

April 2012

**Evaluation of the 2011 Thanksgiving
Click It or Ticket Campaign in Illinois**
November 1 – December 5, 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., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE and MAP projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact of 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 among African American and Hispanic minorities in the city of Chicago and rural residents during the November – December 2011 mobilization in Illinois. The 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 high 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 runs 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 Thanksgiving CIOT was conducted from November 1 – December 5, 2011. **The populations of interest for this campaign were African American and Hispanic minorities in the city of Chicago and rural residents in Illinois.** One hundred forty-three local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

1. IDOT/DTS spent \$520,216 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 12 through November 28, 2011.
2. A total of 12,354 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 4,283 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 8,071 spots aired in Downstate Illinois targeting the rural population.
3. On November 21, 2011 the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign reminded motorists to buckle up.
4. Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of television, radio, and print. They also worked with local businesses and schools to get the *Click It or Ticket* message out there.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

5. ISP, the Chicago Police Department, and 142 local law enforcement agencies participating in CIOT logged a combined total of 19,986.3 enforcement hours and conducted 839 safety belt enforcement zones and 1,046 saturation patrols.
6. Participating local agencies and ISP issued a total 23,511 citations during the campaign, 10,672 (45.4%) of which were safety belt and child safety seat citations. Overall, one citation was written every 51.0 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 112.4 minutes throughout the campaign.

7. Focusing on safety belt enforcement among African American and Hispanic populations, the city of Chicago logged 1,784 patrol hours and conducted 102 SBEZs. A total of 2,439 citations were issued, 1,754 (71.9%) of which were safety belt / child safety seat violations. One citation was written every 43.9 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 61.0 minutes during the Thanksgiving campaign.
8. Thirty-five rural law enforcement agencies conducted 3,445 hours of enforcement, conducting 131 SBEZs and 224 saturation patrols. These agencies wrote a total of 3,386 citations, 1,039 of which were safety belt / child restraint violations. One ticket was written every 70.7 minutes of rural enforcement. On average, one occupant restraint violation was written every 239.5 minutes in these rural areas.
9. One hundred and seven non-rural law enforcement agencies conducted 9,618 hours of enforcement, conducting 478 SBEZs and 735 saturation patrols. These agencies wrote a total of 11,660 citations, 5,563 of which were safety belt / child restraint violations. One ticket was written every 49.5 minutes of enforcement. On average, one occupant restraint violation was cited every 103.7 minutes in these areas.
10. ISP conducted 5,140 hours of enforcement, 128 SBEZs, and 85 saturation patrols. A total of 6,490 citations were issued by ISP, 38.4 percent (2,492) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 47.5 minutes and one safety belt / child safety seat citation every 123.8 minutes during CIOT.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

11. A total of one hundred thirty-five STEP grantees, 18 LAP grantees, and the ISP were included in a cost / effectiveness study for this campaign. Ten agencies received funding for both a STEP grant and a LAP grant. On average, one citation was written every 51.0 minutes during enforcement at a cost of \$54.44 per citation, or \$64.04 per patrol hour.
12. ISP conducted 5,140 patrol hours during statewide enforcement and issued 6,490 citations at cost of \$458,167.41, or \$89.14 per patrol hour. ISP wrote one citation for every 47.5 minutes, an average cost of \$70.60 per citation.
13. One hundred thirty-five grantees funded through the STEP program wrote an average of one citation for every 49.0 minutes during enforcement at a cost of \$44.36 per citation, or \$54.31 per patrol hour.
14. Eighteen LAP grantees wrote an average of one citation every 51.0 minutes during enforcement at a cost of \$81.91 per citation, or \$60.72 per patrol hour.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Rural Areas

1. Surveys were conducted in 27 sites across four rural media markets. A total of 6,152 vehicles were observed during the pre-mobilization survey, including 4,710 passenger cars and 1,442 pickup trucks. During the post mobilization survey, a total of 5,812 vehicles were observed at the same sites, including 4,439 passenger cars and 1,373 pickup trucks.
2. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, decreased from 92.7 percent during the pre-mobilization to 92.0 percent during the post mobilization.
3. Results of the pre-mobilization survey indicate the St. Louis market had the highest usage rate for all vehicles, followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates. From pre-mobilization to post mobilization, the percentage decrease across the media markets ranged from 0.4 in the St. Louis media market to 1.4 in the Champaign media market.
4. The seat belt usage rate for passenger cars, which excludes pickup trucks, decreased from 95.1 percent during the pre-mobilization to 94.1 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.
5. The seat belt usage rate for pickup trucks increased from 85.2 percent during the pre-mobilization to 85.4 percent during the post-mobilization. The St. Louis media market had the highest usage rate followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates.

Minority Areas

6. Surveys were conducted at 24 sites in Chicago minority communities (12 African-American and 12 Hispanic communities). There were 5,417 vehicles observed during the pre-mobilization, of which, 5,066 were passenger cars and 351 were pickup trucks. During the post mobilization, there were 5,915 total vehicles observed, of which, 5,586 were passenger cars and 329 were pickup trucks.
7. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.7 percent during the pre-mobilization to 80.4 percent during the post mobilization.
8. The seat belt usage rate for drivers of all vehicles increased from 79.4 percent during the pre-mobilization to 81.7 percent during the post mobilization. The seat belt usage rates for passengers decreased from 76.4 percent during the pre-mobilization to 75.5 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 77.0 percent during the pre-mobilization to 78.8 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased from 80.7 percent to 81.9 percent.

9. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased from 80.2 percent during the pre-mobilization to 81.4 percent. In Hispanic communities, the seat belt usage rate increased from 78.6 percent during the pre-mobilization survey to 79.4 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 1.1 percentage points from 82.2 percent during the pre-mobilization to 83.3 percent during the post-mobilization.
10. For passengers in pickup trucks the seat belt usage rate increased from 56.4 percent during the pre-mobilization to 63.2 percent. In Hispanic communities, the seat belt usage rate increased from 56.9 percent during the pre-mobilization survey to 67.9 percent during the post mobilization survey, an increase of 11.0 percentage points. In the African-American communities, the seat belt usage rate increased by 3.1 percentage points from 55.6 percent during the pre-mobilization to 58.7 percent during the post-mobilization.

RURAL AND MINORITY TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

11. The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” showed a decrease among minorities, from 67 percent in November to 60 percent in December. A two percentage point increase occurred in the rural population, where awareness increased from 55 percent in November to 57 percent in December.
12. Of those December respondents who had seen or heard messages encouraging seat belt use, far more respondents indicated exposure through television (69%) than radio (45%) in minority communities, as well as in rural communities (60% television and 34% radio).
13. Those who had seen or heard messages encouraging people to wear seat belts were asked whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” increased from 19 percent among minorities in November to 28 percent in December (a 9 percentage point increase). In rural areas this number increased from 12 percent to 18 percent.

Awareness of *Click It or Ticket* slogan

14. The *Click It or Ticket* slogan had a 91.8 percent level of awareness in minority communities in November, which decreased to 90.8 percent in December. In rural areas the CIOT slogan had a 93.9 level of awareness in November, which decreased to 85.8 percent in December. Over nine out of ten respondents in both surveys were aware of the *Click It or Ticket* slogan when surveyed in December.

Awareness to Seat Belt Efforts and Enforcement

15. Awareness of special police efforts to ticket for seat belt violations. The percent of minorities 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” decreased from 21 percent in November to 18 percent in December. Rural awareness increased by 10 percentage points from 18 percent to 28 percent.

16. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of minority respondents with “strong agreement” to this statement was 36 percent in November and December. In rural areas, however, those with “strong agreement” to this statement slightly decreased from 21 percent to 17 percent.
17. Hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of minority respondents who answered “very” or “somewhat” likely to this question decreased from 79 percent in November to 75 percent in December. The opinion of rural residents decreased stable from 72 percent in November to 63 percent in December.

Evaluation of the 2011 Thanksgiving *Click It or Ticket* Campaign in Illinois

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign from November 1 to December 5, 2011. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois' rural population and the African American and Hispanic population in the city of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the results of this campaign.

The *Click It or Ticket* Model

CIOT is a high 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 was 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.

Experience across the nation clearly demonstrates that high seat 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 seat belts is through the real possibility of a ticket or a fine.

Click It or Ticket is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. A new primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their seat belts. Safety belt enforcement zones (SBEZs) are conducted by the local and state police

departments throughout the state where motorists are stopped and checked for seat 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.

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.

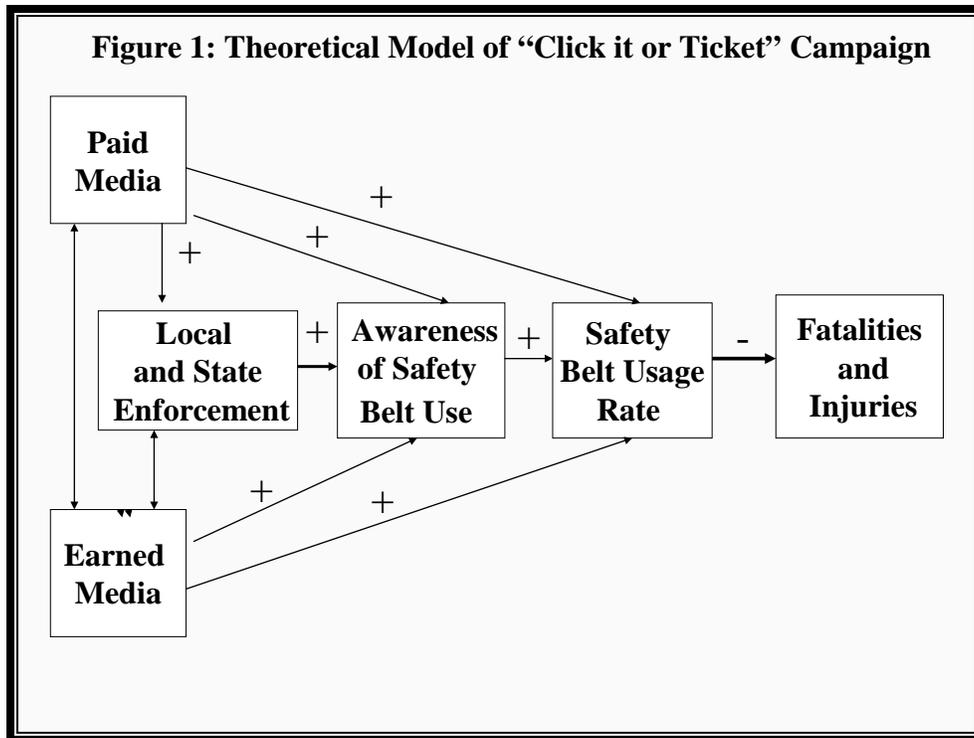
Earned Media

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 outdoor message boards.

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.

Figure 1 shows the components of a CIOT model. The current CIOT model indicates that an intense paid media and earned media campaign 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.

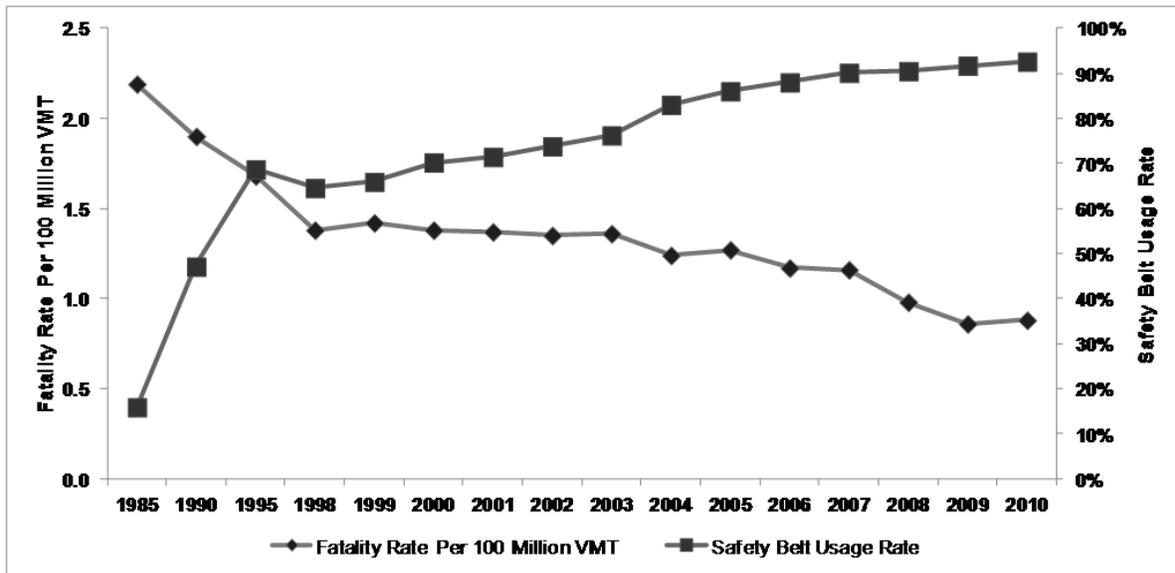


Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt use and fatalities 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 fatalities are measured by fatality rate per 100 million vehicle miles of travel.

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 26 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by almost 75 percentage points, peaking at 92.6 percent in June 2010. 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



Report Objectives

1. To evaluate the impact of the “Click or Ticket” campaign on safety belt use.
2. To determine the actual rate of seat belt usage in selected rural and minority communities in Illinois through the use of pre and post observational surveys.
3. To determine rural and minority Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.
4. To report enforcement activities and associated costs.

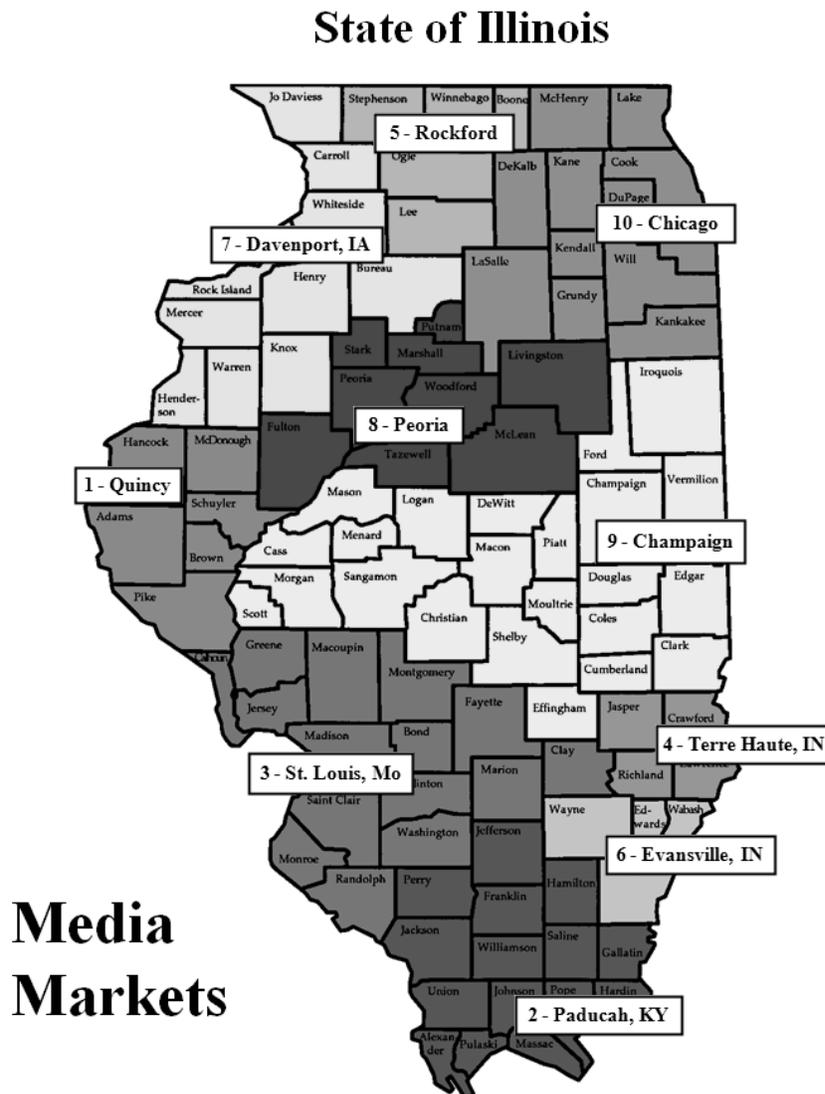
Implementation of the 2011 Thanksgiving *Click It or Ticket* Campaign

The Illinois Department of Transportation, Division of Traffic Safety launched a statewide CIOT campaign coinciding with the Thanksgiving holiday that was specifically designed to increase safety belt usage among Illinois’ rural population and the African American and Hispanic population in the city of Chicago.

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 this campaign. The Illinois media markets, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis areas, are displayed in **Figure 3**.

Figure 3: State of Illinois Media Markets¹



¹ Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Minority Population

The city of Chicago has the highest percentage of African American and Hispanic populations in the State of Illinois. For this reason, the African American and Hispanic communities within the Chicago city limits were chosen as the minority population of interest for this campaign. Based on United States census data, the ten communities housing the most African Americans in the city of Chicago were identified, as well as the ten communities in the city housing the largest Hispanic populations. **Table 1** and **Table 2** list the top ten African-American and Hispanic minority communities in terms of percent population. A map displaying the top ten African American and Hispanic communities in the city of Chicago is displayed in **Figure 4**.

Table 1: Top 10 African-American Communities in Chicago				
	Community Population	Percent Population	Community African American Population	Percent African American Population
Selected Communities	(A)	(B)	(C)	(D)
Austin	117,527	4.1	105,369	10.0
South Shore	61,556	2.1	59,405	5.6
Auburn Gresham	55,928	1.9	54,862	5.2
Roseland	52,723	1.8	51,568	4.9
West Englewood	45,282	1.6	44,271	4.2
Englewood	40,222	1.4	39,352	3.7
North Lawndale	41,768	1.4	39,164	3.7
Greater Grand Cros	38,619	1.3	37,779	3.6
Chatham	37,275	1.3	36,538	3.5
West Pullman	36,649	1.3	34,277	3.3
Total Chicago Population (based on 77 Communities)	2,896,016		1,053,739	

Columns A and C are self explanatory.
 Column B is calculated by dividing population of each community by the total population.
 Column D is calculated by dividing the total African-American population of each community by the total population of African-Americans.

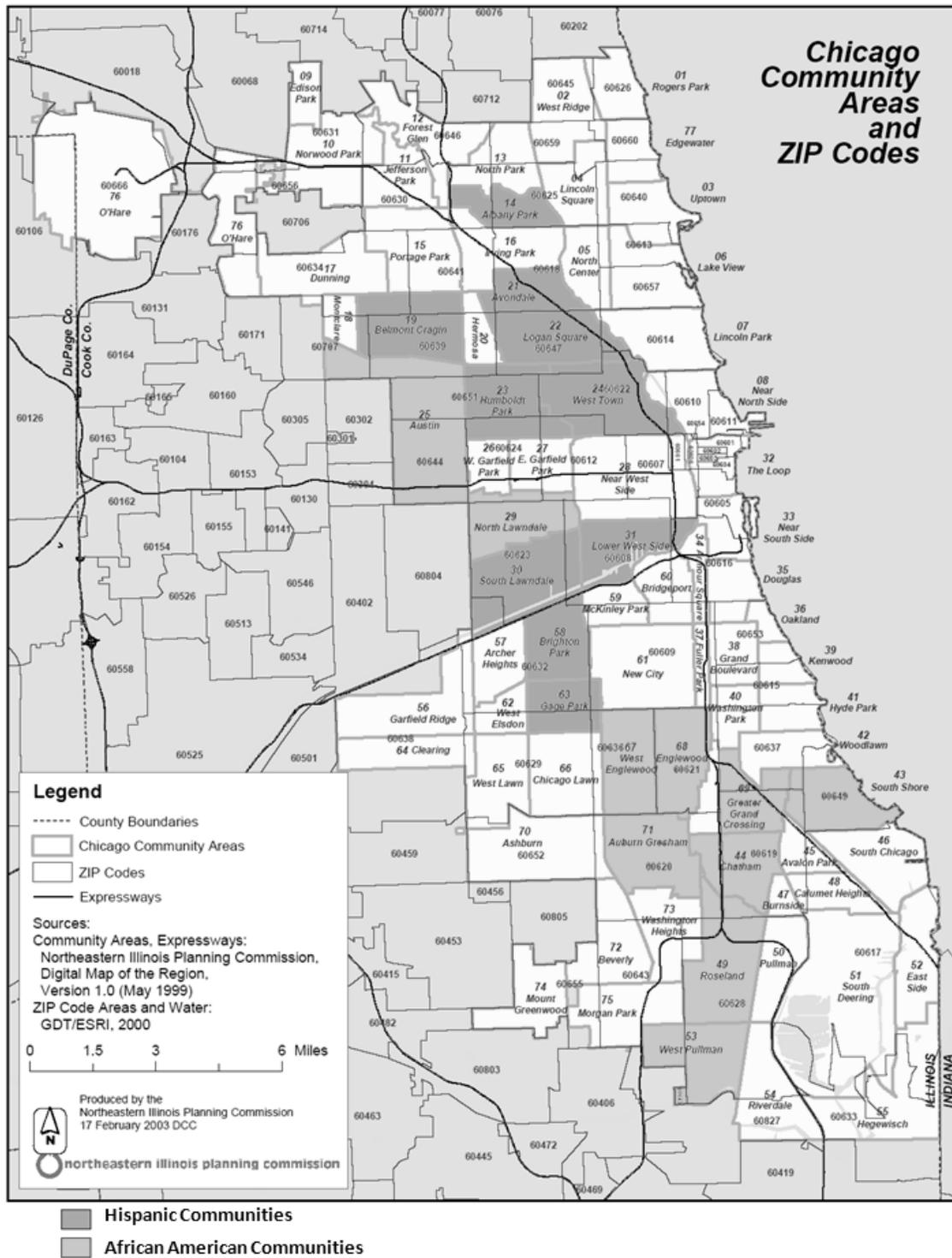
Table 2: Top 10 Hispanic Communities in Chicago				
	Community Population	Percent Population	Community Hispanic Population	Percent Hispanic Population
Selected Communities	(A)	(B)	(C)	(D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	6.8
West Town	87,435	3.0	40,966	5.4
Lower West Side	44,031	1.5	39,144	5.2
Brighton Park	44,912	1.6	34,409	4.6
Humboldt Park	65,836	2.3	31,607	4.2
Gage Park	39,193	1.4	31,079	4.1
Albany Park	57,655	2.0	26,741	3.5
Avondale	43,083	1.5	26,700	3.5
Total Chicago Population (based on 77 Communities)	2,896,016		753,644	

Columns A and C are self explanatory.

Column B is calculated by dividing the population of each community by the total population.

Column D is calculated by dividing the total Hispanic population of each community by the total population of Hispanics.

Figure 4: Top 10 African American and Hispanic Communities in the City of Chicago



Evaluation Activities

The evaluation program components used during this campaign were based on pre and post safety belt observational surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated and conducted by the Evaluation Unit at the Division of Traffic Safety.

During November and December of 2011, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the *Click It or Ticket* campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One rural observational safety belt survey (27 sites)
2. One observational safety belt survey of Chicago minority communities (24 sites)
3. Telephone survey of rural residents
4. Telephone survey of minority residents

The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The 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.

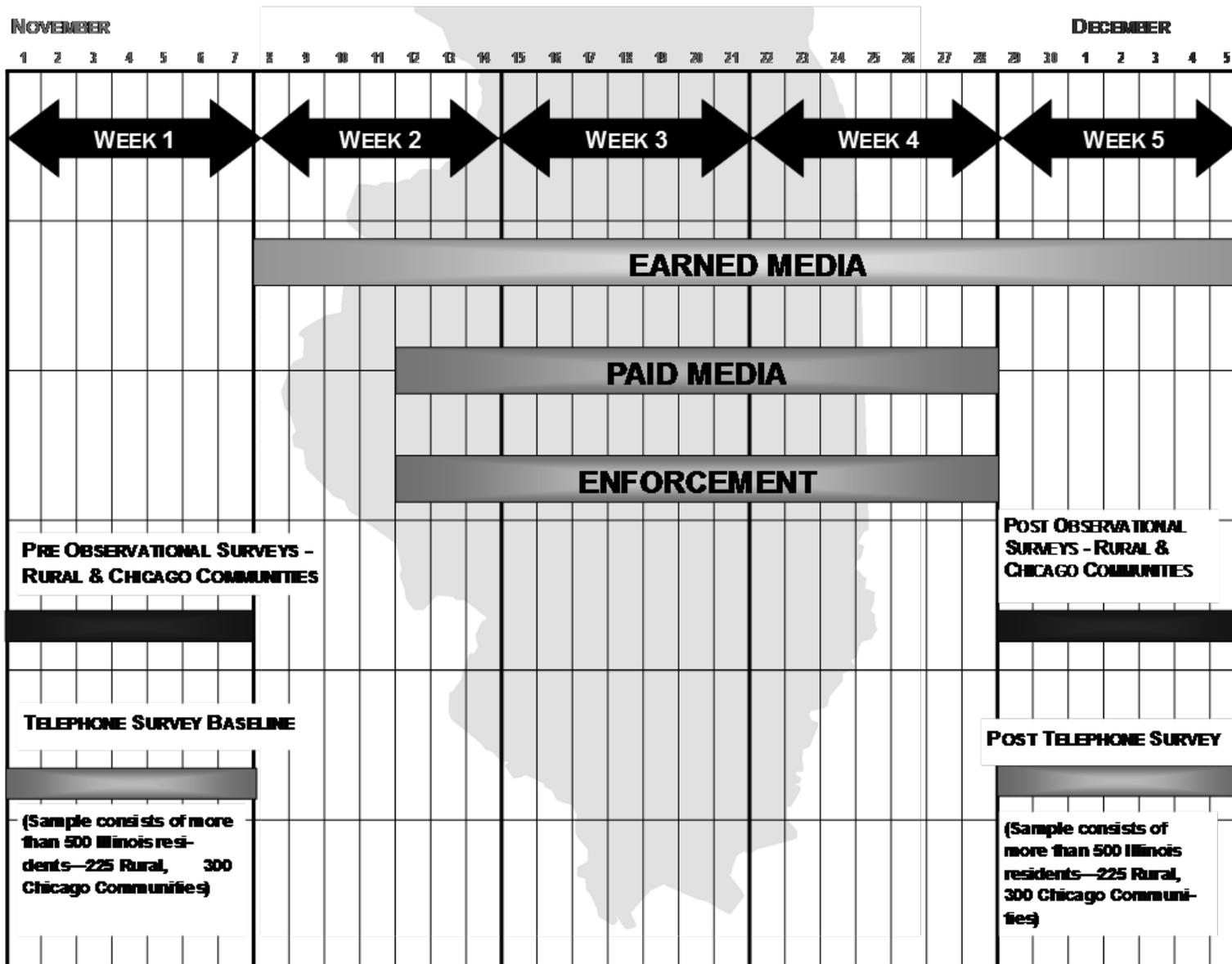
Timeline of Activities

The five-week CIOT campaign started November 1 and ended December 5, 2011. A timeline of campaign activities appears in **Diagram 1**. During the five week campaign, the following activities took place:

- Week 1 (November 1 – November 7): Observational safety belt surveys were conducted and baseline data on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected.
- Week 2 (November 8 – 14): In Week 2 *earned* media, free advertising about the campaign, started and ran through December 5.
- Week 3 and Week 4: (November 12 – November 28): Highly publicized strict enforcement of the safety belt laws was conducted from November 12 through November 28. Paid media advertisements promoting the CIOT campaign ran on television and radio from November 12 through November 28. Earned media continued.
- Week 5: (November 29 – December 5): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Diagram 1

2011 Illinois Thanksgiving “Click It or Ticket” Timeline



MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Media Results of *Click It or Ticket* Activities

Paid Media Activities

During the Thanksgiving CIOT, Illinois spent a total of \$520,216 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 advertisements ran from November 12 – November 28. About 45 percent of the total paid media purchased (\$233,881) were television advertisements. About 46 percent (\$240,985) of the media budget was spent on radio advertisements. The remaining 9 percent (\$45,350) was spent on internet advertisements and alternative media.

Over thirteen thousand television and radio advertisements ran during the campaign to promote CIOT. Most of the paid media was geared toward the Chicago media market to get the CIOT message out to the selected minority communities. The remaining ads were placed in the rural communities. The breakdown of paid media spots and cost information appears in **Table 3**.

Table 3: Number of Paid Advertising Spots 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 (Minority Communities)	\$ 188,293.60	1,372	\$ 180,942.28	2,911	\$ 365,235.88	4,283
Downstate (Rural)	\$ 49,587.46	3,667	\$ 60,042.53	4,044	\$ 109,629.99	8,071
Total TV & Radio	\$ 233,881.06	5,039	\$ 240,984.81	7,315	\$ 474,865.87	12,354
Alternative Media	N/A	N/A	N/A	N/A	\$ 45,350.30	See Below ¹
Total Dollars Spent	N/A	N/A	N/A	N/A	\$520,216.17	N/A

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. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the Thanksgiving CIOT campaigns.

¹ Alternative media consisted of in-theatre ads, ads on the statewide radio network and internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.

On November 21, 2011, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT and alcohol-related driving laws. The public service announcements made during the campaign reminded motorists to not drink and drive, designate a driver, and buckle up.¹

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 4**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 74 such announcements in communities across the state. In addition, 44 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 207 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 83 print news stories, 17 radio news stories, and 8 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

Table 4: Number of Earned Media Items Obtained for <i>Click It or Ticket</i>			
Standard Earned Media	Number of items	Additional Earned Media	Number of items
Press releases issued	207	Outdoor message board announcements	74
Print news stories	83	CIOT Banners	44
Radio news stories	17	Web page postings / announcements	183
Television news stories	8	Local cable public access messages	22
Press conferences	16	Presentations	18
Posters / fliers	573	Other	319

¹ This information was part of the Illinois State Police's press release issued on 21 Nov. 2011. The actual press release can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=602>.

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—posters and bottle tags as well as distribution of incentive items—window clings, magnetic clips and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs and drivers education classes, partnered with local businesses including banks and restaurants 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 or letter was sent to law enforcement agencies, churches, chamber of commerce offices, urban leagues and Child Passenger Safety technicians throughout the state alerting them to check the website for more information about the campaign and for examples of the types of outreach they could conduct in their communities. Included on the website were print files for posters, paycheck stuffers, sample press release, op-ed article, e-mail blast 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, bag clips, sunglass wipes, static clings and placemats to distribute in their community. We filled over 300 orders during the campaign.
- Over 3,500 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, schools, health departments, hospitals and libraries.
- Our Chicago TSL gave a Spanish interview about Click It or Ticket.
- E-mail blasts containing CIOT information were sent to over 4,000 people in Illinois. Including Illinois Operation Teen Safe Driving schools, CPS technicians and Law Enforcement.
- Over 90,000 incentive items, bumper stickers, static clings, bag clips, visor clips, lanyards, pencils, napkins, pens, placemats and awareness bracelets promoting safety belt use were distributed surrounding the Thanksgiving holiday. Distribution sites included health and safety fairs, shopping centers, malls, athletic events, schools, restaurants, etc.
- Several TSLs submitted letters and articles to local newspapers 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. Area chamber of commences helped recruit businesses to

spread the message. Some of the agencies that displayed the message included: schools, restaurants and banks.

- Some TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives."
- Over 200 yard signs were placed around the state to remind people to buckle up: kids, teens and adults. The signs were placed at police departments, health departments, stores, schools and busy intersections.
- CIOT messages were placed under signatures of TSLs on their e-emails sent out to anyone during the month of November.

Media Events

On November 21, 2011, nine media events were held at 10:00 a.m. in Chicago, Rockford, East Moline, Peoria, Springfield, Quincy, Decatur, Fairview Heights 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. Most of the press events were held in or near a cemetery to show what could happen if you don't buckle your safety belt. These events were organized by DTS Law Enforcement Liaisons and Traffic Safety Liaisons. Speakers representing the Illinois Department of Transportation, the National Highway Safety Administration, the Illinois State Police and local law enforcement were present.

**ENFORCEMENT RESULTS OF
CLICK IT OR TICKET ACTIVITIES**

Enforcement Results of *Click It or Ticket* Activities

A total of 143 local law enforcement agencies and the Illinois State Police participated in the Thanksgiving CIOT. Agencies participating consisted of local law enforcement agencies, all 22 districts of the Illinois State Police, and the Chicago Police Department, whose enforcement efforts concentrated on targeted minority areas of the city. Of the 143 local agencies funded, 35 were located in the targeted rural media markets.

Table 5 provides a summary of enforcement activities for the Thanksgiving CIOT. The main enforcement activities include enforcement hours, number of Safety Belt Enforcement Zones (SBEZs) and saturation patrols conducted, total citations, number of safety belt and child safety seat citations, and “other” citations. Two indicators, citations written per minute and safety belt and child safety seat citations written per minute, are also included.

Combined Enforcement

ISP and 143 local law enforcement agencies participating in CIOT logged a combined total of 19,986.3 enforcement hours and conducted 839 safety belt enforcement zones, 27 roadside safety check points, and 1,046 saturation patrols. Participating agencies wrote a total 23,511 citations during the campaign, 10,672 (45.4%) of which were safety belt and child safety seat citations. Overall, one citation was written every 51.0 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 112.4 minutes throughout the campaign.

Minority Enforcement

The city of Chicago logged 1,784.0 patrol hours and conducted 102 SBEZs patrols in targeted minority areas during CIOT enforcement. A total of 2,439 citations were issued, 1,754 (71.9%) of which were safety belt / child safety seat violations. One citation was written every 43.9 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 61.0 minutes during the Thanksgiving campaign.

Rural Enforcement

Thirty-five law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 3,444.5 hours of enforcement, conducting 131 SBEZs and 224 saturation patrols. These agencies wrote a total of 2,922 citations, 863 of which were safety belt / child restraint violations. One ticket was written every 70.7 minutes of rural enforcement. On average one occupant restraint violation was written every 239.5 minutes in these rural areas.

Non-Rural Media Market Enforcement

One hundred seven (107) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 9,617.5 hours of enforcement, conducting 478 SBEZs and 735 saturation patrols. These agencies wrote a total of 11,660 citations, 5,563 of which were safety belt / child restraint violations. One ticket was written every 49.5 minutes of enforcement. On average one occupant restraint violation was cited every 103.7 minutes in these areas.

Illinois State Police Enforcement

ISP conducted 5,140.0 hours of enforcement, 128 SBEZs, 3 RSCs, and 85 saturation patrols. A total of 6,490 citations were issued by ISP, 38.4 percent (2,492) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 47.5 minutes and one safety belt / child safety seat citation every 123.8 minutes during CIOT.

Table 5: 2011 Thanksgiving *Click It or Ticket* Enforcement Results

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=35)	Non-Rural Media Market Thanksgiving Grantees (n=107)	ISP	Total (Combined Enforcement) (n=144)
1	2	3	4	5	6
Number of Enforcement Hours	1,784.0	3,444.5	9,617.5	5,140.0	19,986.3
Number of Safety Belt Enforcement Zones	102	131	478	128	839
Number of Saturation Patrols	2	224	735	85	1,046
Total Citations	2,439	2,922	11,660	6,490	23,511
Number of Safety Belt and Child Safety Seat Citations	1,754	863	5,563	2,492	10,672
Number of Other Citations	685	2,059	6,097	3,998	12,839
Citation Written Every X Minutes	43.9	70.7	49.5	47.5	51.0
Safety Belt / Child Safety Seat Citation Written Every X Minutes	61.0	239.5	103.7	123.8	112.4

Column 1: Lists the types of enforcement activities conducted during the CIOT campaign.

Column 2: The City of Chicago (Minority Areas) includes all DTS funded Chicago Police Department grants (mini and year-long) that focused enforcement efforts in minority areas.

Column 3: Rural Media Market Thanksgiving Grantees includes all DTS funded Enforcement Agencies that were located in the selected Rural Media Markets.

Column 4: Non-Rural Media Market Thanksgiving Grantees includes all DTS funded enforcement agencies that were NOT located in the selected Rural Media Markets.

Column 5: The ISP includes all enforcement conducted by the Illinois State Police during the CIOT campaign.

Column 6: Total (Combined Enforcement) combines the information from the City of Chicago (Minority Areas) (column 2), Rural Media Market Thanksgiving Grantees (column 3), Non-Rural Media Market Thanksgiving Grantees (column 4), and ISP (column 5).

**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 to local agencies, as well as estimated costs incurred by ISP, were used to calculate cost per hour of enforcement and cost per citation during the Thanksgiving CIOT.

In this section, a cost / effectiveness analysis was performed for the following groups:

1. Illinois State Police
2. STEP Grantees
3. LAP Grantees

Table 6 summarizes 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 (ISP, Thanksgiving (mini) grantees, regular grantees with single grants, and regular DTS grantees with multiple grants). In addition, **Tables 9-12** 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.

Combined Enforcement Activities

A total of one hundred thirty-five STEP grantees, 18 LAP grantees, and the ISP were included in this cost / effectiveness analysis.¹ Ten agencies received funding for both a STEP grant and LAP grant. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 19,986.3 patrol hours and issued 23,511 citations during Thanksgiving CIOT enforcement at a total cost of \$1,279,865.69. On average, one citation was written every 51.0 minutes during enforcement at a cost of \$54.44 per citation, or \$64.04 per patrol hour.

Illinois State Police

ISP conducted 5,140 patrol hours during statewide enforcement and issued 6,490 citations at cost of \$458,167, or \$89.14 per patrol hour. One citation was written every 47.5 minutes, an average cost of \$70.60 per citation. (See **Table 12** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

¹ All participating agencies were included in this analysis.

Local Police Agencies

As of March 22, 2012, a total of 143 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 135 agencies were STEP grantees and 18 were LAP grantees. Of these totals, ten agencies received funding to participate in both the STEP and LAP programs. (See **Tables 9-11.**)

STEP Grantees

The 135 grantees which received funding to participate in the STEP program conducted a total of 12,450.5 patrol hours and issued 15,245 citations during CIOT. One citation was written every 49.0 minutes during enforcement at a cost of \$44.36 per citation, or \$54.31 per patrol hour. As expected, more than half of the citations issued (52.7 percent) were safety belt and child safety seat citations and slightly more than two percent of the written citations were DUI arrests. The enforcement cost for Thanksgiving STEP grantees was \$676,226.79. (See **Table 9 in Appendix A** for a detailed listing of statewide enforcement activities and costs.)

LAP Grantees

Eighteen LAP grantees contributed 2,395.8 patrol hours to the campaign, issuing 1,776 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 80.9 minutes at a cost of \$81.91 per citation or \$60.72 per patrol hour. (See **Table 10 in Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Table 6: Statewide Enforcement Activities and Associated Costs

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7
Illinois State Police	5,140.0	6,490	47.5	\$70.60	\$89.14	\$458,167.41
STEP Grantees (n=135) ²	12,450.5	15,245	49.0	\$44.36	\$54.31	\$676,226.79
LAP Grants (n=18)	2,2395.8	1,776	80.9	\$81.91	\$60.72	\$145,471.49
Total	19,986.3	23,511	51.0	\$54.44	\$64.04	\$1,279,865.69

² Ten agencies here were agencies which had both a STEP grant and a LAP grant. These agencies include Carol Stream, Chicago, Chicago Heights, Cook County, East Peoria, Elgin, Shorewood, Skokie, South Chicago Heights, and Villa Park.

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 the cost per patrol hour, DTS reimbursed the Quincy Police Department \$9,046.50 for conducting 120 patrol hours resulting in \$75.39 per patrol hour. On the other hand, the McCullom Lake Police Department was reimbursed \$1,214.13 for conducting 79 patrol hours resulting in \$15.37 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Pike County Sheriff's Office \$2,474.50 for writing 11 citations resulting in a cost of \$224.95 per citation. On the other hand, Crystal Lake Park District Police Department was reimbursed \$782.23 for issuing 93 citations resulting in a cost of \$8.41 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, Pike County Sheriff's Office issued 11 citations over 71 patrol hours resulting in one citation written for every 387.3 minutes of patrol. On the other hand, Crystal Lake Park District Police Department issued 93 citations over 23.5 patrol hours resulting in one citation written for every 15.2 minutes of patrol (see **Table 9**).

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 of 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.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Safety Belt Usage Rates in Rural Areas during Nov. & Dec. 2011

Table 7 shows safety belt usage rates in rural areas throughout the state of Illinois during the November and December 2011 Safety Belt Enforcement Zones (SBEZs). 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 November 1 to 7, while the post mobilization surveys were conducted from November 29 to December 5. The selected characteristics include the total seat 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 6,152 vehicles observed during the pre-mobilization, of which, 4,710 were passenger cars and 1,442 were pickup trucks. During the post mobilization, there were 5,812 total vehicles observed, of which, 4,439 were passenger cars and 1,373 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, decreased from 92.7 percent during the pre-mobilization to 92.0 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers decreased from 93.2 percent during the pre-mobilization to 92.1 percent during the post mobilization. The seat belt usage rates for passengers increased from 90.5 percent during the pre-mobilization to 91.7 percent during the post mobilization. Based on media market, the St. Louis media market had the highest usage rates followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate slightly decreased across the four rural media markets. From pre-mobilization to post mobilization, the percentage decrease across the media markets ranged from 0.4 in the St. Louis media market to 1.4 in the Champaign media market. On residential roads, there was a decrease from 91.6 percent during the pre-mobilization to 91.4 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate decreased from 93.3 percent during the pre-mobilization to 92.3 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, decreased from 95.1 percent during the pre-mobilization to 94.1 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 seat belt usage rate for pickup trucks increased from 85.2 percent during the pre-mobilization to 85.4 percent during the post-mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers during the pre-mobilization survey. On the other hand during the post mobilization survey, passengers had a higher seat belt usage rate than drivers. While the safety belt usage rate increased for passengers by 4.8 percentage points, the safety belt usage rate for drivers decreased by 0.9 percentage point. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rate. The seat belt usage rates in the St. Louis, Rockford, and Peoria media markets increased by 1.3 percentage points, 0.8 percentage points and 1.0 percentage point respectively. On the other hand, the safety belt usage rate in the Champaign media market decreased by 0.8 percentage point. On residential roads, safety belt use in pickup trucks decreased from 82.1 percent during the pre-mobilization to 82.0 percent during the post mobilization. On U.S./IL Highways, safety belt use in pickup trucks decreased from 86.6 percent during pre-mobilization to 87.1 percent during post mobilization.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2011)

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		3	4		5	6	
	Nov. 1st-7th	Nov. 29th-Dec. 5th		Nov. 1st-7th	Nov. 29th-Dec. 5th		Nov. 1st-7th	Nov. 29th-Dec. 5th	
N=6,152	N=5,812		N=4,710	N=4,439		N=1,442	N=1,373		
Total Usage Rate	92.7%	92.0%	-0.7%	95.1%	94.1%	-1.0%	85.2%	85.4%	0.2%
Drivers	93.2%	92.1%	-1.1%	95.4%	94.3%	-1.1%	85.7%	84.8%	-0.9%
Passengers	90.5%	91.7%	1.2%	93.2%	92.9%	-0.3%	83.0%	87.8%	4.8%
Media Market									
Champaign	88.6%	87.2%	-1.4%	92.3%	91.4%	-0.9%	73.5%	72.7%	-0.8%
Peoria	91.9%	91.5%	-0.4%	94.5%	93.4%	-1.1%	85.0%	86.0%	1.0%
Rockford	94.7%	94.0%	-0.7%	95.9%	94.9%	-1.0%	89.5%	90.3%	0.8%
St. Louis	95.2%	94.9%	-0.3%	97.0%	96.3%	-0.7%	89.9%	91.2%	1.3%
Road Type									
Residential	91.6%	91.4%	-0.2%	94.3%	94.3%	0.0%	82.1%	82.0%	-0.1%
US/IL Highways	93.3%	92.3%	-1.0%	95.5%	93.9%	-1.6%	86.6%	87.1%	0.5%

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.

Safety Belt Usage Rates in Chicago Minority Communities During Nov. & Dec. 2011

Table 8 shows safety belt usage rates in Chicago communities during the November and December 2011 Safety Belt Enforcement Zones (SBEZs). 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. The pre-mobilization surveys were conducted from November 1st to 7th, while the post mobilization surveys were conducted from November 29th to December 5th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (Hispanic or African American). There were 5,417 vehicles observed during the pre-mobilization, of which, 5,066 were passenger cars and 351 were pickup trucks. During the post mobilization, there were 5,915 total vehicles observed, of which, 5,586 were passenger cars and 329 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.7 percent during the pre-mobilization to 80.4 percent during the post mobilization. The seat belt usage rate for drivers increased from 79.4 percent during the pre-mobilization to 81.7 percent during the post mobilization. The seat belt usage rates for passengers decreased from 76.4 percent during the pre-mobilization to 75.5 percent during the post mobilization. Based on community type, seat belt use was higher in African-American communities in comparison to Hispanic communities. In the Hispanic communities, the seat belt usage rate increased from 77.0 percent during the pre-mobilization to 78.8 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased by 1.2 percentage point from 80.7 percent during the pre-mobilization to 81.9 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 80.2 percent during the pre-mobilization to 81.4 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 81.1 percent during the pre-mobilization to 82.9 percent during the post-mobilization resulting in a 1.8 percentage point increase. For passengers, the seat belt usage rate decreased by 1.7 percentage points from 77.5 percent during the pre-mobilization to 75.8 percent during the post mobilization. In the

Hispanic communities, the seat belt usage rate increased from 78.6 percent during the pre-mobilization survey to 79.4 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 1.1 percentage points from 82.2 percent during the pre-mobilization to 83.3 percent during the post mobilization.

The seat belt usage rate for pickup trucks, excluding large trucks, increased from 56.4 percent during the pre-mobilization to 63.2 percent during the post mobilization survey. Based on seating position, the seat belt usage rate for drivers increased by 6.6 percentage points from 54.9 percent during the pre-mobilization to 61.5 percent during the post mobilization. For passengers, the seat belt usage rate increased by 8.2 percentage points from 61.4 percent to 69.6 percent. In the Hispanic communities, the seat belt usage rate increased from 56.9 percent during the pre-mobilization survey to 67.9 percent during the post mobilization survey resulting in an 11.0 percentage point increase. In the African-American communities, the seat belt usage rate increased by 3.1 percentage points from 55.6 percent during the pre-mobilization to 58.7 percent during the post mobilization.

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2011)

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		4	5		6	4	
	Nov. 1st-7th	Nov. 29th-Dec. 5th	Nov. 1st-7th	Nov. 29th-Dec. 5th	Nov. 1st-7th	Nov. 29th-Dec. 5th			
N=5,417	N=5,915	N=5,066	N=5,586	N=351	N=329				
Total Usage Rate	78.7%	80.4%	1.7%	80.2%	81.4%	1.2%	56.4%	63.2%	6.8%
Drivers	79.4%	81.7%	2.3%	81.1%	82.9%	1.8%	54.9%	61.5%	6.6%
Passengers	76.4%	75.5%	-0.9%	77.5%	75.8%	-1.7%	61.4%	69.6%	8.2%
Community Type									
Hispanic	77.0%	78.8%	1.8%	78.6%	79.4%	0.8%	56.9%	67.9%	11.0%
African American	80.7%	81.9%	1.2%	82.2%	83.3%	1.1%	55.6%	58.7%	3.1%

1) The Chicago Community Surveys include 12 sites conducted in African American Communities and 12 sites conducted in Hispanic Communities.

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.

Note: Pickup trucks and their usage rates for the Chicago communities were excluded due to the small sample size.

RURAL TELEPHONE SURVEY

**The Illinois “Rural” 2011 Thanksgiving Holiday
Seat Belt Media and Enforcement Campaign Surveys**

Conducted for



**Illinois Department
of Transportation**

Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: October-November / December, 2011

Report with Excel File Tables: February 7, 2012

Written by

Richard Schuldt, Director, UIS/SRO

With assistance from

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The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of “rural Illinois” before and after Thanksgiving, 2011. The earlier survey was conducted in mid-October to mid-November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in late-November and December, beginning immediately after the campaign.

For the purpose of these surveys, “rural Illinois” is actually a subset of what is known as “downstate” Illinois. More specifically, “rural Illinois” includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.; and Harrisburg-Paducah, Ky.

Methodology

The sampling methodology consisted of treating all included “rural” Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Genesys Sampling Systems, one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included “rural” area counties.⁶

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in April and June of 2011. (These were supplemented with respondents in relevant counties from an accompanying statewide sample.) Cross-sectional surveys of these rural counties have been conducted in April and/or May, and June, as well as before and after Thanksgiving, every year beginning in the Spring of 2005.

The actual field interviewing for the November survey was conducted from October 13 through November 15, 2011 with about 230 licensed drivers (n = 229-241).⁷ The field

⁶ Pre and post Thanksgiving surveys were also conducted in targeted areas of the City of Chicago. Results for these can be found in a separate report.

⁷ We will maintain consistency with earlier studies and refer to this pre-test survey as the November survey.

interviewing for the December survey was conducted from December 6 through December 29, 2011, with about 240 licensed drivers (n = 238-248).⁸

At the 95th percent confidence level, the sampling error for the November survey is +/- 6.4 percent while the error for the December survey is +/- 6.3 percent.⁹ The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.¹⁰ The average length of the completed interview was 12 to 13 minutes for both surveys.

Comments on Results

In the following, we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the November and December 2011 surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age and education categories. No other weighting has been applied.¹¹ Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.¹² The recall time frame in relevant questions in both surveys is the same – that of 30 days.

The full results are presented in the accompanying **IDOT Rural Illinois 2011 Pre/Post Thanksgiving Campaign Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the rural surveys, subgroup results (such as

⁸ With regard to the range of n for both time periods, there is normally some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

⁹ The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

¹⁰ In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures here to mimic those used in some of the Pew Research surveys.

¹¹ For weighting by age in the pre- and post- Thanksgiving 2010 and 2011 surveys, we used six age categories (up to 29; 30s; 40s; 50s; 60s; and 70 and over). In weighting for 2009 and for the Spring 2010 surveys, three categories were used (up to 39; 40s and 50s; and 60 and over). In years prior to 2009, we had used: up to 29; 30s and 40s; and 50 and over. For education, we weighted by less than high school, high school diploma (or GED), post high school education, and 4-year college degree or more. We used census data and past surveys as guides here. The important point is that we basically equalized these demographic characteristics between the November and December surveys so that other differences cannot be attributed to differences in these particular demographic characteristics.

¹² When the decimal is .5, we generally round to the even integer, except where rounding to the odd number would convey a more realistic picture of change.

by gender or age group) are not presented. (Note that similar reports and survey table results for these “rural” counties were prepared for the Memorial Day Weekend campaigns of 2005 through 2011 and for the Thanksgiving campaigns of 2005 through 2011.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2010 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristics.

It should be remembered that the results are weighted by a combination of gender, age (6 categories) and education. Thus, not surprisingly, the distributions on these characteristics are similar. The largest differences between the two samples are:

- The December sample has fewer respondents who reported their household has two members of driving age (47% vs. 53% for November). Further exploration shows the difference is largely because of the greater number of December respondents who did not know or answer the question.
- Fewer December than November respondents reported living in a small town (37% vs. 40%) while more of them reported living in “big city” (8% vs. 4%).
- The December sample has fewer respondents who report they drive “almost daily” (83% vs. 89% for November), and more respondent who report they drive “a few days a week” (14% vs. 10% for November).

Differences for all other demographic characteristic categories are smaller than these and can be found in the comparisons in the Excel file tables.

SUMMARY OF 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 incidence of those who reported wearing their seat belt “all of the time” is just over 91 percent in December, down slightly from just under 93 percent in November (-1.3%).¹³ The percent who reported wearing a seat belt either “all the time” or “most of the time” is just over 97 percent in both surveys.

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) was just over three-quarters in December (76%), down from nearly 85 percent in November. The percent who indicated not having worn a seat belt “within the last day” or “within the last week” increased slightly (just over 8% in November to just over 11% in December).

When asked “*why they did not wear a seat belt the last time,*” the most frequent reason in both surveys is that the respondent was driving a short distance (53% of those giving a reason in November and 45% in December).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Nearly all of the respondents reported their seat belt usage had stayed the same over the past 30 days (98% in November; 95% in December). Reports of increased usage were slightly higher in November (3.9%) than in December (1.2%).

Have you ever received a ticket for not wearing a seat belt? The percent who indicated having ever received a ticket for not wearing a seat belt in the most recent December survey is just over 13 percent, higher than the nearly 9 percent who reported such in November.

When riding in a car as passenger, how often do you wear your seat belt? The proportion who indicated they wear their seat belt “all of the time” as a passenger is 84 to 85 percent in both surveys. And, the proportion who indicated either “all the time” or “most of the time” is nearly 97 percent in November and nearly 95 percent in December.

¹³ 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.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Virtually all respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (about 98% in both).

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? Somewhat more than eight in ten December survey respondents (83%) indicated that police can stop a vehicle just for a seat belt violation, down a bit from nearly 86 percent in November.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? Nearly three-quarters (74%) of the respondents in the December survey said that police should be allowed to stop a vehicle for seat violations without another traffic law violation, up from just over two-thirds in November (69%).

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Well over nine in ten respondents in both surveys believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats (92% in both surveys).

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed 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. In both November and December, about two-thirds disagreed with this statement – slightly more than two-thirds in November (69%) and slightly less than two-thirds in December (66%). Those who strongly disagree declined from 53 percent in November to 47 percent in December.

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Almost all of the respondents agreed with this statement (96% in November; 94% in December) – with 86 percent strongly agreeing in both surveys.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The proportion who disagree with this statement decreased from 92 percent in November to 83 percent in December, with all of this decline among those who strongly disagree (78% in November to 68% in December). Meanwhile, the proportion who agree increased from nearly 5 percent in November to 13 percent in December, with increases among those who strongly agree (nearly 3% to nearly 6%) and, even more so, among those who somewhat agree (nearly 2% to nearly 8%).

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? The proportion who said either "very" or "somewhat" likely declined from 72 percent in November to 63 percent in December. This decline is about evenly divided between those who said "very likely" (47% to 43%) and those said "somewhat likely" (25% to 20%). Meanwhile, those who disagreed increased from 21 percent in November to nearly 30 percent in December. Increases occurred for those who said "somewhat unlikely" (11% to 14%) and, a bit more so, for those who said "very unlikely" (10% to 16%).

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. The proportion who disagree with this statement decreased from 53 percent in November to 42 percent in December. Most of this decrease occurs for those who strongly disagree (37% to 28%). Meanwhile, the proportion who agree increased from 21 percent in November to nearly 30 percent in December. This increase occurs for both who strongly agree (9% to 14%) and those who somewhat agree (12% to 16%). The percent who did not know or did not respond is very stable at 27 to 28 percent.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Despite the findings for the two questions above, the proportion who said they agree with this statement is stable at 32 percent in both surveys, although the percent who strongly agree declined a bit (21% to 17%). The proportion who disagree actually declined from 19 percent in November to 13 percent in December. Meanwhile, the percent who did not know or did not answer increased from 49 percent in November to 55 percent in December.

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 and other opinion questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. The proportion who agree with this statement is 85 percent in November and 87 percent in December. Two-thirds strongly agreed in November, and just slightly more did so in December (69.5%). Just over one in ten (11%) expressed disagreement in both surveys.

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the results show an increase in the percent who said "very important," from 57 percent in November to 64 percent in

December. The percent who said either “very important” or “fairly important” increased from 72 percent in November to 83 percent in December. Decreases are found for both those who said “somewhat important” (15% to 7%) and “not that important” (12% to 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 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*” shows an increase from just over 18 percent in November to nearly 28 percent in December.¹⁴

Of those December respondents who indicated having seen or heard of these special efforts, exposure through newspapers (42%) and television (38%) was somewhat more prevalent than exposure through friends/relatives (31%) and radio (30%).¹⁵

For relevant December respondents, those exposed through newspapers were far more apt to be exposed through news stories rather than advertisements (90% vs. 34%), and those exposed through radio were much more likely to be exposed to advertisements than news stories (81% vs. 40%). Those exposed through television were somewhat more likely to be exposed through news stories than through advertisements (67% vs. 55%).¹⁶

Awareness of police working at night to enforce seat belt law. The 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 law*” is about 13 percent in both the November and December surveys.¹⁷

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 somewhat from just over one-quarter (26%) in November to over 30 percent in December (31%).¹⁸

Of those December respondents who indicated being aware of roadside safety checks, exposure through television (46%) is followed by exposure through newspapers (39%) and through friends/relatives (38%). Exposure through radio (15%) is far behind.

¹⁴ These 2011 Thanksgiving pre/post test results are about the same as the 2011 Memorial Day campaign pre/post test results, seen in the April and June results.

¹⁵ We focus here on the December respondents since this was the “post-test” survey.

¹⁶ Again, we focus on the December results because this was the survey after the enforcement and media campaign. Caution should be exercised here because the findings for each media source are based on less than 30 respondents.

¹⁷ The percent was at 10 to 11 percent in both the pre and post Memorial Day enforcement campaign surveys.

¹⁸ 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 the 2011 Memorial Day campaign surveys, there was an increase in awareness of the roadside checks from 29 percent in pre-campaign survey to 41 percent in the post-campaign survey.

For relevant respondents in the December survey, exposure through news stories is far more prevalent than exposure through advertisements for both newspapers and television (84% vs. 26% for newspapers; 83% vs. 30% for television). (While exposure through these two kinds is very high and more even for radio, the results are based on too few respondents.)

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks increased somewhat from 26 percent in November to 33 percent in December.

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 percent who have seen a roadside safety check increased from nearly 7 percent in November to just over 10 percent in December.¹⁹

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 results show that a majority of such respondents reported such, 52 percent in November and 55 percent in December. [However, note that these results for the November and December surveys are based on a limited number of respondents (n=16 and 25).] *In terms of total sample members*, these results translate into a slight increase from November to December in the percent who indicated they had been through a safety check (from 1.8% to 3.4%).²⁰

Awareness of messages to encourage people to wear seat belts. The 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 only slightly – from 55 percent in November to 57 percent.²¹

Of those December respondents who had seen or heard such messages, far more rural respondents indicated exposure billboards/road signs (68%) and television (60%) than through radio (34%) or newspapers (22%). Fewer yet indicated exposure through friends/relatives (13%).

For relevant December respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (71% vs. 47% for television; 94% vs. 28% for radio). Those exposed through newspapers were far more likely to say they were exposed through news stories than advertisements (88% vs. 42%).

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.*” While the proportion who indicated any exposure to these messages increased only slightly from November to December,

¹⁹ The incidence of seeing a roadside check was 9 percent in the 2011 Memorial Day pre-campaign survey, and 11 percent in the post-campaign survey.

²⁰ The April to June results both show about 3 percent who had been through a roadside check.

²¹ The 2011 Memorial Day campaign surveys showed a greater increase in awareness and at higher levels of awareness – 62 percent in the pre-campaign survey and 67 percent in the post-campaign survey.

the percent of *these respondents* who said the number of messages they had seen/heard was “more than usual” increased from nearly 12 percent in November to 18 percent in December.

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, “*in the past thirty days,*” they had seen or heard other activities that encouraged people to wear their seat belts is about 8 percent on both surveys.

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts.

The December results. The December seat belt “post-test” awareness levels are presented in Table Slogans-1 (see below). The two **seat belt slogans** are in **bold**. The two ***most-recent DUI-related slogans*** are in ***italic bold***.

As seen in this table, the current “Click It or Ticket” slogan has the highest awareness level, with 86 percent of the rural county respondents aware of the slogan. Interestingly, and a consistent finding across recent survey years, is that the second place slogan is “Friends don’t let friends drive drunk,” a slogan which has not been actively used for quite some time. Its awareness is at 80 percent. The third place slogan, “You drink and drive. You lose” is a recently-used DUI slogan and stands at 70 percent. This is followed in fourth place by a current slogan relating to a different topic, “Start seeing motorcycles,” with its awareness at nearly 64 percent.

Two other slogans, both relating to DUI, have awareness of more than half of the respondents: “Drive smart. Driver sober” (58%); and “Police in Illinois arrest drunk drivers” (52%).

The other seat-belt related slogan, “Buckle Up America,” is in seventh position, at 41 percent awareness.

And, the most recent DUI slogan, “Drive sober or get pulled over,” is next at 38 percent.

Table: Slogans-1
December Awareness Level, and November to December Change

Order	Slogan	December %	Nov to Dec Change (% pt)	Increase as % of Potential Increase
1	Click It or Ticket	85.8%	-8.1%	----
2	Friends don't let friends drive drunk	80.1%	+1.2%	+6.0%
3	You drink and drive. You lose.	70.1%	-3.7%	----
4	Start seeing motorcycles	63.5%	-15.3%	----
5	Drive smart. Drive sober.	57.5%	-3.7%	----
6	Police in Illinois arrest drunk drivers	51.9%	+4.2%	+8.7%
7	Buckle Up America	40.7%	+4.4%	+7.4%
8	Drive sober or get pulled over	38.3%	+4.2%	+6.8%
9	Drunk driving. Over the limit, under arrest	34.6%	-1.7%	----
10	Cell phones save lives. Pull over and report a drunk driver	33.5%	+5.8%	+8.7%
11	Drink and drive? Police in Illinois have your number	32.4%	+10.4%	+15.4%
12	Wanna drink and drive? Police in Illinois will show you the bars	32.0%	0.0%	----
13	Rest Area = Text Area	25.2%	+1.2%	+1.6%
14	Children in back	19.5%	+0.9%	+1.1%
15	CSA 2010: Get the Facts, Know the Law – What's your Score?	11.2%	+6.7%	+7.5%
16	55 still the law for trucks in Chicago area	9.4%	+2.3%	+2.5%

The November to December change results. Also presented in Table Slogans-1 are: the percentage point changes from November to December for these slogans; and the November-to-December increases expressed as a percent of total potential increase (not relevant for decreases in awareness).²² A positive change represents an increase in awareness from November to December.

²² The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

As seen in this table, the “Click It or Ticket” slogan shows a quite substantial decrease in awareness from November to December of about 8 percentage points. Only the decrease for “Start seeing motorcycles” surpasses this.

Expressed in terms of potential awareness increase, we find that the largest increase is found for “Drink and drive? Police in Illinois have your number,” with an increase of 15 percent of its potential increase.

The April 2005 to December 2011 change results for “Click It or Ticket.” Surveys of the “rural” Illinois counties were conducted five times during both 2005 and 2006 and four times in the last five years of 2007 through 2011. Awareness results for the “Click It or Ticket Slogan” are presented below in Table Slogans-2 for these 30 surveys. (Note that the 2005 results below were weighted only by gender while the 2006 and 2007 results were weighted by both gender and age category and the 2008 through 2011 results by gender, age and education.)

Table: Slogans-2
Rural County Awareness Levels for “Click It or Ticket” Slogan,
April 2005 through December 2011 Surveys

Survey	2005	2006	2007*	2008*	2009*	2010*	2011*
April	82.6%	89.6%	-----	-----	87.4%	94.6%	90.0%
May	85.3%	91.5%	88.6%	89.6%	-----	-----	-----
June	93.3%	95.1%	92.5%	92.0%	89.5%	93.0%	94.7%
November	85.0%	91.3%	86.7%	89.6%	86.9%	90.3%	93.9%
December	89.0%	93.2%	92.4%	93.2%	91.6%	94.2%	85.8%

*April/May and June figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

As seen above, the campaigns in 2005 began with awareness in the low-to-mid 80-percent level and were followed by awareness nearly at, or over, the 90 percent level. The campaigns in 2006 began with awareness about the 90 percent level and were followed by awareness in 93-to-95 percent level. For both campaigns in 2007 (Memorial Day and Thanksgiving), awareness began in the upper-80 percent level and ended just over 92 percent. For both of the campaigns in 2008, awareness began nearly at 90 percent and ended at 92 to 93 percent. For both of the campaigns in 2009, awareness began at about the 87 percent level and ended at nearly or slightly above 90 percent.

2010 campaigns. The survey prior to the 2010 Memorial Day campaign actually resulted in one of the highest levels of awareness recorded – nearly 95 percent, and the post campaign survey showed only a slight decrease in this level. The 2010 Thanksgiving campaign began with an awareness level of about 90 percent, and the post campaign survey shows that this awareness level increased to just above 94 percent, nearly the level found in April and one of the highest levels recorded in the survey series.

2011 campaigns. The survey prior to the 2011 Memorial Day campaign was at a level recorded just previous to the 2010 Thanksgiving campaign, at 90 percent. It then increased after the Memorial Day campaign to one of its highest levels, nearly 95 percent, and decreased only slightly in the pre-Thanksgiving campaign survey (94%). By December 2011, recent awareness of this slogan had decreased to 86 percent. This is about on par with lowest levels of awareness seen in this survey series, with the exception of the April 2005 survey.

Awareness of DUI-related and speeding-related messages

While this report focuses on the 2011 Thanksgiving seat belt enforcement and media campaign, it is useful for comparison purposes to offer results for two questions that asked about recall of recent DUI and speeding-related messages.

Recall of DUI-related messages. The percent who indicated that, *“in the past thirty days,”* they had *“read, seen or heard anything about alcohol impaired driving in Illinois,”* shows a small increase of nearly 4 percentage points, from 57 percent in November to 61 percent in December.

Recall of speeding-related messages. The percent who indicated that, *“in the past thirty days,”* they had *“read, seen or heard anything about policy enforcing speed limit laws,”* shows a sizeable increase of nearly 12 percentage points, from 23 percent in November to 35 percent in December.

CHICAGO MINORITY TELEPHONE SURVEY

**The Illinois Chicago Targeted Area 2011 Thanksgiving Holiday
Seat Belt Media and Enforcement 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: November / December, 2011

Report with Excel File Tables: February 7, 2012

Written by

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The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

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 two telephone surveys of targeted areas in the City of Chicago in October/November and December, 2011.¹ The October/November survey (herein called the November survey) was conducted prior to a seat belt enforcement / media campaign that occurred in a time period surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among those groups with the lowest incidence of seat belt usage.² More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.³

Methodology

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2011, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed

¹ Pre and post Thanksgiving surveys were also conducted for “rural Illinois,” defined for this purpose as most of the “downstate” Illinois counties. Results can be found in a separate report. Similar pre and post Thanksgiving surveys for targeted areas of Chicago and “rural Illinois” were also conducted in 2005 through 2010.

² See a more complete rationale for this in “Proposed Work Plan for November 7th – December 11th ‘Click It or Ticket’ Campaign,” a work plan developed by IDOT, Fall 2005.

³ In the actual sampling design, Albany Park was not included in the zip code areas for the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations). But, because telephone exchanges are not exactly contiguous with zip code areas, some residents from Albany Park can end up among the final respondents.

from the northern area than from the southern area. The rationale for this stemmed from an initial goal, established going into the 2005 surveys, of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and Hispanic racial/ethnic groups.⁴ In practice, the goal over the years was quickly modified to obtain more than the original total goal of 150 African-American and Hispanic respondents and to obtain at least 75 Hispanic respondents, nearly all of whom would come from the northern area. These African American and Hispanic respondents were to be the focus of these surveys for the reason presented earlier.

An initial demographic analysis of the neighborhoods suggested that a southern grouping of these neighborhoods could be identified that was very contiguous and that was nearly all African American in racial/ethnic composition. A northern grouping could also be identified that was also quite contiguous but more diverse in terms of racial/ethnic composition. Despite the fact that the populations of the northern and southern areas are approximately the same, the goal of obtaining more northern than southern area survey completions stemmed from researchers' desire to increase the number of Hispanic respondents above that which would result if an equal number of respondents were obtained from each area (north and south).

After the north/south area neighborhood stratification, zip code areas were then identified which most closely approximated these two areas.⁵ For each of the two areas (north and south), randomly-generated telephone samples were purchased through Genesys Sampling Systems, one of the major vendors for random samples in the country. These samples were generated by first selecting those telephone prefixes which were most congruent with the pre-defined zip code areas.⁶ So, in essence, the sample was one which was determined by telephone prefixes and was stratified into a northern sub-sample and a southern sub-sample.⁷

⁴ The initial goal was modified because of the diversity of the northern area (see the paragraph below). And, we accomplished this latter goal in the past four years (both pre and post surveys for 2008 through 2011), by increasing the proportion interviewed in the northern region by a greater amount than we had in comparable surveys conducted in 2007.

⁵ The identified zip code areas were somewhat more closely contiguous to the targeted area for the southern sampling area than for the northern sampling area.

⁶ Researchers selected these telephone exchanges based on reports provided by Genesys Sampling Systems which estimated what percent of the telephone numbers in particular exchanges were part of the zip code-defined area, and which estimated the coverage of the area for selected telephone exchanges. The task is to balance the dual criteria of efficiency and coverage.

⁷ We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code in the interview. This screening was not done because our primary goal here was not to interview respondents within specific zip code areas; rather it was to use the identification of neighborhoods, zip code areas, and telephone prefixes as an efficient way to reach a randomly-selected sample of African-American and Hispanic respondents. An analysis of past years' respondents showed that the residential zip codes of respondents "outside" the originally defined zip code areas were in contiguous areas and exclusion of these "outside" respondents would have resulted in a less efficient design (i.e., would have excluded some of the African-American and Hispanic respondents we were interested in interviewing). In 2010 and 2011, based on an analysis of respondent zip codes, we did move a few respondents between northern and southern areas (e.g., 7 to 8 respondents). In 2010, we did exclude a number of respondents (about 3 to 4% of the completions) whose zip code placed them living in Elmwood Park rather than the City of Chicago. But in 2011, we included respondents from this zip code (10 respondents in November and 20 respondents in December) because the area is

Actual field interviewing for the November survey was conducted from October 14 through November 19, 2011 with more than 400 licensed drivers (n = 402-436).⁸ Nearly 275 of these respondents were either African-American or Hispanic (n = 273, 189 African-American respondents and 84 Hispanic respondents -- with 28 of these interviews conducted in Spanish). The field interviewing for the December survey was conducted from November 30, 2011 through January 2, 2012, with more than 450 licensed drivers (n = 466-500).⁹ About 300 of these respondents were either African-American or Hispanic (n = 302, 226 African-American respondents and 76 Hispanic respondents -- with 10 interviews conducted in Spanish). [As indicated earlier, by design, many more surveys were completed from the north targeted area than from the south targeted area in both surveys (66% north vs. 34% south in November; 68% north vs. 32% south in December.)]

At the 95th percent confidence level, the sampling errors for the results pertaining to African-American and Hispanic respondents are just below or just above +/- 6 percent for both the November and December surveys (+/- 6.1% for November and +/- 5.8% for December). These are the respondents who are the focus of this report. In this report, we also offer comparison results for white respondents. The sampling errors for them are just above or just below +/- 8 percent (+/- 8.5% for November and +/- 7.8% for December). In addition, the Excel file with the tables presents results for all respondents. Sampling errors for all respondents are below +/- 5 percent (+/- 4.8% for November and +/- 4.5% for December).¹⁰

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.¹¹

Two survey versions for the 2011 surveys. Because of the twin objectives of obtaining the requisite number of Hispanic respondents and paring costs to meet survey budgets, an abbreviated version of the survey interview was developed to administer to white

immediately adjacent to targeted areas and contained several Hispanic respondents. In 2011, we did exclude a few respondents whose identified zip code placed them in other Chicago area suburbs.

⁸ Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question. In both the November and December surveys of 2011, the race/ethnicity question was moved up from its position in the final demographic section in earlier surveys (see the "two versions" paragraph), and the number reported is from this result.

⁹ Only 5 of the completions were on January 2, 2012. The rest were conducted through December 30, 2011.

¹⁰ The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

¹¹ In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures in 2008 through 2011 to mimic those used in some Pew Research surveys.

respondents.¹² Several of the demographic questions (age, education, and race/ethnicity) were moved from their “normal” position at the end of the interview to a position after initial questions regarding behaviors and attitudes about seat belt usage. Non-white respondents were then asked the full version of the interview. White respondents were asked an abbreviated version, which still contained the central questions but skipped over those thought less central (the agree/disagree set of questions; follow-up questions about sources of exposure).

The average length of the completed interview for the November and December surveys was about 13 minutes for African American, Hispanic and other non-white respondents who received the full set of questions. The average length of the interview for white respondents who received the abbreviated version was about 9 minutes.

Comments on Results

In the following “Summary of Results,” we summarize the results for seat belt-related questions asked of African-American and Hispanic respondents and focus on describing the changes that occurred between the November and December surveys. We also offer results for white respondents for comparison purposes.

For both surveys, the total results (including non-minority respondents) have been weighted by north/south stratification area, gender, age and education for the November and December samples.¹³ Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.¹⁴ The recall time frame in the questions in both surveys is the same – that of 30 days.

The accompanying **IDOT Chicago 2011 Pre/Post Thanksgiving Campaign Survey Tables** (an Excel file) presents the full results for the combined African-American and Hispanic respondents, for all respondents, and for white respondents in the targeted areas.

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth making some descriptive comments regarding the November and December 2011 samples on selected driving and demographic characteristics. Descriptive comparisons on other demographic characteristics are found in the accompanying Excel file tables.

¹² In practice, the challenge is not in meeting the completion goal for African-American respondents. The challenge lies in obtaining the requisite number of completions for Hispanics who report they are licensed drivers.

¹³ Results have been weighted to reflect the fact that the estimated populations in the northern and southern stratification regions are approximately equal. We also weighted to reflect a gender distribution that is somewhat more female than male. And, we weighted the results to make the age and education distributions similar between the November and December surveys for the entire samples. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, we used a six-category age distribution (up to 29; 30s; 40s; 50s; 60s; and 70 and over.)

¹⁴ When the decimal is .5, we round to the even integer.

- *Race/ethnicity.* The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that we did obtain about the required number of African-American and Hispanic respondents in the two surveys (273 in November and 302 in December). And, we did reach the targeted number of Hispanic completions in both surveys (84 in November and 76 in December).¹⁵

For the weighted results across all respondents, the composition of the responding samples by race/ethnicity is about 54 percent African American, 17-18 percent Hispanic and about 23-24 percent white. *Among only African American and Hispanic respondents*, this translates into a composition of about 75 percent African American and 24-25 percent Hispanic.

The following comparison focuses on weighted results for the African-American and Hispanic respondents, also the focus of the substantive results that follow.

- *Gender.* Both the November and December African American and Hispanic respondents are more female than male (59% vs. 41% in November; 61% vs. 39% in December).¹⁶
- *North/south targeted area.* While the weighting across all respondents results in fairly equal numbers in the north and south areas (though in December, this is 53% north vs. 47% south), the composition of the November survey is about 58 percent south, 42 percent north when we focus on African American and Hispanic respondents. In December, this composition is 52 percent south, 48 percent north.¹⁷
- *Number of those 16 and over (driving age) in household.* The December survey has fewer who report one in their household of driving age (27% vs. 36%) and slightly more who report two such household members (21% vs. 17%). More December respondents also did not know or did not answer (5% vs. less than 1%).
- *Age of respondent.* The December sample slightly more respondents who are 60 years of age or older (31% vs. 28% for November).

¹⁵ Throughout the years of these surveys, we have had more difficulty obtaining the targeted number of Hispanic completions (even given our initial analysis of the race/ethnic composition of the relevant areas). Possible reasons for this are: 1) the initial sampling methodology was based on full population numbers while the survey population was that of licensed drivers; 2) a possible lower incidence of driver licenses among the driving-aged Hispanic population in this area; 3) possible differences in telephone availability; and 4) differences in response rates. In the most recent years (2008 through 2011), we increased the total number of completions (north and south), and also increased the proportion coming from the north area. This allowed us to reach our targeted Hispanic completion numbers.

¹⁶ Weighting by gender differed by north/south area. For all respondents in the north area, weights were calculated to produce 52.5% female and 47.5% male; in the south area, weights were calculated to produce 56% female and 44% male. Final weighted results for gender can depart from this a bit because of other weighting considerations (such as age).

¹⁷ This is not surprising since the south area is predominantly African-American while the north area has substantial numbers of whites as well as African-Americans and Hispanics (almost evenly divided across the three groups).

- *Education level.* The December survey has slightly fewer respondents who have some post high school education but not a four-year college degree (39% vs. 42% in November).
- *Employment status.* The December African-American and Hispanic sample has fewer respondents who are employed part-time (6% vs. 10% for November) and slightly fewer who are self-employed (14% vs. 10%). The December survey has slightly more who not employed (nearly 14% vs. just over 10% for November).
- *Type of vehicle.* The December survey has a greater proportion of respondents who reported driving a car as their main vehicle (69% vs. 61% in November), and a lower proportion who report driving a van or minivan (6% vs. 15% for November.)

Full comparisons on demographic and driving-related behaviors can be found at the beginning and in the demographic section of the Excel file containing the tables.

SUMMARY OF RESULTS

The following summarizes the substantive results of the November and December surveys. It focuses on results for the African-American and Hispanic respondents. As indicated previously, we focus on these respondents because past research has indicated less seat belt usage among minority respondents. For many questions, results for white respondents are given for comparison purposes.¹⁸ Because of the smaller sub-sample size for white respondents, greater sampling error and more variability can be expected from their 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 proportion of African-American and Hispanic respondents who said they wear their seat belt “all of the time” is just over 92 percent in both the November and December surveys.¹⁹ And, the proportion who indicated they wear their seat belt “most of the time” is in the range of 5 to 6 percent in both surveys. So, the total proportion who said either “all of the time” or “most of the time” is very stable, at about 97-98 percent.

[For white respondents in the targeted area, the results for “all of the time” declined from 94 percent in November and 87 percent in December. But, the percent who said “all” or “most” of the time was very stable at 97 percent in November and 96 percent in December.]

When was the last time you did not wear your seat belt when driving? Reports of when they last did not wear a seat belt are very stable for African American and Hispanic respondents in the November and December surveys. For instance, the percent of African-American and Hispanic respondents 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) is at 79 to 80 percent. And, at the other extreme, the percent of these respondents who reported not wearing a seat belt within the last “day” or “week” is at 11 percent in both surveys (with in the last “day” at nearly 6 percent in November and 7 percent in November).

[For white respondents, the proportion who reported “more than year ago”/“always wear one” declined from 82 percent in November to 76 percent in December. Meanwhile, the percent who said in the past “day” or “week” increased from 8 percent in November to 15 percent in December.]

¹⁸ In earlier reports, we offered comparisons with all respondents. With three-quarters of all respondents either African American or Hispanic, most of the results for all respondents were very close to those for African-American and Hispanic respondents. A comparison with white respondents thus seems more useful here. As will be seen, many of these comparisons suggest quite to very similar opinions/behaviors between African Americans/Hispanics and whites, particularly when sampling error is taken into account. Nonetheless, there are opinions/behaviors where sizeable differences are found.

¹⁹ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

When asked “*why they did not wear a seat belt the last time,*” the most frequent reason given by African-American and Hispanic respondents was that respondents were driving a short distance (59% in November and 31% in December). [This was also the most common reason for white respondents, given by about half of relevant respondents in both November and December.]

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Just over nine in ten (91%) of the November African-American and Hispanic respondents said their seat belt usage had stayed the same, and this increased just a bit to just over 93 percent in December. About 6 to 7 percent in both surveys said their seat belt use had increased in the past 30 days.

[For white respondents, just over 94 percent said their seat belt usage had remained the same in the November survey, and it also increased just a bit in December, to nearly 96 percent. Only 2 to 3 percent said their usage had increased.]

Have you ever received a ticket for not wearing a seat belt? The percent of African-American and Hispanic respondents who indicated having ever received a ticket for not wearing a seat belt is just over 10 percent in November and nearly 13 percent in December. [For white respondents, this incidence is 8 percent in November and just over 14 percent in December.]

When riding in a car as passenger, how often do you wear your seat belt? The percent of African-American and Hispanic respondents who reported they use their passenger seat belts “all of the time” is very similar in both surveys, nearly 89 percent in November and just over 87 percent in November. With the proportion who indicated “most” of the time being about 7 percent in both surveys, we find that the proportion who indicated either “all” or “most” of the time is 96 percent in November, and only a slightly lower 94 percent in December.

[For white respondents, about three-quarters (75%) of the November respondents reported wearing a passenger seat belt “all” the time, and this increased to 80 percent in December. The proportion who indicated wearing a passenger seat belt either “all” or “most” of the time is just over 90 percent in both surveys.]

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts?

Awareness of the Illinois seat belt law among African-American and Hispanic respondents was nearly 98 percent in both the November and December surveys. [Reported knowledge for white respondents is nearly 97 percent in November and over 94 percent in December.]

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? The percent of African-American and Hispanic respondents who indicated awareness of primary enforcement is stable at 85 percent in both the November and December surveys. About 7 to 9 percent indicated that police must see another offense first, while about 6 to 8 percent said they did not know. [For white

respondents, awareness is somewhat less – 78 percent in November and 75 percent in December.]

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The percent of African-American and Hispanic respondents who expressed the opinion that police should be allowed to stop a vehicle for seat violations without another traffic law violation was at 79 percent in the November survey and 82 percent in the December survey. Opposition was at 17 percent in November and 14 percent in December, and about 4 percent in both surveys did not express an opinion.

[The results for white respondents show slightly lower levels of support, 75 percent in November and 77 percent in December, with opposition at 19 to 20 percent in both surveys.]

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Well over nine in ten African-American and Hispanic respondents indicated support for this in November (96%), and slightly more than nine in ten did so in December (92%). Opposition increased from 2 percent in November to 7 percent in December.

[Support among white respondents was at 94 percent in November, and 90 percent in December. Opposition was just over 3 percent in November and just over 6 percent in December.]

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements are opinions about wearing seat belts. [Comparison results for white respondents will not be reported here, because the abbreviated version did not contain the agree/disagree questions.]

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent of African-American and Hispanic respondents who disagree (to any extent) with this statement is 56 percent in November and increases to 61 percent in December. Strong disagreement increases from 37 percent in November to 41 percent in December. Meanwhile, more than one-third agreed with this statement both in November (nearly 38%) and December (nearly 36%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Nearly all of the African-American and Hispanic respondents in both surveys indicated they agree with this statement (98% in November and 97% in December). “Strong” agreement is at 93 percent in the November survey and 90 percent in December.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. Among African-American and Hispanic respondents, 86 percent disagreed in November, and a somewhat lower 82 percent did so in December. But, the percent who

“strongly” disagree declined more substantially, from 74 percent in November to 64 percent in December. Nearly 13 percent agreed in November, and nearly 16 percent did so in December.

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 (not contained in the abbreviated version) 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? The percent of African-American and Hispanic respondents who answered “very likely” to this question increased slightly from just over 50 percent in November (51%) to just over 54 percent in December. This was accompanied by a decrease of an even greater magnitude in those who answered “somewhat likely” (28% in November to 21% in December). So, the total percent who said either “very” or “somewhat” is slightly less in December (75%) than it was in November (79%). Meanwhile, the proportion who answered either “somewhat unlikely” or “very unlikely” was 16 percent in November and a bit higher 19 percent in December.

[Here, the responses of white respondents depart substantially from those of African American and Hispanic respondents. Specifically, only 22 to 24 percent of white respondents answered “very likely” in the two surveys, 22 percent in November and 24 percent in December. And, the proportion of whites who said either “very” or “somewhat” likely is also substantially lower in both surveys, although it is important to note that, among whites, this increased from 48 percent in November to 60 percent in December (48% to 60%). Among whites, it is interesting to note that the likely/unlikely percentages are the same in November (48% for each) while the likely percentage substantially outnumbers the unlikely percentage in the December survey (60% vs. 35%).]

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Among African-American and Hispanic respondents, the percent who said they disagree with this statement (meaning they believe police will bother to write tickets) increased somewhat from 44 percent in November to 48 percent in December. “Strong” disagreement is even more similar, about 33 percent in both surveys. Agreement with this statement decreased from 33 percent in November to 26 percent in December.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of African-American and Hispanic respondents who agree to any extent with this statement is stable at about 36 percent in both surveys. At the same time, the percent who disagree shows a decrease from nearly 28 percent in November to nearly 22 percent in December. Meanwhile, those who don’t know or didn’t answer increased from 36 percent in November to 42 percent in December.

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 (not in the abbreviated version), 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. Among African American and Hispanic respondents, the percent who said they "strongly agree" with this statement is just above 80 percent in November (82%) and just below it in December (79%). The total percent who agree is 93 to 94 percent in both surveys.

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the percent of African-American and Hispanic respondents who said they believe it is "very important" declined just slightly, from 78 percent in November to 76 percent in December. At the same time, the proportion who said it is "fairly important" was stable (nearly 10% in both). So, the total proportion who indicated either "very" or "fairly" important declined only from just under 88 percent in November to just over 86 percent in December.

[Overall, white respondents evaluated the importance of seat belt law enforcement as less important than did African American and Hispanic respondents. This is particularly the case in November, but is also in evidence in December, particularly in the "very important" results. More specifically, we observe the following: 47 to 49 percent of white respondents said it is "very important" in both surveys; 68 percent of white respondents in November said it was either "very" or "fairly" important; and given an increase in those who said "fairly important," 79 percent of white respondents said such in December.]

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

Awareness of special police efforts to ticket for seat belt violations. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days,*" they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" actually shows a slight decrease from 21 percent in November to 18 percent in December. [Meanwhile, an increase of 6% to 13% is found among white respondents.]

Of those December African American and Hispanic respondents who indicated having seen or heard of these special efforts, more respondents reported being exposed to them through television (49%) than through radio (34%) or friends and relatives (33%). Exposure through newspapers distantly follows (14%). Over one-third (37%) identified various other sources.²⁰ [The follow-up questions about sources were not asked in the abbreviated version.]

²⁰ We focus here on the December respondents since this was the "post-test" survey.

For relevant African-American and Hispanic December respondents, those exposed through television and radio were more likely to be exposed through commercials rather than news stories (77% vs. 36% for television; 87% vs. 30% for radio).²¹ (For a cautionary note here, see the footnote below.)

Awareness of police working at night to enforce seat belt law. The percent of African American and Hispanic respondents 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 law*” shows a slight decrease from 20 percent in November to 18 percent in December. [For white respondents, the awareness level is much lower, nearly 6 percent in November and 8 percent in December.]

Awareness of roadside safety checks. The percent of African American and Hispanic respondents 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*” is 32 to 33 percent in both surveys.²² [For white respondents, this awareness increases from 12 percent in November to 22 percent in December.]

Of those December African-American and Hispanic respondents who indicated being aware of roadside safety checks, the exposure level through television (37%) is somewhat more frequent than through friends/relatives (32%), which in turn is somewhat more frequent than exposure through radio (26%). Exposure through newspapers (14%) followed. Nearly one-quarter (23%) identified an other source. [The follow-up questions about sources of exposure were not asked in the abbreviated version.]

For relevant African-American and Hispanic December respondents exposed through the various mass media sources, exposure through advertisements and news stories is quite balanced for television (63% through news vs. 61% for ads). But, for radio, exposure through ads is more common than through news stories (71% vs. 50%).²³

Of the African-American and Hispanic respondents who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks is basically the same in both surveys (69-70%). [For relevant white respondents, this percentage declines from 76 percent in November to 40 percent in December (but note that the number on which these percentages are based is less than 20 in November, and only somewhat more than 30 for December).]

Based on all African-American and Hispanic respondents (and not just those who were aware of the roadside checks), we find that 22 percent reported seeing a roadside check in both surveys. [Among white respondents, about 9 percent reported this in both surveys.]

²¹ However, the results for radio here are based on about 20 respondents. The results for newspapers are not presented because of the even smaller number of respondents.

²² For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

²³ Here, note that the radio results are based on fewer than 30 respondents. Yet, the balance between the two is similar to that found a year ago. No results for the newspaper exposure group are presented because of their small number.

When those African American and Hispanic respondents 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 results show that just over half of them said they had in November (52%), while over three-quarters did so in December (78%). [An sizeable increase here is also found for white respondents – 33% to 79%, but these results are based on less than 20 respondents.]

Basing the results on all survey respondents, this translates into an increase in the African American and Hispanic proportion who had been through a roadside check from nearly 12 percent in November to just over 17 percent in December. [For white respondents, the increase is from 3 percent to 7 percent.]

Awareness of messages to encourage people to wear seat belts. The percent of African-American and Hispanic respondents who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” actually shows a decrease from 67 percent in November to 60 percent in December. [For white respondents, there is a decrease from 56 percent to 52 percent.]

Of those December African-American and Hispanic respondents who had seen or heard such messages, far more respondents indicated exposure through billboards/road signs (73%) and television (69%) than through radio (45%). Fewer yet indicated exposure through friends/relatives (30%), and even fewer indicated exposure through newspapers (19%). [The follow-up questions about sources of exposure were not asked in the abbreviated version.]

For relevant African-American and Hispanic December respondents, those exposed to these messages through television and radio were much more likely to say they were exposed through advertisements than through news stories (81% vs. 42% for television; 68% vs. 36% for radio). For those exposed through newspapers, the balance leans toward news stories but is closer (70% through news stories vs. 54% for 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 percent of relevant African-American and Hispanic respondents choosing “more than usual” increased substantially from 19 percent in November to 28 percent in December while the percent who said “fewer” also increased a bit (5% to 8%). So, it’s not surprising that the percent who said “about the same” declined substantially from 76 percent in November to 64 percent in December.

[For white respondents, there was an increase in the proportion who said “more than usual” (3% to 8%) and a decrease in those who said fewer than usual (13% to 8%). So, the percent who said “about the same” is quite similar (84% and 82%).]

Awareness of other activities that encouraged people to wear seat belts. The percent of African American and Hispanic respondents who indicated that, “in the past thirty days,” they had seen or heard other activities that encouraged people to wear their seat belts was 15 percent in November and declined to 8 percent in December. [This question was not asked on the abbreviated survey version.]

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts.

The December results for African American and Hispanic respondents. The December seat belt “post-test” awareness levels for African American and Hispanic respondents are presented in Table Slogans-1 (see below). The two **seat belt slogans** are in **bold**. The two *most-recent DUI-related slogans* are in *italic bold*.

Table: Slogans-1
December Awareness Level and November-to-December Change
among African-American and Hispanic Respondents in Chicago Areas

Order	Slogan	December %	Nov to Dec Change (% pt)	<i>Increase as % of Potential*</i>
1	Click It or Ticket	90.8%	-1.0%	-----
2	Friends don't let friends drive drunk	78.0%	-1.8%	-----
3	<i>You drink and drive. You lose.</i>	74.0%	-0.3%	-----
4	Drive smart. Drive sober.	57.2%	+3.7%	+8.0%
5	Buckle Up America	50.5%	-2.0%	-----
6	Police in Illinois arrest drunk drivers	48.9%	+0.1%	+0.2%
7	<i>Drive sober or get pulled over</i>	45.8%	+3.5%	+6.1%
8	Cell phones save lives. Pull over and report a drunk driver	44.3%	+2.4%	+4.1%
9	Drunk driving. Over the limit, under arrest	38.0%	-0.1%	-----
10	55 still the law for trucks in Chicago area	35.8%	-3.9%	-----
11	Wanna drink and drive? Police in Illinois will show you the bars	34.7%	+8.7%	+11.8%
12	Drink and drive? Police in Illinois have your number	31.3%	+4.3%	+5.9%
13	Children in back	29.8%	+3.6%	+4.9%
14	Rest Area = Text Area	26.1%	+6.0%	+7.5%
15	Start seeing motorcycles	21.5%	+1.6%	+2.0%
16	CSA 2010: Get the Facts, Know the Law – What's your Score?	13.2%	+2.8%	+3.1%

*The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

As seen in this table, the current “Click It or Ticket” slogan has the highest awareness level, with 91 percent of the African American and Hispanic respondents aware of the slogan.

Interestingly, and a consistent finding across recent survey years, is that the second place slogan is “Friends don’t let friends drive drunk,” a slogan which has not been actively used for quite some time. Its awareness is at 78 percent. Closely behind in third place is the slogan, “You drink and drive. You lose.” It is a recently-used DUI slogan and stands at 74 percent.

This is followed by “Drive smart. Drive sober,” in fourth place at 57 percent. Following in fifth and sixth positions are the other seat belt slogan, “Buckle Up America” (50%) and “Police in Illinois arrest drunk drivers” (49%). The most recently introduced DUI slogan, “Drive sober or get pulled over,” is in seventh place (46%), just above “Cell phones save lives. Pull over and report a drunk driver” (44%).

The remaining slogans have been recently seen/heard by fewer than 40 percent.

“Click It or Ticket” trends and comparisons among African American and Hispanic respondents. The recent Thanksgiving campaign. The “Click It or Ticket” slogan actually shows a slight decline in awareness among African American and Hispanic respondents from the November survey to the December survey, declining from nearly 92 percent in November to just under 91 percent in November (-1.0 % pt). [In comparison, white respondents show an even greater decline, from 90 percent in November to 82 percent in December.]

Comparison to earlier Thanksgiving campaign results. Table Slogans-2 below presents the awareness level results among African American and Hispanic respondents for the Thanksgiving campaigns over the past six years.

**Table: Slogans-2
Awareness Levels for “Click It or Ticket” Slogan
among African-American and Hispanic Respondents,
Thanksgiving Campaigns, 2005 through 2011**

Survey	2005	2006	2007	2008	2009	2010	2011
November	91.3%	86.6%	87.5%	89.2%	90.6%	92.3%	91.8%
December	92.2%	92.0%	94.3%	90.8%	94.8%	95.4%	90.8%

Looking at the results from 2005 through 2008, the Table shows that the pre- and post-results showed only slight increases in awareness for the 2005 and 2008 Thanksgiving campaigns, but awareness in the pre-campaign period began at a higher levels for these two campaigns (91.3% for the 2005 campaign and 89.2% for the 2008 campaign) than was the case in 2006 and 2007. For the 2006 and 2007 Thanksgiving campaigns, awareness in the pre-campaign period stood at about 87 percent and then increased to more than 90 percent in the post-campaign period, 92 percent for the 2006 campaign and just over 94 percent for the 2007 campaign.

The results for the 2009 and 2010 campaigns show a blend of these two sets of results. First, like the 2005 and 2008 campaigns, awareness began at a higher level – nearly 91 percent in 2009 and just over 92 percent in 2010. And second, like the 2007 campaign, awareness ended at a level well above 90 percent – nearly 95 percent in 2009 and just over 95 percent in 2010, the highest levels recorded across the survey series.

Although the most recent results actually show a decline in awareness from November to December for the first time in this series, it should be noted that this decline is very slight and actually represents stability in awareness from November to December at around 91 percent. It thus most resembles the results found in 2005.²⁴

Awareness of DUI-related and speeding-related messages

While this report focuses on the 2011 Thanksgiving seat belt enforcement and media campaign, it is useful for comparison purposes to offer results for two questions that asked about recall of recent DUI and speeding-related messages.

Recall of DUI-related messages. The percent of African American and Hispanic respondents who indicated that, *“in the past thirty days,”* they had *“read, seen or heard anything about alcohol impaired driving in Illinois,”* shows a slight increase of just over 2 percentage points, from nearly 66 percent in November to 68 percent in December. [For white respondents, the increase was more sizeable, nearly 12 percentage points, from 48 percent in November to nearly 60 percent in December.]

Recall of speeding-related messages. The percent of African American and Hispanic respondents who indicated that, *“in the past thirty days,”* they had *“read, seen or heard anything about policy enforcing speed limit laws,”* shows an increase of 7 percentage points, from 47 percent in November to 54 percent in December. [Among white respondents, there was also an increase of 7 percentage points but at much lower levels of awareness – from 20 percent in November to 27 percent in December.]

²⁴ Note that there is some variation in the distribution by age category across these years, some of which are due to variations in the age weighting procedures used (e.g., no age weighting in 2005). Experience indicates that equalizing these distributions generally has little effect on the results.

Percent in ages of:	<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005-D</u>	<u>2005-N</u>
16 to 29	17-18%	17%	16-19%	17-18%	17%	17%	21%	16%
30s/40s	33-35%	36%	34-38%	37-40%	44%	34%	30%	45%
50 and over	45-48%	43-44%	42-49%	41-44%	30%	40%	49%	39%

**APPENDIX A: STATEWIDE ENFORCEMENT
ACTIVITIES AND ASSOCIATED COSTS**

TABLE 9: STEP 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				
Addison	120.0	98	19	19.4%	5	5.1%	73.5	\$72.86	\$59.50	\$7,140.34
Algonquin	113.0	153	116	75.8%	0	0.0%	44.3	\$40.24	\$54.48	\$6,156.36
Alton	426.0	471	153	32.5%	11	2.3%	54.3	\$43.25	\$47.82	\$20,372.29
Arlington Heights	116.0	196	82	41.8%	1	0.5%	35.5	\$36.71	\$62.03	\$7,195.84
Barrington	33.0	39	17	43.6%	3	7.7%	50.8	\$48.53	\$57.36	\$1,892.75
Bartlett	102.5	159	51	32.1%	6	3.8%	38.7	\$38.37	\$59.53	\$6,101.49
Belvidere	116.0	97	79	81.4%	0	0.0%	71.8	\$57.00	\$47.67	\$5,529.42
Berwyn	168.0	341	149	43.7%	7	2.1%	29.6	\$24.04	\$48.79	\$8,197.19
Blue Island	62.0	140	113	80.7%	0	0.0%	26.6	\$20.00	\$45.15	\$2,799.39
Boone County	73.0	42	0	0.0%	6	14.3%	104.3	\$89.15	\$51.29	\$3,744.29
Brookfield	56.0	69	24	34.8%	1	1.4%	48.7	\$47.61	\$58.66	\$3,285.12
Buffalo Grove	80.0	134	112	83.6%	0	0.0%	35.8	\$37.30	\$62.47	\$4,997.53
Cahokia	68.5	68	19	27.9%	1	1.5%	60.4	\$49.46	\$49.10	\$3,363.61
Calumet City	152.0	120	46	38.3%	1	0.8%	76.0	\$70.05	\$55.30	\$8,406.31
Campton Hills	69.0	60	8	13.3%	4	6.7%	69.0	\$29.68	\$25.81	\$1,781.02
Carol Stream	120.0	172	90	52.3%	5	2.9%	41.9	\$39.41	\$56.49	\$6,779.16
Carpentersville	94.0	128	12	9.4%	6	4.7%	44.1	\$44.50	\$60.59	\$5,695.92
Channahon	52.0	58	20	34.5%	1	1.7%	53.8	\$40.31	\$44.96	\$2,337.84
Chicago	1,256.0	2,097	1,723	82.2%	21	1.0%	35.9	\$34.87	\$58.22	\$73,124.32
Chicago Heights	127.0	152	144	94.7%	0	0.0%	50.1	\$37.13	\$44.44	\$5,643.65
Chicago Ridge	68.0	149	109	73.2%	4	2.7%	27.4	\$24.80	\$54.35	\$3,695.55
Clarendon Hills	61.0	63	46	73.0%	0	0.0%	58.1	\$60.75	\$62.74	\$3,827.16

TABLE 9: (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				
Collinsville	130.0	176	52	29.5%	4	2.3%	44.3	\$36.87	\$49.92	\$6,489.37
Columbia	70.0	44	31	70.5%	0	0.0%	95.5	\$60.63	\$38.11	\$2,667.77
Cook County	129.0	194	48	24.7%	1	0.5%	39.9	\$46.42	\$69.81	\$9,004.99
Countryside	67.0	50	5	10.0%	2	4.0%	80.4	\$77.76	\$58.03	\$3,888.00
Crystal Lake	40.0	67	17	25.4%	1	1.5%	35.8	\$30.64	\$51.33	\$2,053.16
Crystal Lake Park District	23.5	93	21	22.6%	2	2.2%	15.2	\$8.41	\$33.29	\$782.23
Danville	116.0	198	131	66.2%	2	1.0%	35.2	\$26.47	\$45.19	\$5,241.65
Des Plaines	121.0	336	291	86.6%	5	1.5%	21.6	\$23.73	\$65.88	\$7,971.76
Downers Grove	57.0	61	42	68.9%	1	1.6%	56.1	\$62.98	\$67.40	\$3,841.78
East Dundee	42.0	90	5	5.6%	1	1.1%	28.0	\$19.51	\$41.80	\$1,755.66
East Hazel Crest	19.0	62	45	72.6%	0	0.0%	18.4	\$11.14	\$36.34	\$690.55
East Moline	131.0	128	61	47.7%	3	2.3%	61.4	\$47.49	\$46.40	\$6,078.88
East Peoria	70.0	88	5	5.7%	3	3.4%	47.7	\$45.53	\$57.24	\$4,006.69
Edwardsville	55.0	100	1	1.0%	4	4.0%	33.0	\$27.38	\$49.78	\$2,737.75
Elgin	272.0	437	132	30.2%	7	1.6%	37.3	\$38.39	\$61.68	\$16,775.91
Elk Grove Village	144.0	277	250	90.3%	0	0.0%	31.2	\$32.35	\$62.23	\$8,961.07
Elmhurst	97.0	132	77	58.3%	6	4.5%	44.1	\$44.74	\$60.88	\$5,905.36
Evanston	120.0	105	40	38.1%	3	2.9%	68.6	\$70.26	\$61.48	\$7,377.07
Flora	120.0	84	25	29.8%	5	6.0%	85.7	\$51.51	\$36.06	\$4,327.09
Forest Park	69.5	39	27	69.2%	1	2.6%	106.9	\$105.82	\$59.38	\$4,126.93
Franklin Park	16.0	23	0	0.0%	0	0.0%	41.7	\$41.81	\$60.11	\$961.69
Freeport	79.0	96	10	10.4%	6	6.3%	49.4	\$32.74	\$39.78	\$3,142.71

TABLE 9: (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				
Gilberts	18.0	15	4	26.7%	1	6.7%	72.0	\$45.06	\$37.55	\$675.93
Granite City	36.0	40	4	10.0%	1	2.5%	54.0	\$41.38	\$45.98	\$1,655.28
Grayslake/Hainesville	77.0	74	44	59.5%	2	2.7%	62.4	\$63.19	\$60.73	\$4,676.01
Grundy County	84.0	69	58	84.1%	0	0.0%	73.0	\$65.48	\$53.79	\$4,518.36
Gurnee	90.0	96	16	16.7%	5	5.2%	56.3	\$60.10	\$64.10	\$5,769.42
Hebron	52.0	32	10	31.3%	2	6.3%	97.5	\$63.74	\$39.23	\$2,039.81
Hillside	48.0	73	41	56.2%	1	1.4%	39.5	\$37.96	\$57.73	\$2,770.88
Hinsdale	69.0	89	66	74.2%	1	1.1%	46.5	\$55.48	\$71.56	\$4,937.58
Homewood	60.0	75	50	66.7%	2	2.7%	48.0	\$45.74	\$57.18	\$3,430.79
Jerome	103.0	106	30	28.3%	4	3.8%	58.3	\$27.83	\$28.64	\$2,950.24
Jo Daviess County	56.0	49	7	14.3%	3	6.1%	68.6	\$41.70	\$36.49	\$2,043.26
Johnsburg	50.0	37	10	27.0%	4	10.8%	81.1	\$55.73	\$41.24	\$2,062.11
Joliet	155.0	158	19	12.0%	1	0.6%	58.9	\$67.89	\$69.20	\$10,726.60
Kendall County	81.0	93	53	57.0%	1	1.1%	52.3	\$44.62	\$51.23	\$4,149.63
Kenilworth	20.0	23	10	43.5%	0	0.0%	52.2	\$48.35	\$55.60	\$1,112.00
Lake in the Hills	52.0	57	1	1.8%	5	8.8%	54.7	\$51.48	\$56.44	\$2,934.62
Lake Villa	49.0	38	23	60.5%	2	5.3%	77.4	\$56.16	\$43.55	\$2,133.97
Lake Zurich	82.0	72	36	50.0%	6	8.3%	68.3	\$84.38	\$74.09	\$6,075.60
Leland Grove	58.0	50	22	44.0%	1	2.0%	69.6	\$43.96	\$37.90	\$2,197.93
Lemont	70.0	69	40	58.0%	0	0.0%	60.9	\$51.16	\$50.43	\$3,530.25
Lincolnwood	40.0	18	10	55.6%	0	0.0%	133.3	\$118.35	\$53.26	\$2,130.38
Lockport	114.0	93	57	61.3%	6	6.5%	73.5	\$64.86	\$52.91	\$6,032.16

TABLE 9: (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				
Lombard	104.0	109	84	77.1%	1	0.9%	57.2	\$54.01	\$56.60	\$5,886.71
Lyons	67.0	79	24	30.4%	5	6.3%	50.9	\$54.69	\$64.48	\$4,320.16
Macomb	54.0	41	7	17.1%	1	2.4%	79.0	\$47.81	\$36.30	\$1,960.20
Marengo	7.0	5	1	20.0%	0	0.0%	84.0	\$69.51	\$49.65	\$347.55
Mattoon	56.0	44	24	54.5%	3	6.8%	76.4	\$60.12	\$47.23	\$2,645.11
Maywood	64.0	40	27	67.5%	0	0.0%	96.0	\$78.75	\$49.22	\$3,150.14
McCullom Lake	79.0	56	17	30.4%	0	0.0%	84.6	\$21.68	\$15.37	\$1,214.13
McHenry	107.0	162	64	39.5%	2	1.2%	39.6	\$37.95	\$57.46	\$6,148.25
McHenry County	145.0	109	45	41.3%	1	0.9%	79.8	\$76.66	\$57.63	\$8,355.96
Mercer County	12.0	5	0	0.0%	0	0.0%	144.0	\$102.92	\$42.88	\$514.60
Midlothian	72.0	105	97	92.4%	0	0.0%	41.1	\$29.70	\$43.31	\$3,118.59
Momence	48.0	15	11	73.3%	1	6.7%	192.0	\$78.21	\$24.44	\$1,173.20
Morton	57.0	52	27	51.9%	2	3.8%	65.8	\$46.12	\$42.08	\$2,398.33
Morton Grove	80.0	80	62	77.5%	0	0.0%	60.0	\$50.36	\$50.36	\$4,028.80
Naperville	137.0	210	112	53.3%	5	2.4%	39.1	\$47.25	\$72.43	\$9,922.80
Niles	121.0	97	48	49.5%	5	5.2%	74.8	\$69.01	\$55.32	\$6,694.02
Norridge	14.0	10	6	60.0%	0	0.0%	84.0	\$88.78	\$63.42	\$887.84
North Aurora	50.0	116	42	36.2%	2	1.7%	25.9	\$21.16	\$49.10	\$2,454.93
Oak Lawn	148.0	205	146	71.2%	4	2.0%	43.3	\$42.79	\$59.27	\$8,772.44
Oak Park	106.0	97	7	7.2%	3	3.1%	65.6	\$67.61	\$61.87	\$6,558.22
Orland Park	148.0	130	114	87.7%	0	0.0%	68.3	\$74.66	\$65.58	\$9,706.24
Oswego	115.5	180	132	73.3%	2	1.1%	38.5	\$32.40	\$50.50	\$5,832.84

TABLE 9: (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				
Palatine	146.0	173	86	49.7%	5	2.9%	50.6	\$54.62	\$64.72	\$9,449.37
Palos Heights	48.0	42	27	64.3%	2	4.8%	68.6	\$48.65	\$42.57	\$2,043.31
Park City	52.0	95	42	44.2%	1	1.1%	32.8	\$27.24	\$49.77	\$2,588.06
Park Ridge	108.0	122	101	82.8%	0	0.0%	53.1	\$50.13	\$56.63	\$6,115.80
Peoria	58.0	61	21	34.4%	4	6.6%	57.0	\$53.83	\$56.62	\$3,283.85
Peoria County	13.0	6	0	0.0%	2	33.3%	130.0	\$92.33	\$42.61	\$553.95
Peoria Heights	34.0	39	4	10.3%	2	5.1%	52.3	\$36.77	\$42.17	\$1,433.93
Peru	44.0	19	7	36.8%	4	21.1%	138.9	\$107.48	\$46.41	\$2,042.08
Pike County	71.0	11	2	18.2%	1	9.1%	387.3	\$224.95	\$34.85	\$2,474.50
Plainfield	112.0	194	120	61.9%	1	0.5%	34.6	\$36.45	\$63.13	\$7,070.48
Prairie Grove	33.0	23	1	4.3%	3	13.0%	86.1	\$62.86	\$43.81	\$1,445.89
Quincy	120.0	138	19	13.8%	4	2.9%	52.2	\$65.55	\$75.39	\$9,046.50
River Forest	91.0	134	51	38.1%	1	0.7%	40.7	\$30.66	\$45.14	\$4,107.86
Riverdale	58.0	171	140	81.9%	0	0.0%	20.4	\$21.36	\$62.96	\$3,651.95
Riverside	49.0	50	11	22.0%	0	0.0%	58.8	\$59.92	\$61.14	\$2,996.06
Rock Island	166.0	171	86	50.3%	13	7.6%	58.2	\$42.51	\$43.79	\$7,268.82
Rockford	66.0	58	42	72.4%	5	8.6%	68.3	\$61.84	\$54.35	\$3,586.77
Rolling Meadows	71.0	107	18	16.8%	2	1.9%	39.8	\$48.68	\$73.36	\$5,208.73
Roselle	72.0	92	30	32.6%	2	2.2%	47.0	\$45.29	\$57.87	\$4,166.65
Round Lake	30.0	37	26	70.3%	2	5.4%	48.6	\$37.97	\$46.83	\$1,404.97
Sauk Village	95.0	58	38	65.5%	1	1.7%	98.3	\$70.46	\$43.02	\$4,086.83
Schaumburg	140.0	152	82	53.9%	0	0.0%	55.3	\$63.03	\$68.43	\$9,580.14

TABLE 9: (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				
Sherman	23.0	9	5	55.6%	1	11.1%	153.3	\$79.48	\$31.10	\$715.34
Shorewood	60.0	50	39	78.0%	0	0.0%	72.0	\$63.83	\$53.19	\$3,191.40
Skokie	141.0	218	168	77.1%	0	0.0%	38.8	\$37.40	\$57.83	\$8,153.60
South Barrington	31.0	40	19	47.5%	0	0.0%	46.5	\$48.04	\$61.98	\$1,921.50
South Chicago Heights	32.0	49	45	91.8%	0	0.0%	39.2	\$15.89	\$24.33	\$778.66
South Elgin	67.0	44	6	13.6%	5	11.4%	91.4	\$58.54	\$38.45	\$2,575.91
St. Charles	78.0	45	2	4.4%	4	8.9%	104.0	\$104.35	\$60.20	\$4,695.88
St. Clair County	225.0	118	60	50.8%	9	7.6%	114.4	\$97.19	\$50.97	\$11,468.35
Stephenson Co.	19.0	15	0	0.0%	4	26.7%	76.0	\$56.54	\$44.63	\$848.06
Sterling	16.0	11	1	9.1%	0	0.0%	87.3	\$60.71	\$41.74	\$667.77
Streamwood	40.0	64	7	10.9%	2	3.1%	37.5	\$42.16	\$67.45	\$2,697.94
Summit	58.0	80	73	91.3%	2	2.5%	43.5	\$39.74	\$54.81	\$3,178.89
Tazewell County	122.0	48	6	12.5%	2	4.2%	152.5	\$130.12	\$51.19	\$6,245.57
Tinley Park	74.0	63	56	88.9%	0	0.0%	70.5	\$70.04	\$59.63	\$4,412.68
Villa Park	104.0	97	30	30.9%	0	0.0%	64.3	\$26.35	\$24.58	\$2,556.04
Waukegan	137.0	229	145	63.3%	5	2.2%	35.9	\$37.86	\$63.29	\$8,670.35
West Chicago	48.0	83	9	10.8%	1	1.2%	34.7	\$33.74	\$58.33	\$2,800.06
Westchester	67.0	71	41	57.7%	2	2.8%	56.6	\$49.27	\$52.21	\$3,498.04
Wheeling	121.0	169	55	32.5%	5	3.0%	43.0	\$44.35	\$61.94	\$7,495.32
Will County	121.0	99	12	12.1%	3	3.0%	73.3	\$71.45	\$58.46	\$7,073.70
Winnebago Co.	98.0	69	10	14.5%	4	5.8%	85.2	\$77.34	\$54.45	\$5,336.34
Winthrop Harbor	41.0	54	6	11.1%	1	1.9%	45.6	\$34.45	\$45.38	\$1,860.43

TABLE 9: (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				
Wood Dale	70.0	87	38	43.7%	4	4.6%	48.3	\$45.71	\$56.81	\$3,976.57
Woodridge	93.0	108	13	12.0%	4	3.7%	51.7	\$50.19	\$58.28	\$5,420.50
Woodstock	111.0	113	78	69.0%	3	2.7%	58.9	\$60.91	\$62.01	\$6,882.90
STEP Grants Total	12,450.5	15,245	8,034	52.7%	341	2.2%	49.0	\$44.36	\$54.31	\$676,226.79

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

Column 4: 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 10: LAP 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				
Carol Stream	104.0	107	36	33.6%	5	4.7%	58.3	\$60.66	\$62.41	\$6,490.60
Charleston	36.0	27	5	18.5%	2	7.4%	80.0	\$65.08	\$48.81	\$1,757.25
Chicago	528.0	342	31	9.1%	29	8.5%	92.6	\$89.88	\$58.22	\$30,740.16
Chicago Heights	48.0	41	1	2.4%	6	14.6%	70.2	\$50.05	\$42.75	\$2,052.15
Cook County	78.0	71	0	0.0%	9	12.7%	65.9	\$65.93	\$60.01	\$4,680.76
Decatur	128.0	80	5	6.3%	12	15.0%	96.0	\$104.14	\$65.09	\$8,331.05
East Peoria	49.0	47	2	4.3%	1	2.1%	62.6	\$57.38	\$55.04	\$2,696.94
Elgin	150.0	198	2	1.0%	22	11.1%	45.5	\$56.95	\$75.18	\$11,276.34
Macon County	152.0	100	7	7.0%	19	19.0%	91.2	\$65.97	\$43.40	\$6,597.47
River Grove	57.0	48	1	2.1%	8	16.7%	71.3	\$45.00	\$37.89	\$2,159.90
Sangamon Co.	109.0	104	0	0.0%	27	26.0%	62.9	\$66.19	\$63.16	\$6,884.27
Shorewood	18.0	26	2	7.7%	1	3.8%	41.5	\$35.81	\$51.73	\$931.14
Skokie	300.8	201	40	19.9%	7	3.5%	89.8	\$95.31	\$63.70	\$19,157.78
South Chicago Heights	41.0	40	2	5.0%	3	7.5%	61.5	\$25.33	\$24.71	\$1,013.06
Springfield	252.0	45	1	2.2%	20	44.4%	336.0	\$315.95	\$56.42	\$14,217.76

TABLE 10: (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				
St.Clair Co.	162.0	73	6	8.2%	9	12.3%	133.2	\$159.24	\$71.76	\$11,624.75
Villa Park	47.0	65	0	0.0%	8	12.3%	43.4	\$43.71	\$60.44	\$2,840.88
Will Co.	136.0	161	5	3.1%	10	6.2%	50.7	\$74.65	\$88.38	\$12,019.23
LAP Grants Total	2,395.8	1,776	146	8.2%	198	11.1%	80.9	\$81.91	\$60.72	\$145,471.49

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

TABLE 11: 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
			Seat Belt Citations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests				
STEP GRANTEEES TOTAL	12,450.5	15,245	8,034	52.7%	341	2.2%	49.0	\$44.36	\$54.31	\$676,226.79
LAP GRANTEEES TOTAL	2,395.8	1,776	146	8.2%	198	11.1%	80.9	\$81.91	\$60.72	\$145,471.49
ILLINOIS STATE POLICE TOTAL	5,140.0	6,490	2,492	38.4%	92	1.4%	47.5	\$70.60	\$89.14	\$458,167.41
GRAND TOTAL	19,986.30	23,511	10,672	45.4%	631	2.7%	51.0	\$54.44	\$64.04	\$1,279,865.69

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