

November, 2006

**Evaluation of the  
2006 Illinois “Click It or Ticket” Campaign**

**April 24 – June 18, 2006**

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

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

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

**Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact 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 2006 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

## ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 39,973 enforcement hours and wrote 77,833 citations, 58,336 (75.0%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 40.1 minutes throughout the May campaigns. Overall, one citation was written every 30.04 minutes of statewide and rural enforcement.
2. Two hundred seventy four (274) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 30,154 patrol hours and issuing 61,744 citations during the campaign. One citation was written by the ISP every 29.30 minutes of enforcement. Of the citations issued during the enforcement, 46,996 (76.1%) were safety belt violations. One safety belt citation was written every 38.5 minutes.
3. Seventy-nine (79) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in rural enforcement activities, logging a total of 8,819 patrol hours and issuing 16,089 citations during the campaign. On average, one citation was written every 32.9 minutes of rural enforcement. Of the citations issued during the enforcement, 11,340 (70.5%) were safety belt violations. One safety belt citation was written every 46.7 minutes during rural enforcement.

## COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

4. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 25,786 patrol hours and issued 52,516 citations during CIOT statewide and rural enforcements at a total cost of \$1,091,919. On average, citations were written every 29.46 minutes during enforcement at a cost of \$20.79 per citation, or \$42.35 per patrol hour.
5. The ISP and 50 local law enforcement agencies worked a total of 7,710 patrol hours on rural enforcement and issued 14,735 citations at a total cost of \$314,193. Rural enforcement averaged one citation every 31.41 minutes at a cost of \$21.32 per citation or \$40.75 per patrol hour.

## MEDIA

6. During the May mobilization campaigns, Illinois spent a total of \$665,279 on paid media. About 25 percent of the total paid media purchased (\$169,989) was allocated for broadcast to the five Illinois rural media markets. Over 8,000 television and radio advertisements ran during the campaigns to promote CIOT.
7. Three media events, three one-on-one interviews with “Saved By the Safety Belt” survivors, and six public hearings were held throughout Illinois to promote CIOT.

8. Nineteen press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print media, specifically newspaper articles. A total of 340 newspaper articles across Illinois printed stories related to CIOT. Seventy-five (75) radio and 40 television news stories also aired throughout the campaign in various parts of the state.

## STATEWIDE OBSERVATIONAL SURVEY

9. The statewide safety belt survey was conducted at 258 sites during June 2006. Of the total of 132,056 front seat occupants observed in passenger cars and pickup trucks, approximately 88 percent were wearing safety belts. The Collar Counties had the highest usage rate at 89 percent followed by the Downstate Counties at 87.2 percent. Cook County, excluding the City of Chicago, had a usage rate of 85.6 percent, while the City of Chicago had the lowest usage rate at 84.4 percent.
10. Based on Road Type, Interstate highway travelers had the highest usage rate at 94.0 percent followed by U.S./Illinois Highway travelers at 87.1 percent. Motorists traveling on residential streets had the lowest usage rate at 85.6 percent. The usage rate on weekends was 89.0 percent, while on the weekdays it was slightly lower at 86.9 percent.
11. Of the total of 118,237 observations of drivers and passengers in cars (excluding pickup trucks), 89.1 percent were wearing seat belts. The safety belt usage rate for drivers was slightly higher than that for passengers (89.3 percent versus 87.9 percent).
12. A total of 11,657 pickup truck drivers and 2,162 pickup truck passengers were observed. Drivers had a slightly higher seat belt usage rate than passengers (79.5 percent versus 78.4 percent).
13. Overall safety belt usage rate among drivers and front seat passengers increased by 1.8 percentage points from June 2005 to June 2006. The City of Chicago had the highest increase in belt use of 3.5 percentage points. Cook County, excluding the City of Chicago, had an increase in belt use of 2.1 percentage points. The Collar Counties and the Downstate Counties had slight increases in belt use of 0.6 and 0.4 percentage points, respectively.
14. Safety belt use on residential streets increased by 2.7 percentage points from June 2005 to June 2006. Interstates and U.S./Illinois Highway belt usage had increases of 1.1 and 0.8 percentage points, respectively. Safety belt use increased by 3.0 percentage points on the weekdays and 1.0 percentage point on the weekends.
15. Safety belt use among front seat passenger car occupants increased 1.9 percentage points from 87.2 percent in June 2005 to 89.1 percent in June 2006. The safety belt usage rate for pickup truck occupants increased by 3.7 percentage points from 75.6 percent in June 2005 to 79.3 percent in June 2006.

## RURAL OBSERVATIONAL SURVEY

16. There were 6,686 vehicles observed during the rural pre-mobilization survey, of which, 5,282 were passenger cars and 1,404 were pickup trucks. During the rural post mobilization, there were 7,070 total vehicles observed, of which, 5,313 were passenger cars and 1,757 were pickup trucks.
17. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 80.9 percent during the pre-mobilization to 86.4 percent during the post mobilization.
18. Based on media market, the Peoria media market had the highest usage rates, while the Champaign, Rockford, and St. Louis media markets had similar usage rates. The seat belt usage rate increased in by more than 3 percentage points for the Rockford and St. Louis media markets, while the Champaign and Peoria media markets seat belt usage rate increased by more than 7 percentage points.
19. On residential roads, there was an increase from 77.5 percent during the pre-mobilization to 85.1 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 82.8 percent during the pre-mobilization to 87.0 percent during the post mobilization.
20. The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 84.5 percent during the pre-mobilization to 89.3 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.
21. The seat belt usage rate for pickup trucks increased from 67.7 percent during the pre-mobilization to 77.9 percent during the post-mobilization resulting in a 10.2 percentage point increase.
22. The Peoria media market had the highest usage rate, closely followed by the St. Louis and Champaign media markets, while the Rockford media market had the lowest seat belt usage rate for pickup truck occupants. The seat belt usage rate for pickup truck occupants in the Peoria media market increased by more than 14 percentage points; in the St. Louis media market the seat belt usage rate increased by 10 percentage points;

## STATEWIDE TELEPHONE SURVEY

### Awareness of messages to encourage people to wear seat belts

23. The percentage of people who indicated that, "*in the past thirty days,*" they had "*seen or heard any messages that encourage people to wear their seat belts*" showed an increase from 62 percent in the April pre-test survey to 74 percent at the time of the June post-test survey.
24. Those who had *seen or heard messages encouraging people to wear seat belts* were asked whether "*the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.*" The percent of these respondents choosing "more than usual" increased from 13 percent in April to 38 percent in June.

25. Of those June respondents who *had seen or heard messages encouraging seat belt use*, most respondents indicated exposure through billboards / road signs (74%) and television (69%). Newspapers accounted for 24 percent of exposure, followed by friends / relatives (21%).

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

26. The *Click It or Ticket* slogan had an awareness level of 83.9 percent in April, which rose over seven percentage points (7.3%) to 91.2 percent in June. Regional awareness of the slogan differed from 86 percent in the southern part of the state, to 90 percent in the Chicago area, and 94 percent in the north and central parts of the state.

#### Seat Belt Awareness and Enforcement

27. *Awareness of special police efforts to ticket for seat belt violations.* The percent of respondents who indicated that, *"in the past thirty days,"* they had *"seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations"* increased from 20 percent in April to 46 percent in June.
28. Individuals aware of special seat belt enforcement report hearing about it via television (46%) and radio and newspapers (32%, respectively). A quarter of those surveyed (26%) learned of the special enforcement from friends / family.
29. *Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* Respondents across Illinois who "strongly agree" with this statement rose from 20 percent in April to 28 percent in June. About 37 percent of downstate residents and 22 percent of Chicago area residents "strongly agreed" that police are writing more seat belt tickets, showing somewhat of a regional difference in perception.
30. Hypothetical question: *Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?* The percent of respondents who answered "very likely" to this question increased statewide from April to June from 35 percent to 41 percent, while those who believed getting a ticket was "somewhat likely" rose from 62 percent in April to 69 percent in June.

### RURAL TELEPHONE SURVEY

#### Awareness of messages to encourage people to wear seat belts

31. The percentage of people who indicated that, *"in the past thirty[sixty] days,"* they had *"seen or heard any messages that encourage people to wear their seat belts"* showed an increase from 68.9 percent in the April pre-test survey to 78.7 in May and 79.4 percent at the time of the June post-test survey.
32. Those who had *seen or heard messages encouraging people to wear seat belts* were asked whether *"the number of messages that [they] have seen or heard in the past thirty [sixty] days is more than usual, fewer than usual, or about the same as usual."* The percent of these respondents choosing "more than usual" more than doubled from 17.3 percent in April to 38.2 percent in June.

33. Of those June respondents who *had seen or heard messages encouraging seat belt use*, most respondents indicated exposure through billboards / road signs (75%), television (68%), and radio (40%). Newspapers accounted for 27 percent of exposure, followed by friends / relatives (22%).

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

34. The *Click It or Ticket* slogan began with a high exposure level of 89.6 percent in April. By the end of June, awareness of the *Click It or Ticket* slogan had risen to 95 percent.

#### Awareness to Seat Belt Awareness and Enforcement

35. *Awareness of special police efforts to ticket for seat belt violations.* The percent of respondents who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” increased from 23.5 percent in April to 31.4 percent in May. By June respondents aware of special enforcement had risen to 55.4 percent, twice the awareness indicated in April.
36. Individuals aware of special seat belt enforcement mostly heard the message from television (49%), followed by newspapers (37%) and radio (31%). A quarter of those surveyed (26%) learned of the special enforcement from friends / family.
37. *Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* April figures show a total 41.5 percent of respondents agreed with this statement. This figure grew to 47 percent in May and to 59.6 percent in June among rural respondents.
38. Hypothetical question: *Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?* The percent of respondents who answered “very likely” to this question rose ten percentage points statewide from 35 percent in April to 45.4 percent in May. June figures indicated this percentage increased to 53.3 percent



# Evaluation of the 2006 Illinois “Click It or Ticket” Campaign

## Introduction

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.

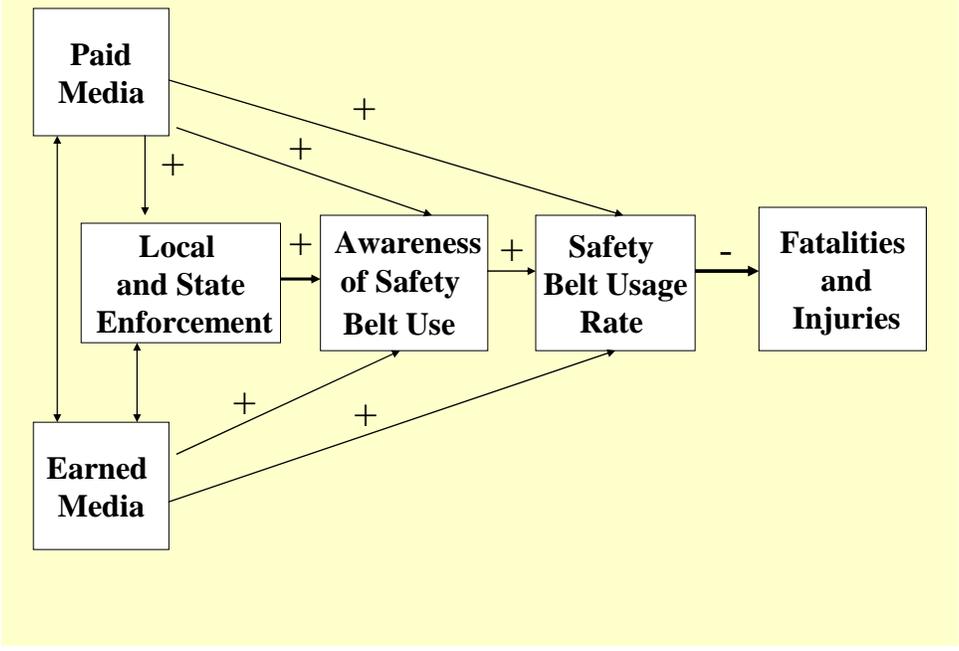
Experience across the nation clearly demonstrates that high seat belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible,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

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

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

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

**Figure 1: Theoretical Model of “Click it or Ticket” Campaign**

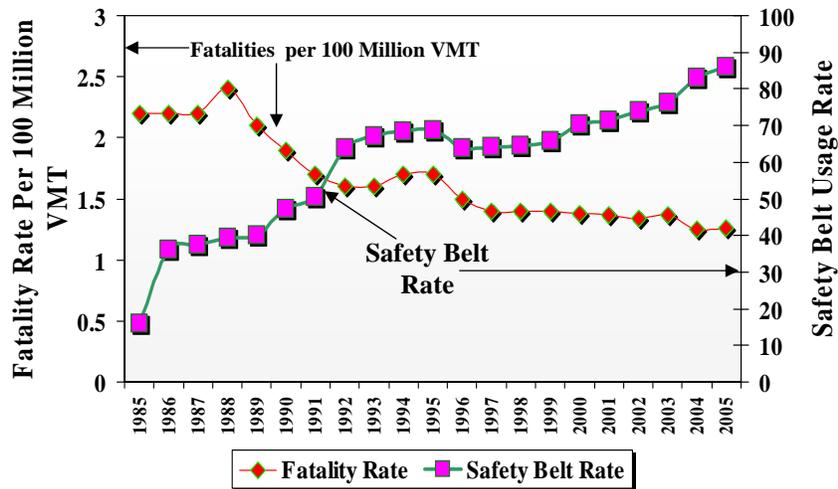


### Safety Belt Usage Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2005). 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 is measured by fatality rate per 100 million vehicle miles of travel.

**Figure 2** provides historical data on the safety belt use and fatality rate in Illinois for the last 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 seat belt usage rate has increased by about 72 percentage points, peaking at 87.8 percent in June 2006. At the same time period, the fatality rate decreased from 2.2 in 1985 to 1.26 in 2005.

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



Data Source: Observational Survey and FARS

### 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 2006**

In May 2006, Illinois Department of Transportation, Division of Traffic Safety launched statewide and rural CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May, 2006 with special emphasis on increasing safety belt usage among Illinois' rural population. The Illinois *Rural Demonstration Project* (RDP), a CIOT specifically designed to promote safety belt use in rural communities, was conducted from May 1 – May 14, 2006. Rural Illinois was again the focus of the statewide CIOT, which took place from May 22 – June 4. 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 two 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 seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.

4. To evaluate the impact of the CIOT campaigns on safety belt use.

## Implementation of CIOT in Illinois

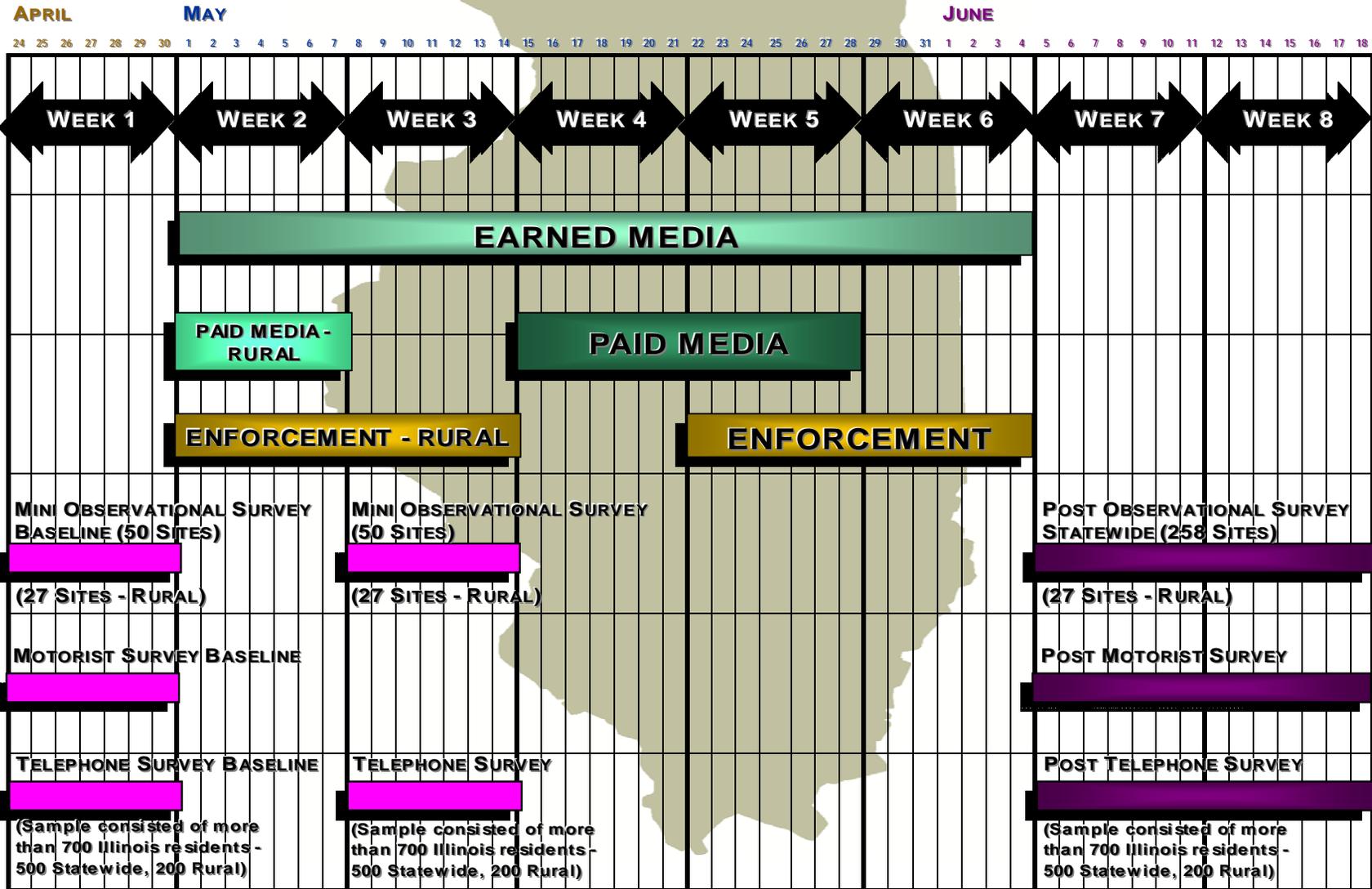
### Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 24 and concluded June 18, 2006. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 (April 24 – April 30, 2006): Observational safety belt surveys were conducted for the rural CIOT; baseline data on several safety belt-related issues (e.g., public education and enforcement) were collected in targeted rural areas via telephone and drivers' facilities surveys.
- Week 2 (May 1- May 7, 2006): Rural CIOT enforcement began as SBEZs and saturation patrols were conducted in rural areas to strictly enforce the safety belt law; Paid media advertisements promoting CIOT ran in rural television and radio markets; *Earned media*, or free advertising about the campaign, was obtained.
- Week 3 (May 8 – May 14, 2006): Highly publicized strict enforcement of the safety belt laws continued in rural areas as part of the rural CIOT, as well as earned media; Pre-CIOT safety belt observations and telephone surveys were conducted for the statewide campaign.
- Week 4 (May 15 – May 21, 2006): Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
- Weeks 5 & 6 (May 22 – June 4, 2006): Statewide CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
- Weeks 7 & 8 (June 5 – June 18, 2006): Post statewide CIOT observational surveys were conducted; telephone and motorist public opinion surveys were conducted.

# Diagram 1

## 2006 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 have 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>. All of the states in the Great Lakes Region have a strong commitment to increase safety belt use rates in our rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

The State of Illinois has agreed to join the other states in the Great Lakes Region to conduct and evaluate an innovative, unified, comprehensive, model program that will include a region-wide outreach campaign in concert with high visibility enforcement mobilizations in both May 2005 and May 2006.

In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a two year Great Lakes Region Rural Demonstration Project has been developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation component.

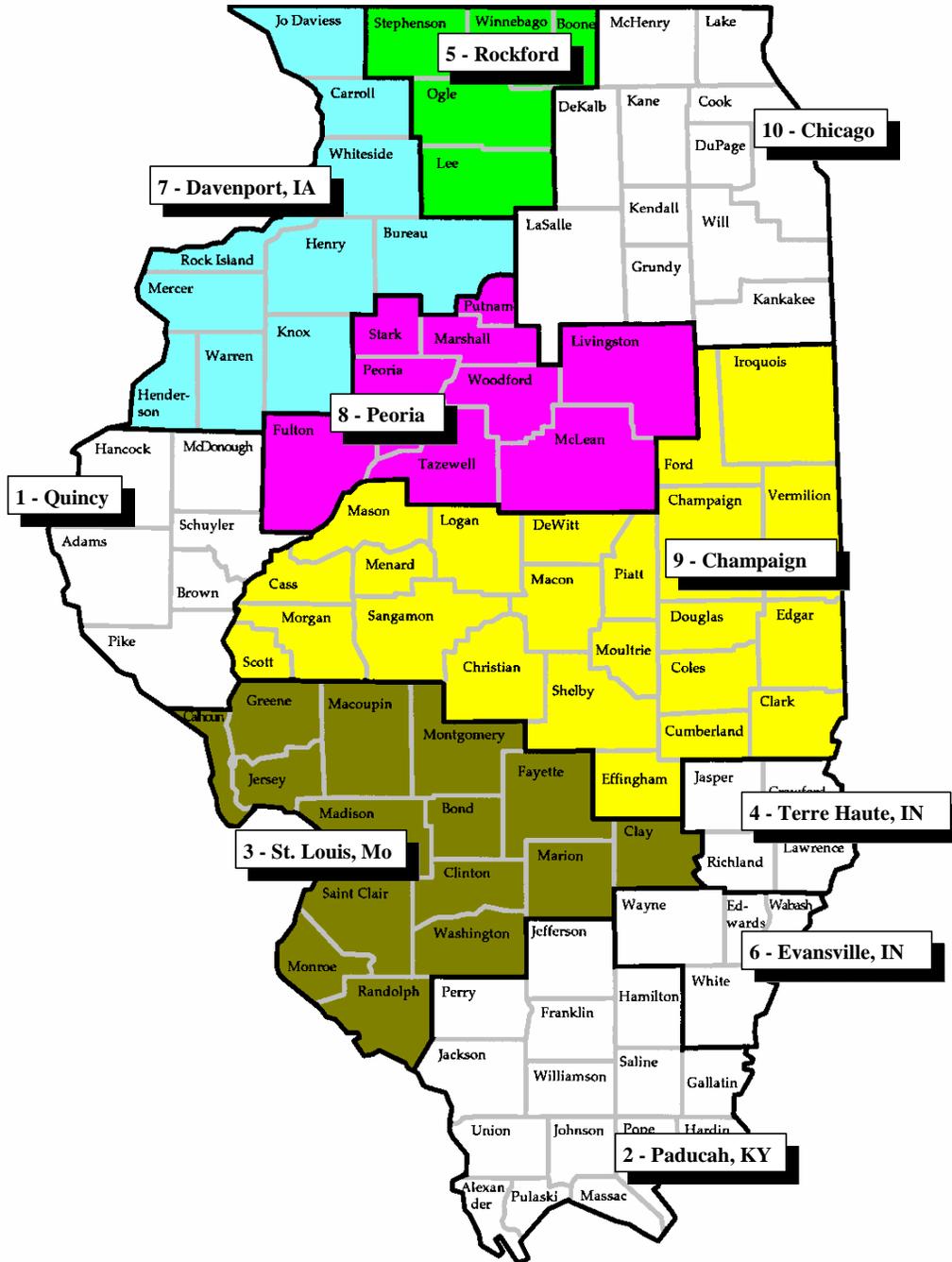
### **Rural Population**

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>



<sup>2</sup> Rural media markets are Champaign, Davenport, Peoria, Rockford, and 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.

#### 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 a staff of 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 24 to June 18, 2006 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 and Rural Observational Safety Belt Surveys
2. Statewide and Rural Telephone Surveys
3. Statewide and Rural Motorist Survey<sup>3</sup>

### Observational Safety Belt Survey

The safety belt usage rate evaluation was a statistical (multi-stage random) observational survey conducted statewide both prior to, during and following the “Click it or Ticket” campaign. The first two surveys were mini-surveys (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual seat belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration’s requirements.

### Telephone survey

Three telephone surveys were conducted before and after the “Click It or Ticket” 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.

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<sup>3</sup> Results and discussion of motorist surveys are not included in this report. A separate report on motorist surveys is forthcoming.

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 seat belt law, and safety belt related media programs and slogans.



## **RESULTS OF ENFORCEMENT ACTIVITIES**

**(STATEWIDE & RURAL)**

## Results of Click It or Ticket Enforcement

**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 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.

### **Combined Statewide & Rural Enforcement**

During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 39,973 enforcement hours and wrote 77,833 citations, 58,336 (75.0%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 40.1 minutes throughout the May campaigns. Overall, one citation was written every 30.04 minutes of statewide and rural enforcement.

### **Statewide Enforcement**

Two hundred seventy four (274) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 30,154 patrol hours and issuing 61,744 citations during the campaign. One citation was written every 29.30 minutes of enforcement. Of the citations issued during the enforcement, 46,996 (76.1%) were safety belt and child safety seat violations. One safety belt / child safety seat citation was written every 38.5 minutes during statewide enforcement.

### Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 5,211 hours of enforcement including 2,407 SBEZs. A total of 11,520 citations were issued by the ISP, 75.4% (8,689) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation every 36.0 minutes during statewide enforcement.

### Local Enforcement

Two hundred seventy four (274) local police agencies participated in CIOT enforcement. A total of 1,455 SBEZs and 1,746 saturation patrols were conducted. Local officers logged 24,943 patrol hours and issued 50,224 citations. One citation was issued every 29.8 minutes by local officers during statewide enforcement. Most of the citations issued (50,224) were safety belt and child

safety seat violations, accounting for 76.3% of the tickets written. One safety belt / child safety seat citation was issued every 29.8 minutes of enforcement.

### **Rural Enforcement**

Seventy-nine (79) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in rural enforcement activities, logging a total of 8,819 patrol hours and issuing 16,089 citations during the campaign. On average, one citation was written every 32.9 minutes of rural enforcement. Of the citations issued during the enforcement, 11,340 (70.5%) were safety belt and child safety seat violations. One safety belt / child safety seat citation was written every 46.7 minutes during rural enforcement.

### Illinois State Police (ISP)

All Illinois State Police (ISP) Districts participated in rural enforcement, covering 98 of Illinois' 102 counties. The areas in which ISP conducted RDP enforcement included both rural and metropolitan areas. ISP conducted 4,008 hours of rural enforcement, including 1,925 SBEZs. Close to 8,000 (7,953) citations were issued by the ISP, 6,043 (76.0%) of which were safety belt and child safety seat violations. On average, ISP wrote one safety belt / child safety seat citation every 39.8 minutes of the enforcement period.

### Local Enforcement

Seventy-nine (79) local police agencies, many located in the targeted rural media markets, participated in the rural CIOT enforcement. A total of 375 SBEZs and 438 saturation patrols were conducted. Local officers logged 4,811 patrol hours and issued 8,136 citations. During rural enforcement, one citation was issued every 35.5 minutes in local communities. Most of the citations issued (5,297) were safety belt and child safety seat violations, accounting for 65.1% of the tickets written. One safety belt / child safety seat citation was issued every 35.5 minutes.

**Table 1: Total, Statewide, and Rural Enforcement Results**

<b>Selected Enforcement Activities</b>	<b>Statewide Total</b>	<b>Rural Total</b>	<b>Statewide &amp; Rural Total</b>
Number of Enforcement Hours	30,154	8,819	38,973
Number of Safety Belt Enforcement Zones	3,862	2,300	6,162
Number of Saturation Patrols	1,746	438	2,184
Total Citations	61,744	16,089	77,833
Number of Safety Belt and Child Safety Seat Citations	46,996	11,340	58,336
Number of Other Citations	14,748	4,749	19,497
Citations Per Minute	29.30	32.89	30.04
Safety Belt Citations and Child Safety Seat Citations Per Minute	38.50	46.66	40.08

**Comparing the Effectiveness of Safety Belt Enforcement Zones (SBEZs) and Saturation Patrols During CIOT Campaigns**

Much discussion has taken place comparing the effectiveness of SBEZs to saturation patrols during the mobilizations. Although the local and state agencies were required to conduct SBEZs during the May mobilizations, several local agencies were unable to or hesitant to set up SBEZs due to the lack of manpower or lack of available squad cars. **Table 2** shows statewide CIOT enforcement activities for agencies conducting saturation patrols verses agencies conducting only SBEZs.

As shown in **Table 2**, 114 agencies conducted 6,162 SBEZs and 111 agencies conducted 2,184 saturation patrols. Comparing the enforcement activities of agencies conducting SBEZs to those agencies that conducted saturation patrols indicates the overall number of citations issued by those agencies that conducted SBEZs was significantly higher than those agencies that conducted saturation patrols (30,325 citations versus 15,649 citations). On the average, the agencies conducting enforcement zones issued a citation for every 28 minutes versus those agencies that conducted saturation patrols, which issued a citation for every 38 minutes. The difference between these two enforcement methods is more obvious when we compare the number of safety belt citations issued by these two types of agencies. On the average SBEZ agencies issued one safety belt citation for every 36 minutes versus the saturation patrol agencies that issued one citation for every 53 minutes. Based on the previous findings and results of this table, SBEZs are more effective in terms of promoting the safety belt use and issuing citations for safety belt violators than the saturation patrols.

**Table 2: Statewide CIOT Enforcement Results for Agencies Conducting Exclusively Saturation Patrols Verses Agencies Conducting Only SBEZs**

	<b>Agencies Conducting Saturation Patrols Only (n=111)</b>	<b>Agencies Conducting Safety Belt Enforcement Zones Only (n=114)</b>
Hours	9,576	14,009
Total Citations	15,649	30,325
Total Citations written every X minute	36.72	27.72
Safety Belt & Child Safety Citations	11,199	24,175
Safety Belt & Child Safety Citation Written Every X minute	52.75	36.14

**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.

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

1. Combined rural and statewide
2. Statewide
3. Rural

**Tables 3, 4, and 5** 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.

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 25,786 patrol hours and issued 52,516 citations during CIOT statewide and rural enforcements at a total cost of \$1,091,919. On average, one citation was written every 29.46 minutes during enforcement at a cost of \$20.79 per citation, or \$42.35 per patrol hour.

**Table 3: Combined Statewide and Rural Enforcement Activities and Associated Costs**

<b>Enforcement</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
Statewide	18,076	37,781	28.71	\$20.59	\$43.03	\$777,726
Rural	7,710	14,735	31.41	\$21.32	\$40.75	\$314,193
<b>Total</b>	<b>25,786</b>	<b>52,516</b>	<b>29.46</b>	<b>\$20.79</b>	<b>\$42.35</b>	<b>\$1,091,919</b>

### Statewide Enforcement Activities

A total of 106 SBEZ grantees, 33 year-round DTS grantees, and the ISP were included in this cost / effectiveness analysis. Together these agencies worked a total of 18,076 patrol hours at a cost of \$43.03 per patrol hour issued 37,781 citations for a total cost of \$777,726. On average, one citation was issued every 28.71 minutes at a cost of \$20.59 per citation. See **Appendix A** for a detailed listing of statewide enforcement activities and costs.

### Illinois State Police

ISP conducted 5,211 patrol hours during statewide enforcement and issued 11,520 citations at cost of \$260,550, or \$50 per patrol hour.<sup>4</sup> One citation was written every 27.14 minutes, an average cost of \$22.62 per citation.

### Local Police Agencies

A total of 139 law enforcement agencies participating in the statewide mobilization were reimbursed by the Division of Traffic Safety. Most of the grantees included in this analysis are Safety Belt Enforcement Zone grantees, or agencies funded specifically for safety belt enforcement activities during the CIOT statewide campaign, accounting for 106 of the 139 agencies. The remaining 33 agencies in the analysis are agencies with year long enforcement grants with DTS (*regular grantees*) who substituted CIOT enforcement for regular grant activities.

The 106 SBEZ grantees included in this analysis worked a total of 8,255 patrol hours and wrote 16,495 citations at a cost of \$263,846, or \$31.96 per patrol hour. On average, one citation was written every 30.03 minutes during statewide enforcement at a cost of \$16.00 per citation.

Thirty-three (33) regular grantees contributed 4,610 patrol hours to the campaign, issuing 9,766 citations. Regular grantees issued one citation every 27.40 minutes at a cost of \$25.94 per citation or \$30.15 per patrol hour. A summary of statewide ISP and local enforcement activities and associated costs by grant type is listed in **Table 4**.

**Table 4: Statewide Enforcement Activities and Associated Costs**

<b>Agency / Grant Type</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
IL State Police	5,211	11,520	27.14	\$22.62	\$50.00	\$260,550
SBEZ Grantees (n=106)	8,255	16,495	30.03	\$16.00	\$31.96	\$263,846
Regular Grantees (n=33) (16 IMaGE, 16 MAP, 1 LAP)	4,610	9,766	27.40	\$25.94	\$30.15	\$253,330
<b>Total</b>	<b>18,076</b>	<b>37,781</b>	<b>28.71</b>	<b>\$20.59</b>	<b>\$43.03</b>	<b>\$777,726</b>

<sup>4</sup> Note that the \$50 an hour patrol figure listed for ISP is an estimate provided by ISP.

## Rural Enforcement Activities

The ISP and 50 local law enforcement agencies worked a total of 7,710 patrol hours on rural enforcement and issued 14,735 citations at a total cost of \$314,193. Rural enforcement averaged one citation every 31.41 minutes at a cost of \$21.32 per citation or \$40.75 per patrol hour. See **Appendix B** for a detailed listing of rural enforcement activities and costs.

### Illinois State Police

ISP conducted 4,008 patrol hours during rural enforcement and issued 7,953 citations at cost of \$200,400 (\$50 per patrol hour). One citation was written every 30.24 minutes, at a cost of \$25.20 per citation.

### Local Agencies

A total of 50 law enforcement agencies participating in the rural mobilization were reimbursed by the Division of Traffic Safety at the time of this analysis. All of the grantees included in the financial assessment of rural enforcement were Safety Belt Enforcement Zone grantees, agencies funded specifically for safety belt enforcement activities during rural enforcement.

The 50 agencies in the rural analysis worked a total of 3,702 patrol hours and wrote 6,782 citations at a cost of \$113,791.28 (\$30.74 per patrol hour). A total of 286 Safety Belt Enforcement Zones and 394 saturation patrols were conducted by local agencies. On average one citation was written every 32.75 minutes during rural enforcement at a cost of \$16.78 per citation. A summary of rural ISP and local enforcement activities and associated costs is listed in **Table 5**. See **Appendix B** for a detailed listing of rural enforcement activities.

**Table 5: Rural Enforcement Activities and Associated Costs**

<b>Agency / Grant Type</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
IL State Police	4,008	7,953	30.24	\$25.20	\$50.00	\$200,400
SBEZ Grantees (n = 50)	3,702	6,782	32.75	\$16.78	\$30.74	\$113,791
<b>Total:</b>	<b>7,710</b>	<b>14,735</b>	<b>31.41</b>	<b>\$21.32</b>	<b>\$40.75</b>	<b>\$314,193</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, DTS reimbursed the Mundelein Police Department for \$1,458 and the Niles Police Department for \$1,402 for statewide enforcement. Although the amounts reimbursed are similar, the calculated indicators are not. Mundelein reported writing 573 citations over 36 hours of patrol at a cost of \$40.50 per patrol hour and \$2.54 per citation. In contrast, Niles reported writing 392 citations during 134 hours of patrol at a cost of \$10.47 per patrol hour and \$3.58 per citation. According to these figures, Mundelein wrote one citation every 3.77 minutes and Niles wrote once citation every 20.51 minutes.

In addition to issues regarding potential biases such as number of minutes per citation and cost per citation, the number of citations issued in relation to the number of enforcement hours conducted is also an indicator of interest that varies widely among agencies. Williamson County Sheriff's Office, for example, worked a total of 90 enforcement hours, but only wrote a total of 38 citations. Another example is that of the Milan Police Department, which reported writing three citations during 24 hours of statewide enforcement. According to these figures, Milan wrote one citation every 480 minutes at a cost of \$282.61 per citation, or \$35.33 per patrol hour.

### Future plan

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

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

## Paid Media & Earned Media / Community Outreach

### Paid Media Activities

During the May mobilization campaigns, Illinois spent a total of \$665,279 on paid media that consisted of repeating the safety belt enforcement message of “Click it or Ticket” during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, “*Click It or Ticket*”. CIOT paid advertisement campaigns lasted one week for rural CIOT and two weeks for the statewide CIOT. About 25 percent of the total paid media purchased (\$169,989) was allocated for broadcast to the five rural media markets. Over eight thousand television and radio advertisements ran during the campaigns to promote CIOT. The breakdown of paid media spots appears in **Table 6**.

**Table 6: Number of Paid Advertising Spots for Click It or Ticket**

	<b>Statewide Total</b>	<b>Rural Total</b>	<b>Statewide &amp; Rural Total</b>
Television advertisements	2,744	1,744	4,488
Radio advertisements	2,375	1,868	4,243

### Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events and public forums to promote CIOT and distributed CIOT banners to participating rural CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, also worked to inform the public of the statewide and rural CIOT campaigns. Occupant Protection Coordinators (OPCs), employed by DTS and located throughout the state, promoted the campaigns through community outreach.

Nineteen press conferences held around the state helped to get the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print media, specifically newspaper articles. A total of 340 newspaper articles across Illinois printed stories related to CIOT. Seventy-five (75) radio and 40 television news stories also aired throughout the campaign in various parts of the state.

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,

some law enforcement agencies asked local businesses to put the CIOT message on their outdoor message boards and to post fliers indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 7** lists the type and number of earned media items obtained for the CIOT campaigns.

**Table 7: Number of Earned Media Items Obtained for Click It or Ticket**

	<b>Statewide Total</b>	<b>Rural Total</b>	<b>Statewide &amp; Rural Total</b>
Print news stories	261	79	340
Radio news stories	58	17	75
Other*	50	3	53
Television news stories	28	12	40
Press conferences	16	3	19

\*Examples of *Other* forms of earned media include, banners, local message boards, newsletter and web page announcements, and public service announcements.

### **Community Outreach**

Seven OPCs located across the state worked to spread the CIOT message through community outreach. Outreach activities included distribution of print materials, such as posters and payroll stuffers and distribution of incentive items, such as key chains, “clickers”, and flags imprinted with the “Click It or Ticket” message. OPCs attended functions such as health fairs and after prom parties, partnered with local businesses, such as farm stores and gas stations, and conducted radio interviews to alert and educate the community about the CIOT campaign. A summary list of community outreach activities appears in **Table 8**. Examples of outreach activities include:

- The distribution of over 11,000 CIOT posters to school districts, government agencies (such as county health departments), union halls, gas stations, and rural businesses (such as farm supply stores, implement dealers and grain elevators) across Illinois. CIOT posters written in Spanish were distributed in grocery and retail stores in select Chicago neighborhoods.
- Eight thousand (8,000) CIOT payroll stuffers and 1,235 emails were distributed to employees of businesses and organizations in rural areas. Examples of participating employers include *Farm Service* stores, *Wal-Mart*, *McDonalds*, and *Southern Illinois University*; Several rural city and county employees also received payroll stuffers promoting the campaign;
- Over 4,500 CIOT incentive items, such as key chains and magnets, promoting safety belt use were distributed May. Incentives were distributed at 49 sites, including high schools and colleges, western wear and grain / feed stores;

- DTS distributed 134 banners to local law enforcement agencies participating in the rural CIOT campaign. These banners, large enough to be displayed across a road, were displayed across “Main Street” in smaller towns and along major thoroughfares in more populated areas. Agencies were allowed to keep the banners and asked to display them during the statewide and rural campaigns.

**Table 8: CIOT Earned Media and Community Outreach Activities**

<b>Activity</b>	<b>Number</b>
Posters Distributed	11,160
Payroll Stuffers Distributed	8,000
<i>Click It or Ticket</i> Incentive items (such as key chains & magnets)	4,500
Email Announcements	1,235
<i>Click It or Ticket</i> Banners	134
Incentive Distribution Sites	49
Media Releases Distributed	22
Outreach Articles Printed in Local Newspapers	10
Health Fair Booths / Presentations	5
OPC Radio Interviews	5
Outreach Articles Printed in Company / Agency Newsletters	5
Outreach Articles Printed in Statewide Farm Publications	3

### Media Events

DTS sponsored a series of media events to promote the CIOTs. Instead of holding press conferences to promote the rural CIOT, notice was sent to the press about a series of IDOT-sponsored one-on-one interviews with seat belt survivors. Interviews were conducted with *Saved By the Safety Belt* survivors in Crab Orchard, Freeport, and Gibson City, each located within one of the targeted rural media markets. These interviews were promoted by our press office in an effort to localize the issue of occupant protection to rural areas.

On May 16, 2006 three media events were held at regional locations across the state to increase awareness of the statewide CIOT. Each event featured an IDOT and ISP spokesperson. A media event hosted in Rock Island (*Quad Cities* area) was organized by one Illinois Law Enforcement Liaison (LEL) in conjunction with Iowa Law Enforcement. A second media event was held in the

central part of the state in Bloomington, organized by one LEL in conjunction with State Farm Insurance. The third and final media event was organized by two LELs in conjunction with Missouri Law Enforcement in Cahokia, IL. (*Metro East* area). Press packets and Illinois fact sheets were handed out at each event.

### Public Hearings

DTS hosted a series of six public hearings across the state: Springfield, Chicago, Carterville, Batavia, Pekin, and Loves Park. The main purpose of these hearings was to get the public's feedback on the current traffic safety issues at IDOT. Public comments and information were incorporated in the Highway Safety Plan. For more information on these hearing refer to the IDOT website at <http://www.dot.il.gov/trafficsafety/PublicHearings/publichearings.html>.



## **SAFETY BELT SURVEYS**

# Statewide Observational Safety Belt Surveys

## Survey Design

The recent safety belt survey was a statistical (multi-stage random) observational survey conducted statewide during May and June, 2006 on both high volume state highways and low volume local roads and residential streets. The survey provided a statistically representative sample of the state as a whole. The survey design was based on the National Highway Traffic Safety Administration's requirements and had four characteristics:

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

There were 132,056 front seat occupants observed at 258 locations statewide in this survey. Of those, 118,237 drivers and outboard passengers were observed in passenger cars (which included cars, sport utility vehicles, and vans) and 13,819 were observed in pickup trucks. For more information on survey design, refer to the original report entitled "Design of the New Safety Belt Usage Survey in Illinois", Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994. (Available at: [http://www.dot.il.gov/trafficsafety/appliedsampling\\_files/frame.htm](http://www.dot.il.gov/trafficsafety/appliedsampling_files/frame.htm))

## Historical Trends

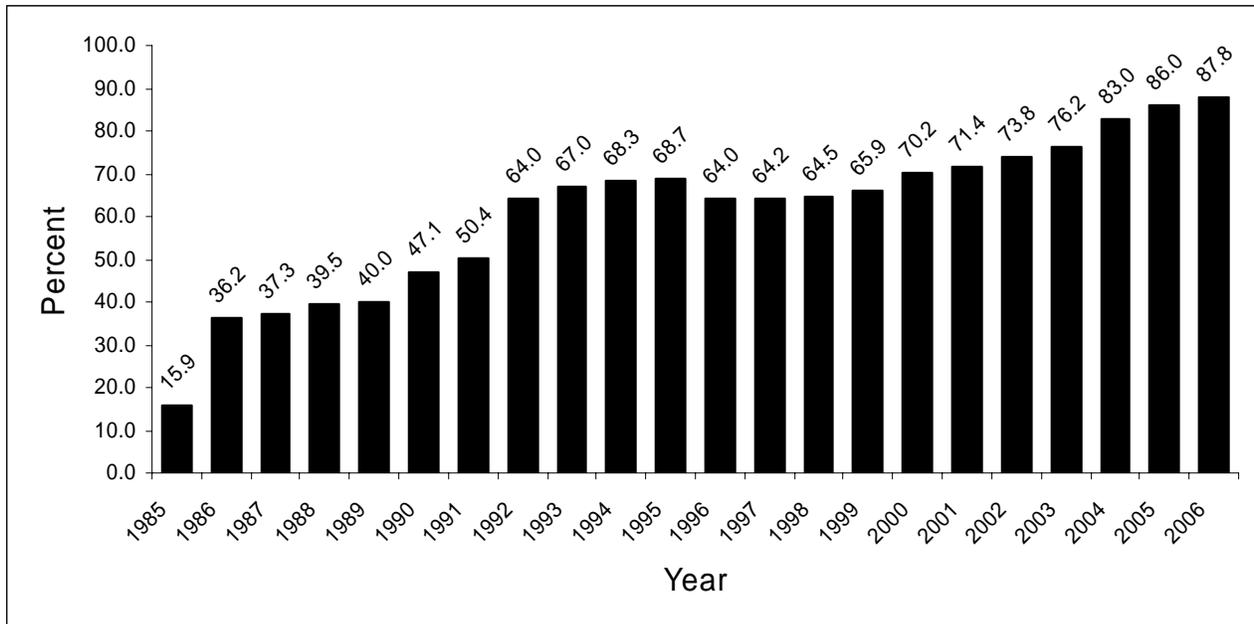
Currently the State of Illinois has a primary belt law, which became effective on July 3<sup>rd</sup>, 2003 after Governor Blagojevich signed the bill into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

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 2006 at a level of 88 percent. The safety belt usage rate in Illinois has increased almost 72 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2006 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 2006 safety belt usage rates include pickup truck drivers and passengers.

## Seat Belt Usage Rates Statewide During the 2006 “Click It or Ticket” Campaign

Tables 9, 10 and 11 show results of the safety belt survey conducted at 258 sites during June 2006. Columns 1, 3 and 5 show the total number of observations for drivers, passengers and totals (drivers and passengers). Columns 2, 4 and 6 represent actual safety belt usage rates for drivers, passengers, and totals (drivers and passengers). The categories listed down the left side of the table indicate where the surveys were conducted by region of the state (with the number of sites in each region in parentheses), by road type, and by day of week. A total of 132,056 front seat occupants were observed during the survey. By looking at these tables, the safety usage rate patterns across selected categories for drivers are similar to that for passengers.

**Table 9** shows safety belt use for combined passenger cars and pickup trucks. Of the total of 132,056 front seat occupants observed, approximately 88 percent were wearing safety belts. The Collar Counties (DuPage, Kane, Lake, McHenry, and Will) had the highest usage rate at 89 percent followed by the Downstate Counties (Champaign, Macon, Montgomery, Peoria, Rock Island, and St. Clair) at 87.2 percent. Cook County, excluding the City of Chicago, had a usage rate of 85.6 percent, while the City of Chicago had the lowest usage rate at 84.4 percent. Based on Road Type, Interstate highway travelers had the highest usage rate at 94.0 percent followed by U.S./Illinois Highway travelers at 87.1 percent. Motorists traveling on residential streets had the lowest usage rate at 85.6 percent. The usage rate on weekends was 89.0 percent, while on the weekdays it was slightly lower at 86.9 percent.

**Table 10** presents safety belt use information for drivers and passengers of passenger cars excluding pickup trucks. Of the total of 118,237 observations, 89.1 percent were wearing seat belts. The safety belt usage rate for drivers was slightly higher than that for passengers (89.3 percent versus 87.9 percent). The usage rate patterns across selected categories in Table 10 are similar to the overall usage rate patterns shown in Table 9.

**Table 11** shows safety belt use patterns for pickup truck drivers and passengers. A total of 11,657 drivers and 2,162 passengers were observed. Drivers had a slightly higher seat belt usage rate than passengers (79.5 percent versus 78.4 percent). The usage rate patterns across selected categories in Table 11 are similar to the overall usage rate patterns shown in Table 9.

**Tables 12 through 14** compare safety belt usage rates from June 2005 to June 2006 and show percent changes among front seat occupants of passenger cars and pickup trucks.

**Table 12** and **Figure 5** depict that the overall safety belt usage rate among drivers and front seat passengers increased by 1.8 percentage points from June 2005 to June 2006. The City of Chicago had the highest increase in belt use of 3.5 percentage points. Cook County, excluding the City of Chicago, had an increase in belt use of 2.1 percentage points. The Collar Counties and the Downstate Counties had slight increases in belt use of 0.6 and 0.4 percentage points, respectively. Safety belt use among residential streets increased by 2.7 percentage points. Interstates and U.S./Illinois Highways had increases in belt use of 1.1 and 0.8 percentage points, respectively. Safety belt use increased by 3.0 percentage points on the weekdays and 1.0 percentage point on the weekends.

**Table 13** and **Figure 6** show that the safety belt use among front seat passenger car occupants increased 1.9 percentage points from 87.2 percent in June 2005 to 89.1 percent in June 2006. Table 13 follows the same trends that are found in Table 12.

**Table 14** and **Figure 7** show that the safety belt usage rate for pickup truck occupants increased by 3.7 percentage points from 75.6 percent in June 2005 to 79.3 percent in June 2006.

**Table 9: Overall Safety Belt Usage Rates in Illinois (June 2006)**

	Drivers		Passengers		Total	
	Total Observed	Actual Usage Rate	Total Observed	Actual Usage Rate	Total Observed	Actual Usage Rate
	(1)	(2)	(3)	(4)	(5)	(6)
<b>Statewide (258)</b>	<b>111,496</b>	<b>88.2%</b>	<b>20,560</b>	<b>86.9%</b>	<b>132,056</b>	<b>87.8%</b>
<b>Regions</b>						
City of Chicago (46)	20,572	83.7%	3,894	84.7%	24,466	84.4%
Cook County (40)	14,311	86.2%	2,375	84.7%	16,686	85.6%
Collar Counties (118)	53,454	90.7%	10,032	89.5%	63,486	89.0%
Downstate (54)	23,159	87.9%	4,259	84.2%	27,418	87.2%
<b>Road Type</b>						
Residential (190)	64,745	85.8%	12,363	84.0%	77,108	85.6%
U.S./Illinois Highways (40)	18,141	87.4%	3,544	87.7%	21,685	87.1%
Interstate Highways (28)	28,610	94.2%	4,653	94.2%	33,263	94.0%
<b>Day of Week</b>						
Weekends (115)	50,561	89.9%	10,951	88.9%	61,512	89.0%
Weekdays (143)	60,935	86.9%	9,609	84.7%	70,544	86.9%

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

**Table 10: Passenger Car Safety Belt Usage Rates in Illinois (June 2006)**

	Drivers		Passengers		Total	
	Total Observed (1)	Actual Usage Rate (2)	Total Observed (3)	Actual Usage Rate (4)	Total Observed (5)	Actual Usage Rate (6)
<b>Statewide (258)</b>	<b>99,839</b>	<b>89.3%</b>	<b>18,398</b>	<b>87.9%</b>	<b>118,237</b>	<b>89.1%</b>
<b>Regions</b>						
City of Chicago (46)	19,579	84.3%	3,675	85.4%	23,254	84.5%
Cook County (40)	13,136	87.1%	2,124	85.7%	15,260	86.9%
Collar Counties (118)	47,867	91.8%	9,063	90.3%	56,930	91.5%
Downstate (54)	19,257	89.6%	3,536	85.8%	22,793	89.0%
<b>Road Type</b>						
Residential (190)	58,970	86.8%	11,140	85.0%	70,110	86.5%
U.S./Illinois Highways (40)	15,610	89.0%	3,092	88.9%	18,702	89.0%
Interstate Highways (28)	25,259	95.2%	4,166	95.1%	29,425	95.1%
<b>Day of Week</b>						
Weekends (115)	45,087	91.0%	9,809	89.8%	54,896	90.8%
Weekdays (143)	54,752	87.8%	8,589	85.8%	63,341	87.5%

Note: Passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

**Table 11: Pickup Truck Safety Belt Usage Rates in Illinois: June 2006**

	Drivers		Passengers		Total	
	Total Observed (1)	Actual Usage Rate (2)	Total Observed (3)	Actual Usage Rate (4)	Total Observed (5)	Actual Usage Rate (6)
<b>Statewide (258)</b>	<b>11,657</b>	<b>79.5%</b>	<b>2,162</b>	<b>78.4%</b>	<b>13,819</b>	<b>79.3%</b>
<b>Regions</b>						
City of Chicago (46)	993	72.9%	219	72.6%	1,212	72.9%
Cook County (40)	1,175	75.8%	251	75.7%	1,426	75.8%
Collar Counties (118)	5,587	81.5%	969	81.8%	6,556	81.5%
Downstate (54)	3,902	79.5%	723	76.3%	4,625	79.0%
<b>Road Type</b>						
Residential (190)	5,775	75.6%	1,223	75.0%	6,998	75.5%
U.S./Illinois Highways (40)	2,531	78.0%	452	79.0%	2,983	78.1%
Interstate Highways (28)	3,351	87.4%	487	86.2%	3,838	87.3%
<b>Day of Week</b>						
Weekends (115)	5,474	80.8%	1,142	80.8%	6,616	80.8%
Weekdays (143)	6,183	78.4%	1,020	75.6%	7,203	78.4%

Note: Large trucks were excluded from this table.

**Table 12: Overall Safety Belt Usage Rates in Illinois: June 2005 & June 2006**

	Drivers			Passengers			Total		
	Usage Rate (2005)	Usage Rate (2006)	Percent Change	Usage Rate (2005)	Usage Rate (2006)	Percent Change	Usage Rate (2005)	Usage Rate (2006)	Percent Change
<b>Statewide (258)</b>	<b>86.5%</b>	<b>88.2%</b>	<b>1.7</b>	<b>83.1%</b>	<b>86.9%</b>	<b>3.8</b>	<b>86.0%</b>	<b>87.8%</b>	<b>1.8</b>
<b>Regions</b>									
City of Chicago (46)	81.1%	83.7%	2.6	74.6%	84.7%	10.1	80.1%	84.4%	4.3
Cook County (40)	84.4%	86.2%	1.8	77.2%	84.7%	7.5	83.5%	85.6%	2.1
Collar Counties (118)	88.9%	90.7%	1.8	86.1%	89.5%	3.4	88.4%	89.0%	0.6
Downstate (54)	87.1%	87.9%	0.8	85.8%	84.2%	-1.6	86.8%	87.2%	0.4
<b>Road Type</b>									
Residential (190)	83.8%	85.8%	2.0	78.0%	84.0%	6.0	82.9%	85.6%	2.7
U.S./Illinois Highways (40)	86.7%	87.4%	0.7	84.2%	87.7%	3.5	86.3%	87.1%	0.8
Interstate Highways (28)	92.8%	94.2%	1.4	93.5%	94.2%	0.7	92.9%	94.0%	1.1
<b>Day of Week</b>									
Weekends (115)	88.7%	89.9%	1.2	85.3%	88.9%	3.6	88.0%	89.0%	1.0
Weekdays (143)	84.6%	86.9%	2.3	80.0%	84.7%	4.7	83.9%	86.9%	3.0

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

**Table 13: Passenger Car Safety Belt Usage Rates in Illinois: June 2005 & June 2006**

	Drivers			Passengers			Total		
	Usage Rate (2005)	Usage Rate (2006)	Percent Change	Usage Rate (2005)	Usage Rate (2006)	Percent Change	Usage Rate (2005)	Usage Rate (2006)	Percent Change
<b>Statewide (258)</b>	<b>87.8%</b>	<b>89.3%</b>	<b>1.5</b>	<b>84.1%</b>	<b>87.9%</b>	<b>3.8</b>	<b>87.2%</b>	<b>89.1%</b>	<b>1.9</b>
<b>Regions</b>									
City of Chicago (46)	82.1%	84.3%	2.2	75.8%	85.4%	9.6	81.0%	84.5%	3.5
Cook County (40)	85.6%	87.1%	1.5	77.9%	85.7%	7.8	84.6%	86.9%	2.3
Collar Counties (118)	90.1%	91.8%	1.7	86.9%	90.3%	3.4	90.0%	91.5%	1.5
Downstate (54)	89.0%	89.6%	0.6	87.8%	85.8%	-2.0	88.8%	89.0%	0.2
<b>Road Type</b>									
Residential (190)	84.9%	86.8%	1.9	78.9%	85.0%	6.1	84.0%	86.5%	2.5
U.S./Illinois Highways (40)	88.9%	89.0%	0.1	86.2%	88.9%	2.7	88.4%	89.0%	0.6
Interstate Highways (28)	93.9%	95.2%	1.3	94.5%	95.1%	0.6	94.0%	95.1%	1.1
<b>Day of Week</b>									
Weekends (115)	90.1%	91.0%	0.9	86.3%	89.8%	3.5	89.3%	90.8%	1.5
Weekdays (143)	85.8%	87.8%	2.0	81.1%	85.8%	4.7	85.1%	87.5%	2.4

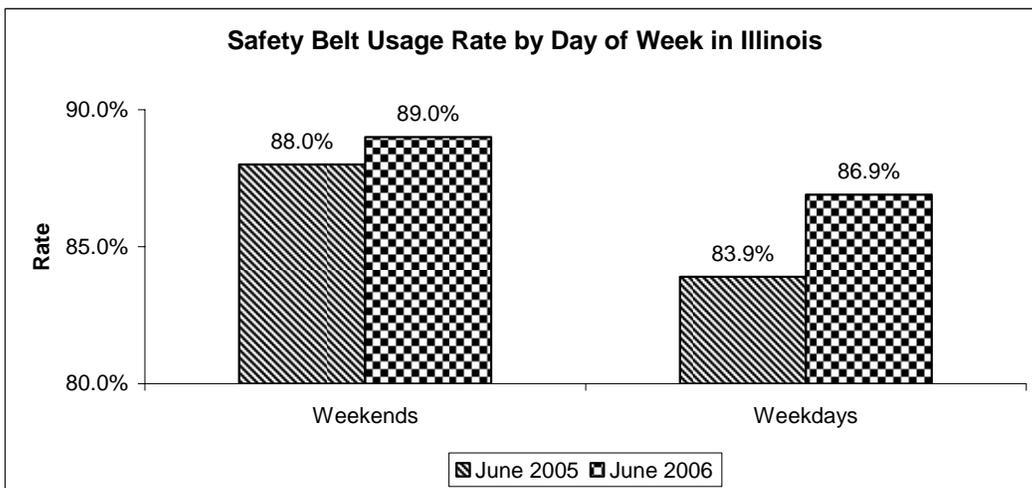
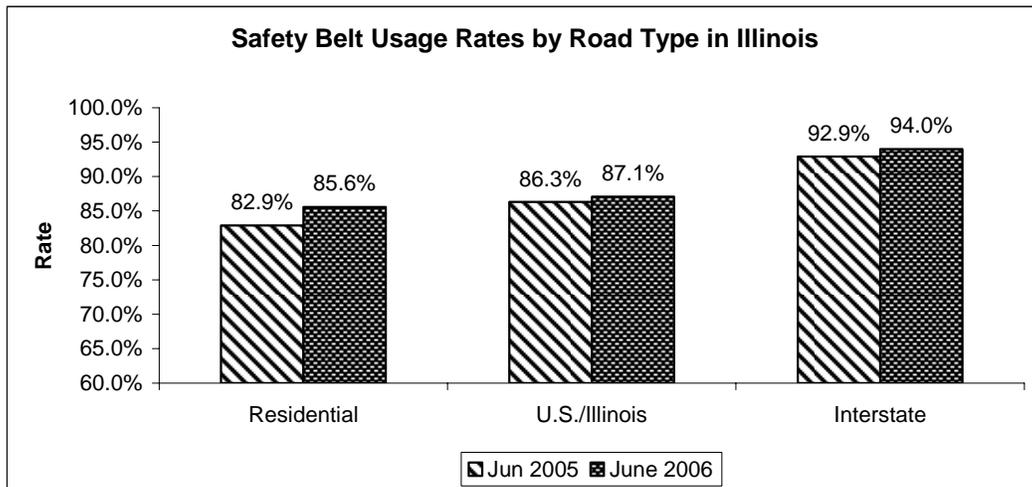
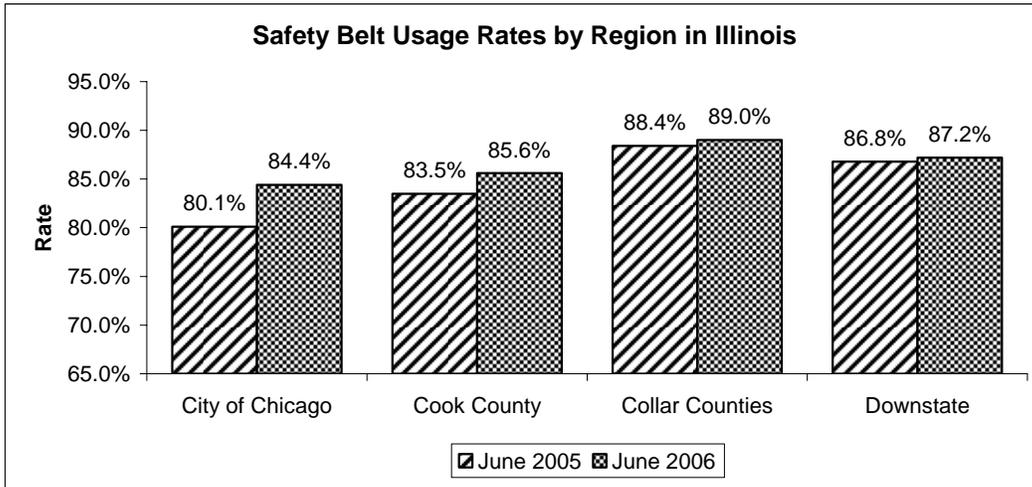
Note: Passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

**Table 14: Pickup Truck Safety Belt Usage Rates in Illinois: June 2005 and June 2006**

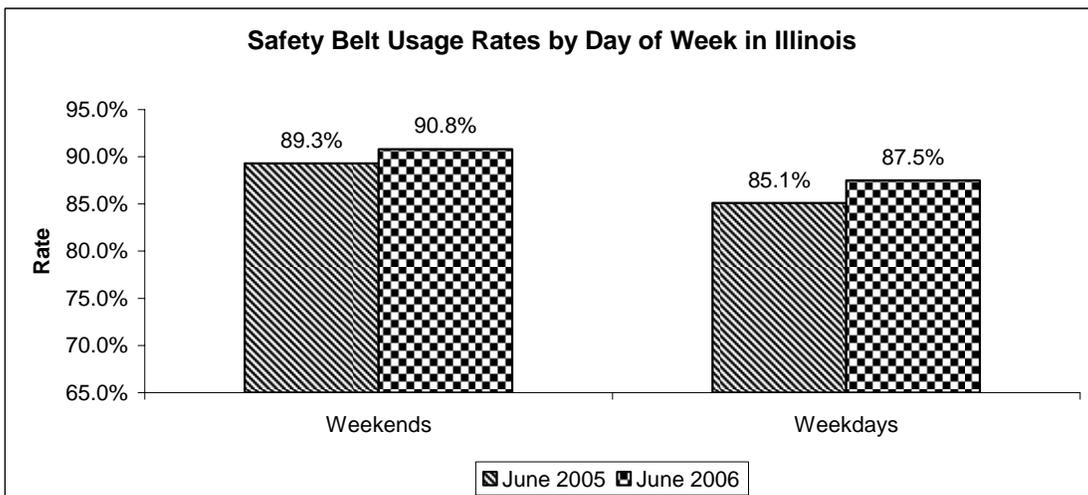
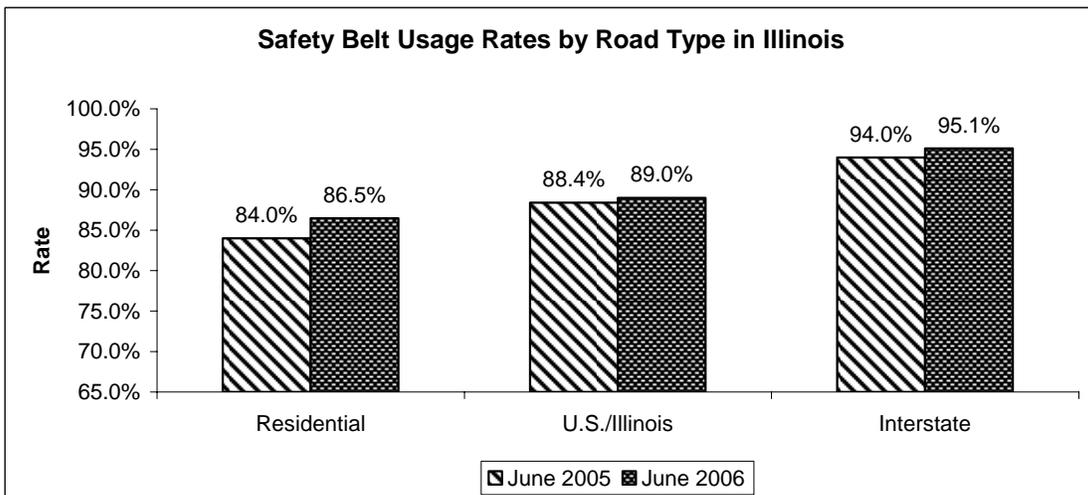
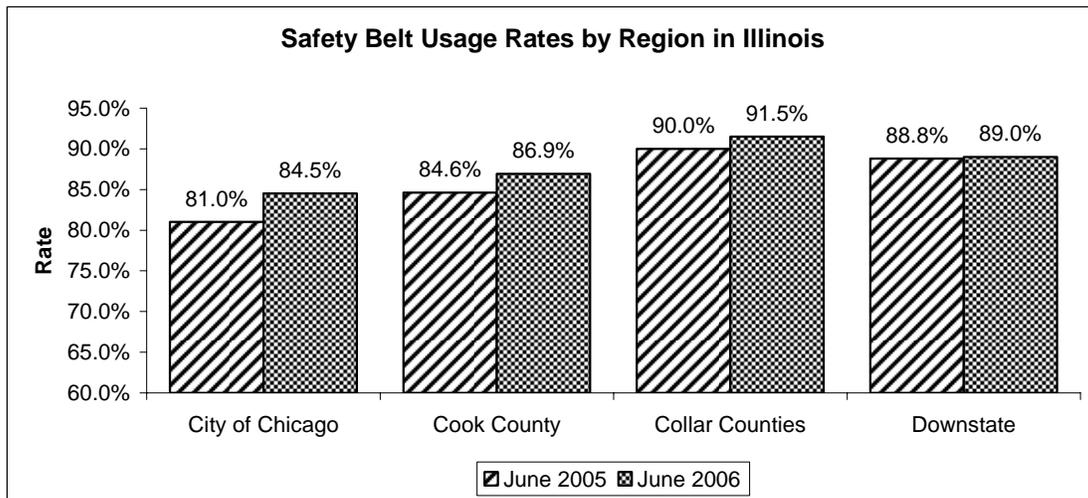
	Drivers			Passengers			Total		
	Usage Rate (2005)	Usage Rate (2006)	Percent Change	Usage Rate (2005)	Usage Rate (2006)	Percent Change	Usage Rate (2005)	Usage Rate (2006)	Percent Change
<b>Statewide (258)</b>	<b>75.8%</b>	<b>79.5%</b>	<b>3.7</b>	<b>74.9%</b>	<b>78.4%</b>	<b>3.5</b>	<b>75.6%</b>	<b>79.3%</b>	<b>3.7</b>
<b>Regions</b>									
City of Chicago (46)	67.9%	72.9%	5.0	58.1%	72.6%	14.5	66.0%	72.9%	6.9
Cook County (40)	69.7%	75.8%	6.1	71.7%	75.7%	4.0	70.1%	75.8%	5.7
Collar Counties (118)	77.3%	81.5%	4.2	79.0%	81.8%	2.8	77.7%	81.5%	3.8
Downstate (54)	77.7%	79.5%	1.8	75.2%	76.3%	1.1	77.4%	79.0%	1.6
<b>Road Type</b>									
Residential (190)	72.7%	75.6%	2.9	70.3%	75.0%	4.7	72.3%	75.5%	3.2
U.S./Illinois Highways (40)	72.7%	78.0%	5.3	71.7%	79.0%	7.3	72.5%	78.1%	5.6
Interstate Highways (28)	84.2%	87.4%	3.2	86.3%	86.2%	-0.1	84.6%	87.3%	2.7
<b>Day of Week</b>									
Weekends (115)	77.4%	80.8%	3.4	78.0%	80.8%	2.8	77.5%	80.8%	3.3
Weekdays (143)	74.3%	78.4%	4.1	70.5%	75.6%	5.1	73.7%	78.4%	4.7

Note: Large trucks were excluded from this table.

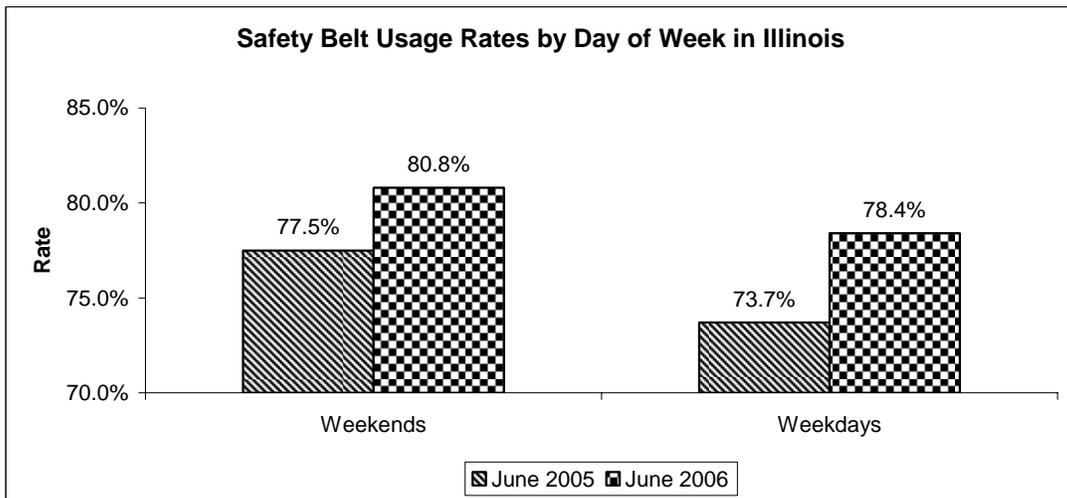
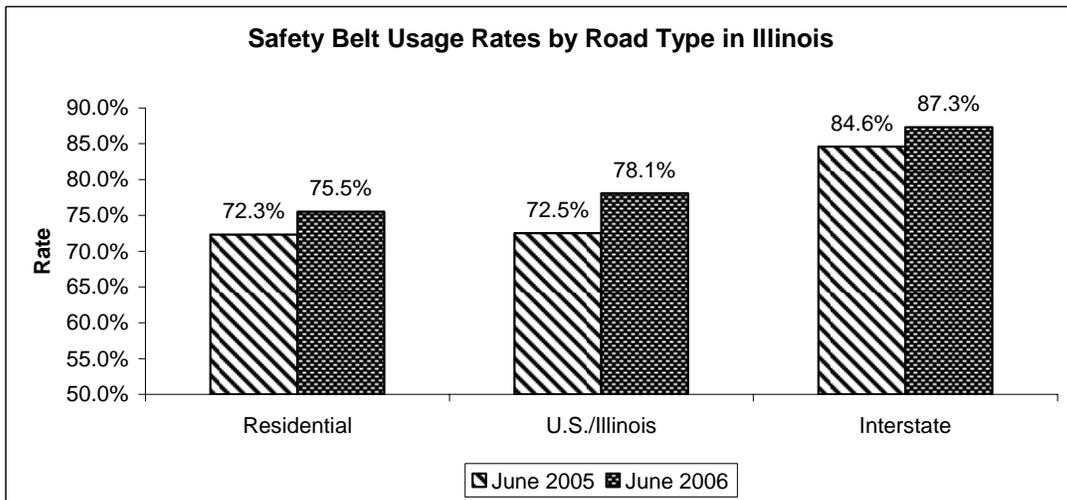
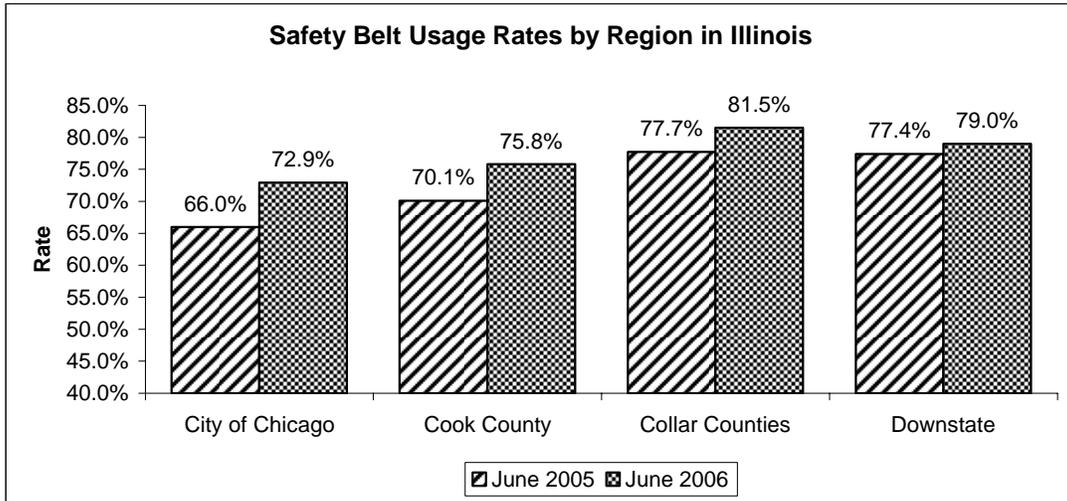
**Figure 5**  
**Overall Safety Belt Usage Rates in Illinois**



**Figure 6  
Passenger Car Safety Belt Usage Rates in Illinois**



**Figure 7  
Pickup Truck Safety Belt Usage Rates in Illinois**



# Rural Observational Safety Belt Surveys

## Survey Design

The recent seat belt survey was a statistical (multi-stage random) observational survey conducted within selected rural media markets on both high volume rural and low volume local roads and residential streets. The survey design was similar to the design of the statewide safety belt survey. The following steps were to select our 30 rural sites (later we reduced to 27 sites after we dropped Quincy, Evansville and Terre Haute markets where three sites were located) to conduct the observational safety surveys:

1. Identified the counties within the selected media markets.
2. Combined all counties in to each media market (excluding Cook County and the Collar Counties).
3. Ranked each county in those media markets by total rural population (highest to lowest).
4. Added rural populations for each selected media market.
5. Computed proportions of each media market's rural population in comparison with the total rural population of the state (excluding Cook County and the Collar Counties) (FORMULA: selected media market's rural population/total state rural population)
6. Multiplied each proportion by 30 (30 represents the number of sites being conducted for this Rural Observational Survey).
7. Selected counties within each media market (selected 2 highest counties for media markets with 5 or more sites and only selected one (the highest) county for media markets with 3 or less sites), using the proportion to size method.
8. Inventoried all census tracts within the selected counties and randomly selected census tracts using the proportion to size method.
9. Inventoried the census blocks within the selected census tracts and selected a sample of blocks using the proportion to size method.
10. Identified these blocks on maps and determined types of roads within the selected blocks.
11. Selected road segments based on the types of roads (the majority of the IL/state county roads and high volume residential streets with the selected blocked were chosen to be surveyed).

## Seat Belt Usage Rates in Rural Areas during the 2006 “Click It or Ticket” Campaign

**Table 15** shows safety belt usage rates in rural areas throughout the State of Illinois during the 2006 “Click It or Ticket” campaign. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from April 24<sup>th</sup> to 30<sup>th</sup>, while the post mobilization surveys were conducted from June 5<sup>th</sup> to 18<sup>th</sup>. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 6,686 vehicles observed during the pre-mobilization, of which, 5,282 were passenger cars and 1,404 were pickup trucks. During the post mobilization, there were 7,070 total vehicles observed, of which, 5,313 were passenger cars and 1,757 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 80.9 percent during the pre-mobilization to 86.4 percent during the post mobilization. Based on seating position, the usage rate for drivers and passengers was very similar. The seat belt usage rate for drivers increased from 81.3 percent during the pre-mobilization to 86.6 percent during the post mobilization. The seat belt usage rates for passengers increased from 78.9 percent during the pre-mobilization to 85.4 percent during the post mobilization. Based on media market, the Peoria media market had the highest usage rates, while the Champaign, Rockford, and St. Louis media markets had similar usage rates. The seat belt usage rate increased in by more than 3 percentage points for the Rockford and St. Louis media markets, while the Champaign and Peoria media markets seat belt usage rate increased by more than 7 percentage points. On residential roads, there was an increase from 77.5 percent during the pre-mobilization to 85.1 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 82.8 percent during the pre-mobilization to 87.0 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 84.5 percent during the pre-mobilization to 89.3 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt usage rate for pickup trucks increased from 67.7 percent during the pre-mobilization to 77.9 percent during the post-mobilization resulting in a 10.2 percentage point increase. Based on seating position, drivers and passengers had similar usage rates during both the pre-mobilization and post mobilization surveys. The seat belt usage rate for, both, drivers and passengers of pickup trucks increased by more than 10 percentage points from the pre-mobilization survey to the post mobilization survey. The Peoria media market had the highest usage rate, closely followed by the St. Louis and Champaign media markets, while the Rockford media market had the lowest seat belt usage rate for pickup truck occupants. The seat belt usage rate for pickup truck occupants in the Peoria media market increased by more than 14 percentage points; in the St. Louis media market the seat belt usage rate increased by 10 percentage points; in the Champaign media market the seat belt usage rate increased by more than 8 percentage points; and in the Rockford media market the seat belt usage rate increased by more than 6 percentage points. Based on road type, the seat belt usage rate for pickup truck occupants on U.S./IL Highways and residential roads was similar during the pre and post mobilization surveys. The seat belt usage rate increased by more than 11 percentage points on residential roads and it increased by more than 9 percentage points on U.S./IL Highways.

**Table 15: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Rural Areas in Illinois During the 2006 "Click It or Ticket" Rural Campaign**

Selected Characteristics	(All Vehicles <sup>2</sup> )			(Passenger Cars <sup>3</sup> )			(Pickup Trucks <sup>4</sup> )		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		3	4		5	6	
	Apr. 24th-30th	Jun. 5th-18th		Apr. 24th-30th	Jun. 5th-18th		Apr. 24th-30th	Jun. 5th-18th	
N=6,686	N=7,070		N=5,282	N=5,313		N=1,404	N=1,757		
<b>Total Usage Rate</b>	<b>80.9%</b>	<b>86.4%</b>	<b>5.5%</b>	<b>84.5%</b>	<b>89.3%</b>	<b>4.8%</b>	<b>67.7%</b>	<b>77.9%</b>	<b>10.2%</b>
Drivers	81.3%	86.6%	5.3%	84.7%	89.6%	4.9%	67.8%	77.8%	10.0%
Passengers	78.9%	85.4%	6.5%	82.8%	87.4%	4.6%	66.8%	78.2%	11.4%
<b>Media Market</b>									
Champaign	78.0%	86.1%	8.1%	79.7%	88.1%	8.4%	70.1%	78.4%	8.3%
Peoria	82.5%	89.8%	7.3%	87.4%	92.0%	4.6%	67.5%	81.8%	14.3%
Rockford	81.7%	85.1%	3.4%	85.7%	88.7%	3.0%	64.1%	70.9%	6.8%
St. Louis	81.6%	85.5%	3.9%	85.7%	88.1%	2.4%	69.6%	79.6%	10.0%
<b>Road Type</b>									
Residential	77.5%	85.1%	7.6%	81.2%	87.8%	6.6%	66.0%	77.3%	11.3%
US/IL Highways	82.8%	87.0%	4.2%	86.1%	89.9%	3.8%	68.8%	78.1%	9.3%

1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.

3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.

4) Large trucks are excluded from the columns for pickup trucks.

## **STATEWIDE TELEPHONE SURVEY**

# **The Illinois Statewide 2006 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 at Springfield**

## **Summary Report**

Field Interviewing: April and June 2006

Report:  
August, 2006

*Written by*

Richard Schuldt, Director, UIS/SRO

*With assistance from*

Mark Winland, Interviewing Lab Manager

## **Introduction**

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct several statewide telephone surveys from April through September, 2006. The first survey was conducted in April prior to the Memorial Day weekend, and the second was conducted in June, immediately after the Memorial Day weekend. A third survey will be conducted in September, after the Labor Day weekend.

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

for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.<sup>5</sup>

## Methodology

The sampling methodology for the three surveys was similar to that of other recent telephone surveys on seat belt and DUI initiative topics conducted for IDOT’s Division of Traffic Safety. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Actual field interviewing for the April survey was conducted from April 4 - May 7, 2006 with over 500 licensed drivers (501-514). Field interviewing for the June survey was conducted from June 5 – July 3, 2006 -- with over 550 licensed drivers (525-566).<sup>6</sup>

The numbers of completions for each stratification group are presented below for both the April and June surveys. It should be noted that statewide results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

	<b>2006 Seat Belt Pre-Test <u>April 2006</u></b>	<b>2006 Seat Belt Post-Test <u>June 2006</u></b>
<i>TOTAL</i>	514	566
Chicago metro area	291	319
<i>City of Chicago</i>	153	150
<i>Chicago suburban counties</i>	138	169
Downstate counties	223	247
<i>North/central Illinois</i>	111	125
<i>Southern Illinois</i>	112	122

The sampling error for the April statewide results is +/- 4.4 percent, and the error for the June statewide results is +/- 4.2 percent (at the 95<sup>th</sup> confidence level).<sup>7</sup> The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of

<sup>5</sup> In addition to the statewide surveys, a rural county component was added to both the April and June surveys, and a separate rural county survey was conducted in mid-May. Results for the rural county surveys can be found in a separate report.

<sup>6</sup> There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

<sup>7</sup> The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was just over 10 minutes for the April survey (median = 10 minutes; mean = 10.6 minutes) and just under 15 minutes for the June and September surveys (median = 14 minutes; mean = 14.6 minutes).

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, and age category.<sup>8</sup> No other weighting has been applied.

## Comments on Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative conducted surrounding Memorial Day weekend, 2006. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.<sup>9</sup>

The full results are presented in the **IDOT 2006 Statewide Seat Belt Survey Tables** file (an Excel file) compiled for the project. Separate worksheets are included for: the statewide results; regional results (presenting results both by Chicago area vs. “downstate” and by the four stratified regions used for sampling); results by gender; results by age group (three categories of up to 29, 30s and 40s, and 50 and over); and results by race (white/non-white). The worksheets contain results for each of the two surveys and include the percentage point changes from April to June.

*Time frame in question wording.* The time frame in the recall questions in each of the surveys is the same, that of 30 days. This is noted because, for a small portion of respondents in the June survey, the time period asked about technically would not include the Memorial Day weekend.<sup>10</sup>

*Demographic characteristics of the April and June samples.* Before reporting the seat belt-related results, it is worth noting that the April and June 2006 samples are very similar with regard to most demographic characteristics. The largest differences are found for race/ethnicity, education, and the incidence of having children. The June sample is proportionately more white than the April sample (78% vs. 70%) and has fewer Hispanics (5% vs. 9%). The June sample also has more respondents with at least some post high school education (76% vs. 68% for April) and has more respondents who have no

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<sup>8</sup> The age categories used for weighting purposes are: up to 29 years old; 30s and 40s; and 50 and older. The statewide proportions for each age category were derived from data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the first 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 to ask to speak to the youngest licensed driver three-quarters of the time.

<sup>9</sup> When the decimal is .5, we round to the even integer.

<sup>10</sup> If anything, this would reduce the estimated effects of the campaign in terms of “before” and “after” awareness and exposure reports. But, as will be seen, awareness and exposure effects are generally sizeable. Further, the response effect known as “forward telescoping,” in which respondents report occurrences that actually occurred somewhat beyond the time frame asked about, would actually produce somewhat more accurate recall in this case. For a description of “telescoping,” see Herbert F. Weisberg, *The Total Survey Error Approach* (Chicago: University of Chicago Press, 2005), pp. 98-99.

children (66% vs. 58% for April). The June sample also has somewhat more respondents who are in households with one licensed driver (28% vs. 24%). Comparisons on other demographic characteristics, all with smaller differences than the above, are found in the tables in the Excel file noted above.

## RESULTS

### Reports of seat belt usage

**When driving, how often do you wear your seat belt?** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” is basically stable in April and June, about 88 percent.<sup>11</sup>

The June results show somewhat more Chicago metro respondents reporting they wear their seat belt “all of the time” than is the case for downstate respondents (89% vs. 85%). Among downstate respondents, north/central Illinois respondents are somewhat more likely than southern Illinois respondents to report such (85% vs. 81%).

In April, the percent who reported wearing seat belts “all of the time” was highest in the Chicago suburbs (91%) followed closely by southern Illinois (nearly 90%), with the City of Chicago and north/central Illinois both at nearly 86 percent.

So, between April and June, the percent who said “all of the time” changed the most in southern Illinois, with a decrease of nearly 8 percentage points (89.7% to 81.8%), and in the City of Chicago, with an increase of 4 percentage points (85.7% to 89.7%).

**When was the last time you did not wear your seat belt when driving?** The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) is also basically stable in April and June, at just under three-quarters (74% in April and 73% in June). Results for other response categories here are also very close in both surveys.

For the June results -- by region, the percentage who indicated not wearing a seat belt “more than a year ago” (or said they always wear one) is just short of 80 percent (78%) in the Chicago metro region and a substantially lower 63 percent downstate. The June results here do not differ much within the Chicago metro region (79.6% for City of Chicago; 77.4% for Chicago suburbs), but there are differences between the two downstate areas (64.2% for north/central Illinois and 58.7% for southern Illinois).

In April, the percent reporting not wearing a belt “more than a year ago” (or said they always wear one) is largest in the Chicago suburbs (80%) and lowest in north/central Illinois (66.9%), with the percentages in the City of Chicago and southern Illinois between the two and similar to each other (nearly 74% for each).

In terms of changes from April to June, the largest change for this percentage – a 15 percentage point decline – is found for southern Illinois (73.7% to 58.7%). Very small declines are found here for both the Chicago suburbs and north/central Illinois while an increase of 6 percentage points is found for the City of Chicago (73.6% to 79.6%). (Note that these results are similar in direction, if not magnitude, with the change results for the frequency-of-wear question described above.)

At the other extreme, the percent reporting they had not worn a seat belt “within the last day” is: about one in twenty (4-5%) for Chicago suburban respondents; about twice this number (8-10%) for City of Chicago respondents; and is in the 10 to 14 percent range for respondents in the two downstate areas (14.5% down slightly to 12.8% for north/central; 10.5% up slightly to 13% for southern Illinois).

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<sup>11</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.

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason given in both the April and June surveys was that the respondent was driving a short distance (43% of those giving a reason in April and 55% in June). The next most frequent reason is that the respondent “forgot” (21% in April and 17% in June).

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** While small, the April proportion who indicated that their use of seat belts had increased in the past thirty days nearly doubled from April to June (5.2% to 9.2%).

For June, the proportion reporting that their seat belt usage had increased is highest in north/central Illinois (15.4%) followed by the Chicago of Chicago (10.2%) and then southern Illinois (6.8%) and the Chicago suburbs (5.2%). Modest to very small increases in this proportion are found from April to June for all four regions – the largest of such occurring in north/central Illinois (8.3% to 15.4%) followed by the City of Chicago (4.8% to 10.2%), then southern Illinois (2.6% to 6.8%), and finally by the Chicago suburbs (3.5% to 5.2%).

**Have you ever received a ticket for not wearing a seat belt?** The percent who indicated having ever received a ticket for not wearing a seat belt is just over one in ten in April (11.0%) and somewhat lower in June (7.7%).

In June, the percentage who reported having received such a ticket is about 10 to 11 percent in the two downstate areas and 6 to 7 percent in the Chicago metro areas. In April, this proportion is about 11 to 12 percent for three of the four areas, while about half this number said so in southern Illinois (5%).

**When riding in a car as passenger, how often do you wear your seat belt?** The percent who said they use their passenger seat belts “all of the time” is stable at 77 percent in both surveys. The percent who indicated “most of the time” increased slightly (12.5% to 15.6%).

The June results show that just over eight in ten Chicago suburban respondents (81%) indicated they wear a seat belt as a passenger “all of the time,” as did about eight in ten southern Illinois respondents (79.5%). About three-quarters of the north/central respondents (74.7%) indicated such while just over seven in ten (71.5%) City of Chicago respondents reported this. This proportion is quite to very stable for all regions, with the largest change being for the City of Chicago (- 3.3%, from 74.8% to 71.5%).

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

**As far as you know, does Illinois have a law requiring adults to use seat belts?** Nearly every respondent in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts. In June, this percentage ranged from nearly 98 to 100 percent across the four regions; in April, it ranged from 97 percent to 99 percent.

**Primary enforcement: awareness and opinions. According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?** Nearly eight of ten (78.5%) April respondents indicated that police can stop a vehicle just for a seat belt violation. This awareness of primary enforcement increased to somewhat more than eight of ten in June (82.9%).

In June, the highest level of awareness is found for north/central Illinois (87.7%) followed by the City of Chicago (84.1%) and then southern Illinois and the Chicago suburbs (81.4% and 79.3%, respectively). In April, awareness ranged from low of somewhat below 80 percent (76.8% for north/central) to a high of somewhat above 80 percent (84.2% for southern Illinois).

A substantial increase in awareness from April to June is found for north/central respondents (76.8% to 87.7%), and a more modest increase is found for the City of Chicago (79.5% to 84.1%).

***In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?*** Nearly three-quarters (74.9%) of the April respondents believe police should be allowed to stop a vehicle for seat violations without another traffic law violation. This decreased somewhat to about 70 percent (70.4%) for the June respondents (70%).

The June results show that support for seat belt primary enforcement is about 70 percent in all regions but southern Illinois where it is a slightly lower 66 percent (72% in the Chicago metro areas and 68.5% in north/central). All areas except north/central show lower support in June than in April (80-81% to about 72% in Chicago metro areas and a smaller decline of 69% to 66% in southern Illinois). For north/central, there was a modest increase in this support (63.6% to 68.5%).

***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?*** Over nine in ten respondents in both surveys indicated that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats (91.9% in April and 93.4% in June). With one exception, this conclusion applies to all four regions for both the April and June surveys. The exception is north/central Illinois where the April support is at 86 percent, and this is the only region which shows a sizeable increase in this support from April to June (+8 % points, to 94%).

## Attitudes about wearing seat belts

**Agree / disagree with selected statements about seat belts.** Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

**Agree/disagree: *Seat belts are just as likely to harm you as help you.*** The percent who disagreed (to any extent) with this statement is quite stable across the two surveys (70% in April and 68% in June), as is the percent who “strongly disagree” (52% in April, 53% in June).

In the June survey, the percent who expressed disagreement is highest in the Chicago suburbs (78%) and lowest in north/central Illinois (55%). It is basically right between the two at about two-thirds in both the City of Chicago (67%) and southern Illinois (68%). The percent who “strongly disagree” in June follows the same regional pattern (a high 63% in the Chicago suburbs compared to a low of 40% in north/central Illinois, with City of Chicago and southern Illinois between at 51-52%).

From April to June, the largest change occurs in north/central Illinois, which experienced a decline in those who disagree from 65 percent to 55 percent. It is also worth noting that the percent who “strongly disagree” increased from 57 percent to 63 percent in the Chicago suburbs (although the total percent who disagreed increased only from 76 to 78 percent in this region).

**Agree/disagree: *If you were in an accident, you would want to have your seat belt on.*** Statewide, just short of nine in ten respondents in each of the two surveys “strongly agree” that they would want to have their seat belt on if they were in an accident (88.5% in April and 87.1% in June).

In the June survey, the percent who “strongly agree” is about nine of ten respondents in the Chicago metro regions but drops to 84 percent for southern Illinois and 80 percent for north/central Illinois. The results here do not differ much between April and June for any of the four regions.

**Agree/disagree: *Putting on a seat belt makes you worry more about being in an accident.*** The percent of respondents who “strongly disagree” with this statement is about three-quarters in both surveys (73.3% in April and 75.2% in June), with another 14 percent who “somewhat disagree” in both surveys.

In the June survey, the percent who “strongly disagree” is nearly 80 percent for the Chicago suburbs (79%), about three-quarters for the two downstate regions (74-75%), and is nearly 70 percent for the City of Chicago. The largest change in this percentage in this percentage is found for the Chicago suburbs, increasing from nearly three-quarters in April to almost 80 percent in June (74% to 79%).

## Perceptions of and attitudes toward seat belt law enforcement

**Perceptions of seat belt law enforcement.** Several questions in the interview solicited respondents’ perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

**The hypothetical question: *Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?*** Statewide, the percent who indicated that getting a ticket would be “very likely” increased somewhat from 35 percent in April to 41 percent in June. With the proportion saying “somewhat likely” basically stable at about 27 to 28 percent, the percent who indicated either “very likely” or “somewhat likely” shows about the same percentage point increase from April to June (62% to 69%). The proportions who indicated “somewhat unlikely” (17.6% to 14.2%) and “very unlikely” (14.8% to 19.0%) both showed decreases.

In comparing regional results in the June survey, we find that the percent who believe that it is “very” or “somewhat” likely they will get a ticket if they do not wear a seat belt is greatest in north/central Illinois (83%) followed by southern Illinois (70%) and then the two Chicago metro areas (62-63%). The percent who say it is “very likely” ranges from about one-third in the two Chicago metro areas (32% in the suburbs; 35% in the City of Chicago) to nearly 60 percent in north/central Illinois (59%), with southern Illinois at 44 percent.

From April to June, by far the greatest increase in the percentage saying it is “very likely” is found in north/central Illinois (+26%) followed by southern Illinois (+8%). The percent saying it is either “very” or “somewhat” likely also increased in the City of Chicago (+17%).

**Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.** Statewide, the largest change is found for those who “strongly agree,” which declined from 18 percent in April to 11 percent in June. The percent who disagree at least to some extent with this statement increased somewhat from 37 percent in April to 41 percent in June as did the percent who “strongly disagree” (24 percent in April to 27 percent in June). The percent who indicated they did not know was basically stable at about 28 percent.

In the June survey, the greatest degree of disagreement is found in the two downstate regions (52% in north/central and 47% in southern Illinois). They are followed in this regard by the Chicago suburbs (39%) and then the City of Chicago (30%). The percent who “strongly disagree” is also highest in the two downstate regions (36% in north/central and 31% in southern Illinois). It is lowest in both of the two Chicago metro regions (24% for Chicago suburbs and 20% for the City of Chicago).

From April to June, there are substantial increases in the percent who “strongly” disagree for the two downstate areas (+ nearly 9%). For the Chicago suburbs, there is an increase in the percent who expressed any degree of disagreement (+7%).

**Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.** Statewide, there was an increase from April to June in those who “strongly agreed” that police in their community were writing more tickets (20% to 28%).

In the June survey, agreement with this statement is just over one-half in the two downstate areas and just over one-third in the two Chicago metro areas. “Strong” agreement with this statement is expressed by 37 to 38 percent downstate compared to 22 to 23 percent in the Chicago metro areas.

From April to June, the greatest change in the percent who “strongly” agreed is in southern Illinois (+17%, from 20.5% to 38%) followed by north/central Illinois (+ nearly 10%, from 27.5% to 37%), the Chicago suburbs (+7.5%, from 15% to 22%), and the City of Chicago (+5%, from 19% to 24%).

**Attitudes about the importance of seat belt enforcement.** Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

**Agree/disagree: It is important for police to enforce the seat belt laws.** Somewhat less than nine of ten (87%) statewide respondents agreed with this statement in April, while about 85 percent did so in June. The percent who “strongly agree” shows a larger percentage point decline from April to June (69% to 64%).

The June results show that the percent who agree to any extent with this statement is highest in the City of Chicago (92%) followed by southern Illinois (87%) and then north/central Illinois (84%) and the Chicago suburbs (81%). Further examination shows that the differences here are all a result of the percent who agreed “somewhat” since the percent “strongly agreeing” is virtually the same across the four regions at 64 percent.

From April to June, the percent who agree to any extent shows a small increase in north/central Illinois (80% to 84%) but shows a *decline* of 9 percentage points in the Chicago suburbs (90% to 81%).

The latter is mainly a function of the 11 percentage point drop in those who “strongly disagree” in this region (75% to 64%). It should also be noted that while the percent who agree to any extent is quite stable in the City of Chicago (90% in April to 92% in June), the percent who “strongly agree” actually shows a decline of 8 percentage points (73% to 64%). Southern Illinois results are more stable than are those from other regions from April to June.

***Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?*** For this question, which came near the end of the set of interview questions that related to seat belts, the statewide results are very similar in both April and June. About 60 percent believe enforcement is “very important” (61% in April and 59% in June) and another 20 percent believe it is “fairly important” (20.5% and 19.3%).

The June results show that the percent who think this is “very important” does not differ much by region, about six in ten for all four regions (about 57% in both the Chicago suburbs and southern Illinois and 61-62% in the City of Chicago and north/central Illinois). From April to June, an increase of nearly 7 percentage points occurred for the percent who said enforcement is “very important” in north/central Illinois (55% to 62%), but a decrease of 9 percentage points occurred in the Chicago suburbs (66% to 57%). Results for the other two regions were very stable in this regard.

## **Exposure to seat belt awareness and enforcement activities in past thirty [sixty] days**

***Awareness of special police efforts to ticket for seat belt violations.*** The percent who indicated that, “in the past thirty days,” they had “seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations” more than doubled, from 20 percent in the April survey to somewhat less than half (46%) in the June survey.

In June, the level of awareness of such efforts was more than half for southern Illinois (56%), about half for north/central Illinois (51%), somewhat less than half for the Chicago suburbs (46.5%), and below 40 percent for the City of Chicago (37%). All four regions show substantial increases from April to June in this exposure percentage, the largest being the 35 percentage point increase in southern Illinois (20.5 % to 56%) and the smallest being the 18 percentage point increase in the City of Chicago (19% to 37%). Increases in the range of 26 to 29 percentage points occurred for north/central Illinois (25% to 51%) and the Chicago suburbs (17% to 46%).

***Of those June respondents who indicated having seen or heard of these special efforts,*** more statewide respondents reported being exposed to them through television (46%) than through the others. Exposure levels through radio (32%), newspapers (32%), and friends/relatives (26%) are quite similar.<sup>12</sup> Those exposed through television were only somewhat more likely to be exposed through commercials than through news stories (61% and 55%, respectively), but the difference is more for those exposed through radio (67% for commercials and 43% for news stories). On the other hand, those exposed through newspapers were far more likely to say they had seen news stories rather than advertisements (71% and 22%).

The most frequently identified source of exposure is *television* for respondents in the two Chicago metro regions (56% for City of Chicago and 51% for Chicago suburbs). For City of Chicago respondents, radio was second (34%) followed by friends/relatives (24%) and then newspapers (12%). For Chicago suburban respondents, newspapers was second (33%) closely followed by radio (28%) and then friends/relatives (19%).

By a narrow margin, the most frequently identified source of exposure for respondents in both downstate regions is *newspapers* (41-42%). For north/central respondents, the four sources explicitly

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<sup>12</sup> We focus here on the June respondents since this was the seat belt “post-test” survey.

asked about were all actually quite close (newspapers at 41%; television at 37%; friends/relatives at 34%; and radio at 33%). For southern Illinois respondents, basically the same is true but in a slightly different order (newspapers at 42%; radio at 40%; friends/relatives at 33%; and television at 29%).

***Awareness of roadside safety checks.*** The percent who indicated that, “*in the past thirty [60] days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” increased from 28 percent in the April pre-test survey to 47 percent in the June post-test survey.<sup>13</sup>

In June, the highest awareness level is found in north/central Illinois (59%) and the lowest level is found in the City of Chicago (35%). The awareness level is somewhat less than half for both the Chicago suburbs and southern Illinois (nearly 48% in both). From April to June, this awareness level increased a modest 7 percentage points in the City of Chicago but increased nearly 18 percentage points in southern Illinois and about 25 to 26 percentage points in both the Chicago suburbs and north/central Illinois.

*Of those June respondents who indicated being aware of roadside safety checks,* somewhat more statewide respondents reported hearing about them from friends/relatives (38%) than hearing about them through television (34%). Exposure is somewhat lower than this through newspapers (27%) and radio (25%). For each mass media source, those who were exposed through news stories surpassed those exposed through advertisements, with the difference particularly striking for newspapers and television (78% vs. 13% for newspapers; 76% vs. 35% for television; and 60% vs. 40% for radio).

In June, *City of Chicago respondents* identified television (40%) as their primary source of exposure followed by radio (28%), friends/relatives (17%) and then newspapers (9%). Just over one-third of *Chicago suburban respondents* identified friends/relatives (35%) followed closely by television (32%), then newspapers (29%), and finally radio (20%). Just over one-third of *north/central Illinois respondents* identified television (36%) followed closely by newspapers (32%), then radio (29.5%), and finally friends/relatives (22%). In *southern Illinois*, just over half identified friends/relatives (52%) while just over one-third identified newspapers (35%) and about one-quarter each identified television and radio (25% for each).

*Of those who had seen or heard anything about roadside safety checks,* the statewide percent who indicated they had personally seen such checks increased somewhat between April and June (44% to 51%).

[It should be noted that a decline from April to June, in some sense, would not be surprising here because the June post-test results come from a broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. Yet, this is not what we observe.]

For the June survey, this percentage is highest in the City of Chicago (66%) and lowest in the Chicago suburbs (41%). It is somewhat more than half in north/central Illinois (55%) and one-half in southern Illinois (50%).

When the reports of actually seeing a roadside check are based *on all sample members* (and not just those who are aware of such), we find that the percent who have seen a roadside safety check basically doubled from April to June 2004, from 12 percent to 24 percent.

In the June survey, the percent of all respondents who have actually seen a roadside check is almost one-third for north/central Illinois (32%), just under one-quarter for the City of Chicago (23%) and southern Illinois (24%) and just under one-fifth for the Chicago suburbs (19%). These represent increases of: 5 percentage points for the City of Chicago (18% to 23%); 11 to 12 percentage points for southern

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<sup>13</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Illinois (12.5% to 24%) and the Chicago suburbs (7% to 19%); and an increase of 18 percentage points for north/central Illinois (14% to 32%).

When *those who had personally seen a roadside check* were asked whether they have “*personally been through a roadside check in the past thirty days, either as a driver or as a passenger,*” the results for the April and June surveys are not far apart, with more than half indicating they have been through a check (57% for April and 53% for June).

*In terms of total sample members,* this translates into a doubling of the percent who had personally been through a roadside check, from just over 5 percent in April to just over 12 percent in June. By region, this incidence is greatest in the north/central Illinois at about 17 percent and is just over one in ten for the other three regions (10.4% to 11.9%). From April to June, we actually see a small decline in this percentage for the City of Chicago (14.4% to 10.4%) while a small increase is seen for southern Illinois (7.5% to 11.9%) and more sizeable increases are seen both for the Chicago suburbs (3% to 11.9%) and north/central Illinois (5.6% to 17.2%).

***Awareness of messages to encourage people to wear seat belts.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 62 percent in the April pre-test survey to nearly three-quarters (74%) in the June post-test survey.

The June awareness level of these messages really does not differ greatly across the four regions, ranging from a low of 71 percent in the City of Chicago to a high of 77 percent in southern Illinois, with the Chicago suburbs and north/central Illinois at 74 and 75 percent, respectively. From April to June, these awareness levels represent increases of about 10 percentage points in the Chicago metro areas (+8.5 % for the City of Chicago and +10% for the Chicago suburbs) and somewhat greater increases for the two downstate regions (+13% for southern Illinois and +17% for north/central Illinois).

*Of those June respondents who had seen or heard such messages,* far more statewide respondents indicated exposure through television (69%) than radio (35%). And fewer indicated exposure through newspapers (24%) and friends/relatives (21%). However, reported exposure was greatest through billboards / road signs (74%).<sup>14</sup>

For those who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (81% vs. 23% for television; 70% vs. 22% for radio). The reverse was true for those exposed through newspapers (70% for news vs. 32% for advertisements).

In June, *billboards/road signs* and *television* are by far the two most frequently mentioned sources in each of the four regions. Between the two, billboards are more frequently mentioned than television in the City of Chicago (79% vs. 70.5%), the Chicago suburbs (73% vs. 64.5%), and southern Illinois (69% vs. 59%) while television is more frequently mentioned than billboards in north/central Illinois (80% vs. 72%). *Radio* is mentioned third in all four regions (44% in southern Illinois and 34-35% in the other regions). The last two sources, *friends/relatives* and *newspapers*, change fifth and sixth positions across the four regions and have percentages ranging from nearly 20 percent to somewhat more than one-quarter.

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<sup>14</sup> In contrast to earlier surveys, the 2006 survey questionnaire explicitly asked about exposure through billboards / road signs because this source had, by far, been the most frequently-mentioned item to the “other” source question at the end of this series. Not surprisingly, this explicit question increased reports of exposure through billboards/road signs substantially.

*Those who had seen or heard messages encouraging people to wear seat belts* were asked whether "the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual." The statewide percent of these respondents choosing "more than usual" increased about three-fold from April to June (13% to 38%).

In June, about 30 percent of these respondents said they had heard "more" messages in the City of Chicago while about 40 percent said so in each of the other three regions. In terms of April to June changes, the June results represent an increase of 13 percentage points for the City of Chicago and increases of nearly 27 to nearly 34 percentage points for the remaining regions: Chicago suburbs (+27%); north/central Illinois (+30%); and southern Illinois (+33.5%).

**Awareness of other activities that encouraged people to wear seat belts.** The percent who indicated that, "in the past thirty days," they had seen or heard other activities that encouraged people to wear their seat belts borders is under one-tenth in April (8.7%) and even a bit lower for June (6.2%) This percentage in the June survey across the four regions ranges from just over 4 percent in the Chicago suburbs to 11% in the City of Chicago.

## Awareness of selected traffic safety slogans

**The June results and April-to-June 2006 trends.** Respondents were asked about their awareness of fifteen selected traffic safety "slogans," presented in a random order. Two relate to seat belts, with one being the recent campaign slogan of "Click It or Ticket."

We first list the June seat belt "post-test" awareness levels for these slogans in Table Slogans-1. As seen in this table, the 2006 seat belt campaign slogan, "Click It or Ticket," was the slogan with the highest awareness level, with more than nine of ten respondents expressing awareness. The other seat belt slogan, "Buckle Up America," was fifth in awareness, with half of the respondents expressing awareness.

**Table Slogans-1: Awareness Levels in June 2006**

Order	Slogan	June level
1	<b>Click It or Ticket</b>	<b>91%</b>
2	Friends don't let friends drive drunk	82%
3	You drink. You drive. You lose.	70%
4	Drive smart. Drive sober.	60%
5	<b>Buckle Up America</b>	<b>50%</b>
6	Police in Illinois arrest drunk drivers	45%
7	Drive hammered, get nailed.	39%
8	Cells phones save lives. Pull over and report a drunken driver	34%
9	Wanna drink and drive, police in Illinois will show you the bars	24%
10	Children in back	19%
11	Drink and drive? Police in Illinois have your number	19%
12	Step away from your vehicle	12%
13	Checkpoint Strikeforce	10%
14	Smart motorists always respect trucks	10%
15	Operation A-B-C	5%

We next list the slogans in order of April-to-June percentage point change in Table Slogans-2. Here we see that the biggest percentage point change from April to June occurred for “Click It or Ticket” (+7 % pts). Only one other slogan (“Drive smart, driver sober”) had any sizeable percentage point increase during this time span (+6 % pts.). And, it should be remembered that the “Click It or Ticket” slogan started with a much higher April awareness level than nearly every other slogan, thus by definition having a more limited potential for a percentage point increase. When we consider the increase in awareness levels *based on the potential increase*, we find by far the largest increase occurred for the “Click It or Ticket” slogan (47% of potential increase).

**Table Slogans-2: Change in Awareness Levels, April to June 2006**

<i>Slogans</i>	<i>April Pre- test</i>	<i>June Post- test</i>	<i>April- June. Diff.*</i>
<b>Click It or Ticket</b> .....	<b>83.9%</b>	<b>91.2%</b>	<b>+7.3%</b>
Drive smart, drive sober .....	53.6%	59.5%	+5.9%
Drive hammered, get nailed .....	37.1%	38.6%	+1.5%
Wanna drink and drive, police in Illinois will show you the bars * .....	23.1%	23.8%	+0.7%
Checkpoint Strikeforce .....	10.4%	10.5%	+0.1%
Operation A-B-C .....	4.9%	5.0%	+0.1%
<b>Buckle Up America</b> .....	<b>50.1%</b>	<b>50.0%</b>	<b>-0.1%</b>
Drink and drive? Police in Illinois have your number .....	19.5%	18.6%	-0.9%
Smart motorists always respect trucks .....	11.5%	9.7%	-1.8%
Cell phones save lives. Pull over and report a drunk driver .....	36.9%	34.5%	-2.4%
Children in back .....	22.2%	18.9%	-3.3%
Friends don't let friends drive drunk .....	85.7%	82.2%	-3.5%
Police in Illinois arrest drunk drivers* .....	48.8%	45.2%	-3.6%
You drink, you drive, you lose .....	74.2%	69.5%	-4.7%
Step away from your vehicle .....	17.1%	12.0%	-5.1%

\* These are percentage *point* increases/decreases.

\*\*In earlier surveys, these were presented as one slogan.

*June regional results and April-to-June changes for the “Click It or Ticket” slogan.* Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness level ranges from a low 86 percent in southern Illinois to a high of 94 percent in north/central Illinois, with awareness in the Chicago metro areas at 90 percent. There is an increase of more than 10 percentage points from April to June for north/central Illinois (82% to 94%, +12%) and of nearly 10 percentage points for the City of Chicago (81% to 90%, +9%). A smaller increase occurred for the Chicago suburbs (86% to 90%, +4%). A slight decrease actually is found for southern Illinois (87% to 86%, -2%).

**The 2002 through 2006 trends.** Because there were media/enforcement campaigns going back to calendar year 2002 for which we have pre-test and post-test information, it is worth presenting the full cross-sectional trend results. These are presented in Table Slogans-3.<sup>15</sup>

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

It had again declined to 67 percent in the May 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 May 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 this year (2006), awareness had again declined somewhat from the previous Fall (to 84%). After the Memorial Day Weekend 2006 campaign, it then increased again to 91 percent in June.

Thus, for the past three years, we see a similar pattern for the “Click It or Ticket” slogan: awareness drops from the high 80-percent level (87-88%) in the Fall/Winter to the low-to-mid 80 percent level in the Spring just prior to the Memorial Day campaign (81-84%) -- and then increases to about 90 percent soon after this campaign (90-91%).

It is interesting to note that, for the other seat belt-related slogan -- “*Buckle Up America,*” a slogan not the focus of the Illinois campaigns in the past couple years -- we find much more stability in awareness across this same time period. In fact, a look at the results for the entire time span generally shows a decline from about six in ten respondents in early-to-mid 2002 to percentages surrounding 50 percent since then (a range of 45% to 55%, with the exception of the 64 percent awareness level achieved in the July 2004 survey).

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<sup>15</sup> In the following, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006, the results are also weighted by age category.

**Table: Slogans - 3**  
**Awareness of Selected Traffic Safety Slogans,**  
**April 2002 through June 2006**

Slogan	April 2002 Pre-test	June 2002 Post-test	Nov 2002 Pre-test	Dec 2002 Post-test	May 2003 Pre-test	June 2003 Post-test	July 2003	January 2004	May 2004 Pre-Test	July 2004 Post-test	Sept 2004	April 2005 Pre-Test	June 2005 Post-test	Sept 2005	April 2006 Pre-Test	June 2006 Post-test
<i>Click It or Ticket</i>	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%
<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>
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%	37%	39%
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%
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%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%
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%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%	17%	12%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%	12%	10%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%	12%	8%	10%	10%	10%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%	5%	5%

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

## **RURAL TELEPHONE SURVEY**

# The Illinois “Rural” Spring / Summer 2006 Seat Belt Media and Enforcement Campaign Surveys

*Conducted for*



**Division of Traffic Safety**

*Conducted by*



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

## Summary Report

Field Interviewing: April / May / June, 2006  
Report: August, 2006

*Written by*

Richard Schuldt, Director, UIS/SRO

*With assistance from*

Mark Winland, Interviewing Lab Manager

## Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct three telephone surveys of “rural Illinois” from May through June, 2006. The first survey was conducted in April prior to a seat belt enforcement / media campaign that occurred in rural Illinois during the month of May. The second survey was conducted in mid-May, immediately after the campaign. The third survey was conducted in June after the Memorial Day weekend – and after a statewide seatbelt enforcement / media campaign.

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

## Methodology

The sampling methodology consisted of treating all included “rural” Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. The April and June rural surveys were actually supplements to full statewide surveys using the same survey instrument, but the May survey was fielded without a statewide component. In essence, then, the methodology is that of three separate cross-sectional surveys of households in the included “rural” area counties.

Actual field interviewing for the April survey was conducted from April 11 – May 3<sup>16</sup>, 2006 with about 240 licensed drivers (n = 236-242). Field interviewing for the May survey was conducted from May 8 – May 17, 2006, again with about 240 licensed drivers (n = 236-242). And, field interviewing for the June survey was conducted from June 5 to July 3, 2006 with about 250 licensed drivers (n = 242-256).  
17

At the 95<sup>th</sup> percent confidence level, the sampling errors for the three surveys are: the April and May rural surveys (+/- 6.4%); and the June rural survey (+/- 6.3%).<sup>18</sup> The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was about 11 minutes for the April and May surveys and 15 minutes for the June survey.

## Comments on Results

In the following, we summarize the results for seat belt-related questions and focus on describing the changes that occurred across the three surveys. For all three surveys, the rural area results have been weighted to arrive at a proper distribution by gender and by age. No other weighting has been applied.<sup>19</sup> Percentage results have sometimes been rounded to integers, and percentage changes (i.e., +/- % with

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<sup>16</sup> Ninety-five percent (95%) of the interviews were completed through April 30, 2006. Completing the requisite number of interview attempts resulted in 13 additional completions during May 1 through 3.

<sup>17</sup> There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

<sup>18</sup> The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

<sup>19</sup> Despite the fact that the interviewer asks to speak to the youngest licensed driver three-quarters of the time, it appears the surveys still under-represents the youngest drivers. This has been corrected for in these results, but there is a good-to-great deal of consistency in the distributions across all three surveys (with the largest differences noted below). Thus, trends/changes between any two surveys or across the three surveys generally cannot be attributable to changes in these characteristics.

parentheses) refer to percentage point changes unless specifically noted.<sup>20</sup> The recall time frame in the questions in each of the three surveys is the same – that of 30 days.<sup>21</sup>

The full results are presented in the accompanying **IDOT 2006 Rural Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in each of the three surveys, subgroup results (such as by gender or age group) are not presented.

***Demographic characteristics of the May and July samples.*** Before reporting the seat belt-related results, it is worth noting that the April, May and June 2006 rural respondent samples are quite to very similar with regard to most demographic characteristics. A few of the largest differences are identified below. Comparisons on other demographic characteristics are found in the accompanying tables.

- The May sample has fewer respondents in their 60s, compared to both the April and June surveys. This is the case for weighted results as well as unweighted results.<sup>22</sup> For instance, in the unweighted results, about one in ten in the May sample is in their 60s compared to nearly twice this proportion in the April and June samples (11.5% vs. 20.5% and 18.8%). However, the difference is not quite so great for the weighted results (9.8% vs. 16.5% and 13.7%). For weighted results, the May sample also has somewhat more respondents in their 70s than do the April and June samples (18.5% vs. 13.1% and 12.8%).
- Consistent with the above, the May sample has a higher proportion who are retired (27% vs. about 21% in the other two samples) and has a smaller proportion who have full-time employment (39% vs. 47 to 51% for the other two samples).
- The April sample has somewhat fewer respondents who have children (31% vs. 36 to 37% in the other two samples).
- The May sample has fewer respondents who have education consisting of at least a four-year college degree (26% vs. 31% for June and 35% for April).
- The April sample has a somewhat larger proportion of respondents in the highest income category of more than \$100,000 (16% vs. 11 to 12%).
- The June sample contains respondents who drive somewhat more miles per year than do the April and May samples. For instance, about one in four or five of the April and May samples drive fewer than 5,000 miles per year compared to about one in ten for the June sample (20% and 23% vs. 12%).

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<sup>20</sup> When the decimal is .5, we round to the even integer.

<sup>21</sup> This is noted because two years ago, there was a July survey which contained a time frame of 60 days, to include both Memorial Day and July 4<sup>th</sup> weekends.

<sup>22</sup> This is the case because weighting by age was conducted using three age groups: up to 29; 30s and 40s; and 50 and over. Because of this, the weighted results for the age distribution using these three categories is extremely similar across the three surveys

## SUMMARY OF RESULTS

### Reports of seat belt usage

**When driving, how often do you wear your seat belt?** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” is basically the same across all three surveys, at about 86 to 87 percent.<sup>23</sup>

**When was the last time you did not wear your seat belt when driving?** The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) is also basically stable across the three surveys, at 65 to 66 percent. At the same time, the proportion who reported not wearing a seat belt “within the last day” shows a small but consistent increase across the three surveys (6.7% to 8.3% to 12.2%) while the proportion who reported “within the past week” shows a small but consistent decline (12.4% to 8.7% to 7.3%). The proportion who reported “within the past month” is quite stable (at 6 to 7%), and the proportion who reported “within the past year” is small but nearly doubles across the three surveys (3.9% to 5.3% to 7.9%).

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason given in each of the three surveys was that the respondent was driving a short distance (about 60% in April; over 50% in May; and 46% in June). The next most frequent reason across the three surveys is that the respondent “forgot” (18%; 11%; and 16%). Another frequent reason is that the seat belts are uncomfortable/not convenient (10%; 16%, and 5%<sup>24</sup>).

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** The percent who said their use of seat belts had increased in the past thirty days almost doubles from about 5 percent in both April and May to nearly one in ten (9.5%) in June (5.5%, and 5.3% to 7.5%).

**Have you ever received a ticket for not wearing a seat belt?** The percent who indicated having ever received a ticket for not wearing a seat belt ranges from a low of almost 9 percent in April to a high of over 13 percent in May (8.7% and 13.6%, respectively). In June, just over one in ten (11.1%) reported receiving one.

**When riding in a car as passenger, how often do you wear your seat belt?** The percent who said they use their passenger seat belts “all of the time” is basically stable across the three surveys, at 77 to 79 percent.

### Awareness of and attitudes toward seat belt laws

**As far as you know, does Illinois have a law requiring adults to use seat belts?** Nearly every respondent in all three surveys indicated being aware that Illinois has a law requiring adults to wear seat belts, but the June proportion is actually slightly lower than either the April or May proportion (98.5%, 97.7%, and 95.0%).

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<sup>23</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.

<sup>24</sup> Included in the 5% for the June survey are the 2% who indicated medical condition.

**Primary enforcement: awareness and opinions.** *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* Over eight of ten respondents (82 to 84%) in all three surveys indicated that police can stop a vehicle just for a seat belt violation.

*In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?* In April and May, almost two-thirds of the respondents (65 to 66%) in these rural Illinois counties expressed the belief that police should be allowed to stop a vehicle for seat belt violations without another traffic law violation. In June, this proportion was just over 60 percent (60.8%).

**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?** Over nine in ten respondents in all three surveys (91 to 93%) believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats.

## **Attitudes about wearing seat belts**

**Agree / disagree with selected statements about seat belts.** Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

*Agree/disagree: Seat belts are just as likely to harm you as help you.* The percent who disagree (to any extent) with this statement decreased from the April survey to the May and June surveys (74% to 64%) – while the proportion who agreed (to any extent) increased from 23 percent in the April survey to about 30 percent in the May and June surveys (32% and 29%, respectively).

*Agree/disagree: If you were in an accident, you would want to have your seat belt on.* The proportion who “strongly agree” with this statement decreased from almost nine in ten in the April and May surveys (88.8% and 88.1%) to just over eight in ten in the June survey (81.3%). Meanwhile, the percent who “somewhat agree” increased consistently across the three surveys (4.7% to 8.6% to 11.9%).

*Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.* While the proportion who disagree (to any extent) with this statement is basically stable across the three surveys (87.9%, 87.8% and 86.4%, respectively), the proportion who “strongly disagree” shows a small decline from the April and May surveys to the June survey, dropping from just over 75 percent to about 70 percent.

## Perceptions of and attitudes toward seat belt law enforcement

**Perceptions of seat belt law enforcement.** Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

***The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?*** The percent who indicated that getting a ticket would be "very likely" increased substantially across the three surveys, going from just over one-third in April (35.0%) to the mid-40s in May (45.4%) to over one-half in June (53.3%) – for a total increase of 18 percentage points.

***Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.*** The percent who disagreed (to any extent) with this statement shows a small increase from about 45 to 46 percent in the April and May surveys to nearly 52 percent in the June survey – with most of this change occurring among those who "strongly disagree" (28.7% and 29.3% to 36.9%). The percent who agreed (to any extent) is actually quite stable (26.9%, 23.2%, and 25.9%, respectively) while the percent who did not know (or did not answer) dropped from 28 to 30 percent in April and May to 22 percent in June.

***Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.*** The percent who agreed (to any extent) with this statement shows consistent increases across the three surveys – from just over 40 percent (41.5%) in April to 47 percent in May to nearly 60 percent in June (59.6%). The percent who "strongly agree" jumps from about one in four or five for April and May (24.9% and 21.4%) to 40 percent in June. Declines are found both for those who disagreed (16.4% to 12.8% to 7.2%) and for those who did not know/did not respond (42.1% and 39.9% in April and May to 33.2% in June).

**Attitudes about the importance of seat belt enforcement.** Two questions in the interview solicited respondents' attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

***Agree/disagree: It is important for police to enforce the seat belt laws.*** The percent who "strongly agree" that this is important decreases somewhat from about two-thirds in April and May (65.3% and 67.8%) to just under 60 percent in June (59.3%). The percent who agree (to any extent) also shows a small decline, from about 86 to 88 percent in April and May to just under 83 percent in June.

***Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?*** For this question, which came near the end of the set of interview questions that related to seat belts, the percent who responded "very important" is quite stable across the three surveys, at about 60 percent (62.1%, 61.7%, and 58.9%). The percent who indicated that this is either "very" or "fairly" important is also quite stable (76.0%, 79.5%, and 78.2%).

## Exposure to seat belt awareness and enforcement activities in past thirty [sixty] days

***Awareness of special police efforts to ticket for seat belt violations.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” shows an increase of about 8 percentage points from April to May and then an even larger increase of 24 percentage points from May to June (23.5% to 31.4% to 55.4%). Thus, the April-to-June incidence of awareness of special police efforts here more than doubled.

*Of those June respondents who indicated having seen or heard of these special efforts,* more respondents reported being exposed to them through television (49%) than through the others. This was followed by reported exposure levels through newspapers (37%) and then radio (31%) and friends/relatives (26%).<sup>25</sup>

Those exposed through television were more likely to be exposed through advertisements than through news stories (64% vs. 44%), and this is even more the case for radio (71% vs. 24%). The reverse is true for newspapers (21% for advertisements vs. 81% for news stories).

***Awareness of roadside safety checks.*** The percent who indicated that, “*in the past thirty [60] days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” shows a small increase from April to May (28.6% to 33.5%) and then a substantial increase to well more than half in June (to 56.9%).<sup>26</sup>

*Of those June respondents who indicated being aware of roadside safety checks,* the highest source levels are reported for friends/relatives (37%) and newspapers (33%) followed by television (28%) and then radio (21%).

For both television and newspapers, those who were exposed through news stories far surpassed those exposed through advertisements (80% vs. 13% for newspapers; and 66% vs. 17% for television). For radio, the balance is closer (54% for news stories vs. 43% for advertisements).

*Of those who had seen or heard anything about roadside safety checks,* the percent who indicated they had personally seen such checks increased from about 30 percent in April and May (32.6% and 30.4%) to about 40 percent in June.

[It should be noted that a decline, in some sense, would not be surprising here because the June post-test results come from a broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. Yet, this is not what we observe.]

When the reports of actually seeing a roadside check are based on all sample members (and not just those who are aware of such), we find that the percent who have seen a roadside safety check more than doubled from April and May to June, going from about one in ten (9.3% and 10.2%) to 23 percent.

When *those who had personally seen a roadside check* were asked whether they have “*personally been through a roadside check in the past thirty days, either as a driver or as a passenger,*” the results across the three surveys show consecutive increases – from four in ten in April, to more than half in May, to more than six in ten in June (40.9% to 53.9% to 63.5%). *In terms of total sample members,* this translates into nearly 4 percent for April, 5.5 percent for May, and nearly 15 percent for September (3.8% to 5.5% to 14.6%).

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<sup>25</sup> We focus here on the June respondents since this was the seat belt final “post-test” survey for “rural” Illinois.

<sup>26</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

***Awareness of messages to encourage people to wear seat belts.*** The percent who indicated that, “in the past thirty [sixty] days,” they had “seen or heard any messages that encourage people to wear their seat belts” increased from just over one-third in April (68.9%) to almost eight in ten for both May and June (78.7% and 79.4%).

*Of those June respondents who had seen or heard such messages*, far more statewide respondents indicated exposure through television (68%) than radio (40%). And fewer indicated exposure through newspapers (27%) and friends/relatives (22%). The highest exposure levels are found for billboards or road signs (75%).<sup>27</sup>

For those who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (85% vs. 19% for television; 83% vs. 21% for radio). The reverse was true for those exposed through newspapers (60% for news vs. 43% for advertisements).

*Those who had seen or heard messages encouraging people to wear seat belts* were asked whether “the number of messages that [they] have seen or heard in the past thirty [sixty] days is more than usual, fewer than usual, or about the same as usual.” The percent of these respondents choosing “more than usual” basically doubled from April and May (17.3% and 21.6%) to June (38.2%).

***Awareness of other activities that encouraged people to wear seat belts.*** The percent who indicated that, “in the past thirty [sixty] days,” they had seen or heard other activities that encouraged people to wear their seat belts is just over one in ten for both April and June and slightly lower for May (7.5%).

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<sup>27</sup> For the first time, exposure through billboards/road signs was explicitly asked as another closed-ended question in this series rather than being coded through answers to the “other” source responses. This was done because billboards/road signs was consistently and by far the most frequently-mentioned “other” source here. It should be noted that this substantially increased the reported proportion who indicated such exposure.

## Awareness of selected traffic safety slogans

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

**The June results.** The June seat belt “post-test” awareness levels are presented in Table Slogans-1. As seen in this table, the “Click It or Ticket” slogan has the highest awareness level, with well more than nine out of ten aware of the slogan, and surpasses the second-place slogan, “Friends don’t let friends drive drunk,” by 9 percentage points. The other seat belt slogan, “Buckle Up America,” has an awareness level of well more than 50 percent and takes sixth place in awareness, just slightly behind the fifth-place slogan.

**Table: Slogans - 1**  
**June Awareness Level of Slogans**

Order	Slogan	June level
1	<b>Click It or Ticket</b> .....	<b>95%</b>
2	Friends don’t let friends drive drunk .....	86%
3	You drink. You drive. You lose. ....	79%
4	Drive smart. Drive sober. ....	68%
5	Police in Illinois arrest drunk drivers .....	57%
6	<b>Buckle Up America</b> .....	<b>55%</b>
7	Drive hammered, get nailed. ....	49%
8	Wanna drink and drive? Police in Illinois will show you the bars .....	41%
9	Cells phones save lives. Pull over and report a drunk driver ....	36%
10	Drink and drive? Police in Illinois have your number .....	29%
11	Children in back .....	15%
12	Step away from your vehicle .....	11%
13	Checkpoint Strikeforce .....	12%
14	Smart motorists always respect trucks .....	9%
15	Operation A-B-C .....	5%

**April-to-June trends.** Tables Slogans-2 lists the slogans in order of April-to-June percentage point change. (The results for each survey month as well as the April to May changes are also presented.) Here we see that the biggest absolute percentage point change from April to June occurred for “Buckle Up America,” with an increase of 11 percentage points. This was followed by the slogan, “Click It or Ticket,” with an increase of 6 percentage points (5.5 points), which was slightly ahead of “Wanna drink and drive? Police in Illinois will show you the bars.”

Further, it should be noted that the “Click It or Ticket” slogan had the highest exposure level in April, slightly ahead of “Friends don’t let friends drive drunk” (89.6% vs. 87.1%). Thus, the “Click It or Ticket” slogan had less potential for increasing its awareness level than every other slogan. When we consider the increase in awareness levels *based on the potential increase*, we find that the awareness level for “Click It or Ticket” increased by 53 percent of its potential increase, by far the highest such increase.

**Table: Slogans - 2**  
**Awareness of Selected Traffic Safety Slogans:**  
**April / May / June, 2006**

Slogans **	April Pre- test	May “Mid”- test	June Post- test	<i>April to May diff.*</i>	<i>April to June diff.*</i>
<b>Buckle Up America .....</b>	<b>43%</b>	<b>45%</b>	<b>55%</b>	<b>+2%</b>	<b>+11%</b>
<b>Click It or Ticket .....</b>	<b>90%</b>	<b>92%</b>	<b>95%</b>	<b>+2%</b>	<b>+6%</b>
Wanna drink and drive, police in Illinois will show you the bars .....	36%	38%	41%	+2%	+5%
Drive hammered, get nailed .....	45%	52%	49%	+8%	+4%
Checkpoint Strikeforce .....	8%	10%	12%	+1%	+3%
Operation A-B-C .....	3%	4%	5%	+1%	+2%
Drive smart, drive sober .....	68%	68%	68%	+1%	+0%
Drink and drive? Police in Illinois have your number .....	29%	24%	29%	-5%	+0%
Smart motorists always respect trucks .....	9%	10%	9%	+2%	-0%
Police in Illinois arrest drunk drivers .....	58%	60%	57%	+3%	-1%
Friends don’t let friends drive drunk .....	87%	90%	86%	+3%	-1%
Children in back .....	16%	13%	15%	-3%	-1%
You drink and drive. You lose .....	82%	84%	79%	+1%	-4%
Cell phones save lives. Pull over and report a drunk driver .....	40%	40%	36%	-1%	-5%
Step away from your vehicle .....	16%	12%	11%	-4%	-5%

\*Differences are based on actual differences, not the rounded integer results presented. These are percentage *point* increases/decreases. Percentages and percentage point increases/decreases with a 0.5 decimal are rounded to the even number.

\*\* The slogans are ordered by the percentage point change from April to June.



## **APPENDICES**



**Appendix A: Statewide Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
<b>Agency/Organization</b>	<b>Number of Patrol Hours</b>	<b>Total Citations</b>	<b>Citation Written Every X Minutes</b>	<b>Cost per Citation</b>	<b>Cost per Patrol Hour</b>	<b>Total Cost</b>
Addison Police Department	188.00	411.00	27.45	\$8.86	\$19.36	\$3,639.82
Algonquin Police Department	118.00	213.00	33.24	\$22.97	\$41.47	\$4,893.27
Alorton Police Department	73.00	268.00	16.34	\$4.11	\$15.10	\$1,102.59
Alton Police Department	30.00	93.00	19.35	\$10.76	\$33.37	\$1,001.01
Arlington Heights Police Department	118.00	138.00	51.30	\$107.16	\$125.33	\$14,788.63
Barrington Hills Police Department	35.00	220.00	9.55	\$4.50	\$28.27	\$989.44
Bartonville Police Department	163.00	269.00	36.36	\$15.63	\$25.79	\$4,203.34
Batavia Police Department	60.00	31.00	116.13	\$92.40	\$47.74	\$2,864.30
Belvidere Police Department	609.50	924.00	39.58	\$23.90	\$36.24	\$22,086.98
Bensenville Police Department	26.00	140.00	11.14	\$11.40	\$61.36	\$1,595.42
Bloomington Police Department	90.00	176.00	30.68	\$22.87	\$44.72	\$4,024.75
Boone County Sheriff's Office	36.00	87.00	24.83	\$13.24	\$32.00	\$1,152.00
Broadview Police Department	61.50	166.00	22.23	\$17.49	\$47.21	\$2,903.55
Brookfield Police Department	60.00	186.00	19.35	\$15.15	\$46.95	\$2,817.04
Burnham Police Department	164.00	390.00	25.23	\$14.02	\$33.33	\$5,466.54
Carol Stream Police Department	244.00	614.00	23.84	\$21.76	\$54.75	\$13,358.37
Carpentersville Police Department	60.00	77.00	46.75	\$37.21	\$47.75	\$2,865.18
Centreville Police Department	140.00	257.00	32.68	\$12.26	\$22.50	\$3,150.00
Chester Police Department	12.00	28.00	25.71	\$12.63	\$29.48	\$353.76
Chicago Heights	154.75	283.00	32.81	\$21.38	\$39.10	\$6,051.15
Christopher Police Department	225.00	77.00	175.32	\$50.48	\$17.27	\$3,886.85

1	2	3	4	5	6	7
<b>Agency/Organization</b>	<b>Number of Patrol Hours</b>	<b>Total Citations</b>	<b>Citation Written Every X Minutes</b>	<b>Cost per Citation</b>	<b>Cost per Patrol Hour</b>	<b>Total Cost</b>
Clarendon Hills Police Department	100.00	242.00	24.79	\$20.07	\$48.56	\$4,855.80
Clinton Police Department	60.50	50.00	72.60	\$34.99	\$28.92	\$1,749.50
Coal City Police Department	100.00	107.00	56.07	\$34.16	\$36.55	\$3,655.00
Cook County Sheriff's Office	467.50	875.00	32.06	\$22.02	\$41.21	\$19,265.54
Countryside Police Department	24.00	41.00	35.12	\$26.38	\$45.07	\$1,081.70
Crystal Lake Police Department	98.75	222.00	26.69	\$17.06	\$38.36	\$3,788.04
Danville Police Department	164.00	314.00	31.34	\$19.34	\$37.03	\$6,073.36
Deerfield Police Department	48.00	285.00	10.11	\$3.96	\$23.51	\$1,128.30
East Hazel Crest Police Department	42.00	232.00	10.86	\$11.10	\$61.34	\$2,576.32
Edgar County Sheriff's Office	71.00	102.00	41.76	\$14.60	\$20.97	\$1,488.87
Elizabeth Police Department	20.00	47.00	25.53	\$7.46	\$17.54	\$350.70
Evanston Police Department	20.00	205.00	5.85	\$6.77	\$69.41	\$1,388.22
Fairview Heights Police Department	88.00	206.00	25.63	\$15.28	\$35.78	\$3,148.56
Farmington Police Department	200.00	58.00	206.90	\$63.45	\$18.40	\$3,680.35
Ford County Sheriff's Office	112.00	72.00	93.33	\$10.87	\$6.99	\$782.76
Fox Lake Police Department	318.00	419.00	45.54	\$31.03	\$40.88	\$13,000.14
Frankfort Police Department	240.00	76.00	189.47	\$24.55	\$7.77	\$1,865.43
Franklin Park Police Department	4.00	28.00	8.57	\$36.41	\$254.88	\$1,019.52
Freeport Police Department	60.00	93.00	38.71	\$19.84	\$30.76	\$1,845.37
Fulton County Sheriff's Office	45.00	57.00	47.37	\$24.18	\$30.63	\$1,378.52
Galena Police Department	32.00	65.00	29.54	\$13.52	\$27.46	\$878.74
Galesburg Police Department	12.00	27.00	26.67	\$14.16	\$31.85	\$382.22

1	2	3	4	5	6	7
Agency/Organization	Number of Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost per Citation	Cost per Patrol Hour	Total Cost
Grandview Police Department	5.00	12.00	25.00	\$8.13	\$19.50	\$97.50
Grayslake Police Department	59.00	296.00	11.96	\$8.20	\$41.14	\$2,427.10
Greenup Police Department	32.00	21.00	91.43	\$33.69	\$22.11	\$707.52
Gurnee Police Department	60.00	97.00	37.11	\$27.77	\$44.90	\$2,693.78
Hanover Park Police Department	16.00	18.00	53.33	\$36.07	\$40.58	\$649.20
Hickory Hills Police Department	36.75	372.00	5.93	\$4.18	\$42.30	\$1,554.41
Highland Police Department	60.00	60.00	60.00	\$69.08	\$69.08	\$4,144.95
Hinckley Police Department	179.00	153.00	70.20	\$26.86	\$22.96	\$4,110.23
Hometown Police Department	180.00	409.00	26.41	\$6.40	\$14.54	\$2,617.95
Homewood Police Department	34.00	242.00	8.43	\$14.41	\$102.56	\$3,487.10
Illiopolis Police Department	45.00	39.00	69.23	\$23.65	\$20.50	\$922.50
Jerome Police Department	37.00	201.00	11.04	\$5.51	\$29.96	\$1,108.41
Jo Daviess County Sheriff's Office	116.00	88.00	79.09	\$33.58	\$25.48	\$2,955.30
Johnsburg Police Department	59.00	74.00	47.84	\$23.95	\$30.04	\$1,772.58
Joliet Police Department	224.00	903.00	14.88	\$19.32	\$77.88	\$17,444.69
Kane County Sheriff's Office	56.00	125.00	26.88	\$21.05	\$47.00	\$2,631.84
Kankakee County Sheriff's Office	84.00	105.00	48.00	\$29.29	\$36.61	\$3,075.36
Kewanee Police Department	8.00	29.00	16.55	\$7.89	\$28.59	\$228.72
Kirkland Police Department	74.00	64.00	69.38	\$30.70	\$26.55	\$1,964.52
Lake Zurich Police Department	91.00	275.00	19.85	\$28.99	\$87.60	\$7,971.56
Lansing Police Department	138.00	105.00	78.86	\$46.70	\$35.53	\$4,903.59
Lawrenceville Police Department	100.00	217.00	27.65	\$13.39	\$29.05	\$2,904.75

1	2	3	4	5	6	7
Agency/Organization	Number of Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost per Citation	Cost per Patrol Hour	Total Cost
Leland Grove Police Department	94.00	190.00	29.68	\$12.13	\$24.51	\$2,304.07
Lisle Police Department	150.00	347.00	25.94	\$18.04	\$41.74	\$6,260.49
Litchfield Police Department	15.00	54.00	16.67	\$7.59	\$27.31	\$409.65
Macon County Sheriff's Office	55.00	61.00	54.10	\$31.56	\$35.00	\$1,925.00
Madison County Sheriff's Office	82.00	68.00	72.35	\$48.31	\$40.06	\$3,285.23
Madison Police Department	30.00	72.00	25.00	\$55.51	\$133.23	\$3,996.77
Marseilles Police Department	120.00	72.00	100.00	\$57.82	\$34.69	\$4,162.80
McHenry County Sheriff's Office	138.50	343.00	24.23	\$15.84	\$39.22	\$5,431.67
McLean County Sheriff's Office	56.00	89.00	37.75	\$28.79	\$45.76	\$2,562.56
Meredosia Police Department	60.00	76.00	47.37	\$16.08	\$20.37	\$1,222.20
Metropolis Police Department	30.00	41.00	43.90	\$20.98	\$28.67	\$860.05
Milan Police Department	24.00	3.00	480.00	\$282.61	\$35.33	\$847.84
Minooka Police Department	160.00	231.00	41.56	\$22.42	\$32.37	\$5,179.30
Morgan County Sheriff's Office	155.00	176.00	52.84	\$40.32	\$45.78	\$7,096.30
Morris Police Department	140.00	144.00	58.33	\$34.72	\$35.71	\$5,000.05
Morton Police Department	34.00	75.00	27.20	\$15.96	\$35.20	\$1,196.86
Mount Prospect Police Department	160.00	1,428.00	6.72	\$4.96	\$44.28	\$7,084.84
Mundelein Police Department	36.00	573.00	3.77	\$2.54	\$40.50	\$1,458.04
New Lenox Police Department	57.00	173.00	19.77	\$13.31	\$40.39	\$2,301.99
Niles Police Department	134.00	392.00	20.51	\$3.58	\$10.47	\$1,402.41
North Utica Police Department	30.00	72.00	25.00	\$16.67	\$40.00	\$1,200.00
Northbrook Police Department	225.00	392.00	34.44	\$35.82	\$62.41	\$14,041.13

1	2	3	4	5	6	7
Agency/Organization	Number of Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost per Citation	Cost per Patrol Hour	Total Cost
Northfield Police Department	33.00	111.00	17.84	\$16.35	\$55.00	\$1,815.00
Oak Brook Police Department	24.00	46.00	31.30	\$114.65	\$219.74	\$5,273.84
Oak Park Police Department	90.00	172.00	31.40	\$23.05	\$44.06	\$3,965.08
Olympia Fields Police Department	84.00	147.00	34.29	\$22.26	\$38.95	\$3,272.01
Ottawa Police Department	32.00	55.00	34.91	\$19.04	\$32.72	\$1,047.06
Palatine Police Department	236.00	269.00	52.64	\$53.87	\$61.40	\$14,490.86
Palos Heights Police Department	351.50	728.00	28.97	\$24.88	\$51.53	\$18,112.85
Palos Park Police Department	80.00	50.00	96.00	\$10.74	\$6.71	\$537.10
Park City Police Department	20.00	33.00	36.36	\$16.81	\$27.73	\$554.58
Park Forest Police Department	101.00	256.00	23.67	\$15.42	\$39.09	\$3,948.31
Peoria Heights Police Department	98.00	121.00	48.60	\$23.69	\$29.24	\$2,865.93
Peoria Police Department	84.00	191.00	26.39	\$27.30	\$62.07	\$5,213.48
Plainfield Police Department	50.00	312.00	9.62	\$5.57	\$34.74	\$1,737.22
Putnam County Sheriff's Office	90.00	49.00	110.20	\$43.47	\$23.67	\$2,130.02
Quincy Police Department	40.00	92.00	26.09	\$16.80	\$38.63	\$1,545.35
Richland County Sheriff's Office	205.00	201.00	61.19	\$25.02	\$24.53	\$5,029.55
Richmond Police Department	100.00	345.00	17.39	\$8.70	\$30.00	\$3,000.00
River Forest Police Department	48.00	157.00	18.34	\$12.65	\$41.39	\$1,986.72
Rock Falls Police Department	93.00	140.00	39.86	\$18.10	\$27.24	\$2,533.62
Rock Island Police Department	25.00	40.00	37.50	\$156.97	\$251.15	\$6,278.73
Round Lake Heights Police Department	30.00	114.00	15.79	\$7.11	\$27.00	\$810.00
Rushville Police Department	20.00	11.00	109.09	\$24.55	\$13.50	\$270.00

1	2	3	4	5	6	7
<b>Agency/Organization</b>	<b>Number of Patrol Hours</b>	<b>Total Citations</b>	<b>Citation Written Every X Minutes</b>	<b>Cost per Citation</b>	<b>Cost per Patrol Hour</b>	<b>Total Cost</b>
Schaumburg Police Department	124.75	158.00	47.37	\$92.31	\$116.92	\$14,585.63
Sesser Police Department	77.00	103.00	44.85	\$11.00	\$14.71	\$1,132.95
Silvis Police Department	68.00	43.00	94.88	\$58.07	\$36.72	\$2,497.22
Smithton Police Department	100.00	166.00	36.14	\$15.17	\$25.18	\$2,518.00
South Beloit Police Department	40.00	65.00	36.92	\$17.31	\$28.13	\$1,125.20
South Elgin Police Department	76.00	53.00	86.04	\$47.46	\$33.10	\$2,515.22
South Jacksonville Police Department	42.00	85.00	29.65	\$10.66	\$21.58	\$906.34
St. Charles Police Department	148.00	483.00	18.39	\$19.70	\$64.30	\$9,516.24
Steeleville Police Department	75.00	63.00	71.43	\$30.32	\$25.47	\$1,910.25
Sterling Police Department	37.00	83.00	26.75	\$12.68	\$28.44	\$1,052.11
Stickney Police Department	116.00	221.00	31.49	\$24.09	\$45.90	\$5,324.16
Stone Park Police Department	65.00	145.00	26.90	\$9.94	\$22.17	\$1,441.20
Streamwood Police Department	30.00	56.00	32.14	\$26.07	\$48.67	\$1,460.05
Tilden Police Department	50.00	42.00	71.43	\$26.79	\$22.50	\$1,125.00
Tinley Park Police Department	100.25	132.00	45.57	\$37.39	\$49.23	\$4,935.31
Tonica Police Department	50.00	26.00	115.38	\$47.60	\$24.75	\$1,237.50
Troy Police Department	80.00	347.00	13.83	\$7.81	\$33.88	\$2,710.16
Vernon Hills Police Department	67.00	275.00	14.62	\$7.34	\$30.14	\$2,019.24
Vienna Police Department	84.00	91.00	55.38	\$17.65	\$19.12	\$1,606.08
Villa Park Police Department	118.50	299.00	23.78	\$26.79	\$67.59	\$8,009.62
Washington County Sheriff's Office	30.00	10.00	180.00	\$74.16	\$24.72	\$741.56
Wauconda Police Department	22.00	55.00	24.00	\$16.86	\$42.14	\$927.16

1	2	3	4	5	6	7
<b>Agency/Organization</b>	<b>Number of Patrol Hours</b>	<b>Total Citations</b>	<b>Citation Written Every X Minutes</b>	<b>Cost per Citation</b>	<b>Cost per Patrol Hour</b>	<b>Total Cost</b>
West Chicago Police Department	60.00	243.00	14.81	\$5.94	\$24.04	\$1,442.52
West Dundee Police Department	38.50	115.00	20.09	\$14.09	\$42.08	\$1,620.00
Wheaton Police Department	192.00	561.00	20.53	\$32.53	\$95.04	\$18,248.30
Whiteside County Sheriff's Office	48.00	19.00	151.58	\$77.44	\$30.66	\$1,471.44
Williamson County Sheriff's Office	90.00	38.00	142.11	\$39.59	\$16.71	\$1,504.32
Winthrop Harbor Police Department	41.00	212.00	11.60	\$6.34	\$32.78	\$1,343.78
Wood Dale Police Department	6.00	21.00	17.14	\$12.72	\$44.52	\$267.12
Woodstock Police Department	180.00	596.00	18.12	\$12.39	\$41.03	\$7,385.93
<b>Total (Local Agencies Only):</b>	<b>12,864.25</b>	<b>26,294.00</b>	<b>29.35</b>	<b>\$19.67</b>	<b>\$40.20</b>	<b>\$517,176.68</b>
Illinois State Police	5,211.00	11,520.00	27.14	\$22.62	\$50.00	\$260,550.00
<b>GRAND TOTAL:</b>	<b>18,075.25</b>	<b>37,814.00</b>	<b>28.68</b>	<b>\$20.57</b>	<b>\$43.03</b>	<b>\$777,726.68</b>

- Column 1: Participating law enforcement agency
- Column 2: Number of patrol hours conducted during CIOT enforcement
- Column 3: Total number of citation written by law enforcement agency during statewide CIOT enforcement
- Column 4: Number of minutes it took to write a citation =  $60 / \text{Number of citations per hour}$
- Column 5: Cost per citation =  $\text{Total Cost} / \text{Number of Citations}$
- Column 6: Cost per patrol hour =  $\text{Total cost} / \text{Number of Patrol hours}$
- Column 7: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**Appendix B: Rural Enforcement Activities and Associated Costs**

1	2	3	4	5	6	7
<b>Agency/Organization</b>	<b>Number of Hours</b>	<b>Total Citations</b>	<b>Citation Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
Alorton Police Department	85.00	231.00	22.08	\$5.85	\$15.90	\$1,351.35
Alton Police Department	32.00	97.00	19.79	\$12.45	\$37.74	\$1,207.59
Bartonville Police Department	78.00	169.00	27.69	\$12.26	\$26.57	\$2,072.19
Belvidere Police Department	384.00	671.00	34.34	\$21.76	\$38.02	\$14,598.60
Boone County Sheriff's Office	36.00	80.00	27.00	\$15.44	\$34.32	\$1,235.52
Cahokia Police Department	141.00	308.00	27.47	\$18.88	\$41.24	\$5,814.33
Centreville Police Department	310.00	439.00	42.37	\$15.89	\$22.50	\$6,975.00
Clinton Police Department	60.00	76.00	47.37	\$22.70	\$28.75	\$1,725.00
Creve Couer Police Department	29.00	50.00	34.80	\$16.22	\$27.97	\$811.16
Danville Police Department	125.00	261.00	28.74	\$17.74	\$37.04	\$4,630.01
East Moline Police Department	170.00	140.00	72.86	\$39.52	\$32.55	\$5,532.87
East Peoria Police Department	163.00	219.00	44.66	\$32.63	\$43.84	\$7,146.21
Edgar County Sheriff's Office	90.00	133.00	40.60	\$14.03	\$20.74	\$1,866.33
Elizabeth Police Department	20.00	45.00	26.67	\$9.22	\$20.75	\$415.05
Fairmont City Police Department	58.50	62.00	56.61	\$16.47	\$17.45	\$1,020.88
Fairview Heights Police Department	80.00	161.00	29.81	\$17.85	\$35.91	\$2,873.13
Farmington Police Department	140.00	90.00	93.33	\$28.02	\$18.01	\$2,521.70
Ford County Sheriff's Office	24.00	32.00	45.00	\$22.77	\$30.36	\$728.55
Freeport Police Department	60.00	143.00	25.17	\$13.47	\$32.11	\$1,926.52
Galena Police Department	32.00	49.00	39.18	\$17.63	\$27.00	\$864.08
Galesburg Police Department	24.00	37.00	38.92	\$21.43	\$33.04	\$792.92

1	2	3	4	5	6	7
Agency/Organization	Number of Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Grandview Police Department	5.00	12.00	25.00	\$8.13	\$19.50	\$97.50
Greenup Police Department	24.00	23.00	62.61	\$23.07	\$22.11	\$530.64
Illioopolis Police Department	35.00	36.00	58.33	\$20.21	\$20.79	\$727.50
Jerome Police Department	90.00	300.00	18.00	\$8.00	\$26.65	\$2,398.70
Kewanee Police Department	8.00	23.00	20.87	\$10.20	\$29.32	\$234.57
Lanark Police Department	40.00	15.00	160.00	\$57.41	\$21.53	\$861.20
Leland Grove Police Department	51.00	99.00	30.91	\$11.88	\$23.06	\$1,176.13
Madison County Sheriff's Office	90.00	131.00	41.22	\$27.42	\$39.91	\$3,592.15
Madison Police Department	60.00	117.00	30.77	\$16.70	\$32.56	\$1,953.80
Mason County Sheriff Department	40.00	151.00	15.89	\$6.84	\$25.81	\$1,032.25
McLean County Sheriff's Office	56.00	88.00	38.18	\$20.30	\$31.89	\$1,786.04
Meredosia Police Department	60.00	95.00	37.89	\$12.87	\$20.37	\$1,222.20
Milan Police Department	24.00	9.00	160.00	\$89.75	\$33.66	\$807.74
Moline Police Department	25.50	44.00	34.77	\$21.43	\$36.98	\$943.04
Morgan County Sheriff's Office	130.00	163.00	47.85	\$22.98	\$28.81	\$3,745.10
Pekin Police Department	112.00	173.00	38.84	\$27.49	\$42.46	\$4,755.78
Peoria County Sheriff's Office	28.00	37.00	45.41	\$23.04	\$30.44	\$852.40
Peoria Police Department	96.00	314.00	18.34	\$16.65	\$54.47	\$5,228.89
Plainfield Police Department	56.00	624.00	5.38	\$4.25	\$47.34	\$2,651.11
Putnam County Sheriff's Office	60.00	76.00	47.37	\$18.59	\$23.54	\$1,412.46
Rock Island Police Department	33.00	67.00	29.55	\$18.96	\$38.49	\$1,270.31
Smithton Police Department	80.00	125.00	38.40	\$16.12	\$25.18	\$2,014.40

1	2	3	4	5	6	7
<b>Agency/Organization</b>	<b>Number of Hours</b>	<b>Total Citations</b>	<b>Citation Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
South Beloit Police Department	40.00	108.00	22.22	\$10.42	\$28.13	\$1,125.20
South Jacksonville Police Department	96.00	188.00	30.64	\$8.96	\$17.54	\$1,683.58
Springfield Police Department	40.00	73.00	32.88	\$20.63	\$37.66	\$1,506.28
Sterling Police Department	34.00	128.00	15.94	\$7.20	\$27.12	\$922.02
Tilden Police Department	69.00	20.00	207.00	\$51.75	\$15.00	\$1,035.00
Washington County Sheriff's Office	30.00	5.00	360.00	\$140.75	\$23.46	\$703.74
Whiteside County Sheriff's Office	48.00	45.00	64.00	\$31.39	\$29.43	\$1,412.56
<b>Total (Local Agencies Only):</b>	<b>3702.00</b>	<b>6782.00</b>	<b>32.75</b>	<b>\$16.78</b>	<b>\$30.74</b>	<b>\$113,791.28</b>
Illinois State Police	4008.00	7953.00	30.24	\$25.20	\$50.00	\$200,400.00
<b>GRAND TOTAL:</b>	<b>7710.00</b>	<b>14735.00</b>	<b>31.39</b>	<b>\$21.32</b>	<b>\$40.75</b>	<b>\$314,191.28</b>

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: Number of minutes it took to write a citation =  $60 / \text{Number of citations per hour}$

Column 5: Cost per citation =  $\text{Total Cost} / \text{Number of Citations}$

Column 6: Cost per patrol hour =  $\text{Total cost} / \text{Number of Patrol hours}$

Column 7: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement