

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

*Conducted for:*



**Illinois Department  
of Transportation**

Division of Traffic Safety

*Conducted by:*

**Survey  
Research  
Office**

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**ILLINOIS**  
S P R I N G F I E L D

A unit of the Center for State Policy and Leadership

Summary Report

Field Interviewing: April-May, 2019 and May-June, 2019

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## Introduction

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The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, a unit 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. The first survey, conducted from April 29 through May 17, and completed prior to the Memorial Day weekend, (hereinafter referred to as the April survey) provides baseline results for examining the effect of the Memorial Day weekend media campaign. SRO collected responses for the second survey (hereinafter referred to as the June survey) from May 29 through June 6, 2019. The June survey serves to show any attitudinal and media awareness differences following the Memorial Day weekend media campaign. The third survey will be conducted in September, following the Labor Day weekend campaign.

The April survey focuses on questions regarding seat belt-related opinions and behaviors. The June survey includes the full set of questions regarding seat belt-related opinions and behaviors and also includes DUI-related questions, which is the focus of the Labor Day media campaign as well as the September survey. Thus, the April survey serves as a “pre-test” for the Memorial Day seat belt enforcement and media campaign and 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. The focus of this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the April “pre-test” and the June “post-test” surveys.

## Methodology

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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 ethics<sup>1</sup> 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](mailto:sro@uis.edu)



### SAMPLING

Unlike in previous surveys which utilized a stratified sample frame of Illinois residents, the current survey utilizes 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 sampling 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. Additionally, respondents who identified the area they live in as “a small town” or “a rural area”

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<sup>1</sup> 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](http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR_Code_Accepted_Version_11302015.aspx)

## Methodology

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were included in the rural sample. Admittedly, there is some interpretation as to whether some of these individuals live in areas that are truly “rural” despite indicating that they live in either “a small town” or “a rural area.”

### FIELDING

Fielding took place online with between the dates of April 29 and May 17 for the first survey and between May 29 and June 6 for the second survey with additional cell phone calls made to individuals living in southern Illinois. This was done because these respondents are more difficult to reach via an online panel. For the telephone component, the survey was administered in English and using the Computer Assisted Telephone Interviewing (CATI) software WinCATI whereas for the online component, the survey was administered using Qualtrics survey software.

## Methodology

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### COMPLETION BY AREA

The numbers of completed interviews for each stratification and sample group are presented below in table 1 (below) for both the April and June 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.

### WEIGHTING

Post stratification weights are applied to the cases in the study. Cases are weighted based on age, gender, level of education, and region.<sup>2</sup> Weights are created to match estimates by the US 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 all weighted and selected unweighted results may be found in the accompanying Excel sheet.

Table 1. Respondents by Region

	2019 Memorial Day Pre-test	2019 Memorial Day Post-test
<b>Statewide Sample</b>	609	638
<b>Chicago metro area</b>	386	401
<i>City of Chicago</i>	109	132
<i>Chicago suburbs</i>	277	269
<b>Downstate counties</b>	228	237
<i>Northern and central Illinois</i>	120	111
<i>Southern Illinois</i>	108	126
<b>Rural counties</b>	195	192

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<sup>2</sup> The regions being: City of Chicago, Chicago suburbs, southern Illinois, and northern/central Illinois

## Results

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### COMMENT

In the results that follow, we focus on those questions most pertinent to the seat belt campaign activities that surround Memorial Day weekend, 2019. At the end of these results, we also report on several speeding and cell-phone related questions. In these results, we summarize the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e.,  $\pm$  with parentheses) refer to percentage point changes unless specifically noted.

*Terminology and general format of the results to follow:* Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for: the Chicago metro area; the downstate respondents in the statewide sample; and respondents in the rural counties. The latter includes relevant counties from the downstate portion that meet the qualifications of counties considered rural.

*The Excel file:* The full results are presented in the IDOT 2019 Memorial Day Seat Belt file (an MS Excel file) compiled for the project. Separate worksheets are included for the statewide results, and the regional results (Chicago metro; downstate; rural counties)/ These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys. They also include a demographic portrait of the group(s) being analyzed.

*Time frame in recall question wording:* The time frame in the recall questions in both the April survey and the June survey is that of “the past 30 days.”

*Demographic comparisons of the April and June samples:* Before reporting the seat belt-related results, it is worth noting that the April and June 2019 statewide samples and targeted rural samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we are assured of similarity between the April and June statewide samples for region, gender, age, and education level.<sup>3</sup>

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<sup>3</sup> Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

## Results

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While weighting is conducted at the statewide level<sup>4</sup> it is worth noting that the April and June samples for the two areas are quite similar across a variety of characteristics. However, there are more differences in these two areas across the surveys, compared to the statewide sample as a whole.

It is important to note that the three regions (Chicago, Downstate, and Rural Counties) differ across several demographics including-education, income, and race/ethnicity. Yet, the samples within each region do not differ significantly from the April survey to the June survey.

### REPORTS OF SEAT BELT USAGE

***When driving, how often do you wear your seat belt?*** The statewide percentage of those who report wearing seat belts “all the time” is 88 percent in April and 93.5 percent in June.<sup>5</sup> Other responses remained relatively unchanged from April to June.

In the metro Chicago area, we find that the percentage who indicate wearing their seat belt “all the time” increased from 91.4 percent in April to 92.4 percent in June. We also find that the percentage of individuals who report wearing a seatbelt “most of the time” increased from 4.9 percent in April to 5.6 percent in June.

In the downstate sample portion, we find that the percentage who indicate wearing their seat belt “all the time” increased 12.8 percentage points from 82.5 percent in April to 95.3 percent in June. We find a decrease of 7 percentage points in the percentage of respondents who report that they wear a seat belt “most of the time”; from 9.8 percent in the April survey to 2.8 percent in the June survey.

And, in the “targeted rural counties,” we find an increase in the percentage who indicate wearing their seat belt “all the time” (from 85.4 percent in April to 96 percent in June).

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<sup>4</sup> Note that there are limits in the extent to which weighting can produce equivalent samples, both because maximum weights are established and because of the particular relationships between multiple variables in the weighting scheme.

<sup>5</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

## Results

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***When was the last time you did not wear your seat belt when driving?*** We find that the statewide percentage of those who report that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) increased 8.9 percentage points from 73.4 percent in April to 82.3 percent in June. At the same time, we find that the percentage who report not wearing their seatbelt “within the past day” decreased from 13.6 percent in April to 4.2 percent in June.

In the metro Chicago area, we find that the percentage who indicate not wearing their seat belt “more than a year ago” (or report they always wear one) increased from 75.8 percent in April to 84.7 percent in June.

In the downstate sample portion, we find that the percentage who indicate not wearing their seat belt “more than year ago” (or report they always wear a seat belt) increased 9.5 percentage points from 69.8 percent in April to 79.3 percent in June.

And, in the “targeted rural counties,” we find that the percentage who indicate not wearing their seat belt “more than a year ago” (or report they always wear a seat belt) increased from 72.5 percent in April to 79.1 percent in June. Here, the percentage who report not wearing a seat belt within the past day is 10.1 percent in April and 8.4 percent in June.

**When asked “*why they did not wear a seat belt the last time,*”** the most frequent reason given by statewide respondents in both the April and June surveys is that the respondent was driving a short distance (38.5 percent of relevant respondents in April; 52.2 percent in June). The next most frequently cited response in the April survey is “forgot, distracted, lazy (17.4 percent). In the June survey the next most frequently cited response is “in a hurry” (11.4 percent).

In each of the three area regions analyzed, driving a short distance is the most frequently cited reason given for not wearing a seat belt for both the April and June surveys.

## Results

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***In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?*** Overall, the majority of individuals across the state report that their seat belt use has stayed the same. The statewide percent who indicate their use of seat belts has stayed the same is 83.7 percent in April and 91.8 percent in June, and the percent who report that their use has increased is 9 percent in April and 6.8 percent in June. While 7.3 percent of individuals say their seat belt use decreased over the past 30 days in April, just 1.3 say this in June.

In the metro Chicago area, the vast majority of respondents report that their use of seat belts has stayed the same (83.3 percent in April and 90.7 percent in June).

In the downstate sample portion, 84.6 percent in April and 84.4 percent in June report that their seat belt usage has stayed the same. The percentage of individuals who report that their seat belt usage has increased in the past 30 days is about the same: 5.1 percent in April and 5.2 percent in June.

And, in the “targeted rural counties,” 89.3 percent of respondents in April and 94.1 percent of respondents in June report that their seat belt use has stayed the same.

***Have you ever received a ticket for not wearing a seat belt?*** The statewide percentage who report receiving a ticket for not wearing a seat belt is 14.7% in April and 8.5% in June.

In the metro Chicago area, the percentage who report receiving a ticket for not wearing a seat belt is 13.1 percent in April and 7.6 percent in June, a 5.5 percentage point decrease.

In the downstate sample portion, the percent who report receiving a ticket for not wearing a seat belt is 17.5 percent in April and 9.8 percent in June, a 7.7 percentage point decrease.

And, in the “targeted rural counties,” the percentage who report receiving a ticket for not wearing a seat belt is 19.7 percent in the April survey and 10 percent in the June survey, a 2.3 percentage point decrease.

## Results

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### ***When riding in the front seat of a car as passenger, how often do you wear your seat belt?***

The statewide incidence of wearing a seat belt while a passenger in the front seat of a car is lower in the April survey than the June survey. The percentage who report that they wear their front seat passenger seat belts “all of the time” increased from 85.7 percent in April to 89.9 percent in June. The percentage who report wearing their seat belt while a passenger either “all” or “most” of the time is 92.5 percent in April and 94.9 percent in June. The percentage who report wearing their seat belt “some of the time” is 4.1 percent in April and 1.2 percent in June while the percentage who report “rarely” or “never” is 3.4 percent in April and 2.2 percent in June.

In the metro Chicago area, the percentage who report wearing a seat belt when riding as a passenger in the front seat “all of the time” is 86.9 percent in April and 89 percent in June. The percentage who report either “all” or “most of the time” is 94.3 percent in April and 93.8 percent in June, a slight decrease.

In the downstate sample portion, we find that the percentage who report that they wear a seat belt “all of the time” as a passenger in the front seat increased from 83.7 percent in April to 91.2 percent in June. The percent who report they wear a seat belt either “all” or “most of the time” is 89.4 percent in April and 96.8 percent in June.

In the “targeted rural counties,” we find that the percentage who report they wear a seat belt “all the time” as a passenger in the front seat increased from 86.1 percent in April to 90.7 percent in June.

## Results

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### ***When riding in the back seat of a car as passenger, how often do you wear your seat belt?***

The Illinois law requiring seat belt usage in the back seat of a vehicle, which took effect January 1, 2012, prompted the inclusion of this question (as well as the question about awareness of this law). For the statewide results, excluding the respondents who report that they never sit in the back seat, the percentage who report wearing their seat belt all of the time<sup>6</sup> is 52.4 percent in April and 58.1 percent in June, an increase of 5.7 percentage points. When looking at respondents who report wearing it either “all of the time” or “most of the time” we find an increase from 71.6 percent to 75.6 percent. And while the vast majority of respondents report that Illinois has a law requiring adults to wear seat belts (97.7 percent in April; 98.3 percent in June), significantly fewer individuals report that the law requires adults in the back seat to use seat belts (77.7 percent in April; 76 percent in June).

In the metro Chicago area, the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” is 72.8 percent in April and 76.1 percent in June, an increase of 3.3 percentage points.

In the downstate sample portion, we find a small increase of 4.5 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (69.8 percent in April to 74.3 percent in June).

In the “targeted rural counties,” we find an increase of 7.3 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (67.1 percent in April to 74.4 percent in June).

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<sup>6</sup> This measure excludes respondents who report not riding in the back seat of a car as a passenger.

## Results

### AWARENESS OF AND ATTITUDES TOWARD SEAT BELT LAWS

While the majority (approximately 98 percent) of Illinois residents know that there is an Illinois state law enforcing seat belt usage, there are some differences in the legality of when someone can be pulled over for breaking this law as well as attitudes towards the law.

**Table Awareness-1. Awareness of special effort by police to ticket drivers for seat belt violations**

	Statewide		Chicago		Downstate		Rural	
	April 19	June 19	April 19	June 19	April 19	June 19	April 19	June 19
As far as you know, does Illinois have a law requiring adults to use seat belts?	97.7%	98.3%	97.8%	97.7%	96.7%	99.5%	98.1%	100%
As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts?	77.7%	76%	78.3%	77.4%	76.8%	77.9%	73.8%	76.5%
Percent who believe it is very likely that they would get a ticket for not wearing a seat belt	43.9%	40.1%	40.3%	41%	49.8%	38.6%	49.5%	37.9%
Percent who believe that police can stop a vehicle if they observe a seat belt violation	78.3%	77.2%	81%	76.6%	73.7%	78.1%	77.2%	77.3%
Percent who believe that police should be allowed to stop a vehicle for only a seat belt violation	79%	76.9%	82.4%	77.7%	73.4%	75.6%	72.2%	75.7%

## Results

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***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?*** Almost all of the respondents in the statewide respondents in the April (92.3 percent) and June (92.1 percent) surveys indicate that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats.

### ATTITUDES ABOUT WEARING SEAT BELTS

Respondents were asked about the extent to which they agree or disagree with six selected statements relating to seat belts. The statements are listed below:

1. *Seat belts are just as likely to harm you as help you.*
2. *If you were in an accident, you would want to have your seat belt on.*
3. *Police in your community generally will not bother to write tickets for seat belt violations.*
4. *It is important for police to enforce the seat belt laws.*
5. *Putting on a seat belt makes you worry more about being in an accident.*
6. *Police in your community are writing more seat belt tickets now than they were a few months ago.*

The results from the following statements are discussed below:

#### ***Seat belts are just as likely to harm you as help you.***

Statewide, the percentage of respondents who report disagreeing (to any extent) with this statement is 2.3 percentage points smaller in April (73.9 percent) than in June (76.2 percent).

In the metro Chicago area, the percentage who report disagreeing increased by 1.3 percentage points (74.4 percent in April; 75.7 percent in June).

In the downstate sample portion, there is a 3.4 percentage point increase in the percentage who disagree with this statement (73.2 percent in April; 76.6 percent in June).

In the “targeted rural counties,” the percentage who report disagreeing increased by 0.1 percentage points from 76.4 in April to 76.5 percent in June.

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### ***If you were in an accident, you would want to have your seat belt on.***

Statewide, the percentage of respondents who either “strongly agree” or “somewhat agree” to this statement remains about the same in April (96.4 percent) as in June (96.7 percent).

In the metro Chicago area, the proportion of respondents who “agree” remains higher in April (97.3 percent) than in June (95.7 percent).

In the downstate sample portion, the proportion of respondents who “agree” is lower in April (95 percent) than in June (98.6 percent).

And, in the “targeted rural counties,” the proportion who “agree” increased from 94.6 percent in April to 99.8 percent in June.

### ***Police in your community generally will not bother to write tickets for seat belt violations.***

Statewide, the percentage of respondents who either “strongly agree” or “somewhat agree” is 43.1 percent in April and 36.6 percent in June, a decrease of 6.5 percentage points.

In the metro Chicago area, there is a 6.3 percentage point decrease from 44.7 percent in April to 38.4 percent in June.

In the downstate sample portion, there is a 7 percentage point decrease from 40.3 in April percent to 33.3 percent in June.

In the “targeted rural counties,” the proportion who “agree” decreased by 2.2 percentage points from 37.2 percent in April to 35 percent in June.

### ***It is important for police to enforce the seat belt laws.***

The percentage of statewide respondents who either “strongly agree” or “somewhat agree” with this statement increased from 85.7 in April to 86.8 percent in June.

In the metro Chicago area, the percentage of respondents who agree with this statement decreased 1.8 percentage points from 87.7 percent in April to 85.9 percent in June.

In the downstate sample portion, there is an increase in the percentage of individuals who agree with this statement: 82.5 percent in April compared to 88.4 percent in June.

In the “targeted rural counties,” there is a 7.1 percentage point increase from 81.3 percent in April to 88.4 percent in June.

## Results

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### ***Putting on a seat belt makes you worry more about being in an accident.***

The percentage of statewide respondents who disagree with this statement (either strongly or somewhat) is 84.4 percent in April and 88.3 percent in June, an increase of 3.9 percentage points.

In the metro Chicago area, the percentage who disagree with this statement is 83 percent in April and 88.1 percent in June, 5.1 percentage point increase.

In the downstate sample portion, we find a 1.9 percentage point increase from 86.9 percent in April to 88.8 percent in June.

In the “targeted rural counties,” we find a 0.9 percentage point increase from 88.7 percent in April to 89.6 percent in June.

***Police in your community are writing more seat belt tickets now than they were a few months ago.*** In April, 40.3 percent of respondents either “somewhat” or “strongly agree” with this statement and in June, 37.2 percent “somewhat” or “strongly agree.”

In the metro Chicago area, there is a 3.6 percentage point decrease in the percentage of respondents who agree with this statement: 39.7 percent in April compared to 36.1 percent in June.

In the downstate sample portion there is a 1.2 percentage point decrease in the percentage of respondents who agree with this statement: 40.9 percent in April versus 39.7 percent in June.

In the “targeted rural counties,” there is a 1.8 percentage point increase in the total percentage of respondents who agree with this statement; 38.3 percent in April and 40.1 percent in June.

## Results

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### EXPOSURE TO SEAT BELT AWARENESS AND ENFORCEMENT ACTIVITIES IN THE PAST THIRTY DAYS

**In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?** 17.3 percent of statewide respondents in the April survey report that they have either seen or heard of any special effort by police to ticket drivers in their community for seat belt violations. By comparison 22.8 percent of June respondents report the same, an increase of 5.5 percentage points.

In the metro Chicago area, 19.1 percent of respondents indicate they have seen or heard of these special efforts in April and 22.4 percent of respondents indicate so in June, an increase of 3.3 percentage points.

In the downstate sample portion, there is 9.3 percentage point increase in the total percentage of respondents who report having read, seen or heard of such an effort; 14.3 percent in April and 23.6 percent in June.

In the “targeted rural counties,” we find a 10.4 percentage point increase in the number of respondents who report having read, seen or heard of such an effort; 12.8 percent in April and 23.2 percent in June.

#### ***Of those respondents who indicated having seen or heard of these special efforts,***

Statewide, “television” is the most cited medium in April (55.4 percent) and June (55.8 percent). The second most cited medium in April is newspaper (29.5 percent) and radio (30 percent) in June.

In the metro Chicago area, the most cited source in April and June is “television” (63.6 percent and 54.4 percent respectively).

In the downstate sample portion, in the newspaper is the most cited medium in April (42.9 percent) followed by television (34.3 percent). The most cited medium in June is television (56.9 percent) followed by radio (33.3 percent) and the newspaper (29.4 percent).

In the “targeted rural counties,” the newspaper is the most cited medium in April (46.2 percent) while it is television in June (58.1 percent).

## Results

Table Awareness-2. Awareness of special effort by police to ticket drivers for seat belt violations

	Statewide		Chicago		Downstate		Rural	
	April 19	June 19						
<b>Television</b>	<b>55.4%</b>	<b>55.8%</b>	<b>63.6%</b>	<b>54.4%</b>	<b>34.3%</b>	<b>56.9%</b>	<b>38.5%</b>	<b>58.1%</b>
<i>Commercial or advertisement</i>	56.5%	51.3%	51%	39.5%	83.3%	69%	100%	72.3%
<i>News story/ news program</i>	61.3%	52.5%	71.4%	55.8%	16.7%	44.8%	0%	45.2%
<b>Radio</b>	<b>25%</b>	<b>30.2%</b>	<b>23.4%</b>	<b>27.8%</b>	<b>28.6%</b>	<b>33.3%</b>	<b>26.9%</b>	<b>39.5%</b>
<i>Commercial or advertisement</i>	67.9%	45.7%	66.7%	22.7%	80%	76.5%	71.4%	73.1%
<i>News story/ news program</i>	46.4%	49.2%	61.1%	68.2%	20%	29.4%	28.6%	28.1%
<b>From friends and relatives</b>	<b>14.3%</b>	<b>9.7%</b>	<b>15.6%</b>	<b>11.4%</b>	<b>11.4%</b>	<b>7.8%</b>	<b>11.5%</b>	<b>9.3%</b>
<b>Read in newspaper</b>	<b>29.5%</b>	<b>25.6%</b>	<b>23.4%</b>	<b>22.2%</b>	<b>42.9%</b>	<b>29.4%</b>	<b>46.2%</b>	<b>27.9%</b>
<i>Commercial or advertisement</i>	27.3%	28.7%	44.4%	22.2%	6.7%	40%	8.3%	46.7%
<i>News story/ news program</i>	60.6%	68.9%	50%	77.8%	73.3%	43.3%	75%	50.7%
<b>From other source</b>	<b>20.5%</b>	<b>25.6%</b>	<b>27.3%</b>	<b>31.6%</b>	<b>8.6%</b>	<b>15.7%</b>	<b>11.5%</b>	<b>16%</b>

## Results

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**In the past thirty days, have you seen or heard anything about police in your community working at night to enforce the seat belt laws?** In April, 11.8 percent of respondents indicate they have seen or heard something about police working at night to enforce seatbelt laws compared to 18 percent in June.

In the metro Chicago area, there is a 7.8 percentage point increase in the percentage of respondents who report seeing or hearing anything about this effort (12.9 percent in April; 20.7 percent in June).

In the downstate sample portion, there is a 4 percentage point increase in the percentage of respondents who report hearing or seeing anything (9.9 percent in April; 13.9 percent in June).

In the “targeted rural counties,” there is an increase of 3.5 percentage points regarding the percentage of respondents who report seeing or hearing anything about this effort (11.2 percent in April; 14.7 percent in June).

**In the past thirty days, have you seen or heard any messages that encourage people to wear their seat belts?** In April, 42.3 percent of statewide respondents report seeing or hearing of such a message. In June, 51.9 percent of respondents report seeing or hearing a message, an increase of 9.6 percentage points.

In the metro Chicago area, 40.6 percent of April respondents and 49.4 percent of June respondents report hearing or seeing such a message, an increase of 8.8 percentage points.

In the downstate sample portion, 44.9 percent of respondents in the April survey and 56.1 percent of respondents in the June survey report seeing or hearing these messages, an 11.2 percentage point increase.

In the “targeted rural counties,” 47.7 percent of April respondents and 57.2 percent of June respondents report hearing or seeing such a message, an increase of 9.5 percentage points.

***Of those respondents who indicated having seen or heard of these messages, statewide,*** television or a road sign is the most cited medium. 64.4 percent of April and 60 percent of June respondents indicate seeing or hearing a message that encouraged people to wear seatbelts via this medium. The second most cited medium is a billboard or road sign (43.3 percent in April; 44.2 percent in June). The majority of April and June respondents who saw or heard a message on television report seeing or hearing it via a commercial or an advertisement; 62.7 percent in April and 69.2 percent in June.

## Results

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In the metro Chicago area, the most widely cited medium is television (61.6 percent in April and 64.6 percent in June) followed by billboards and road signs (45.1 percent in April and 44.6 percent in June, a 0.5 percentage point increase). In both April and June, the majority of respondents who report hearing or seeing this message on television indicate that it was either a commercial or advertisement (71.3 percent in April and 65.5 percent in June).

In the downstate sample portion, a television is most cited medium in both April and June (46.8 percent and 52.5 percent, respectively) with the majority of April respondents (75 percent) and June respondents (76.2%) reporting seeing these messages in a commercial or advertisement.. A billboard or road sign is the second most cited medium (40.5 percent in April and 44.2 percent in June).

In the “rural counties,” television is the most cited medium in April and June (48.5 percent and 56.2 percent, respectively). Billboards and road signs are the second most cited medium in April and June (43.3 percent and 42.5 percent, respectively). In both April and June, the majority of respondents who report hearing or seeing this message on television report it was either a commercial or advertisement (80.9 percent in April and 75.7 percent in June).

## Results

Table Awareness-3. Awareness of messages that encourage people to use their seat belt

	Statewide		Chicago		Downstate		Rural	
	April 19	June 19						
<b>Television</b>	<b>64.4%</b>	<b>60%</b>	<b>61.6%</b>	<b>64.6%</b>	<b>46.8%</b>	<b>52.5%</b>	<b>48.5%</b>	<b>56.2%</b>
<i>Commercial or advertisement</i>	62.7%	69.2%	71.3%	65.5%	75%	76.2%	80.9%	75.7%
<i>News story/ news program</i>	31.1%	42%	28.7%	43.4%	48.1%	39.7%	46.8%	40.2%
<b>Radio</b>	<b>29.1%</b>	<b>27.1%</b>	<b>29.9%</b>	<b>21.7%</b>	<b>15.3%</b>	<b>35.8%</b>	<b>11.3%</b>	<b>35.2%</b>
<i>Commercial or advertisement</i>	58.8%	70.4%	65.3%	55.3%	88.2%	83.7%	91.7%	84.5%
<i>News story/ news program</i>	23.8%	34.1%	30.6%	36.8%	23.5%	30.2%	33.3%	30.2%
<b>From friends and relatives</b>	<b>11.6%</b>	<b>9.2%</b>	<b>15.2%</b>	<b>11.4%</b>	<b>6.3%</b>	<b>32%</b>	<b>7.2%</b>	<b>6.9%</b>
<b>Read in newspaper</b>	<b>16.4%</b>	<b>15.3%</b>	<b>11%</b>	<b>11.4%</b>	<b>9%</b>	<b>20.8%</b>	<b>8.2%</b>	<b>21.9%</b>
<i>Commercial or advertisement</i>	63.8%	50.8%	50%	50%	40%	52%	50%	52%
<i>News story/ news program</i>	31.1%	69%	44.4%	65%	60%	72%	37.5%	77.6%
<b>Billboard/ road sign</b>	<b>43.3%</b>	<b>44.2%</b>	<b>45.1%</b>	<b>44.6%</b>	<b>40.5%</b>	<b>44.2%</b>	<b>43.3%</b>	<b>42.5%</b>
<b>From other source</b>	<b>8.4%</b>	<b>6.8%</b>	<b>8.5%</b>	<b>6.3%</b>	<b>3.6%</b>	<b>7.5%</b>	<b>9.3%</b>	<b>5.9%</b>

## Results

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### AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

**Statewide June results and April-to-June 2019 trends.** Respondents were asked whether they recall hearing or seeing sixteen selected traffic safety “slogans” in the past 30 days, presented in a random order.

We first list the statewide June seat belt “post-test” awareness levels of these slogans in Table Slogans-1 (below), presented in order of awareness. As seen in the table, the current seat belt campaign slogan, “Click It or Ticket,” is the slogan with the highest awareness level, with 82% percent of respondents expressing awareness. The other seat belt slogan, “Buckle Up America,” is eighth in awareness, with 37 percent expressing awareness.

Two DUI-related slogans used in Illinois have the second and third highest levels of awareness. “Friends don’t let friends drive drunk,” a slogan which has not recently been used in Illinois media campaigns has the second highest level of awareness among all slogans with 70 percent report hearing or seeing the slogan in the past 30 days in June. A more recent DUI-related slogan used in Illinois, “You drink and drive. You lose,” has the third highest level of awareness with 61 percent of respondents reporting that they have heard or seen the slogan in the past 30 days.

Table Slogans-1. Awareness Levels in June 2019

Rank	Slogan	June %
1	Click It or Ticket	82%
2	Friends Don't Let Friends Drive Drunk	70%
3	You Drink and Drive. You Lose	61%
4	Drive smart, drive sober.	54%
5	Start Seeing Motorcycles	51%
6	Driver sober or get pulled over	49%
7	Police in Illinois Arrest Drunk Drivers.	48%
8	Buckle Up America	37%
9	Wanna drink and drive? Police in Illinois will show you the bars.	29%
10	Cell phones save lives. Pull over and report a drunk driver.	25%
11	Drunk Driving. Over the Limit. Under Arrest.	23%
12	Drink and Drive? Police in Illinois have your number.	23%
13	Children in Back	19%

## Results

We next list the slogans in order of the statewide awareness level percentage point change April-June. In the right-most column of Table Slogans-2, increases are expressed in terms of their potential increase (i.e., 100% minus the April level). As may be seen in the table below, the seat belt campaign slogan of “Click it or Ticket,” finds an increase in awareness from 76 percent in April to 82 percent in June (18.4 percent change as percent of potential). The slogan with the greatest changes as a percentage of change potential is “Buckle Up America” (30.4 percent change as percent of potential).

Table Slogans-2. Change in Awareness Levels, April to June 2019

Slogan	April	June	Change	Change as % of potential
Click It or Ticket	76%	82%	5.6%	30.4%
Drink and Drive? Police in Illinois have your number.	19%	22%	3.6%	4.6%
Wanna drink and drive? Police in Illinois will show you the bars.	26%	29%	3.0%	4.2%
Friends Don't Let Friends Drive Drunk	68%	70%	2.2%	7.3%
Buckle Up America	36%	37%	1.5%	2.4%
Start Seeing Motorcycles	50%	51%	0.4%	0.8%
Drive smart, drive sober.	54%	54%	0.3%	0.7%
Drunk Driving. Over the Limit. Under Arrest.	25%	24%	-0.4%	-0.5%
Children in Back	20%	19%	-1.3%	-1.6%
Police in Illinois Arrest Drunk Drivers.	49%	48%	-1.4%	-2.7%
Cell phones save lives. Pull over and report a drunk driver.	26%	25%	-1.5%	-2.0%
You Drink and Drive. You Lose	63%	61%	-2.4%	-6.1%
Driver sober or get pulled over	53%	49%	-3.7%	-7.3%

**Examining trends from April 2002 to June 2019.** We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results for statewide awareness of slogans are presented in Table Slogans-3A-C (pages 22 - 24).

## Results

Table Slogans – 3A Awareness of Selected Traffic Safety Slogans, April 2002 through June 2017 (1 of 2)

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08
<b>Click It or Ticket</b>	<b>41%</b>	<b>71%</b>	<b>67%</b>	<b>71%</b>	<b>67%</b>	<b>85%</b>	<b>83%</b>	<b>87%</b>	<b>84%</b>	<b>90%</b>	<b>88%</b>	<b>81%</b>	<b>91%</b>	<b>87%</b>	<b>84%</b>	<b>91%</b>	<b>88%</b>	<b>89%</b>	<b>94%</b>	<b>90%</b>	<b>89%</b>	<b>91%</b>
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%	80%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%	77%	75%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%	na	na
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%	59%	55%
<b>Buckle Up America</b>	<b>60%</b>	<b>60%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>53%</b>	<b>55%</b>	<b>53%</b>	<b>52%</b>	<b>64%</b>	<b>51%</b>	<b>52%</b>	<b>45%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>	<b>46%</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>52%</b>	<b>49%</b>
Drunk driving. Over the limit. Under arrest.	na	48%	47%	44%	<b>38%</b>	<b>46%</b>																
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	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%	26%	26%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	20%	19%	35%	31%
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%	22%	20%

## Results

Table Slogans – 3B Awareness of Selected Traffic Safety Slogans, April 2002 through June 2017 (2 of 3)

Slogan	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12	Apr '13	Jun '13	Apr '14	Jun '14	Apr '15	Jun '15	Apr '16	Jun '16
<b>Click It or Ticket</b>	<b>91%</b>	<b>92%</b>	<b>88%</b>	<b>91%</b>	<b>90%</b>	<b>93%</b>	<b>93%</b>	<b>92%</b>	<b>90%</b>	<b>93%</b>	<b>91%</b>	<b>88%</b>	<b>91%</b>	<b>88%</b>	<b>92%</b>	<b>88%</b>	<b>87%</b>	<b>88%</b>	<b>90%</b>	<b>86%</b>	<b>88%</b>
Friends don't let friends drive drunk	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%	73%	72%	72%	72%	76%	71%	73%
You drink and drive. You lose	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	72%	70%	73%	67%	66%	60%	71%	64%	66%
Start Seeing Motorcycles	na	na	na	na	na	34%	49%	46%	46%	51%	47%	50%	52%	59%	57%	52%	61%	52%	65%	53%	57%
Drive smart, drive sober	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	55%	51%	46%	44%	43%	56%	50%	48%
Police in Illinois arrest drunk drivers*	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	51%	49%	44%	48%	40%	47%	33%	37%
<b>Buckle Up America</b>	<b>46%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>	<b>42%</b>	<b>43%</b>	<b>39%</b>	<b>47%</b>	<b>38%</b>	<b>43%</b>	<b>40%</b>	<b>42%</b>	<b>41%</b>	<b>42%</b>	<b>46%</b>	<b>32%</b>	<b>44%</b>	<b>38%</b>	<b>47%</b>	<b>29%</b>	<b>36%</b>
Drive sober or get pulled over	na	20%	37%	34%	36%	45%	42%	48%	45%	46%	57%	29%	36%								
Drunk driving. Over the limit. Under arrest.	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	31%	28%	20%	23%	19%	22%	19%	23%
Cell phones save lives. Pull over and report a drunk driver.	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	30%	31%	25%	27%	26%	35%	25%	30%
Drink and drive? Police in Illinois have your number	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	25%	18%	17%	22%	19%	20%	15%	16%
Children in back	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	20%	18%	19%	23%	19%	20%	16%	12%
Wanna drink and drive, police in Illinois will show you the bars*	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	27%	18%	18%	21%	18%	22%	12%	21%

## Results

Table Slogans – 3C Awareness of Selected Traffic Safety Slogans, April 2002 through June 2019 (3 of 3)

Slogan	Apr '17	Jun '17	April '18	June '18	April '19	June '19
<b>Click It or Ticket</b>	<b>86%</b>	<b>87%</b>	<b>90%</b>	<b>89%</b>	<b>76%</b>	<b>82%</b>
Friends don't let friends drive drunk	68%	72%	72%	67%	68%	70%
You drink and drive. You lose	69%	70%	68%	66%	63%	61%
Start Seeing Motorcycles	58%	60%	63%	61%	50%	51%
Drive smart, drive sober	56%	55%	64%	59%	54%	54%
Police in Illinois arrest drunk drivers*	38%	39%	34%	38%	49%	48%
<b>Buckle Up America</b>	<b>37%</b>	<b>35%</b>	<b>28%</b>	<b>38%</b>	<b>36%</b>	<b>37%</b>
Drive sober or get pulled over	60%	60%	68%	63%	54%	54%
Drunk driving. Over the limit. Under arrest.	28%	26%	24%	31%	25%	24%
Cell phones save lives. Pull over and report a drunk driver.	28%	28%	24%	30%	26%	25%
Drink and drive? Police in Illinois have your number	19%	20%	12%	19%	19%	22%
Children in back	19%	21%	16%	23%	20%	19%
Wanna drink and drive, police in Illinois will show you the bars*	25%	21%	16%	23%	26%	29%

## Results

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*Focusing on the “Click It or Ticket” slogan*, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent.<sup>7</sup> By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

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

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

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

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

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

However, in April of 2007, awareness of the slogan started at a level just slightly ahead (basically on par) with the level of the previous Fall (89% vs. 88%). Awareness then increased to its highest level measured yet, 94 percent, in the June 2007 survey, after the Memorial Day media/enforcement campaign. It then decreased to 90 percent in September.

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<sup>7</sup> In this section, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. Starting in 2008, an education weight adjustment was also made.

## Results

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

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

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

The 2012 April and June results resemble those found in both calendar year 2008 and 2009, with the April awareness level beginning at just under 90 percent (88%) and then rising to just over 90 percent in June (91%). The 2013 April and June results find a similar level of awareness in April at just fewer than 90 percent (88 percent) then rising to 92.2 percent in June 2013.

In April 2014, 88 percent had an awareness of the slogan compared to 87 percent in June. In April and June of 2015, results were similar to historical levels, with 88 percent and 90 percent respectively reporting awareness of the slogan. In 2016, results are nearly unchanged – 86 percent in April and 88 percent in June report awareness of the slogan. In 2017, the slogans again had high percentages of individuals who reported having seen or heard the slogan in the past thirty days (86 percent in April; 87 in June). In 2018, 90 percent of survey respondents in April and 89 percent of survey respondents in June recall hearing or seeing the slogan in the past thirty days. In 2019, 76% of respondents in April and 82% of respondents in June report awareness. These are the two lowest numbers ever recorded in the survey.

## Results

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### SPEEDING QUESTIONS

Respondents were asked four questions about their driving behavior relating to speeding, the perceived chances of getting a ticket if they speed, and awareness of recent police speeding enforcement activities.

***Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit?*** The statewide percent who believe this is “very likely” is 32.6 percent in April and 36.3 percent in June. And, the percent who report either “very” or “somewhat” likely is 81.5 percent in April and 80.2 percent in June, a decrease of 1.3 percentage points. The percent who report that their chances of getting a ticket are either “very” or “somewhat” unlikely is 18.4 percent in April and 19.9 percent in June.

In the metro Chicago area, there is a decrease of 2.4 percentage points of respondents who report they are either “very” or “somewhat likely” to get a ticket if they exceed the speed limit (79.5 in April; 77.1 in June).

In the downstate sample portion, there is a 0.4 percentage increase in the percentage who report they would be either “very” or “somewhat likely” they would receive a ticket (85.4 percent in April; 85.8 percent in June).

In the “targeted rural counties,” we find that the percentage who report getting a ticket remains unchanged (85 percent in both April and June).

## Results

The survey asked respondents two additional questions regarding speeding behaviors. First, they were asked, “when driving on a local road with a speed limit of 30 mph, how often, do you drive faster than 35?” The second question asked respondents, “on an interstate or toll road which has a speed limit of 70 mph, how often would you say you drive faster than 75?” The table below presents the frequencies of respondents who report that they do these behaviors at least half the time. As you can see, a lower percentage of respondents report speeding on interstates or toll roads compared to on local roads.

Table Speeding-1. Percentage who report speeding at least half the time

	Statewide		Chicago		Downstate		Rural	
	April 19	June 19	April 19	June 19	April 19	June 19	April 19	June 19
Percent who report speeding on local roads	36.4%	38.3%	41.7%	40.6%	27.9%	34.3%	25.5%	30.9%
Percent who report speeding on interstate or toll road	34.8%	38.8%	39.9%	40.9%	26.8%	35.5%	22.5%	33.2%

***In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws?*** The statewide percentage of those who have recently read/seen/heard anything about police enforcing speed limits laws is 22.8 percent in April and 29.1 percent in June (an increase of 6.3 percentage points).

In the metro Chicago area, we find an increase of 8.4 percentage points from 20.5 percent in April to 28.9 percent in June.

In the downstate sample portion, we find an increase of 3.1 percentage points (26.4 percent in April; 29.5 percent in June).

In the “targeted rural counties,” the number who report reading, seeing, or hearing anything about police enforcing speed limit laws is 24 percent in April and 31.2 percent in June.

### CELL PHONE QUESTIONS

Respondents were asked six questions relating to the use of cell phones while driving. Respondents were asked about their frequency and purpose of cell phone use. Respondents were also asked their opinion regarding laws that restrict the use of cell-phones while driving.

## Results

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These questions not only broadly evaluate if respondents use a cell-phone while driving, but also, how often, for what purpose, and respondents' opinions regarding laws that restrict the use of cell-phones while driving.

***Do you use a cell phone or other mobile device while driving?*** In the April survey, 21 percent of statewide respondents report using a cell phone or other mobile device while driving compared to 21.6 percent in the June survey.

In the metro Chicago area, the percentage who report using a cell phone or other mobile device in April (24.7 percent) is higher than the percentage in June (22.9 percent) who say they use a cell phone while driving.

In the downstate sample portion, the percentage increased 4.5 percentage points (from 15 percent in April to 19.5 percent in June).

In the "targeted rural counties," we find that 14.5 percent of respondents in April and 17.7 percent of respondents in June report using a cell phone while driving.

**What type of cell phone/ mobile device do you currently use while driving?** Statewide 82.4 percent of those who said they used such a device while driving in April and 72.6 percent in June report using a hands-free device while driving. By contrast, 15.8 percent in April and 26.6 percent in June report using a hand-held cell phone while driving, a behavior that is illegal in Illinois.

In the metro Chicago area, 89.1 percent of respondents in April and 72.5 percent of respondents in June report using a hands-free device, a 16.6 percentage point increase.

In the downstate sample portion, 63.4 percent in April and 73.8 percent in June report using a hands-free cell phone. This is a 10.4 percentage point increase.

In the "targeted rural counties," 66.1 percent in April and 76.9 percent in June report using a hands-free cell phone. This is a 10.8 percentage point increase.

## Results

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**On an average trip, how often do you use a hand-held cell phone or other mobile devices to make calls while driving?** Statewide, 16.3 percent of April respondents and 10.4 percent of June respondents report “always” using a hand-held device to make calls while driving, a decrease of 5.9 percentage points. By contrast, 32.5 percent in April and 32.7 percent in June report using a hand-held cell phone “never.”

In the metro Chicago area, 11.5 percent of respondents in the April survey report using a hand-held device to make telephone calls “always.” By contrast, 12 percent of respondents in the June survey report using a hand-held device to make calls.

In the downstate sample portion, we find that 28.6 percent of respondents in April and 13.6 percent of respondents in June report “always” using a hand-held cell phone or other device to make calls while driving.

In the “rural counties,” we find that 28.5 percent in April and 15.2 percent in June report “always” using a hand-held cell phone to make phone calls while driving.

**On an average trip, how often do you use a hand-held cell phone or other mobile device to text while driving?** The statewide percentage of those who report “never” using a hand-held device to text while driving is 32.5 percent in April and 32.7 percent in June, an increase of 0.2 percentage points. 16.3 percent in April and 10.4 percent in June report texting while driving “always.”

In the metro Chicago area, 36 percent of April respondents and 15.4 percent of June respondents report “never” using a hand-held device to text while driving.

In the downstate sample portion, 28.6 percent of April respondents and 54.5 percent of June respondents report “never” using a hand-held device to text while driving, an increase of 25.9 percentage points.

In the “targeted rural counties,” we find that 23.9 percent in April and 45.9 percent in June report “never” using a hand-held cell phone or other mobile device to text while driving.

## Results

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**Currently, Illinois has a law requiring all drivers not to text when they drive. In your opinion, should police be allowed to stop a vehicle for just texting while driving, when no other traffic laws are broken?** A large majority of respondents in both the April (88.9 percent) and June (89.9 percent) surveys indicate that police should be allowed to stop vehicles for texting while driving even if no other traffic laws are broken.

In the metro Chicago area, 89.1 percent in April and 88.9 percent in June believe police should be allowed to stop vehicles just for texting, a 0.2 percentage point decrease.

In the downstate sample portion, 88.6 percent of respondents in April and 91.6 percent of respondents in June report that police should be allowed to stop vehicles solely for texting while driving, an increase of 3 percentage points.

In the “rural counties,” 89.3 percent of April respondents report that police “should be allowed” to stop a vehicle for just texting while 92.7 percent of June respondents report the same, an increase of 3.4 percentage points.

**As of January 1, 2014, using a hand-held cell phone/ mobile device while driving is a primary offense in Illinois. This means that police use that as the sole reason for stopping a driver. Do you favor or oppose allowing police to stop and ticket motorists for just using a hand-held cell-phone/ mobile device while they drive?** 86.3 percent of April statewide respondents are in “favor” of police stopping and ticketing motorists for using a hand-held device while driving compared to 88.6 percent in June. By contrast, 13.7 percent of respondents in April and 11.4 percent of respondents in June oppose allowing police to stop and ticket motorists for using a mobile device while driving.

In the metro Chicago area, 90.6 percent of April respondents and 88.7 percent of June respondents report that they “favor” the stopping/ticketing of motorists for using a hand-held device while driving.

In the downstate sample portion, we find an increase of 9.4 percentage points in individuals who favor the allowing police to stop and ticket motors for using a hand-held cell phone or other mobile device (79 percent in April; 88.4 percent in June).

In the “rural counties,” the percentage of respondents who favor the law increased by 9.9 percentage points from April (79.3 percent) to June (89.2 percent).