

Illinois Statewide Labor Day 2019 Weekend
Seatbelt Enforcement and Media Campaign Surveys

Conducted for:



**Illinois Department
of Transportation**

January 19, 2020

Summary Report

Results from the June and September 2019 Surveys
(Supplemented with Selected Findings from the April 2019 Survey)

Conducted by:

**Survey
Research
Office**

ILLINOIS
SPRINGFIELD

A unit of the Center for State Policy and Leadership

Table of Contents

Introduction and History	1
Methodology	2
Results	5

Introduction

The Illinois Department of Transportation contracted with the Survey Research Office, located in the Center for State Policy and Leadership at the University of Illinois Springfield, to conduct three statewide telephone surveys from April through September 2019, relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted from early April to early May (hereinafter, the “April survey”) prior to the Memorial Day weekend; the second was conducted mid-June to mid-August (the “June survey”), after the Memorial Day weekend; and the third survey was conducted in September and October (the “September survey”), after the Labor Day weekend.

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

Methodology

The University of Illinois Springfield Survey Research Office is dedicated to the principles of transparency in research and is a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative. Membership entails adherence to AAPOR's code of ethics¹ as well as a commitment to promoting understanding of survey methodology and how it relates to survey quality. For more information about project methodology please contact the UIS Survey Research Office at sro@uis.edu



SAMPLING

Unlike in previous years which utilized a stratified sample frame of Illinois residents, the 2019 surveys utilize nonprobability online sampling using quotas. In nonprobability sampling, respondents are invited to take surveys and must answer qualifying questions in order to be admitted to the sample. Quotas are established to ensure representation along demographic lines (e.g., ethnicity, gender). The targeted completion number for this component was 500 respondents in each survey. The second component is a sample of a subset of the “downstate” population, defined here as the “rural sample.” The survey does not specifically target individuals in the rural counties of Illinois. Rather, a rural geography is created by taking those individuals living in counties that are considered rural based on past surveys as well as those individuals who classify their location as a small town or as rural despite the county they live in (though excluding Cook County and Chicago collar counties).

The stratification methodology for the statewide component was conducted as it has been in the past for these pre/post enforcement/media campaign surveys. *For the statewide sample*, the state was first stratified into the Chicago metro area and the remaining Illinois counties, referred to as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties (DuPage, Kane, Lake, McHenry, and Will). The downstate area was further subdivided into north/central Illinois and southern Illinois.

Thus, the statewide surveys had four targeted geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. The rural sample was calculated by selecting those respondents from counties identified in previous surveys as rural. This was done by selecting those respondents who identified their county as one of these counties and counting them as part of the rural sample.

¹ The American Association for Public Opinion Research. (2015). The code of professional ethics and practices. Retrieved from: http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR_Code_Accepted_Version_11302015.aspx

Methodology

Additionally, respondents who identified the area they live in as “a small town” or “a rural area” were included in the rural sample.

FIELDING

Field interviewing for the September survey was conducted from August 2 through September 28, 2019 with 430 licensed drivers. Field interviewing for the June statewide survey was conducted from May 29 through June 6, 2019 with 638 licensed drivers and field interviewing for the April survey was conducted from April 29 through May 17, 2019, with 638 licensed drivers. Fielding was conducted online using the web software Qualtrics and respondents were invited using an online panel.

COMPLETION BY AREA

The numbers of completions for each stratification and sample group are presented below in table 1 (below) for each of the three surveys. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

WEIGHTING

Even though quotas were used, post-stratification weights were applied to the cases in the study to ensure representation. Cases are weighted based on age, gender, level of education, and region.² Weights are created to match estimates by the Census Bureau across these demographic categories. Minimum and maximum weights were created such that a maximum final weight is 4 (meaning the case represents four cases) and the minimum final weight is 0.25 (meaning the case represents ¼ of a case). Frequencies for weighted and unweighted results may be found in the accompanying Excel sheet.

² The regions being: City of Chicago, Chicago Suburbs, southern Illinois, and northern and central Illinois

Methodology

Table 1. Respondents by Region

	2019 Memorial Day Pre-test	2019 Memorial Day Post-test & Labor Day Pre-test	2019 Labor Day Post-Test
Statewide Sample	609	638	430
Chicago Metro Area	386	401	237
<i>City of Chicago</i>	386	401	112
<i>Chicago Suburbs</i>	109	132	178
Downstate Counties	277	269	140
<i>Northern & Central</i>	120	111	81
<i>Southern</i>	228	237	59
Rural Counties	120	111	113

Results

COMMENT

In the following results, **we focus on those questions most pertinent to the DUI initiative surrounding the 2019 Labor Day weekend.** We also focus on the statewide and regional (Chicago metro area vs. downstate) results and on selected results for respondents who had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). We also comment on the April results when they appear to add understanding to the later results and changes and sometimes make comparisons with similar surveys conducted by SRO prior to 2019.³ In this summary report, percentages have often been rounded to integers, and percentage changes (i.e., $\pm\%$ within parentheses) refer to percentage point changes unless specifically noted.

The Excel file. The full results are presented in the **IDOT 2019 Labor Day DUI Survey Tables** file (a Microsoft Excel file) compiled for the project. Included on the two worksheets are results for:

- The statewide results
- The results for statewide respondents by region (Chicago area vs. downstate; the rural component)

These worksheets contain relevant results for each of the three surveys, with particular focus on the June Labor Day campaign pre-test and September post-test surveys. They also include the percentage point changes from the June to the September surveys, and from the April survey to the June survey. They also include a demographic portrait of the group(s) being analyzed.

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the weighted June and September 2019 demographic portraits of the two samples are, overall, very similar with regard to demographic characteristics. However, because minimum and maximum weights are used, there are some differences. There are also differences among demographic variables which are not weighted e.g., income, race/ethnicity). Notably for the September 2019 survey, none of these differences are large and the weighted samples overall vary little from one another. However, differences among subgroups such as region have larger differences.

³ Relevant questions in the April 2019 survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

Results

BEHAVIORS RELATING TO DRINKING AND DRIVING

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

Statewide, a smaller percent of June respondents (60.8 percent) reported having had any alcoholic drink (including beer, wine, and liquor) in the past thirty days compared to 67.7 percent in September.”⁴

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

Table 2: Drinking During Past 30 Days

Comparison of responses to the question “How often did you drink alcoholic beverages in the past thirty days?”		
	June	September
Every day	5.0%	8.0%
Several days a week	13.8%	17.0%
Once a week or less	16.6%	18.3%
Only on weekends	8.5%	6.7%
Only celebrations/ special occasions	16.9%	17.7%
Never	39.2%	32.2%
Don’t know/ Refused	0.0%	0.0%
<i>Percent who have any alcoholic beverages</i>	<i>60.8%</i>	<i>67.7%</i>

Frequent drinkers – those who drink several days a week or more — represent a larger proportion in the September survey (25 percent) than the June survey (18.8 percent). Additionally, more respondents in the June survey (39.2 percent) report “never” drinking than in the September survey (32.2 percent).

At the *regional* level, in the September survey, 8.9 percent of Chicago area respondents and 6.9 percent of downstate respondents reported drinking every day. Rural residents drank at a slightly less frequent rate: 4.9 percent. Downstate respondents were more likely than their Chicago area counterparts to report “never” drinking in the September survey (33.3 percent downstate versus 31.5 percent in the Chicago area). For the downstate area, the percent who indicated drinking in the past 30 days dropped noticeably, from 50.7 percent in June to 33.3

⁴ During the remaining portions of this report, we sometimes refer to those who indicated having any alcoholic drink in the past thirty days as “drinkers” or “recent drinkers” and their counterparts as “non-drinkers.”

Results

percent in September. The Chicago area, the rate remained nearly the same (32.2 percent in June; 31.5 percent in September).

Drinking and driving: “Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [Of those who indicated they drank alcoholic beverages in the past thirty days.] In September, 27 percent of residents statewide who drank in the previous thirty days reported driving within two hours of drinking. For June, the figure was a smaller 22.3 percent. These figures are higher than the 2018 September results in which 19.6 percent say they have driven a motor vehicle within two hours of drinking an alcoholic beverage.

At the *regional* level, 19.7 percent of Chicago respondents in June and 25 percent of Chicago respondents in September report driving a motor vehicle after drinking. For downstate, 28.2 percent of June respondents and 30.2 percent of September respondents report doing this. Thus, driving after drinking decreases for the downstate sample but increases for the Chicago sample.

Number of times: “About how many times [in this time period] did you drive within two hours after drinking?” [For the 13.6 percent and 18.3 percent of total sample members in each survey who had an alcoholic beverage in the recent past AND who indicated they had driven a motor vehicle after drinking during this time.] Of those who reported driving after drinking, 27.7 percent in June and 31.1 percent in September said they did this only once. The percentage of respondents who reported doing this two times decreased by 9.3 percentage points from June to September —45.8 percent and 36.5 percent, respectively. The percentage of respondents reporting driving after drinking more than two times increased substantially between June and September, from 26.5 percent in June to 32.4 percent in September.

Regionally, for the Chicago area, the number of respondents who reported driving after drinking only once, among those who said ever drank and drove in the past thirty days, increased from 24.6 percent in June to 29.4 percent in September. Chicago area residents who said they drank and drove twice stayed about the same (42.5 percent in June; 44.1 percent in September). In downstate Illinois, 32.6 percent who drank and drove in the previous thirty days reported doing this only once in June and 35 percent in September. Those who did this twice saw their percentage decrease by more than half (51 percent in June; 25 percent in September). In the rural sample, the number who report drinking and driving more than 2 times nearly doubled (17.7 percent to 34 percent). It is notable that these sample sizes are rather small, so these large increases and decreases are not surprising.

Results

Number of drinks on last occasion. *“On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the 13.6 in June and 18.3 percent in September of the full samples who indicated they had driven within two hours of drinking in the past month.]* Respondents who reported having one drink before driving represented 44.9 percent of those who drank and drove during the prior thirty days in June and 33.4 percent in September. By contrast, in 2018, 51.9 percent in June and 26.7 percent in September reported having one drink. For 2017, those reporting having two drinks increased statewide from 37.5 percent in June to 34.1 percent in September.

Regionally, the frequency of having one drink before driving in the Chicago area barely changed between June and September (43.7 percent versus 41.2 percent), while the rate for downstate decreased from 46.9 percent in June to 20 percent in September.

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

In June, 67.3 percent of respondents reported never driving after drinking too much. This number decreased by 4.7 percentage points to 62.6 percent in September. Those who said they did this only once were 18 percent in June and 10.4 percent in September, while those who said they did this more than once were 14.7 percent in June and 27.1 percent in September.

At the regional level, Chicago area respondents reported drinking and driving never more in September (70%) than in June (57%). Downstate, the opposite was true: 52 percent of respondents in September reporting “never” driving after having too much to drink compared to a higher 81.1 percent in June.

For the Chicago area, those who reported driving after drinking too much more than once were much about the same in June (20.1 percent) and in September (22.5 percent). By contrast respondents downstate reported driving after drinking more than once more in September (36 percent) than in June (7.5 percent). Fewer rural respondents in either survey reported driving after drinking more than once in June (8.4 percent) than in September (21.9 percent).

Assessed trend in personal drinking and driving: *“Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For those who indicated they have had an alcoholic drink in the past 30 days.]* Few survey respondents report that they are drinking and driving “more often” (8.2 percent in June; 14.9 percent in September). By contrast, close to half (49.4 percent in June; 45.4 percent in September) report drinking and driving “about the same.” Additionally, 14.6 percent in June and 13.7 percent say they “never drive after drinking” despite their previous response above indicating they have driven within two hours of driving a motor vehicle.

Results

PERCEPTIONS OF AND ATTITUDES ABOUT POLICE PRESENCE AND ENFORCEMENT

Perceptions of DUI enforcement. Three questions in the survey solicited respondents' perceptions of general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely they are to be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). The third question asked how likely it is that a driver who had been drinking will be stopped, compared to three months ago.⁵ (Also see the next section for questions specifically relating to roadside checks).

Police enforcement of drinking laws -- a hypothetical, personalized-wording question: "If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?" Of the 89.6 percent in June and 93.7 percent in September who answered this question statewide, 25.4 percent in June and 19.6 percent in September said it was "almost certain" they would be stopped by police after drinking too much to drive safely. In 2018, 14.7 percent of June respondents and 18.4 percent of September respondents say it is almost certain they would be stopped after having too much to drink to drive safely.

Another 29.4 percent in June of 2019 and 29.6 percent in September of 2019 said it was "very likely" they would get stopped. The percentage who say it is somewhat or very "unlikely" they would be pulled over remains about the same (16.6 in June and 16.5 percent in September).

Among *recent drinkers* (drinking in past thirty days), 16.4 percent in the September survey said it was almost certain they would be stopped by police if they drank and drove, and another 30.1 percent said it was very likely. For June, the rates were 19.4 percent "almost certain" and 28.3 percent "very likely." In 2018, 18.2 percent in September and 28 percent in June say this. In 2017, 14.5 percent of recent drinkers in the June survey said the likelihood of getting stopped was almost certain compared to 7 percent in the September survey. By contrast, the year before, in 2016, the rate for June was 9.7 percent and for September 12 percent.

⁵ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

Results

Regionally, the percent of all respondents (recent drinkers and non-drinkers) answering this question in the Chicago area who said it was almost certain they would be stopped after drinking too much to drive was 21.8 percent in June and 16.1 percent in September. For downstate respondents, the rates were 24.3 percent in June and 22.1 percent in September. The percent of Chicago area respondents who reported they were “very likely” to be stopped was 27 percent in June and 28.4 percent in September, and the “very likely” rate for downstate respondents was 25 percent in June and 26.2 percent in September. In the June survey, there was a modest difference between the Chicago area and downstate on whether getting stopped by the police was very or somewhat “unlikely”: 13.5 percent in Chicago and 17.5 percent downstate. However, for the September survey, there was nearly no difference: 15.6 percent in Chicago and 15.8 percent downstate.

Police presence on roads. “Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same?” Over two-thirds of both June (66.5 percent) and September (62.1 percent) respondents reported seeing police “about the same” on the roads compared with three months ago. Similar percentages in both surveys say they are seeing police “more often” (22.9 percent in June; 25.1 percent in September). By contrast, 10.6 percent in June and 12.8 percent in September say they are seeing police “less often.”

Regionally, there is nearly no difference in the Chicago area among respondents regarding seeing police “more often” (22.7 percent in June; 21.8 percent in September). Downstate, a larger percentage of individuals in September (30.6 percent) than in June (23.2 percent).

Among recent drinkers, 23.2 percent in June reported seeing police on the roads they normally drive more often and 11 percent said they saw police less often. In September, the numbers were 25.8 percent seeing the police more often and 13.3 percent seeing the police less often.

Police enforcement of drinking laws — comparative, general evaluation. “Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?” There was a decrease between surveys in the proportion of respondents statewide who reported they think a driver who had been drinking is more likely to be stopped now than three months ago: 35.7 percent said this in June compared to 31.2 percent in September. There was an increase in the percentage who reported a hypothetical driver would be less likely to be stopped of 2.4 percentage points (7.5 percent in June; 9.9 percent in September). At the *regional* level, in the Chicago area 35.2 percent of June respondents and 28.5 percent of September respondents said drivers who drank were now more likely to be stopped. For downstate, there was little change: 36.4 percent of June respondents reported a higher likelihood of being stopped compared to 35.4 percent of September respondents. *Among recent drinkers*, 32.5 percent in June and 29.7 percent in September reported that a driver who had been drinking was more likely to be stopped by police than three months ago.

Results

ROADSIDE SAFETY CHECKS

Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey, they were asked about their awareness and experience with safety checks whose primary purpose was to check for alcohol-impaired driving. It should be noted that this departs a bit from the national survey template. This was done intentionally to obtain comparable Illinois trend data and because Illinois roadside checks differ some from those in many other states.⁶

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” was 22.9 percent in the April, 29 percent in June, and 26.5 percent in September.⁷ Regionally, in Chicago, about the same percentage for all three survey administrations report seeing or hearing about roadside safety checks: 23.8 percent in April; 29.1 percent in June; 24.6 percent in September. Downstate, more respondents in September (29.3 percent) and June (28.7 percent) report hearing or seeing about the checks than respondents in April (21.5 percent). For the rural sample, a lower percentage reports awareness in June (11.5 percent) than September (28 percent).

Sources of awareness.⁸ *Of those who had seen or heard anything about roadside safety checks,* in both September and June, respondents reported they had seen or heard about safety checks via television more often in June (44.8 percent) than in September (38.6 percent). Slightly more report awareness from friends and relatives in June (34.6 percent) than in September (31.6 percent). Awareness from the newspaper is higher in September (22.8 percent) than in June (22.4 percent) and awareness from the radio is lower in September (18.4 percent) than June (20.6 percent). Awareness from some other source is 27.5 percent in June and 16.7 percent in September.

Advertising and news stories were the most common ways respondents learned about safety checks from television (44.4 percent in September and 38.1 percent in June for commercial/advertisement, and 63.8 percent in September and 69 percent in June for news

⁶ In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois road checks -- checking vehicles which pass through a road check for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

⁷ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

⁸ Respondents were allowed to choose multiple selections. Thus, a respondent may indicate she heard about the roadside safety checks from both television and radio.

Results

story/program). It was similar for radio (52.8 percent in September and 66.7 percent in June for commercial/advertisement, and 32.3 percent in September and 28.6 percent in June for news story/program). When it comes to newspapers, respondents were more likely to say they had seen or heard about safety checks from news stories (81.4 percent in September and 87.5 percent in June) than from commercials/advertisements (18.65 percent in September and 62.5 percent in June).

At the *regional* level, in the Chicago area, 39 percent in the September survey indicated hearing or seeing information about the checks via television. By contrast, the June figure was 46.6 percent. Downstate, 44.2 percent in September and 41.9 percent in June reported hearing or seeing about the checks via television.

Personally seeing roadside checks. [*Of those who had seen or heard anything about roadside safety checks*] In the September survey, 43.2 percent of respondents statewide reported having seen a roadside safety check. In June, the figure was 45.5 percent. These levels are comparable to those recorded in recent years. *Regionally*, downstate respondents are far less likely than Chicago respondents to indicate they had seen a safety check. In the September survey, 47.5 percent of Chicago area respondents and 37.2 percent of downstate respondents said they had seen a safety check. The numbers from the June survey were 52.4 percent for Chicago area respondents and 33.9 percent for downstate respondents.

Results

MESSAGES ABOUT ALCOHOL-IMPAIRED DRIVING

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “in the past thirty days,” they had “read, seen or heard anything about alcohol impaired driving in Illinois,” was 56.6 percent in the September survey, 58.2 percent in the June survey. Among recent drinkers, awareness of these messages was slightly higher in June 59.9 than September (58.4 percent). Awareness levels were higher downstate than in the Chicago area. In the Chicago metro area, 51.5 percent indicated awareness in the September survey and 55.7 percent did so in the June Survey. Downstate the levels were 64.6 percent in September and 62.2 percent in June.

Sources of messages. Of those who had seen or heard anything about alcohol impaired driving, the greatest source of awareness in September was television (84.7 percent), while 61.4 percent reported seeing messages on a billboard or road sign, 32.6 percent reported hearing messages on radio, and 29.3 percent said they saw messages in a newspaper. For June, 86.1 percent saw messages on television, 61.4 percent saw messages on a billboard or road sign, and 32.6 percent heard a message on radio.

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or story, or something else. For television, 64.8 percent of September respondents were primarily exposed through a commercial or advertisement while 42.3 percent indicated they were exposed via a news story or news program. For radio, 48.6 percent reported learning about the campaigns through a commercial or advertisement, while 38.6 percent said they heard through a news story or news program.⁹

For recent drinkers who indicated awareness of these messages in the September survey, as with the sample as a whole, television (89.8 percent) and billboards/road signs (53.4 percent) were the dominant sources of exposure, followed by radio (35.9 percent), and newspapers (23.3 percent).

For Chicago area respondents who reported being aware of impaired driving messaging, 93.4 percent reported gaining exposure through television in September, compared to 93.9 percent in June. The rate for exposure through billboards/road signs was prior levels at 65.3 percent in September and 55.3 percent in June. These are higher than the 49.3 percent in September of 2018 and 48 percent in June of 2018 who indicated awareness through billboards or road signs. In the Chicago area, radio awareness was higher in September than in June (38 and 36 percent respectively). For the downstate area, exposure through television was 74.2 percent in September and 74.6 percent in June. In June, 53.7 percent of downstate respondents reported seeing messages on a billboard or road sign, whereas 57 percent have heard about alcohol impaired driving messages in September via these methods.

⁹ Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

Results

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving (56.6 percent in the September sample, 58.2 percent of the June sample) were asked whether, “the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual.”* In September, 15.3 percent of the statewide respondents said the number of messages they had seen/heard was more than usual, nearly the same as the 15.4 percent of June respondent who said this. Nearly seven in ten (69.4 percent) of September respondents said the number was “about the same as usual,” up slightly from 65.1 percent in June.

Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” was 118.2 percent in the September survey and 17.1 percent in the June survey. By comparison, 16.1 percent of recent drinkers in the September survey and 13.5 percent of recent drinkers in the June survey said the number of messages they had seen regarding alcohol impaired driving was “fewer than usual.”

Regionally, the Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” increased slightly from 15 percent in June to 15.3 percent in September. Downstate, 18.4 percent of June respondents indicated “more than usual,” while 15.3 percent of the September respondents did.

AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

The question. Respondents were asked about their awareness of selected traffic safety slogans. April and June respondents were asked about their awareness of 13 slogans. Nine of the slogans are related to drinking and driving, with three of the eight having been used in recent media campaigns: **“You drink and drive. You lose.”** (or its variant “You drink. You drive. You lose”)¹⁰ **“Drunk driving. Over the limit. Under arrest.”** and the newest, **“Drive sober or get pulled over.”**

¹⁰ It appears that the wording of the first of these slogans has alternated over the years and over varying formats and communication modes between “You drink and drive, you lose” and “You drink. You drive. You lose.” Currently, both variants of this slogan can be seen in Illinois. We have used the first wording for the 2007 through the most recent telephone surveys.

Results

The September results. The following Table 3 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the three most recent slogans which are in non-italic bold.

Table 3: Awareness Levels in September 2018

Order	Slogan	Sept level
1	Click It or Ticket.	86%
2	<i>Friends don't let friends drive drunk.</i>	67%
3	You Drink and Drive. You Lose.	61%
4	<i>Drive smart, drive sober.</i>	54%
5	Start seeing motorcycles	49%
6	Drive sober or get pulled over.	48%
7	<i>Police in Illinois Arrest Drunk Drivers.</i>	46%
8	<i>Buckle Up America</i>	37%
9	<i>Wanna drink and drive? Police in Illinois will show you the bars.</i>	26%
10	Drunk driving. Over the limit. Under arrest.	24%
11	<i>Drink and Drive? Police in Illinois have your number.</i>	23%
12	Cell phone save lives. Pull over and report a drunk driver	23%
13	<i>Children in Back</i>	20%

Table 3 shows that the slogan, "You drink and drive. You lose," is second at 61 percent, while the slogan "Drive sober or get pulled over" is sixth at 48 percent, and "Drunk Driving. Over the limit. Under arrest," is tenth at 24 percent out of the 13 slogans.

Further analyses of three DUI-related slogans. We focus here on the three slogans used in the campaigns, "You drink and drive. You lose," "Drunk driving. Over the limit. Under arrest"; and the newest slogan, "Drive sober or get pulled over."

Results

Table 4
Awareness of Two DUI-Related Slogans

<i>Region</i>	<i>April 2019 Survey</i>	<i>June Pre- test</i>	<i>Sept Post-Test 2019</i>
Slogan: You drink and drive. You lose.			
STATEWIDE	63%	61%	61%
Chicago Metro	62%	62%	60%
Downstate	63%	60%	65%
Slogan: Drunk driving. Over the limit. Under arrest.			
STATEWIDE	25%	24%	24%
Chicago Metro	21%	22%	20%
Downstate	16%	28%	30%
Slogan: Drive sober or get pulled over.			
STATEWIDE	53%	49%	48%
Chicago Metro	42%	51%	41%
Downstate	64%	56%	59%

April to September 2019 trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** remained consistent from April to September. *Among recent drinkers*, in June, 61 percent said they had heard the slogan in the past thirty days, compared to 64 percent in September. These numbers are consistent with the statewide averages for each survey. *Regionally*, in the Chicago area, 62 percent in April, 62 percent in June, and 60 percent in September reported awareness of the slogan.

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** was about the same in April (25 percent) and in April and September (24 percent for each survey). *Among recent drinkers*, the awareness level was consistent with the statewide numbers: 22 percent in in June and 27 percent in September. *Regionally*, in April, awareness was slightly higher in Chicago (21 percent) than downstate (16 percent). In June, awareness was higher downstate (28 percent) than in Chicago (22%). In September, awareness was ten points higher downstate (30 percent) than in Chicago (20%).

Results

Statewide, reported awareness of the **“Drive sober or get pulled over” slogan** was highest in April (53 percent) and about the same in June (49 percent) as in in September (48 percent). *Among recent drinkers*, awareness levels were slightly higher for both surveys: 54 percent June and 51 percent in September. *Regionally*, awareness was higher downstate in April (64 percent) compared to Chicagoland (42 percent). In June, awareness was about slightly higher downstate (56 percent) than in Chicago (51 percent). In September, awareness levels were much higher downstate (59 percent) than in the Chicago area (41 percent).

The 2002 through 2019 trends. Table 5 presents statewide awareness information for numerous selected traffic safety slogans for both seat belt and DUI campaigns from 2002 to the most recent 2019 survey. The three DUI-related slogans focused upon above are in bold.

Results

Table 5 Awareness of Selected Traffic Safety Slogans, April 2002 through September 2019

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

Results

CSA 2010: Get the Facts, Know the Law – What's your score?	na																			
--	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Slogan	Apr '07	Jun '07	Sep '07	Apr '08	Jun '08	Sep '08	Apr '09	Jun '09	Sep '09	Apr '10	Jun '10	Sep '10	Apr '11	Jun '11	Sep '11	Apr '12	Jun '12	Sep '12	Jun '13	Sep '13
Click It or Ticket	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%	91%	92%	92%
Friends don't let friends drive drunk	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%	73%	74%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	73%	74%	73%	66%
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	59%	51%	48%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	47%	49%	47%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%	50%	52%	56%	57%	59%								
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	45%	46%	41%
Drive sober or get pulled over	na	20%	37%	34%	36%	46%	42%	56%												
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	29%	28%	24%
Cell phones save lives. Pull over and report a drunk driver.	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	34%	31%	28%

Results

Drink and drive? Police in Illinois have your number	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	26%	18%	18%
Wanna drink and drive, police in Illinois will show you the bars*	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	16%	18%	19%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	18%	18%	21%
55 still the law for trucks in Chicago area	na	14%	na	na	17%	18%	12%	13%	15%	17%										
Rest Area = Text Area	na	16%	na	na	16%	14%	14%	14%	16%	13%										
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%	7%	7%	8%	5%	6%										

Results

Slogan	Apr '14	Jun '14	Sep '14	Apr '15	Jun '15	Sep '15	Apr '16	Jun '16	Sep '16	Apr '17	Jun '17	Sep '17	Apr '18	Jun '18	Sep '18	Apr '19	Jun '19	Sep '19
Click It or Ticket	88%	87%	94%	88%	90%	92%	86%	88%	85%	86%	87%	87%	90%	89%	86%	76%	82%	76%
Friends don't let friends drive drunk	72%	72%	81%	72%	76%	78%	71%	73%	74%	68%	72%	73%	72%	67%	68%	68%	70%	67%
You drink and drive. You lose.	67%	66%	74%	60%	71%	71%	64%	66%	65%	69%	70%	63%	68%	66%	69%	63%	61%	61%
Drive smart, drive sober	46%	44%	55%	43%	56%	50%	50%	48%	47%	56%	55%	57%	64%	59%	63%	54%	54%	54%
Police in Illinois arrest drunk drivers*	44%	48%	43%	40%	47%	46%	33%	37%	33%	38%	39%	36%	34%	38%	32%	49%	48%	46%
Start Seeing Motorcycles	52%	61%	56%	52%	65%	61%	53%	57%	58%	58%	60%	60%	63%	61%	62%	50%	51%	49%
Buckle Up America	32%	44%	42%	38%	47%	47%	29%	36%	34%	37%	35%	33%	28%	38%	33%	37%	37%	37%
Drive sober or get pulled over	48%	45%	56%	46%	57%	60%	53%	45%	55%	60%	60%	56%	68%	63%	62%	53%	49%	48%
Drunk driving. Over the limit. Under arrest.	20%	23%	28%	19%	20%	24%	19%	23%	26%	28%	26%	29%	24%	31%	24%	25%	24%	24%
Cell phones save lives. Pull over and report a drunk driver.	25%	27%	29%	26%	35%	27%	25%	30%	25%	28%	29%	29%	24%	30%	26%	26%	25%	23%
Drink and drive? Police in Illinois have your number	17%	22%	19%	19%	20%	24%	15%	16%	22%	19%	20%	17%	12%	19%	17%	19%	22%	23%

Results

Wanna drink and drive, police in Illinois will show you the bars*	18%	21%	21%	18%	22%	23%	12%	21%	17%	25%	21%	22%	16%	23%	23%	26%	29%	26%
Children in back	19%	23%	21%	19%	20%	205	16%	12%	18%	19%	21%	21%	16%	23%	23%	19%	19%	20%
55 still the law for trucks in Chicago area	19%	16%	20%	11%	15%	na												
Rest Area = Text Area	11%	13%	19%	15%	12%	na												
CSA 2010: Get the Facts, Know the Law – What's your score?	5%	6%	9%	3%	10%	na												