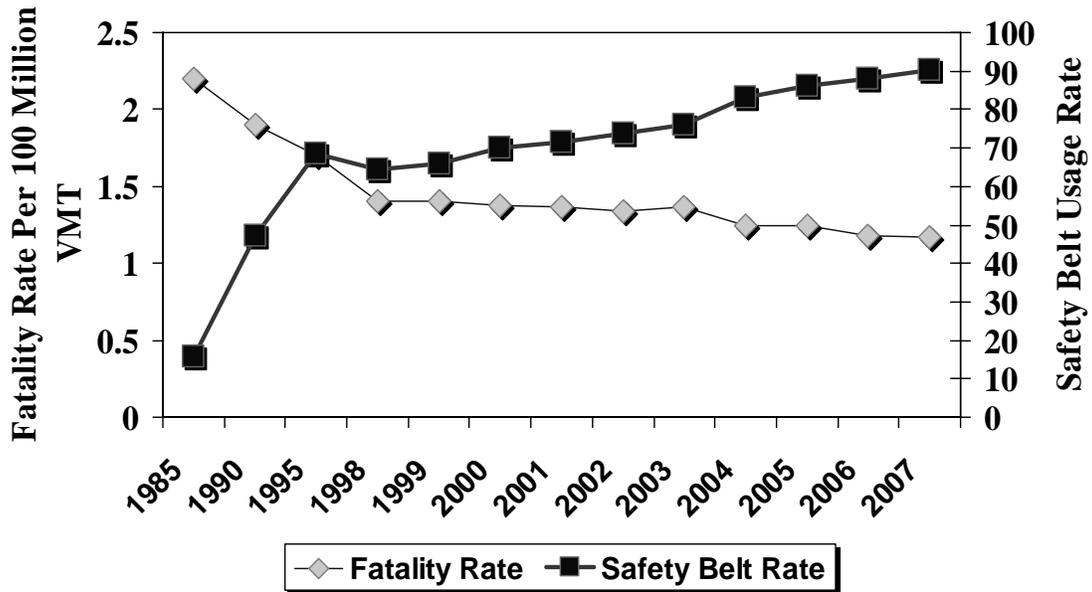


### Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2006). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatality is measured by fatality rate per 100 million vehicle miles of travel.

**Figure 2** provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by almost 75 percentage points, peaking at 90.5 percent in June 2008. At the same time period, the fatality rate decreased from 2.2 in 1985 to 1.16 in 2007.

**Figure 2: Historical Data on Fatality and Safety Belt Usage Rates**



**Earned Media**

Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program. Examples of other forms of earned media include fliers, posters, banners and message boards.

**Paid Media**

Safety belt enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, “Click It or Ticket”. CIOT paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively.

**Enforcement**

Enforcement campaigns usually last two weeks. During this period, zero-tolerance enforcement focusing on safety belt violations is carried out statewide. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

The current CIOT model indicates that an intense paid media and earned media to publicize the safety belt enforcement campaign has strong impact on how the enforcement activities are conducted. Then the enforcement activities (e.g., issuing tickets, encouraging people to wear their safety belts), along with additional media activities, will have a strong positive effect on the safety belt usage rate and public awareness of the benefits of wearing belts. Finally, the increase in the safety belt usage rate and increase in the public awareness of the safety belt laws and benefits of wearing belts will have strong negative effect on motor vehicle related fatalities and injuries. The higher safety belt usage rate is associated with the lower motor vehicle related fatalities and injuries.

### **Implementing CIOT Campaigns in Illinois in May / June 2008**

In May 2008, Illinois Department of Transportation, Division of Traffic Safety launched statewide and rural CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2008 with special emphasis on increasing safety belt usage among Illinois' rural population. Rural Illinois was again the focus of the statewide CIOT, which took place from May 16 – June 2. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

### **Report Objectives**

1. To increase safety belt use statewide in Illinois, especially in rural areas.
2. To determine the safety belt usage rate in Illinois through the use of pre and post observational surveys, with special emphasis on select rural communities.
3. To determine Illinois residents' views and opinions regarding safety belts, the safety belt law, safety belt enforcement, and safety belt programs through the use of pre and post telephone surveys.
4. To evaluate the impact of the CIOT campaigns on safety belt use.

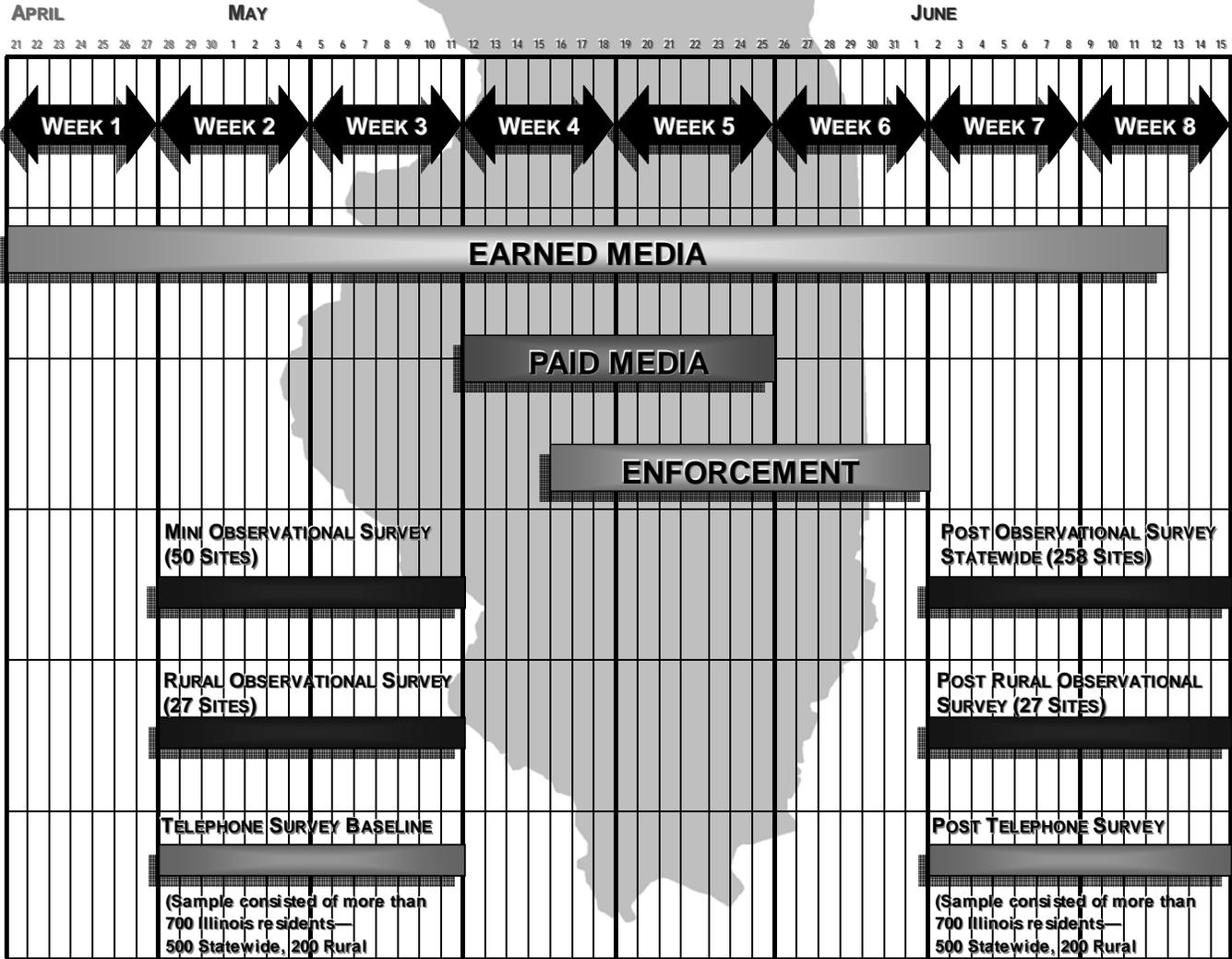
## Implementation of CIOT in Illinois

### Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 21 and concluded June 15, 2008. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 (April 21 – April 27, 2008): This week marked the start of the “Click It or Ticket” campaign.
- Week 2 & 3 (April 28 - May 11, 2008): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT safety belt observations and telephone surveys were conducted.
- Week 4 (May 12 – May 25, 2008): Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
- Week 5 & 6 (May 16 – June 1, 2008): Statewide including rural CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide including rural CIOT ran on television and radio statewide; earned media continued.
- Weeks 7 & 8 (June 2 – June 15, 2008): Post statewide and rural as well as nighttime CIOT observational surveys and telephone surveys were conducted.

# Diagram 1 2008 Illinois "Click It or Ticket" Timeline



## Special Emphasis on Rural Communities

Increasing safety belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in the Great Lakes Region agreed to work cooperatively in 2005 – 2006 on a Region-wide “Rural Demonstration Project” designed to increase safety belt use in rural areas<sup>1</sup>. Although the “Rural Demonstration Project” was completed in 2006, some of the Great Lakes Region’s states, including Illinois, extended their strong commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation component.

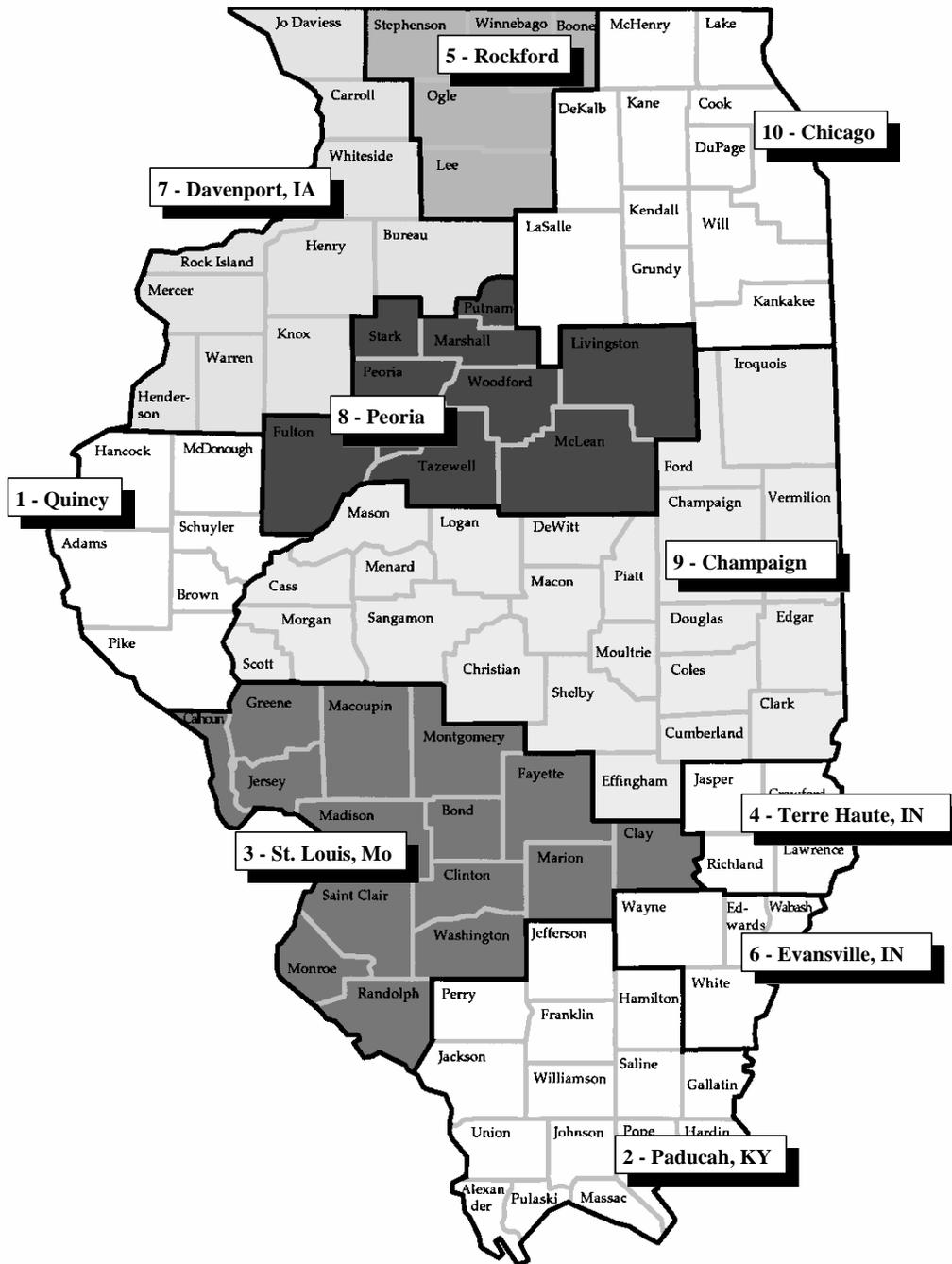
### **Rural Population**

The rural Illinois media market consists of geographic areas based on the rural population density of the state’s 102 counties. For this reason, the five Illinois rural media markets were chosen to serve as the rural population of interest for the rural CIOT. The rural media markets in Illinois, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis (Metro East) areas, are displayed in **Figure 3**.

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<sup>1</sup> The states in the Great Lakes Region consist of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin

**Figure 3: State of Illinois Media Markets<sup>2</sup>**



<sup>2</sup> Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

## Methods of Evaluation

In this report, both process and outcome evaluations methods were used to assess the impact of statewide and rural CIOT campaigns on safety belt use and related issues in Illinois.

### Process Evaluation

The CIOT model pairs public information and education campaign with highly visible enforcement (such as SBEZs) to encourage safety belt use. Media and community outreach are the vehicles by which public information and education are shared with Illinois motorists. The rural CIOT campaign included targeted media and outreach directed at motorists living and traveling within the five Illinois rural media markets. The rural CIOT was followed by a second round of media and enforcement as the statewide CIOT commenced, giving rural motorists a “one-two punch” of safety belt education and enforcement. The CIOT process evaluation consists of three components: enforcement, paid media, and earned media.

### Enforcement

Local police agencies and the Illinois State Police participated in two rounds of CIOT enforcement: statewide and rural. CIOT enforcement activities included SBEZs and saturation patrols focused on occupant restraint violations. The local police agencies and state police participated in nighttime enforcement during the CIOT campaign.

### Paid & Earned Media

Two types of media are enlisted to inform and educate the public about the importance of safety belt use. ***Paid media*** consists of advertising which has been purchased and strategically placed. Examples of paid media are television and radio ads. ***Earned media*** is free media publicity, such as newspaper, television, or radio news stories, as well as community outreach activities.

DTS has a staff of Occupant Protection Coordinators (OPCs) who focus on generating earned media for CIOT. In addition to earned media, the OPCs also perform outreach activities to spread the CIOT message to targeted groups in the community. Outreach activities include preparing media releases and distributing printed materials and incentive items, such as posters, pencils and key chains on which the CIOT message is displayed, to promote safety belt use. Outreach also includes partnering with other state agencies, state and local community groups and businesses to inform and educate the public about safety belt use and the CIOT campaign.

## **Outcome Evaluation**

The CIOT outcome evaluation consists of pre and post safety belt observational and public opinion surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated by the Evaluation Unit at the Division of Traffic Safety.

From April 28 to June 15, 2008 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

1. Statewide Observational Safety Belt Surveys (includes special focus on rural and nighttime enforcement)
2. Statewide Telephone Surveys

### Observational Safety Belt Survey

#### *Statewide*

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the "Click it or Ticket" campaign. The first survey was a mini-survey (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-survey were selected from the 258 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration's requirements.

#### *Rural*

The pre and post observational surveys among rural communities included 27 sites. The survey design for the rural observational survey sites was similar to the statewide observational survey.

#### *Nighttime*

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime

observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May Click It or Ticket (CIOT) campaign on the nighttime safety belt usage rate. During the first two weeks of May 2008, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2008 CIOT high-visibility enforcement program.

#### Telephone Survey

Two telephone surveys were conducted before and after the “Click It or Ticket” campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as “Downstate.” Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at differing times of the week and day.

The telephone surveys were conducted in order to evaluate the impact of the statewide and rural CIOT campaigns on safety belt issues. Safety belt issues surveyed include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, primary safety belt law, and safety belt related media programs and slogans.



## **RESULTS OF ENFORCEMENT ACTIVITIES**

**(STATEWIDE includes Rural Areas)**

## Results of Enforcement Activities

**Table 1** provides enforcement activities for both statewide and rural CIOTs. The main enforcement activities include enforcement hours, number of safety belt zones conducted, total citations, number of safety belt and child safety seat citations, other citations, as well as two performance indicators (citations written per minute and safety belt and child safety seat citations per minute). These two indicators also were used to assess the progress made by local agencies.

### **Statewide Enforcement**

One hundred and seventy-eight (178) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 34,352 enforcement hours and issuing 56,250 citations, 35,313 (62.5%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 58.4 minutes<sup>3</sup> of patrol throughout the May campaign. Overall, one citation was written for every 36.6 minutes of patrol<sup>3</sup>. In addition, a total of 14 local agencies participated in the May mobilization on their own without receiving any funding from IDOT. Since these agencies participated in the campaign using their own money, they were not required to submit detailed enforcement data to IDOT, except total number of safety belt and child safety seat citations. These agencies issued 1,210 total citations, 109 of which were safety belt and child safety seat citations. There were additional 67 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for a squad car and other prizes, like radar detectors and breathalizers. To be eligible for the prizes, these agencies were required to start issuing safety belt and child safety seat citations before actual enforcement began. They were only required to submit total number of safety belt and child safety seat citations they issued. These agencies issued a total of 29,366 safety belt and child safety seat citations.

### Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois’ 102 counties. ISP conducted 6,942 hours of enforcement including 2,643 SBEZs. A total of 11,372 citations were issued by the ISP, 74.1% (8,423) of which were safety belt and

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<sup>3</sup> This calculation only includes agencies that submitted both total patrol hours and total citations issued.

child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 49.5 minutes of patrol.

### Local Enforcement

One hundred seventy-eight local police agencies were funded to participate in CIOT enforcement. A total of 2,048 SBEZs and 530 saturation patrols were conducted. Local officers logged 27,410 patrol hours and issued 44,878 citations. One citation was issued every 36.7 minutes by local officers during statewide enforcement. About 60 percent of the citations issued (26,890) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 61.2 minutes of enforcement. In addition, 81 local agencies participated in the CIOT campaign on their own and issued 30,576 citations.

**Table 1: Total Enforcement Activities**

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Non-funded Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data		GRAND TOTAL  N=260
	Local Agency Total  N=178	State Police Total  N=1	Statewide Total <sup>4</sup>  N=179	Earned Enforcement Agencies Participated in an Incentive Program N=67	Earned Enforcement Agencies Participated on their own  N=14	
Number of Enforcement Hours	27,410	6,942	34,352	NA	NA	NA
Number of Safety Belt Enforcement Zones	2,048	2,643	4,691	NA	NA	NA
Number of Saturation Patrols	530	0	530	NA	NA	NA
Total Citations	44,878	11,372	56,250	29,366	1,210	86,826
Number of Safety Belt and Child Safety Seat Citations	26,890	8,423	35,313	29,366	109	64,778
Number of Other Citations	17,988	2,949	20,937	NA	NA	NA
Minutes Per Citation <sup>4</sup>	36.7	36.6	36.6	NA	NA	NA
Safety Belt Citations and Child Safety Seat Citations Per Minute <sup>4</sup>	61.2	49.5	58.4	NA	NA	NA

\* Note that the total citations issued by all agencies, including earned enforcement agencies was 86,826.

<sup>4</sup> These performance indicators were calculated based on the data from those agencies which submitted both patrol hours and citation information.

**COST / EFFECTIVENESS ANALYSIS  
OF ENFORCEMENT ACTIVITIES**

## Cost / Effectiveness Analysis of Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the CIOT statewide and rural CIOT campaigns.

**Tables 2 and 3** summarize enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (local, state, and other types) for selected three groups.

### Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 33,326 patrol hours and issued 54,484 citations during CIOT statewide and rural enforcements at a total cost of \$1,800,901. On average, one citation was written every 36.7 minutes during enforcement at a cost of \$33.05 per citation, or \$54.04 per patrol hour.

**Table 2: Statewide Enforcement Activities and Associated Costs**

Enforcement	Patrol Hours	Total Citations	Citations Written Every X Minutes	Approximated Cost Per Citation	Approximated Cost Per Patrol Hour	Approximated Total Cost
Statewide	33,326	54,484	36.7	\$33.05	\$54.04	\$1,800,901

### Grant Type / Agency Enforcement Activities

#### Illinois State Police

ISP conducted 6,942 patrol hours during statewide enforcement and issued 11,372 citations at cost of \$451,941, or \$65.54 per patrol hour. One citation was written every 36.7 minutes, an average cost of \$40.01 per citation.

#### Local Police Agencies

As of September 11, 2008, a total of 178 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 66 agencies were solely Safety Belt Enforcement Zone grantees, 61 agencies had only one regular grant with DTS, and 51 agencies had multiple grants with DTS. Of these 51 agencies, they had 85 grants with DTS. Refer to **Appendix A, Tables 14 through**

16 to see each agency’s enforcement activities and associated costs by grant type. **Table 17** shows the aggregate enforcement activities and their associated costs by grant type.

The 66 SBEZ grantees included in this analysis worked a total of 6,006 patrol hours and wrote 9,093 citations at a cost of \$234,410, or \$39.03 per patrol hour. On average, one citation was written every 39.7 minutes during statewide enforcement at a cost of \$25.81 per citation.

Sixty-one (61) regular grantees contributed 5,900 patrol hours to the campaign, issuing 9,901 citations. Regular grantees issued one citation every 35.8 minutes at a cost of \$31.30 per citation or \$52.53 per patrol hour.

The remaining 51 grantees with multiple grants conducted 14,478 patrol hours and they issued 24,129 citations during the CIOT mobilization. These agencies issued one citation every 36.0 minutes of patrol at a cost of \$33.22 per citation or \$55.37 per patrol hour.

A summary of statewide ISP and local enforcement activities and associated costs by grant type is listed in **Table 3**.

**Table 3: Statewide Enforcement Activities and Associated Costs by Agency / Grant Type**

<b>Agency / Grant Type</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
IL State Police	6,942	11,372	36.6	\$40.01	\$65.54	\$454,941
SBEZ Grantees Only (n=66)	6,006	9,082	39.7	\$25.81	\$39.03	\$234,410
Regular Grantees Only (n=61) (34 IMAGE, 2 LAP, 9 MAP, 1 OPEZ, 1 RSC, 11 SEP, 3 TLEP)	5,900	9,901	35.8	\$31.30	\$52.53	\$309,935
Regular Grantees with Multiple Grants (n=51) (refer to <b>Appendix A Table 16</b> for the types of grants each agency had)	14,478	24,129	36.0	\$33.22	\$55.37	\$801,615
<b>Total</b>	<b>33,326</b>	<b>54,484</b>	<b>36.7</b>	<b>\$33.05</b>	<b>\$54.04</b>	<b>\$1,800,901</b>

## Limitations of the Enforcement Data

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 a citation written per X minutes vary substantially across selected local agencies.

For example, based on cost per patrol hour, DTS reimbursed the Jerome Police Department for \$2,320 for conducting 208 patrol hours resulting in \$11.16 per patrol hour. On the other hand, Galena Police Department got reimbursed \$1,708 for only conducting 16 patrol hours resulting in \$106.73 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Braidwood Police Department \$240 for writing 72 citations resulting in a cost of \$3.33 per citation issued. On the other hand, Alexander County Sheriff's Office's cost per citation was \$112.55 (they were reimbursed \$900 for only issuing 8 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Braidwood Police Department issued 72 citations over 8 patrol hours resulting in one citation written for every 6.7 minutes of patrol. On the other hand, Vienna issued only 36 citations over 138 patrol hours. This resulted in one citation written for every 230 minutes of patrol (see **Table 14**).

### Future plan

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

**PAID MEDIA  
&  
EARNED MEDIA / COMMUNITY OUTREACH**

## Paid Media & Earned Media / Community Outreach

### Paid Media Activities

During the May mobilization campaigns, Illinois spent a total of \$775,459 on paid media that consisted of repeating the safety belt enforcement message of “Click it or Ticket” during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive of ticket. CIOT paid advertisement campaigns lasted two weeks. About 44 percent of the total paid media purchased (\$343,820) were television advertisements and about 46 percent of the total media purchased (\$360,110) were radio advertisements. The remaining \$71,539 of the media budget was spent on internet advertisements. Over twenty thousand television and radio advertisements ran during the campaign to promote CIOT. The breakdown of paid media spots appears in **Table 4**.

**Table 4: Number of Paid Advertising Spots and Dollars Spent for Click It or Ticket**

Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago	\$ 276,850.81	11,892	\$ 294,175.12	2,310	\$ 571,025.93	14,202
Davenport	\$ 8,217.00	376	\$ 10,098.90	162	\$ 18,315.90	897
Peoria	\$ 14,080.50	509	\$ 10,961.03	795	\$ 25,041.53	1,304
Springfield	\$ 16,405.21	4,148	\$ 16,843.20	1,451	\$ 33,248.41	5,599
Rockford	\$ 12,760.74	257	\$ 12,303.00	680	\$ 25,063.74	937
Metro East	\$ 15,505.98	1,408	\$ 15,718.50	686	\$ 31,224.48	1,735
<b>Total TV &amp; Radio</b>	<b>\$ 343,820.24</b>	<b>18,590</b>	<b>\$ 360,109.75</b>	<b>6,084</b>	<b>\$ 703,919.99</b>	<b>24,674</b>
Internet	N/A	N/A	N/A	N/A	\$ 71,538.70	See Note*
<b>Total Dollars Spent</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$775,458.69</b>	<b>N/A</b>

\*Note: Internet advertising was done through the following websites: Facebook, My Space, WKSC-Webpage, WFLD-Webpage, and Comcast.net. It was estimated that more than 14 million ad impressions (website hits with the CIOT banner) occurred during the CIOT campaign.

## Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events and public forums to promote CIOT and distributed CIOT banners to all participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign through the use of a law enforcement toolkit. The toolkit consisted of pre and post media advisories, posters, paycheck stuffers, a roll-call video, web banner, email blast, opinion editorial, Saved by the Safety Belt application, Be a Buckle Buddy information and an order form. Occupant Protection Coordinators (OPCs) employed by DTS and located throughout the state, extensively promoted the campaign through community outreach.

On May 6, 2008 and later on May 22, 2008, the Illinois State Police with the Illinois Department of Transportation issued a couple of press releases to increase awareness of the Memorial Day CIOT and the enforcement initiative “Stay Alive on the I’s.” The “Stay Alive on the I’s” initiative was designed to have state troopers positioned every ten miles on all Illinois interstates. The Illinois State Police also stated that they would be conducting more than 2,000 details focusing on safety belt enforcement, speed reduction, impaired driving, and underage drinking during the Click It or Ticket campaign.<sup>5</sup>

Twenty-six press conferences were held around the state helped to get the CIOT message out to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 244 stories related to CIOT ran across the state. Throughout the campaign, 58 radio news stories were aired; 167 print news stories ran; and 19 television news stories aired. Distribution of the law enforcement dvd/cd-rom toolkit greatly boosted the number of earned media stories and local press conferences, since law enforcement was given the tools to run local stories on their enforcement efforts (see **Table 5**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and community road signs, law enforcement agencies and the Regional

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<sup>5</sup> This information was part of the Illinois State Police’s press releases issued on May 6 and 22, 2008. The actual press releases can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=433> and <http://www.isp.state.il.us/media/pressdetails.cfm?ID=435>.

Occupant Protection Coordinators asked local businesses to put the CIOT message on their outdoor message boards and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels.

**Table 5** lists the type and number of earned media items obtained for the CIOT campaigns.

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 5**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 276 such announcements in communities across the state. In addition, 46 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 5** shows, local enforcement agencies issued 311 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 167 print news stories, 58 radio news stories, and 19 television news stories all dealing with the CIOT campaign. Please refer to **Table 5** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

<b>Table 5: Number of Earned Media Items Obtained for Click It or Ticket</b>	
<b>Earned Media Items</b>	<b>Number of items</b>
Posters / fliers	3,651
Press releases issued	311
Outdoor message board announcements	276
Print news stories	167
CIOT Banners	152
Web page postings / announcements	78
Local cable public access messages	66
Presentations	62
Radio news stories	58
Press conferences	26
Television news stories	19
Other	530

## Community Outreach

Seven OPCs located across the state worked to spread the CIOT message through community outreach. Outreach activities included distribution of print materials, such as posters and payroll stuffers and distribution of incentive items, such as key chains and sun-visor clips with the “Click It or Ticket” message. The OPCs attended functions such as health fairs and high school sporting events, partnered with local businesses including restaurants and banks, and conducted radio interviews to alert and educate the community about the CIOT campaign. A summary list of community outreach activities appears in Table 6. Examples of outreach activities include:

- Distributed 1,250 CIOT toolkits to Law Enforcement Agencies, County Health Departments, Child Passenger Safety Instructors and Traffic Safety advocates. The toolkits had many tools to help spread the word about the CIOT campaign. Each toolkit had CIOT pens, bumper stickers, insurance card holders, static clings, pizza box stickers, notebooks, paycheck stuffers, a CD-Rom, posters, a calendar booklet, talking points and an evaluation form. The incentive items in the toolkit were for the agencies/people to pass out to help spread the message. The calendar broke down what the agencies should do and when - for instance one week it was suggested to put up static cling in pharmacy or bank drive thru windows. The CD-Rom had press releases, media advisories, talking points, posters and forms for the police agencies to turn in after the mobilization.
- Included in the toolkit that was mailed out to 1,250 agencies was an order form. This order form gave them a way to order more materials if they needed them. Over 100 order forms were turned in within the campaign time.
- Over 30,000 CIOT posters were distributed statewide. The posters were put up at police agencies, restaurants, businesses, hotels, churches, schools, gyms, etc. CIOT posters produced in Spanish were distributed at restaurants and retail stores in Spanish-speaking Chicago neighborhoods and made available throughout the entire state.
- Over 45,000 CIOT payroll stuffers were distributed to employees of businesses and organizations statewide. Participating agencies included banks, county newsletters, county clerk mailings, high school newsletters and a multitude of businesses.
- Close to 230,000 incentive items, such as bumper stickers, static clings, bag clips, “clickers”, luggage tags, sunscreen packets and insurance card holders, promoting safety belt use were distributed through the month of May. Incentive items were distributed at various sites, including businesses, restaurants and high schools. Other distribution sites included health fairs, DCFS family picnic, State Farm safety days, IHSA track meets and festivals.
- The Resolute Consulting group helped to spread the message in Chicago. They held a contest to see who could create the best radio PSA for CIOT. There were ten entries in

the contest. The winner was a high school student. Two stations geared towards high school and college-aged people in Chicago played these PSAs for us, WGCI and KISS.

**Table 6: CIOT Earned Media and Community Outreach Activities**

<b>Activity / Items</b>	<b>Number</b>
<i>Click It or Ticket</i> Incentive items (such as key chains & magnets)	230,229
Payroll Stuffers Distributed	45,285
Posters Distributed	30,051
Email Announcements	2,000
DVD/CD-Rom Toolkits	1,250
Incentive Distribution Sites	588
Media Releases Distributed	59
Health Fair Booths / Presentations	37
Radio Interviews	25
Outreach Articles Printed in Local Newspapers	21
Outreach Articles Printed in Company / Agency Newsletters	3

Media Events

On May 6, 2008, four media events were held in Chicago, Maryville, Rock Island and Springfield to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. Each event featured an IDOT, ISP, local law enforcement spokesperson and others and was organized by Law Enforcement Liaisons (LELs).

## **SAFETY BELT SURVEYS**

# Statewide Observational Safety Belt Surveys

## Survey Design

The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2008 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey. The survey provided a statistically representative sample of the state as a whole. The survey design was based on the National Highway Traffic Safety Administration's requirements and had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and outboard passengers) of passenger cars (cars, sport utility vehicles, taxis, and vans) and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways, and a random sample of residential streets within selected areas.

During the pre-mobilization survey, there were 38,654 front seat occupants observed at 50 locations. During the post mobilization survey, there were 124,566 front seat occupants observed at 258 locations statewide in this survey. For more information on survey design, refer to the original report entitled "Design of the New Safety Belt Usage Survey in Illinois", Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994. (Available at: [http://www.dot.il.gov/trafficsafety/appliedsampling\\_files/frame.htm](http://www.dot.il.gov/trafficsafety/appliedsampling_files/frame.htm))

## Historical Trends

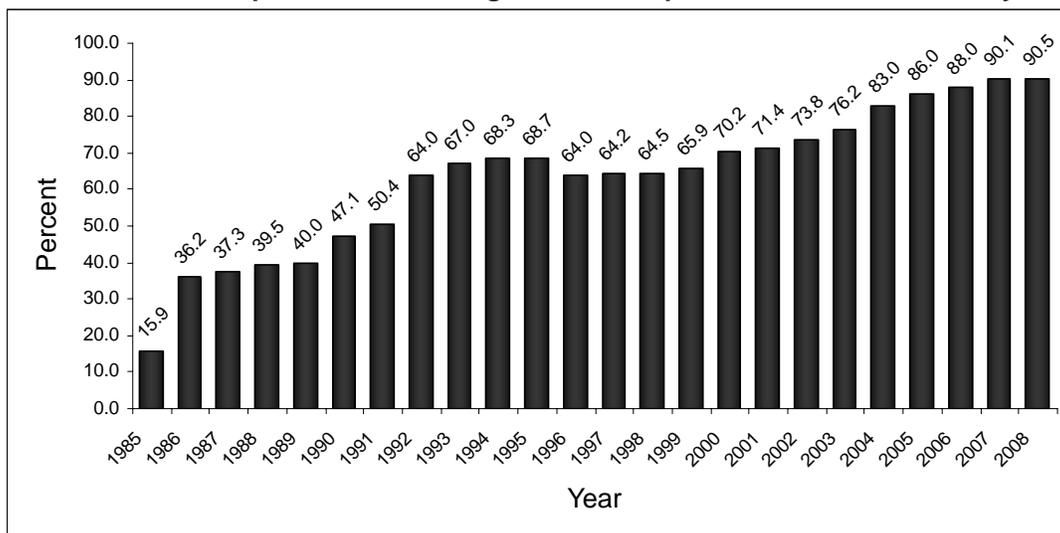
Currently the State of Illinois has a primary belt law, which became effective on July 3<sup>rd</sup>, 2003 after Governor Blagojevich signed the bill into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1<sup>st</sup>, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicles were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987, the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3<sup>rd</sup>, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1<sup>st</sup>, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts.

The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2008 at a level of more than 90 percent. The safety belt usage rate in Illinois has increased almost 75 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2008 safety belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.

**Figure 4: Front Seat Occupant Restraint Usage Rate: Comparison of Historical Survey Results\***



\*Note: 1998 through 2008 safety belt usage rates include pickup truck drivers and passengers.

## **Safety Belt Usage Rates Statewide During the 2008 “Click It or Ticket” Campaign**

**Tables 7, 8 and 9 and Figures 5, 6 and 7** show results of the safety belt survey conducted at 50 sites during May 2008 and 258 sites during June 2008. Column 1 shows the safety belt usage rate prior to the “Click It or Ticket” mobilization. Columns 2 and 3 show safety belt usage rates following the “Click It or Ticket” mobilization. It should be noted that the sites from column 2 were extracted from the statewide survey sites in column 3. Columns 4 and 5 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, road types, and vehicle types. There were 38,654 front seat occupants observed during the pre-mobilization survey and 124,566 were observed during the post-mobilization survey.

**Table 7 and Figure 5** shows the safety belt usage rate for combined passenger cars and pickup trucks. Of the total of 124,566 front seat occupants observed, more than 90 percent were observed wearing safety belts. The safety belt usage rate for passengers increased by 0.3 percentage point from 89.6 percent during the pre-mobilization to 89.9 percent during the post mobilization. The safety belt usage rate for drivers increased by 1.1 percentage points from 89.8 percent to 90.9 percent. Based on Region, the safety belt usage rate increased by 4.4 percentage points for the Downstate Counties from 85.5 percent during the pre-mobilization survey to 89.9 percent during the post mobilization survey. The safety belt usage rate for the Collar Counties increased from 91.6 percent to 92.7 percent resulting in an increase in 1.1 percentage points. On the other hand, the safety belt usage rate for the City of Chicago resulted in a 0.3 percentage point decrease from 87.1 percent to 86.8 percent. Cook County, excluding the City of Chicago, had a decrease in safety belt use from 90.8 percent to 90.4 percent. Based on Road Type, on residential roads the safety belt usage rate increased by 1.8 percentage points; on U.S./Illinois Highways the safety belt usage rate increased by 1.5 percentage points; and on Interstate Highways the safety belt usage rate increased by 1.0 percentage point.

**Table 8 and Figure 6** presents safety belt use information for drivers and passengers of passenger cars excluding pickup trucks. The safety belt usage rate increased from 90.6 percent to 91.6 percent. The safety belt usage rate for drivers of passenger cars increased from 90.6 percent to 91.7 percent. The safety belt usage rate for passengers only increased by 0.1 percentage point. Based on Region, the safety belt usage rate for the Downstate Counties

increased by 4.3 percentage points. The usage rate for the Collar Counties increased by 0.9 percentage point. On the other hand, the safety belt usage rate for the City of Chicago decreased by 0.1 percentage point from 87.5 percent to 87.4 percent and the safety belt usage rate for Cook County decreased by 0.5 percentage point from 91.4 percent during the pre-mobilization to 90.9 percent during the post mobilization.

**Table 9** and **Figure 7** shows safety belt use patterns for pickup truck drivers and passengers. During the pre-mobilization survey, only 81.7 percent were observed wearing their safety belts. During the post mobilization, the safety belt usage rate increased to 83.5 percent resulting in a 1.8 percentage point increase in safety belt use. Drivers had a higher usage rate than passengers. The safety belt usage rate for drivers increased by 2.2 percentage points from 81.8 percent during the pre-mobilization to 84.0 percent during the post mobilization. The safety belt usage rate for passengers only increased by 0.3 percentage point from 80.9 percent during pre-mobilization to 81.2 percent during post mobilization. Based on Region, the safety belt usage rate in the Downstate Counties increased by 4.8 percentage points from 76.7 percent during pre-mobilization to 81.5 percent during post mobilization. In Cook County, excluding the City of Chicago, the safety belt usage rate increased by 4.2 percentage points and in the Collar Counties the safety belt usage rate increased by 1.8 percentage points. On the other hand, the safety belt usage rate in the City of Chicago decreased by 3.8 percentage points from 79.4 percent during pre-mobilization to 75.6 percent during post mobilization. Based on Road Type, the safety belt usage rate increased by 4.9 percentage points on U.S./Illinois Highways and by 4.1 percentage points on residential roads. On the other hand, the safety belt usage rate on Interstate Highways decreased by 1.8 percentage points.

**Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (April 21-June 15, 2008) (All Vehicles<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	April 21-May 11 N=38,654	June 2-June 15 N=41,154	June 2-June 15 N=124,566	(4)	(5)
<b>Total Usage Rate</b>	<b>89.8%</b>	<b>92.4%</b>	<b>90.5%</b>	<b>2.6</b>	<b>0.7</b>
<b>Total</b>					
Drivers	89.8%	92.5%	90.9%	2.7	1.1
Passengers	89.6%	91.8%	89.9%	2.2	0.3
<b>Region</b>					
Chicago	87.1%	86.2%	86.8%	-0.9	-0.3
Cook County	90.8%	91.7%	90.4%	0.9	-0.4
Collar County	91.6%	94.2%	92.7%	2.6	1.1
Downstate	85.5%	92.8%	89.9%	7.3	4.4
<b>Road Type</b>					
Interstate	92.6%	95.1%	93.6%	2.5	1.0
US/IL Highways	89.1%	92.2%	90.6%	3.1	1.5
Residential	87.7%	90.3%	89.5%	2.6	1.8
<b>Vehicle Type</b>					
Passenger Car	90.6%	93.0%	91.6%	2.4	1.0
Pickup Truck	81.7%	86.7%	83.5%	5.0	1.8

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

**Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (April 21-June 15, 2008) (Passenger Cars<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	April 21-May 11 N=34,791	June 2-June 15 N=37,277	June 2-June 15 N=111,897	(4)	(5)
<b>Total Usage Rate</b>	<b>90.6%</b>	<b>93.0%</b>	<b>91.6%</b>	<b>2.4</b>	<b>1.0</b>
<b>Total</b>					
Drivers	90.6%	93.1%	91.7%	2.5	1.1
Passengers	90.8%	92.6%	90.9%	1.8	0.1
<b>Region</b>					
Chicago	87.5%	86.8%	87.4%	-0.7	-0.1
Cook County	91.4%	92.1%	90.9%	0.7	-0.5
Collar County	92.5%	94.9%	93.4%	2.4	0.9
Downstate	87.2%	93.6%	91.5%	6.4	4.3
<b>Road Type</b>					
Interstate	93.2%	96.1%	94.9%	2.9	1.7
US/IL Highways	90.7%	93.1%	91.7%	2.4	1.0
Residential	88.6%	90.6%	90.1%	2.0	1.5

- 1) All mini-surveys include 50 sites and last survey includes 258 sites.
- 2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

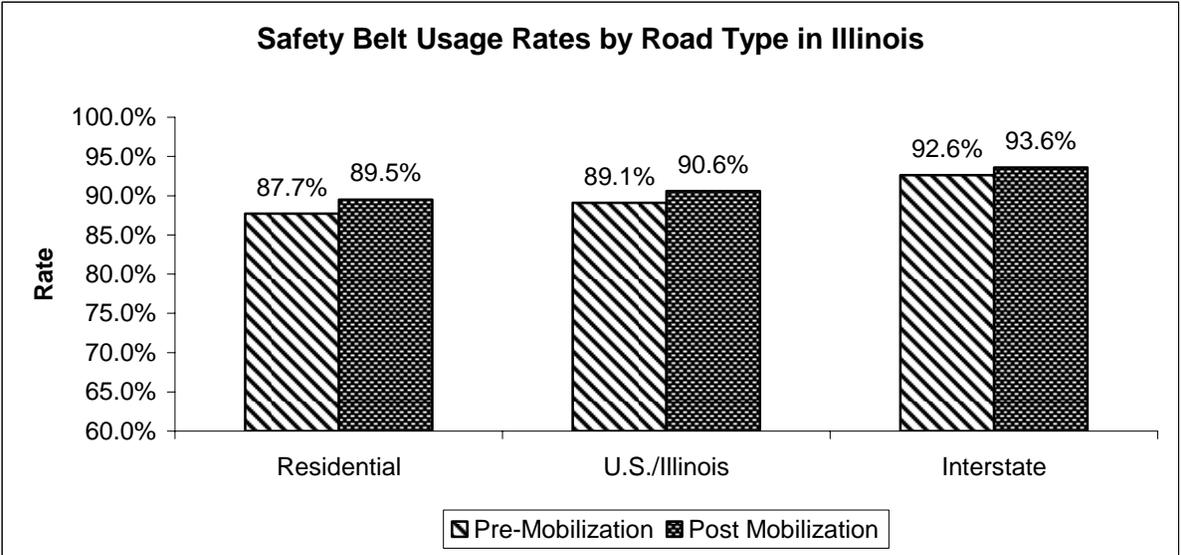
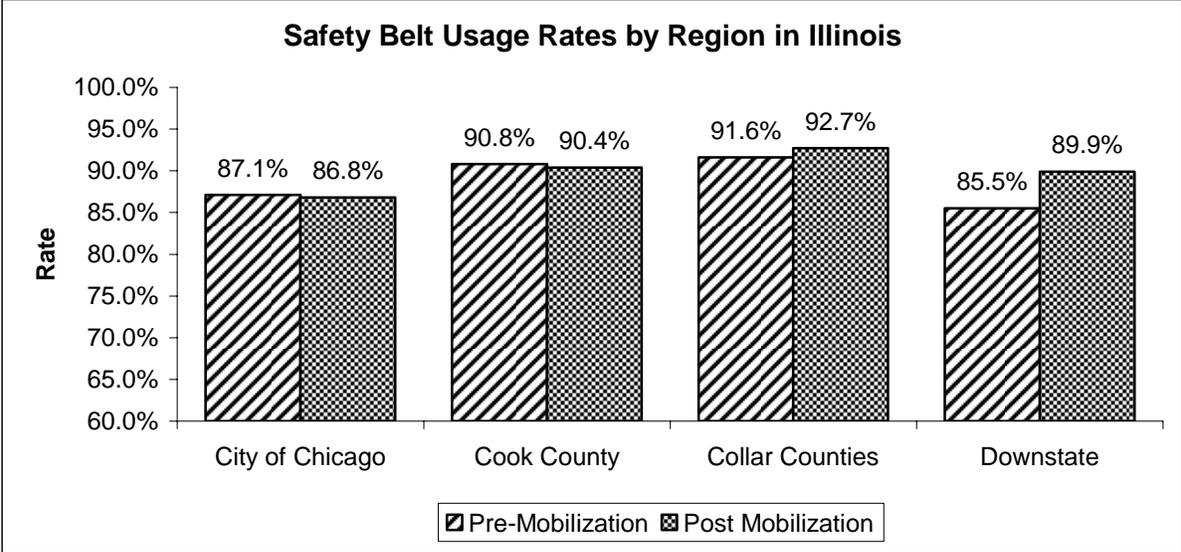
**Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (April 21-June 15, 2008) (Pickup Trucks<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	April 21-May 11 N=3,863	June 2-June 15 N=3,877	June 2-June 15 N=12,669	(4)	(5)
<b>Total Usage Rate</b>	<b>81.7%</b>	<b>86.7%</b>	<b>83.5%</b>	<b>5.0</b>	<b>1.8</b>
<b>Total</b>					
Drivers	81.8%	87.2%	84.0%	5.4	2.2
Passengers	80.9%	84.1%	81.2%	3.2	0.3
<b>Region</b>					
Chicago	79.4%	76.2%	75.6%	-3.2	-3.8
Cook County	81.0%	87.0%	85.2%	6.0	4.2
Collar County	84.3%	88.2%	86.1%	3.9	1.8
Downstate	76.7%	87.1%	81.5%	10.4	4.8
<b>Road Type</b>					
Interstate	86.8%	87.2%	85.0%	0.4	-1.8
US/IL Highways	77.6%	83.9%	82.5%	6.3	4.9
Residential	78.8%	87.0%	82.9%	8.2	4.1

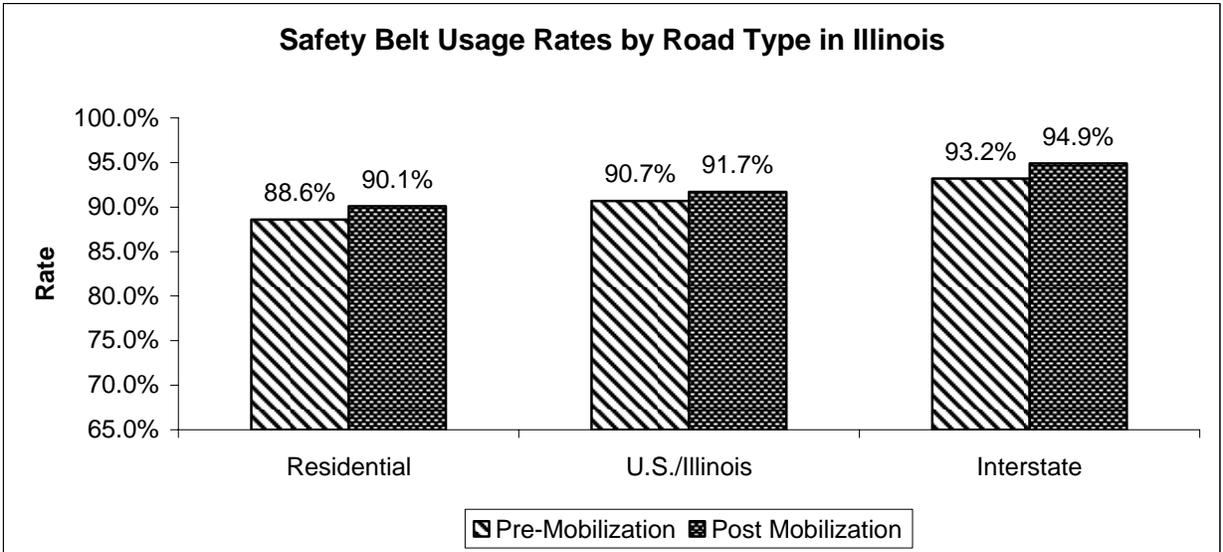
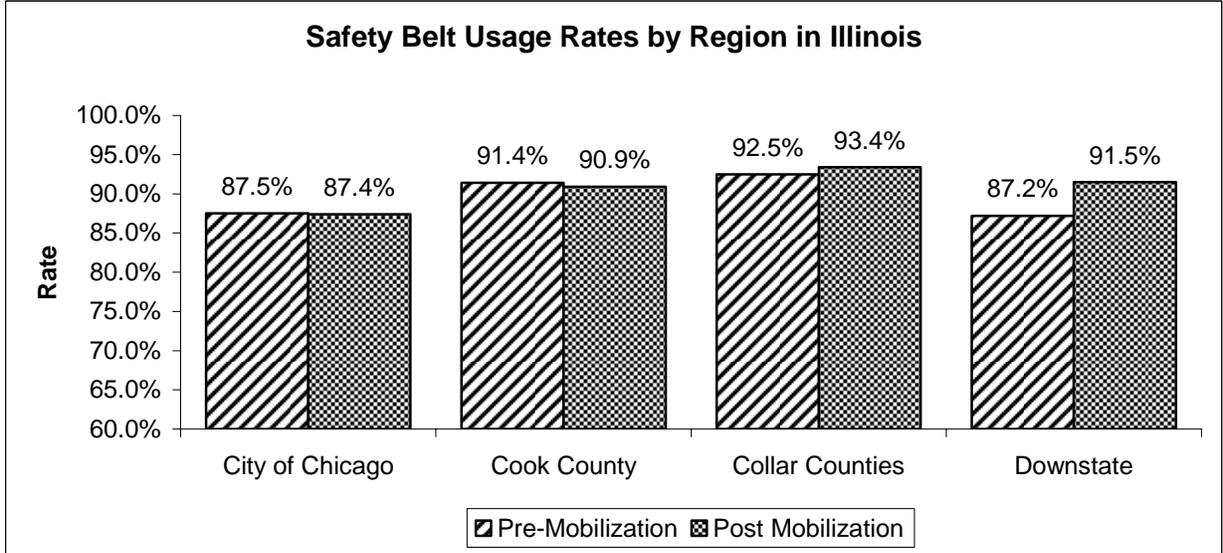
1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Large trucks are excluded.

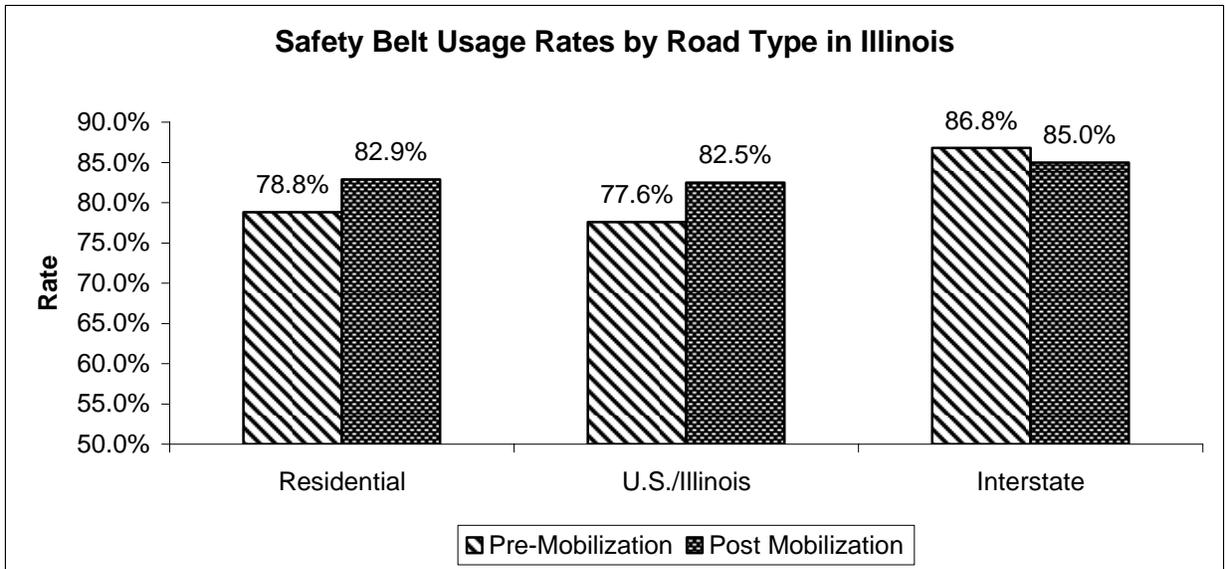
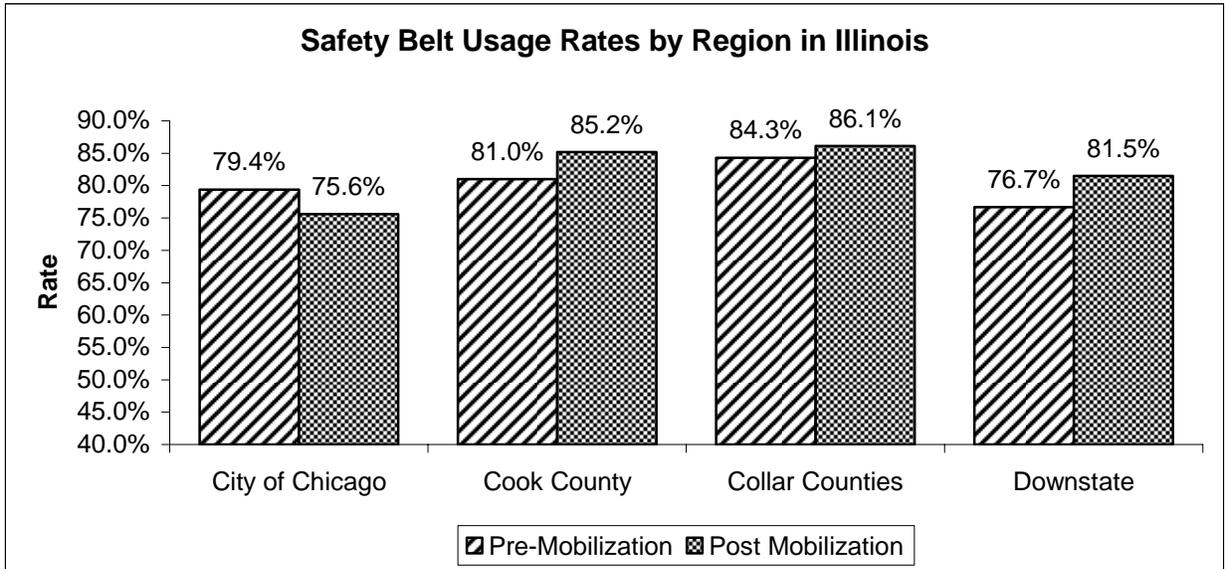
**Figure 5**  
**Overall Safety Belt Usage Rates in Illinois**



**Figure 6  
Passenger Car Safety Belt Usage Rates in Illinois**



**Figure 7  
Pickup Truck Safety Belt Usage Rates in Illinois**



# Rural Observational Safety Belt Surveys

## Survey Design

The recent safety belt survey was a statistical (multi-stage random) observational survey conducted within selected rural media markets on both high volume rural and low volume local roads and residential streets. The survey design was similar to the design of the statewide safety belt survey. The following steps were to select our 30 rural sites (later we reduced to 27 sites after we dropped Quincy, Evansville and Terre Haute media markets where three sites were located) to conduct the observational safety surveys:

1. Identified the counties within the selected media markets.
2. Combined all counties in to each media market (excluding Cook County and the Collar Counties).
3. Ranked each county in those media markets by total rural population (highest to lowest).
4. Added rural populations for each selected media market.
5. Computed proportions of each media market's rural population in comparison with the total rural population of the state (excluding Cook County and the Collar Counties) (FORMULA: selected media market's rural population/total state rural population)
6. Multiplied each proportion by 30 (30 represents the number of sites being conducted for this Rural Observational Survey).
7. Selected counties within each media market (selected 2 highest counties for media markets with 5 or more sites and only selected one (the highest) county for media markets with 3 or less sites), using the proportion to size method.
8. Inventoried all census tracts within the selected counties and randomly selected census tracts using the proportion to size method.
9. Inventoried the census blocks within the selected census tracts and selected a sample of blocks using the proportion to size method.
10. Identified these blocks on maps and determined types of roads within the selected blocks.
11. Selected road segments based on the types of roads (the majority of the IL/state county roads and high volume residential streets with the selected blocked were chosen to be surveyed).

## **Safety Belt Usage Rates in Rural Areas during the 2007 “Click It or Ticket” Campaign**

**Table 10** shows safety belt usage rates in rural areas throughout the State of Illinois during the 2008 “Click It or Ticket” campaign. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from April 28th to May 11th, while the post mobilization surveys were conducted from June 2nd to 15th. The selected characteristics include the total safety belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 6,083 vehicles observed during the pre-mobilization, of which, 4,655 were passenger cars and 1,428 were pickup trucks. During the post mobilization, there were 6,607 total vehicles observed, of which, 4,778 were passenger cars and 1,829 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 87.7 percent during the pre-mobilization to 90.9 percent during the post mobilization. Based on seating position, the safety belt usage rate for drivers increased from 88.1 percent during the pre-mobilization to 90.7 percent during the post mobilization, while the safety belt usage rates for passengers increased from 85.6 percent during the pre-mobilization to 91.7 percent during the post mobilization. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate and the Peoria media market had the second highest usage rate at 89.1 percent. The seat belt usage rate in the Rockford media market was 86.3 percent, while the lowest safety belt usage rate was in the Champaign media market at 77.0 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 5.1 percentage points in the Rockford media market. In the Champaign and St. Louis media markets the usage rates increased by 3.0 percentage points and 2.9 percentage points respectively. The Peoria media market only had a slight increase in safety belt use of 0.7 percentage point from the pre-mobilization survey to the post mobilization survey. On residential roads, there was an increase from 86.3 percent during the pre-mobilization to 87.7 percent during the post mobilization. On U.S./IL Highways, the

safety belt usage rate increased from 88.3 percent during the pre-mobilization to 92.4 percent during the post mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 89.8 percent during the pre-mobilization to 92.2 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 80.8 percent during the pre-mobilization to 87.5 percent during the post-mobilization resulting in a 6.7 percentage point increase. Based on seating position, the safety belt usage rate for drivers increased by 6.4 percentage points and for passengers the safety belt usage rate increased by 7.9 percentage points. During the pre-mobilization survey, the St. Louis media market had the highest safety belt usage rate at 89.0 percent. The safety belt usage rate in the Peoria media market was 81.6 percent and in the Rockford media market the safety belt usage rate was 79.9 percent. During the pre-mobilization survey, the media market which had the lowest safety belt usage rate was Champaign at 64.1 percent. During the post mobilization, the St. Louis media market had the highest usage rate at 95.3 percent. The Rockford media market had a usage rate of 88.1 percent, while the Peoria and Champaign media markets had usage rates at 84.4 percent and 65.5 percent respectively. The safety belt usage rate for pickup truck occupants in the Rockford media market increased by 8.2 percentage points; in the St. Louis media market the safety belt usage rate increased by 6.3 percentage points; in the Peoria media market the safety belt usage rate increased by 2.8 percentage points; and in the Champaign media market the safety belt usage rate increased by only 1.4 percentage points. Based on road type, the safety belt usage rate for pickup truck occupants on residential roads increased from 78.9 percent during the pre-mobilization survey to 82.1 percent during the post mobilization survey resulting in a percentage point increase of 3.2. The safety belt usage rate on U.S./IL Highways increased from 81.8 percent during the pre-mobilization survey to 90.2 percent during the post mobilization survey resulting in a percentage point increase of 8.4.

**Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Rural Areas in Illinois During the 2008 “Click It or Ticket” Rural Campaign**

Selected Characteristics	(All Vehicles <sup>2</sup> )			(Passenger Cars <sup>3</sup> )			(Pickup Trucks <sup>4</sup> )		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		4	5		7	8	
	Apr. 28th - May 11th	Jun. 2nd-15th	Apr. 28th - May 11th	Jun. 2nd-15th	Apr. 28th - May 11th	Jun. 2nd-15th			
N=6,083	N=6,607	N=4,655	N=4,778	N=1,428	N=1,829				
<b>Total Usage Rate</b>	<b>87.7%</b>	<b>90.9%</b>	<b>3.2%</b>	<b>89.8%</b>	<b>92.2%</b>	<b>2.4%</b>	<b>80.8%</b>	<b>87.5%</b>	<b>6.7%</b>
Drivers	88.1%	90.7%	2.6%	90.5%	92.2%	1.7%	80.3%	86.7%	6.4%
Passengers	85.6%	91.7%	6.1%	86.4%	92.0%	5.6%	83.1%	91.0%	7.9%
<b>Media Market</b>									
Champaign	77.0%	80.0%	3.0%	81.1%	84.4%	3.3%	64.1%	65.5%	1.4%
Peoria	89.1%	89.8%	0.7%	91.5%	91.8%	0.3%	81.6%	84.4%	2.8%
Rockford	86.3%	91.4%	5.1%	88.0%	92.3%	4.3%	79.9%	88.1%	8.2%
St. Louis	93.0%	95.9%	2.9%	94.3%	96.2%	1.9%	89.0%	95.3%	6.3%
<b>Road Type</b>									
Residential	86.3%	87.7%	1.4%	88.7%	90.0%	1.3%	78.9%	82.1%	3.2%
US/IL Highways	88.3%	92.4%	4.1%	90.3%	93.2%	2.9%	81.8%	90.2%	8.4%

- 1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.
- 2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.
- 3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.
- 4) Large trucks are excluded from the columns for pickup trucks.

## Nighttime Observational Safety Belt Surveys

### Survey Design

Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May *Click It or Ticket* (CIOT) campaign on the nighttime safety belt usage rate. Historically, it has been documented in the previous studies (NHTSA, 2007), that the night safety belt usage rate is significantly lower than the daytime usage rate. During the first two weeks of May 2008, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2008 *CIOT* high-visibility enforcement program. The determination of these 15 observational sites was based on the following criteria:

1. Safety belt enforcement zones were conducted around these sites
2. Sites had adequate light for observation at night.
3. There was a high volume of traffics in these sites
4. The daytime survey was conducted between 7:00AM - 6:30PM when the light was adequate for observation and the nighttime survey was conducted between 9:00PM - 11:00PM
5. The survey observations were restricted to front seat occupants (drivers and passengers) of cars, sport utility vehicles, taxis, vans and pickup trucks.
6. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.

### Safety Belt Usage Rates at Nighttime during the 2008 “Click It or Ticket” Campaign

**Table 11** shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre campaign survey, there were 11,967 observations during the day and 5,958 observations during the night. After the statewide campaign (media and enforcement) a total of 12,403 occupants observed during the day and 6,780 occupants observed during night.

Overall, during the pre and post campaign, nighttime usage rate was slightly lower than the daytime usage rate (88.1 percent at night versus 89.0 at day during pre campaign and 90.9 at night versus 91.1 at day during post campaign), differences of 0.9 and 0.2 percentage points

respectively. As expected the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.

Although the differences were small, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post mobilization periods. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles. Contrary to expectations, during the pre-mobilization survey, passengers had a higher safety belt usage rate at night than during the day.

The safety belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State. However, there is similarity of the current findings to a representative daytime and nighttime safety belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

**Table 11: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2008 "Click It or Ticket" Campaign**

Selected Characteristics	Pre-Mobilization Survey	Pre-Mobilization Survey	Post Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Daytime Surveys	% Change Pre and Post Nighttime Surveys
	Daytime	Nighttime	Daytime	Nighttime		
	1	2	3	4	5	6
	Apr. 28th - May 11th		Jun. 2nd-15th			
	N=11,967	N=5,958	N=12,403	N=6,780		
<b>Total Usage Rate</b>	<b>89.0%</b>	<b>88.1%</b>	<b>91.1%</b>	<b>90.9%</b>	<b>2.1%</b>	<b>2.8%</b>
Drivers	89.8%	88.4%	91.0%	91.2%	1.2%	2.8%
Passengers	83.9%	86.6%	91.7%	89.8%	7.8%	3.2%
<b>Vehicle Type</b>						
Passenger Car	90.4%	89.5%	91.6%	91.6%	1.2%	2.1%
Pickup Truck	82.6%	79.9%	88.2%	86.1%	5.6%	6.2%

## **TELEPHONE SURVEYS**

# **The Illinois Statewide 2008 Memorial Day Weekend Seat Belt Enforcement and Media Campaign Surveys**

*Conducted for*



**Illinois Department  
of Transportation**

Division of Traffic Safety

*Conducted by*



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

## **Summary Report**

Field Interviewing: April/May, 2008 and June, 2008  
Preliminary Excel Tables submitted: August 22, 2008  
Summary Report Submitted: August 29, 2008

*Written by*

Richard Schuldt, Director, UIS/SRO

*With assistance from*

Mark Winland, Interviewing Lab Manager

## **Introduction**

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct several statewide telephone surveys from May through September, 2008. The first survey was conducted in April and May prior to the Memorial Day weekend (herein called the May survey), and the second was conducted in June, after the Memorial Day weekend (herein called the June survey). A third survey was contracted for September, after the Labor Day weekend.

The May survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the 2008 Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as will the September survey. The September survey will take place after a DUI enforcement campaign that occurs in a time period surrounding the 2008 Labor Day weekend. Thus, the May survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this

campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

Our focus for this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the May “pre-test” and the June “post-test” surveys.

## Methodology

The sampling methodology for the May and June surveys consisted of two components. One was a sample of the statewide general public, stratified by region and screened for licensed drivers. The target completion number for this component was 500 respondents in each survey. The other component was a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Again, we screened for licensed drivers. The target completion number for this supplemental component was 200 respondents in each survey.<sup>6</sup> 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, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

*For the “targeted rural sample,”* the counties defined as “rural” were identified, and a random sample of telephone numbers within this aggregate area was purchased. More specifically, “rural Illinois” includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.; and Harrisburg-Paducah, Ky.

Actual field interviewing for the May survey was conducted from April 12 – May 12, 2008 with about 750 licensed drivers (741-763). Field interviewing for the June survey was conducted from June 2 through July 1 with more than 800 licensed drivers (804-848).<sup>7</sup>

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<sup>6</sup> In 2005 and 2006, the “rural sample” was surveyed in April, May and June. In 2007 and 2008, the decision was made to supplement the statewide 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 rather than presented in a separate report, as was the case in 2005 and 2006.

<sup>7</sup> There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

The numbers of completions for each stratification and sample group are presented below for both the May and June 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.

	<b>2008 Seat Belt Pre-Test <u>May</u></b>	<b>2008 Seat Belt Post-Test <u>June</u></b>	<b>estimated sampling errors**</b>
<b><i>TOTAL surveyed</i></b>	<b>752*</b>	<b>826</b>	
<b>Statewide sample</b>	<b>532</b>	<b>620</b>	<b>+/- 4.0 to 4.3%</b>
<b>Chicago metro area</b>	<b>307</b>	<b>348</b>	<b>+/- 5.3 to 5.6%</b>
<i>City of Chicago</i>	<i>148</i>	<i>187</i>	
<i>Chicago suburban counties</i>	<i>159</i>	<i>161</i>	
<b>Downstate counties***</b>	<b>225</b>	<b>272</b>	<b>+/- 6.0 to 6.6%</b>
<i>North/central Illinois</i>	<i>96</i>	<i>149</i>	
<i>Southern Illinois</i>	<i>129</i>	<i>123</i>	
<b><i>Targeted rural supplement</i></b>	<b>220</b>	<b>207</b>	
<b>Total “rural counties”****</b>	<b>378</b>	<b>393</b>	<b>+/- 5.0 to 5.1%</b>

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

\*\* Estimated sampling errors at the 95 percent confidence level

\*\*\*Our goal was to divide the downstate counties sample roughly in half so that we could also analyze by north/central and southern Illinois.

\*\*\*\*Includes relevant results (counties) from “downstate” portion of statewide sample

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who had the next birthday. Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was 11 minutes for the May survey and 14 minutes for the June survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.<sup>8</sup> The results for the “rural counties” consist of those from the targeted rural supplement as well as interviews from the statewide sample from

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

relevant “rural” counties. For these “rural county” results, the results were weighted by region (north/central vs. southern), gender, age and education.

## Comments on Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative conducted surrounding Memorial Day weekend, 2008. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the May and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.<sup>9</sup>

**Terminology and general format of the results to follow.** Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for the Chicago metro area and the downstate area. Finally in each section, we comment on the results for the “targeted rural counties.” Note that this includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample.<sup>10</sup>

**The Excel file.** The full results are presented in the **IDOT 2008 Mem Day Seat Belt State 3Regions Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results
- the statewide regional results for *the metro Chicago area* and “*downstate*”
- and the results for *the “targeted rural counties”*

These worksheets contain results for each of the two surveys and include the percentage point changes from the May to June surveys.<sup>11</sup> They also include a demographic portrait of the group(s) being analyzed.

**Time frame in recall question wording.** The time frame in the recall questions in the May survey and for the June survey completions is that of “the past 30 days.”

**Demographic comparisons of the May and June samples.** Before reporting the seat belt-related results, it is worth noting that the statewide May and June 2008 samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we were assured of similarity between the two samples for region, gender, age category and education level. Within this context of overall similarity, a few differences are worth noting.

The biggest difference in the May and June weighted statewide demographics appears to be for self-described type of community, where the June state sample has relatively fewer describing themselves from a medium-sized city (9% vs. 14% in May) and relatively more describing themselves from a small town (21% vs. 16% in May). It is also the case that the June sample has somewhat more respondents from households earning more than \$60,000 a year than

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<sup>9</sup> When the decimal is .5, we round to the even integer.

the May sample (45% vs. 40%) – and somewhat fewer households earning between \$45,000 to \$60,000 (14% vs. 19%).

Because results for “targeted rural counties” are based on the supplemental rural sample as well as relevant counties of the downstate portion of the statewide sample, it is also worth comparing the May and June demographics for these respondents as well (from the statewide portion as well as from the supplemental portion). Again, it is not surprising that we find a great deal of similarity across the characteristics by which we weighted. This includes area of state (north/central vs. southern Illinois), gender, age category, and education level.

The biggest difference in the May and June weighted rural county demographics again appears to be for self-described type of community, where the June sample has relatively fewer describing themselves from a medium-sized city (24% vs. 32% in May) and relatively more describing themselves from a small town (45% vs. 37% in May). Also, the June sample has fewer whose employment status is part-time work (5% vs. 10% in May). And in terms of household income, the June rural county sample is somewhat more diverse than the May sample. More specifically, somewhat more of the June respondents reported earning \$60,000 to \$75,000 (15% vs. 11%) a year as well as \$15,000 to \$30,000 a year (11% vs. 7%) – but somewhat fewer of them reported earning \$30,000 to \$45,000 a year (11% vs. 15.5%).

## RESULTS

### Reports of seat belt usage

**When driving, how often do you wear your seat belt?** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the reported incidence of wearing a seat belt is virtually the same in both the May and June surveys – with nearly 91 percent reporting they wear a seat belt “all of the time” and another 5 percent saying “most of the time.”<sup>12</sup>

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” was very stable, at 92 percent in both surveys. Another 4 to 5 percent said “most of the time.”

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” is slightly to somewhat less than in the metro Chicago area – with 88 percent indicating such in May and nearly 90 percent doing so in June. However, here the percent who said “most of the time” increased from nearly 5 percent in May to 8 percent in June.

And, in the “targeted rural counties,” the percent who indicated wearing their seat belt “all the time” increased just slightly from May to June (89% to 90%) – as did the percent who said “most of the time” (6% to 7%).

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<sup>12</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

**When was the last time you did not wear your seat belt when driving?** The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) increased slightly, from nearly 76 percent in the May survey to nearly 79 percent in the June survey. Meanwhile, the percent who said “within the last day” decreased from just over 8 percent to just over 5 percent. The combined percent who said either “within the last day” or “within the past week” decreased from 15 percent in May to just under 11 percent in June.

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) increased from 78 percent in the May survey to 82 percent in the June survey – while a decrease is found in the percent who either said in the last day or past week (nearly 14% to just under 9%).

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) is lower than the Chicago metro area for both surveys. But, a small increase in this percentage is found from May to June (71% to 73%), and we find a sizeable decrease in the percent who said “within the last day” from May to June (12% to 7%).

And, in the “targeted rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) is quite stable, at 76 percent in May and 75 percent in June. The percent who said “within the last day” decreased slightly from May to June (10% to 7%).

**When asked “why they did not wear a seat belt the last time,”** by far the most frequent reason given by statewide respondents in both the May and June surveys was that the respondent was driving a short distance (56% of those giving a reason in May and 49% in June). The next most frequent reason is that the respondent forgot or was distracted (14% in May and 23% in June). Following next were reasons that can be grouped under not convenient/comfortable or medical-related (12% in May; 9% in June) and those that made references to not in the habit / just didn’t / or don’t like them (9% in May; 8% in June).

In each of the three area regions being analyzed, the most frequent reason given for not wearing a seat belt is that the respondent was driving a short distance or driving in town. Generally, about half of all relevant respondents offered this response, with the exception of the Chicago metro area in the May survey where this percentage climbs to just over 60 percent.

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** The statewide percent who indicated their use of seat belts has increased over the past 30 days declined from nearly 5 percent in May to 3 percent in June. At the same time, the percent who indicated their seat belt usage has stayed the same increased only slightly from 95 percent in May to 96 percent in June.

In the metro Chicago area, the percent who indicated their use of seat belts had increased over the past 30 days decreased from just over 5 percent in the May survey to 2 percent in the June survey.

In the downstate sample portion, the percent who indicated their use of seat belts had increased rose only slightly, from just over 4 percent in the May survey to 5 percent in the June survey.

And, in the “targeted rural counties,” the percent who indicated their seat belt usage had increased shows a slight decline, from just over 4 percent in May to just over 3 percent in June.

**Have you ever received a ticket for not wearing a seat belt?** The statewide percent who indicated having ever received a ticket for not wearing a seat belt is nearly 12 percent in May and just under 10 percent in June.

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt decreased from just over 11 percent in May to just under 8 percent in June.

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt decreased slightly, from nearly 14 percent in May to just under 13 percent in June.

And, in the “targeted rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt shows a decrease from nearly 15 percent in May to just under 11 percent in June.

**When riding in a car as passenger, how often do you wear your seat belt?** The percent who said they use their passenger seat belts “all of the time” declined just slightly from nearly 84 percent in May to just over 82 percent in June while the percent who said they wear their seat belt “most of the time” as a passenger increased from nearly 10 percent in May to just over 12 percent in June. So, the combined percent who said either “all” or “most” of the time remained virtually the same at about 94 percent in both surveys.

In the metro Chicago area, the percent who indicated they wear a seat belt as a passenger “all of the time” decreased from just over 86 percent in the May survey to just over 81 percent in the June survey. At the same time, the percent who said “most of the time” increased from nearly 9 percent in May to nearly 13 percent in June.

In the downstate sample portion, the percent who indicated they wear a seat belt as a passenger “all of the time” increased from nearly 80 percent in May to nearly 85 percent in June – while the greatest decrease is found for “some of the time” (just over 5% to just over 2%).

In the “targeted rural counties,” the percentages for the responses are very similar in the two surveys, with about 81 percent saying they wear a seat belt as a passenger “all of the time” and another 12 percent who said “most of the time.”

## **Awareness of and attitudes toward seat belt laws**

**As far as you know, does Illinois have a law requiring adults to use seat belts?** Nearly every statewide respondent in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (97% in both surveys).

In both the Chicago metro area (97% in both surveys) and in downstate Illinois (98%-99%), the same is also the case. In the “targeted rural counties,” the awareness was virtually universal in May and declined slightly in June (just over 99% to just over 95%).

**Primary enforcement: awareness and opinions.** *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* Just over eight of ten (81%) statewide May respondents indicated that police can stop a vehicle just for a seat belt violation. This awareness of primary enforcement increased to just nearly 85 percent in the June survey.

In the metro Chicago area, the percent who indicated being aware of primary enforcement increased slightly from nearly 81 percent in the May survey to just over 83 percent in the June survey.

In the downstate sample portion, the percent who indicated being aware of primary enforcement increased from just over 82 percent in May to nearly 88 percent in June.

And, in the “targeted rural counties,” the percentage who indicated being aware of primary enforcement increased from just over 83 percent in the May survey to 86 percent in the June survey.

***In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?*** About three-quarters (75%) of both the May and June respondents believe police should be allowed to stop a vehicle for seat violations without another traffic law violation.

In the metro Chicago area, nearly 80 percent (79%) of the May respondents believed police should have primary enforcement powers here. In June, this decreased slightly to just under 77 percent.

In the downstate sample portion, about two-thirds (67%) of the May respondents believed police should have primary enforcement powers here. And, this increased to 73 percent in the June survey. It is noteworthy that the Chicago metro area/downstate difference is more sizeable in the May survey than in the June survey.

And, in the “targeted rural counties,” the percent who believe police should have primary enforcement powers here is just over 69 percent in the May survey and declined slightly to just over 67 percent in the June survey.

***In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?*** Well over nine in ten statewide respondents in both surveys indicated that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats (95% in May and just over 94% in June). This is basically also the case in every region analyzed.

In the metro Chicago area, this percentage is nearly 95 percent in the May survey and only slightly lower (93%) in the June survey. In the downstate sample portion, this percentage is about 96 percent in both surveys. And, in the “targeted rural counties,” this percentage is about 95 percent in both surveys.

## Attitudes about wearing seat belts

**Agree / disagree with selected statements about seat belts.** Respondents were asked about the extent to which they agree or disagree with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

*Agree/disagree: Seat belts are just as likely to harm you as help you.* The statewide percent who disagreed (to any extent) with this statement increased slightly from nearly 70 percent in May to nearly 72 percent in June. Further examination shows that this increase is a result of an increase in the proportion who “strongly disagree” (nearly 50% in May to just over 55% in June).

In the metro Chicago area, the agree/disagree response distributions in the two surveys are not far apart. Yet, we do find that the percent who “strongly disagree” increased a bit from 53 percent in May to 56 percent in June while the percent who “somewhat disagree” decreased a bit (19% to 16%). The same trend, but with less change, is found for those who “strongly agree” (6% to 8%) and those who “somewhat agree” (just over 17% to just under 15%).

In the downstate sample portion, the percent who “strongly agree” increased substantially, going from nearly 44 percent in May to over 53 percent in June. When this is combined with the 4 percentage-point decrease in those who “somewhat disagree” (21% to 17%), we find an increase in the percent who disagree to any extent with this (65% to 70%).

In the “rural counties,” the distributions of responses in both surveys are very similar – with about 67 to 68 percent disagreeing to any extent, and with 49 to 50 percent strongly disagreeing.

*Agree/disagree: If you were in an accident, you would want to have your seat belt on.* Statewide, the percent who “strongly agree” that they would want to have their seat belt on if they were in an accident increased from nearly 88 percent in May to just over 91 percent in June. The proportion who agree to any extent is 96 percent in both surveys.

In the metro Chicago area, the proportion who “strongly agree” with the statement increased slightly from nearly 90 percent in May to just over 92 percent in June. Nearly all (98%) of the May respondents agree to some extent with this statement, and 96 percent do so in the June survey.

In the downstate sample portion, the proportion who “strongly agree” increased from 83 percent in the May survey to 89 percent in the June survey. The total percent who agree to any extent increased just slightly from nearly 94 percent in May to just over 96 percent in June.

And, in the “targeted rural counties,” the proportion who “strongly agree” is very stable at around 85 percent (just under in May and just over in June). The total proportion who agree is also stable at nearly 94 percent in both surveys.

***Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.*** The percent of statewide respondents who “strongly disagree” with this statement is 78 percent in both surveys while the proportion who disagree to any extent increased slightly from May to June (90% to 92%).

In the metro Chicago area, the percent who “strongly disagree” increased a bit from May to June (77% to 80%), as did the total percent who disagree to any extent (88% to 92%).

In the downstate sample portion, the percent who “strongly disagree” decreased from 80 percent in May to just under 74 percent in June. But the total percent who disagreed to any extent decreased by only 2 percentage points and remained extremely high (94% to 92%).

In the “rural counties,” the percent who “strongly disagree” declined a bit from just over 76 percent in May to just over 73 percent in June. The total percent who disagree to any extent shows an even smaller decline from May to June, with both hovering around 90 percent (91% to 89%).

## **Perceptions of and attitudes toward seat belt law enforcement**

**Perceptions of seat belt law enforcement.** Several questions in the interview solicited respondents’ perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

***The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?*** Statewide, the percent who indicated that getting a ticket would be “very likely” increased from nearly 42 percent in May to almost 46 percent in June. The total percent who indicated either “very likely” *or* “somewhat likely” increased less, from just over 68 percent in May to just over 70 percent in June. A small decline is found for those who said “somewhat unlikely” (14% to 11%) while an even smaller increase is found for those who said “very unlikely” (almost 12% to almost 14%).

In the metro Chicago area, the percent who said “very likely” increased from 38 percent in May to 43 percent in June. But since the percent who said “somewhat likely” declined (28% to 24%), the total percent who said “very” or “somewhat” likely is very stable from May to June at about two-thirds (66-67%).

In the downstate sample portion, the percentage who said “very likely” increased a bit from May to June (just under 49% to just over 51%) as did the total percent who said either “very” or “somewhat” likely (just over 73% to just under 77%). However, also increasing a bit was the percent who said “very unlikely” (just under 8% to just over 11%). And, the percent who did not know decreased from just under 5 percent to just under 3 percent.

And, in the “targeted rural counties,” the trend is very similar to downstate as a whole. The percentage who said “very likely” increased a bit from May to June (just under 48% to just over 50%) as did the total percent who said either “very” or “somewhat” likely (just over 73% to

just under 77%). However, also increasing a bit was the percent who said “very unlikely” (just under 8% to just over 10%). And, the percent who did not know decreased from just over 6 percent to just under 4 percent.

***Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.*** Statewide, the largest changes from May to June – both small in magnitude -- are found for those who “somewhat agree” (nearly 17 percent to nearly 14 percent) and those who don’t know (24% to 27%). Altogether, the total proportion who disagree is quite similar in the two surveys (47-48%) while the total proportion who agree shows a small decline (28% to just over 25%).

In the metro Chicago area, the percent who disagree to any extent with this is about 44 percent in both May and June, and little change is in evidence for either the “strongly” (16% in each) or “somewhat” (28% in each) disagree response percentages. Slightly more June than May respondents indicated they do not know (just under 28% vs. just over 25%).

In the downstate sample portion, the proportion who disagree to any extent declines just a bit from 55 percent in May to just under 53 percent in June. The decrease is split equally between those who “strongly” disagree (36% to 35%) and those who “somewhat” disagree (19% to 18%). More June than May respondents indicated they do not know (just under 27% vs. just over 22%).

In the “targeted rural counties,” there is an increase of 7 percentage points from May to June in the total percent who disagree to any extent with this statement (just over 48% to just over 55%). This is found to be nearly solely the product of the nearly 7 percentage point increase in the percent who “strongly” disagree (just over 30% to 37%). Further, and unlike the two regions above, fewer June than May respondents indicated they do not know (just over 21% vs. just over 26%).

***Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.*** Statewide, there was an increase from May to June in the total proportion who agree, from 35 percent in May to 41 percent in June. This is a function of increases in those who said they “strongly agree” (just over 24% to nearly 27%) and in those who said they “somewhat agree” (nearly 11% to just over 14%).

In the metro Chicago area, the percent who agree to any extent with this statement increased by about 7 percentage points, from nearly 30 percent in May to just over 37 percent in June. The percent who “strongly agree” increased from just under 21 percent in May to just over 25 percent in June. And, while both hovered around 50 percent, the percent who indicated they do not know decreased from just under 53 percent in May to just under 47 percent in June.

In the downstate sample portion, while the percent who “strongly agree” declined slightly from May to June (just under 32% to just over 29%), the total percent who agree to any extent increased a bit (45% to nearly 48%). And, the percent who disagree to any extent shows a decrease from nearly 17 percent in May to just under 11 percent in June. The percent who said they do not know increased a bit from just over 38 percent in May to nearly 42 percent in June.

In the “targeted rural counties,” the percent who agree to any extent increased by a substantial amount – from 38 percent in May to 51 percent in June. The increase is apparent in both those who “strongly agree” (25% to 32%) as well as those who “somewhat agree” (13% to 19%). The percent who indicated they do not know decreased from just over 44 percent in May to 37 percent in June. And, a smaller decrease is seen in those who disagree to any extent (17% to 12%).

**Attitudes about the importance of seat belt enforcement.** Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

*Agree/disagree: It is important for police to enforce the seat belt laws.* Nearly nine of ten statewide respondents agreed with this statement in both May and June (89.3% and 89.6%, respectively). The percent who “strongly agree” increased from just under 66 percent in May to just over 70 percent in June.

In the metro Chicago area, the percent who agree to any extent with this statement declined from nearly 93 percent in May to 88 percent in June. This decline is actually the product of a slight increase in the percent who “strongly agree” (67% to 69%) combined with a 6 percentage-point decline in the percent who “somewhat” agree (26% to 19%).

In the downstate sample portion, the percent who “strongly agree” increased substantially, from 63 percent in the May survey to 73 percent in the June survey. And, the percent who “strongly disagree” decreased from just under 10 percent in May to less than 2 percent in June.

In the “targeted rural counties,” the total percent who agree to any extent with this statement increased from 85 percent in May to 90 percent in June. This is a reflection of small increases in both the percent who “strongly agree” (64% to 67%) and those who “somewhat agree” (20% to 23%).

*Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?* For this question, which came near the end of the set of interview questions that related to seat belts, the statewide proportion who said “very important” increased from 60 percent in May to 65 percent in June. This was accompanied by a similar decrease in the proportion who said “fairly important” (just under 22% to nearly 17%).

In the metro Chicago area, the percent who said stricter enforcement is “very important” is stable, at nearly 64 percent in both surveys. The percent who said it is “fairly important” declines by about 3 percentage points (21% to 18%) while the percent who said “not that important” increased by almost 4 percentage points (just over 3% to just over 7%).

In the downstate sample portion, the percent who said “very important” increased by a substantial amount, nearly 14 percentage points, from 54 percent in May to almost 68 percent in June. Decreases occurred for the percent who said “fairly important” (24% to 14%) and in those who said “not that important” (12% to 6%).

In the “targeted rural counties,” the percent who said “very important” lies at about 59 percent in both surveys while the percent who said either “very” or “fairly” important shows only a small decrease from nearly 81 percent in May to just over 79 percent in June. The biggest increase occurs for those who said “somewhat important” (8% to nearly 14%) while the biggest decrease occurs for those who said “not that important” (10% to 7%).

## **Exposure to seat belt awareness and enforcement activities in past thirty days**

*Awareness of special police efforts to ticket for seat belt violations.* The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” increased by 15 percent points from May to June, going from 18 percent in the May survey to one-third (33%) in the June survey.

In the metro Chicago area, the percent who indicated seeing/hearing special efforts doubled, from nearly 15 percent in May to 31 percent in June.

In the downstate sample portion, this percent increased by double-digits, going from 24 percent in May to 36 percent in June.

And, in the “targeted rural counties,” this percent more than doubled, from 21 percent in May to 44 percent in June.

*Of those June respondents who indicated having seen or heard of these special efforts,* more statewide respondents reported being exposed to them through television (36%) than through radio (31%) or the newspaper (31%). Fewer of them expressed being exposed through friends and relatives (24%).<sup>13</sup>

Those exposed through television were only somewhat more likely to be exposed through news stories than through commercials (60% and 51%, respectively). The reverse is true, and by a wide margin, for those exposed through radio (66% for commercials and 36% for news stories). Those exposed through newspapers were far more likely to say they had seen news stories rather than advertisements (70% and 30%).

For these June metro Chicago respondents who have seen/heard, exposure through television (42%) is somewhat higher than that through radio (35%). At lower levels are exposure through friends/relatives (23%) and newspapers (20%).

For these June respondents in the downstate sample who have seen/heard, exposure through newspapers (48%) is far ahead of exposure through television (26%), friends/relatives (24%) and radio (24%).

For these June respondents in “targeted rural counties,” who have seen/heard, exposure through newspapers (48%) is higher than that through television (37%) followed by exposure through friends/relatives (27%) and radio (27%).

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<sup>13</sup> We focus here on the June respondents since this was the seat belt “post-test” survey.

*For those exposed through newspapers* in these rural counties, exposure through news stories is far more prevalent than through commercials (78% vs. 20%). And, to a lesser extent, this is the case for *those exposed through television* (60% vs. 45%). But for *those exposed through radio*, exposure through commercials is more prevalent than through news stories (63% vs. 42%).

***Awareness of police working at night to enforce seat belt laws.*** The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt laws*” increased from almost 10 percent in May to 15 percent in June.

In the metro Chicago area, the percent who indicated seeing/hearing anything here almost doubled from 8 percent in May to 15 percent in June.

In the downstate sample portion, this percent increased only a bit, from just over 12 percent in May to nearly 15 percent in June.

And, in the “targeted rural counties,” this percent doubled, from 10 percent in May to 20 percent in June.

***Awareness of roadside safety checks.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” basically doubled from May to June, increasing from 21 percent to 41 percent.<sup>14</sup>

In the metro Chicago area, the percent who indicated seeing/hearing anything about setting up safety checks increased substantially, going from 23 percent in May to 38 percent in June.

In the downstate sample portion, this percent more than doubled, going from 18 percent in May to 42 percent in June.

And, in the “targeted rural counties,” this percent virtually doubled, going from 25 percent in May to 49 percent in June.

*Of those June respondents who indicated being aware of roadside safety checks,* statewide respondents most frequently reported hearing about them through television (33%) and from newspapers (31%). Following were friends/relatives (23%) and radio (21%).

For both television and newspapers, those who were exposed through news stories far surpassed those exposed through advertisements (68% vs. 33% for television; 83% vs. 15% for newspapers). For radio, the reverse was true (65% for commercials vs. 41% for news stories).

For these June metro Chicago respondents who were aware of roadside safety checks, exposure through television (37%) exceeds exposure through friends/relatives (24%),

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

newspapers (23%) and radio (22%).

For these June respondents in the downstate sample who are aware of these checks, exposure through newspapers (45%) is higher than that through television (26%), friends/relatives (22%) and radio (20%).

And for these June respondents in “targeted rural counties” who are aware of these checks, exposure through newspapers (44%) is more frequent than exposure through television (33%). This in turn is more frequent than exposure through friends/relatives (24%) and radio (19%).

*For those exposed through the three mass media sources* in these rural counties, exposure through news stories is more prevalent than through commercials for each of these sources. The prevalence of news stories over commercials is particularly apparent for newspapers (84% vs. 12%) and also for television (80% vs. 28%). It is less so for radio (56% vs. 44%).

*Of those who had seen or heard anything about roadside safety checks*, the statewide percent who indicated they had **personally seen such checks** is the same in the May and June surveys (56%). [It should be noted that a decline from May to June, in some sense, would not be surprising here because the June post-test results come from a broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. Yet, this is not what we observe.]

For these respondents who had seen/heard about checks in the metro Chicago area, the percent who indicated personally seeing these checks is quite stable – at about 60 percent in both surveys (58% in May; 60% in June).

For these respondents who had seen/heard about checks in the downstate sample portion, the percent who indicated personally seeing these checks is quite stable at just over half in both surveys (just over 51% in May; just under 51% in June).

And, for these respondents who had seen/heard about checks in the “rural counties,” the percent who indicated personally seeing these checks is quite stable at about 40 percent in both surveys (just under 40% in May; just over 40% in June).

*When the reports of actually seeing a roadside check are based on all sample members* (and not just those who are aware of such), we find that the statewide percent who have seen a roadside safety check almost doubled from May to June, from nearly 12 percent to nearly 23 percent.

*Based on all sample members*, this increase in the percent who have seen a roadside safety check is from 13 percent in May to 23 percent in June for the Chicago metro area. For the downstate sample portion, this increase is from 9 percent in May to 22 percent in June. And, for the “targeted rural counties,” this increase is from 10 percent in May to 20 percent in June.

When *those who had personally seen a roadside check* were asked **whether they have “personally been through a roadside check in the past thirty days, either as a driver or as a passenger,”** the statewide results for the May and June surveys are not really far apart, with somewhat less than half saying they had been through a check in the May survey and slightly more than half doing so in the June survey (45% for May and 52% for June).

*In terms of total sample members*, this translates into a near-doubling of the statewide percent who said they had personally been through a roadside check, from just under 7 percent in May to nearly 13 percent in June, an increase of about 6 percentage points. About the same

percentage point increase here is also found for respondents in the Chicago metro region (8% to 14%) and the downstate sample (5% to 11%). The percentage-point increase for the “targeted rural counties” is just a bit less (4% to 8%), but we still find a doubling of this incidence.

*Awareness of messages to encourage people to wear seat belts.* The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 56 percent in the May pre-test survey to over 70 percent (72%) in the June post-test survey.

In the Chicago metro region, the percent who indicating hearing/seeing these messages increased from 54 percent in May to 73 percent in June – an increase of nearly 19 percentage points.

In the downstate sample, the percent who had seen/heard these messages increased from 59 percent in May to 70 percent in June – an increase of 11 percentage points.

And, in the “targeted rural counties,” this percent increased from 62 percent in May to 69 percent in June – an increase of nearly 7 percentage points.

*Of those June respondents who had seen or heard such messages,* far more statewide respondents indicated exposure through television (63%) than radio (40%). And fewer indicated exposure through newspapers (22%) and friends/relatives (17%). However, reported exposure was greatest through billboards / roads signs (74%).<sup>15</sup>

For those statewide respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (80% vs. 28% for television; 78% vs. 35% for radio). The reverse was true for those exposed through newspapers (71% for news vs. 44% for advertisements).

*For these June metro Chicago respondents who had seen/heard these messages,* exposure through billboards/road signs (74%) is somewhat greater than exposure through television (64%). Following is exposure through the radio (44%) and then, far back, exposure through friends/relatives (17%) and newspapers (16%).

*For these June respondents in the downstate sample who had see/heard these messages,* exposure through billboards/road signs (76%) is somewhat more than exposure through television (62%). Distantly following is exposure through the newspapers (33%) and radio (32%) and then exposure through friends/relatives (17%).

*For these June respondents in “rural counties” who had seen/heard these messages,* exposure through billboards/road signs (79%) is somewhat more than exposure through television (68%). Distantly following is exposure through the radio (33%), then through newspapers (26%), and then through friends/relatives (20%).

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<sup>15</sup> In contrast to earlier surveys, the interviews beginning in 2006 explicitly asked about exposure through billboards / road signs because this source had, by far, been the most frequently-mentioned item to the “other” source question at the end of this series. Not surprisingly, this explicit question increased reports of exposure through billboards/road signs substantially.

In each of the three regions analyzed, as in the state as a whole, those who indicated exposure through television and radio were far more likely to say they had been exposed to these messages through advertisements than through news stories. In contrast, those who indicated exposure through newspapers were more likely to say they had been exposed through news stories than through advertisements.

*Those who had seen or heard messages encouraging people to wear seat belts* were asked **whether** *“the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.”* The statewide percent of *these respondents* choosing “more than usual” basically doubled from May to June (12% to 25%).

The metro Chicago percent of these respondents choosing “more than usual” more than doubled from 13 percent in May to 29 percent in June.

The percent of these respondents in the downstate sample choosing “more than usual” increased from 10 percent to 16 percent.

And, the percent of these respondents in “targeted rural counties” choosing “more than usual” more than doubled, increasing from 8 percent in May to 19 percent in June.

**Awareness of other activities that encouraged people to wear seat belts.** The statewide percent who indicated that, *“in the past thirty days,”* they had seen or heard other activities that encouraged people to wear their seat belts borders is just under 8 percent in both the May and June surveys. For every region analyzed, this percentage generally hovers 6 to 8 percent.

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

**The statewide June results and May-to-June 2008 trends.** Respondents were asked about their awareness of seventeen selected traffic safety “slogans,” presented in a random order. Two relate to seat belts, with one being the recent campaign slogan of “Click It or Ticket.”

We first list the statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the recent seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with 91 percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was sixth in awareness, with somewhat less than half of the respondents expressing awareness (46%). It should also be noted that the DUI-related slogan currently being used in Illinois, “You drink and drive. You lose,” is third in awareness, at 75 percent.

We next list the slogans in order of the statewide May-to-June awareness percentage point change in Table Slogans-2. Here we see that the biggest percentage point increase in awareness from the May to June surveys occurred for the slogan, “Buckle Up America” (+8.7% points). Only two other slogans show percentage-point increases that could be called at all sizeable: “Drive hammered; get nailed” (+4.7% points) and “Step away from your vehicle” (+4.7% points). The “Click It or Ticket” slogan is in sixth place with an awareness increase of 1.7 percentage points.

**Table Slogans-1. Awareness Levels in June 2008**

<b>Order</b>	<b>Slogan</b>	<b>June level</b>
<b>1</b>	<b>Click It or Ticket</b>	<b>91%</b>
2	Friends don't let friends drive drunk	83%
3	You drink and drive. You lose.	75%
4	Drive smart. Drive sober.	55%
5	Police in Illinois arrest drunk drivers	49%
<b>6</b>	<b>Buckle Up America</b>	<b>46%</b>
7	Drive hammered, get nailed.	35%
8	Cells phones save lives. Pull over and report a drunken driver	31%
9	Drunk Driving. Over the Limit. Under Arrest	26%
10	Wanna drink and drive, police in Illinois will show you the bars	22%
11	Drink and drive? Police in Illinois have your number	20%
12	Children in back	18%
13	Step away from your vehicle	15%
14	Smart motorists always respect trucks	11%
15	Checkpoint Strikeforce	7%
16	Operation A-B-C	4%

Now, it should be remembered that the “Click It or Ticket” slogan started with a higher May awareness level than every other slogan, thus by definition having a more limited potential for a percentage point increase. When we consider the increase in awareness levels *based on the potential increase*, we actually find that the largest increase occurred for the “Click It or Ticket” slogan (15.5% of its potential increase, or +1.7% out of a possible 11%) followed quite closely by “Buckle Up America” (+13.9% of its potential increase) and “Friends don’t let friends drive drunk” (+12.6% of its potential increase).

**Regional May and June results for the “Click It or Ticket” slogan.** Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness levels for this slogan are very similar across the three analysis regions: the metro Chicago area (90%), the downstate area (91%), and the targeted rural counties (92%). And so were the May awareness levels: the metro Chicago area (88%), the downstate area (90%), and the targeted rural counties (90%). Therefore, it is not surprising that the changes from May to June are also very similar: the Chicago metro area (+2.1% points), the downstate area (+1.0% point), and the targeted rural counties (+2.4% points).

**Table Slogans-2. Change in Awareness Levels, May to June 2008**

<b>Do you recall hearing, or seeing, the following slogans in the past thirty days? (% yes)</b>	May	June	<i>June minus May</i>
Buckle Up America	37.5%	46.2%	<b>8.7%</b>
Drive Hammered ... Get Nailed!	30.1%	34.8%	<b>4.7%</b>
Step Away from your Vehicle	10.2%	14.9%	<b>4.7%</b>
Friends Don't Let Friends Drive Drunk	80.2%	82.7%	<b>2.5%</b>
Operation A-B-C	2.5%	4.4%	<b>1.9%</b>
<b>Click It or Ticket</b>	<b>89.0%</b>	<b>90.7%</b>	<b>1.7%</b>
Smart motorists always respect trucks.	10.0%	11.4%	<b>1.4%</b>
Children in Back	17.9%	18.2%	<b>0.3%</b>
Drunk Driving. Over the Limit. Under Arrest.	25.8%	25.8%	<b>0.0%</b>
Wanna drink and drive? Police in Illinois will show you the bars.	23.2%	22.0%	<b>-1.2%</b>
You Drink and Drive. You Lose	77.3%	75.4%	<b>-1.9%</b>
Police in Illinois Arrest Drunk Drivers.	51.6%	49.3%	<b>-2.3%</b>
Drink and Drive? Police in Illinois have your number.	22.2%	19.7%	<b>-2.5%</b>
Checkpoint Strikeforce	10.1%	7.3%	<b>-2.8%</b>
Cell phones save lives. Pull over and report a drunk driver.	34.7%	31.4%	<b>-3.3%</b>
Drive smart, drive sober.	58.6%	54.6%	<b>-4.0%</b>

**The 2002 through 2008 trends.** Because there were media/enforcement campaigns going back to calendar year 2002 for which we have pre-test and post-test information, it is worth presenting the full cross-sectional trend results. These are presented in Table Slogans-3.<sup>16</sup>

*Focusing on the “Click It or Ticket” slogan*, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent. By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

It had again declined to 67 percent in the May 2003 pre-test and then increased substantially to 85 percent in the June 2003 post-test, after the Memorial Day holiday campaign. A July 2003 survey shows only a slight decline in awareness to 83 percent, and a small increase in awareness then occurred between mid-summer of 2003 and the January 2004 survey (87%).

By May 2004, this awareness had declined slightly, back basically to the mid-summer 2003 level (84%). Awareness increased to 90 percent in July 2004, after the late Spring 2004 campaign, and then declined only slightly to 88 percent in the September 2004 survey.

<sup>16</sup> In the following, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category.

By April of 2005, awareness had declined to 81 percent but then jumped to 91 percent, its highest level thus far, in June – after the Memorial Day Weekend 2005 campaign. By September of 2005, awareness had declined somewhat, to 87 percent (about the level found in September 2004).

By April of 2006, awareness had again declined somewhat from the previous Fall to 84 percent. After the Memorial Day Weekend 2006 campaign, it then increased again to 91 percent in June. And by September 2006, awareness had declined somewhat, to 88 percent.

Thus, *for the three years from 2004 through 2006*, there was a similar pattern for the “Click It or Ticket” slogan: awareness dropped from the high 80-percent level (87-88%) in the previous Fall/Winter to the low-to-mid 80 percent level in the Spring just prior to the Memorial Day campaign (81-84%) – and then increased to about 90 percent soon after this campaign (90-91%).

However, in May of 2007, awareness of the slogan started at a level slightly ahead (basically on par) with the level of the previous Fall (89% vs. 88%). Awareness then increased to its highest level measured yet, 94 percent, in the June 2007 survey, after the Memorial Day media/enforcement campaign.

The May trend of 2007 continued this year, also coming in with an awareness level of 89 percent. However, the May-to-June increase was less sizeable than that in 2007, with the June awareness at 91 percent.

It is interesting to note that, for the other seat belt-related slogan -- “*Buckle Up America*,” a slogan not the focus of the Illinois campaigns in recent years -- we find much more stability in awareness across this same time period. In fact, a look at the results for the entire time span generally shows a decline from about six in ten respondents in early-to-mid 2002 to percentages surrounding 50 percent since then (a range of 45% to 55%, with the exception of the 64 percent awareness level achieved in the July 2004 survey – and the 38 percent awareness level achieved in the recent May 2008 survey).

**Table Slogans - 3**  
**Awareness of Selected Traffic Safety Slogans, April 2002 through June 2008**

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	May '03	Jun '03	July '03	Jan '04	May '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	May '07	Jun '07	Sept '07	May '08	Jun '08
<i>Click It or Ticket</i>	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%	89%	91%
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%	80%	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%	77%	75%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%	59%	55%
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%	52%	49%
<i>Buckle Up America</i>	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	48%	47%	44%	38%	46%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%	37%	39%	41%	38%	41%	39%	30%	35%
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%	31%	37%	34%	35%	31%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	29%	24%	27%	26%	26%						
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%	23%	26%	20%	23%	22%
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%	20%	20%	19%	22%	20%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	17%	19%	18%	18%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%	17%	12%	14%	12%	12%	14%	10%	15%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%	12%	10%	6%	9%	10%	12%	10%	11%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%	12%	8%	10%	10%	10%	7%	8%	5%	8%	10%	7%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%	5%	5%	3%	3%	6%	5%	2%	4%

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

## **APPENDICES**



# Appendix A: Statewide Enforcement Activities and Associated Costs

## Table 14: MINI-Grants Enforcement and Associated Costs

1	2	3	4	5	6	7
Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Addison	140.0	381	22.0	\$17.31	\$47.11	\$6,595.52
Alexander County	48.0	8	360.0	\$112.55	\$18.76	\$900.42
Algonquin	110.0	120	55.0	\$49.15	\$53.62	\$5,898.15
Alsip	32.0	74	25.9	\$17.99	\$41.60	\$1,331.32
Batavia	78.0	63	74.3	\$71.65	\$57.87	\$4,513.96
Belvidere	82.0	167	29.5	\$19.79	\$40.31	\$3,305.04
Bolingbrook	48.0	146	19.7	\$17.59	\$53.52	\$2,568.72
Braidwood	8.0	72	6.7	\$3.33	\$30.00	\$240.00
Cahokia	170.0	200	51.0	\$33.61	\$39.54	\$6,722.35
Carlyle	32.0	60	32.0	\$17.85	\$33.47	\$1,071.04
Fox River Grove	64.0	123	31.2	\$15.72	\$30.21	\$1,933.44
Frankfort	76.0	119	38.3	\$21.52	\$33.69	\$2,560.39
Manhattan	59.0	99	35.8	\$21.52	\$36.11	\$2,130.74
Marseilles	140.0	50	168.0	\$98.22	\$35.08	\$4,911.20
McLean County	24.0	34	42.4	\$22.22	\$31.47	\$755.38
Centreville	256.0	190	80.8	\$15.16	\$11.25	\$2,880.00
Countryside	30.0	53	34.0	\$28.17	\$49.77	\$1,492.95
Crystal Lake	270.0	296	54.7	\$44.87	\$49.19	\$13,281.40
Crystal Lake Park District	84.5	72	70.4	\$34.62	\$29.50	\$2,492.50
East Dundee	22.0	43	30.7	\$23.34	\$45.61	\$1,003.42
Flora	100.0	73	82.2	\$49.02	\$35.79	\$3,578.75
Franklin Park	46.0	81	34.1	\$28.22	\$49.70	\$2,286.20
Freeport	56.0	44	76.4	\$40.10	\$31.51	\$1,764.38
Galena	16.0	27	35.6	\$63.25	\$106.73	\$1,707.72
Harwood Heights	88.0	70	75.4	\$34.73	\$27.63	\$2,431.38
Indian Head Park	44.0	168	15.7	\$9.78	\$37.35	\$1,643.40
Jerome	208.0	290	43.0	\$8.00	\$11.16	\$2,320.74
Johnsburg	56.0	31	108.4	\$72.07	\$39.90	\$2,234.16
Kenilworth	32.0	141	13.6	\$11.80	\$52.00	\$1,664.00
Kewanee	12.0	30	24.0	\$11.68	\$29.20	\$350.34
Lansing	101.8	78	78.3	\$54.73	\$41.95	\$4,268.67
Leland Grove	150.0	305	29.5	\$12.29	\$24.99	\$3,749.24
Lemont	80.0	355	13.5	\$11.24	\$49.86	\$3,988.89
Lisle	113.0	166	40.8	\$32.57	\$47.85	\$5,407.22
Lockport	44.0	301	8.8	\$3.48	\$23.80	\$1,047.06
Lombard	466.0	889	31.5	\$29.09	\$55.49	\$25,858.34
Mendota	55.0	26	126.9	\$67.78	\$32.04	\$1,762.30
Mercer County	240.0	176	81.8	\$33.14	\$24.30	\$5,832.00
Milledgeville	24.0	13	110.8	\$48.00	\$26.00	\$624.00
Morton Grove	200.8	225	53.5	\$48.94	\$54.85	\$11,010.38
Murphysboro	64.0	43	89.3	\$46.37	\$31.16	\$1,993.92
North Aurora	141.0	232	36.5	\$26.31	\$43.29	\$6,103.59

**TABLE 14: (Continued)**

1	2	3	4	5	6	7
Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
North Chicago	35.0	61	34.4	\$25.82	\$45.00	\$1,575.00
Sullivan	120.0	232	31.0	\$11.38	\$22.00	\$2,640.00
Summit	30.0	59	30.5	\$22.88	\$45.00	\$1,350.00
Thayer	14.0	37	22.7	\$8.14	\$21.50	\$301.00
Vernon Hills	61.0	69	53.0	\$45.00	\$50.91	\$3,105.23
Vienna	138.0	36	230.0	\$80.77	\$21.07	\$2,907.76
Warrensburg	72.0	66	65.5	\$21.82	\$20.01	\$1,440.40
Olympia Fields	64.0	90	42.7	\$32.32	\$45.45	\$2,908.72
Park City	50.0	79	38.0	\$19.94	\$31.50	\$1,575.00
Park Forest	104.0	140	44.6	\$36.40	\$49.00	\$5,096.00
Peru	96.0	34	169.4	\$102.94	\$36.46	\$3,500.00
Plainfield	90.0	92	58.7	\$48.91	\$50.00	\$4,500.00
Raleigh	24.0	12	120.0	\$37.50	\$18.75	\$450.00
Richmond	120.0	183	39.3	\$20.98	\$32.00	\$3,840.00
Richton Park	80.0	178	27.0	\$20.90	\$46.50	\$3,720.18
Sesser	30.0	63	28.6	\$7.00	\$14.70	\$441.12
Waukegan	204.0	323	37.9	\$33.31	\$52.75	\$10,760.69
West Dundee	34.0	50	40.8	\$32.50	\$47.79	\$1,624.80
Westchester	100.0	196	30.6	\$23.77	\$46.59	\$4,659.36
Western Springs	34.0	83	24.6	\$16.21	\$39.56	\$1,345.20
Williamson County	75.0	24	187.5	\$109.38	\$35.00	\$2,625.00
Winthrop Harbor	48.0	284	10.1	\$6.23	\$36.84	\$1,768.24
Wood Dale	152.0	368	24.8	\$20.17	\$48.84	\$7,424.00
Woodstock	120.0	189	38.1	\$35.11	\$55.30	\$6,636.47
<b>MINI GRANTS TOTAL</b>	6,006.0	9,082	39.7	\$25.81	\$39.03	\$234,409.79

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

Column 4: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 5: Cost per citation = Total Cost / Number of Citations

Column 6: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 7: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**Table 15: Regular Grants Enforcement and Associated Costs**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
IMAGE	Blue Island	93.0	211	26.4	\$20.29	\$46.02	\$4,280.30
IMAGE	Bradley	80.0	168	28.6	\$22.29	\$46.80	\$3,744.39
IMAGE	Brookfield	101.0	180	33.7	\$27.32	\$48.68	\$4,916.77
IMAGE	Collinsville	234.0	731	19.2	\$16.40	\$51.23	\$11,988.47
IMAGE	Columbia	95.0	118	48.3	\$30.92	\$38.41	\$3,648.73
IMAGE	East Peoria	104.0	196	31.8	\$26.07	\$49.14	\$5,110.53
IMAGE	Evanston	167.0	195	51.4	\$47.74	\$55.74	\$9,309.37
IMAGE	Fairmont City	45.5	72	37.9	\$19.53	\$30.91	\$1,406.38
IMAGE	Flossmoor	100.0	157	38.2	\$30.52	\$47.92	\$4,791.80
IMAGE	Grayslake	92.5	105	52.9	\$43.06	\$48.88	\$4,521.11
IMAGE	Hickory Hills	104.0	240	26.0	\$19.61	\$45.25	\$4,706.08
IMAGE	Homewood	77.0	122	37.9	\$31.37	\$49.70	\$3,827.23
IMAGE	Justice	117.0	286	24.5	\$19.57	\$47.83	\$5,596.60
IMAGE	Madison	17.0	32	31.9	\$68.12	\$128.22	\$2,179.69
IMAGE	Markham	92.0	120	46.0	\$50.11	\$65.36	\$6,012.78
IMAGE	Matteson	101.0	224	27.1	\$23.91	\$53.04	\$5,356.88
IMAGE	Metamora	85.0	6	850.0	\$658.38	\$46.47	\$3,950.28
IMAGE	Midlothian	104.0	145	43.0	\$10.63	\$14.82	\$1,541.50
IMAGE	Minooka	86.0	56	92.1	\$108.27	\$70.50	\$6,063.22
IMAGE	Northbrook	130.0	238	32.8	\$44.50	\$81.48	\$10,591.81
IMAGE	Oak Forest	61.0	174	21.0	\$19.37	\$55.24	\$3,369.87
IMAGE	Oak Lawn	145.0	467	18.6	\$16.82	\$54.16	\$7,853.03
IMAGE	O'Fallon	113.8	108	63.2	\$54.81	\$52.03	\$5,918.94
IMAGE	Oswego	107.0	210	30.6	\$31.03	\$60.90	\$6,516.27
IMAGE	Park Ridge	141.0	302	28.0	\$27.94	\$59.84	\$8,436.92
IMAGE	Peoria County	67.0	78	51.5	\$35.27	\$41.06	\$2,751.09
IMAGE	Quincy	137.0	265	31.0	\$20.28	\$39.23	\$5,374.64
IMAGE	Riverdale	66.0	258	15.3	\$17.20	\$67.23	\$4,436.86
IMAGE	Riverside	95.0	192	29.7	\$26.68	\$53.92	\$5,122.00
IMAGE	Streator	100.0	82	73.2	\$43.31	\$35.51	\$3,551.23
IMAGE	West Chicago	112.0	233	28.8	\$25.26	\$52.55	\$5,885.88
IMAGE	Westmont	83.0	141	35.3	\$39.79	\$67.60	\$5,610.85
IMAGE	Willowbrook	156.0	521	18.0	\$18.42	\$61.52	\$9,597.56
IMAGE	Winnetka	95.0	100	57.0	\$54.33	\$57.19	\$5,432.67
LAP	Macon County	193.0	152	76.2	\$41.51	\$32.70	\$6,310.17
LAP	St. Clair County	319.0	243	78.8	\$84.70	\$64.52	\$20,582.66
MAP	Clarendon Hills	8.0	6	80.0	\$90.76	\$68.07	\$544.53
MAP	Downers Grove	42.0	26	96.9	\$108.37	\$67.08	\$2,817.50
MAP	Edwardsville	40.8	52	47.0	\$57.87	\$73.84	\$3,009.05
MAP	Glendale Heights	46.0	54	51.1	\$45.52	\$53.44	\$2,458.29
MAP	Lake in the Hills	45.0	42	64.3	\$69.12	\$64.51	\$2,902.84

**TABLE 15: (Continued)**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MAP	Morton	42.0	33	76.4	\$60.25	\$47.34	\$1,988.18
MAP	Pulaski County	10.0	11	54.5	\$14.00	\$15.40	\$154.00
MAP	SIU-Carbondale	28.0	31	54.2	\$45.83	\$50.74	\$1,420.65
MAP	Villa Park	53.8	61	52.9	\$44.33	\$50.31	\$2,704.15
OPEZ	Vandalia	58.0	86	40.5	\$21.18	\$31.41	\$1,821.86
RSC	La Grange	41.0	44	55.9	\$51.35	\$55.11	\$2,259.50
SEP	Caseyville	29.0	85	20.5	\$12.58	\$36.86	\$1,068.93
SEP	Champaign	112.0	274	24.5	\$18.72	\$45.80	\$5,129.07
SEP	Fairview Heights	16.0	32	30.0	\$26.09	\$52.18	\$834.85
SEP	Maryville	137.0	280	29.4	\$25.69	\$52.50	\$7,193.00
SEP	Moline	205.0	455	27.0	\$21.13	\$46.89	\$9,611.97
SEP	New Lenox	30.0	63	28.6	\$25.97	\$54.53	\$1,635.96
SEP	Oak Brook	60.0	127	28.3	\$25.77	\$54.55	\$3,272.89
SEP	Peoria Heights	54.0	109	29.7	\$23.66	\$47.76	\$2,579.21
SEP	Peotone	54.0	127	25.5	\$16.38	\$38.51	\$2,079.75
SEP	Rockton	54.0	121	26.8	\$17.75	\$39.78	\$2,148.18
SEP	Tremont	19.0	39	29.2	\$13.14	\$26.98	\$512.54
TLEP	Hoffman Estates	155.0	403	23.1	\$20.07	\$52.19	\$8,089.06
TLEP	Springfield	329.0	105	188.0	\$149.43	\$47.69	\$15,689.84
TLEP	Winnebago County	216.0	107	121.1	\$165.56	\$82.01	\$17,714.98
<b>IMAGE GRANTS SUBTOTAL</b>		3,503.8	6,733	31.2	\$27.24	\$52.34	\$183,401.73
<b>LAP GRANTS SUBTOTAL</b>		512.0	395	77.8	\$68.08	\$52.53	\$26,892.83
<b>MAP GRANTS SUBTOTAL</b>		315.5	316	59.9	\$56.96	\$57.05	\$17,999.19
<b>OPEZ GRANTS SUBTOTAL</b>		58.0	86	40.5	\$21.18	\$31.41	\$1,821.86
<b>RSC GRANTS SUBTOTAL</b>		41.0	44	55.9	\$51.35	\$55.11	\$2,259.50
<b>SEP GRANTS SUBTOTAL</b>		770.0	1,712	27.0	\$21.07	\$46.84	\$36,066.35
<b>TLEP GRANTS SUBTOTAL</b>		700.0	615	68.3	\$67.47	\$59.28	\$41,493.88
<b>REGULAR GRANTS TOTAL</b>		5,900.3	9,901	35.8	\$31.30	\$52.53	\$309,935.34

Column 1: Type of grant that agency had  
 Column 2: Participating law enforcement agency  
 Column 3: Number of patrol hours conducted during CIOT enforcement  
 Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement  
 Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour  
 Column 6: Cost per citation = Total Cost / Number of Citations  
 Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours  
 Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**Program Descriptions:**

IMAGE – Integrated Mini-Grant Enforcement Program  
 LAP – Local Alcohol Program  
 MAP – Mini-Grant Alcohol Program  
 OPEZ – Occupant Protection Enforcement Zone  
 RSC – Roadside Safety Check  
 SEP – Speed Enforcement Program  
 TLEP – Traffic Law Enforcement Program

**Table 16: Grantees with Multiple Grants Enforcement and Associated Costs**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MAP	Alton	47.0	41	68.8	\$58.72	\$51.23	\$2,407.60
MINI	Alton	139.0	315	26.5	\$17.85	\$40.46	\$5,623.80
IMAGE	Alton	135.0	312	26.0	\$21.17	\$48.92	\$6,603.57
MINI	Arlington Heights	90.0	107	50.5	\$48.88	\$58.11	\$5,229.90
SEP	Arlington Heights	128.0	315	24.4	\$23.92	\$58.86	\$7,534.15
MINI	Barrington Hills	125.0	171	43.9	\$38.13	\$52.16	\$6,520.01
SEP	Barrington Hills	23.0	58	23.8	\$21.72	\$54.77	\$1,259.78
MINI	Barrington-Inverness	48.0	61	47.2	\$43.11	\$54.78	\$2,629.44
IMAGE	Barrington-Inverness	92.0	156	35.4	\$32.42	\$54.98	\$5,057.71
MAP	Bartlett	45.0	78	34.6	\$31.41	\$54.44	\$2,449.69
MINI	Bartlett	23.0	36	38.3	\$30.20	\$47.27	\$1,087.22
SEP	Bartlett	74.0	193	23.0	\$19.41	\$50.63	\$3,746.37
IMAGE	Bartonville	76.0	60	76.0	\$48.01	\$37.90	\$2,880.62
SEP	Bartonville	37.0	94	23.6	\$13.66	\$34.71	\$1,284.37
MAP	Belleville	29.0	31	56.1	\$16.19	\$17.31	\$501.97
IMAGE	Belleville	106.0	177	35.9	\$25.50	\$42.59	\$4,514.16
MINI	Berwyn	87.0	178	29.3	\$24.65	\$50.43	\$4,387.05
IMAGE	Berwyn	137.0	369	22.3	\$20.14	\$54.26	\$7,433.17
SEP	Berwyn	80.0	221	21.7	\$20.18	\$55.76	\$4,460.59
MINI	Buffalo Grove	174.0	494	21.1	\$20.50	\$58.21	\$10,128.81
LAP	Buffalo Grove	136.0	80	102.0	\$103.84	\$61.08	\$8,307.49
IMAGE	Burnham	58.0	156	22.3	\$25.24	\$67.90	\$3,938.15
SEP	Burnham	47.0	129	21.9	\$18.06	\$49.58	\$2,330.17
MINI	Calumet City	56.0	98	34.3	\$25.38	\$44.42	\$2,487.46
IMAGE	Calumet City	234.0	239	58.7	\$47.65	\$48.67	\$11,389.46
MINI	Carol Stream	150.0	374	24.1	\$22.27	\$55.53	\$8,329.92
IMAGE	Carol Stream	162.0	383	25.4	\$34.03	\$80.46	\$13,034.59
SEP	Carol Stream	80.0	217	22.1	\$21.15	\$57.37	\$4,589.57
MAP	Carpentersville	50.0	46	65.2	\$65.23	\$60.01	\$3,000.57
MINI	Carpentersville	58.0	84	41.4	\$37.77	\$54.70	\$3,172.44
MINI	Chicago	1,296.0	2,630	29.6	\$29.91	\$60.70	\$78,667.20
LAP	Chicago	224.0	659	20.4	\$33.76	\$99.31	\$22,244.67
RSC	Chicago	344.0	307	67.2	\$69.97	\$62.45	\$21,481.33
SEP	Chicago	480.0	705	40.9	\$47.99	\$70.48	\$33,830.50
MINI	Chicago Heights	183.0	557	19.7	\$13.08	\$39.83	\$7,288.27
LAP	Chicago Heights	25.0	9	166.7	\$137.86	\$49.63	\$1,240.73
SEP	Chicago Heights	32.0	107	17.9	\$12.00	\$40.13	\$1,284.29
SEP	Cook County	315.0	609	31.0	\$31.56	\$61.02	\$19,221.74
MINI	Cook County	210.0	202	62.4	\$55.74	\$53.62	\$11,260.15
MAP	Creve Coeur	36.0	34	63.5	\$34.89	\$32.95	\$1,186.14
MINI	Creve Coeur	24.0	18	80.0	\$37.23	\$27.93	\$670.22

**TABLE 16: (Continued)**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MINI	Decatur	146.0	272	32.2	\$23.66	\$44.08	\$6,435.33
SEP	Decatur	32.0	76	25.3	\$22.26	\$52.88	\$1,692.09
TLEP	DeKalb	184.5	202	54.8	\$40.94	\$44.83	\$8,270.66
MINI	DeKalb	90.0	209	25.8	\$20.86	\$48.43	\$4,358.99
MINI	East Hazel Crest	54.0	109	29.7	\$17.79	\$35.92	\$1,939.54
SEP	East Hazel Crest	35.0	78	26.9	\$17.90	\$39.89	\$1,396.01
MINI	East Moline	72.0	52	83.1	\$11.41	\$8.24	\$593.14
IMAGE	East Moline	58.0	45	77.3	\$78.09	\$60.58	\$3,513.90
SEP	East Moline	80.0	134	35.8	\$23.03	\$38.57	\$3,085.96
MINI	Elgin	130.0	202	38.6	\$33.47	\$52.00	\$6,760.00
LAP	Elgin	125.0	208	36.1	\$38.31	\$63.75	\$7,968.23
SEP	Elgin	130.0	377	20.7	\$19.90	\$57.72	\$7,503.43
MAP	Elmhurst	32.0	40	48.0	\$49.61	\$62.02	\$1,984.59
MINI	Elmhurst	158.5	170	55.9	\$49.21	\$52.78	\$8,365.45
MAP	Hinsdale	41.0	47	52.3	\$60.54	\$69.40	\$2,845.55
IMAGE	Hinsdale	96.0	286	20.1	\$21.94	\$65.37	\$6,275.54
MINI	Joliet	157.0	195	48.3	\$53.33	\$66.24	\$10,400.00
IMAGE	Joliet	138.5	181	45.9	\$43.79	\$57.22	\$7,925.22
OPEZ	Joliet	64.0	111	34.6	\$31.84	\$55.21	\$3,533.74
SEP	Joliet	192.0	330	34.9	\$34.35	\$59.04	\$11,335.29
IMAGE	Kendall County	105.0	71	88.7	\$61.75	\$41.76	\$4,384.52
SEP	Kendall County	41.5	69	36.1	\$26.54	\$44.12	\$1,830.98
MAP	Lake Zurich	50.0	63	47.6	\$54.85	\$69.11	\$3,455.61
MINI	Lake Zurich	22.0	64	20.6	\$18.58	\$54.04	\$1,188.86
TLEP	Lincolnwood	115.0	221	31.2	\$31.53	\$60.60	\$6,968.64
MINI	Lincolnwood	72.0	224	19.3	\$17.26	\$53.71	\$3,867.19
IMAGE	McHenry County	143.0	154	55.7	\$53.41	\$57.52	\$8,225.60
SEP	McHenry County	76.0	117	39.0	\$37.33	\$57.48	\$4,368.10
MAP	Metropolis	30.0	26	69.2	\$35.07	\$30.39	\$911.73
MINI	Metropolis	93.0	78	71.5	\$33.22	\$27.86	\$2,591.34
OPEZ	Metropolis	18.0	31	34.8	\$27.39	\$47.18	\$849.24
IMAGE	Millstadt	17.0	32	31.9	\$19.86	\$37.38	\$635.54
SEP	Millstadt	20.0	26	46.2	\$25.46	\$33.09	\$661.84
IMAGE	Monmouth	105.0	106	59.4	\$37.94	\$38.30	\$4,021.14
SEP	Monmouth	165.0	258	38.4	\$22.39	\$35.01	\$5,775.88
MINI	Niles	122.0	142	51.5	\$47.81	\$55.64	\$6,788.40
SEP	Niles	107.0	229	28.0	\$27.17	\$58.14	\$6,221.26
IMAGE	Orland Park	144.0	340	25.4	\$22.78	\$53.79	\$7,745.28
OPEZ	Orland Park	58.0	168	20.7	\$18.91	\$54.77	\$3,176.81
RSC	Orland Park	6.0	32	11.3	\$38.24	\$203.97	\$1,223.79

**TABLE 16: (Continued)**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MINI	Palatine	154.0	179	51.6	\$27.41	\$31.86	\$4,906.81
MINI	Palatine	70.0	67	62.7	\$64.78	\$62.00	\$4,340.00
MAP	Palatine	50.0	46	65.2	\$63.23	\$58.17	\$2,908.60
IMAGE	Palatine	144.0	105	82.3	\$90.54	\$66.02	\$9,506.40
MAP	Palos Heights	42.0	17	148.2	\$155.68	\$63.01	\$2,646.62
MINI	Palos Heights	436.5	737	35.5	\$23.74	\$40.09	\$17,498.88
IMAGE	Pekin	108.0	91	71.2	\$79.44	\$66.94	\$7,229.16
SEP	Pekin	120.0	261	27.6	\$19.81	\$43.10	\$5,171.44
TLEP	Peoria	112.0	205	32.8	\$43.38	\$79.41	\$8,893.52
IMAGE	Peoria	161.0	220	43.9	\$53.55	\$73.18	\$11,781.69
MINI	Rock Island	56.0	69	48.7	\$26.41	\$32.53	\$1,821.95
SEP	Rock Island	56.0	158	21.3	\$15.06	\$42.48	\$2,379.14
MINI	Roselle	20.0	30	40.0	\$33.33	\$50.00	\$1,000.00
MAP	Roselle	38.0	61	37.4	\$32.15	\$51.60	\$1,960.98
LAP	Sangamon County	161.0	69	140.0	\$163.84	\$70.22	\$11,304.63
SEP	Sangamon County	225.0	534	25.3	\$32.19	\$76.40	\$17,188.96
MINI	Schaumburg	160.0	194	49.5	\$45.13	\$54.72	\$8,755.12
IMAGE	Schaumburg	144.0	142	60.8	\$64.37	\$63.48	\$9,140.99
SEP	Schaumburg	84.0	175	28.8	\$26.16	\$54.49	\$4,577.18
TLEP	Skokie	315.5	342	55.4	\$42.57	\$46.15	\$14,560.11
MINI	Skokie	140.5	435	19.4	\$15.15	\$46.91	\$6,591.31
LAP	Skokie	146.5	242	36.3	\$32.14	\$53.09	\$7,778.12
MAP	St. Charles	46.0	32	86.3	\$106.83	\$74.32	\$3,418.52
SEP	St. Charles	60.0	108	33.3	\$29.92	\$53.85	\$3,230.94
TLEP	Stephenson County	377.5	267	84.8	\$49.91	\$35.30	\$13,324.98
IMAGE	Stephenson County	138.5	230	36.1	\$26.14	\$43.41	\$6,012.29
MAP	Streamwood	45.0	64	42.2	\$109.55	\$155.81	\$7,011.50
MINI	Streamwood	54.0	143	22.7	\$18.39	\$48.70	\$2,629.92
MINI	Tinley Park	68.0	88	46.4	\$39.59	\$51.23	\$3,483.64
IMAGE	Tinley Park	122.0	181	40.4	\$39.55	\$58.67	\$7,157.68
MAP	Troy	32.0	32	60.0	\$48.03	\$48.03	\$1,536.85
SEP	Troy	52.0	115	27.1	\$18.39	\$40.67	\$2,115.07
IMAGE	Wheaton	137.0	271	30.3	\$28.11	\$55.60	\$7,617.14
Injury Prevention	Wheaton	70.0	61	68.9	\$69.12	\$60.24	\$4,216.58
SEP	Wheaton	111.0	170	39.2	\$37.89	\$58.03	\$6,441.42
TLEP	Wheeling	312.0	313	59.8	\$54.14	\$54.31	\$16,945.22
MINI	Wheeling	93.0	187	29.8	\$27.52	\$55.34	\$5,146.90
MINI	Will County	78.0	90	52.0	\$36.70	\$42.34	\$3,302.62
LAP	Will County	130.0	73	106.8	\$139.35	\$78.25	\$10,172.38
SEP	Will County	188.0	440	25.6	\$23.05	\$53.94	\$10,140.63

**TABLE 16: (Continued)**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
<b>IMAGE GRANTS SUBTOTAL</b>		2,761.0	4,307	38.5	\$36.23	\$56.51	\$156,023.52
<b>LAP GRANTS SUBTOTAL</b>		947.5	1,340	42.4	\$51.50	\$72.84	\$69,016.25
<b>Injury Prevention GRANT SUBTOTAL</b>		70.0	61	68.9	\$69.12	\$60.24	\$4,216.58
<b>MAP GRANTS SUBTOTAL</b>		613.0	658	55.9	\$58.10	\$62.36	\$38,226.52
<b>MINI GRANTS SUBTOTAL</b>		5,109.5	9,261	33.1	\$28.10	\$50.93	\$260,247.28
<b>OPEZ GRANTS SUBTOTAL</b>		140.0	310	27.1	\$24.39	\$54.00	\$7,559.79
<b>RSC GRANTS SUBTOTAL</b>		350.0	339	61.9	\$66.98	\$64.87	\$22,705.12
<b>SEP GRANTS SUBTOTAL</b>		3,070.5	6,303.0	29.2	\$27.71	\$56.88	\$174,657.15
<b>TLEP GRANTS SUBTOTALS</b>		1,416.5	1,550	54.8	\$44.49	\$48.69	\$68,963.13
<b>REGULAR GRANTS WITH MULTIPLE GRANTS TOTAL</b>		14,478.0	24,129	36.0	\$33.22	\$55.37	\$801,615.34

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during CIOT enforcement

Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 6: Cost per citation = Total Cost / Number of Citations

Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

***Program Descriptions:***

IMAGE – Integrated Mini-Grant Enforcement Program

LAP – Local Alcohol Program

Injury Prevention – Injury Prevention Program

MAP – Mini-Grant Alcohol Program

MINI – Holiday Mobilization Mini Grant Program

OPEZ – Occupant Protection Enforcement Zone

RSC – Roadside Safety Check

SEP – Speed Enforcement Program

TLEP – Traffic Law Enforcement Program

**Table 17: All Grant Enforcement and Associated Costs**

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
<b>MINI GRANTS TOTAL</b>		11,115.5	18,332	36.3	\$26.98	\$44.63	\$494,656.07
<b>REGULAR GRANTS TOTAL</b>		15,268.8	24,769	37.0	\$34.37	\$55.75	\$851,303.40
<b>ILLINOIS STATE POLICE TOTAL</b>		6,941.5	11,372	36.6	\$40.04	\$65.54	\$454,941.00
<b>GRAND TOTAL</b>		33,325.8	54,484	36.7	\$33.05	\$54.08	\$1,800,901.47

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during CIOT enforcement

Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement

Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 6: Cost per citation = Total Cost / Number of Citations

Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement





