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Evaluation of the 2011 Illinois “Click It or Ticket” Campaign

April 25 – June 19, 2011

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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., Local Alcohol Program and STEP 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 2011 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 seat belt use and of issuing tickets for seat 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 2011 Memorial Day CIOT was conducted April 25 to June 19, 2011. One hundred sixty-two local law enforcement agencies and all 22 districts of the 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 29,377.5 enforcement hours and wrote 39,635 citations, 21,850 (55.1%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 80.7 minutes throughout the May campaign. Overall, one citation was written every 44.5 minutes of statewide and rural enforcement. In addition, ninety-five agencies which had grants through DTS issued 20,774 occupant restraint citations as a part of the incentive program. There were also 93 earned enforcement agencies which issued 4,873 occupant restraint citations as a part of the incentive program.
2. One citation was written by the ISP every 39.9 minutes of enforcement, while the local agencies wrote one citation for every 47.0 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 6,673 (47.0%) were safety belt violations and child safety seat violations. For the local agencies, of the 25,432 citations issued during enforcement, 15,177 (59.7%) 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 29,377.5 patrol hours and issued 39,635 citations during CIOT statewide and rural enforcements at a total cost of \$1,723,026. On average, citations were written every 44.5 minutes during enforcement at a cost of \$43.47 per citation, or \$58.65 per patrol hour.
4. Twenty-two (22) holiday mobilization grantees (those local agencies that were funded to conduct enforcement during the CIOT campaign) issued one citation every 38.9 minutes. The cost per citation for these agencies was \$27.65 and cost per patrol hour was \$42.60. One hundred and six regular grantees issued one citation every 50.4 minutes. The cost per citation for these agencies was \$44.34 and cost per patrol hour was \$52.75. Thirty-seven grantees with multiple grants issued one citation every 45.5 minutes of patrol. The cost per citation for these agencies was \$40.68 and the cost per

patrol hour was \$53.59. The Illinois State Police issued one citation every 39.9 minutes. The cost per citation for the ISP was \$47.79 and cost per patrol hour was \$71.84.

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 \$799,433 on paid media. A total of 3,976 television and 12,377 radio advertisements ran during the campaigns to promote CIOT. Alternative media included in-theater ads and electronic boards at bars and health clubs across the state.
7. On May 24, 2011, nine media events were held at 10:00 a.m. in Chicago, Rockford, Rock Island, Peoria, Springfield, Quincy, Champaign, Collinsville, and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to increase awareness of the nighttime CIOT message across the state.
8. Twenty-five 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 118 stories related to CIOT ran across the state. Throughout the campaign, 17 radio news stories were aired; 86 print news stories ran; and 15 television news stories aired.

STATEWIDE OBSERVATIONAL SURVEY

9. The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2011 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.
10. During the pre-mobilization survey, there were 37,314 front seat occupants observed at 50 locations. During the post mobilization survey, there were 131,406 front seat occupants observed at 258 locations statewide in this survey.
11. Of the total of 131,406 front seat occupants observed, almost 93 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 91.9 percent during the pre-mobilization to 93.0 percent during the post mobilization. The safety belt usage rate for passengers decreased from 93.5 percent during the pre-mobilization to 92.7 percent during the post mobilization.
12. Based on region, the safety belt usage rate increased by 2.9 percentage points for the downstate counties from 91.7 percent during the pre-mobilization survey to 93.4 percent during the post mobilization survey. The safety belt usage rate for the collar counties

increased from 92.9 percent to 94.4 percent resulting in an increase in 1.5 percentage points. On the other hand, the safety belt usage rate for Cook County, excluding the city of Chicago, resulted in a 1.9 percentage point decrease from 92.2 percent to 90.3 percent. The city of Chicago had a decrease in safety belt use from 89.6 percent to 87.4 percent.

13. Based on road type, on Interstate Highways the safety belt usage rate increase by 2.1 percentage points and on U.S./Illinois Highways the safety belt usage rate increased by 0.7 percentage point. There was no change in safety belt use on residential roads from pre-mobilization to post mobilization.
14. Observations of drivers and passengers in cars (excluding pickup trucks) showed that the safety belt usage rate increased from 92.7 percent to 93.5 percent. The safety belt usage rate for drivers of passenger cars increased from 92.5 percent to 93.5 percent. The safety belt usage rate for passengers decreased from 93.9 percent to 93.5 percent.
15. Observations of drivers and passengers in pickup trucks showed that the safety belt usage rate increased from 85.2 percent to 88.0 percent. The safety belt usage rate for drivers of pickup trucks increased from 84.9 percent to 88.3 percent. The safety belt usage rate for passengers decreased from 87.1 percent to 85.6 percent.

RURAL OBSERVATIONAL SURVEY

16. There were 6,372 vehicles observed during the pre-mobilization, of which, 4,927 were passenger cars and 1,445 were pickup trucks. During the post mobilization, there were 6,674 total vehicles observed, of which, 5,161 were passenger cars and 1,603 were pickup trucks.
17. The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 92.0 percent during the pre-mobilization to 94.3 percent during the post mobilization.
18. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.4 percent and the Rockford media market had the second highest usage rate at 93.5 percent. The seat belt usage rate in the Peoria media market was 91.5 percent, while the lowest seat belt usage rate was in the Champaign media market at 86.4 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Champaign, and Peoria media markets. The safety belt usage rate increased by 6.6 percentage points in the Champaign media market. The St. Louis, Peoria, and Rockford media markets had increases in safety belt use of 1.9 percentage points, 1.4 percentage points, and 0.2 percentage points respectively.
19. On residential roads, there was an increase from 90.1 percent during the pre-mobilization to 94.4 percent during the post mobilization. On U.S./IL Highways, the safety belt usage rate increased from 93.0 percent during the pre-mobilization to 94.2 percent during the post mobilization.
20. The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 94.1 percent during the pre-mobilization to 95.8 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.

21. The safety belt usage rate for pickup trucks increased from 84.7.8 percent during the pre-mobilization to 89.3 percent during the post-mobilization resulting in a 4.6 percentage point increase.

NIGHTTIME OBSERVATIONAL SURVEY

22. During the pre campaign survey, there were 9,538 observations during the day and 2,334 observations during the night. After the statewide campaign (media and enforcement) a total of 9,600 occupants observed during the day and 2,516 occupants observed during night.
23. Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (88.1 percent at night versus 90.6 percent at day during pre campaign and 90.1 percent at night versus 92.6 percent at day during post campaign), differences of 2.5 for both pre and post observational surveys.
24. Based on vehicle type, the safety belt usage rate was lower at night than during the day across passenger cars. The post campaign usage rate difference between daytime and nighttime for passenger cars was smaller than that of the pre-campaign usage rate differences. Unexpectedly, during the pre-mobilization survey, the safety belt usage rates for pickup trucks was higher during the nighttime survey than the daytime survey. This could be attributed to the low number of observations of pickup trucks during the surveys.
25. The seat 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

26. The percent 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 April pre-test survey to 66 percent at the time of the June post-test survey.
27. 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" increased from 10 percent in April to 22 percent in June.
28. Of those June respondents who had seen or heard messages encouraging seat belt use, most respondents indicated exposure through billboards / road signs (73%) and

television (63%). Radio accounted for 34 percent of exposure, newspapers accounted for 18 percent of exposure, followed by friends / relatives (13%).

Awareness of *Click It or Ticket* slogan

29. The 2011 April awareness level started at 90 percent, just slightly higher than the April awareness level in 2007 through 2009. It then increased to 93 percent in the June 2011 survey. Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness levels for this slogan range from 92 to 95 percent with the Chicago metro region at 92%, the downstate region at 94%, and the targeted rural counties at 95%.

Seat Belt Awareness and Enforcement

30. 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 9 percent points from April to June, going from 16 percent in the April survey to one-quarter (25%) in the June survey.
31. Individuals aware of special seat belt enforcement report hearing about it via television (42%) and radio and newspapers (29% and 20%, respectively). About one-third (33%) expressed being exposed through friends and relatives.
32. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agree to any extent increased from 30 percent in April to 35 percent in June – with the percent who strongly agree at one-fifth (20%) in both surveys. At the same time, the percent who disagree to any extent also increased from 14 percent in April to 17 percent in June. A decrease is found with those who indicated they don’t know or did not answer (56% to 48%).
33. 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 just slightly, from 44 percent in April to 47 percent in June. Combined with an increase in those who said “somewhat likely,” we find that the total percent who indicated either “very likely” or “somewhat likely” increased from two-thirds (67%) in April to 70 percent in June. The total percent who indicated either “very unlikely” or “somewhat unlikely” is just under one quarter (24%) in both surveys.

Evaluation of the 2011 Illinois “Click It or Ticket” Campaign

Introduction / Background

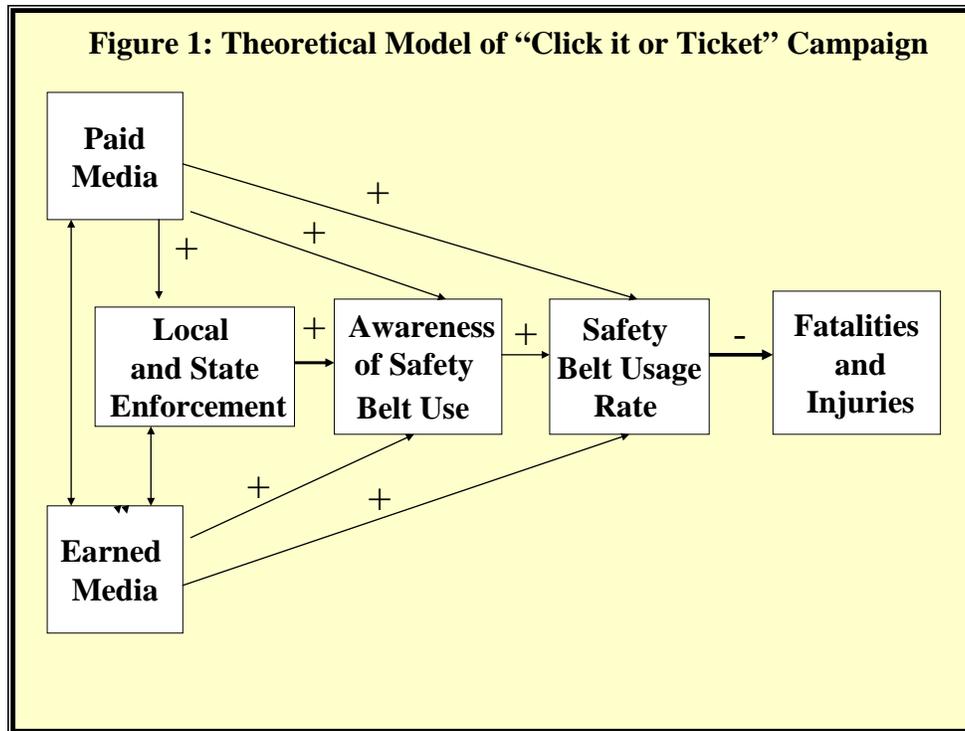
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform 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. The 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.

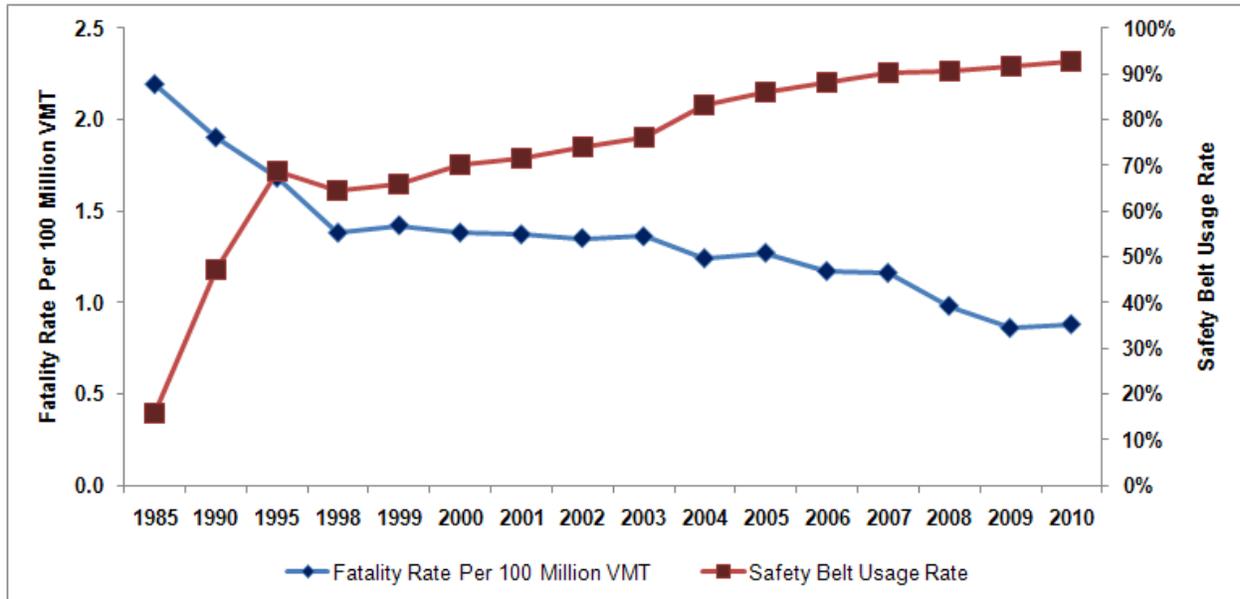


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

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 rate is measured by total fatalities 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 77 percentage points, peaking at 92.9 percent in June 2011. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.88 in 2010.

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 2011

In May 2011, 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 2011 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 13 – May 30. 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.

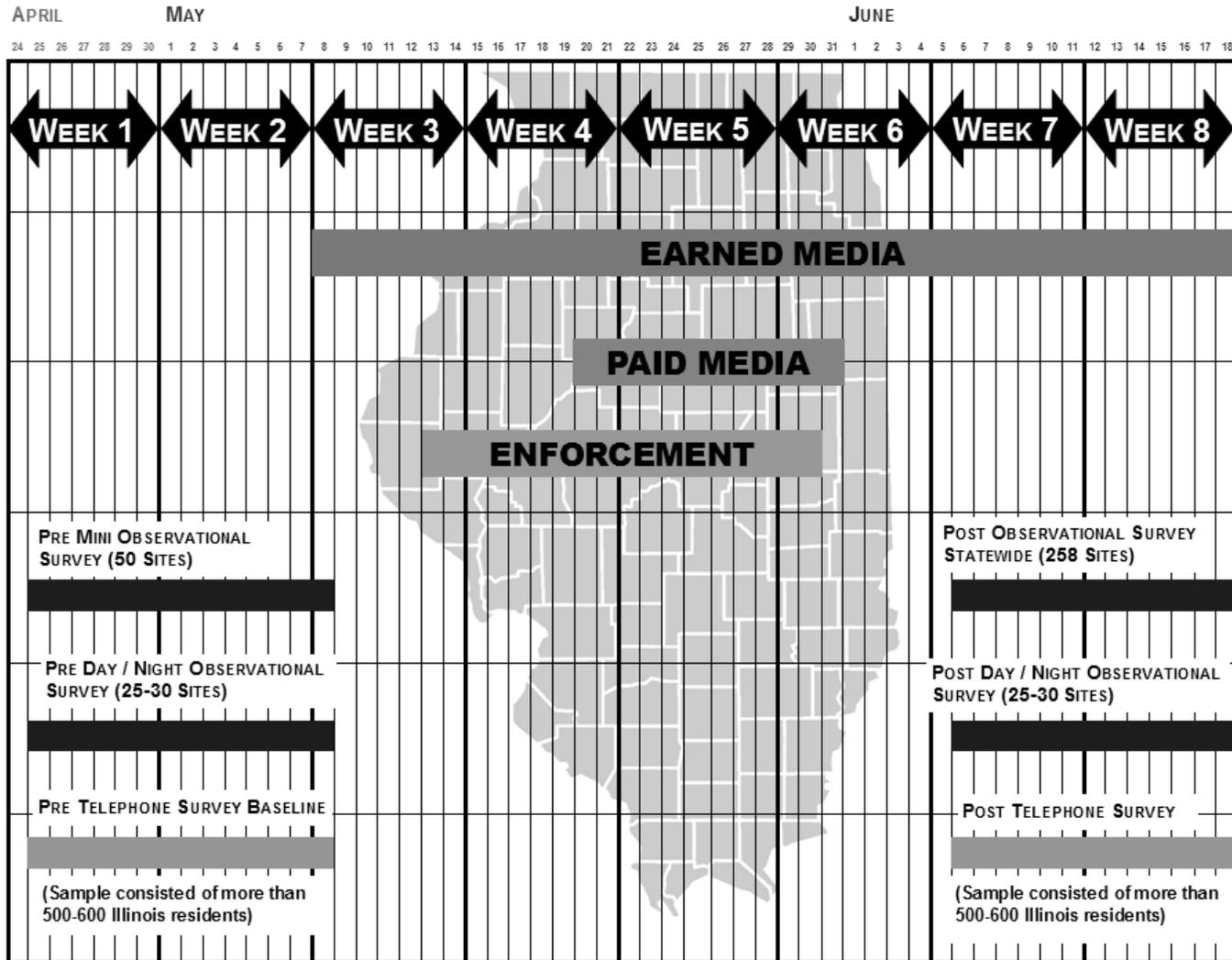
Implementation of CIOT in Illinois

Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 24 and concluded June 19, 2011. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 & 2 (April 25 – May 8, 2011): This week marked the start of the “Click It or Ticket” campaign. Pre-CIOT safety belt observation and telephone surveys were conducted during first two weeks.
- Week 3 (May 8 - May 14, 2011): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign. Earned media detailing the importance of wearing safety belts began.
- Week 4 (May 15 – May 21, 2011): Paid media advertisements promoting the statewide CIOT program ran on television and radio statewide; enforcement and earned media continued.
- Week 5 & 6 (May 22 – June 4, 2011): Paid media, earned media, and enforcement continued.
- Weeks 7 & 8 (June 5 – June 19, 2011): Post statewide and rural as well as nighttime CIOT observational surveys were conducted; post telephone surveys were conducted.

Diagram 1 2011 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 areas¹. 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.

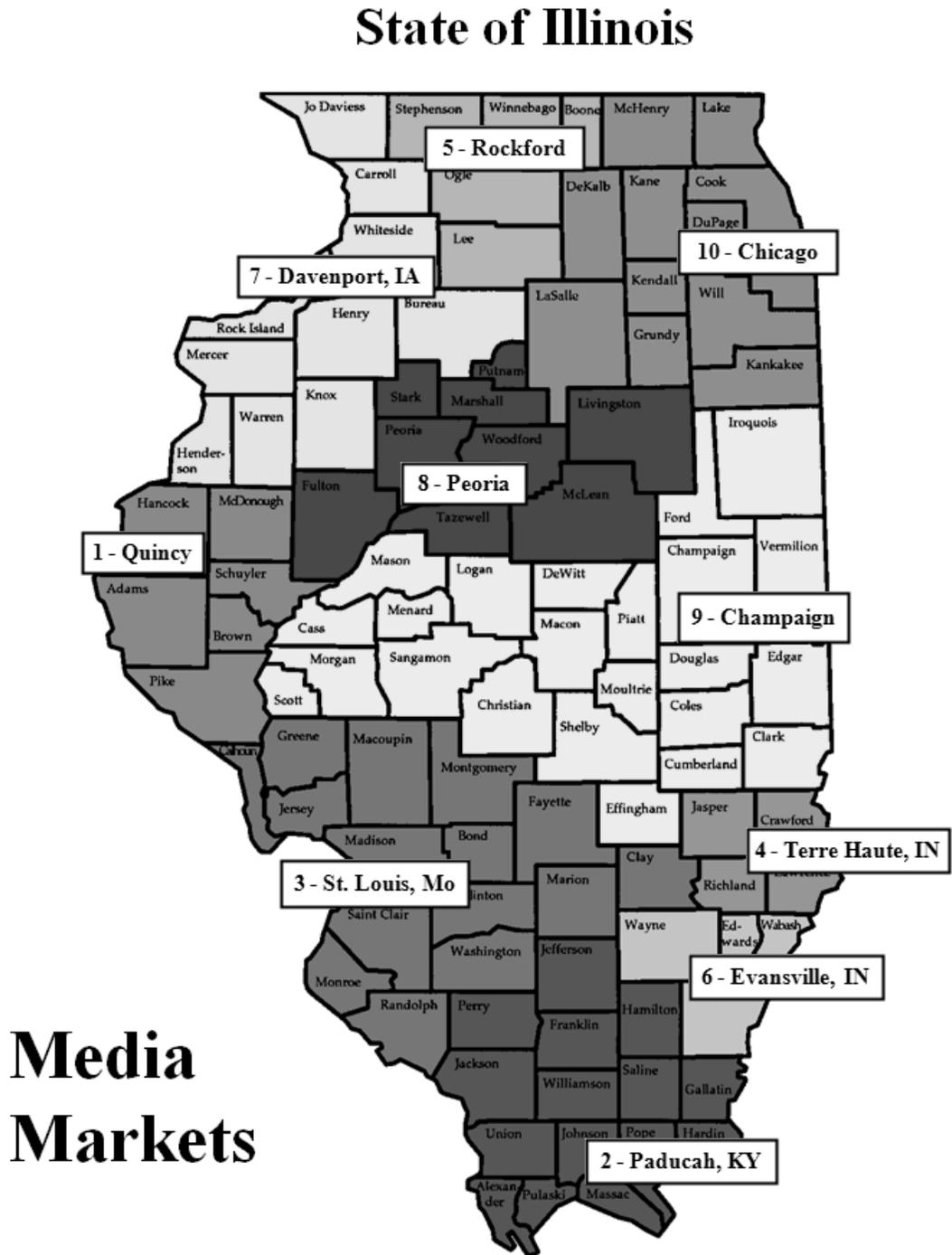
In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation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

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

Figure 3: State of Illinois Media Markets²



² 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 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 25 to June 19, 2011 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 CIOT 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 CIOT campaign on the nighttime safety belt usage rate. During the first two weeks of May

2011, 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 2011 CIOT high-visibility enforcement program.

Telephone Survey

Two telephone surveys were conducted before and after the CIOT 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 sixty-five (165) local law enforcement agencies and all 22 districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 29,374 enforcement hours and issuing 39,635 citations, 21,850 (55.1%) 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 80.7 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 44.5 minutes of patrol³. There were an additional 93 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like cameras, radar detectors and breathalizers. There were 95 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies would be eligible to buy equipment after they qualified for an award. 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. The agencies which participated in the incentive program issued a total of 25,647 safety belt and child safety seat citations (20,774 citations were issued by the grant-funded agencies and 4,873 were issued by the earned enforcement agencies).

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 9,448.0 hours of enforcement including 1,852 SBEZs. A total of 14,203 citations were issued by the ISP, 47.0% (6,673) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 85.0 minutes of patrol.

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

Local Enforcement

One hundred sixty-five local police agencies were funded to participate in CIOT enforcement. A total of 1,168 SBEZs and 1,428 saturation patrols were conducted. Local officers logged 19,929.5 patrol hours and issued 25,432 citations. One citation was issued every 47.0 minutes by local officers during statewide enforcement. Almost sixty percent of the citations issued (15,177) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 78.8 minutes of enforcement. In addition, ninety-five agencies which had grants through DTS issued 20,774 occupant restraint citations as a part of the incentive program. There were also 93 earned enforcement agencies which issued 4,873 occupant restraint citations as a part of the incentive program.

TABLE 1: TOTAL ENFORCEMENT RESULTS

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data for the Incentive Program		GRAND TOTAL
	Local Agency Total N=165	State Police Total N=22 Districts	Statewide Total ⁴ N=187	Grant Funded Agencies Participated in an Incentive Program N=95	Earned Enforcement Agencies Participated in an Incentive Program N=93	
Number of Enforcement Hours	19,929.5	9,448.0	29,377.5	NA	NA	NA
Number of Safety Belt Enforcement Zones	1,168	1,852	3,020	NA	NA	NA
Number of Saturation Patrols	1,428	150	1,578	NA	NA	NA
Total Citations	25,432	14,203	39,635	20,774	4,873	65,282
Number of Safety Belt and Child Safety Seat Citations	15,177	6,673	21,850	20,774	4,873	47,497
Number of Other Citations	10,255	7,530	17,785	NA	NA	NA
Minutes Per Citation ⁴	47.0	39.9	44.5	NA	NA	NA
Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴	78.8	85.0	80.7	NA	NA	NA

* Note that the total citations issued by all agencies, including earned enforcement agencies was 65,038.

⁴ 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. In addition, **Tables 12-15** in **Appendix A** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 29,378 patrol hours and issued 39,635 citations during CIOT statewide and rural enforcements at a total cost of \$1,723,026. On average, one citation was written every 44.5 minutes during enforcement at a cost of \$43.47 per citation, or \$58.65 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	29,377.5	39,635	44.5	\$43.47	\$58.65	\$1,723,026

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 9,448.0 patrol hours during statewide enforcement and issued 14,203 citations at cost of \$678,789, or \$71.84 per patrol hour. One citation was written every 39.9 minutes, an average cost of \$47.79 per citation. (See **Table 15** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of August 30, 2011, a total of 165 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 22 agencies were solely holiday mobilization safety belt enforcement zone grantees, 109 agencies had only one regular grant with DTS, and 37 agencies had multiple grants with DTS. Of these 37 agencies, they had 77 grants with DTS. (See **Tables 12-14** in **Appendix A**).

Memorial Holiday Mobilization Grantees

The 22 holiday mobilization grantees included in this analysis worked a total of 1,473.5 patrol hours and wrote 2,270 citations at a cost of \$62,771, or \$42.60 per patrol hour. On average, one citation was written every 38.9 minutes during statewide enforcement at a cost of \$27.65 per citation. (See **Table 12** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

One hundred three (106) regular grantees contributed 9,015.5 patrol hours to the campaign, issuing 10,726 citations. Regular grantees issued one citation every 50.4 minutes at a cost of \$44.34 per citation or \$52.75 per patrol hour. (See **Table 13** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

The remaining 36 grantees with multiple grants conducted 9,440.5 patrol hours and they issued 12,436 citations during the CIOT mobilization. These agencies issued one citation every 45.5 minutes of patrol at a cost of \$40.68 per citation or \$53.59 per patrol hour. (See **Table 14** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

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

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	9,448.0	14,203	39.9	\$47.79	\$71.84	\$678,789
SBEZ Grantees Only (n=22)	1,473.5	2,270	38.9	\$27.65	\$42.60	\$62,771
Regular Grantees Only (n=106) (99 STEP, 7 LAP)	9,015.5	10,726	50.4	\$44.34	\$52.75	\$475,537
Regular Grantees with Multiple Grants (n=37) (refer to Appendix A Table 15 for the types of grants each agency had)	9,440.5	12,436	45.5	\$40.68	\$53.59	\$505,930
Total	29,377.5	39,635	44.5	\$43.47	\$58.65	\$1,723,026

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 Hometown Police Department for \$1,561.17 for conducting 101.5 patrol hours resulting in \$15.38 per patrol hour. On the other hand, Lyons Police Department was reimbursed \$2,175.12 for conducting 36 patrol hours resulting in \$60.42 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Hometown Police Department \$1,561.17 for writing 448 citations resulting in a cost of \$3.48 per citation issued. On the other hand, Vernon Hills Police Department's cost per citation was \$197.29 (they were reimbursed \$3,945.72 for only issuing 20 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Richton Park Police Department issued 287 citations over 64 patrol hours resulting in one citation written for every 13.4 minutes of patrol. On the other hand, Vernon Hills issued only 20 citations over 64 patrol hours. This resulted in one citation written for every 192.0 minutes of patrol (see **Table 12 in Appendix A**).

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 \$799,433 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 a ticket. CIOT paid advertisement campaigns lasted two weeks. Almost 58 percent of the total paid media purchased (\$461,332) were radio advertisements and about 38 percent of the total media purchased (\$301,904) were television advertisements. The remaining \$36,198 of the media budget was spent on alternative media. Over sixteen 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	\$ 236,848.56	1,068	\$ 347,280.83	4,036	\$ 584,129.39	5,104
Davenport	\$ 6,370.00	170	\$ 3,634.00	1,028	\$ 10,004.00	1,198
Peoria	\$ 6,315.00	378	\$ 10,398.00	1,143	\$ 16,713.00	1,521
Springfield	\$ 20,620.00	935	\$ 17,753.00	2,651	\$ 38,373.00	3,586
Rockford	\$ 5,313.00	145	\$ 14,300.00	770	\$ 19,613.00	915
Quincy	\$ 2,328.00	345	N/A	410	\$ 2,328.00	755
Marion	\$ 4,933.00	482	\$ 4,044.00	944	\$ 8,977.00	1,426
Metro East	\$ 19,176.00	453	\$ 63,922.00	1,395	\$ 83,098.00	1,848
Total TV & Radio	\$ 301,903.56	3,976	\$ 461,331.83	12,377	\$ 763,235.39	16,353
Alternative Media	N/A	N/A	N/A	N/A	\$ 36,198.00	See Note*
Total Dollars Spent	N/A	N/A	N/A	N/A	\$799,433.39	N/A

*Note: Alternative media included in-theater ads and electronic boards at bars and health clubs across the state.

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. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for 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 16, 2011, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement was to be conducted at safety belt enforcement zones both during the day and night.⁵ Furthermore, on May 24, 2011, another press release was issued to inform the public about increased efforts to boost safety belt efforts over the Memorial Day weekend.⁶

Twenty-five press conferences held around the state helped to get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 118 stories related to CIOT ran across the state. Throughout the campaign, 17 radio news stories were aired; 86 print news stories ran; and 15 television news stories aired (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 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

⁵ This information was part of the Illinois State Police's press releases issued on 16 May 2011. The actual press release can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=521>.

⁶ This information was a part of the Illinois State Police's press releases issued on 24 May 2011. The actual press release can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=522>.

web sites and local cable public access channels. **Table 5** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 160 such announcements in communities across the state. In addition, 142 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 5** shows, local enforcement agencies issued 269 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 86 print news stories, 17 radio news stories, and 15 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 Memorial Day CIOT campaign.

Table 5: Number of Earned Media Items Obtained for <i>Click It or Ticket</i>	
Earned Media Items	Number of items
Press releases issued	269
Print news stories	86
Radio news stories	17
Television news stories	15
Press conferences	25
Posters / fliers	1,098
Outdoor message board announcements	160
CIOT Banners	142
Web page postings / announcements	156
Local cable public access messages	38
Presentations	36
Other	217

Community Outreach

Seven Traffic Safety Liaisons (TSLs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—yard signs, posters, bottle tags and payroll stuffers as well as distribution of incentive items--key chains and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs, malls and drivers education classes, partnered with local businesses including bars and gas stations 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:

- The occupant protection website (www.buckleupillinois.org) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail was sent to law enforcement agencies and Child Passenger Safety technicians throughout the state alerting them to check the website for information. Included in the e-mail were files for posters, paycheck stuffers, sample media releases for pre and post campaign use, op-ed article, e-mail blast, bulletin stuffer and presentations to use about belt use for different age groups.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, pencils, static clings, bag clips, pens, stickers and paycheck stuffers to distribute in their community. We filled over 280 orders during the campaign.
- Over 3,500 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, libraries, toll-way system, gyms, banks, schools and health departments.
- Over 400 yard signs were placed around the state to remind people to buckle up: kids, teens and adults. The signs were placed at gas stations, health departments, banks, busy intersections, country roads, at the entrance to towns, schools, parks, etc.
- CIOT messages were placed under the signatures of some of the TSLs on their e-mails sent out to anyone during the month of May.
- The DTS partnered with Casey's General Store for the 2011 CIOT mobilization. They displayed CIOT bottle tags on soda, water and beer bottles. All 400 stores in Illinois participated. They displayed 40,000 bottle tags with the CIOT message on them.
- Window clings were put up by many banks statewide. The static clings were put up in their drive thru windows- reminding patrons to buckle up.
- 1650 golf tee packs were handed out to 10 golf courses in Northern Illinois. The golf tee packs had a CIOT theme to them- to remind golfers to buckle up.
- A major focus for this campaign was rural outreach. We partnered with many rural farm stores to put up posters in their stores, distribute paycheck stuffers to employees as well as customers, put static clings on doors and delivery vehicles, and more.
- Illinois Country Living and FarmWeek published our important safety message through articles in their May issues. Several electrical cooperatives also included the message in their monthly newsletter.
- E-mail blasts containing CIOT information were sent to over 50,000 people in Illinois. Including Northern Illinois University students and staff, Southern Illinois University-Carbondale employees, CPS technicians, Operation Teen Safe Driving participating schools and Law Enforcement.

- The CIOT message was posted on websites including: the Illinois Traffic Safety Leaders website, Chamber of Commerce websites in Southern Illinois, IDOT's website, St. Elizabeth's Hospital (intranet and internet) and Southern Illinois University-Carbondale's news page.
- 6,000 paycheck stuffers and 6,000 static clings were distributed at the Secretary of State's Chicago Drivers Education facilities.
- Over 120,000 incentive items, static clings, bag clips, visor clips, lanyards, pencils, clickers, cups, napkins and awareness bracelets, promoting safety belt use were distributed throughout the month of May. Other distribution sites included health and safety fairs, shopping centers, malls, athletic events, schools, police stations, city halls, banks, bars, golf courses, etc.
- Several TSLs submitted letters and articles to local newspapers, newsletters and electronic newsletters reminding readers and employers to buckle up.
- The TSLs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Many local Chamber of Commerce helped recruit businesses to spread the message. Some of the agencies that displayed the message included: restaurants, banks, gas stations and convention centers.
- Over 45,000 pizza box stickers were distributed in Illinois. These stickers were given to local pizza restaurants, to place on their pizza boxes when they delivered a pizza. The sticker says "Click It or Ticket" and "\$60 it's a lot of pizza or 1 safety belt ticket."
- DTS and some of the TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives" or had a CIOT logo.

Media Events

On May 24, 2011, nine media events were held at 10 a.m. in Chicago, Rockford, Rock Island, Peoria, Springfield, Quincy, Champaign, Collinsville and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to remind motorists to be extremely careful when traveling, and to celebrate the lives saved in the last 10 years of the CIOT program. Each press event was held in conjunction with a safety belt enforcement zone. These events were organized by DTS Law Enforcement Liaisons (LELs) and TSLs. Speakers representing the Illinois Department of Transportation, the National Highway Safety Administration, the Illinois State Police, local law enforcement and a saved by the belt award recipient were present.

Table 6: CIOT Earned Media and Community Outreach Activities

Activity	Number
<i>Click It or Ticket</i> Incentive items (pens, static clings, etc)	120,327
Bottle Tags Distributed	40,000
Posters Distributed	3,538
Email Announcements	55,318
Incentive Distribution Sites	540
Health Fair Booths / Presentations	34
Outdoor Message Boards	13
<i>Click It or Ticket</i> Banners (given out in 2011)	20
<i>Click It or Ticket</i> Yard Signs	426
Payroll Stuffers Distributed	42,786
Radio Interviews	10
Outreach Articles Printed in Local Newspapers	43
Outreach Articles Printed in Company / Agency Newsletters	4
CIOT Website Hits on www.buckleupillinois.org in April and May	14,851

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 2011 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 37,314 front seat occupants observed at 50 locations. During the post mobilization survey, there were 131,406 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)

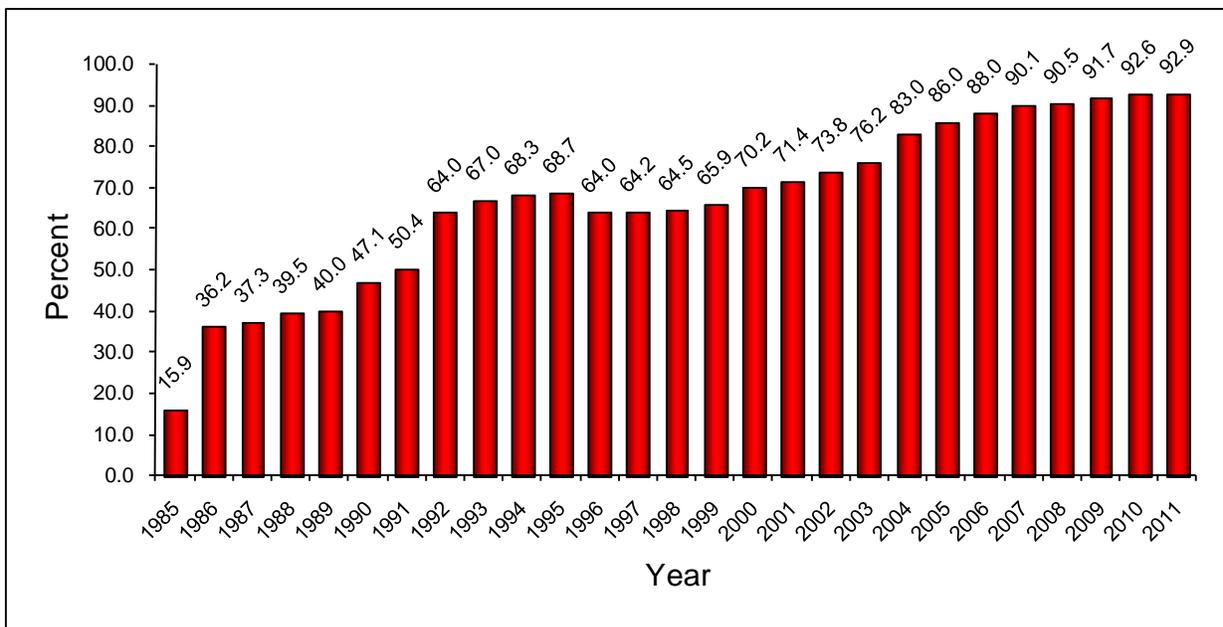
Historical Trends

Currently the state of Illinois has a primary belt law, which became effective on July 3rd, 2003 after the bill was signed 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 1st, 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 3rd, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1st, 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 2011 at a level of almost 93 percent. The safety belt usage rate in Illinois has increased 77 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2011 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 2011 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2011 “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 2011 and 258 sites during June 2011. **Column 1** shows the safety belt usage rate prior to the CIOT mobilization. **Columns 2 and 3** show safety belt usage rates following the CIOT 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 37,314 front seat occupants observed during the pre-mobilization survey and 131,406 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 131,406 front seat occupants observed, almost 93 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 91.9 percent during the pre-mobilization to 93.0 percent during the post mobilization. The safety belt usage rate for passengers slightly decreased from 93.5 percent during the pre-mobilization to 92.7 percent during the post mobilization. Based on region, the safety belt usage rate increased by 1.7 percentage points for the downstate counties from 91.7 percent during the pre-mobilization survey to 93.4 percent during the post mobilization survey. The safety belt usage rate for the collar counties increased from 92.9 percent to 94.4 percent resulting in an increase in 1.5 percentage points. On the other hand, the safety belt usage rate for Cook County, excluding the city of Chicago, resulted in a 1.9 percentage point decrease from 92.2 percent to 90.3 percent. The city of Chicago had a decrease in safety belt use from 89.6 percent to 87.4 percent. Based on road type, on Interstate Highways the safety belt usage rate increase by 2.1 percentage points and on U.S./Illinois Highways the safety belt usage rate increased by 0.8 percentage point. There was no change in the safety belt usage rate on residential roads.

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 92.7 percent to 93.5 percent. The safety belt usage rate for drivers of passenger cars increased from 92.5 percent to 93.5 percent. The safety belt usage rate for passengers decreased from 93.9 percent to 93.5 percent. Based on region, the safety belt usage rate for the downstate counties increased by 2.1 percentage points. The usage rate for the collar counties increased by 1.2 percentage point. The safety belt usage rate for Cook County, excluding the city of Chicago, decreased by 1.8

percentage points from 92.6 percent to 90.8 percent. The safety belt usage rate for the city of Chicago decreased by 2.2 percentage points from 89.9 percent to 87.7 percent.

Table 9 and **Figure 7** shows safety belt use patterns for pickup truck drivers and passengers. During the pre-mobilization survey, only 85.2 percent were observed wearing their safety belts. During the post mobilization, the safety belt usage rate increased to 88.0 percent resulting in a 2.4 percentage point increase in safety belt use. The safety belt usage rate for drivers increased by 3.4 percentage points from 84.9 percent during the pre-mobilization to 88.3 percent during the post mobilization. The safety belt usage rate for passengers decreased by 1.5 percentage points from 87.1 percent during pre-mobilization to 85.6 percent during post mobilization. Based on region, the safety belt usage rate in the collar counties increased by 5.4 percentage points from 84.8 percent during pre-mobilization to 90.2 percent during post mobilization. The safety belt usage rate in the downstate counties increased by 0.3 percentage point. In the city of Chicago, the safety belt usage rate decreased by 1.3 percentage points from 82.8 percent during the pre-mobilization to 81.5 percent during the post mobilization. In Cook County, excluding the city of Chicago, the safety belt usage rate decreased by 2.5 percentage points from 86.1 percent during the pre-mobilization to 83.6 during the post mobilization. Based on road type, the safety belt usage rate increased by 3.1 percentage points on residential roads; by 2.9 percentage points on Interstate highways; and by 2.8 percentage points on U.S./Illinois Highways.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 25th-June 19th, 2011) (All Vehicles²)

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 25 th -May 8 th	June 6 th -June 19 th		(4)	(5)
	N=37,314	N=42,001	N=131,406		
Total Usage Rate					
Total	92.1%	94.3%	92.9%	2.2%	0.8%
Drivers	91.9%	94.3%	93.0%	2.4%	1.1%
Passengers	93.5%	94.0%	92.7%	0.5%	-0.8%
Region					
Chicago	89.6%	88.7%	87.4%	-0.9%	-2.2%
Cook County	92.2%	92.4%	90.3%	0.2%	-1.9%
Collar County	92.9%	96.0%	94.4%	3.1%	1.5%
Downstate	91.7%	95.0%	93.4%	3.3%	1.7%
Road Type					
Interstate	94.2%	97.7%	96.3%	3.5%	2.1%
US/IL Highways	90.8%	92.1%	91.6%	1.3%	0.8%
Residential	90.9%	91.6%	90.9%	0.7%	0.0%
Vehicle Type					
Passenger Car	92.7%	94.6%	94.2%	1.9%	1.5%
Pickup Truck	85.2%	90.7%	90.9%	5.5%	5.7%

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 Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 25th-June 19th, 2011) (Passenger Cars²)

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 25 th -May 8 th	June 6 th -June 19 th		(4)	(5)
	N=34,438	N=38,157	N=119,448		
Total Usage Rate					
Total	92.7%	94.6%	93.5%	1.9%	0.8%
Drivers	92.5%	94.6%	93.5%	2.1%	1.0%
Passengers	93.9%	94.8%	93.5%	0.9%	-0.4%
Region					
Chicago	89.9%	88.8%	87.7%	-1.1%	-2.2%
Cook County	92.6%	92.6%	90.8%	0.0%	-1.8%
Collar County	93.6%	96.5%	94.8%	2.9%	1.2%
Downstate	92.5%	95.7%	94.6%	3.2%	2.1%
Road Type					
Interstate	94.5%	98.1%	96.7%	3.9%	2.2%
US/IL Highways	91.8%	92.7%	92.5%	4.8%	0.7%
Residential	91.6%	92.0%	91.4%	2.7%	-0.2%

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

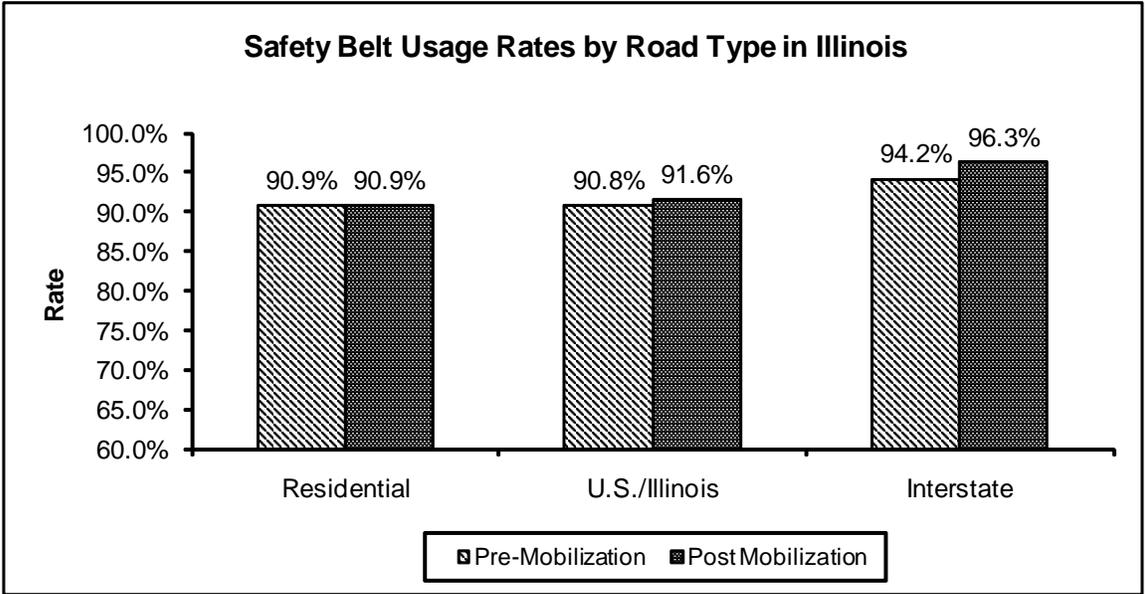
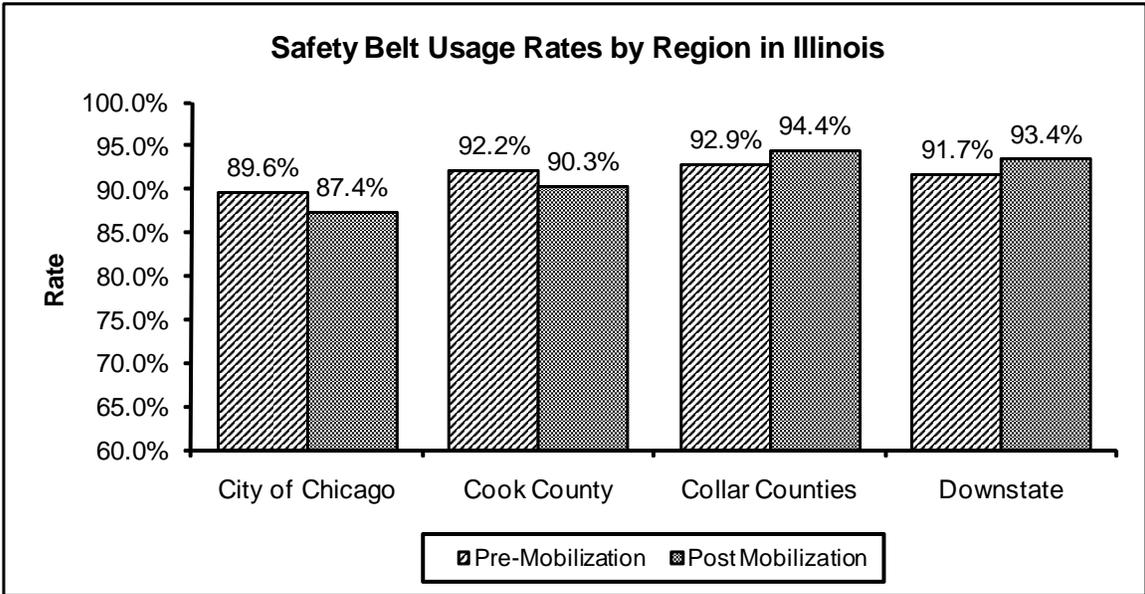
Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 25th-June 19th, 2011) (Pickup Trucks²)

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 25 th -May 8 th	June 6 th -June 19 th		(4)	(5)
	N=2,876	N=3,844	N=11,958		
Total Usage Rate					
Total	85.2%	90.7%	88.0%	5.5%	2.4%
Drivers	84.9%	91.6%	88.3%	6.7%	3.4%
Passengers	87.1%	86.1%	85.6%	-1.0%	-1.5%
Region					
Chicago	82.8%	87.8%	81.5%	5.0%	-1.3%
Cook County	86.1%	88.8%	83.6%	2.7%	-2.5%
Collar County	84.8%	91.7%	90.2%	6.9%	5.4%
Downstate	86.2%	90.7%	86.5%	4.5%	0.3%
Road Type					
Interstate	90.3%	94.7%	93.2%	4.4%	2.9%
US/IL Highways	81.7%	85.8%	84.5%	4.1%	2.8%
Residential	82.4%	87.3%	85.5%	4.9%	3.1%

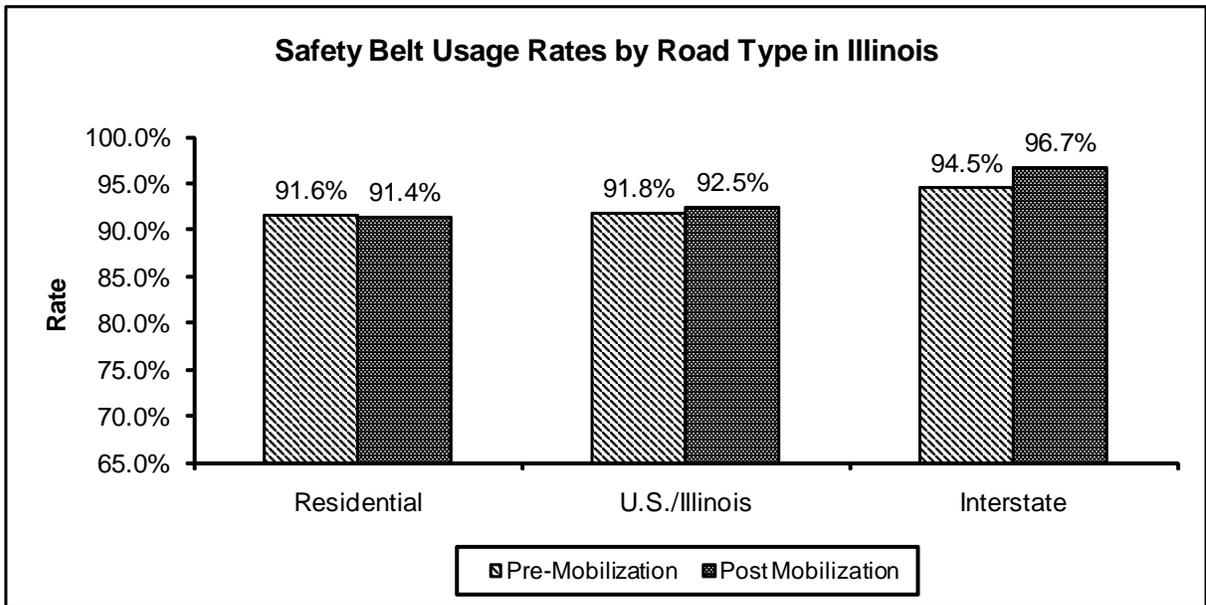
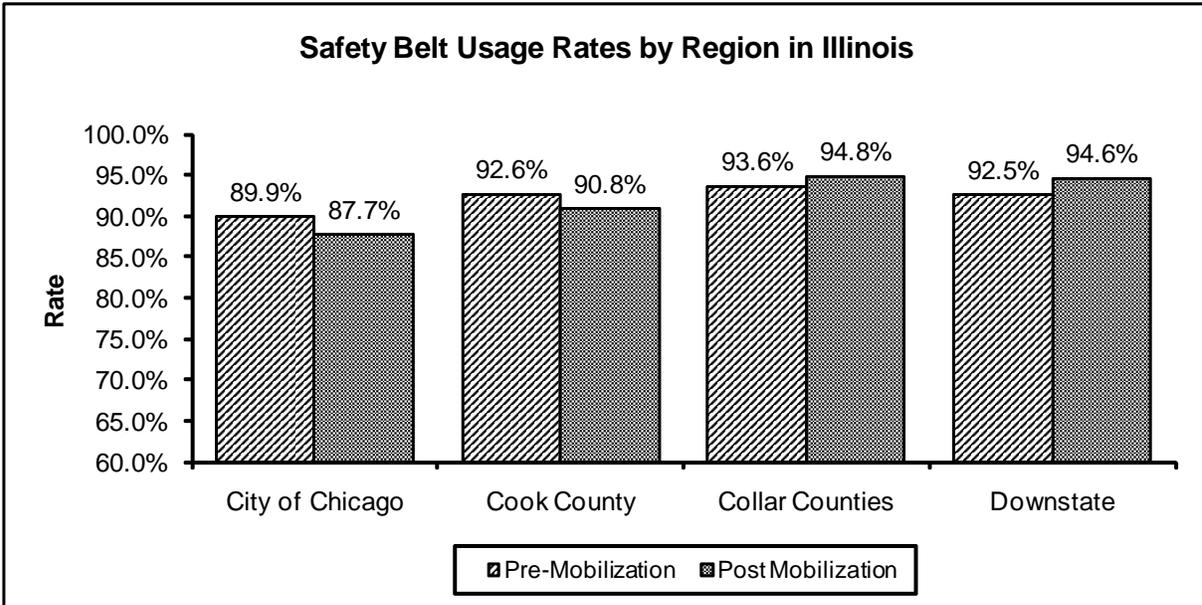
36

- 1) All mini-surveys include 50 sites and last survey includes 258 sites.
- 2) Large trucks are excluded.

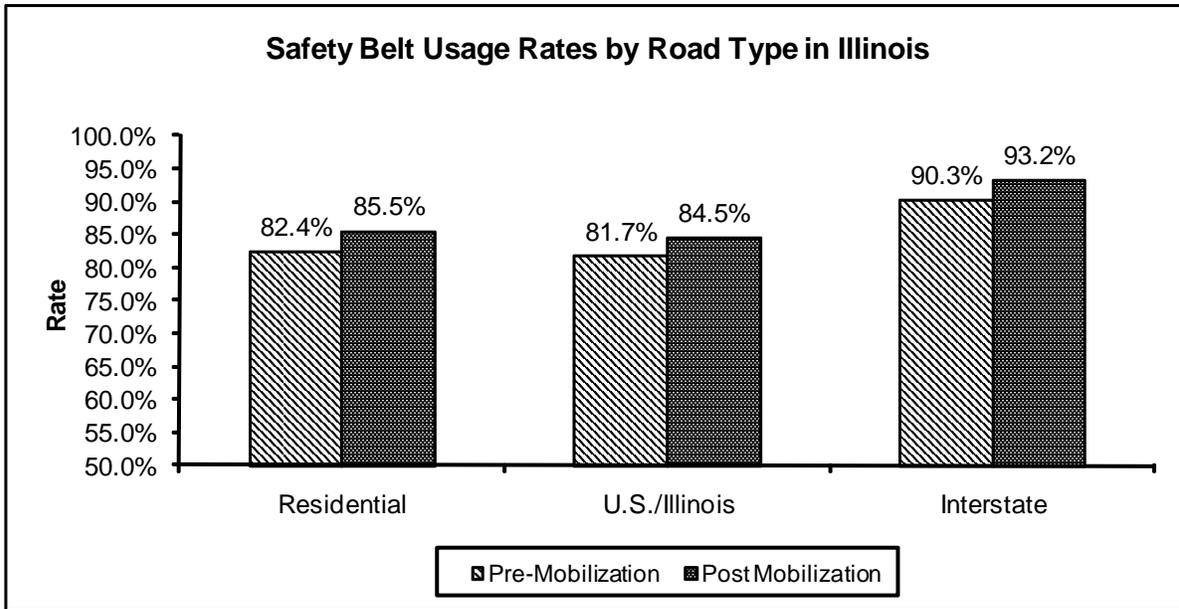
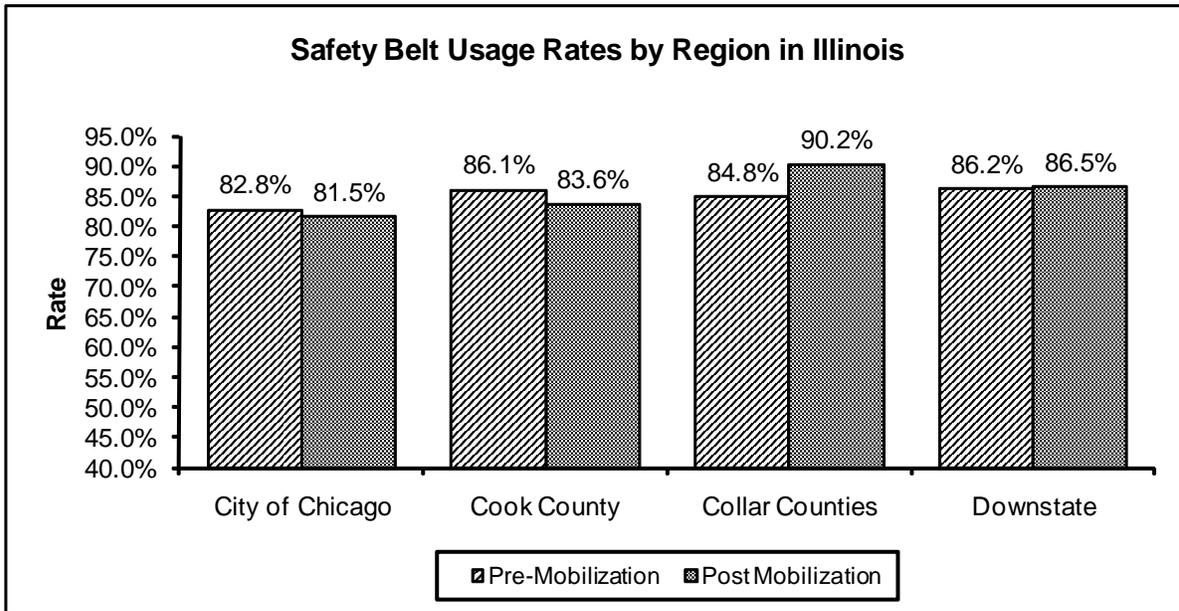
**Figure 5
Overall Safety Belt Usage Rates in Illinois**



**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 2011 *Click It or Ticket* Campaign

Table 10 shows safety belt usage rates in rural areas throughout the State of Illinois during the 2011 “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 25th to May 8th, while the post mobilization surveys were conducted from June 6th to 19th. 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 6,372 vehicles observed during the pre-mobilization, of which, 4,927 were passenger cars and 1,445 were pickup trucks. During the post mobilization, there were 6,674 total vehicles observed, of which, 5,161 were passenger cars and 1,603 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 92.0 percent during the pre-mobilization to 94.3 percent during the post mobilization. Based on seating position, the usage rate for drivers and passengers was very similar in the post mobilization survey. The safety belt usage rate for drivers increased from 92.0 percent during the pre-mobilization to 94.3 percent during the post mobilization. The safety belt usage rates for passengers increased from 91.9 percent during the pre-mobilization to 94.1 percent during the post mobilization. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.4 percent and the Rockford media market had the second highest usage rate at 93.5 percent. The seat belt usage rate in the Peoria media market was 91.5 percent, while the lowest seat belt usage rate was in the Champaign media market at 86.4 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Champaign, and Peoria media markets. The safety belt usage rate increased by 6.6 percentage points in the Champaign media market. The St. Louis, Peoria, and Rockford media markets had increases in safety belt use of 1.9 percentage points, 1.4 percentage points, and 0.2 percentage points respectively. On residential roads, there was an increase from 90.1 percent during the pre-mobilization to 94.4 percent during the post mobilization. On U.S./IL Highways, the safety belt

usage rate increased from 93.0 percent during the pre-mobilization to 93.0 percent during the post mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 94.1 percent during the pre-mobilization to 95.8 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 84.7 percent during the pre-mobilization to 89.3 percent during the post-mobilization resulting in a 4.6 percentage point increase. Based on seating position, the safety belt usage rate for drivers increased by 4.6 percentage points and for passengers the safety belt usage rate increased by 3.6 percentage points. During the pre-mobilization survey, the St. Louis media market had the highest seat belt usage rate at 86.9 percent. The seat belt usage rate in the Peoria media market was 86.1 percent and in the Rockford media market the seat belt usage rate was 85.9 percent. During the pre-mobilization survey, the media market which had the lowest seat belt usage rate was Champaign at 77.6 percent. During the post mobilization, the St. Louis media market had the highest usage rate at 93.9 percent. The Peoria and Rockford media markets had usage rates of 88.0 percent and 86.6 percent respectively. The Champaign media market had the lowest usage rate at 83.8 percent. The safety belt usage rate for pickup truck occupants in the St. Louis media market increased by 7.0 percentage points and in the Champaign media market increased by 6.2 percentage points. The safety belt usage rate in the Peoria media market increased by 1.9 percentage points and in the Rockford media market it increased by 0.7 percentage point. Based on road type, the safety belt usage rate for pickup truck occupants on residential roads increased from 78.2 percent during the pre-mobilization survey to 89.5 percent during the post mobilization survey resulting in a percentage point decrease of 11.3. The seat belt usage rate on U.S./IL Highways increased from 88.1 percent during the pre-mobilization survey to 89.2 percent during the post mobilization survey resulting in a percentage point increase of 1.1.

**Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois
During the 2011 "Click It or Ticket" Rural Campaign**

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre-Mobilization Survey 1	Post Mobilization Survey 2	% Change Pre and Post Surveys 3	Pre-Mobilization Survey 4	Post Mobilization Survey 5	% Change Pre and Post Surveys 6	Pre-Mobilization Survey 7	Post Mobilization Survey 8	% Change Pre and Post Surveys 9
	Apr. 25th - May 8th	Jun. 6th-19th		Apr. 25th - May 8th	Jun. 6th-19th		Apr. 25th - May 8th	Jun. 6th-19th	
	N=6,372	N=6,674	N=4,927	N=5,161	N=1,445	N=1,603			
Total Usage Rate	92.0%	94.3%	2.3%	94.1%	95.8%	1.7%	84.7%	89.3%	4.6%
Drivers	92.0%	94.3%	2.3%	94.3%	96.0%	1.7%	84.3%	88.9%	4.6%
Passengers	91.9%	94.1%	2.2%	93.3%	95.2%	1.9%	87.1%	90.7%	3.6%
Media Market									
Champaign	86.4%	93.0%	6.6%	88.9%	95.5%	6.6%	77.6%	83.8%	6.2%
Peoria	91.5%	92.9%	1.4%	93.6%	94.5%	0.9%	86.1%	88.0%	1.9%
Rockford	93.5%	93.7%	0.2%	94.9%	95.4%	0.5%	85.9%	86.6%	0.7%
St. Louis	94.4%	96.3%	1.9%	97.0%	97.3%	0.3%	86.9%	93.9%	7.0%
Road Type									
Residential	90.1%	94.4%	4.3%	93.5%	95.9%	2.4%	78.2%	89.5%	11.3%
US/IL Highways	93.0%	94.2%	1.2%	94.5%	95.8%	1.3%	88.1%	89.2%	1.1%

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 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 2011, 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 2011 *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 2011 “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 9,538 observations during the day and 2,334 observations during the night. After the statewide campaign (media and enforcement), a total of 9,600 occupants were observed during the day and 2,516 occupants were observed during night.

Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (88.1 percent at night versus 90.6 percent at day during pre campaign and 90.1 percent at night versus 92.6 percent at day during post campaign), differences of 2.5 for both pre and post observational surveys.

Based on vehicle type, the safety belt usage rate was lower at night than during the day across passenger cars. The post campaign usage rate difference between daytime and nighttime for passenger cars was smaller than that of the pre-campaign usage rate differences.

Unexpectedly, during the pre-mobilization survey, the safety belt usage rates for pickup trucks was higher during the nighttime survey than the daytime survey. This could be attributed to the low number of observations of pickup trucks during the surveys.

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 2011 *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. 25th - May 8th		Jun. 6th-19th			
	N=9,538	N=2,334	N=9,600	N=2,516		
Total Usage Rate	90.6%	88.1%	92.6%	90.1%	2.0%	2.0%
Drivers	91.4%	88.2%	93.0%	90.0%	1.6%	1.8%
Passengers	85.9%	87.4%	90.8%	90.9%	4.9%	3.5%
Vehicle Type						
Passenger Car	91.6%	88.4%	93.4%	91.3%	1.8%	2.9%
Pickup Truck	84.3%	85.4%	87.8%	80.8%	3.5%	-4.6%

TELEPHONE SURVEYS

**The Illinois Statewide 2011 Memorial Day Weekend
Seat Belt Enforcement and Media Campaign Surveys**

Conducted for



Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: April, 2011 and June, 2011
Preliminary Excel Tables submitted: August 2, 2011
Summary Report Submitted: August 5, 2011

Written by

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With assistance from

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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 Springfield to conduct several statewide telephone surveys from April through September, 2011. The first survey was conducted in April and very early May prior to the Memorial Day weekend (herein called the April survey), and the second was conducted in June and very early July, after the Memorial Day weekend (herein called the June survey). A third survey will be conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the 2011 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 2011 Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

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

Methodology

The sampling methodology for the April 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 targeted 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 targeted completion number for this supplemental component was 200 respondents in each survey.⁷ The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

⁷ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. Starting in 2007, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report (as has been the case starting in 2007) rather than presented in a separate report, as was the case in 2005 and 2006.

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” here 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 April survey was conducted from April 6 through May 6, 2011 with somewhat less than 800 licensed drivers (750-785). Field interviewing for the June survey was conducted from June 4 through July 3, with about 800 licensed drivers (795-832).⁸

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

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.⁹ If this designated person is not available or does not exist in the household, interviewers ask to speak to the youngest female licensed driver. Replacements were accepted if designated household members were not available. The average (median) length of the completed interviews was 12 minutes for both the April and June surveys.

⁸ 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.

⁹ In surveys through 2008, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and young licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver and then asking for the youngest female licensed driver.

Respondent Numbers and Sampling Errors

	2011 Seat Belt Pre-Test <u>April</u>	2011 Seat Belt Post-Test <u>June</u>	estimated sampling <u>errors**</u>
<i>TOTAL surveyed</i>	768*	814	
Statewide sample	559	579	+/- 4.1 to 4.2%
Chicago metro area ^a	317	341	+/- 5.3 to 5.5%
<i>City of Chicago</i>	<i>158</i>	<i>160</i>	
<i>Chicago suburban counties</i>	<i>159</i>	<i>182</i>	
Downstate counties ^b	242	238	+/- 6.3 to 6.4%
<i>North/central Illinois</i>	<i>131</i>	<i>121</i>	
<i>Southern Illinois</i>	<i>111</i>	<i>116</i>	
Targeted rural supplement	208	234	
Total “targeted rural counties” ^c	378	423	+/- 4.8 to 5.0%

* 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

^a The City of Chicago here is over-represented in order to gain a sufficient number of minority respondents, if further analysis here is desired. Generally, the Chicago metro area is roughly divided approximately equally between the City of Chicago, the Cook County suburbs and the “collar county” suburbs.

^b The target for the downstate counties sample was to obtain roughly half of them in north/central Illinois and the other half from southern Illinois (rural southern and Metro East). This was done so that we could do further analysis by north/central vs. southern Illinois if desired.

^c Includes relevant results (counties) from the “downstate” portion of the statewide sample.

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.¹⁰ These statewide weights were also applied to both the Chicago metro and downstate subgroups. The results for the targeted rural county sample includes respondents from the rural county supplement as well as respondents in the statewide sample from relevant “rural” counties. The results for these “rural county” respondents were weighted by region (north/central vs. southern), gender, age and education so as to insure similarity between the April and June samples.

¹⁰ The age categories used for weighting purposes are: up to 29 years old, 40s, 50s, 60s, and 70 and older. The statewide proportions for each age category were derived from previous data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the sixth 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 initially to ask to speak to one of the youngest licensed drivers in the household. It is the fourth year that we have used an education weight.

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, 2011. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April 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.¹¹

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; the downstate respondents in the statewide sample; and respondents in the “targeted rural counties.” Note that the latter includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample.¹²

The Excel file. The full results are presented in the **IDOT 2011 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 April to the June surveys.¹³ 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 April survey and the June survey is that of “the past 30 days.”

Demographic comparisons of the April and June samples. Before reporting the seat belt-related results, it is worth noting that the April and June 2011 statewide samples and targeted rural samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we are assured of a similarity between the April and June samples for region, gender, age and education level.¹⁴

Within this context of overall similarity (and generally reinforcing this), the biggest differences in the statewide samples here are minor and are found for the following:

- fewer June than April respondents reported being employed full-time (38% vs. 44%)

¹¹ When the decimal is .5, we generally round to the even integer. However, we make minor adjustments to this rule when it would create more confusion than clarity.

¹⁴ Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

- compared to the April sample, the June sample has slightly more who live in the Chicago metro area suburbs (44% vs. 41%) and slightly fewer who live in the City of Chicago (20% vs. 22%)
- fewer June than April respondents reported living in a big city (20% vs. 23%) while more of them reported living in a suburb (38% vs. 35%) and a small town (19.5% vs. 17%)
- more June than April respondents reported being Hispanic (7% vs. 4%)
- more June than April respondents reported having annual household incomes of \$60,000 or more (36% vs. 30.5%)
- more June than April respondents reported driving no miles on interstates (28% vs. 21%) and driving no miles on non-interstate highways (22% vs. 16%)

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 April and June demographics for the respondents from the “targeted rural counties” (derived 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, and education level.

Within this context of overall similarity, we find the following relatively minor differences:

- compared to the April sample, the June respondent sample has fewer respondents who report two household members who are of driving age (45% vs. 49%) while having more who report more than three who are of driving age (11% vs. 8%)
- more June than April respondents reported being employed full-time (41% vs. 35%) while fewer reported not working now (5% vs. 11%)
- more June than April respondents reported being Hispanic (4% vs. 1%)
- fewer June than April respondents reported being in households with annual incomes of \$45,000 or less (22% vs. 30%) while more of them reported being in households with annual incomes of \$45,000+ to \$60,000 (12% vs. 7%)
- more June than April respondents reported driving a car as the vehicle they drive most often (54% vs. 48%) while slightly fewer reported driving a van (10% vs. 14%) or pickup truck (18% vs. 21%)
- more June than April respondents reported no miles driven on interstates in a typical week (28% vs. 23%) while fewer of them report driving more than 100 miles per week on interstates (17% vs. 21%)
- fewer June than April respondents reported driving 10 miles or less on non-interstate highways in a typical week (25% vs. 31%) and fewer of them also reported driving over 50 miles per week on them (32% vs. 40%); more June than April respondents reported driving 11 to 50 miles per week on non-interstate highways (31% vs. 21%)

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 statewide incidence for wearing seat belts “all the time” is virtually identical in the April and June surveys, at 94 percent (94.0% and 93.9%, respectively). About 4 percent in both surveys reported wearing a seat belt “most of the time.”¹⁵

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” increased slightly from just over 94 percent in April to just over 96 percent in June. Another 2 percent in April and 3 percent in June said they wear one “most of the time.”

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” decreased slightly, from 93 percent in April to just over 89 percent in June. Meanwhile, those who said they wear one “most of the time” increased from 5 percent in April to nearly 9 percent in June.

And, in the “targeted rural counties,” the percent who indicated wearing their seat belt “all the time” is stable at about 90 percent, and the percent who said “most of the time” is also very stable to 7 to 8 percent.

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 somewhat, from 81 percent in April to nearly 86 percent in June. The percent who said “within the last day” is 4 to 5 percent in both surveys, and the total percent who indicated within the past week (including within the last day) is 7 to 8 percent in both surveys. The biggest difference between the two surveys here is in the percent who did not know or did not answer (8% in April vs. 3% in June).

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) increased from 80 percent in April to 87 percent in June. A small decrease is found in the percent who either said in the last day or past week (nearly 10% in April to just over 7 percent in June). Meanwhile, the percent who said they did not know or did not answer dropped from nearly 8 percent in April to just over 3 percent in June.

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) is quite stable at 82 to 83 percent in the two surveys. The percent who said either in the last day or in the past week is also quite stable, at about 7 percent in both surveys. Again, the percent who said they did not know or did not answer dropped, here going from 9 percent in April to 3 percent in June.

¹⁵ 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.

And, in the “targeted rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) increased slightly, from 77 percent in April to 80 percent in June. At the same time, the percent who indicated not wearing a seat belt either in the past day or in the past week dropped a bit, from just over 11 percent in April to just under 9 percent in June. And again, the percent who said they did not know or did not answer decreased from nearly 8 percent in April to 2 percent in June.

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 April and June surveys was that the respondent was driving a short distance (55-60% of relevant respondents in the two surveys). The next most frequent reason is that the respondent forgot (21-23% in both surveys). The only other reason in the two surveys which received a proportion in the double-digits was that relating to comfort/convenience/medical reasons in June (13%).

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 50 to 60 percent of all relevant respondents offered this response, with the exception being the targeted rural county respondents in the June survey where this percentage drops to 40 percent. Forgetting to wear a seat belt is generally the second most-frequently mentioned reason across the regions in both surveys.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Here, the April and June results are very similar. The statewide percent who indicated their use of seat belts has increased over the past 30 days is 3 percent in both April and June; almost no one said their use decreased; and 96 to 97 percent said their use stayed the same.

In the metro Chicago area, the percent who indicated their use of seat belts had increased over the past 30 days is about 4 percent in both surveys while the percent who said their use had stayed the same is about 95 percent.

In the downstate sample portion, the percent who indicated their use of seat belts had increased is slightly higher in June than in April (3.1% vs. 0.1%). The percent who said their use had stayed the same is 99 percent in April and nearly 97 percent in June.

And, in the “targeted rural counties,” the percent who indicated their use of seat belts had increased is 2 to 3 percent in both surveys while the percent who said their use had stayed the same is 96 percent in both surveys.

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 about 10 percent in both the April (9.8%) and the June (10.8%) surveys.

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt is about 8 to 9 percent in both surveys.

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt is about 12 to 13 percent in both surveys.

And, in the “targeted rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt is about 13 to 14 percent in both surveys.

When riding in a car as passenger, how often do you wear your seat belt? The reported incidence of wearing a seat belt while a passenger in a car is very similar in both surveys. The percent who said they use their passenger seat belts “all of the time” is 86 percent while 9 to 10 said “most of the time.” About 2 percent in both surveys said “some of the time” while about 2 percent said “rarely” or “never.”

In the metro Chicago area, the percent who indicated wearing a seat belt “all of the time” as a passenger declined only slightly from April to June (88% to 86%). Nearly 9 percent in both surveys said they wear one “most of the time.”

In the downstate sample portion, the percent who indicated they wear a seat belt “all the time” as a passenger increased slightly from April to June (83% to 86%), as did the percent who indicated wearing a seat belt “most of the time” (9% to 12%). So here, the percent who indicated wearing a seat belt as a passenger either all or most of the time increased from nearly 92 percent in April to just over 98 percent in June.

And, in the “targeted rural counties,” the percent who indicated they wear a seat belt “all the time” as a passenger also increased from April to June (82% to 86%), as did the percent who indicated wearing a seat belt “most of the time” (8% to 11%). So again here, the percent who indicated wearing a seat belt as a passenger either all or most of the time increased, from just over 89 percent in April to nearly 97 percent in June.

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 all of the statewide respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (nearly 97% in April and nearly 99% in June).

By region. Awareness of this law is near-universal, basically at just below 97 percent or more in both surveys for every region. The June awareness levels are at 98 to 99 percent in each region.

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?* More than eight of ten (84%) statewide April respondents indicated that police can stop a vehicle just for a seat belt violation, while 81 percent expressed awareness in the June survey.

In the metro Chicago area, the percent who indicated being aware of primary enforcement decreased from nearly 85 percent in the April survey to 79 percent in the June survey.

In the downstate sample portion, the percent who indicated being aware of primary enforcement is about 83 percent in both surveys.

And, in the “targeted rural counties,” the percentage who indicated being aware of primary enforcement is just over 80 percent in both surveys.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The statewide percent who believe police should be allowed to stop a vehicle for seat violations without another traffic law violation is just over three-quarters in both surveys (76% in both).

In the metro Chicago area, support for primary enforcement decreased slightly from April to June (81% to 77%).

In the downstate sample portion, there was an increase in support for primary enforcement, from 69 percent in April to 75 percent in June.

And, in the “targeted rural counties,” the percent who believe police should have primary enforcement powers also increased, from 65 percent in the April survey to 73 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? More than 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 (94% in both surveys).

In the metro Chicago area, this percentage is in the 93 to 95 percent range. In the downstate sample portion, this percentage is also in the 93 to 95 percent range. And, in the “targeted rural counties,” this percentage is in the 92 to 94 percent range.

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 is about 70 percent in both surveys (69% in April; 70% in June), with about half in both surveys strongly disagreeing (50% in April; 52% in June).

In the metro Chicago area, the total disagree percentage increases just slightly, from 71 percent in April to nearly 73 percent in June. The increase for those who strongly disagree is a bit larger (49% to 53%).

In the downstate sample portion, the total percent who disagree is 65 to 66 percent in both surveys. While the percent who strongly disagree actually declined (53% to 49%), the increase in those who somewhat disagree basically made up for this (13% to 17%).

In the “rural counties,” the total percent who disagree is 66 to 67 percent in both surveys. And, the percent who strongly disagree is nearly half in both surveys (48-49%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Statewide, about nine in ten “strongly agree” that they would want to have their seat belt on if they were in an accident (89% in April; 92% in June). In both surveys, nearly all statewide respondents express some degree of agreement with this (97-98%).

In the metro Chicago area, the proportion who “strongly agree” with the statement increased from 89 percent in April to nearly 94 percent in June. About 98 percent express agreement in both surveys.

In the downstate sample portion, the proportion who “strongly agree” is 88 to 89 percent in both surveys. And, the total percent who agree to any extent is in the 96 to 98 percent range.

And, in the “targeted rural counties,” the proportion who “strongly agree” increased slightly, from 85 percent in April to just under 88 percent in June. The total proportion who agree is in the 94 to 95 percent range for 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 declined just slightly, from nearly 77 percent in April to just over 74 percent in June. Meanwhile, the percent who disagree at all (either strongly or somewhat) is nearly 90 percent in both surveys.

In the metro Chicago area, the percent who “strongly disagree” decreased just slightly, from just under 76 percent in April to nearly 73 percent in June. The total percent who disagreed is in the 89 to 90 percent range for both surveys.

In the downstate sample portion, the percent who “strongly disagree” declined slightly from 79 percent in April to just over 76 percent in June. The total percent who disagree also decreased just slightly, from 91 percent in April to 88 percent in June.

In the “rural counties,” the percent who “strongly disagree” is about 76 percent in both surveys. And, total agreement is about 90 percent in both surveys.

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 just slightly, from nearly 44 percent in April to nearly 47 percent in June. Combined with an increase in those who said "somewhat likely," we find that the total percent who indicated either "very likely" or "somewhat likely" increased slightly, from two-thirds (67%) in April to 70 percent in June. The total percent who indicated either "very unlikely" or "somewhat unlikely" is just under one-quarter (24%) in both surveys.

In the metro Chicago area, the percent who said "very likely" increased from 40 percent in April to 45 percent in June. Combined with the 23 to 24 percent who said "somewhat likely" in both surveys, we find that the total percent who said "very" or "somewhat" likely increased from 63 percent in April to just over 68 percent in June. The percent who said "very unlikely" is quite stable at 14 to 15 percent, while the percent who said "somewhat unlikely" decreased just slightly, from just over 13 percent to just over 11 percent.

In the downstate sample portion, the April and June results overall are very similar. The percentage who said "very likely" is just over 50 percent in both surveys, and an additional 22 to 23 percent believe it is "somewhat likely" – for a total "very/somewhat" likely percentage of about 73 percent in both surveys. The percent who said either "somewhat" or "very" unlikely is just over 17 percent in April and just under 20 percent in June.

And, in the "targeted rural counties," the percentage who said "very likely" increased just a bit, from just under 48 percent in April to nearly 51 percent in June. An additional 24 to 25 percent said it was "somewhat likely." Together, the total percent who said either "very" or "somewhat" likely increased slightly, from just under 72 percent in April to nearly 76 percent in June. The total percent who said either "very" or "somewhat" unlikely is just under 20 percent in April and 18 percent in June.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Statewide, the percent who strongly disagree with this statement decreased from 32 percent in April to 27 percent in June. But, this was accompanied by an increase in the percent who "somewhat" disagreed (10% to 16%). So, the percent who disagreed to any extent (strongly or somewhat) is about the same in both surveys (42-43%). The percent who agreed (to any extent) is just over one-quarter in both surveys (26-27%), and about three in ten did not know or did not answer in both surveys (31% in both).

In the metro Chicago area, the percent who disagree to any extent with this is in the 37 to 39 percent range for both surveys, with a small decrease in those who strongly disagree (29% to 26%) and a small increase in those who somewhat disagree (9% to 13%). The percent who agree to any extent is 30 to 31 percent in both surveys. The percent who don't know or did not answer is 31 to 32 percent in both surveys.

In the downstate sample portion, the proportion who disagree to any extent is stable at 49 to 50 percent. But this hides a decrease in those who strongly disagree (38% in April to 29% in June) and an increase in those who somewhat disagree (12% to 21%). The percent who

agree to any extent was similar in both surveys, at just below 20 percent, while the percent who did not know or did not answer is about 30 percent in April and just above this level in June.

In the “targeted rural counties,” the proportion of respondents who disagreed to any extent with this statement increased from 46 percent in April to 52 percent in June, with those who strongly disagreed stable at about one-third in both surveys while those who somewhat disagreed increased (12% to 19%). Meanwhile, the percent who agreed to any extent declined slightly -- from 24 percent in April to 22 percent in June -- while the percent who don’t know or did not answer declined from 30 percent in April to 26 percent in June.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agree to any extent with this statement increased from 30 percent in April to 35 percent in June -- with the percent who strongly agree at one-fifth (20%) in both surveys. At the same time, the percent who disagree to any extent also increased, albeit not much -- from 14 percent in April to 17 percent in June. The percent who did not know or did not answer declined from 56 percent in April to 48 percent in June.

In the metro Chicago area, the percent who agree to any extent increased from nearly 28 percent in April to one-third (33%) in June – with about one in five strongly agreeing in both surveys (19% and 20%). At the same time, a small increase is also found in the percent who disagreed to any extent (17% to 20%). These increases were accompanied by a decline in those who don’t know or did not answer (56% to 47%).

In the downstate sample portion, the total percent who agree also increased, from just under 35 percent in April to nearly 39 percent in June – with about one in five strongly agreeing in both surveys (21% and 20%). Again, we also find a small increase in the total percent who disagree to any extent (10% to 12%) and an accompanying decline in the percent who don’t know or did not answer (56% in April to 49% in June).

In the “targeted rural counties,” the total percent who agree also increased, from 36 percent in April to 41 percent in June – with just over one in five strongly agreeing in both surveys (21-22%). Again, we also find a small increase in the total percent who disagree to any extent (10% to 13%) and an accompanying decline in the percent who don’t know or did not answer (54% in April to 46% in June).

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. Statewide, strong agreement with this statement increased slightly, from 67 percent in April to 71 percent in June. Total agreement is about 87 percent in both surveys. About one in ten expressed disagreement in both surveys (10% in April; 11% in June).

In the metro Chicago area, strong agreement with the statement increased from 64 percent in April to 70 percent in June. But with a 9 percentage-point decline in those who “somewhat agree,” the total agreement percentage actually declined a bit, from 89 percent in April to 86 percent in June. Any degree of disagreement increased from nearly 8 percent in April to 12 percent in June.

In the downstate sample portion, about 72 percent expressed strong agreement in both surveys, with total agreement increasing a bit, from 85 percent in April to 90 percent in June. Any degree of disagreement was expressed by 14 percent in April and then declined to just under 9 percent in June, with strong disagreement more than cut in half (just over 10% to just under 5%).

In the “targeted rural counties,” about two-thirds (68%) expressed strong agreement in both surveys, with total agreement increasing a bit, from 84 percent in April to 88 percent in June. Any degree of disagreement was expressed by 14 percent in April and then declined to 10 percent in June, with strong disagreement almost cut in half (just under 10% to just over 5%).

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? It should be noted that this question came near the end of the set of interview questions that related to seat belts.

For the statewide results, the percent who said it is “very important” is 62 percent in both surveys. Those who said either “very important” or “fairly important” decreased just slightly, from 81 percent in April to 78 percent in June, while those who said it is “somewhat important” increased slightly, from 11 percent in April to 14 percent in June. Only 7 percent in both surveys said this enforcement is “not that important.”

In the metro Chicago area, the percent who said “very important” decreased slightly, from 68 percent in April to 65 percent in June. With a decrease also occurring for those who said “fairly important,” we find that those said either “very” or “fairly” important declined from 85 percent in April to 79 percent in June. Meanwhile, increases occurred both for those who said “somewhat important” (10% to 12%) and those who said “not that important” (4% to 8%) – for a combined “somewhat/not that important” increase from 14 percent in April to 20 percent in June.

In the downstate sample portion, the percent who said “very important” increased slightly, from 53 percent in April to just under 58 percent in June. But, with a decrease in those who said “fairly” important (22% to 18%), we find that the percent who said either “very” or “fairly” important is about 75 to 76 percent in both surveys. While an increase is found for those who said “somewhat important” (13% to 18%), we find that the proportion who said “not that important” was nearly cut in half (just over 11% to just under 6%).

In the “targeted rural counties,” the percent who said “very important” increased some, from 57 percent in April to 61 percent in June. But, with a small decrease in those who said “fairly” important (19% to 16%), we find that the percent who said either “very” or “fairly” important is about 76 to 77 percent in both surveys. Those who said “somewhat important” is

quite stable (13-14%), and only a slight decline is found for those who said “not that important” (10% to just under 8%).

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 9 percent points, going from nearly 16 percent in the April survey to one-quarter (25%) in the June survey.

In the metro Chicago area, the percent who indicated seeing/hearing special efforts nearly doubled, going from just over 13 percent in April to nearly 26 percent in June.

In the downstate sample portion, this percent increased from 19 percent in April to 23 percent in June.

And, in the “targeted rural counties,” this percent increased from 19 percent in April to 27 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 (42%) than through radio (29%) or the newspaper (20%). About one-third (33%) expressed being exposed through friends and relatives.¹⁶

Those exposed through television and especially through radio were more likely to be exposed through commercials than through news stories (for television, 63% vs. 48%, respectively; for radio, 86% vs. 10%). The reverse is true for those exposed through newspapers (76% for news stories and 17% for commercials).

For these June metro Chicago respondents who have seen/heard, exposure through television (47%) is higher than that through radio (31%), which in turn is higher than through newspapers (17%). Exposure through friends/relatives is at 35 percent.

For these June respondents in the downstate sample who have seen/heard, exposure through television (34%) is highest followed closely by exposure through friends/relatives (29%), radio (26%), and newspapers (26%).

For these June respondents in “targeted rural counties,” who have seen/heard, exposure through television (40%) is most frequent followed very closely by exposure through newspapers (37%) and then by exposure through radio (30%). Exposure through friends/relatives (22%) follows.

In these rural counties, those exposed through radio are more likely to report being exposed through commercials than through news stories (75% vs. 19%). For newspapers,

¹⁶ We focus here on the June respondents since this was the seat belt “post-test” survey.

exposure through news stories is far more prevalent than through commercials (70% vs. 26%). For television, exposure is more equal (56% for news stories vs. 53% for commercials).

[The numbers of relevant respondents are generally too few in the Chicago metro area and among the downstate respondents to make meaningful comparisons here. However, it should be noted that Chicago metro respondents exposed through television are far more likely to report exposure through commercials than through news stories (70% vs. 39%).]

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 just slightly from just over 8 percent in April to 12 percent in June.

In the metro Chicago area, the percent who indicated seeing/hearing anything here increased from 7 percent in April to 14 percent in June.

In the downstate sample portion, this percent was quite stable at about 9 to 10 percent.

And, in the “targeted rural counties,” this percent was also quite stable at about 10 to 11 percent.

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*” increased from just over one-quarter (26%) in April to just over one-third in June (34%).¹⁷

In the metro Chicago area, the percent who indicated seeing/hearing anything about setting up safety checks increased a bit, going from 25 percent in April to 29 percent in June.

In the downstate sample portion, this percent increased substantially, going from 29 percent in April to 44 percent in June.

And, in the “targeted rural counties,” this percent also increased substantially, going from 29 percent in April to 41 percent in June.

Of those June respondents who indicated being aware of roadside safety checks, statewide respondents show fairly balanced awareness through television (29%), friends and relatives (26%), and newspapers (24%). Radio follows (16%).

For both television and newspapers, those who were exposed through news stories surpassed those exposed through advertisements (75% vs. 31% for television; 79% vs. 25% for newspapers). For those exposed through radio, exposure through news stories and commercials is virtually the same (55% for each).

For these June metro Chicago respondents who were aware of roadside safety checks, exposure through television (30%) is more frequent followed by exposure through friends/relatives (23%). Exposure through newspapers (18%) and and radio (15%) follow.

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

For these June respondents in the downstate sample who are aware of these checks, exposure through newspapers (32%) leads followed very closely by exposure through friends/relatives (30%) and then television (27%). Exposure through radio (17%) trails.

And for these June respondents in “targeted rural counties” who are aware of these checks, exposure is most frequent through newspapers (35%) and television (33%). These are followed by exposure through friends/relatives (23%) and then radio (20%).

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 both newspapers (76% vs. 36%) and television (76% vs. 20%), but also exists for radio (54% vs. 36%).

(While caution should be exercised because of the small number of respondents, the prevalence of news stories over commercials here is also the case for relevant respondents in the downstate sample. Even fewer relevant respondents are found in the Chicago metro area for these results, but generally the same pattern is found here as well.)

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had **personally seen such checks** is 40 percent in both the April and June surveys. [It should be noted that a decline from April to June, in some sense, would not be surprising here because the June post-test results come from a somewhat broader awareness base. However, what we find is stability here.]

For these respondents who had seen/heard about checks in the metro Chicago area, the percent who indicated personally seeing these checks increased from 45 to 52 percent.

For these respondents who had seen/heard about checks in the downstate sample portion, the percent who indicated personally seeing these checks decreased from 33 percent in April to 25 percent in June.

And, for these respondents who had seen/heard about checks in the “rural counties,” the percent who indicated personally seeing these checks decreased some from 31 percent in April to just under 28 percent 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 increased slightly from nearly 11 percent in April to 14 percent in June.

Based on all sample members, the increase in the percent who have seen a roadside safety check is from 11 percent in April to 15 percent in June for the Chicago metro area. For the downstate sample portion, the increase is very slight -- from nearly 10 percent in April to 11 percent in June. And, for the “targeted rural counties,” the increase is also slight -- from 9 percent in April to 11 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 show an increase from 53 percent in the April survey to 61 percent in the June survey.

In terms of total sample members, this translates into a small percentage-point increase in the statewide percent who said they had personally been through a roadside check, from just over 4 percent in April to just under 6 percent in June.

By region – and again in terms of total sample members, the proportion who reported personally going through a road-side safety check: increases from 5 percent to 8 percent in the Chicago metro region; is stable at about 3 percent for downstate respondents; and is stable at about 3 percent for the “targeted rural counties.”

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 April pre-test survey to 66 percent in the June post-test survey – an increase of 10 percentage points.

In the Chicago metro region, the percent who indicating hearing/seeing these messages increased from 51 percent in April to 65 percent in June – an increase of 14 percentage points.

In the downstate sample, the percent who had seen/heard these messages increased just slightly, from just over 63 percent in April to nearly 66 percent in June.

And, in the “targeted rural counties,” this percent increased from 62 percent in April to 67 percent in June – an increase of nearly 6 percentage points.

Of those June respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (63%) than radio (34%). And fewer indicated exposure through newspapers (18%) and friends/relatives (13%). However, reported exposure was greatest through billboards / road signs (73%).¹⁸

For those statewide respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (82% vs. 24% for television; 84% vs. 13% for radio). For newspapers, exposure through news stories is more prevalent than through advertisements (56% for news stories vs. 38% for advertisements).

For these June metro Chicago respondents who had seen/heard these messages, exposure through billboards/road signs (75%) is greater than exposure through television (64%). Distantly following is exposure through the radio (35%) and then, far back, exposure through friends/relatives (14%) and newspapers (13%).

For these June respondents in the downstate sample who had seen/heard these messages, exposure through billboards/road signs (70%) is greater than exposure through television (61%). Distantly following is exposure through radio (31%) and the newspapers (26%), and then exposure through friends/relatives (12%).

For these June respondents in “rural counties” who had seen/heard these messages, exposure through billboards/road signs (72%) is more than exposure through television (63%).

¹⁸ In contrast to some of the earlier surveys, the 2011 April and June surveys explicitly asked about exposure through billboards / road signs because this source had, by far, been the most frequently-mentioned “other” source in this question.

Distantly following is exposure through the radio (36%), then through newspapers (20%), and then through friends/relatives (12%).

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. Those who indicated exposure through newspapers were somewhat 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" increased from 10 percent in April to 22 percent in June.

The metro Chicago percent of these respondents choosing "more than usual" more than tripled, going from nearly 8 percent in April to nearly 25 percent in June.

The percent of these respondents in the downstate sample choosing "more than usual" increased only slightly, from 14 percent in April to 16 percent in June.

And, the percent of these respondents in "targeted rural counties" choosing "more than usual" increased more than doubled, from nearly 9 percent in April to 21 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 6 to 7 percent in both surveys. For both the Chicago metro area, this percentage is in the 4 to 6 percent range in both surveys. For downstate sample, this percentage is about 9 percent in both surveys. And for the "targeted rural counties," this percentage declined from 12 percent in April to 8 percent in June.

Awareness of selected traffic safety slogans

The statewide June results and April-to-June 2011 trends. Respondents were asked about whether they recalled hearing or seeing thirteen selected traffic safety "slogans" in the past 30 days, presented in a random order.¹⁹ 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 93

¹⁹ Twelve slogans were included in the April survey, with the June addition being "Drive sober or get pulled over" (an upcoming campaign slogan). In both the April and June surveys, three "large truck"-related slogans were inadvertently omitted. These three slogans first appeared in the September post-Labor Day 2010 survey as well as in the November and December 2010 studies which survey rural Illinois as well as targeted areas of Chicago. These slogans will be included in the upcoming September 2011 survey and in future surveys.

percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was seventh in awareness, with 43 percent expressing awareness. It should also be noted that the current DUI-related slogan most frequently being used in Illinois, “You drink and drive. You lose,” is second in awareness, at just over three-quarters (77%). Continuing to be of interest, a slogan which has not recently been actively used in Illinois media campaigns – “Friends don’t let friends drive drunk” – is basically tied in awareness with the current DUI slogan (76%).

Table Slogans-1. Awareness Levels in June 2011

Order	Slogan	June level
1	Click It or Ticket	93.1%
2	You drink and drive. You lose.	76.6%
3	Friends don’t let friends drive drunk	75.7%
4	Start seeing motorcycles	50.6%
5	Drive smart. Drive sober.	49.0%
6	Police in Illinois arrest drunk drivers	46.3%
7	Buckle Up America	43.4%
8	Drunk Driving. Over the Limit. Under Arrest	33.9%
9	Cells phones save lives. Pull over and report a drunken driver	29.1%
10	Drink and drive? Police in Illinois have your number	22.6%
11	*Drive sober or get pulled over	19.5%
12	Wanna drink and drive, police in Illinois will show you the bars ...	19.3%
13	Children in back	15.2%

*This upcoming slogan was only asked in the June survey.

We next list the slogans in order of the statewide April-to-June awareness percentage point change in Table Slogans-2. In this table, we see that two slogans have increases in awareness of about 5 percentage points: the seat belt slogan not currently in use, “Buckle Up America” (38.3% to 43.4%); and “Start seeing motorcycles” (45.6% to 50.6%). The increase in awareness for the “Click It or Ticket” slogan is next, with an increase just over 3 percentage points (89.6% to 93.1%).

In the right-most column of Table Slogans-2, increases are expressed in terms of their potential increase (i.e., 100% minus the April level). Here we see that the greatest proportional increase is found for the “Click It or Ticket” slogan (+34% of potential increase), distantly followed by the two slogans with the largest percentage point increases (+8 to 9% of potential increase).

Regional April 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 in the 92 to 95 percent range across the three regions: Chicago metro (92%), downstate (94%), and the targeted rural counties (95%).

All regions show increases from April, ranging from just over 3 percentage points to nearly 5 percentage points: Chicago metro (89.1% to 92.4%, up 3.3% pts); downstate (90.4% to 94.3%, up 3.9 pts); and the targeted rural counties (90.0% to 94.7%, up 4.7% pts).

Table Slogans-2. Change in Awareness Levels, April to June 2011

Slogan	April	June	Change	Change as % of potential
Buckle Up America	38.3%	43.4%	+5.1%	+8.3%
Start seeing motorcycles	45.6%	50.6%	+5.0%	+9.2%
Click It or Ticket	89.6%	93.1%	+3.5%	+33.7%
Drunk Driving. Over the Limit. Under Arrest.	32.9%	33.9%	+1.0%	+1.5%
Friends Don't Let Friends Drive Drunk	75.2%	75.7%	+0.5%	+2.0%
Police in Illinois Arrest Drunk Drivers.	46.2%	46.3%	+0.1%	+0.2%
Drive smart, drive sober.	49.7%	49.0%	-0.7%	---
Drink and Drive? Police in Illinois have your number.	23.9%	22.6%	-1.3%	---
You Drink and Drive. You Lose	78.7%	76.6%	-2.1%	---
Wanna drink and drive? Police in Illinois will show you the bars.	24.4%	19.3%	-5.1%	---
Children in Back	20.8%	15.2%	-5.6%	---
Cell phones save lives. Pull over and report a drunk driver.	36.3%	29.1%	-7.2%	---

The 2002 through 2011 trends. We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results are presented in Table Slogans-3.²⁰

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 April 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%).

²⁰ 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. Starting in 2008, an education weight adjustment was also made.

By April 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.

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 April of 2007, awareness of the slogan started at a level just 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. It then decreased to 90 percent in September.

In both calendar year 2008 and 2009, the April awareness level began at nearly 90 percent (89% in April 2008 and 88% in April 2009) and then rose slightly to just over or at 90 percent in the June and September surveys (to 91% and 92% in 2008; and to 91% and 90% in 2009).

The 2010 April awareness level started at 93 percent, just missing its highest awareness level in June of 2007. And, as we have seen, it maintained this level in the June survey and was nearly at this level in September (92%).

The 2011 April awareness level started at 90 percent, just slightly higher than the April awareness levels in 2007 through 2009 (89%, 89%, and 88%). It then increased to 93 percent in the June 2011 survey, nearly as much as the “high water” mark found in June 2007 (94%) and virtually the same as that of the April and June 2010 levels.

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through June 2011
(April 2002 through September 2006 Portion)

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%
Drunk driving. Over the limit. Under arrest.	na																
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%
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%
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%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%

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

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through June 2011
(April 2006 through June 2011 Portion)

Slogan	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11
Click It or Ticket	84%	91%	88%	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	next
You drink and drive. You lose	74%	70%	76%	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	next
Friends don't let friends drive drunk	86%	82%	80%	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	next
Start Seeing Motorcycles	---	---	---	---	---	---	---	---	---	---	---	---	34%	49%	46%	46%	51%	next
Drive smart, drive sober	54%	60%	56%	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	next
Police in Illinois arrest drunk drivers*	49%	45%	49%	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	next
Buckle Up America	50%	50%	46%	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	next
Drunk driving. Over the limit. Under arrest.	na	na	na	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	next
Cell phones save lives. Pull over and report a drunk driver.	37%	34%	39%	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	next
Drink and drive? Police in Illinois have your number	20%	19%	21%	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	next
Wanna drink and drive, police in Illinois will show you the bars*	23%	24%	22%	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	next
Children in back	22%	19%	19%	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	next
Rest Area = Text Area	---	---	---	---	---	---	---	---	---	---	---	---	---	---	16%	---	---	next
55 still the law for trucks in Chicago area	---	---	---	---	---	---	---	---	---	---	---	---	---	---	14%	---	---	next
CSA 2010: Get the Facts, Know the Law – What's your score?	---	---	---	---	---	---	---	---	---	---	---	---	---	---	8%	---	---	next

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

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 12: HOLIDAY MOBILIZATION GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
College of DuPage County	42.0	60	21	35.0%	0	0.0%	42.0	\$26.67	\$38.10	\$1,600.00
Harwood Heights	36.0	44	39	88.6%	0	0.0%	49.1	\$27.19	\$33.24	\$1,196.48
Highland Park	60.0	68	68	100.0%	0	0.0%	52.9	\$53.87	\$61.05	\$3,663.00
Hometown	101.5	448	422	94.2%	0	0.0%	13.6	\$3.48	\$15.38	\$1,561.17
Kane County	149.0	221	151	68.3%	0	0.0%	40.5	\$36.23	\$53.73	\$8,006.40
Kankakee	125.0	170	91	53.5%	2	1.2%	44.1	\$38.40	\$52.22	\$6,527.49
Kirkland	72.0	43	18	41.9%	0	0.0%	100.5	\$59.86	\$35.75	\$2,574.00
Lagrange	48.0	72	62	86.1%	0	0.0%	40.0	\$34.23	\$51.34	\$2,464.38
Lemont	30.0	31	10	32.3%	0	0.0%	58.1	\$41.59	\$42.97	\$1,289.14
Lyons	36.0	34	20	58.8%	0	0.0%	63.5	\$63.97	\$60.42	\$2,175.12
Marseilles	56.0	40	35	87.5%	0	0.0%	84.0	\$53.01	\$37.86	\$2,120.28
McLeansboro	60.0	50	5	10.0%	0	0.0%	72.0	\$25.18	\$20.99	\$1,259.15
Northbrook	124.0	179	162	90.5%	2	1.1%	41.6	\$41.53	\$59.95	\$7,433.42
Pinckneyville	72.0	92	56	60.9%	6	6.5%	47.0	\$22.63	\$28.92	\$2,082.24
Richton Park	64.0	287	254	88.5%	2	0.7%	13.4	\$10.72	\$48.06	\$3,075.84
River Grove	56.0	139	132	95.0%	2	1.4%	24.2	\$21.23	\$52.70	\$2,951.32
Spring Grove	32.0	36	31	86.1%	1	2.8%	53.3	\$39.75	\$44.72	\$1,431.04
Steger	44.0	67	49	73.1%	2	3.0%	39.4	\$23.12	\$35.20	\$1,548.88
Sullivan	104.0	112	91	81.3%	1	0.9%	55.7	\$22.39	\$24.11	\$2,507.21

TABLE 12: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Vernon Hills	64.0	20	9	45.0%	0	0.0%	192.0	\$197.29	\$61.65	\$3,945.72
Warren	74.0	44	34	77.3%	1	2.3%	100.9	\$49.44	\$29.40	\$2,175.56
Winthrop Harbor	24.0	13	4	30.8%	0	0.0%	110.8	\$90.98	\$49.28	\$1,182.72
Holiday Mobilization Grants Total	1,473.5	2,270	1,764	77.7%	19	0.8%	38.9	\$27.65	\$42.60	\$62,770.56

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: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 13: REGULAR GRANTEES WITH SINGLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
LAP	Charleston	48.0	33	7	21.2%	3	9.1%	87.3	\$65.06	\$44.73	\$2,147.07
LAP	Sangamon Co.	81.0	41	1	2.4%	14	34.1%	118.5	\$80.41	\$40.70	\$3,296.70
LAP	Springfield	190.0	51	0	0.0%	17	33.3%	223.5	\$153.34	\$41.16	\$7,820.40
LAP	Waukegan	39.0	62	1	1.6%	6	9.7%	37.7	\$24.31	\$38.65	\$1,507.35
LAP	Wheeling	144.0	135	17	12.6%	7	5.2%	64.0	\$62.76	\$58.84	\$8,472.96
LAP	Will County	152.0	144	6	4.2%	11	7.6%	63.3	\$41.64	\$39.45	\$5,996.40
LAP	Wonder Lake	7.0	7	0	0.0%	1	14.3%	60.0	\$24.83	\$24.83	\$173.81
STEP	Algonquin	148.0	162	141	87.0%	0	0.0%	54.8	\$51.60	\$56.48	\$8,359.04
STEP	Arlington Heights	136.0	182	67	36.8%	0	0.0%	44.8	\$48.02	\$64.26	\$8,739.65
STEP	Barrington	20.0	52	3	5.8%	6	11.5%	23.1	\$47.33	\$123.06	\$2,461.29
STEP	Bartlett	156.0	208	48	23.1%	11	5.3%	45.0	\$44.31	\$59.08	\$9,215.92
STEP	Bartonville	53.0	28	6	21.4%	0	0.0%	113.6	\$74.86	\$39.55	\$2,095.96
STEP	Belvidere	150.0	163	81	49.7%	2	1.2%	55.2	\$44.45	\$48.30	\$7,245.15
STEP	Berwyn	132.0	229	110	48.0%	3	1.3%	34.6	\$31.70	\$55.00	\$7,260.00
STEP	Blue Island	81.0	179	136	76.0%	0	0.0%	27.2	\$21.99	\$48.60	\$3,936.91
STEP	Boone County	62.0	52	1	1.9%	10	19.2%	71.5	\$102.18	\$85.70	\$5,313.50
STEP	Bradley	45.0	67	40	59.7%	2	3.0%	40.3	\$33.75	\$50.26	\$2,261.58
STEP	Brookfield	48.0	51	13	25.5%	1	2.0%	56.5	\$50.20	\$53.34	\$2,560.32
STEP	Buffalo Grove	80.0	206	195	94.7%	0	0.0%	23.3	\$24.05	\$61.94	\$4,955.32
STEP	Burr Ridge	119.0	41	16	39.0%	4	9.8%	174.1	\$147.07	\$50.67	\$6,029.73
STEP	Campton Hills	66.0	66	13	19.7%	2	3.0%	60.0	\$21.50	\$21.50	\$1,419.00
STEP	Colona	100.0	83	70	84.3%	2	2.4%	72.3	\$32.89	\$27.30	\$2,730.00
STEP	Countryside	59.0	70	8	11.4%	1	1.4%	50.6	\$49.59	\$58.84	\$3,471.64

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Crystal Lake	36.0	36	20	55.6%	0	0.0%	60.0	\$49.71	\$49.71	\$1,789.51
STEP	Crystal Lake Park District	35.0	31	14	45.2%	2	6.5%	67.7	\$35.31	\$31.28	\$1,094.76
STEP	Danville	112.0	184	80	43.5%	2	1.1%	36.5	\$28.08	\$46.12	\$5,165.91
STEP	Dixon	36.0	20	0	0.0%	0	0.0%	108.0	\$76.79	\$42.66	\$1,535.83
STEP	East Dundee	40.0	59	4	6.8%	2	3.4%	40.7	\$23.05	\$33.99	\$1,359.68
STEP	East Hazel Crest	41.0	108	79	73.1%	2	1.9%	22.8	\$16.65	\$43.85	\$1,797.98
STEP	East Moline	132.5	108	47	43.5%	2	1.9%	73.6	\$51.83	\$42.25	\$5,597.48
STEP	Edwardsville	77.0	73	1	1.4%	7	9.6%	63.3	\$51.62	\$48.94	\$3,768.03
STEP	Elgin	493.0	571	210	36.8%	6	1.1%	51.8	\$51.80	\$60.00	\$29,580.00
STEP	Evanston	108.0	110	45	40.9%	3	2.7%	58.9	\$59.76	\$60.86	\$6,573.33
STEP	Forest Park	60.0	31	5	16.1%	3	9.7%	116.1	\$112.26	\$58.00	\$3,480.00
STEP	Franklin Park	44.0	136	70	51.5%	0	0.0%	19.4	\$12.70	\$39.27	\$1,727.84
STEP	Freeport	98.0	54	7	13.0%	2	3.7%	108.9	\$72.93	\$40.19	\$3,938.21
STEP	Grayslake	63.0	45	24	53.3%	2	4.4%	84.0	\$92.94	\$66.38	\$4,182.15
STEP	Grundy County	70.0	59	20	33.9%	6	10.2%	71.2	\$68.78	\$57.98	\$4,058.28
STEP	Gurnee	155.0	104	68	65.4%	3	2.9%	89.4	\$81.97	\$55.00	\$8,525.00
STEP	Hainesville / Grayslake	12.0	16	2	12.5%	1	6.3%	45.0	\$40.34	\$53.79	\$645.48
STEP	Harrisburg	89.0	48	11	22.9%	0	0.0%	111.3	\$70.33	\$37.93	\$3,375.83
STEP	Harvard	16.0	7	0	0.0%	0	0.0%	137.1	\$117.77	\$51.52	\$824.37
STEP	Hinsdale	45.0	54	29	53.7%	3	5.6%	50.0	\$53.46	\$64.16	\$2,887.02
STEP	Hoffman Estates	89.0	249	71	28.5%	4	1.6%	21.4	\$41.44	\$115.94	\$10,318.65
STEP	Homewood	49.0	38	24	63.2%	0	0.0%	77.4	\$68.83	\$53.38	\$2,615.69
STEP	Itasca	48.0	64	41	64.1%	5	7.8%	45.0	\$45.25	\$60.33	\$2,895.83

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Joliet	147.0	213	137	64.3%	0	0.0%	41.4	\$44.86	\$65.00	\$9,555.00
STEP	Justice	120.0	169	165	97.6%	0	0.0%	42.6	\$34.32	\$48.33	\$5,799.93
STEP	Kildeer	38.0	16	0	0.0%	1	6.3%	142.5	\$129.06	\$54.34	\$2,064.90
STEP	Kenilworth	32.0	38	21	55.3%	1	2.6%	50.5	\$46.82	\$55.60	\$1,779.16
STEP	Kincaid	30.0	11	6	54.5%	1	9.1%	163.6	\$84.82	\$31.10	\$933.00
STEP	Lake in the Hills	66.0	51	0	0.0%	4	7.8%	77.6	\$80.83	\$62.46	\$4,122.25
STEP	Lake Villa	39.0	41	26	63.4%	4	9.8%	57.1	\$56.57	\$59.47	\$2,319.51
STEP	Leland Grove	110.0	223	111	49.8%	1	0.4%	29.6	\$9.38	\$19.02	\$2,092.44
STEP	Lisle	70.0	81	62	76.5%	0	0.0%	51.9	\$48.90	\$56.59	\$3,961.24
STEP	Lockport	78.0	108	82	75.9%	5	4.6%	43.3	\$43.68	\$60.48	\$4,717.39
STEP	Macomb	44.0	26	13	50.0%	0	0.0%	101.5	\$62.51	\$36.94	\$1,625.19
STEP	Marengo	35.0	37	5	13.5%	2	5.4%	56.8	\$44.16	\$46.69	\$1,634.00
STEP	McHenry	81.0	104	40	38.5%	0	0.0%	46.7	\$44.52	\$57.16	\$4,629.87
STEP	Menard County	42.0	35	13	37.1%	0	0.0%	72.0	\$38.40	\$32.00	\$1,344.11
STEP	Mercer County	32.0	13	1	7.7%	1	7.7%	147.7	\$94.04	\$38.21	\$1,222.57
STEP	Midlothian	33.0	74	69	93.2%	0	0.0%	26.8	\$18.12	\$40.62	\$1,340.61
STEP	Momence	40.0	23	17	73.9%	0	0.0%	104.3	\$55.93	\$32.16	\$1,286.40
STEP	Morton	79.0	74	45	60.8%	3	4.1%	64.1	\$44.04	\$41.25	\$3,259.00
STEP	Morton Grove	60.0	72	61	84.7%	0	0.0%	50.0	\$50.44	\$60.53	\$3,631.80
STEP	Naperville	99.0	262	156	59.5%	6	2.3%	22.7	\$36.97	\$97.84	\$9,685.93
STEP	North Pekin	128.0	154	20	13.0%	1	0.6%	49.9	\$21.69	\$26.09	\$3,339.58
STEP	Oak Forest	105.0	133	89	66.9%	2	1.5%	47.4	\$49.12	\$62.21	\$6,532.33
STEP	Oak Lawn	142.5	216	165	76.4%	3	1.4%	39.6	\$38.97	\$59.06	\$8,416.51
STEP	Olympia Fields	140.0	198	59	29.8%	0	0.0%	42.4	\$35.35	\$50.00	\$7,000.00
STEP	Orland Park	104.0	266	241	90.6%	1	0.4%	23.5	\$30.95	\$79.17	\$8,233.28

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Oswego	114.5	178	109	61.2%	0	0.0%	38.6	\$36.49	\$56.72	\$6,494.75
STEP	Palatine	146.0	126	63	50.0%	5	4.0%	69.5	\$77.48	\$66.86	\$9,761.90
STEP	Palos Heights	46.0	57	52	91.2%	1	1.8%	48.4	\$62.43	\$77.36	\$3,558.40
STEP	Park City	59.0	69	49	71.0%	2	2.9%	51.3	\$27.53	\$32.20	\$1,899.90
STEP	Park Ridge	148.0	171	131	76.6%	1	0.6%	51.9	\$49.59	\$57.30	\$8,480.12
STEP	Peoria	81.0	80	22	27.5%	5	6.3%	60.8	\$52.39	\$51.74	\$4,191.30
STEP	Peoria County	77.0	48	42	87.5%	1	2.1%	96.3	\$67.14	\$41.85	\$3,222.51
STEP	Peoria Heights	93.0	136	5	3.7%	0	0.0%	41.0	\$6.95	\$10.16	\$945.20
STEP	Pike County	92.0	31	4	12.9%	0	0.0%	178.1	\$104.12	\$35.08	\$3,227.68
STEP	Plainfield	183.0	254	208	81.9%	1	0.4%	43.2	\$43.56	\$60.46	\$11,063.95
STEP	Prairie Grove	40.0	25	14	56.0%	3	12.0%	96.0	\$65.14	\$40.71	\$1,628.48
STEP	Quincy	192.0	128	25	19.5%	5	3.9%	90.0	\$73.31	\$48.87	\$9,383.85
STEP	Richland County	48.0	65	32	49.2%	0	0.0%	44.3	\$24.86	\$33.66	\$1,615.68
STEP	River Forest	43.0	70	49	70.0%	0	0.0%	36.9	\$38.36	\$62.44	\$2,684.92
STEP	Riverdale	63.0	196	159	81.1%	0	0.0%	19.3	\$19.00	\$59.11	\$3,723.72
STEP	Riverside	55.0	71	30	42.3%	1	1.4%	46.5	\$31.47	\$40.63	\$2,234.48
STEP	Rock Island	165.0	181	104	57.5%	8	4.4%	54.7	\$38.17	\$41.87	\$6,908.47
STEP	Rockford	36.0	40	25	62.5%	1	2.5%	54.0	\$48.42	\$53.80	\$1,936.86
STEP	Rolling Meadows	73.0	119	11	9.2%	7	5.9%	36.8	\$46.28	\$75.45	\$5,507.83
STEP	Roselle	114.0	176	62	35.2%	0	0.0%	38.9	\$35.63	\$55.00	\$6,270.00
STEP	Schaumburg	140.0	153	111	72.5%	0	0.0%	54.9	\$61.02	\$66.69	\$9,335.90
STEP	Sherman	26.0	15	10	66.7%	2	13.3%	104.0	\$51.02	\$29.43	\$765.28
STEP	St. Charles	84.0	52	21	40.4%	4	7.7%	96.9	\$91.67	\$56.75	\$4,767.00
STEP	Stephenson Co.	14.0	12	0	0.0%	2	16.7%	70.0	\$42.49	\$36.42	\$509.88
STEP	Sterling	95.0	42	1	2.4%	1	2.4%	135.7	\$90.21	\$39.88	\$3,788.62

TABLE 13: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Streamwood	108.0	217	217	100.0%	0	0.0%	29.9	\$28.74	\$57.75	\$6,237.39
STEP	Swansea	17.0	43	26	60.5%	0	0.0%	23.7	\$19.34	\$48.91	\$831.47
STEP	Tinley Park	82.0	79	72	91.1%	0	0.0%	62.3	\$57.51	\$55.41	\$4,543.62
STEP	Troy	36.0	21	0	0.0%	4	19.0%	102.9	\$79.39	\$46.31	\$1,667.16
STEP	Villa Park	68.0	116	38	32.8%	0	0.0%	35.2	\$35.07	\$59.82	\$4,067.76
STEP	West Chicago	168.0	208	32	15.4%	1	0.5%	48.5	\$47.37	\$58.65	\$9,852.37
STEP	West Dundee	12.0	13	11	84.6%	0	0.0%	55.4	\$43.42	\$47.04	\$564.50
STEP	Winnebago County	120.0	81	10	12.3%	10	12.3%	88.9	\$68.69	\$46.37	\$5,564.08
STEP	Woodridge	112.0	162	91	56.2%	2	1.2%	41.5	\$39.44	\$57.04	\$6,388.48
STEP	Woodstock	106.0	136	128	94.1%	2	1.5%	46.8	\$45.45	\$58.31	\$6,181.15
LAP GRANTS SUBTOTAL		661.0	473	32	6.8%	59	12.5%	83.8	\$62.19	\$44.50	\$29,414.69
STEP GRANTS SUBTOTAL		8,354.5	10,253	5,388	52.6%	204	2.0%	48.9	\$43.51	\$53.40	\$446,122.53
REGULAR GRANTS SUBTOTAL		9,015.5	10,726	5,420	50.5%	263	2.5%	50.4	\$44.34	\$52.75	\$475,537.22

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- Column 1: Type of grant that agency had
- Column 2: Participating law enforcement agency
- Column 3: Number of patrol hours conducted during YDDYL enforcement
- Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
- Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
- Column 6: Percentage of total citations that were occupant protection violations
- Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
- Column 8: Percentage of total citations that were DUI arrests
- Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 10: Cost per citation = Total Cost / Number of Citations
- Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

- LAP – Local Alcohol Program
- STEP – Sustained Traffic Enforcement Program

**TABLE 14: REGULAR GRANTEES WITH MULTIPLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Addison	98.0	117	101	86.3%	0	0.0%	50.3	\$43.81	\$52.30	\$5,125.22
STEP	Addison	120.0	177	52	29.4%	10	5.6%	40.7	\$36.16	\$53.33	\$6,400.00
MINI	Alton	178.0	236	110	46.6%	6	2.5%	45.3	\$33.65	\$44.61	\$7,940.55
STEP	Alton	420.0	625	254	40.6%	12	1.9%	40.3	\$34.11	\$50.76	\$21,318.72
MINI	Cahokia	47.0	61	9	14.8%	0	0.0%	46.2	\$35.70	\$46.34	\$2,178.00
STEP	Cahokia	63.0	81	15	18.5%	0	0.0%	46.7	\$36.77	\$47.27	\$2,978.05
MINI	Calumet City	69.0	94	65	69.1%	0	0.0%	44.0	\$39.02	\$53.15	\$3,667.61
STEP	Calumet City	179.0	92	54	58.7%	2	2.2%	116.7	\$32.37	\$16.64	\$2,978.05
LAP	Carol Stream	180.0	163	54	33.1%	21	12.9%	66.3	\$64.98	\$58.84	\$10,591.20
MINI	Carol Stream	90.0	234	189	80.8%	2	0.9%	23.1	\$23.53	\$61.19	\$5,507.10
STEP	Carol Stream	120.0	186	143	76.9%	1	0.5%	38.7	\$39.48	\$61.19	\$7,342.80
MINI	Carpentersville	57.0	96	51	53.1%	1	1.0%	35.6	\$34.56	\$58.21	\$3,317.80
STEP	Carpentersville	65.0	52	5	9.6%	5	9.6%	75.0	\$76.89	\$61.51	\$3,998.19
MINI	Chatham	10.0	18	6	33.3%	1	5.6%	33.3	\$35.03	\$63.06	\$630.58
STEP	Chatham	50.0	66	31	47.0%	3	4.5%	45.5	\$33.96	\$44.82	\$2,241.22
LAP	Chicago	296.0	149	13	8.7%	11	7.4%	119.2	\$114.96	\$57.87	\$17,129.52
STEP	Chicago	1,686.0	2,874	2,381	82.8%	19	0.7%	35.2	\$33.95	\$57.87	\$97,568.82
LAP	Chicago Heights	57.0	49	2	4.1%	6	12.2%	69.8	\$54.18	\$46.58	\$2,655.06
STEP	Chicago Heights	123.0	148	145	98.0%	0	0.0%	49.9	\$37.33	\$44.91	\$5,524.36
MINI	Clarendon Hills	62.0	93	78	83.9%	0	0.0%	40.0	\$41.58	\$62.37	\$3,867.24
STEP	Clarendon Hills	72.0	72	52	72.2%	2	2.8%	60.0	\$60.75	\$60.75	\$4,374.00

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
LAP	Cook County	119.0	135	4	3.0%	17	12.6%	52.9	\$48.60	\$55.13	\$6,560.47
STEP	Cook County	240.0	265	203	76.6%	0	0.0%	54.3	\$49.93	\$55.13	\$13,231.20
MINI	Creve Coeur	73.0	61	13	21.3%	0	0.0%	71.8	\$17.47	\$14.59	\$1,065.40
STEP	Creve Coeur	73.0	61	13	21.3%	0	0.0%	71.8	\$16.70	\$13.96	\$1,018.96
LAP	Decatur	109.0	69	4	5.8%	9	13.0%	94.8	\$51.72	\$32.74	\$3,568.66
MINI	Decatur	72.0	116	63	54.3%	7	6.0%	37.2	\$29.06	\$46.82	\$3,371.20
STEP	Decatur	147.0	160	75	46.9%	6	3.8%	55.1	\$52.24	\$56.86	\$8,357.85
MINI	Des Plaines	147.0	342	326	95.3%	0	0.0%	25.8	\$27.33	\$63.58	\$9,346.95
STEP	Des Plaines	262.0	480	410	85.4%	12	2.5%	32.8	\$35.38	\$64.83	\$16,984.50
LAP	East Peoria	75.0	63	2	3.2%	3	4.8%	71.4	\$72.00	\$60.48	\$4,536.00
STEP	East Peoria	70.0	84	36	42.9%	0	0.0%	50.0	\$50.40	\$60.48	\$4,233.60
MINI	Elk Grove Village	103.0	118	104	88.1%	1	0.8%	52.4	\$52.25	\$59.86	\$6,165.99
STEP	Elk Grove Village	128.0	162	158	97.5%	0	0.0%	47.4	\$46.36	\$58.68	\$7,511.11
MINI	Elmhurst	89.0	204	154	75.5%	0	0.0%	26.2	\$23.33	\$53.48	\$4,759.36
STEP	Elmhurst	119.0	178	84	47.2%	11	6.2%	40.1	\$39.00	\$58.33	\$6,941.27
MINI	Hillside	51.0	68	49	72.1%	0	0.0%	45.0	\$44.30	\$59.07	\$3,012.71
STEP	Hillside	45.0	85	66	77.6%	1	1.2%	31.8	\$29.54	\$55.80	\$2,511.00
MINI	Jerome	52.0	240	113	47.1%	2	0.8%	13.0	\$5.36	\$24.74	\$1,286.64
STEP	Jerome	38.0	46	6	13.0%	2	4.3%	49.6	\$22.00	\$26.64	\$1,012.20
MINI	Lake Zurich	84.0	176	170	96.6%	0	0.0%	28.6	\$31.44	\$65.87	\$5,532.86
STEP	Lake Zurich	66.0	57	30	52.6%	8	14.0%	69.5	\$63.19	\$54.58	\$3,602.08

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Lincolnwood	110.0	59	23	39.0%	0	0.0%	111.9	\$73.83	\$39.60	\$4,355.85
STEP	Lincolnwood	48.0	21	16	76.2%	0	0.0%	137.1	\$122.68	\$53.67	\$2,576.24
MINI	Lombard	43.0	69	49	71.0%	0	0.0%	37.4	\$33.09	\$53.09	\$2,282.95
STEP	Lombard	243.0	351	243	69.2%	8	2.3%	41.5	\$42.19	\$60.94	\$14,808.88
LAP	Macon County	184.0	155	31	20.0%	11	7.1%	71.2	\$56.98	\$48.00	\$8,832.00
MINI	Macon County	144.0	170	109	64.1%	0	0.0%	50.8	\$28.80	\$34.00	\$4,896.00
STEP	Macon County	144.0	170	109	64.1%	0	0.0%	50.8	\$40.66	\$48.00	\$6,912.00
MINI	McHenry County	110.0	71	35	49.3%	0	0.0%	93.0	\$62.73	\$40.49	\$4,453.68
STEP	McHenry County	176.0	122	89	73.0%	1	0.8%	86.6	\$84.81	\$58.79	\$10,347.05
MINI	Niles	128.0	247	212	85.8%	2	0.8%	31.1	\$29.62	\$57.15	\$7,315.27
STEP	Niles	214.0	206	99	48.1%	7	3.4%	62.3	\$63.07	\$60.71	\$12,992.45
MINI	Norridge	64.0	44	29	65.9%	1	2.3%	87.3	\$98.81	\$67.93	\$4,347.52
STEP	Norridge	114.0	92	66	71.7%	1	1.1%	74.3	\$80.93	\$65.31	\$7,445.34
MINI	North Aurora	44.0	142	60	42.3%	4	2.8%	18.6	\$15.77	\$50.89	\$2,239.04
STEP	North Aurora	47.0	142	60	42.3%	4	2.8%	19.9	\$16.55	\$50.00	\$2,350.00
MINI	Peru	30.0	28	3	10.7%	1	3.6%	64.3	\$40.52	\$37.82	\$1,134.60
STEP	Peru	43.0	18	6	33.3%	1	5.6%	143.3	\$102.03	\$42.71	\$1,836.56
MINI	Shorewood	39.0	40	30	75.0%	0	0.0%	58.5	\$59.45	\$60.97	\$2,377.92
STEP	Shorewood	84.0	93	65	69.9%	3	3.2%	54.2	\$44.99	\$49.81	\$4,184.02
LAP	Skokie	124.5	110	33	30.0%	6	5.5%	67.9	\$70.74	\$62.50	\$7,781.25
STEP	Skokie	170.0	260	200	76.9%	0	0.0%	39.2	\$62.41	\$95.45	\$16,227.14
LAP	South Chicago Heights	13.0	16	7	43.8%	1	6.3%	48.8	\$17.26	\$21.24	\$276.12
STEP	South Chicago Heights	57.0	81	72	88.9%	0	0.0%	42.2	\$17.74	\$25.21	\$1,437.12

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	South Elgin	30.0	20	14	70.0%	1	5.0%	90.0	\$85.72	\$57.15	\$1,714.44
STEP	South Elgin	72.0	77	19	24.7%	1	1.3%	56.1	\$39.73	\$42.49	\$3,059.24
LAP	St. Clair County	155.0	74	2	2.7%	11	14.9%	125.7	\$83.20	\$39.72	\$6,156.60
STEP	St. Clair County	90.0	119	70	58.8%	0	0.0%	45.4	\$33.35	\$44.09	\$3,968.46
MINI	Summit	38.0	57	52	91.2%	0	0.0%	40.0	\$34.71	\$52.07	\$1,978.66
STEP	Summit	63.0	94	91	96.8%	0	0.0%	40.2	\$34.47	\$51.43	\$3,239.97
MINI	Tazewell County	52.0	50	7	14.0%	2	4.0%	62.4	\$43.68	\$42.00	\$2,184.00
STEP	Tazewell County	77.0	67	2	3.0%	3	4.5%	69.0	\$61.59	\$53.59	\$4,126.61
MINI	Westchester	56.0	46	30	65.2%	0	0.0%	73.0	\$66.32	\$54.48	\$3,050.78
STEP	Westchester	68.0	84	38	45.2%	2	2.4%	48.6	\$44.01	\$54.36	\$3,696.54
MINI	Wood Dale	95.0	91	81	89.0%	1	1.1%	62.6	\$60.55	\$58.00	\$5,510.00
STEP	Wood Dale	67.0	97	48	49.5%	3	3.1%	41.4	\$40.12	\$58.08	\$3,891.36

TABLE 14: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
HOLIDAY MOBILIZATION GRANTS SUBTOTAL		2,265.0	3,408	2,335	68.5%	32	0.9%	39.9	\$33.63	\$50.60	\$114,615.92
LAP GRANTS SUBTOTAL		1,312.5	983	152	15.5%	96	9.8%	80.1	\$69.26	\$51.88	\$68,086.88
STEP GRANTS SUBTOTAL		5,863.0	8,045	5,506	68.4%	128	1.6%	43.7	\$40.18	\$55.13	\$323,226.96
AGENCIES WITH MULTIPLE GRANTS TOTAL		9,440.5	12,436	7,993	64.3%	256	2.1%	45.5	\$40.68	\$53.59	\$505,929.76

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

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

Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 6: Percentage of total citations that were occupant protection violations

Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

LAP – Local Alcohol Program

STEP – Sustained Traffic Enforcement Program

MINI – Holiday Campaign Mini-Grant

TABLE 15: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4				5	6	7	8	9	10	11
Grant Type	# Patrol Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost			
			Occupant Protection Violations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests							
HOLIDAY MOBILIZATION GRANTS TOTAL	3,738.5	5,678	4,099	72.2%	51	0.9%	39.5	\$31.24	\$47.45	\$177,386.48			
LAP GRANTS TOTAL	1,973.5	1,456	184	12.6%	155	10.6%	81.3	\$66.97	\$49.41	\$97,501.57			
STEP GRANTS TOTAL	14,217.5	18,298	10,894	59.5%	332	1.8%	46.6	\$42.05	\$54.11	\$769,349.49			
ILLINOIS STATE POLICE TOTAL	9,448.0	14,203	6,673	47.0%	244	1.7%	39.9	\$47.79	\$71.88	\$678,788.84			
GRAND TOTAL	29,377.5	39,635	21,850	55.1%	782	2.0%	44.5	\$43.47	\$58.65	\$1,723,026.38			

Column 1: Type of grant that agency had

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: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

Column 5: Percentage of total citations that were occupant protection violations

Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

