

October, 2014

# **Evaluation of the 2014 Illinois “Click It or Ticket” Campaign**

**April 20 – June 9, 2014**

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

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

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

**Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during the May 2014 mobilization in Illinois. Safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.**

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# Executive Summary

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

The 2014 Memorial Day CIOT was conducted April 20 to June 9, 2014. One hundred eighty-six local law enforcement agencies and all 22 districts of the Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

## ENFORCEMENT

1. During statewide and nighttime CIOT campaigns local law enforcement agencies and the ISP logged a total of 26,724.5 enforcement hours and wrote 36,708 citations, 15,520 (42.3%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 89.6 minutes throughout the May campaign. Overall, one citation was written every 46.0 minutes of statewide and nighttime enforcement. In addition, one hundred-eleven agencies which had grants through DTS issued 4,013 citations, of which 3,520 were occupant restraint citations, as a part of the incentive program. There were also 35 earned enforcement agencies which issued 242 citations, of which 131 were occupant restraint citations, as a part of the incentive program.
2. ISP and the local agencies each averaged one citation written for every 46.0 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 4,361 (29.2%) were safety belt violations and child safety seat violations. For the local agencies, of the 21,751 citations issued during enforcement, 11,159 (51.3%) were safety belt and child safety seat violations.

## COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 26,724.6 patrol hours and issued 36,708 citations during CIOT statewide and rural enforcements for a total cost of \$1,719,955.09. On average, one citation was written every 43.7 minutes during enforcement at a cost of \$46.86 per citation, or \$64.36 per patrol hour.
4. Sixteen (16) holiday mobilization SBEZ grantees (those local agencies that were funded to conduct enforcement during the CIOT campaign) issued one citation every 45.3 minutes. The cost per citation for these agencies was \$37.39 and cost per patrol hour was \$49.51. One hundred forty-three STEP grantees issued one citation every 50.2 minutes. The cost per citation for these agencies was \$46.26 and cost per patrol hour was \$55.34. Twenty-six grantees with multiple grants issued one citation every 38.8 minutes of patrol. The cost per citation for these agencies was \$35.91 and the cost per

patrol hour was \$55.49. The Illinois State Police issued one citation every 40.4 minutes. The cost per citation for the ISP was \$53.16 and cost per patrol hour was \$79.01. The Illinois Secretary of State (SOS) Police issued one citation every 49.2 minutes. The cost per citation for SOS was \$59.32 and cost per patrol hour was \$72.33.

5. The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

## MEDIA

6. During the May mobilization campaigns, the National Highway Traffic Safety Administration spent \$8,000,000 on paid media nationwide, including Illinois. These paid media efforts focused on males, ages 18 to 34. Television advertisements comprised 61% of the media budget. Network radio comprised 15% of the media budget. The remaining 24% of the media budget was utilized on online advertising.
7. On May 20, 2014, six press events were held in Chicago, Rockford, Moline, Springfield, Collinsville and Carbondale to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement. This year DTS held the press event to announce unbelted fatal data for males and females in the 34-54 age range. There was a teenager that spoke at each event reaching out to their parents and other family and friends, reminding them that they set the example at a young age for their driving habits. IDOT partnered with the Illinois State Police, county and local police departments for the enforcement zones.
8. STEP-funded local law enforcement agencies conducted seventeen press conferences around the state to help spread the CIOT message to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for the CIOT was in the form of print news stories. A total of 107 stories related to CIOT ran across the state. Throughout the campaign, 10 radio news stories were aired; 83 print news stories ran; and 14 television news stories aired.

## STATEWIDE OBSERVATIONAL SURVEY

9. The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The pre-survey was a mini-survey (50 sites), while the post mobilization survey was statewide (288). The fifty sites for the mini-surveys were selected from the 288 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the Illinois 2014 seat belt survey.
10. During the pre-mobilization survey, there were 41,915 front seat occupants observed at 50 locations. During the post mobilization survey, there were 169,319 front seat occupants observed at 288 locations statewide in this survey.

11. Of the 169,319 front seat occupants observed, 94.1 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 92.2 percent during the pre-mobilization to 94.2 percent during the post mobilization. The safety belt usage rate for passengers increased from 92.0 percent during the pre-mobilization to 93.7 percent during the post mobilization.
12. Based on region, the safety belt usage rate increased by 15.0 percentage points in the city of Chicago from 76.4 during the pre-mobilization survey to 91.4 percent during the post mobilization. The safety belt usage rate for the downstate counties increased from 95.4 prior to the mobilization to 96.5 following the mobilization. In Cook County and the collar counties, the safety belt usage rate increased by 0.8 and 0.2 percentage points respectively.
13. In terms of the road type, on residential and U.S./IL Highways, the safety belt usage rate increased by 2.8 and 1.9 percentage points respectively. On the other hand, from the pre mobilization to post mobilization, the safety belt usage rate on Interstate highways decreased by 0.8 percentage point. Finally, based on day of week, from pre mobilization to post mobilization, the safety belt usage rate increased by 4.0 percentage points on weekdays. On the other hand, the safety belt usage rate on weekends decreased by 1.0 percentage point.

#### NIGHTTIME OBSERVATIONAL SURVEY

14. During the pre-campaign survey, there were 11,735 observations during the day and 4,775 observations during the night. After the statewide campaign (media and enforcement), a total of 9,461 occupants were observed during the day and 4,102 occupants were observed during night.
15. During the pre-mobilization campaign, the nighttime usage rate was slightly higher than the daytime usage rate (93.1 percent at night versus 92.7 percent at day during pre-mobilization campaign). On the other hand, during the post mobilization survey, the daytime usage rate was higher than the nighttime usage rate. The daytime seat belt usage rate increased by 0.4 percentage point from pre mobilization to post mobilization. On the other hand, the nighttime seat belt usage rate decreased by 2.0 percentage points from pre-mobilization to post mobilization.
16. The seat belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

#### STATEWIDE TELEPHONE SURVEY

##### Seat Belt Usage

17. During the April 2014 survey, the data show that 95.4 of respondents indicated they wear their seat belts "all of the time." During the June 2014 post survey, the percent of respondents who indicated they wear their seat belts "all of the time" slightly decreased to 94.1 percent. In the metro Chicago area, the percent of those respondents who indicated they wear their seat belts "all of the time" slightly decreased from 97.4 in April

to 95.0 in June. In downstate region, the percent of those respondents who indicated they wear their seat belts “all of the time” increased from 92.2 in April to 92.7 in June.

18. When riding as a front seat passenger, during the April 2014 survey, the data show that 94.1 of respondents indicated they wear their seat belts “all of the time.” During the June 2014 post survey, the percent of respondents who indicated they wear their seat belts “all of the time” when riding as a passenger did not change from April with 94 percent responding in this fashion. When riding as a back seat passenger, during the April 2014 survey, the data show that only 65.6 percent of respondents said they wore their seat belt “all of the time.” During the June 2014 survey, the percent of respondents who said they wear their seat belts “all of the time” when riding as a back seat passenger decreased to 59.8 percent.

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

19. The 2014 April awareness level started at 88.3 percent. It slightly decreased to 87.3 percent in the June 2014 survey. The other seat belt slogan, “Buckle Up America,” had an awareness level of 43.8 percent in the June 2014 survey.

#### Seat Belt Attitudes and Enforcement

20. Respondents were asked if they think “it is important for police to enforce the seat belt laws.” During the April survey, 89.4 percent of respondents indicated they “strongly agree” or “somewhat agree” with that statement. During the June survey, 88.6 percent of respondents indicated they “strongly agree” or “somewhat agree.” With that statement.
21. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agrees to any extent increased from 21.4 percent in April to 30.4 percent in June. In the metro Chicago area, the percent awareness of seat belt enforcement increased from 15.7 percent in April to 27.6 percent in June. In the downstate region, the percent awareness of this item decreased from 30.7 percent in April to 34.7 percent in June.

# Evaluation of the 2014 Illinois “Click It or Ticket” Campaign

## Introduction / Background

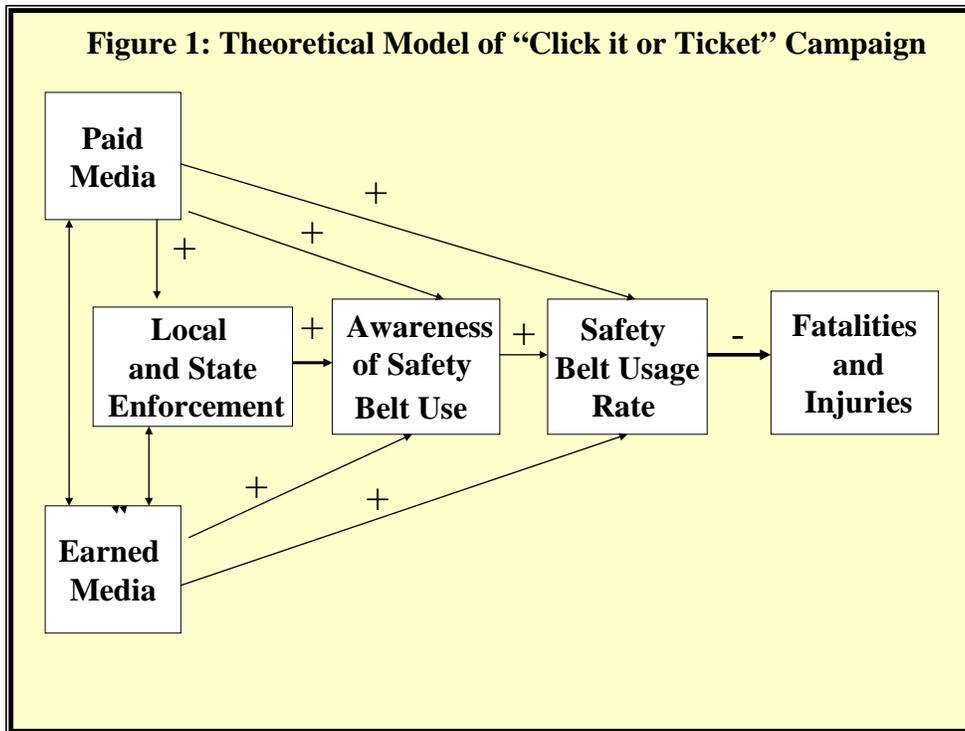
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform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

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

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

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

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

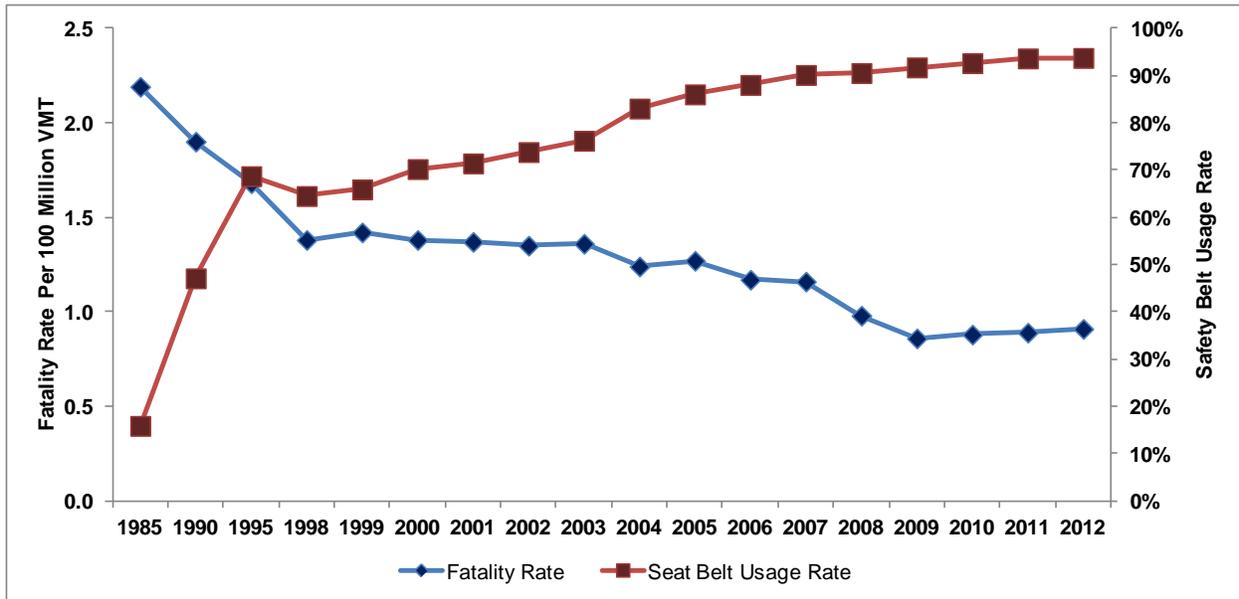


### Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2010). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatality rate is measured by total fatalities per 100 million vehicle miles of travel.

**Figure 2** provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by more than 78 percentage points, peaking at 94.1 percent in June 2014. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.92 in 2013.

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



**Earned Media**

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

**Paid Media**

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

**Enforcement**

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

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

### **Implementing CIOT Campaigns in Illinois in May / June 2014**

In May 2014, Illinois Department of Transportation, Division of Traffic Safety launched statewide and nighttime CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2014 with special emphasis on increasing safety belt usage among nighttime drivers in Illinois. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

### **Report Objectives**

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

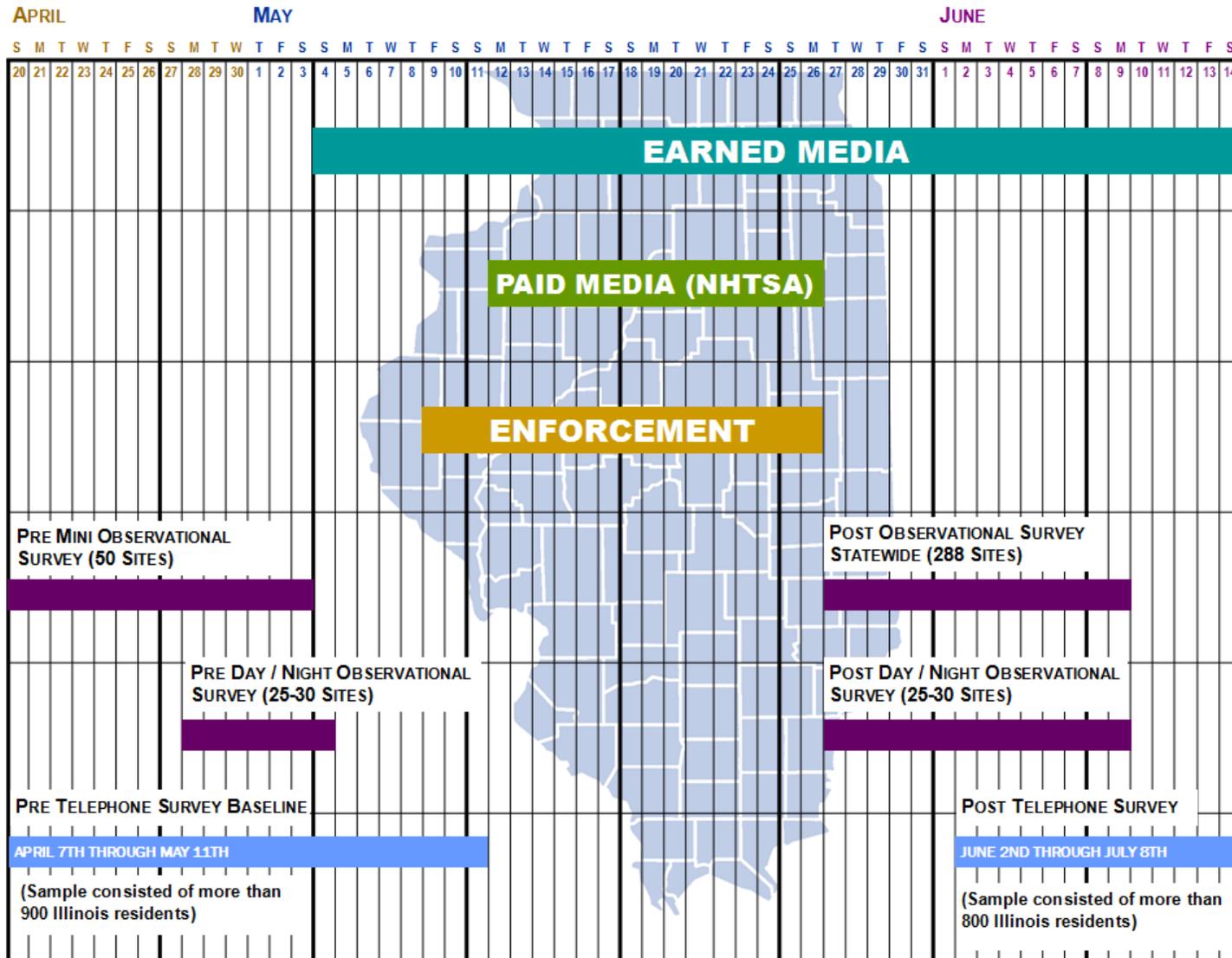
## Implementation of CIOT in Illinois

### Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 20 and concluded June 9, 2014. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 & 2 (April 20 – May 4, 2014): This week marked the start of the “Click It or Ticket” campaign. Pre-mini observational survey (50 sites) was conducted. During week 2, the pre nighttime observational survey began. The pre-CIOT telephone surveys ran from April 7<sup>th</sup> through May 11<sup>th</sup>.
- Week 3 (May 4 - May 10, 2014): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign. Earned media detailing the importance of wearing safety belts began.
- Week 4 (May 11 – May 17, 2014): Paid media advertisements conducted by NHTSA promoting the nationwide CIOT program ran on television and radio in selected media markets nationwide; enforcement and earned media continued.
- Week 5 & 6 (May 18 – May 31, 2014): Paid media and enforcement concluded; earned media continued; post statewide and nighttime CIOT observational surveys began.
- Weeks 7 & 8 (June 1 – June 14, 2014): Post statewide and nighttime CIOT observational surveys concluded; post telephone surveys ran from June 2<sup>nd</sup> through July 8<sup>th</sup>.

# Diagram 1 2014 Illinois “Click It or Ticket” Timeline



## Special Emphasis on Rural Communities

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

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

### **Rural Population**

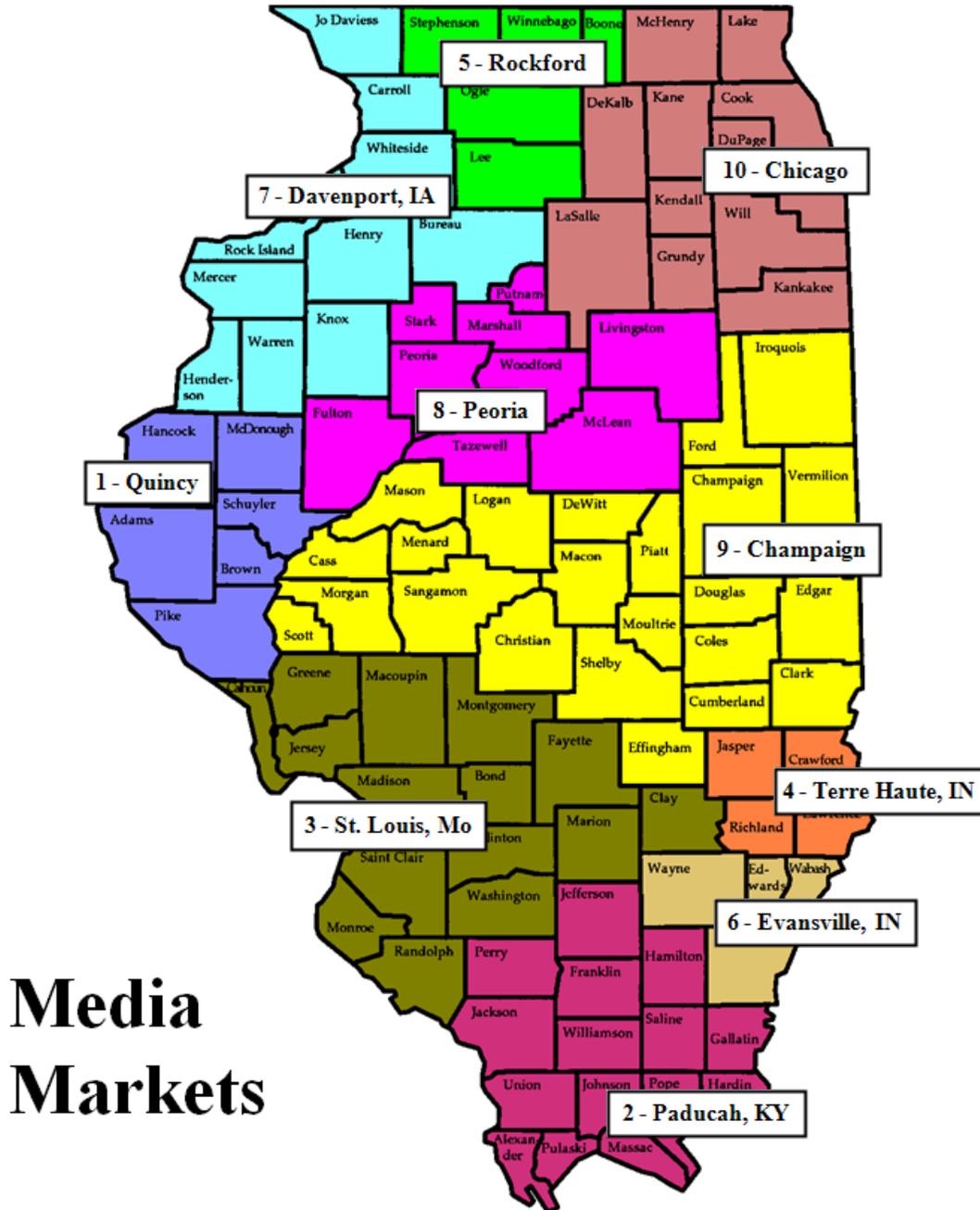
The rural Illinois media market consists of geographic areas based on the rural population density of the state’s 102 counties. For this reason, the five Illinois rural media markets were chosen to serve as the rural population of interest for the rural CIOT. The rural media markets in Illinois, which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

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

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

## State of Illinois



## Media Markets

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

## Methods of Evaluation

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

### Process Evaluation

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

### Enforcement

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

### Paid & Earned Media

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

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

## **Outcome Evaluation**

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

From April 20 to June 9, 2014 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

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

### Observational Safety Belt Survey

#### *Statewide*

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The pre-survey was a mini-survey (50 sites), while the post mobilization survey was statewide (288). The fifty sites for the mini-surveys were selected from the 288 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use.

#### *Nighttime*

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. During the first two weeks of May 2014, observations were made at 15 sites, once during the day between 7:00 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the

same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2014 CIOT high-visibility enforcement program.

### Telephone Survey

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

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

**RESULTS OF ENFORCEMENT ACTIVITIES**  
**(STATEWIDE includes Rural Areas)**

## Results of Enforcement Activities

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

### **Statewide Enforcement**

One hundred eighty-six (186) local law enforcement agencies and all 22 districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 26,724.5 enforcement hours and issuing 36,708 citations, 15,520 (42.3%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 89.6 minutes<sup>3</sup> of patrol throughout the May campaign. Overall, one citation was written for every 46.0 minutes of patrol<sup>3</sup>. There were an additional 35 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like cameras, radar detectors and breathalizers. There were 111 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies were eligible for the same incentive prizes. Prior to the 2014 Memorial Day campaign, incentive participants were required to submit all occupant protection citations issued during the month of May. In 2014, incentive participants were only required to submit occupant protection citations issued at night during the two week campaign. The agencies which participated in the incentive program issued a total of 4,255 citations (4,013 citations were issued by the grant-funded agencies and 242 were issued by the earned enforcement agencies). Of those 4,255 citations, 3,651 were safety belt and child safety seat citations.

### Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois’ 102 counties. ISP conducted 10,064 hours of enforcement including 1,545 SBEZs. A total of 14,957 citations were issued by the ISP, 29.2% (4,361) of which were safety belt and

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

child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 138.5 minutes of patrol.

### Local Enforcement

One hundred eighty-six local police agencies were funded to participate in CIOT enforcement. A total of 858 SBEZs and 1,514 saturation patrols were conducted. Local officers logged 16,660.5 patrol hours and issued 21,751 citations. One citation was issued every 46.0 minutes by local officers during statewide enforcement. Fifty-one percent of the citations issued (11,159) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 89.6 minutes of enforcement. In addition, one hundred eleven grant-funded agencies issued 4,013 total citations (3,520 occupant restraint citations and 493 other citations) as a part of the incentive program. There were also 35 earned enforcement agencies which issued 242 total citations (131 occupant restraint citations and 111 other citations) as a part of the incentive program.

**TABLE 1: TOTAL ENFORCEMENT RESULTS**

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data for the Incentive Program†		GRAND TOTAL
	Local Agency Total N=186	State Police Total N=22 Districts	Statewide Total <sup>4</sup> N=208	Grant Funded Agencies Participated in an Incentive Program N=111	Earned Enforcement Agencies Participated in an Incentive Program N=35	
Number of Enforcement Hours	16,660.5	10,064.0	26,724.5	NA	NA	NA
Number of Safety Belt Enforcement Zones	858	144	1,002	NA	NA	NA
Number of Saturation Patrols	1,514	200	1,714	NA	NA	NA
Total Citations	21,751	14,957	36,708	4,013	242	40,963
Number of Safety Belt and Child Safety Seat Citations	11,159	4,361	15,520	3,520	131	19,171
Number of Other Citations	10,592	10,596	21,188	NA	NA	NA
Minutes Per Citation <sup>4</sup>	46.0	40.4	43.7	NA	NA	NA
Safety Belt Citations and Child Safety Seat Citations Per Minute <sup>4</sup>	89.6	138.5	103.3	NA	NA	NA

\* Note that the total citations issued by all agencies, including earned enforcement agencies was 49,122.

† Prior to the 2014 Memorial Day campaign, incentive participants were required to submit all occupant protection citations issued during the month of May. In 2014, incentive participants were only required to submit occupant protection citations issued at night during the two week campaign.

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

**COST / EFFECTIVENESS ANALYSIS  
OF ENFORCEMENT ACTIVITIES**

## Cost / Effectiveness Analysis of Enforcement Activities

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

**Tables 2 and 3** summarize enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (local, state, and other types) for selected three groups. In addition, **Tables 8-11 in Appendix A** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

### Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 26,724.6 patrol hours and issued 36,708 citations during CIOT statewide and rural enforcements for a total cost of \$1,719,955.09. On average, one citation was written every 43.7 minutes during enforcement at a cost of \$46.86 per citation, or \$64.36 per patrol hour.

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

Enforcement	Patrol Hours	Total Citations	Citations Written Every X Minutes	Approximated Cost Per Citation	Approximated Cost Per Patrol Hour	Approximated Total Cost
Statewide	26,724.6	36,708	43.7	\$46.86	\$64.36	\$1,719,955.09

### Grant Type / Agency Enforcement Activities

#### Illinois State Police

ISP conducted 10,064 patrol hours during statewide enforcement and issued 14,957 citations at cost of \$795,135, or \$79.01 per patrol hour. One citation was written every 40.4 minutes, an average cost of \$53.16 per citation. (See **Table 11 in Appendix A** for a detailed listing of ISP enforcement activities and costs.)

#### Illinois Secretary of State Police

The Illinois Secretary of State Police (SOS) conducted 529 patrol hours during statewide enforcement and issued 645 citations at cost of \$38,264, or \$72.33 per patrol hour. One citation

was written every 49.2 minutes, an average cost of \$59.32 per citation. (See **Table 11** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

#### Local Police Agencies

As of October 21, 2014, a total of 187 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 16 agencies were solely holiday mobilization safety belt enforcement zone grantees, 143 agencies had only one a STEP grant with DTS, and 26 agencies had multiple grants with DTS. Of these 26 agencies, they had 52 grants with DTS. (See **Tables 8-11** in **Appendix A**).

#### Memorial Holiday Mobilization (SBEZ) Grantees

The 16 holiday mobilization grantees included in this analysis worked a total of 1,178.0 patrol hours and wrote 1,560 citations at a cost of \$58,323, or \$49.51 per patrol hour. On average, one citation was written every 45.3 minutes during statewide enforcement at a cost of \$37.39 per citation. (See **Table 8** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

#### STEP Grantees Only

One hundred forty-three (143) regular grantees contributed 10,202.8 patrol hours to the campaign, issuing 12,206 citations. Regular grantees issued one citation every 50.2 minutes at a cost of \$46.26 per citation or \$55.34 per patrol hour. (See **Table 9** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

#### Regular Grantees with Multiple Grants

The remaining 26 grantees with multiple grants conducted 4,750.8 patrol hours and they issued 7,340 citations during the CIOT mobilization. These agencies issued one citation every 38.8 minutes of patrol at a cost of \$35.91 per citation or \$55.49 per patrol hour. (See **Table 10** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

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

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

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	10,064.0	14,957	40.4	\$53.16	\$79.01	\$795,135
Secretary of State Police	529.0	645	49.2	\$59.32	\$72.33	\$38,264
SBEZ Grantees Only (n=16)	1,178.0	1,560	45.3	\$37.39	\$49.51	\$58,323
STEP Grantees Only (n=143)	10,202.8	12,206	50.2	\$46.26	\$55.34	\$564,626
Regular Grantees with Multiple Grants (n=26) (refer to <b>Appendix A Table 15</b> for the types of grants each agency had)	4,750.8	7,340	38.8	\$35.91	\$55.49	\$263,608
<b>Total</b>	<b>26,724.6</b>	<b>36,708</b>	<b>43.7</b>	<b>\$46.86</b>	<b>\$64.36</b>	<b>\$1,719,955</b>

**Limitations of the Enforcement Data**

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

For example, as shown in **Table 8**, based on cost per patrol hour, DTS reimbursed the Kirkland Police Department \$1,830.12 for conducting 112.0 patrol hours resulting in \$16.34 per patrol hour. On the other hand, Buffalo Grove Police Department was reimbursed \$8,569.60 for conducting 129 patrol hours resulting in \$66.43 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed East Cape Girardeau Police Department \$720.00 for writing 111 citations resulting in a cost of \$6.49 per citation issued. On the other hand, the Pike County Sheriff’s Office cost per citation was \$90.84 (they were reimbursed \$1,635.16 for only issuing 18 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, East Cape Girardeau Police Department issued 111 citations over 32 patrol hours resulting in one citation written for every 17.3 minutes of patrol. On the other hand, the Kirkland Police Department issued only 30 citations over 112.0 patrol hours. This resulted in one citation written for every 224.0 minutes of patrol (see **Table 8** in **Appendix A**).

## Future plan

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

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

## Paid Media & Earned Media / Community Outreach

### Paid Media Activities

The Illinois Department of Transportation's Division of Traffic Safety did not allocate funding for paid media during the 2014 "Click It or Ticket" Memorial Day campaign. With a high seat belt usage rate in Illinois and NHTSA running paid media across the United States, including Illinois, the Division of Traffic Safety's Highway Safety Planning committee opted not to run similar media during this campaign. Therefore, during the 2014 Memorial Day campaign, all paid media was provided by the National Highway Traffic Safety Administration's nationwide paid media blitz. The NHTSA's nationwide working media budget was estimated to be around \$8,000,000.<sup>5</sup> The main focus group of this year's paid media blitz were white males, 18 to 34 years of age. Secondary focus groups included male teens, 12 to 17 years of age; newly arrived Latinos, 18 to 34 years of age; and African-American males, 18 to 34 years of age.

To reach the target audiences, different mediums were used to provide the greatest impact. More than 60% of the NHTSA's media budget for the 2014 "Click It or Ticket" Memorial Day campaign was devoted to television, including Spanish speaking networks.<sup>6</sup> "Click It or Ticket" advertisements ran on stations like FOX, Comedy Central, Discovery, ESPN, ESPN2, FX, MTV2, Spike, TBS, truTV, Turner Sports, NBC Sports Network, and USA. Advertisements also ran on the following Spanish-speaking networks: Galavision, Unimas, and Univision. About 15% of the budget was used on Network Radio. Advertisements were spread out across all different formats including sports talk, country, rock, urban, NFL network, NBC Sports, and MRN NASCAR. ESPN Radio's Mike & Mike did "live reads of the NHTSA message." Advertisements also ran on Cumulus Media Hispanic, Univision Radio, ESPN Deportes, Performance Racing Network, and Targetsport Online radio. The remaining 24% of the paid media budget was used on online advertising. "Click It or Ticket" webpage banners and streaming advertisements ran on the following web pages: Blip.TV, Break.com, Complex Media, College Humor, Crave Online, Daily Motion, EA, ESPN.com, GameSpot, GameStop, Goodway Group, Google, Heavy.com, IGN.com, Kongregate, MLB.com, Pandora, Revision3, SessionM, Solve Media, Video Network, WWE.com, Xbox Live, and Zynga.

All information about paid media efforts was obtained through NHTSA's website. More detailed information about the paid media plan and summary can be found online.<sup>5, 6</sup>

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<sup>5</sup> This information was found in NHTSA's May 2014 Strategic Media Work Plan found in the following document: <http://www.trafficsafetymarketing.gov/newtsm/ciot/2014/ciot2014-MediaWorkPlan.pdf>

<sup>6</sup> This information was found in NHTSA's report titled, "National Highway Traffic Safety Administration "Click It or Ticket" May 2014 Television, Radio, and Online Buy Summary. It can be found at <http://www.trafficsafetymarketing.gov/newtsm/ciot/2014/ciot2014-MediaBuySummary.pdf>

## Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events to promote CIOT and distributed CIOT banners to participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters, paycheck stuffer, email blast, opinion editorial, bulletin stuffers, Saved by the Safety Belt application, and an order form.

On May 20, 2014, the Illinois Department of Transportation issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement crash data shows that older adults, especially those aged 35-54, represent a large portion of unbuckled deaths in Illinois.<sup>[1]</sup>

STEP-funded local law enforcement agencies conducted seventeen press conferences held around the state to help get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 107 stories related to CIOT ran across the state. Throughout the campaign, 10 radio news stories were aired; 83 print news stories ran; and 14 television news stories aired (see **Table 4**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and yard signs, law enforcement agencies asked local businesses to put the CIOT message on their outdoor message boards and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 4** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

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<sup>[1]</sup> This information was part of the Illinois Dept. of Transportation’s press releases issued on 20 May 2014. The actual press release can be found at <http://www.idot.illinois.gov/Assets/uploads/files/About-IDOT/News/Press-Releases/2014.05.20.pdf>.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 98 such announcements in communities across the state. In addition, 48 police agencies displayed their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 302 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 83 print news stories, 10 radio news stories, and 14 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Memorial Day CIOT campaign.

<b>Table 4: Number of Earned Media Items Obtained from Local Law Enforcement Agencies for <i>Click It or Ticket</i></b>	
<b>Earned Media Items</b>	<b>Number of items</b>
Press releases issued	302
Print news stories	83
Radio news stories	10
Television news stories	14
Press conferences	17
Posters / fliers	397
Outdoor message board announcements	98
CIOT Banners	48
Web page postings / announcements	146
Local cable public access messages	25
Presentations	16
Other	30

**Community Outreach**

Seven Traffic Safety Liaisons (TSLs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—yard signs, static clings, posters, placemats, stickers and payroll stuffers as well as distribution of incentive items—sunglass wipes, pens and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs, community events and drivers education classes, partnered with local groups including boy scout councils, soccer leagues and running clubs and conducted radio interviews to alert and educate the community about the CIOT

campaign. A summary list of community outreach activities appears in **Table 5**. Examples of outreach activities include:

- The occupant protection website ([www.buckleupillinois.org](http://www.buckleupillinois.org)) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail was sent to law enforcement agencies and Child Passenger Safety technicians throughout the state alerting them to check the website for information. Included on the website were posters, paycheck stuffers, sample media releases for pre and post campaign use, op-ed article, e-mail blast, bulletin stuffer and talking points.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, static clings, awareness bracelets, sunglass wipes, pens, food stickers and paycheck stuffers to distribute in their community. DTS filled over 250 orders during the campaign.
- Over 2,400 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, grain elevators, rural businesses, libraries, toll-way booths, gyms, banks, schools and health departments.
- 21 new yard signs were placed around the state as well as signs used in previous campaigns with the message: Kids, Teens, and Adults: Buckle Up. The signs were placed at police departments, health departments, busy intersections, country roads, and at the entrances to towns, schools, parks, etc.
- CIOT messages were placed under the signatures of the TSLs on their e-mails sent out to anyone during the month of May.
- A major focus for the Memorial Day campaign was rural outreach. DTS reached out to many rural farm stores, implement stores and grain elevators to put up posters in their stores, distribute paycheck stuffers to employees as well as customers, put static clings on doors / delivery vehicles, and more. The stores and elevators were sent a letter reminding them how important it is to buckle up. Many took advantage of the order form included with the letter by ordering CIOT materials to display at their stores/elevators and gave out to their customers.
- TSLs reached out to local Chamber of Commerce offices by e-mail, letter and phone. They asked for their help in contacting local businesses to spread our message on signs, Facebook pages, websites and any other ways they could think of reaching their customers and employees.
- Over 12,000 paycheck stuffers were distributed throughout the state. They were given out to rural farm store customers and employees, stapled to fast-food to go orders, at county health departments, etc.
- Social Media played a large role in getting out the CIOT message. The CIOT message was displayed on Facebook pages and statuses as well as tweets from high schools, TSL personal pages, IDOT, police departments Illinois Traffic Safety Leaders and health departments.

- Over 81,000 incentive items promoting the campaign were distributed throughout the month of May. Items distributed include static clings, collapsible water bottles, sunglass wipes, placemats, pens and awareness bracelets. Distribution sites included health and safety fairs, shopping centers, gyms, parks, athletic events, schools, police stations, city halls, banks, bars, county health departments, etc.
- Several TSLs submitted letters and articles to local newspapers, newsletters and electronic newsletters reminding readers and employers to buckle up. There was a letter published in the Rush-Copley employee newsletter about the importance of wearing your seat belt.
- TSLs worked to distribute collapsible water bottles. They were given out in goodie bags at 6 races around the state during May as well as at gyms and parks. In Southern Illinois, gym goers received a water bottle after signing a pledge to wear their seat belt.
- The TSLs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Many local Chamber of Commerce helped recruit businesses to spread the message. Some of the agencies that displayed the message included: restaurants, banks, gas stations and convention centers.
- Almost 25,000 food stickers were distributed in Illinois. These stickers were given to local pizza restaurants, to place on their pizza boxes when they delivered a pizza or on fast food bags. The sticker reads “Click It or Ticket” and “\$60 - It’s a lot of food or 1 safety belt ticket.”
- DTS and some of the TSLs had a postage message printed on all out-going mail. The postage was labeled, “Buckle Up, Save Lives” or had a CIOT logo.
- CIOT information was given out at some different events this campaign: Summer games for the Special Olympics, Farmers Markets, Touch a Truck events and were even made into goodie bags to give out to graduating high school seniors.

### Media Events

On May 20, 2014, six press events were held in Chicago, Rockford, Moline, Springfield, Collinsville and Carbondale to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement. This year DTS held the press event to announce unbelted fatal data for males and females in the 34-54 age range. There was a teenager that spoke at each event reaching out to their parents and other family and friends, reminding them that they set the example at a young age for their driving habits. These events were organized by DTS Law Enforcement Liaisons (LELs) and TSLs. IDOT partnered with the Illinois State Police, county and local police departments for the enforcement zones.

**Table 5: CIOT Earned Media and Community Outreach Activities**

<b>Activity</b>	<b>Number</b>
<i>Click It or Ticket</i> Incentive items (pens, static clings, etc)	81,672
Food Stickers Distributed	24,250
Posters Distributed	2,401
Email Announcements	12,571
Incentive Distribution Sites	148
Health Fair Booths / Presentations	27
Click It or Ticket Yard Signs	21
Payroll Stuffers Distributed	12,475
Electronic Billboards	9
Radio Interviews	5
Press Releases sent to Media	72
Outreach Articles posted on the Web	10
Outreach Articles Printed in Local Newspapers	27
Outreach Articles Printed in Company / Agency Newsletters	1

## **SAFETY BELT SURVEYS**

# Statewide Observational Safety Belt Surveys

## Survey Design

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The pre-survey was a mini-survey (50 sites), while the post mobilization survey was statewide (288). The fifty sites for the mini-surveys were selected from the 288 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the Illinois 2014 seat belt survey. The new plan had four characteristics:

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

During the pre-mobilization survey, there were 41,915 front seat occupants observed at 50 locations. During the statewide (post) mobilization survey, there were 169,319 front seat occupants observed at 288 locations statewide in this survey. For more information on survey design, refer to "Seat Belt Use Survey Design for State of Illinois: Sampling, Data Collection and Estimation Plan", Division of Transportation Safety, Illinois Department of Transportation (IDOT), March, 2012.

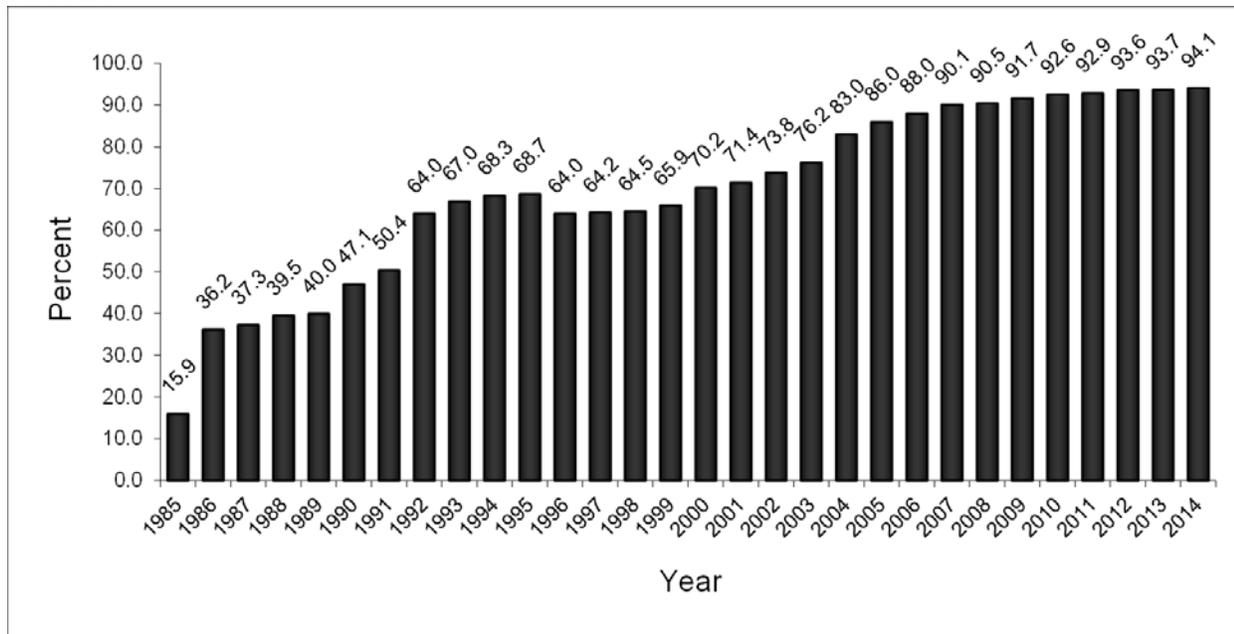
## Historical Trends

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

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

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1<sup>st</sup>, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2014 at a level of 94.1 percent. The safety belt usage rate in Illinois has increased more than 78 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2014 safety belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.

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



\*Note: 1998 through 2014 safety belt usage rates include pickup truck drivers and passengers.

## Safety Belt Usage Rates Statewide During the 2014 “Click It or Ticket” Campaign

**Table 6** and **Figure 5** show results of the safety belt survey conducted at 50 sites during May 2014 and 288 sites during June 2014. **Column 1** shows the safety belt pre-mobilization survey usage rate. **Column 2 and 3** show safety belt usage rates following the 2014 CIOT mobilization. It should be noted that the sites from column 2 were extracted from the statewide surveys sites in Column 3. Columns 4 and 5 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, and road types. There were 41,915 front seat occupants observed during the 2014 pre-mobilization survey and 169,319 were observed during the 2014 post-mobilization survey.

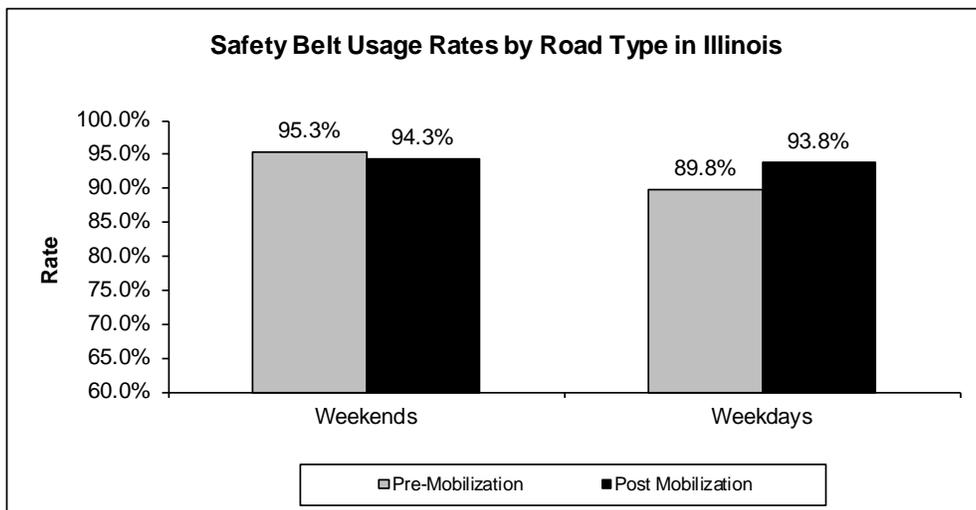
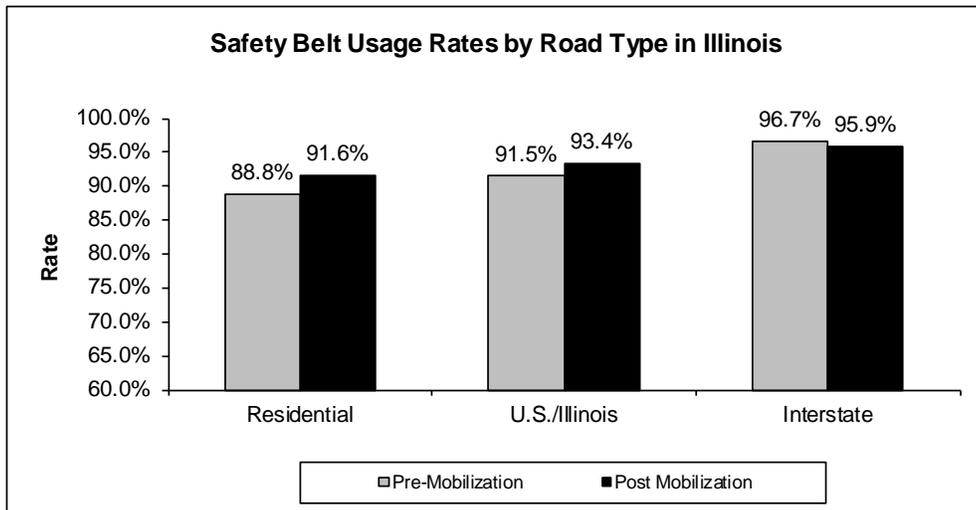
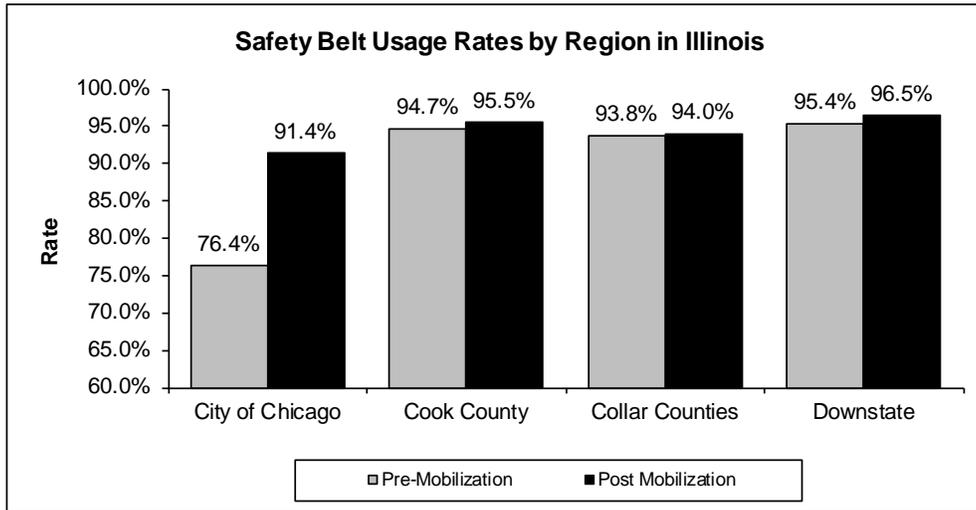
**Table 6** and **Figure 5** show the safety belt usage rate for all vehicles. Of the total of 169,319 front seat occupants observed, 94.1 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 92.2 percent during the pre-mobilization to 94.2 percent during the post mobilization. The safety belt usage rate for passengers slightly increased from 92.0 percent during the pre-mobilization to 93.7 percent during the post mobilization. Based on region, the safety belt usage rate increased by 15.0 percentage points in the city of Chicago from 76.4 during the pre-mobilization survey to 91.4 percent during the post mobilization. The safety belt usage rate for the downstate counties increased from 95.4 prior to the mobilization to 96.5 following the mobilization. In Cook County and the collar counties, the safety belt usage rate increased by 0.8 and 0.2 percentage points respectively. In terms of the road type, on residential and U.S./IL Highways, the safety belt usage rate increased by 2.8 and 1.9 percentage points respectively. On the other hand, from the pre mobilization to post mobilization, the safety belt usage rate on Interstate highways decreased by 0.8 percentage point. Finally, based on day of week, from pre mobilization to post mobilization, the safety belt usage rate increased by 4.0 percentage points on weekdays. On the other hand, the safety belt usage rate on weekends decreased by 1.0 percentage point.

**Table 6: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the *Click it or Ticket* Campaign (April 21<sup>st</sup>-June 10<sup>th</sup>, 2013)\* (All Vehicles<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	April 21 <sup>st</sup> -May 4 <sup>th</sup>	June 2 <sup>nd</sup> -22 <sup>nd</sup>		(4)	(5)
	N=41,915	N=40,318	N=169,319		
<b>Total Usage Rate</b>					
<b>Total</b>	92.2%	94.2%	94.1%	2.0%	1.9%
Drivers	92.2%	94.5%	94.2%	2.3%	2.0%
Passengers	92.0%	92.8%	93.7%	0.8%	1.7%
<b>Region</b>					
Chicago	76.4%	85.6%	91.4%	9.2%	15.0%
Cook County	94.7%	95.5%	95.5%	0.8%	0.8%
Collar County	93.8%	94.4%	94.0%	0.6%	0.2%
Downstate	95.4%	96.7%	96.5%	1.3%	1.1%
<b>Road Type</b>					
Interstate	96.7%	96.8%	95.9%	0.1%	-0.8%
US/IL Highways	91.5%	92.1%	93.4%	0.6%	1.9%
Residential	88.8%	93.5%	91.6%	4.7%	2.8%
<b>Day of Week</b>					
Weekends	95.3%	95.1%	94.3%	-0.2%	-1.0%
Weekdays	89.8%	93.5%	93.8%	3.7%	4.0%

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

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



## Nighttime Observational Safety Belt Surveys

### Survey Design

Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. Historically, it has been documented in the previous studies (NHTSA, 2007), that the night safety belt usage rate is significantly lower than the daytime usage rate. During the end of April through beginning of May 2014, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2014 CIOT high-visibility enforcement program. The determination of these 15 observational sites was based on the following criteria:

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

### Safety Belt Usage Rates at Nighttime during the 2014 “Click It or Ticket” Campaign

**Table 7** shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre-campaign survey, there were 11,735 observations during the day and 4,775 observations during the night. After the statewide campaign (media and enforcement), a total of 9,461 occupants were observed during the day and 4,102 occupants were observed during night.

During the pre-mobilization campaign, the nighttime usage rate was slightly higher than the daytime usage rate (93.1 percent at night versus 92.7 percent at day during pre-mobilization campaign). On the other hand, during the post mobilization survey, the daytime usage rate

was higher than the nighttime usage rate. The daytime seat belt usage rate increased by 0.4 percentage point from pre mobilization to post mobilization. On the other hand, the nighttime seat belt usage rate decreased by 2.0 percentage points from pre-mobilization to post mobilization. Due to the nighttime seat belt enforcement efforts and educational efforts, it is not surprising to see that the nighttime seat belt usage rate is similar to the daytime seat belt usage rate.

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

**Table 7: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2014 *Click It or Ticket* Campaign**

Selected Characteristics	Pre-Mobilization Survey	Pre-Mobilization Survey	Post Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Daytime Surveys	% Change Pre and Post Nighttime Surveys
	Daytime	Nighttime	Daytime	Nighttime		
	1	2	3	4	5	6
	Apr. 21st - May 4 <sup>th</sup>		Jun. 2 <sup>nd</sup> - Jun. 22 <sup>nd</sup>			
	N=11,735	N=4,775	N=9,461	N=4,102		
Total Usage Rate	92.7%	93.1%	93.1%	91.1%	0.4%	-2.0%
Drivers	92.7%	93.0%	93.3%	90.8%	0.6%	-2.2%
Passengers	92.7%	93.3%	91.8%	92.4%	-0.9%	-0.9%

## **TELEPHONE SURVEYS**

**The Illinois Statewide 2014 Memorial Day Weekend  
Seat Belt Enforcement and Media Campaign Surveys**

*Conducted for*



Division of Traffic Safety

*Conducted by*



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

**Summary Report**

Field Interviewing: April/May, 2014 and June/July, 2014

Summary Report and Tables Submitted: August 1, 2014

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## Introduction

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, 2014. The first survey, conducted from April 7 through May 11, and completed prior to the Memorial Day weekend (herein called the April survey), aims at providing baseline results for examining the effect of the Memorial Day weekend media campaign. The SRO collected responses for the second survey (herein called the June survey) from June 2 through July 8, 2014. 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.

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

## Methodology

The sampling methodology for the April and June surveys consisted of two components. One was a sample of the statewide general public, stratified by region and screened for licensed drivers. The targeted completion number for this component was 500 respondents in each survey. The other component was a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Again, we screened for licensed drivers. The targeted completion number for this supplemental component was 200 respondents in each survey.<sup>7</sup> The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

*For the statewide sample*, the state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of landline telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

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

For the “targeted rural sample,” the counties defined as “rural” were identified, and a random sample of landline telephone numbers within this aggregate area was purchased. More specifically, “rural Illinois” here includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.; and Harrisburg-Paducah, KY.<sup>8</sup>

Each telephone number in the samples was called a maximum of ten times in April and eleven times in June, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.<sup>9</sup> If this designated person is not available or does not exist in the household, interviewers ask to speak to the youngest female licensed driver. Replacements were accepted if designated household members were not available.

Field interviewing for the April survey includes 937 licensed drivers (including 485 respondents from the rural over-sample). The margin of error for the April survey is +/-3.3 percentage points. Field interviewing for June survey includes 819 licensed drivers (including 424 respondents from the rural over-sample). The margin of error for the June survey is +/-3.5 percentage points. The numbers of completions for each stratification and sample group are presented below for both the April and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

The average length of a completed interview during the April survey was 18.65 minutes and the average length of an interview during the June survey was 20.76 minutes, making the combined average length of the surveys about 20.05 minutes. Response rates were calculated using AAPOR guidelines (response rate 3). The overall response rate for the April survey is 30.8 percent and 34.1 percent for the June survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.<sup>10</sup> These statewide weights were also applied to both the Chicago metro

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<sup>8</sup> In 2014, two counties that were never previously identified by respondents were included in our sample, Union County and Scott County. Union County (Harrisburg-Paducah, KY media market) and Scott County (Quincy-Hannibal, MO media market) were classified as part of the downstate sample.

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

<sup>10</sup> The age categories used for weighting purposes are: up to 29 years old, 40s, 50s, 60s, and 70 and older. The statewide proportions for each age category were derived from previous data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the seventh year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers initially to ask to speak to one of the youngest licensed drivers in the household. It is the fifth year that we have used an education weight. For the June sample, weighting by age and education were adjusted within the Chicago metro area and within the “downstate” portion of the statewide sample when statewide distribution

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

### Respondent Numbers and Sampling Errors

	2014 Memorial Pre-Test <u>April</u>	2014 Memorial Post-Test <u>June</u>	estimated sampling errors*
<b><i>TOTAL surveyed</i></b>	<b>937</b>	<b>819</b>	
<b>Statewide sample</b>	<b>672</b>	<b>608</b>	<b>+/- 3.9</b>
<b>Chicago metro area<sup>a</sup></b>	<b>327</b>	<b>294</b>	<b>+/- 5.5</b>
<i>City of Chicago</i>	<i>175</i>	<i>174</i>	
<i>Chicago suburban counties</i>	<i>152</i>	<i>120</i>	
<b>Downstate counties<sup>b</sup></b>	<b>345</b>	<b>314</b>	<b>+/- 5.4</b>
<i>North/central Illinois</i>	<i>168</i>	<i>176</i>	
<i>Southern Illinois</i>	<i>177</i>	<i>138</i>	
<b><i>Targeted rural supplement</i></b>	<b>265</b>	<b>211</b>	
<b>Total “targeted rural counties”<sup>c</sup></b>	<b>485</b>	<b>424</b>	<b>+/- 4.5</b>

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

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

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

<sup>c</sup> Includes relevant results (counties) from the “downstate” portion of the statewide sample.

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weights were less than optimal. Maximum values are set for the final weights, so the final sample characteristics may depart somewhat from actual population parameters even on some of those characteristics used for weighting. Our goal is to get as close as possible to being representative of the population, and to gain equivalence/similarity between the April and June samples on these characteristics.

## Comments on Results and Samples

In the results that follow, we focus on those questions most pertinent to the seat belt campaign activities that surrounding Memorial Day weekend, 2014. 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., +/- % with parentheses) refer to percentage point changes unless specifically noted.<sup>11</sup>

**Terminology and general format of the results to follow.** Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for: the Chicago metro area; the downstate respondents in the statewide sample; and respondents in the “targeted rural counties.” The latter includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample. Note that the sampling errors for the “targeted rural counties the Chicago metro area, and the “downstate portion” of the statewide sampling are larger than the sampling error for the statewide results. (See the previous page.)

**The Excel file.** The full results are presented in the **IDOT 2014 Memorial Day Seat Belt** file (an Excel file) compiled for the project. Separate worksheets are included for:

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

These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys. 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 2014 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>12</sup>

Within this context of overall similarity, the biggest differences in the statewide samples are found for the following characteristics:

- A higher percentage of June survey respondents report being a homemaker (5.0% vs. 8.0%)
- A higher percentage of April survey respondents report being a full-time employee (34.4% vs. 29.8%)

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

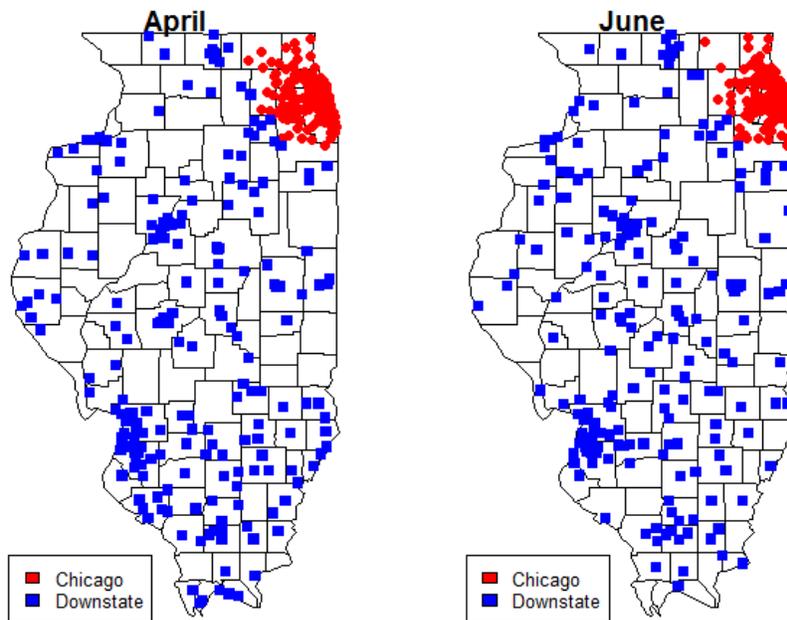
<sup>12</sup> Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

- The June survey includes a higher percentage of African-American respondents (11.8% vs. 12.6%) while the April survey has a higher percentage of Hispanic respondents (9.3% vs. 6.9%)
- A larger percentage of the June respondents report earning more than \$100,000 (23.0%) compared to the April survey (19.6%).

With weighting generally conducted at the statewide level <sup>13</sup> – and because we present results for the Chicago metro area as well as the downstate portion of the statewide sample, it is worth noting that the April and June samples for these two areas are quite similar across a variety of characteristics. However, there are more differences in these two areas, compared to the statewide sample as a whole. This is particularly the case for the downstate portion, which has a smaller sample size.

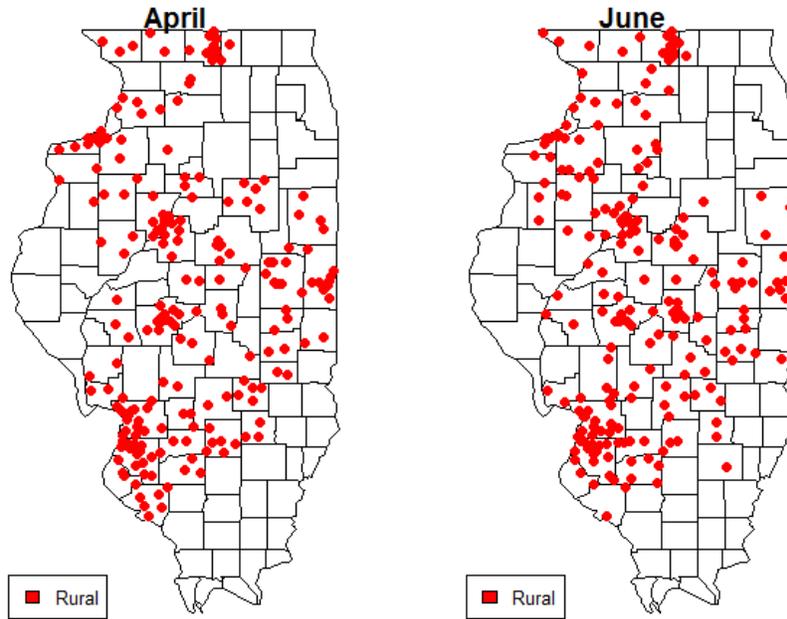
It is important to note that the three regions (Chicago, Downstate, and Rural Counties) differ across several demographics including-education, income, and race/ethnicity. Yet, the samples within each region do not differ significantly from the April survey to the June survey. Nor, does the geographical distribution of the regions, as seen in Picture 1 and 2.

**Picture 1: Geographical representation of the April and June statewide sample**



<sup>13</sup> However, it should be noted that gender has always been weighted by region in the survey series. And, in the weighting this year, age distributions were also adjusted by the Chicago metro / downstate areas for the June statewide sample. 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.

Picture 2: Geographical representation of the April and June rural sample



## RESULTS

### Reports of seat belt usage

**When driving, how often do you wear your seat belt?** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the statewide percentage of those who report wearing seat belts “all the time” is 95.4 percent in April and 94.1 percent in June. We find that the while the percentage who report wearing their seatbelt all of the time slightly decreased, the percent who report wearing their seatbelt “most of the time” increased from 1.8 percent of individuals in the April survey to 4.6 percent of respondents in the June survey.<sup>14</sup>

In the metro Chicago area, we find that the percent who indicate wearing their seat belt “all the time” decreased slightly from 97.4 percent to 95.0 percent. Additionally, we find that those who report that they wear a seatbelt “most of the time” increased from 0.9 percent in the April survey to 3.8 percent in the June survey.

In the downstate sample portion, we find that the percent who indicate wearing their seat belt “all the time” increased from 92.2 percent in April to 92.7 percent in June. We find an increase of 2.9 percentage points in the percentage of respondents who report that they wear a seat belt “most of the time;” 2.9 percent in the April survey and 5.5 percent in the June.

And, in the “targeted rural counties,” we find that the percent who indicate wearing their seat belt “all the time” decreased from 94.5 percent in April to 93.3 percent in June. The percent who report that they wear a seatbelt “most of the time” increased from 3.0 percent to 4.2 percent.

**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 from 81.3 percent in April to 86.4 percent in June. At the same time, we find that the percentage who report that they do not know or did not answer decreased by about the same amount (approximately 5 percentage points), from 5.1 percent in April to 0.5 percent in June.

In April, 7.2 percent of respondents report that the last time they did not wear a seat belt while driving was “within the last week” while 3.8 percent report the same in June. The percentage who report “within the last day” is 2.5 percent in April and 3.2 percent in June.

In the metro Chicago area, we find that the percentage who indicate “more than a year ago” (or report they always wear one) increased from 84.3 percent in April to 89.8 percent in June. The percent who either report within the last day or past week is approximately 9.4 percent in April and 5.5 percent in June.

In the downstate sample portion, we find that the percentage who indicate “more than year ago” (or report they always wear a seat belt) increased from 76.6 percent in April to 81.1 percent in June. The percentage who report either within the last day or past week is 10.1 percent in April and 10.8 percent in June.

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<sup>14</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.

And, in the “targeted rural counties,” we find that the percentage who indicate “more than a year ago” (or report they always wear a seat belt) increased, from 82.7 percent in April to 85.7 percent in June. Here, the percentage who report not wearing a seat belt either within the past day or week is 8.8 percent in April and 6.9 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 (65 percent of relevant respondents in April; 63.8 percent in June). The next most frequently cited topical category in both the April survey and June surveys is forgot/ got distracted/ was lazy (19.2 percent in April; 21.8 percent in June).

In each of the three area regions being analyzed, driving a short distance is the most frequently cited reason given for not wearing a seat belt. The second most cited reason is forgot/ got distracted/ was lazy.

**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 97.4 percent in April and 94.0 percent in June, and the percent who report that their use has increased is less than 5 percent in both surveys (2.1 percent in April; 3.2 percent in June). A small minority report that their use of seat belts has decreased in April (0.3 percent) while 1.4 percent in June report that their use has decreased.

In the metro Chicago area, the vast majority of respondents report that their use of seat belts has stayed the same (99.0 percent in April, 95.1 percent in June). There is a slight increase in the percentage of respondents who report that their seat belt use has increased from 0.2 percent in April to 3.2 percent in June, a 3 point increase.

In the downstate sample portion, approximately 95 percent (94.8 percent) in April and 92.3 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 5.0 percent in April and 3.1 percent in June, a slight decrease.

And, in the “targeted rural counties,” this region has the most consistent percentage of respondents who report that their seat belt usage has stayed the same (96.2 percent in April and 97.1 percent in June). There is a slight decrease in the percentage of individuals who report that their seat belt use has increased from 3.6 percent in April to 1.9 percent in June. However, only 0.1 percent of respondents in April and 0.0 percent of respondents in June report that their seat belt usage decreased in the past 30 days.

**Have you ever received a ticket for not wearing a seat belt?** The statewide percent who report receiving a ticket for not wearing a seat belt is 6.6 percent in April and 10.6 percent in June. The largest increase comes from respondents in the targeted rural sample and the Chicago area.

In the metro Chicago area, the percent who report receiving a ticket for not wearing a seat belt is 5.1 percent in April and 6.8 percent in June, a small increase.

In the downstate sample portion, the percent who report receiving a ticket for not wearing a seat belt is 9.2 percent in April and 16.5 percent in June, a 7.3 percentage point increase.

And, in the “targeted rural counties,” the percentage who report receiving a ticket for not wearing a seat belt is 12.7 percent in the April survey and 15.9 percent in the June survey, a 3.2 percentage point increase.

**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 very similar in both survey results. The percentage who report that they use their front seat passenger seat belts “all of the time” is extremely consistent (94.1 percent in April and 94.0 percent in June). And, the percentage who report either “all” or “most” of the time is 98.3 percent in April and 97.8 percent in June. The percentage who report “some of the time” is 0.3 percent in April and 0.7 percent in June while the percentage who report “rarely” or “never” remains consistent between April and June (1.3 percent in April; 1.4 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 96.1 percent in April and 95.1 percent in June, a slight decrease. The percentage who report either “all” or “most” of the time is 99.4 percent in April and 98.4 percent in June, also a slight decrease.

In the downstate sample portion, we find that the percentage who report that they wear a seat belt “all the time” as a passenger in the front seat increased slightly from 90.7 percent to 92.3 percent. The percent who report they wear a seat belt either “all” or “most” is 96.2 percent in April and 96.7 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 decreased from 92.5 percent in April to 91.7 percent in June.

**When riding in the back seat of a car as passenger, how often do you wear your seat belt?** The new 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 percent who report wearing their seat belt all of the time<sup>15</sup> is 65.6 percent in April and 59.8 percent in June, a general decrease of 5.8 percentage points. When looking at respondents who report wearing it either “all of the time” or “most of the time” we find a slight decrease from 76.3 percent to 71.5 percent. And while the vast majority of respondents report that Illinois has a law requiring adults to wear seat belts (97.9 percent in April; 97.5 percent in June), individuals are less likely to know whether that law pertains to the back seat (63.1 percent in April; 63.6 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 72.2 percent in April and 75.5 percent in June, a slight increase.

In the downstate sample portion, we find a substantial decrease of 17.4 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (82.8 percent in April to 65.4 percent in June).

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<sup>15</sup> This measure excludes respondents who report not riding in the back seat of a car as a passenger.

In the “targeted rural counties,” we find a substantial decrease of 13.1 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time (79.4 percent in April to 66.3 percent in June).

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

While the majorities (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 14	June 14	April 14	June 14	April 14	June 14	April 14	June 14
As far as you know, does Illinois have a law requiring adults to use seat belts?	97.9%	97.5%	97.7%	97.0%	98.1%	98.4%	97.7%	98.5%
As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts?	63.1%	63.6%	58.4%	63.7%	70.8%	63.5%	68.0%	67.8%
Percent who believe it is very likely that they would get a ticket for not wearing a seat belt	39.9%	42.9%	36.1%	41.7%	46.2%	44.7%	46.9%	42.6%
Percent who believe that police can stop a vehicle if they observe a seat belt violation	84.9%	85.4%	87.7%	85.3%	80.3%	85.6%	81.4%	86.4%
Percent who believe that police should be allowed to stop a vehicle for only a seat belt violation	77.2%	77.5%	78.4%	78.7%	75.4%	75.6%	75.0%	76.2%

**In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?** More than nine in ten statewide respondents in both surveys (April and June) 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. The percent remains constant from April to June with 95.7 percent reporting that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats.

## 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 below:

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

Statewide there is an increase in the percent who report disagreeing (to any extent) with this statement from 68.1 percent in April to 69.5 percent in June.

In the metro Chicago area, there is a small increase in the total percentage of those who report disagreeing with this statement 71.9 percent in April to 75.2 percent in June.

In the downstate sample portion, there is a decrease in the total percent who disagree with this statement from 62.1 percent in April 2014 to 60.5 percent in June.

In the "rural counties," there is a decrease in the total percentage who disagrees with this statement from 65.0 percent to 59.8 percent in June.

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

Statewide, the percentage of respondents who either "strongly agreed" or "somewhat agreed" to this statement remains consistent with 97.7 percent in April and 97.8 percent in June.

In the metro Chicago area, there is a slight increase in the proportion who "agree" from 98.0 percent to 98.6 percent in June.

In the downstate sample portion, there is a small decrease in the proportion who "agree" from 97.4 percent to 96.4 percent in June.

And, in the "targeted rural counties," the proportion who "agree" remains consistent with 96.9 percent in April and 97.0 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 34.8 percent in April and 22.5 percent in June, a decrease of 12.3 percentage points.

In the metro Chicago area, there is a 10.7 percentage point decrease from 33.3 percent in April to 22.6 percent in June.

In the downstate sample portion, there is a 14.7 percentage point decrease from 37.3 percent to 22.6 percent.

In the targeted rural counties, there is a slight increase of 1.4 percentage points with 25.1 percent in April and 26.5 percent in June.

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

The percent of statewide respondents who either “strongly agree” or “somewhat agree” with this statement remains stable with 89.4 percent agreeing in the April survey and 88.6 percent agreeing in the June survey.

In the metro Chicago area, there is a slight decrease in the percentage of respondents who agree with this statement, 90.0 percent in April compared to 87.6 percent in June.

In the downstate sample portion, there is a slight increase in the percentage of individuals who agree with this statement, 88.4 percent in April compared to 90.3 percent in June.

In the “rural counties,” responses remain stable with 90.7 percent agreeing in April and 90.9 percent in June.

***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 91.9 percent in April and 90.2 percent in June, a slight decrease.

In the metro Chicago area, responses remain stable with 92.4 percent disagreeing in April and 91.4 percent in June.

In the downstate sample portion, we find a 2.6 percentage point decrease, from 91.1 percent in April to 88.5 percent in June.

In the “rural counties,” we find a 2.7 percentage point decrease from 90.5 percent in April to 87.8 percent in June.

***Police in your community are writing more seat belt tickets now than they were a few months ago.***

There is a 9.0 percentage point increase in the percentage of statewide respondents who agree with this statement (reporting either “strongly agree” or “somewhat agree”). In April 2014, 21.4 percent of respondents report agreeing with the statement while 30.4 percent of respondents report agreeing in June.

In the metro Chicago area, there is an 11.9 percentage point increase in the total percentage of respondents who agree with this statement, 27.6 percent in June compared to 15.7 percent in April.

In the downstate sample portion, we find an increase in the percentage of respondents who agree with this statement from 30.7 percent in April to 34.7 percent in June.

In the “rural counties,” there is a 12.9 percentage point increase in the total percentage of respondents who agree with this statement; 25.8 percent in April and 38.7 percent in June.

## 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? In April, only 14 percent of statewide respondents 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 June, 25 percent of respondents report the same, an increase of 11.0 percentage points.

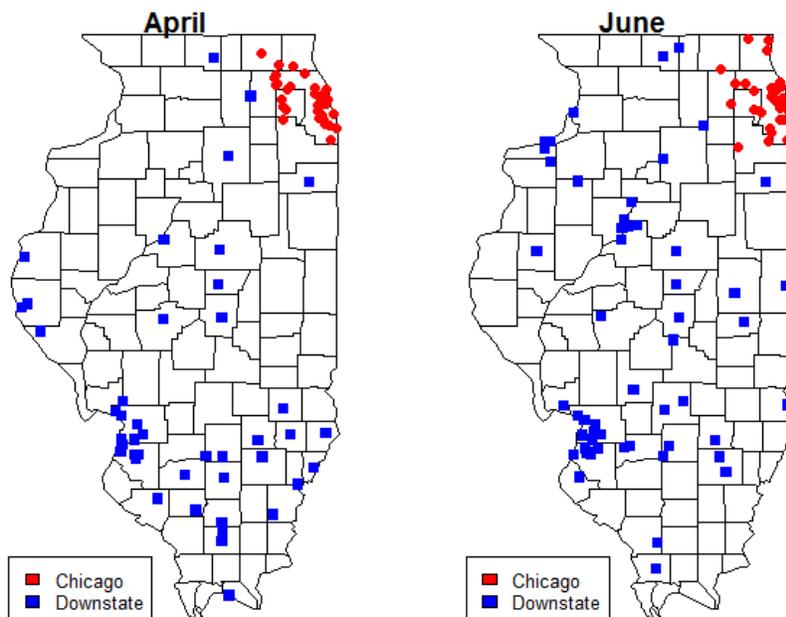
In the metro Chicago area, there is a substantial increase in the percentage of respondents who report having seen or heard of such an effort from April (13.8 percent) to June (21.9 percent).

In the downstate sample portion, there is a 15.4 percentage point increase in the total percentage of respondents who report having seen or heard of such an effort; 14.4 percent in April and 29.8 percent in June.

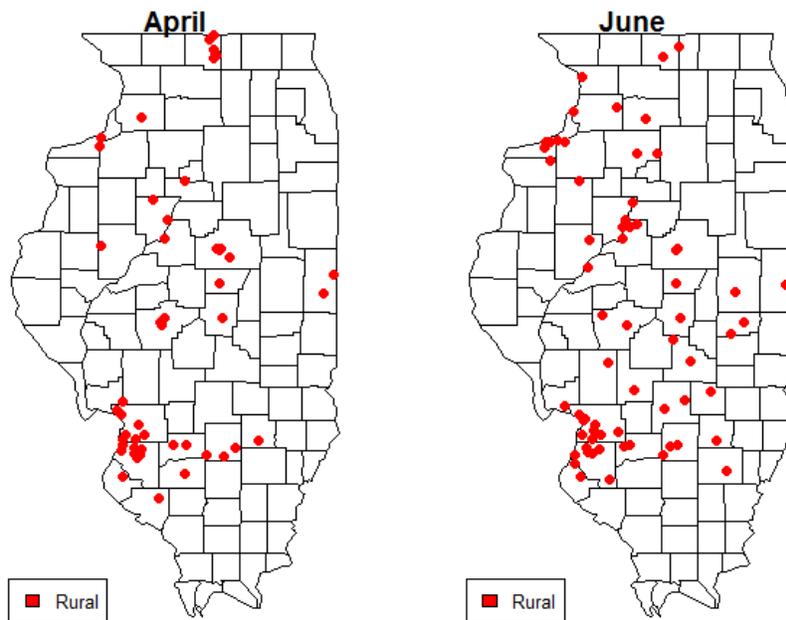
In the “rural counties,” we find another substantial increase in the percentage of respondents who report having seen or heard of such an effort; 12.6 percent in April and 21.8 percent in June.

Picture 3 depicts a geographical representation of the portion of statewide respondents (metro Chicago area and downstate sample portion) who report seeing or hearing of any special effort by police to ticket drivers in their community for seat belt violations. Picture 4 depicts the same for the rural counties.

**Picture 3: Geographical representation of the April and June statewide sample who report seeing/hearing of any special effort by police to ticket drivers in their community for seat belt violations**



**Picture 4: Geographical representation of the April and June rural counties who report seeing/ hearing of any special effort by police to ticket drivers in their community for seat belt violations**



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

Statewide, television is the most cited medium with 39.9 percent in April and 52.8 percent in June, an increase of 12.9 percentage points, indicating that they saw or heard about these special efforts mainly through commercials or advertisements. The second most cited medium is radio (33.7 percent in April; 32.5 percent in June) with the majority of April respondents citing they heard either a commercial or advertisement and June respondents citing news story/ news program.

In the metro Chicago area, the most widely cited medium in April is from friends and relative (31.3 percent) followed by television (29.6 percent). However, June respondents cite television as the most widely cited medium (48.5 percent with 78.4 percent reporting a commercial or advertisement) followed by radio (32.6 percent with 88.0 percent reporting a news story/ news program).

In the downstate sample portion, television is the most cited medium in both April and June (55.9 percent and 57.7 percent) with over two-thirds of respondents reporting they learned of these special efforts through commercials or advertisements (70.6 percent in April; 73.7 percent in June). The second most cited medium is radio with a substantial decrease of 21.2 percentage points from April to June (53.6 percent in April; 32.4 percent in June).

In the “rural counties,” television is the most cited medium in both April and June (61.9 percent in April; 68.6 percent in June) with more than half of all rural respondents reporting awareness through commercials or advertisements (51.9 percent in April and 67.3 percent in June). The second most cited medium in the rural counties is radio which saw a decline of 8.6 percentage points between April and June (39.1 percent in April; 30.5 percent in June).

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

	Statewide		Chicago		Downstate		Rural	
	April 14	June 14	April 14	June 14	April 14	June 14	April 14	June 14
<b>Television</b>	39.9%	52.8%	29.6%	48.5%	55.9%	57.7%	61.9%	68.6%
<i>Commercial or advertisement</i>	30.9%	76.0%	85.7%	78.4%	70.6%	73.7%	51.9%	67.3%
<i>News story/ news program</i>	47.8%	33.3%	42.9%	40.5%	27.8%	26.3%	51.9%	40.4%
<b>Radio</b>	33.7%	32.5%	20.9%	32.6%	53.6%	32.4%	39.1%	30.5%
<i>Commercial or advertisement</i>	76.9%	39.1%	80.0%	8.0%	76.5%	72.7%	94.1%	78.3%
<i>News story/ news program</i>	26.9%	65.2%	20.0%	88.0%	35.3%	36.4%	6.2%	39.1%
<b>From friends and relatives</b>	27.5%	25.4%	31.3%	27.0%	21.5%	23.6%	15.2%	18.4%
<b>Read in newspaper</b>	28.6%	21.8%	25.4%	24.1%	33.4%	19.1%	24.7%	30.4%
<i>Commercial or advertisement</i>	39.1%	30.4%	50.0%	40.0%	27.3%	19.0%	27.3%	13.9%
<i>News story/ news program</i>	77.3%	71.7%	83.3%	72.0%	70.0%	75.0%	72.7%	80.6%
<b>From other source</b>	31.5%	16.0%	44.2%	26.1%	11.6%	4.3%	22.8%	7.6%

**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, only 7.9 percent of statewide respondents report seeing or hearing anything about police in their community working at night to enforce the seat belt law. By June, 15.6 percent of respondents report the same, an increase of 7.7 percentage points.

In the metro Chicago area, there is a substantial increase (8.8 percentage points) in the percentage of respondents who report seeing or hearing anything about this effort (7.7 percent in April; 16.5 percent in June).

In the downstate sample portion, there is, again, a substantial increase (6.0 percentage points) in the percentage of respondents who report hearing or seeing anything (8.2 percent in April; 14.2 percent in June).

In the “rural counties,” there is an increase of 6.1 percentage points regarding the percentage of respondents who report seeing or hearing anything about this effort (6.3 percent in April; 12.4 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, 53.9 percent of statewide respondents report seeing or hearing of such a message. By June, there is an increase of 10.8 percentage points among respondents (64.7 percent).

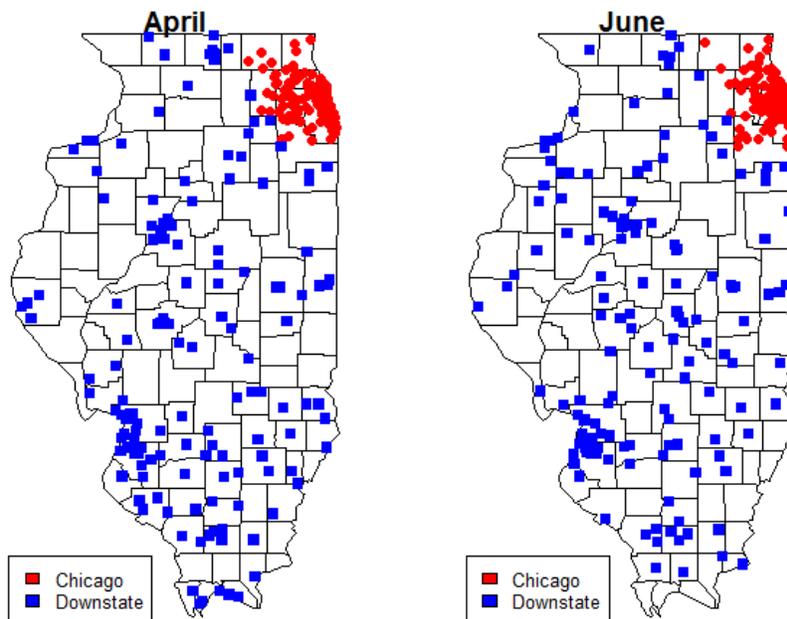
In the metro Chicago area, 53.6 percent of April respondents and 65.6 percent of June respondents report hearing or seeing such a message, an increase of 12.0 percentage points.

In the downstate sample portion, there is a substantial increase in the percentage of respondents who report hearing or seeing such a message (8.9 percentage points); 54.4 percent in April and 63.3 percent in June.

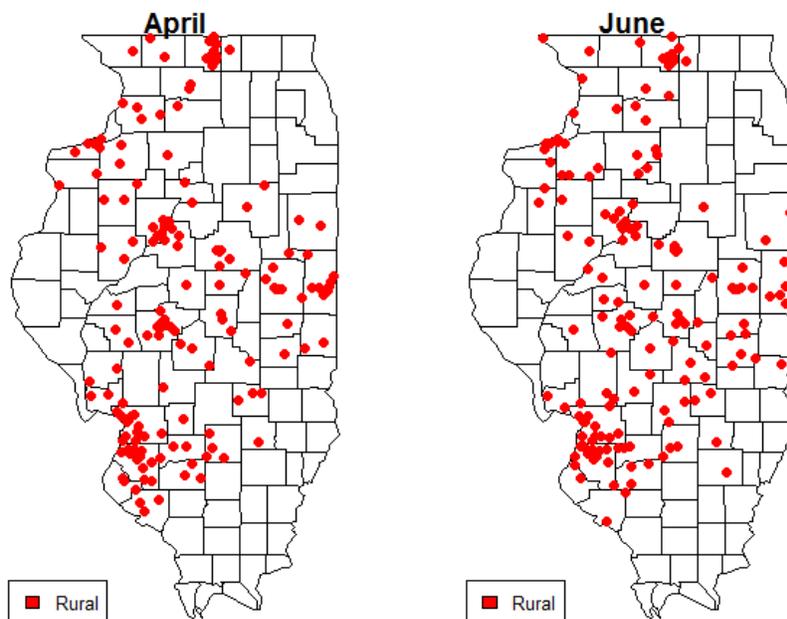
In the “rural counties,” 59.1 percent of April respondents and 69.5 percent of June respondents report hearing or seeing such a message, an increase of 10.4 percent.

Picture 5 depicts a geographical representation of the portion of statewide respondents (metro Chicago area and downstate sample portion) who report seeing or hearing any message that encourages people to wear their seat belts. Picture 6 depicts the same for the rural counties.

**Picture 5: Geographical representation of the April and June statewide sample who report seeing/hearing of any message that encourages people to wear their seat belts**



**Picture 6: Geographical representation of the April and June rural counties who report seeing/hearing of any message that encourages people to wear their seat belts**



***Of those respondents who indicated having seen or heard of these messages,***

Statewide, billboards/ road signs are the most cited medium with 77.0 percent of April and June respondents indicating that they saw or heard any message that encouraged people to wear seatbelts. The second most cited medium is television (60.6 percent in April; 60.4 percent in June) with the majority of April and June respondents citing they heard either a commercial or advertisement; 84.2 percent in April and 78.4 percent in June.

In the metro Chicago area, the most widely cited medium is billboards/ road signs (84.9 percent in April and 75.8 percent in June) followed by television (55.9 percent in April and 66.5 percent in June, a 10.6 percentage point increase). In both April and June, the majority of respondents who report hearing or seeing this message on television report that it was either a commercial or advertisement (88.5 percent in April and 79.6 percent in June).

In the downstate sample portion, billboards/ road signs are the most cited medium in both April and June (68.3 percent and 79.0 percent). Television is the second most cited medium (68.0 percent in April and 50.6 percent in June) with the majority of these respondents reporting they saw or heard this message through a commercial or advertisement (78.5 percent in April and 76.1 percent in June).

In the “rural counties,” television is the most cited medium in April (72.3 percent) and the second most cited medium in June (64.7 percent). Billboards/ road signs are the second most cited medium in April (64.7 percent) and the most cited medium in June (80.1 percent). 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 (71.9 percent in April and 76.4 percent in June).

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

	Statewide		Chicago		Downstate		Rural	
	April 14	June 14	April 14	June 14	April 14	June 14	April 14	June 14
<b>Television</b>	60.6%	60.4%	55.9%	66.5%	68.0%	50.6%	72.3%	64.7%
<i>Commercial or advertisement</i>	84.2%	78.4%	88.5%	79.6%	78.5%	76.1%	71.9%	76.4%
<i>News story/ news program</i>	14.2%	18.9%	11.5%	18.4%	16.5%	21.1%	26.5%	24.8%
<b>Radio</b>	33.9%	27.4%	31.6%	31.2%	37.5%	21.3%	31.0%	22.2%
<i>Commercial or advertisement</i>	86.3%	78.2%	91.5%	84.5%	77.3%	63.3%	82.5%	67.9%
<i>News story/ news program</i>	15.5%	22.8%	13.6%	16.9%	16.3%	36.7%	14.3%	35.2%
<b>From friends and relatives</b>	17.8%	13.5%	19.9%	12.3%	14.4%	15.3%	14.0%	17.0%
<b>Read in newspaper</b>	17.5%	12.8%	14.8%	11.7%	21.7%	14.5%	20.4%	18.9%
<i>Commercial or advertisement</i>	39.6%	48.9%	42.9%	48.1%	36.0%	50.0%	26.2%	52.2%
<i>News story/ news program</i>	51.9%	61.7%	59.3%	66.7%	44.0%	57.1%	71.4%	45.7%
<b>Billboard/ road sign</b>	77.0%	77.0%	84.9%	75.8%	68.3%	79.0%	64.7%	80.1%
<b>From other source</b>	32.6%	8.9%	39.3%	9.6%	21.9%	4.8%	26.4%	7.7%

## Awareness of selected traffic safety slogans

**The statewide June results and April-to-June 2014 trends.** Respondents were asked about whether they recall hearing or seeing sixteen selected traffic safety “slogans” in the past 30 days, presented in a random order. Two relate to seat belts, with one being the current campaign slogan of “Click It or Ticket.”

We first list the statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the current seat belt campaign slogan, “Click It or Ticket,” is the slogan with the highest awareness level, with 87.3 percent of respondents expressing awareness. The other seat belt slogan, “Buckle Up America,” is eighth in awareness, with 43.8 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 actively used in Illinois media campaigns has the second highest level of awareness with 71.7 percent report hearing or seeing the slogan in the past 30 days. A more recent DUI-related slogan used in Illinois, “You drink and drive. You lose,” has the third highest level of awareness with 65.9 percent of respondents reporting that they have heard or seen the slogan in the past 30 days.

**Table Slogans-1. Awareness Levels in June 2014**

Order	Slogan	June level
1	<b>Click It or Ticket</b> .....	<b>87.3%</b>
2	Friends don’t let friends drive drunk .....	71.7%
3	You drink and drive. You lose. ....	65.9%
4	Start seeing motorcycles .....	60.5%
5	Drive sober or get pulled over. ....	44.7%
6	Drive smart, drive sober .....	43.7%
7	Police in Illinois Arrest Drunk Drivers .....	47.8%
8	<b>Buckle Up America</b> .....	<b>43.8%</b>
9	Cells phones save lives. Pull over and report a drunken driver .....	26.5%
10	Drunk Driving. Over the Limit. Under Arrest .....	22.9%
11	Children in back .....	23.1%
12	55 still the law for trucks in Chicago area .....	15.5%
13	Wanna drink and drive, police in Illinois will show you the bars .....	20.6%
14	Drink and Drive? Police in Illinois have your number .....	21.5%
15	Rest Area = Text Area .....	12.5%
16	CSA 2010: Get the Facts, Know the Law – What’s your Score? .....	5.7%

We next list the slogans in order of the statewide April-to-June awareness percentage point changes in Table Slogans-2. 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 seen in the table below, the recent seat belt campaign slogan of “Click it or Ticket,” finds a slight decrease in awareness from 88.3 percent to 87.3 percent (12.7 percent change as percent of potential).

**Table Slogans-2. Change in Awareness Levels, April to June 2014**

<b>Slogan</b>	<b>April</b>	<b>June</b>	<b>Change</b>	<b>Change as % of potential</b>
Police in Illinois Arrest Drunk Drivers.	44.3%	47.8%	<b>3.5%</b>	52.2%
Wanna drink and drive? Police in Illinois will show you the bars.	18.4%	20.6%	<b>2.2%</b>	79.4%
Friends Don't Let Friends Drive Drunk	72.3%	71.7%	<b>-0.6%</b>	28.3%
Click It or Ticket	88.3%	87.3%	<b>-1.0%</b>	12.7%
Buckle Up America	32.1%	43.8%	<b>11.7%</b>	56.2%
Children in Back	18.6%	23.1%	<b>4.5%</b>	76.9%
Cell phones save lives. Pull over and report a drunk driver.	25.4%	26.5%	<b>1.1%</b>	73.5%
Drive smart, drive sober.	45.9%	43.7%	<b>-2.2%</b>	56.3%
You Drink and Drive. You Lose	67.4%	65.9%	<b>-1.5%</b>	34.1%
Drink and Drive? Police in Illinois have your number.	16.6%	21.5%	<b>4.9%</b>	78.5%
Drunk Driving. Over the Limit. Under Arrest.	19.9%	22.9%	<b>3.0%</b>	77.1%
Start Seeing Motorcycles	51.7%	60.5%	<b>8.8%</b>	39.5%
CSA 2010: Get the Facts, Know the Law - What's your Score?	4.7%	5.7%	<b>1.0%</b>	94.3%
Rest Area = Text Area	11.3%	12.5%	<b>1.2%</b>	87.5%
55 still the law for trucks in Chicago Area	18.5%	15.5%	<b>-3.0%</b>	84.5%
Driver sober or get pulled over	47.8%	44.7%	<b>-3.1%</b>	55.3%

**Examining trends from April 2002 to June 2014.** 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-3.

**Table Slogans – 3A**  
**Awareness of Selected Traffic Safety Slogans, April 2002 through June 2014**  
**(April 2002 through September 2007 Portion)**

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07
<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>
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%
<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>
Drunk driving. Over the limit. Under arrest.	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%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	20%	19%
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%

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

*(continued on next page)*

**Table Slogans – 3B**  
**Awareness of Selected Traffic Safety Slogans, April 2002 through June 2014**  
**(April 2007 through June 2014 Portion)**

Slogan	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12	Apr '13	Jun '13	Apr '14	Jun '14
<b>Click It or Ticket</b>	<b>89%</b>	<b>94%</b>	<b>90%</b>	<b>89%</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>
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%	72%	72%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	72%	70%	73%	67%	66%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%	50%	52%	59%	57%	52%	61%								
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	55%	51%	46%	44%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	51%	49%	44%	48%
<b>Buckle Up America</b>	<b>48%</b>	<b>47%</b>	<b>44%</b>	<b>38%</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>
Drive sober or get pulled over	na	20%	37%	34%	36%	45%	42%	48%	45%												
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	31%	28%	20%	23%
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%	30%	31%	25%	27%
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%	25%	18%	17%	22%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	20%	18%	19%	23%
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%	27%	18%	18%	21%
Rest Area = Text Area	na	16%	na	na	16%	14%	14%	16%	16%	11%	13%										
55 still the law for trucks in Chicago area	na	14%	na	na	17%	18%	12%	17%	15%	19%	16%										
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%	7%	7%	8%	5%	5%	6%										

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

***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>16</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.

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

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<sup>16</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.

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.

The most recent results (2014) overall remain stable, just below 90 percent. In 2014 April and June levels of awareness are 88 percent and 87 percent.

## 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 stable, at about 33 to 35 percent in both surveys. And, the percent who report either “very” or “somewhat” likely is 77.5 percent in April and 76.0 percent in June, a slight decrease. The percent who report either “very” or “somewhat” unlikely is 19.1 percent in April and 21.7 percent in June, a slight increase.

In the metro Chicago area, we find a slight decrease with 74.1 percent reporting that it is either “very” or “somewhat” likely in April, compared to 72.4 percent in June.

In the downstate sample portion, we find a slight decrease with 83.1 percent reporting that it is either “very” or “somewhat” likely in April, compared to 81.6 percent in June.

In the “rural counties,” we find that the percentage who report getting a ticket is “very” or “somewhat” likely increased from 78.2 percent in April to 79.6 percent in June.

Individuals were asked two questions in order to gauge their speeding behaviors. First, they were asked when driving on a local road with a speed limit of 30 mph, how often, do they drive faster than 35. The second question asked respondents how often do they drive faster than 75, on an interstate or toll road which has a speed limit of 70 mph. 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. Percent who report speeding**

	Statewide		Chicago		Downstate		Rural	
	April 14	June 14	April 14	June 14	April 14	June 14	April 14	June 14
Percent who report speeding on local roads	24.6%	21.7%	21.3%	24.8%	29.8%	16.7%	18.5%	21.1%
Percent who report speeding on interstate or toll road	18.7%	14.9%	18.1%	16.2%	19.5%	12.9%	17.2%	10.9%

***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 26.9 percent in April to 28.0 percent in June.

In the metro Chicago area, we find a slight increase from 27.5 percent in April to 28.1 percent in June.

In the downstate sample portion, we find an increase of nearly 2 percentage points, from 25.8 percent in April to 27.7 percent in June.

In the “rural counties,” we find a substantial increase of 9.1 percentage points, from 20.2 percent in April to 29.3 percent in June.

## Cell-phone Questions

Respondents were asked six questions relating to the use of cell-phones while driving. These questions not only broadly evaluates 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?*** Slightly more than one-third of statewide respondents report using a cell-phone or other mobile device while driving.

In the metro Chicago area, we find a slight decrease in the percentage of respondents who report using a cell-phone or other mobile device while driving with 37.9 percent in April and 32.5 percent in June, a decline of 5.4 percentage points.

In the downstate sample portion, we find a slight increase in the number of respondents who report using a cell-phone or other mobile device while driving with 33.5 percent in April and 36.2 percent in June, an increase of 2.7 percentage points.

In the “rural counties,” we find the lowest percentage of respondents who report using a cell-phone or other mobile device while driving (23.2 percent in April and 25.5 percent in June).

**What type of cell-phone/ mobile device do you currently use while driving?** The percentage of statewide respondents who report using a hands-free device while driving is 84.1 percent in April and 79.1 percent in June, a 5.0 percentage point decrease.

In the metro Chicago area, more respondents report using a hands-free device than in any other region with 85.3 percent in April and 79.7 percent in June.

In the downstate sample portion, 82 percent report using a hands-free device in April and 78.2 percent report using a hands-free device in June.

In the “rural counties,” we find the lowest percentage of respondents who report using a hands-free device while driving, 86.2 percent in April and 66.4 percent in June, a decrease of nearly 20 percentage points.

**On an average trip, how often do you use a hand-held cell-phone or other mobile device to make calls while driving?** Statewide, 7.3 percent of April respondents report “always” using a hand-held device to make calls while driving which decreased to 2.8 percent in June, a decrease of 4.5 percentage points.

In the metro Chicago area, there is a decrease of 9.4 percentage points in the percentage of respondents who report “always” using a hand-held device to make calls while they drive (9.9 percent in April and 0.5 percent in June).

In the downstate sample portion, we find an increase in the percentage of respondents who report “always” using a hand-held device to make calls while driving (2.5 percent in April; 6.2 percent in June).

In the “rural counties,” we find a decrease of 3.8 percentage points in the percentage of respondents who report “always” using a hand-held device to make calls while driving (9.8 percent in April; 6.0 percent in June).

**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 79.7 percent in April and 69.6 percent in June, a decrease of 10.1 percentage points.

In the metro Chicago area, 77.2 percent of April respondents and 74.2 percent of June respondents report “never” using a hand-held device to text while driving.

In the downstate sample portion, 84.4 percent of April respondents and 62.4 percent of June respondents report “never” using a hand-held device to text while driving, a decrease of 22.0 percentage points.

In the “rural counties,” we find the lowest percentage of respondents who report “never” using a hand-held device to text while driving, 76.8 percent of April respondents and 60.3 percent of June respondents, a decrease of 16.5 percentage points.

**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?** Nine out of ten statewide respondents report that police should be allowed to stop a vehicle for just texting (92.9 percent in April and 92.3 percent in June).

In the metro Chicago area, 92.6 percent of April respondents and 94.1 percent of June respondents report that police “should be allowed” to stop a vehicle for just texting. This is the only region within the sample to see an increase between surveys.

In the downstate sample portion, 93.4 percent of April respondents and 89.4 percent of June respondents report that police “should be allowed” to stop a vehicle for just texting, a decrease of 4.0 percentage points.

In the “rural counties,” 94.3 percent of April respondents report that police “should be allowed” to stop a vehicle for just texting while 90.7 percent of June respondents report the same, a decrease of 3.6 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?** Approximately, 84 percent of statewide respondents are in “favor” of police stopping and ticketing motorists for using a hand-held device while driving (83.5 percent in April and 84.7 percent in June).

In the metro Chicago area, 81.2 percent of April respondents and 84.9 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 a decrease of 3.0 percentage points in the percentage of respondents who favor this statement from 87.2 percent in April to 84.2 percent in June.

In the “rural counties,” there is a slight decline in the percentage of respondents who favor this statement with 88.8 percent of April respondents favoring it and 84.2 percent of June respondents who report the same.

**APPENDIX A**  
**Statewide Enforcement Activities and Associated Costs**

**TABLE 8: HOLIDAY MOBILIZATION GRANTEES ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Buffalo Grove	129.0	147	110	74.8%	0	0.0%	9	6.1%	52.7	\$58.30	\$66.43	\$8,569.60
Carpentersville	112.0	228	138	60.5%	1	0.4%	0	0.0%	29.5	\$29.92	\$60.90	\$6,820.80
East Cape Girardeau	32.0	111	37	33.3%	2	1.8%	6	5.4%	17.3	\$6.49	\$22.50	\$720.00
Frankfort	45.0	49	35	71.4%	1	2.0%	7	14.3%	55.1	\$47.73	\$51.97	\$2,338.64
Joliet	228.0	338	149	44.1%	0	0.0%	0	0.0%	40.5	\$36.45	\$54.04	\$12,320.00
Kane County	108.0	114	70	61.4%	0	0.0%	8	7.0%	56.8	\$54.12	\$57.12	\$6,169.16
Kirkland	112.0	30	13	43.3%	0	0.0%	0	0.0%	224.0	\$61.00	\$16.34	\$1,830.12
LaGrange	60.0	98	80	81.6%	1	1.0%	9	9.2%	36.7	\$34.23	\$55.90	\$3,354.21
Lake Bluff	28.5	27	20	74.1%	2	7.4%	0	0.0%	63.3	\$64.59	\$61.19	\$1,743.90
Lemont	40.5	86	40	46.5%	1	1.2%	40	46.5%	28.3	\$19.68	\$41.79	\$1,692.36
McLeansboro	20.0	6	0	0.0%	1	16.7%	0	0.0%	200.0	\$72.29	\$21.69	\$433.76
Menard County	16.0	12	0	0.0%	2	16.7%	0	0.0%	80.0	\$39.80	\$29.85	\$477.56
Ottawa	36.0	24	5	20.8%	2	8.3%	1	4.2%	90.0	\$75.00	\$50.00	\$1,800.00
Park Forest	97.0	185	77	41.6%	1	0.5%	19	10.3%	31.5	\$27.09	\$51.66	\$5,011.43
Pike County	48.0	18	3	16.7%	0	0.0%	0	0.0%	160.0	\$90.84	\$34.07	\$1,635.16
Richton Park	66.0	87	60	69.0%	0	0.0%	6	6.9%	45.5	\$39.15	\$51.60	\$3,405.88

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 8: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
<b>Holiday Mobilization Grants Total</b>	1,178.0	1,560	837	53.7%	14	0.9%	105	6.7%	45.3	\$37.39	\$49.51	\$58,322.58

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

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

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

Column 7: Percentage of total citations that were DUI arrests

Column 8: Total number of mobile phone citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 9: STEP GRANTEES ONLY  
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Algonquin	120.0	173	130	75.1%	1	0.6%	17	9.8%	41.6	\$40.83	\$58.87	\$7,064.14
Alorton	8.0	33	33	100.0%	0	0.0%	0	0.0%	14.5	\$6.16	\$25.40	\$203.20
Alton	514.0	462	202	43.7%	9	1.9%	15	3.2%	66.8	\$55.94	\$50.28	\$25,843.33
Arlington Heights	164.0	223	74	33.2%	0	0.0%	6	2.7%	44.1	\$50.30	\$68.39	\$11,215.83
Barrington	17.0	15	0	0.0%	1	6.7%	0	0.0%	68.0	\$63.03	\$55.61	\$945.38
Bartlett	56.3	77	26	33.8%	5	6.5%	0	0.0%	43.8	\$47.02	\$64.36	\$3,620.40
Bartonville	21.0	22	11	50.0%	0	0.0%	1	4.5%	57.3	\$57.97	\$60.73	\$1,275.35
Blue Island	24.0	50	36	72.0%	0	0.0%	0	0.0%	28.8	\$21.53	\$44.86	\$1,076.64
Boone County	220.0	232	91	39.2%	7	3.0%	24	10.3%	56.9	\$43.35	\$45.72	\$10,057.62
Bourbonnais	12.0	12	0	0.0%	2	16.7%	0	0.0%	60.0	\$43.81	\$43.81	\$525.73
Bradley	44.0	30	5	16.7%	5	16.7%	0	0.0%	88.0	\$77.06	\$52.54	\$2,311.71
Brookfield	48.0	49	23	46.9%	0	0.0%	4	8.2%	58.8	\$56.99	\$58.18	\$2,792.64
Campton Hills	64.0	86	2	2.3%	2	2.3%	0	0.0%	44.7	\$21.28	\$28.59	\$1,829.92
Carbondale	32.0	10	3	30.0%	2	20.0%	0	0.0%	192.0	\$68.51	\$21.41	\$685.08
Caseyville	100.0	95	38	40.0%	4	4.2%	6	6.3%	63.2	\$30.43	\$28.90	\$2,890.39
Centreville	60.0	47	7	14.9%	0	0.0%	1	2.1%	76.6	\$27.67	\$21.68	\$1,300.64
Champaign	24.0	32	20	62.5%	0	0.0%	2	6.3%	45.0	\$38.24	\$50.99	\$1,223.69
Chatham	40.0	33	26	78.8%	0	0.0%	0	0.0%	72.7	\$48.88	\$40.33	\$1,613.05
Chicago Heights	139.0	276	250	90.6%	1	0.4%	2	0.7%	30.2	\$12.41	\$24.63	\$3,423.90
Cicero	36.0	63	3	4.8%	0	0.0%	13	20.6%	34.3	\$32.69	\$57.21	\$2,059.56
Collinsville	121.0	172	52	30.2%	3	1.7%	0	0.0%	42.2	\$36.55	\$51.95	\$6,286.39
Columbia	66.0	98	64	65.3%	0	0.0%	2	2.0%	40.4	\$32.45	\$48.19	\$3,180.52

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Cook County	423.0	526	221	42.0%	5	1.0%	22	4.2%	48.3	\$46.58	\$57.92	\$24,500.35
Countryside	39.0	35	15	42.9%	0	0.0%	2	5.7%	66.9	\$61.18	\$54.90	\$2,141.14
Creve Coeur	72.0	70	11	15.7%	4	5.7%	0	0.0%	61.7	\$32.60	\$31.70	\$2,282.28
Crystal Lake	63.8	70	21	30.0%	2	2.9%	14	20.0%	54.6	\$51.35	\$56.39	\$3,594.83
Danville	64.0	62	27	43.5%	2	3.2%	0	0.0%	61.9	\$42.93	\$41.59	\$2,661.52
Decatur	142.0	166	87	52.4%	3	1.8%	17	10.2%	51.3	\$46.49	\$54.35	\$7,717.44
DeKalb	16.0	15	11	73.3%	0	0.0%	1	6.7%	64.0	\$59.91	\$56.17	\$898.68
Downers Grove	60.0	46	10	21.7%	0	0.0%	3	6.5%	78.3	\$75.56	\$57.93	\$3,475.72
East Hazel Crest	43.0	66	40	60.6%	1	1.5%	3	4.5%	39.1	\$27.58	\$42.33	\$1,820.00
East Moline	46.0	27	0	0.0%	2	7.4%	0	0.0%	102.2	\$78.11	\$45.85	\$2,108.95
East Peoria	131.0	148	53	35.8%	1	0.7%	8	5.4%	53.1	\$41.79	\$47.21	\$6,184.89
Edwardsville	60.0	48	0	0.0%	5	10.4%	0	0.0%	75.0	\$64.24	\$51.40	\$3,083.70
Elgin	208.0	406	222	54.7%	5	1.2%	24	5.9%	30.7	\$31.47	\$61.43	\$12,776.97
Elmwood Park	37.0	45	6	13.3%	2	4.4%	3	6.7%	49.3	\$50.60	\$61.54	\$2,277.06
Evanston	86.5	97	41	42.3%	2	2.1%	17	17.5%	53.5	\$56.86	\$63.76	\$5,515.25
Fairview Heights	35.0	26	0	0.0%	4	15.4%	4	15.4%	80.8	\$71.29	\$52.96	\$1,853.60
Forest Park	44.0	47	20	42.6%	1	2.1%	8	17.0%	56.2	\$59.43	\$63.48	\$2,793.27
Fox Lake	64.0	159	74	46.5%	0	0.0%	21	13.2%	24.2	\$21.22	\$52.73	\$3,374.58
Franklin Park	16.0	28	10	35.7%	1	3.6%	0	0.0%	34.3	\$73.34	\$128.35	\$2,053.52
Freeport	56.0	35	7	20.0%	0	0.0%	1	2.9%	96.0	\$63.04	\$39.40	\$2,206.53
Gilberts	32.0	8	0	0.0%	1	12.5%	0	0.0%	240.0	\$169.21	\$42.30	\$1,353.68
Grandview	40.0	26	14	53.8%	1	3.8%	0	0.0%	92.3	\$30.77	\$20.00	\$800.00

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Granite City	12.0	29	14	48.3%	0	0.0%	0	0.0%	24.8	\$43.83	\$105.91	\$1,270.93
Grayslake/Hainesville	81.0	104	36	34.6%	1	1.0%	7	6.7%	46.7	\$53.67	\$68.91	\$5,581.55
Grundy County	75.0	105	50	47.6%	2	1.9%	4	3.8%	42.9	\$35.47	\$49.66	\$3,724.84
Hanover Park	72.0	48	20	41.7%	1	2.1%	9	18.8%	90.0	\$67.67	\$45.11	\$3,247.98
Hebron	31.0	11	4	36.4%	1	9.1%	0	0.0%	169.1	\$122.71	\$43.54	\$1,349.76
Highland Park	35.0	43	25	58.1%	1	2.3%	3	7.0%	48.8	\$56.42	\$69.31	\$2,425.85
Hinsdale	85.0	119	70	58.8%	1	0.8%	9	7.6%	42.9	\$50.64	\$70.90	\$6,026.28
Hoffman Estates	70.0	81	29	35.8%	1	1.2%	17	21.0%	51.9	\$64.36	\$74.48	\$5,213.26
Homewood	63.0	116	103	88.8%	0	0.0%	0	0.0%	32.6	\$34.28	\$63.12	\$3,976.83
Jackson County	18.0	11	2	18.2%	0	0.0%	0	0.0%	98.2	\$62.41	\$38.14	\$686.50
Justice	49.0	85	85	100.0%	0	0.0%	0	0.0%	34.6	\$28.82	\$50.00	\$2,450.00
Kankakee	107.0	108	22	20.4%	4	3.7%	15	13.9%	59.4	\$70.48	\$71.14	\$7,611.96
Kendall County	22.0	31	15	48.4%	0	0.0%	6	19.4%	42.6	\$36.29	\$51.14	\$1,125.08
Lake County	178.0	254	48	18.9%	12	4.7%	9	3.5%	42.0	\$42.97	\$61.31	\$10,913.30
Lake in the Hills	56.0	48	2	4.2%	3	6.3%	0	0.0%	70.0	\$61.89	\$53.04	\$2,970.51
Lake Villa	49.0	63	24	38.1%	2	3.2%	3	4.8%	46.7	\$40.69	\$52.31	\$2,563.30
Leland Grove	88.0	97	37	38.1%	1	1.0%	3	3.1%	54.4	\$27.93	\$30.79	\$2,709.60
Libertyville	39.0	22	0	0.0%	3	13.6%	0	0.0%	106.4	\$119.15	\$67.21	\$2,621.35
Lincolnshire	26.0	35	0	0.0%	2	5.7%	0	0.0%	44.6	\$50.90	\$68.52	\$1,781.50
Lincolnwood	32.0	65	22	33.8%	2	3.1%	17	26.2%	29.5	\$31.31	\$63.60	\$2,035.12
Lisle	44.0	34	18	52.9%	0	0.0%	12	35.3%	77.6	\$80.26	\$62.02	\$2,728.85
Lockport	39.0	52	31	59.6%	1	1.9%	0	0.0%	45.0	\$43.71	\$58.28	\$2,272.89

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Lombard	110.0	166	87	52.4%	0	0.0%	11	6.6%	39.8	\$42.31	\$63.84	\$7,022.92
Macomb	32.0	45	18	40.0%	5	11.1%	0	0.0%	42.7	\$21.28	\$29.93	\$957.60
Marengo	23.0	19	1	5.3%	1	5.3%	0	0.0%	72.6	\$71.65	\$59.19	\$1,361.44
Marseilles	32.0	34	22	64.7%	0	0.0%	3	8.8%	56.5	\$41.18	\$43.76	\$1,400.16
Mattoon	34.5	20	11	55.0%	2	10.0%	0	0.0%	103.5	\$87.10	\$50.49	\$1,741.94
Maywood	72.0	73	46	63.0%	0	0.0%	17	23.3%	59.2	\$74.66	\$75.70	\$5,450.08
McHenry	106.0	147	40	27.2%	0	0.0%	26	17.7%	43.3	\$38.39	\$53.25	\$5,643.98
McHenry County	174.0	121	40	33.1%	2	1.7%	8	6.6%	86.3	\$87.18	\$60.63	\$10,548.97
Millstadt	18.0	9	0	0.0%	0	0.0%	0	0.0%	120.0	\$77.40	\$38.70	\$696.56
Moline	66.0	90	26	28.9%	2	2.2%	1	1.1%	44.0	\$34.26	\$46.72	\$3,083.36
Montgomery	24.0	21	11	52.4%	0	0.0%	0	0.0%	68.6	\$60.77	\$53.17	\$1,276.18
Morton	75.0	84	44	52.4%	1	1.2%	1	1.2%	53.6	\$43.48	\$48.70	\$3,652.61
Naperville	178.0	200	24	12.0%	14	7.0%	26	13.0%	53.4	\$60.91	\$68.44	\$12,182.41
Niles	126.0	96	44	45.8%	2	2.1%	3	3.1%	78.8	\$86.57	\$65.96	\$8,310.40
North Aurora	48.0	69	24	34.8%	0	0.0%	12	17.4%	41.7	\$43.13	\$62.00	\$2,976.00
North Pekin	60.0	62	13	21.0%	3	4.8%	0	0.0%	58.1	\$27.85	\$28.78	\$1,726.50
Oak Brook	33.0	28	1	3.6%	1	3.6%	2	7.1%	70.7	\$69.96	\$59.36	\$1,958.80
Oak Forest	78.0	102	102	100.0%	0	0.0%	0	0.0%	45.9	\$47.01	\$61.47	\$4,794.59
Oak Lawn	99.5	146	97	66.4%	4	2.7%	2	1.4%	40.9	\$44.42	\$65.17	\$6,484.91
Oak Park	57.0	71	33	46.5%	3	4.2%	6	8.5%	48.2	\$56.53	\$70.41	\$4,013.37
Oakbrook Terrace	32.0	53	39	73.6%	0	0.0%	1	1.9%	36.2	\$34.26	\$56.75	\$1,815.92
Olympia Fields	86.0	93	84	90.3%	4	4.3%	0	0.0%	55.5	\$47.93	\$51.83	\$4,457.29

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Orland Park	100.0	210	86	41.0%	1	0.5%	23	11.0%	28.6	\$33.85	\$71.09	\$7,109.36
Palatine	122.0	130	52	40.0%	2	1.5%	42	32.3%	56.3	\$65.40	\$69.69	\$8,502.39
Palos Heights	87.0	87	77	88.5%	3	3.4%	0	0.0%	60.0	\$53.79	\$53.79	\$4,679.50
Park City	68.0	117	45	38.5%	4	3.4%	0	0.0%	34.9	\$30.88	\$53.13	\$3,612.96
Park Ridge	42.0	47	6	12.8%	1	2.1%	5	10.6%	53.6	\$54.17	\$60.62	\$2,545.84
Peoria	29.0	98	32	32.7%	4	4.1%	0	0.0%	17.8	\$31.15	\$105.26	\$3,052.40
Peoria County	4.0	4	0	0.0%	0	0.0%	0	0.0%	60.0	\$55.87	\$55.87	\$223.49
Peru	68.0	30	18	60.0%	2	6.7%	0	0.0%	136.0	\$121.93	\$53.79	\$3,657.86
Plainfield	116.0	207	106	51.2%	0	0.0%	14	6.8%	33.6	\$38.20	\$68.17	\$7,907.57
Prairie Grove	60.0	35	0	0.0%	0	0.0%	11	31.4%	102.9	\$60.00	\$35.00	\$2,100.00
Prospect Heights	20.0	19	8	42.1%	2	10.5%	2	10.5%	63.2	\$53.90	\$51.21	\$1,024.13
Quincy	182.0	115	84	73.0%	1	0.9%	0	0.0%	95.0	\$76.15	\$48.12	\$8,757.58
River Forest	35.0	36	14	38.9%	2	5.6%	0	0.0%	58.3	\$57.73	\$59.38	\$2,078.13
Riverdale	47.0	135	129	95.6%	0	0.0%	0	0.0%	20.9	\$22.37	\$64.27	\$3,020.62
Riverside	46.0	101	53	52.5%	4	4.0%	6	5.9%	27.3	\$29.64	\$65.08	\$2,993.68
Rock Island	166.0	157	96	61.1%	3	1.9%	4	2.5%	63.4	\$51.06	\$48.29	\$8,016.73
Rock Island County	20.0	27	0	0.0%	1	3.7%	0	0.0%	44.4	\$39.19	\$52.91	\$1,058.22
Rockford	102.0	87	29	33.3%	1	1.1%	2	2.3%	70.3	\$63.78	\$54.40	\$5,549.22
Rolling Meadows	52.0	69	26	37.7%	2	2.9%	1	1.4%	45.2	\$56.79	\$75.35	\$3,918.24
Romeoville	51.0	59	20	33.9%	1	1.7%	1	1.7%	51.9	\$53.60	\$62.01	\$3,162.41
Roselle	109.0	94	29	30.9%	2	2.1%	7	7.4%	69.6	\$75.75	\$65.32	\$7,120.25
Round Lake Heights	20.0	28	21	75.0%	0	0.0%	1	3.6%	42.9	\$12.11	\$16.96	\$339.16

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Round Lake Park	28.0	54	21	38.9%	1	1.9%	16	29.6%	31.1	\$20.46	\$39.46	\$1,104.88
Saint Charles	86.0	69	20	29.0%	5	7.2%	8	11.6%	74.8	\$84.54	\$67.83	\$5,833.36
Sangamon County	3.0	0	0	0.0%	0	0.0%	0	0.0%	0.0	\$0.00	\$53.93	\$161.80
Schaumburg	104.0	119	97	81.5%	0	0.0%	2	1.7%	52.4	\$62.49	\$71.51	\$7,436.76
Shorewood	33.0	45	15	33.3%	0	0.0%	5	11.1%	44.0	\$53.40	\$72.82	\$2,402.93
Silvis	25.5	28	12	42.9%	1	3.6%	0	0.0%	54.6	\$44.74	\$49.13	\$1,252.85
Skokie	108.8	188	172	91.5%	0	0.0%	5	2.7%	34.7	\$36.72	\$63.47	\$6,902.85
Sleepy Hollow	14.0	8	0	0.0%	0	0.0%	0	0.0%	105.0	\$69.02	\$39.44	\$552.16
South Chicago Hts.	60.0	111	56	50.5%	0	0.0%	3	2.7%	32.4	\$13.41	\$24.81	\$1,488.48
South Holland	28.0	75	43	57.3%	0	0.0%	1	1.3%	22.4	\$16.79	\$44.96	\$1,259.00
Southern View	48.0	32	5	15.6%	7	21.9%	3	9.4%	90.0	\$46.66	\$31.10	\$1,492.96
Spring Grove	36.0	39	20	51.3%	0	0.0%	2	5.1%	55.4	\$39.80	\$43.12	\$1,552.26
Springfield	15.0	25	6	24.0%	0	0.0%	1	4.0%	36.0	\$28.32	\$47.19	\$707.89
St. Clair County	138.0	160	86	53.8%	0	0.0%	2	1.3%	51.8	\$59.88	\$69.43	\$9,581.54
Streamwood	60.0	91	65	71.4%	0	0.0%	0	0.0%	39.6	\$39.89	\$60.50	\$3,630.12
Tazewell County	55.0	13	0	0.0%	1	7.7%	2	15.4%	253.8	\$213.74	\$50.52	\$2,778.68
Thornton	3.0	4	1	25.0%	0	0.0%	0	0.0%	45.0	\$37.32	\$49.76	\$149.28
Tinley Park	44.0	57	57	100.0%	0	0.0%	0	0.0%	46.3	\$46.26	\$59.93	\$2,636.92
Troy	83.0	61	0	0.0%	2	3.3%	0	0.0%	81.6	\$61.56	\$45.24	\$3,755.31
West Chicago	84.0	90	27	30.0%	2	2.2%	7	7.8%	56.0	\$65.91	\$70.61	\$5,931.55
Westchester	50.0	47	15	31.9%	0	0.0%	5	10.6%	63.8	\$61.32	\$57.64	\$2,882.04
Western Illinois Univ.	30.0	17	11	64.7%	1	5.9%	0	0.0%	105.9	\$82.10	\$46.53	\$1,395.75

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Western Springs	20.0	8	6	75.0%	0	0.0%	0	0.0%	150.0	\$150.00	\$60.00	\$1,200.00
Wheaton	205.0	315	259	82.2%	0	0.0%	50	15.9%	39.0	\$42.04	\$64.59	\$13,241.60
Wheeling	115.0	153	54	35.3%	1	0.7%	15	9.8%	45.1	\$48.04	\$63.91	\$7,349.44
Will County	82.0	120	21	17.5%	3	2.5%	3	2.5%	41.0	\$40.30	\$58.98	\$4,836.26
Williamson County	99.0	52	9	17.3%	1	1.9%	0	0.0%	114.2	\$63.83	\$33.53	\$3,319.04
Winnebago County	103.0	87	13	14.9%	6	6.9%	1	1.1%	71.0	\$67.49	\$57.01	\$5,871.82
Winthrop Harbor	58.0	96	47	49.0%	4	4.2%	2	2.1%	36.3	\$28.15	\$46.59	\$2,702.20
Wonder Lake	25.0	25	0	0.0%	1	4.0%	0	0.0%	60.0	\$35.00	\$35.00	\$875.00
Wood Dale	86.0	84	49	58.3%	6	7.1%	8	9.5%	61.4	\$59.83	\$58.44	\$5,025.41
Woodridge	76.0	181	120	66.3%	4	2.2%	21	11.6%	25.2	\$26.42	\$62.92	\$4,781.82
Woodstock	108.0	104	76	73.1%	5	4.8%	1	1.0%	62.3	\$61.17	\$58.90	\$6,361.54
<b>STEP Grants Total</b>	<b>10,202.8</b>	<b>12,206</b>	<b>5,764</b>	<b>47.2%</b>	<b>253</b>	<b>2.1%</b>	<b>756</b>	<b>6.2%</b>	<b>50.2</b>	<b>\$46.26</b>	<b>\$55.34</b>	<b>\$564,625.54</b>

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

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

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

Column 7: Percentage of total citations that were DUI arrests

Column 8: Total number of mobile phone citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 10: REGULAR GRANTEES WITH MULTIPLE GRANTS  
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Grant Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
MINI	Belvidere	64.0	85	17	20.0%	3	3.5%	2	2.4%	45.2	\$33.16	\$44.04	\$2,818.53
STEP	Belvidere	57.0	55	36	65.5%	0	0.0%	3	5.5%	62.2	\$50.82	\$49.04	\$2,795.06
MINI	Berwyn	74.0	234	149	63.7%	2	0.9%	15	6.4%	19.0	\$18.31	\$57.89	\$4,284.00
STEP	Berwyn	95.0	260	193	74.2%	0	0.0%	14	5.4%	21.9	\$21.46	\$58.74	\$5,580.00
MINI	Cahokia	74.0	80	18	22.5%	0	0.0%	2	2.5%	55.5	\$23.47	\$25.37	\$1,877.33
STEP	Cahokia	74.0	80	18	22.5%	0	0.0%	2	2.5%	55.5	\$48.04	\$51.94	\$3,843.27
MINI	Calumet City	65.0	110	77	70.0%	1	0.9%	1	0.9%	35.5	\$36.01	\$60.94	\$3,961.31
STEP	Calumet City	186.0	244	141	57.8%	2	0.8%	2	0.8%	45.7	\$28.55	\$37.45	\$6,965.03
MINI	Carol Stream	50.0	116	67	57.8%	2	1.7%	18	15.5%	25.9	\$26.38	\$61.19	\$3,059.50
STEP	Carol Stream	150.0	297	162	54.5%	6	2.0%	49	16.5%	30.3	\$32.02	\$63.40	\$9,509.34
MINI	Cherry Valley	51.0	64	32	50.0%	0	0.0%	13	20.3%	47.8	\$30.92	\$38.80	\$1,978.88
STEP	Cherry Valley	54.0	60	10	16.7%	0	0.0%	11	18.3%	54.0	\$37.49	\$41.66	\$2,249.49
LAP	Chicago	278.0	154	12	7.8%	20	13.0%	0	0.0%	108.3	\$109.23	\$60.51	\$16,821.78
STEP	Chicago	1,218.0	1,918	1,297	67.6%	29	1.5%	8	0.4%	38.1	\$38.43	\$60.51	\$73,701.18
MINI	Chicago Ridge	51.0	84	59	70.2%	0	0.0%	12	14.3%	36.4	\$31.92	\$52.58	\$2,681.65
STEP	Chicago Ridge	64.0	104	64	61.5%	2	1.9%	14	13.5%	36.9	\$31.47	\$51.14	\$3,273.24
MINI	Clarendon Hills	64.0	79	51	64.6%	0	0.0%	18	22.8%	48.6	\$49.98	\$61.69	\$3,948.38
STEP	Clarendon Hills	48.0	65	22	33.8%	1	1.5%	13	20.0%	44.3	\$44.70	\$60.53	\$2,905.20
MINI	Elk Grove Village	27.0	68	64	94.1%	0	0.0%	0	0.0%	23.8	\$23.82	\$60.00	\$1,619.91
STEP	Elk Grove Village	139.5	537	454	84.5%	1	0.2%	13	2.4%	15.6	\$16.71	\$64.33	\$8,974.53
MINI	Elmhurst	71.0	95	66	69.5%	1	1.1%	0	0.0%	44.8	\$39.18	\$52.42	\$3,722.05
STEP	Elmhurst	77.0	90	54	60.0%	2	2.2%	3	3.3%	51.3	\$53.97	\$63.08	\$4,857.26

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 10: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Grant Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
MINI	Galesburg	36.0	37	4	10.8%	3	8.1%	1	2.7%	58.4	\$26.56	\$27.30	\$982.66
STEP	Galesburg	27.0	28	10	35.7%	4	14.3%	0	0.0%	57.9	\$43.24	\$44.84	\$1,210.66
MINI	Gurnee	32.0	55	51	92.7%	0	0.0%	1	1.8%	34.9	\$35.71	\$61.37	\$1,963.82
STEP	Gurnee	109.3	111	47	42.3%	4	3.6%	2	1.8%	59.1	\$62.31	\$63.31	\$6,916.77
MINI	Hillside	76.0	74	48	64.9%	0	0.0%	4	5.4%	61.6	\$65.93	\$64.20	\$4,879.12
STEP	Hillside	83.0	80	45	56.3%	1	1.3%	13	16.3%	62.3	\$60.61	\$58.42	\$4,848.48
MINI	Lake Zurich	64.0	71	50	70.4%	0	0.0%	19	26.8%	54.1	\$59.11	\$65.57	\$4,196.64
STEP	Lake Zurich	96.0	100	41	41.0%	4	4.0%	21	21.0%	57.6	\$55.98	\$58.31	\$5,597.61
MINI	Loves Park	32.0	61	26	42.6%	0	0.0%	3	4.9%	31.5	\$23.78	\$45.34	\$1,450.88
STEP	Loves Park	32.0	48	11	22.9%	1	2.1%	0	0.0%	40.0	\$36.62	\$54.93	\$1,757.91
MINI	McCullom Lake	32.0	21	5	23.8%	0	0.0%	5	23.8%	91.4	\$42.67	\$28.00	\$896.00
STEP	McCullom Lake	65.0	61	5	8.2%	0	0.0%	16	26.2%	63.9	\$29.84	\$28.00	\$1,820.00
MINI	Midlothian	52.0	101	93	92.1%	0	0.0%	7	6.9%	30.9	\$23.89	\$46.40	\$2,412.80
STEP	Midlothian	60.0	86	73	84.9%	0	0.0%	7	8.1%	41.9	\$31.75	\$45.51	\$2,730.44
MINI	North Riverside	32.0	90	27	30.0%	0	0.0%	8	8.9%	21.3	\$19.14	\$53.84	\$1,722.88
STEP	North Riverside	60.0	140	35	25.0%	0	0.0%	10	7.1%	25.7	\$24.12	\$56.29	\$3,377.13
MINI	Oswego	37.0	52	25	48.1%	0	0.0%	8	15.4%	42.7	\$39.03	\$54.86	\$2,029.66
STEP	Oswego	64.0	113	78	69.0%	0	0.0%	9	8.0%	34.0	\$29.47	\$52.02	\$3,329.56
LAP	River Grove	41.0	45	13	28.9%	4	8.9%	0	0.0%	54.7	\$48.29	\$53.00	\$2,173.00
STEP	River Grove	60.0	137	117	85.4%	2	1.5%	9	6.6%	26.3	\$19.97	\$45.61	\$2,736.54
MINI	South Barrington	18.0	15	5	33.3%	0	0.0%	1	6.7%	72.0	\$56.77	\$47.31	\$851.53
STEP	South Barrington	32.0	32	5	15.6%	1	3.1%	2	6.3%	60.0	\$59.29	\$59.29	\$1,897.26

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

**TABLE 10: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Grant Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Citations				
MINI	South Elgin	72.0	77	60	77.9%	1	1.3%	0	0.0%	56.1	\$56.09	\$59.99	\$4,319.28
STEP	South Elgin	40.0	44	8	18.2%	4	9.1%	0	0.0%	54.5	\$49.53	\$54.48	\$2,179.30
MINI	Summit	53.0	75	52	69.3%	0	0.0%	8	10.7%	42.4	\$34.66	\$49.04	\$2,599.20
STEP	Summit	119.0	170	106	62.4%	0	0.0%	15	8.8%	42.0	\$32.26	\$46.08	\$5,483.84
MINI	Villa Park	67.0	87	18	20.7%	1	1.1%	11	12.6%	46.2	\$43.44	\$56.41	\$3,779.16
STEP	Villa Park	61.0	109	27	24.8%	4	3.7%	16	14.7%	33.6	\$33.53	\$59.91	\$3,654.24
MINI	Waukegan	60.0	122	102	83.6%	0	0.0%	0	0.0%	29.5	\$30.79	\$62.61	\$3,756.66
STEP	Waukegan	107.0	219	121	55.3%	7	3.2%	4	1.8%	29.3	\$30.26	\$61.94	\$6,627.69
LAP Subtotal		319.0	199	25	12.6%	24	12.1%	0	0.0%	96.2	\$95.45	\$59.54	\$18,994.78
MINI Subtotal		1,254.0	1,953	1,166	59.7%	14	0.7%	157	8.0%	38.5	\$33.69	\$52.47	\$65,791.83
STEP Subtotal		3,177.8	5,188	3,180	61.3%	75	1.4%	256	4.9%	36.8	\$34.47	\$56.27	\$178,821.03
<b>TOTAL</b>		<b>4,750.8</b>	<b>7,340</b>	<b>4,371</b>	<b>59.6%</b>	<b>113</b>	<b>1.5%</b>	<b>413</b>	<b>5.6%</b>	<b>38.8</b>	<b>\$35.91</b>	<b>\$55.49</b>	<b>\$263,607.64</b>

\*The enforcement data from agencies highlighted in dark gray is questionable due to incomplete or flawed data.

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

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

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

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

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

Column 8: Percentage of total citations that were DUI arrests

Column 9: Total number of mobile phone citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 10: Percentage of total citations that were mobile phone citations

Column 11: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 12: Cost per citation = Total Cost / Number of Citations

Column 13: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 14: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

*Program Descriptions:* LAP – Local Alcohol Program; STEP – Sustained Traffic Enforcement Program; MINI – Holiday Campaign Mini-Grant

**TABLE 11: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						10	11	12	13
Grant Type	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
HOLIDAY MOBILIZATION GRANTS TOTAL	2,432.0	3,513	2,003	57.0%	28	0.8%	262	7.5%	45.3	\$35.33	\$51.03	\$124,114.41
LAP GRANTS TOTAL	319.0	199	25	12.6%	24	12.1%	0	0.0%	96.2	\$95.45	\$59.54	\$18,994.78
STEP GRANTS TOTAL	13,380.6	17,394	8,944	51.4%	328	1.9%	1,012	5.8%	46.2	\$42.74	\$55.56	\$743,446.57
SECRETARY OF STATE POLICE TOTAL	529.0	645	187	29.0%	1	0.2%	6	0.9%	49.2	\$59.32	\$72.33	\$38,264.25
ILLINOIS STATE POLICE TOTAL	10,064.0	14,957	4,361	29.2%	195	1.3%	316	2.1%	40.4	\$53.16	\$79.01	\$795,135.08
<b>GRAND TOTAL</b>	<b>26,724.6</b>	<b>36,708</b>	<b>15,520</b>	<b>42.3%</b>	<b>576</b>	<b>1.6%</b>	<b>1,596</b>	<b>4.3%</b>	<b>43.7</b>	<b>\$46.86</b>	<b>\$64.36</b>	<b>\$1,719,955.09</b>

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Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during YDDYL enforcement

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

Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement

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

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

Column 7: Percentage of total citations that were DUI arrests

Column 8: Total number of mobile phone citations (including talking and texting) written by law enforcement agency during statewide CIOT enforcement

Column 9: Percentage of total citations that were mobile phone citations

Column 10: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 11: Cost per citation = Total Cost / Number of Citations

Column 12: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 13: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement



