

TECHNICAL REPORT

November, 2007

**Evaluation of the
2007 Illinois “Click It or Ticket” Campaign**

April 23 – June 17, 2007

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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 2007 mobilization in Illinois. Safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

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Executive Summary

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

The 2007 Memorial Day CIOT was conducted April 23 to June 30, 2007. Over 200 local law enforcement agencies and Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 35,017 enforcement hours and wrote 61,551 citations, 42,222 (68.6%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 49.8 minutes throughout the May campaigns. Overall, one citation was written every 34.1 minutes of statewide and rural enforcement. An additional 25,748 safety belt and child safety seat citations were written by incentive and earned enforcement agencies. Adding these citations to 61,551 citations resulted in 87,299 citations.
2. One citation was written by the ISP every 36.6 minutes of enforcement, while the local agencies wrote one citation for every 33.4 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 10,924 (73.8%) were safety belt violations and child safety seat violations. For the local agencies, of the citations issued during enforcement, 31,298 (66.9%) were safety belt and child safety seat violations.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 27,556 patrol hours and issued 49,096 citations during CIOT statewide and rural enforcements at a total cost of \$1,265,196. On average, citations were written every 33.7 minutes during enforcement at a cost of \$25.77 per citation, or \$45.91 per patrol hour.
4. Seventy-five (75) mini-grantees issued one citation every 33.9 minutes. The cost per citation for these agencies was \$19.84 and cost per patrol hour was \$35.16. Fifty-eight regular grantees issued one citation every 34.8 minutes. The cost per citation for these agencies was \$27.84 and cost per patrol hour was \$48.00. Twenty-three grantees with multiple grants issued one citation every 28.7 minutes of patrol. The cost per citation for these agencies was \$23.61 and the cost per patrol hour was \$49.43. The Illinois State Police issued one citation every 36.6 minutes. The cost per citation for the ISP was \$30.51 and cost per patrol hour was \$50.00.

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

MEDIA

6. During the May mobilization campaigns, Illinois spent a total of \$1,008,306 on paid media. A total of 13,404 television and 9,125 radio advertisements ran during the campaigns to promote CIOT.
7. Four nighttime media events were held to increase awareness of the statewide CIOT campaign and to raise awareness of nighttime safety belt enforcement. A week following these media events, Chicago held an additional media event.
8. Fifty-one 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 news stories. A total of 937 stories related to CIOT ran across the state. Throughout the campaign, 187 radio stories were aired; 569 print news stories ran; and 181 television news stories aired.

STATEWIDE OBSERVATIONAL SURVEY

9. The statewide safety belt survey was conducted at 258 sites during June 2007. Of the total of 135,722 front seat occupants observed in passenger cars and pickup trucks, 90.1 percent were wearing safety belts. The Collar Counties had the highest usage rate at 92.3 percent followed by the Downstate Counties at 89.4 percent. Cook County, excluding the City of Chicago, had a usage rate of 88.2 percent, while the City of Chicago had the lowest usage rate at 86.8 percent.
10. Based on Road Type, Interstate highway travelers had the highest usage rate at 93.3 percent followed by U.S./Illinois Highway travelers at 90.5 percent. Motorists traveling on residential streets had the lowest usage rate at 88.7 percent.
11. Of the total of 120,838 observations of drivers and passengers in cars (excluding pickup trucks), 91.2 percent were wearing seat belts. The safety belt usage rate for drivers was slightly higher than that for passengers (91.5 percent versus 89.5 percent).
12. A total of 14,884 pickup truck occupants were observed. Drivers had a slightly higher seat belt usage rate than passengers (82.3 percent versus 80.7 percent).
13. Overall safety belt usage rate among drivers and front seat passengers increased by 1.2 percentage points from the pre-mobilization survey to the post mobilization survey. The Downstate Counties had the highest increase in belt use of 6.9 percentage points. The Collar Counties had an increase in belt use of 1.3 percentage points. On the other hand, the City of Chicago and Cook County had decreases of 0.2 percentage point and 1 percent point respectively.
14. Safety belt use among front seat passenger car occupants increased 1.2 percentage points from 90.0 percent during the pre-mobilization to 91.2 percent during the post

mobilization. The safety belt usage rate for pickup truck occupants increased by 4.6 percentage points from 77.4 percent during the pre-mobilization to 82.0 percent during the post mobilization.

RURAL OBSERVATIONAL SURVEY

15. There were 6,699 vehicles observed during the rural pre-mobilization survey, of which, 4,956 were passenger cars and 1,743 were pickup trucks. During the rural post mobilization, there were 7,492 total vehicles observed, of which, 5,658 were passenger cars and 1,834 were pickup trucks.
16. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 82.3 percent during the pre-mobilization to 89.5 percent during the post mobilization.
17. Based on media market, during the pre-mobilization survey, the Peoria media market had the highest usage rate, while the Champaign, Rockford, and St. Louis media markets had similar usage rates. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Peoria, Champaign, and Rockford media markets. The safety belt usage rate increased by more than 13 percentage points for the St. Louis media markets. Safety belt use in the Champaign, Peoria, and Rockford media markets increased by more than 2.0 percentage points.
18. On residential roads, there was an increase from 83.7 percent during the pre-mobilization to 89.4 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 81.5 percent during the pre-mobilization to 89.5 percent during the post mobilization.
19. The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 84.5 percent during the pre-mobilization to 91.4 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.
20. The seat belt usage rate for pickup trucks increased from 76.1 percent during the pre-mobilization to 83.6 percent during the post-mobilization resulting in a 7.5 percentage point increase.
21. For pickup trucks, the Peoria media market had the highest usage rate during the pre-mobilization survey. The Champaign, Rockford, and St. Louis media markets all had safety belt usage rates around 74 percent. During the post mobilization survey, the St. Louis media market had a safety belt usage rate of more than 89 percent. The Peoria media market had a safety belt usage rate of 83.3 percent, while the Champaign and Rockford media markets had usage rates of 78.2 percent and 76.8 percent respectively.

NIGHTTIME OBSERVATIONAL SURVEY

22. During the pre campaign survey, there were 13,056 observations during the day and 7,417 observations during the night. After the statewide campaign (media and enforcement) a total of 13,991 occupants observed during the day and 7,820 occupants observed during night.

23. Overall, during the pre and post campaign, the nighttime usage rate was lower than the daytime usage rate (83.5 versus 87.4 during pre campaign and 89.7 versus 92.0 percent during post campaign), significant differences of 3.9 and 2.3 percentage points respectively. As expected the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.
24. The safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post CIOT campaign. This pattern of low usage rate was observed for both drivers and passengers.
25. The seat belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

DRIVER FACILITY SURVEY

26. A total of 2,506 questionnaires were completed during the pre-mobilization enforcement and 2,244 questionnaires were completed during the post mobilization enforcement. The demographics characteristics of the pre and post mobilizations were similar.
27. The percentage of those who had seen or heard a seat belt message increased from 62.3 percent during the pre-mobilization survey to 76.8 percent during the post mobilization survey.
28. The percentage of those who had seen or heard about a checkpoint where police were looking for safety belt use increased from 35.3 percent during the pre-mobilization survey to 54.9 percent during the post mobilization survey.
29. The percentage of those who had gone through a safety checkpoint increased from 13.0 percent during the pre-mobilization survey to 20.0 percent during the post mobilization survey.
30. Awareness of the "Click It or Ticket" slogan increased 3.2 percentage points from 85.8 percent during the pre-mobilization survey to 89.0 percent during the post mobilization survey.

STATEWIDE TELEPHONE SURVEY

Awareness of messages to encourage people to wear seat belts

31. 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 64 percent in the May pre-test survey to 78 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 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 11 percent in May to 28 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%) and television (70%). Newspapers accounted for 25 percent of exposure, followed by friends / relatives (25%).

Awareness of *Click It or Ticket* slogan

34. The *Click It or Ticket* slogan had an awareness level of 89.2 percent in May, which rose over four percentage points (4.5%) to 93.7 percent in June. Regional awareness of the slogan differed from 90 percent in the north and central parts of the state, to 92 percent in the southern part of the state, to 95 percent in the Chicago area.

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 18 percent in May to about 47 percent in June.
36. Individuals aware of special seat belt enforcement report hearing about it via television (51%) and radio and newspapers (34% and 30%, respectively). One third of those surveyed (33%) 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.* Respondents across Illinois who "strongly agree" with this statement rose from 19 percent in May to 31 percent in June. About 29 percent of downstate residents and 25 percent of Chicago area residents "strongly agreed" that police are writing more seat belt tickets, showing somewhat of a regional difference in perception.
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 increased statewide from May to June from 41 percent to 44 percent, while those who believed getting a ticket was "somewhat likely" rose from 67 percent in May to 72 percent in June.

Evaluation of the 2007 Illinois “Click It or Ticket” Campaign

Introduction / Background

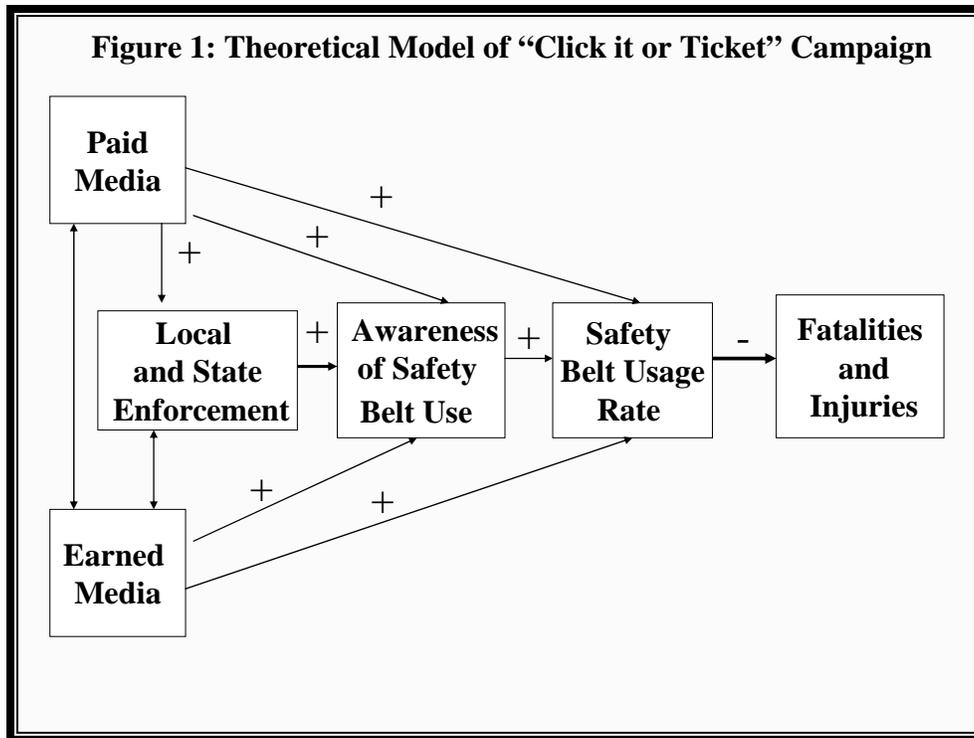
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform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

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

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

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

Figure 1 shows the components of a CIOT model.

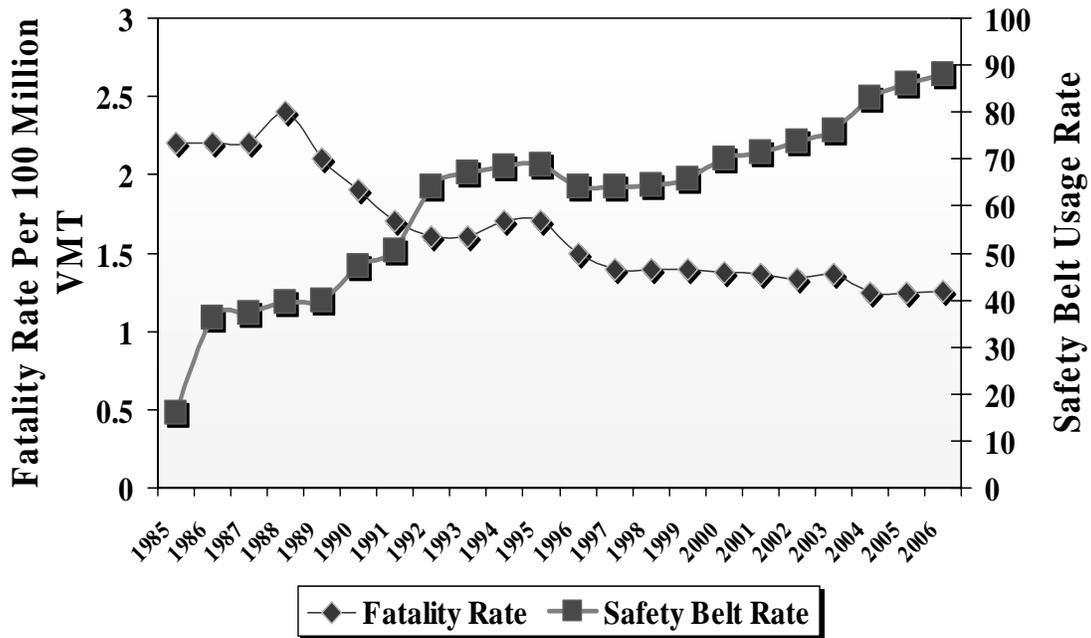


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2006). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle 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 safety belt usage rate has increased by about 72 percentage points, peaking at 90.1 percent in June 2007. At the same time period, the fatality rate decreased from 2.2 in 1985 to 1.17 in 2006.

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



Earned Media

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

Paid Media

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

Enforcement

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

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

Implementing CIOT Campaigns in Illinois in May / June 2007

In May 2007, 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 2007 with special emphasis on increasing safety belt usage among Illinois' rural population. Rural Illinois was again the focus of the statewide CIOT, which took place from May 21 – June 3. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

Report Objectives

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

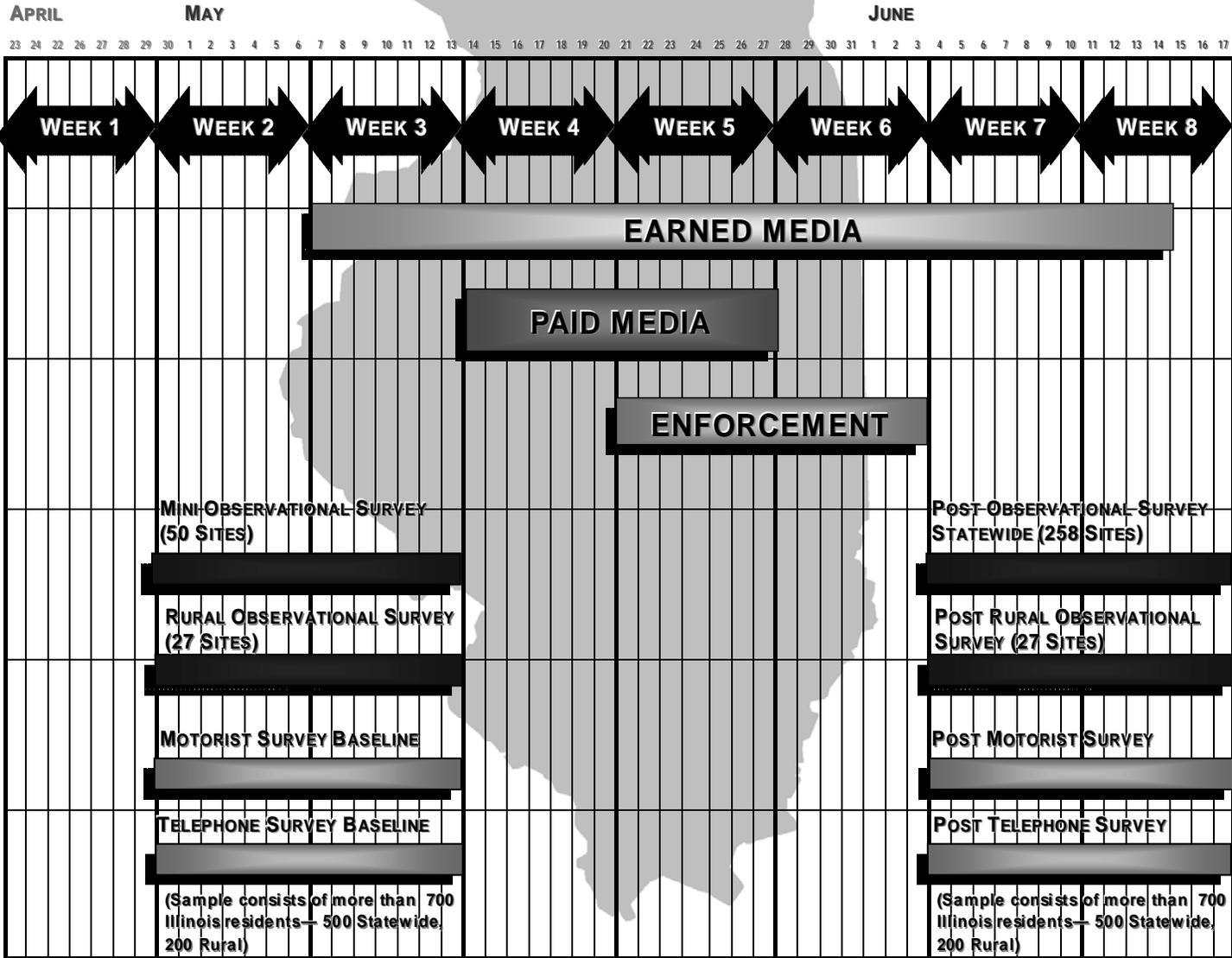
Implementation of CIOT in Illinois

Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 23 and concluded June 17, 2007. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 (April 23 – April 29, 2007): This week marked the start of the “Click It or Ticket” campaign.
- Week 2 & 3 (April 30 - May 13, 2007): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT safety belt observations, motorist surveys, and telephone surveys were conducted.
- Week 4 (May 14 – May 20, 2007): Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
- Week 5 & 6 (May 21 – June 3, 2007): Statewide including rural CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide including rural CIOT ran on television and radio statewide; earned media continued.
 - On May 24th, all Great Lakes Region states, including Illinois, participated in a special nighttime enforcement detail.
- Weeks 7 & 8 (June 4 – June 30, 2007): Post statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone and driver facility public opinion surveys were conducted.

Diagram 1 2007 Illinois "Click It or Ticket" Timeline



Special Emphasis on Rural Communities

Increasing safety belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in the Great Lakes Region agreed to work cooperatively in 2005 – 2006 on a Region-wide “Rural Demonstration Project” designed to increase safety belt use in rural areas¹. Although the “Rural Demonstration Project” was completed in 2006, some of the Great Lakes Region’s states, including Illinois, extended their strong commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

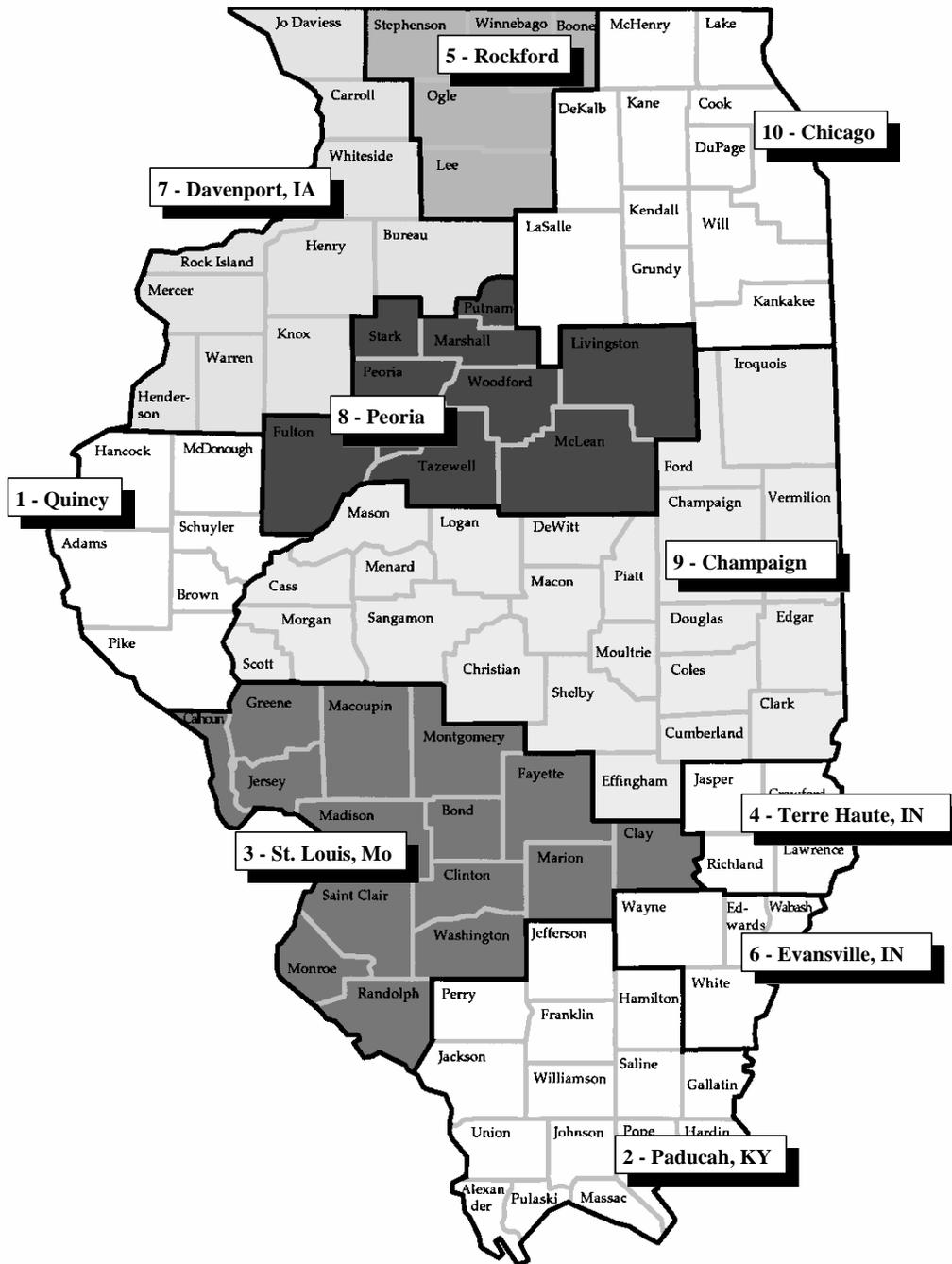
In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation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

Rural Population

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

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

Figure 3: State of Illinois Media Markets²



² 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. The local police agencies and state police participated in nighttime enforcement during the CIOT campaign.

Paid & Earned Media

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

DTS has 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 23 to June 17, 2007 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

1. Statewide Observational Safety Belt Surveys (includes special focus on rural and nighttime enforcement)
2. Statewide Driver Facility Surveys
3. Statewide Telephone Surveys

Observational Safety Belt Survey

Statewide

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

Rural

The pre and post observational surveys among rural communities included 27 sites. The survey design for the rural observational survey sites was similar to the statewide observational survey.

Nighttime

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational

survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May Click It or Ticket (CIOT) campaign on the nighttime safety belt usage rate. During the first two weeks of May 2007, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2007 CIOT high-visibility enforcement program.

Driver Facility Survey

The driver facility surveys were conducted before and after the “Click It or Ticket” campaign at 18 select Secretary of State driver facilities throughout Illinois. The driver facility surveys were conducted in order to evaluate the impact of the statewide CIOT campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, primary safety belt law, and safety belt related media programs and slogans.

Telephone Survey

Two 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.

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

RESULTS OF ENFORCEMENT ACTIVITIES

(STATEWIDE includes Rural Areas)

Results of Enforcement Activities

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

Statewide Enforcement

One hundred ninety two (192) local law enforcement agencies and all 22 Districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 35,017 enforcement hours and issuing 61,551 citations, 42,222 (68.6%) of which were safety belt and child safety seat citations. In addition, a total of 26 local agencies participated in the May mobilization on their own without receiving any funding from IDOT. Since these agencies participated in the campaign using their own money, they were not required to submit detailed enforcement data to IDOT, except total number of safety belt and child safety seat citations. These agencies issued 4,016 safety belt and child safety seat citations. There were an additional 47 “earned enforcement” agencies that participated in the DTS incentive program for a squad car and other prizes, like radar detectors and breathalizers. To be eligible for the prizes, these agencies were required to start issuing safety belt and child safety seat citations before actual enforcement began. They were only required to submit to DTS the total number of safety belt and child safety seat citations issued. These agencies issued a total of 21,732 safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 49.8 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 34.1 minutes of patrol³.

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois’ 102 counties. ISP conducted 9,030 hours of enforcement including 3,002 SBEZs. A total of 14,799 citations were issued by the ISP, 73.8% (10,924) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 49.6 minutes of patrol.

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

Local Enforcement

One hundred ninety-two local police agencies participated in CIOT enforcement. A total of 1,749 SBEZs and 604 saturation patrols were conducted. Local officers logged 25,987.75 patrol hours and issued 46,752 citations. One citation was issued every 33.4 minutes by local officers during statewide enforcement. More than half of the citations issued (31,298) were safety belt and child safety seat violations, accounting for 66.9% of the tickets written. One safety belt / child safety seat citation was issued every 49.8 minutes of enforcement.

TABLE 1: TOTAL ENFORCEMENT RESULTS

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Non-funded Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data		GRANT TOTAL
	Local Agency Total	State Police Total	Statewide Total ⁴	Earned Enforcement Agencies Participated in an Incentive Program N=47	Earned Enforcement Agencies Participated on their own N=26	
Number of Enforcement Hours	25,988	9,030	35,017	NA	NA	NA
Number of Safety Belt Enforcement Zones	1,749	3,002	4,751	NA	NA	NA
Number of Saturation Patrols	604	0	604	NA	NA	NA
Total Citations	46,752	14,799	61,551	21,732	4,016	87,299
Number of Safety Belt and Child Safety Seat Citations	31,298	10,924	42,222	21,732	4,016	67,970
Number of Other Citations	15,454	3,875	19,329	NA	NA	NA
Minutes Per Citation ⁴	33.4	36.6	34.1	NA	NA	NA
Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴	49.8	49.6	49.8	NA	NA	NA

* Note that the total citations issued by all agencies, including earned enforcement agencies was 87,299.

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

**COST / EFFECTIVENESS ANALYSIS
OF ENFORCEMENT ACTIVITIES**

Cost / Effectiveness Analysis of Enforcement Activities

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

Tables 2 and 3 summarize enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (local, state, and other types) for selected three groups.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 27,556 patrol hours and issued 49,096 citations during CIOT statewide and rural enforcements at a total cost of \$1,265,646. On average, one citation was written every 33.7 minutes during enforcement at a cost of \$25.78 per citation, or \$45.93 per patrol hour.

Table 2: Statewide Enforcement Activities and Associated Costs

Enforcement	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Statewide	27,556	49,096	33.7	\$25.78	\$45.93	\$1,265,646

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 9,030 patrol hours during statewide enforcement and issued 14,799 citations at cost of \$451,500, or \$50 per patrol hour.⁵ One citation was written every 36.6 minutes, an average cost of \$30.51 per citation.

Local Police Agencies

As of October 31, 2007, a total of 156 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 75 agencies were solely Safety Belt Enforcement Zone grantees, 58 agencies had only one regular grant with DTS, and 23 agencies had multiple grants with DTS. Of these 23

⁵ Note that the \$50 per patrol hour patrol for ISP is an estimate provided by ISP.

agencies, they had 58 grants with DTS. Refer to **Appendix A, Tables 14 through 16** to see each agency's enforcement activities and associated costs by grant type. **Table 17** shows the aggregate enforcement activities and their associated costs by grant type.

The 75 SBEZ grantees included in this analysis worked a total of 6,463 patrol hours and wrote 11,454 citations at a cost of \$227,278, or \$35.16 per patrol hour. On average, one citation was written every 33.9 minutes during statewide enforcement at a cost of \$19.84 per citation.

Fifty-eight (58) regular grantees contributed 6,525 patrol hours to the campaign, issuing 11,249 citations. Regular grantees issued one citation every 34.8 minutes at a cost of \$27.84 per citation or \$48.00 per patrol hour.

The remaining 23 with multiple grants conducted 5,538 patrol hours and they issued 11,594 citations during the CIOT mobilization. These agencies issued one citation every 28.7 minutes of patrol at a cost of \$23.61 per citation or \$49.43 per patrol hour.

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

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

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	9,030	14,799	36.6	\$30.51	\$50.00	\$451,500
SBEZ Grantees Only (n=75)	6,463	11,454	33.9	\$19.84	\$35.16	\$227,278
Regular Grantees Only (n=58) (5 CMV, 37 IMAGE, 2 LAP, 6 MAP, 5 SEP, 3 TLEP)	6,525	11,249	34.8	\$27.84	\$48.00	\$313,147
Regular Grantees with Multiple Grants (n=23) (refer to Appendix A Table 16 for the types of grants each agency had)	5,538	11,594	28.7	\$23.61	\$49.43	\$273,721
Total	27,556	49,096	33.7	\$25.78	\$45.93	\$1,265,646

Limitations of the Enforcement Data

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

For example, based on cost per patrol hour, DTS reimbursed the Bannockburn Police Department for \$3,465 for conducting 322 patrol hours resulting in \$10.76 per patrol hour. On the other hand, Orland Hills Police Department got reimbursed \$1,378 for only conducting 10 patrol hours resulting in \$137.82 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Hinsdale Police Department \$3,125 for writing 574 citations resulting in a cost of \$5.45 per citation issued. On the other hand, Farmington Police Department's cost per citation was \$66.38 (they were reimbursed \$1,460 for only issuing 22 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Barrington Hills Police Department issued 282 citations over 48 patrol hours resulting in one citation written for every 10.2 minutes of patrol. On the other hand, Blandinsville issued only 16 citations over 80 patrol hours. This resulted in one citation written for every 300 minutes of patrol (see **Table 14**).

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 \$1,008,306 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 two weeks. Over twenty-two thousand television and radio advertisements ran during the campaign to promote CIOT. The breakdown of paid media spots appears in **Table 4**.

Table 4: Number of Paid Advertising Spots for Click It or Ticket

	Statewide & Rural Total
Television advertisements	13,404
Radio advertisements	9,125
Total advertisements	22,529

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 all participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign through the use of a law enforcement toolkit. The toolkit consisted of pre and post media advisories, a press release to announce May 24, 2007 nighttime enforcement efforts, posters, paycheck stuffers, a roll-call video, web banner, email blast, opinion editorial, Saved by the Safety Belt application, Be a Buckle Buddy information and an order form. Occupant Protection Coordinators (OPCs) employed by DTS and located throughout the state, extensively promoted the campaign through community outreach.

Fifty-one press conferences were held around the state helped to get the CIOT message out to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 937 stories related to CIOT ran across the state. Throughout the

campaign, 187 radio news stories were aired; 569 print news stories ran; and 181 television news stories aired. Distribution of the law enforcement dvd/cd-rom toolkit greatly boosted the number of earned media stories and local press conferences, since law enforcement was given the tools to run local stories on their enforcement efforts (see **Table 5**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and community road signs, law enforcement agencies and the Regional Occupant Protection Coordinators asked local businesses to put the CIOT message on their outdoor message boards and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 5** lists the type and number of earned media items obtained for the CIOT campaigns.

Table 5: Number of Earned Media Items Obtained for Click It or Ticket

	Statewide & Rural Total
Print news stories	569
Radio news stories	187
Other*	6,441
Television news stories	181
Press conferences	51

*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 and sun-visor clips with the “Click It or Ticket” message. The OPCs attended functions such as health fairs and after prom parties, partnered with local businesses including 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 6**. Examples of outreach activities include:

- Distribution of 6,913 county specific Traffic Safety Matters newsletters to all Illinois Chamber’s of Commerce, Municipal Leagues, County Boards of Health, Health Departments, Farm Bureaus and law enforcement leaders. The county specific newsletters contained special interest articles based on if the county was urban, rural or suburban, information on changes to the Graduated Driver License law, child passenger safety, a Saved by the Safety Belt story and directions to join the campaign to save lives.
- A total of 800 DVD/CD-Rom toolkits were mailed out to law enforcement. These toolkits were equipped with posters, web banners, press releases, roll call videos and order forms to support community outreach.
- Close to 18,000 rural and urban CIOT posters were mailed to school districts, government agencies, health departments, union halls, gas stations, and rural businesses such as farm supply stores, implement dealers and grain elevators during the May mobilization. CIOT posters produced for Spanish speaking populations were distributed in grocery and retail stores in Chicago neighborhoods and made available throughout the state.
- Thirty thousand (30,000) CIOT payroll stuffers were distributed to employees of businesses and organizations statewide. Examples of participating employers include: Southwestern Illinois College, all Rural King stores and Karco Recycling.
- Over 38,000 CIOT incentive items, such as key chains, “clickers”, pencils, luggage tags, sun-visor clips, souvenir cups and magnets, promoting safety belt use were distributed through the month of May. Incentives were distributed at various sites, including high schools and colleges. Other distribution sites included health fairs, the Irish Festival, hospitals, the taste of Glen Ellyn and the professional bull riding championships.
- The DTS distributed 134 CIOT banners to local law enforcement agencies participating in the rural CIOT campaign in 2006. Those agencies were asked to display those banners once again this year. In addition, DTS supplemented law enforcement outreach by distributing 232 CIOT community road signs and thirty-one additional banners during the May mobilization. The CIOT community road signs were placed near welcome signs and high traffic roadways.
- Several OPCs partnered with local radio stations and Illinois State Police Safety Education Officers to promote CIOT. During morning call-in shows, listeners were asked to correctly answer CIOT questions to win prize packages of basketballs, umbrellas, pens, etc. Local radio stations were eager to bring in the traffic safety experts as earned media.

- Two OPCs partnered with communities by getting CIOT messages printed on the bottom of receipts at stores, and by partnering with banks to place CIOT signs on ATM machines and drive-up windows.

Table 6: CIOT Earned Media and Community Outreach Activities

Activity	Number
<i>Click It or Ticket</i> Incentive items (such as key chains & magnets)	38,174
Payroll Stuffers Distributed	30,000
Posters Distributed	17,982
Email Announcements	8,000
Newsletters Distributed	6,913
DVD/CD-Rom Toolkits	800
Incentive Distribution Sites	152
Health Fair Booths / Presentations	39
Media Releases Distributed	32
<i>Click It or Ticket</i> Banners	31
Radio Interviews	25
Outreach Articles Printed in Local Newspapers	21
Outreach Articles Printed in Company / Agency Newsletters	4
CIOT Website Hits on www.buckleupillinois.org in May	1,400

Media Events

On May 17, 2007, four nighttime media events were held in Springfield, Alton, Marion and Moline to increase awareness of the statewide CIOT campaign and to raise awareness of nighttime safety belt enforcement. Each event featured an IDOT, ISP and local law enforcement spokesperson and was organized by Law Enforcement Liaisons (LELs). On May 24, 2007, an additional media event was held in Chicago. All five media events were held outside at 8:00 p.m. to stress nighttime safety belt enforcement zones. After each press event, law enforcement conducted an enforcement zone at that location for the media to ride-along.

Public Hearings

DTS hosted a series of eight public hearings across the state: Springfield, Chicago, Carterville, Collinsville, Hoffman Estates, Rockford, Peoria and Orland Park. The main purpose of these hearings was to get the public's feedback on current traffic safety issues at IDOT. Public comments and information were incorporated into the Highway Safety Plan. For more information on these hearing, please refer to the IDOT-DTS 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 surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2007 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (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 safety belt usage survey. 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.

During the pre-mobilization survey, there were 40,292 front seat occupants observed at 50 locations. During the post mobilization survey, there were 135,722 front seat occupants observed at 258 locations statewide in this survey. 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)

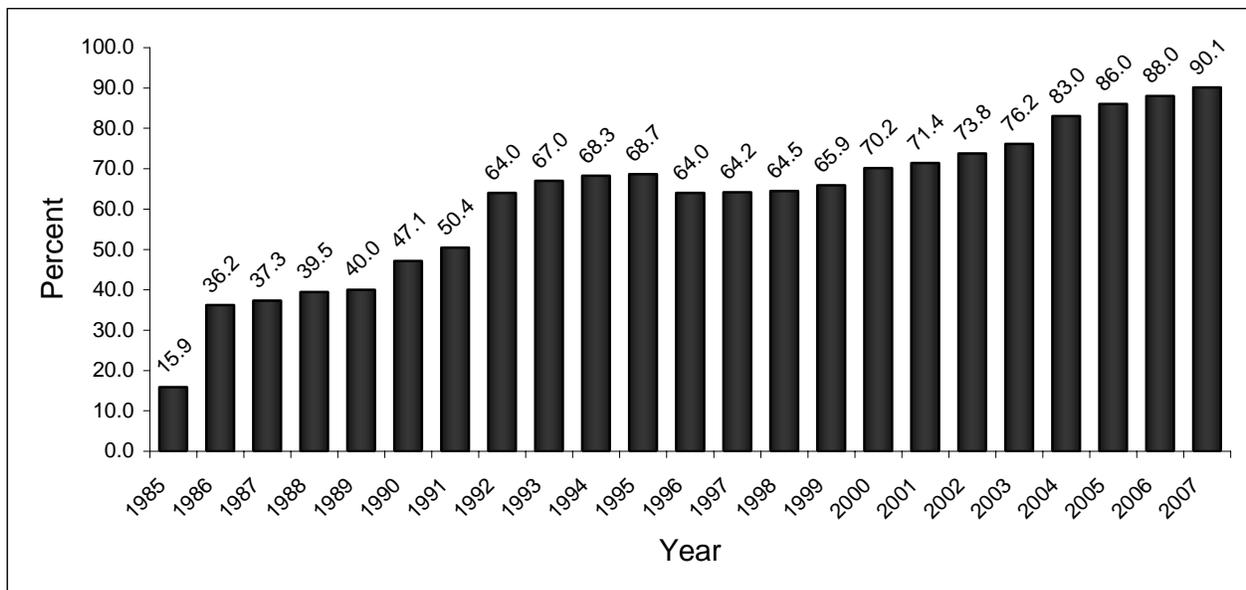
Historical Trends

Currently the State of Illinois has a primary belt law, which became effective on July 3rd, 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 1st, 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 3rd, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1st, 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 2007 at a level of more than 90 percent. The safety belt usage rate in Illinois has increased almost 74 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2007 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 2007 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2007 “Click It or Ticket” Campaign

Tables 7, 8 and 9 and Figures 5, 6 and 7 show results of the safety belt survey conducted at 50 sites during May 2007 and 258 sites during June 2007. Columns 1 shows the safety belt usage rate prior to the “Click It or Ticket” mobilization. Columns 2 and 3 show safety belt usage rates following the “Click It or Ticket” mobilization. It should be noted that the sites from column 2 were extracted from the statewide survey sites in column 3. Columns 4 and 5 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, road types, and vehicle types. There were 40,292 front seat occupants observed during the pre-mobilization survey and 135,722 were observed during the post-mobilization survey.

Table 7 and Figure 5 shows the safety belt usage rate for combined passenger cars and pickup trucks. Of the total of 135,722 front seat occupants observed, more than 90 percent were observed wearing safety belts. The safety belt usage rate for passengers increased by 3.0 percentage points from 85.4 percent during the pre-mobilization to 88.4 percent during the post mobilization. The safety belt usage rate for drivers increased by 1.2 percentage points from 89.4 percent to 90.6 percent. Based on Region, the safety belt usage rate increased by 6.9 percentage points for the Downstate Counties from 82.5 percent during the pre-mobilization survey to 89.4 percent during the post mobilization survey. The safety belt usage rate for the Collar Counties increased from 91.0 percent to 92.3 percent resulting in an increase in 1.3 percentage points. On the other hand, the safety belt usage rate for the City of Chicago resulted in a 0.2 percentage point decrease from 87.0 percent to 86.8 percent. Cook County, excluding the City of Chicago, had a decrease in safety belt use from 89.2 percent to 88.2 percent. Based on Road Type, on Interstate highways the safety belt usage rate increased by 2.1 percentage points. The safety belt usage rate increased by 1.6 percentage points on U.S./Illinois Highways and residential roads.

Table 8 and Figure 6 presents safety belt use information for drivers and passengers of passenger cars excluding pickup trucks. The safety belt usage rate increased from 90.0 percent to 91.2 percent. The safety belt usage rate for passengers of passenger cars increased from 86.7 percent to 89.5 percent. The safety belt usage rate for drivers increased by 1.0 percentage point. Based on Region, the safety belt usage rate for the Downstate Counties increased by 6.2 percentage points. The usage rate for the Collar Counties increased by 1.0 percentage point. The safety belt usage rate for the City of Chicago increased by 0.1 percentage point from 87.4 percent to 87.5 percent. On the other hand, the safety belt usage rate for Cook County decreased by 0.5

percentage point from 89.8 percent during the pre-mobilization to 89.3 percent during the post mobilization.

Table 9 and **Figure 7** shows safety belt use patterns for pickup truck drivers and passengers. During the pre-mobilization survey, only 77.4 percent were observed wearing their safety belts. During the post mobilization, the safety belt usage rate increased to 82.0 percent resulting in a 4.6 percentage point increase in safety belt use. Drivers had a higher usage rate than passengers. The safety belt usage rate for drivers and passengers increased by more than 4.6 percentage points from pre-mobilization to post mobilization surveys. Based on Region, during the pre-mobilization survey, Cook County, excluding the City of Chicago, had the highest safety belt usage rate at 82.4 percent. The Collar Counties had a usage rate of 79.3 percent, the City of Chicago had a usage rate of 77.4 percent, and the Downstate Counties had the lowest usage rate at 71.6 percent. During the post mobilization survey, the safety belt usage rate in the Downstate Counties increased by 9.7 percentage points to 91.3 percent. The safety belt usage rate in the Collar Counties increased by 6 percentage points to 85.3 percent. On the other hand, the usage rate in the City of Chicago decreased by 3.4 percentage points to 74.0 percent and the usage rate in Cook County decreased by 5.4 percentage points to 77.0 percent. Based on Road Type, the safety belt usage rate increased by 5.5 percentage points on Interstate Highways. The safety belt usage rate on residential roads increased by 4.7 percentage points. On U.S./Illinois Highways the safety belt usage rate increased by 3.5 percentage points.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the “Click it or Ticket” Campaign (April 30th-June 17th, 2007) (All Vehicles²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)
	April 30 th -May 13 th	June 4 th -June 17 th			
	N=40,292	N=43,211	N=135,722		
Total Usage Rate	88.9%	92.8%	90.1%	3.9	1.2
Total					
Drivers	89.4%	92.8%	90.6%	3.4	1.2
Passengers	85.4%	92.9%	88.4%	7.5	3.0
Region					
Chicago	87.0%	88.4%	86.8%	1.4	-0.2
Cook County	89.2%	91.4%	88.2%	2.2	-1.0
Collar County	91.0%	94.6%	92.3%	3.6	1.3
Downstate	82.5%	92.5%	89.4%	10.0	6.9
Road Type					
Interstate	91.2%	95.9%	93.3%	4.7	2.1
US/IL Highways	88.9%	91.6%	90.5%	2.7	1.6
Residential	87.1%	90.6%	88.7%	3.5	1.6
Vehicle Type					
Passenger Car	90.0%	93.6%	91.2%	3.6	1.2
Pickup Truck	77.4%	85.0%	82.0%	7.6	4.6

1) All mini-surveys include 50 sites and last survey includes 258 sites.

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

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the “Click it or Ticket” Campaign (April 30th-June 17th, 2007) (Passenger Cars²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)	(4)	(5)
	April 30 th -May 13 th	June 4 th -June 17 th			
	N=36,704	N=39,044	N=120,838		
Total Usage Rate	90.0%	93.6%	91.2%	3.6	1.2
Total					
Drivers	90.5%	93.6%	91.5%	3.1	1.0
Passengers	86.7%	94.9%	89.5%	8.2	2.8
Region					
Chicago	87.4%	89.2%	87.5%	1.8	0.1
Cook County	89.8%	92.0%	89.3%	2.2	-0.5
Collar County	92.1%	95.5%	93.1%	3.4	1.0
Downstate	84.9%	93.7%	91.1%	8.8	6.2
Road Type					
Interstate	92.2%	96.6%	94.5%	4.4	2.3
US/IL Highways	90.5%	93.0%	91.8%	2.5	1.3
Residential	88.1%	91.5%	89.6%	3.4	1.5

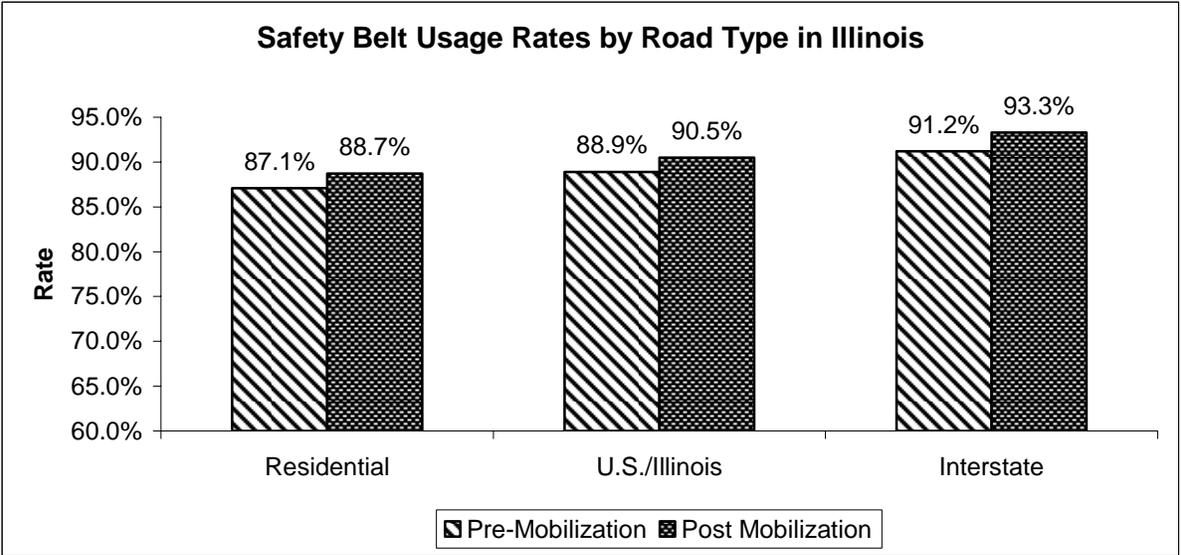
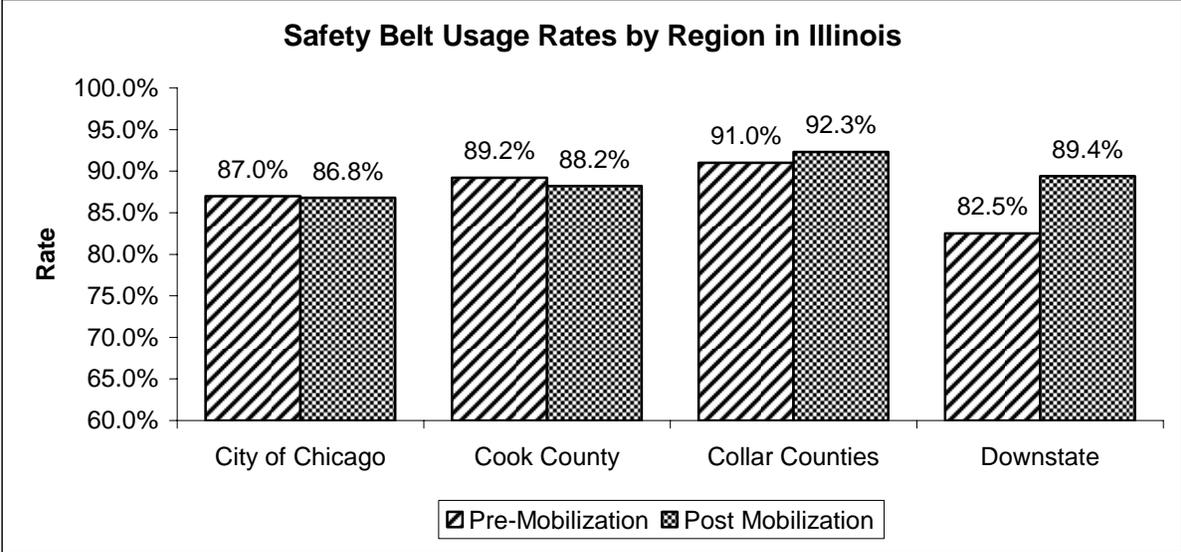
- 1) All mini-surveys include 50 sites and last survey includes 258 sites.
 2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the “Click it or Ticket” Campaign (April 30th-June 17th, 2007) (Pickup Trucks²)⁶

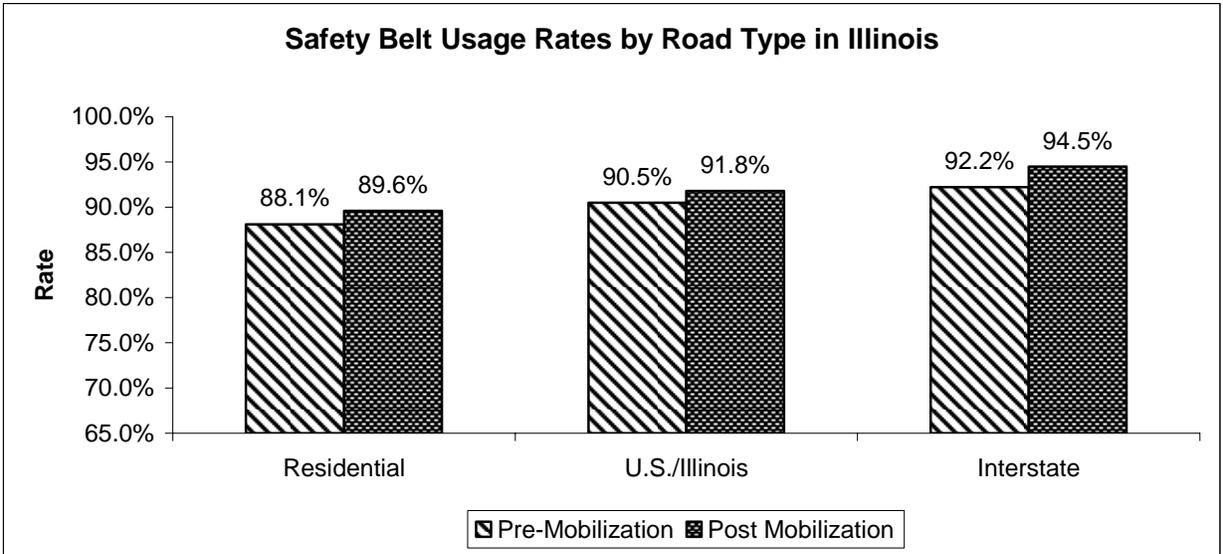
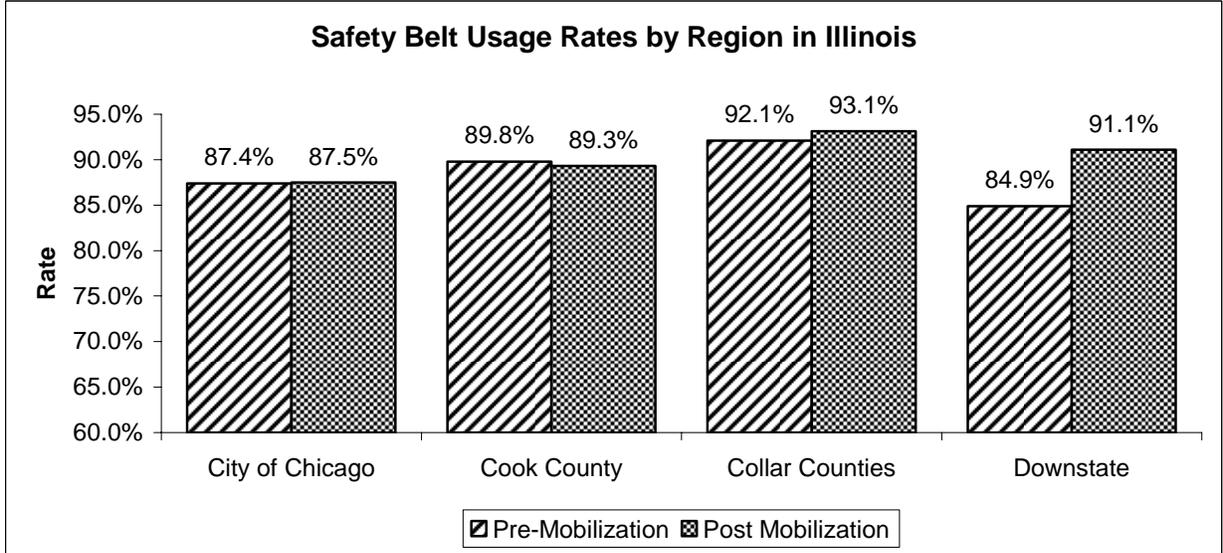
Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys (4)	% Change/ Pre Mini-Survey and Post Statewide Surveys (5)
	(1)	(2)	(3)		
	April 30 th -May 13 th	June 4 th -June 17 th			
	N=3,588	N=4,167	N=14,884		
Total Usage Rate	77.4%	85.0%	82.0%	7.6	4.6
Total					
Drivers	77.7%	85.0%	82.3%	7.3	4.6
Passengers	75.8%	85.4%	80.7%	9.6	4.9
Region					
Chicago	77.4%	75.5%	74.0%	-1.9	-3.4
Cook County	82.4%	83.1%	77.0%	0.7	-5.4
Collar County	79.3%	87.0%	85.3%	7.7	6.0
Downstate	71.6%	85.0%	81.3%	13.4	9.7
Road Type					
Interstate	79.7%	90.0%	85.2%	10.3	5.5
US/IL Highways	78.1%	81.3%	81.6%	3.2	3.5
Residential	75.5%	81.6%	80.2%	6.1	4.7

- 1) All mini-surveys include 50 sites and last survey includes 258 sites.
 2) Large trucks are excluded.

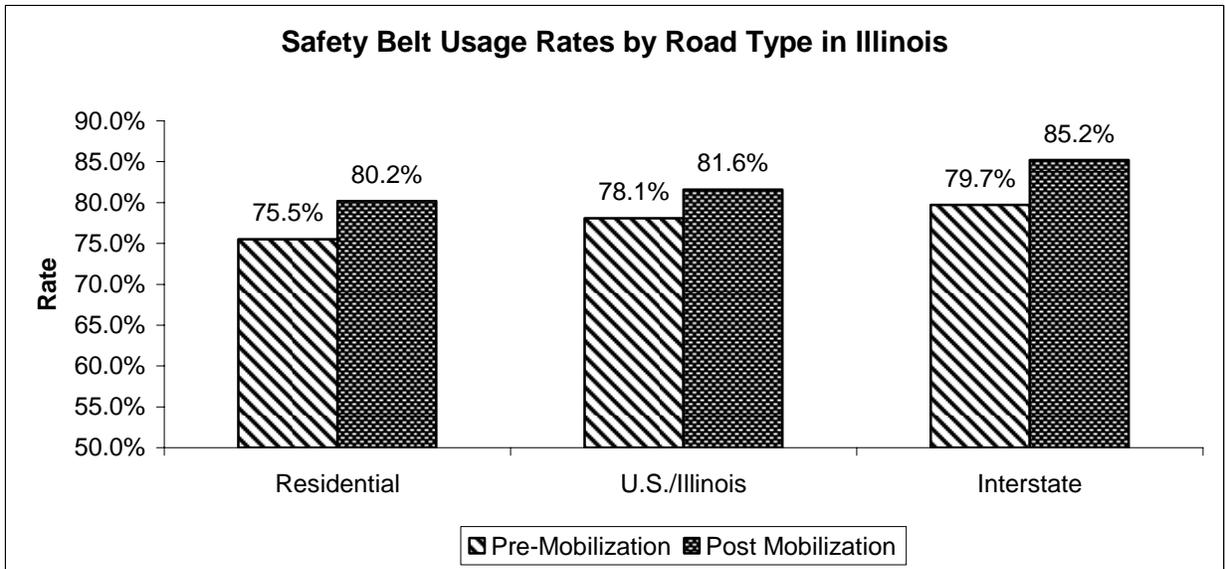
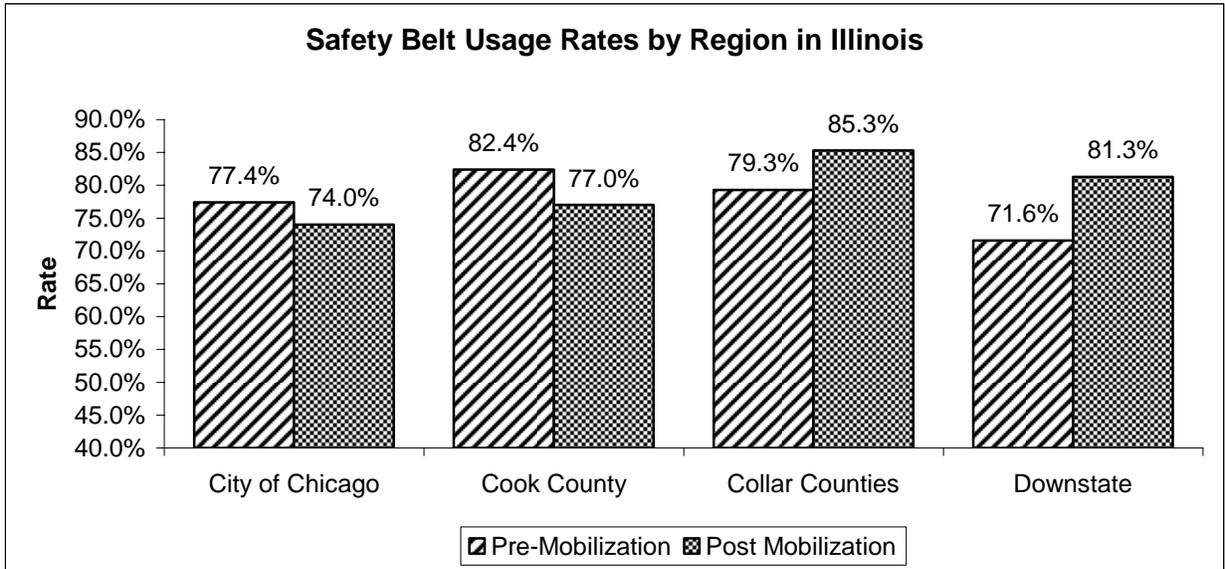
Figure 5
Overall Safety Belt Usage Rates in Illinois



**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 safety 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).

Safety Belt Usage Rates in Rural Areas during the 2007 “Click It or Ticket” Campaign

Table 10 shows safety belt usage rates in rural areas throughout the State of Illinois during the 2007 “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 30th to May 13th, while the post mobilization surveys were conducted from June 4th to 17th. The selected characteristics include the total safety 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 6,699 vehicles observed during the pre-mobilization, of which, 4,956 were passenger cars and 1,743 were pickup trucks. During the post mobilization, there were 7,492 total vehicles observed, of which, 5,658 were passenger cars and 1,834 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 82.3 percent during the pre-mobilization to 89.5 percent during the post mobilization. Based on seating position, the usage rate for drivers and passengers was similar. The safety belt usage rate for drivers increased from 83.4 percent during the pre-mobilization to 89.4 percent during the post mobilization. The safety belt usage rates for passengers increased from 77.0 percent during the pre-mobilization to 89.9 percent during the post mobilization. Based on media market, during the pre-mobilization survey, the Peoria media market had the highest usage rates, while the Champaign, Rockford, and St. Louis media markets had similar usage rates, but during the post mobilization survey, the St. Louis media market had the highest usage rate followed by Peoria, Champaign, and Rockford media markets. The safety belt usage rate increased by more than 13 percentage points for the St. Louis media market, while the usage rates in the Peoria, Champaign, and Rockford media markets increased by 4.4 percentage points, 3.4 percentage points, and 2.0 percentage points respectively. On residential roads, there was an increase from 83.7 percent during the pre-mobilization to 89.4 percent during the post mobilization. On U.S./IL Highways, the safety belt usage rate increased from 81.5 percent during the pre-mobilization to 89.5 percent during the post mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 84.5 percent during the pre-mobilization to 91.4 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 safety belt usage rate for pickup trucks increased from 76.1 percent during the pre-mobilization to 83.6 percent during the post-mobilization resulting in a 7.5 percentage point increase. Based on seating position, the safety belt usage rate for drivers increased from 77.6 percent to 83 percent. On the other hand, for passengers the safety belt usage rate increased from 68.5 percent to 86.5 percent. During the pre-mobilization survey, the Peoria media market had the highest usage rate at 82.4 percent, while the Champaign, Rockford, and St. Louis media markets usage rates were around 74 percent. During the post mobilization, the St. Louis media market had the highest safety belt usage rate at 89.8 percent followed closely by the usage rate in the Peoria media market at 83.3 percent. The usage rates for the Rockford and Champaign media markets was over 76 percent. Based on road type, the safety 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 safety belt usage rate increased from 76.1 percent to more than 83 percent during both periods.

**Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois
During the 2007 "Click It or Ticket" Rural Campaign**

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre-Mobilization Survey 1	Post Mobilization Survey 2	% Change Pre and Post Surveys 3	Pre-Mobilization Survey 4	Post Mobilization Survey 5	% Change Pre and Post Surveys 6	Pre-Mobilization Survey 7	Post Mobilization Survey 8	% Change Pre and Post Surveys 9
	Apr. 30th - May 13th 6,699	Jun. 4th-17th N=7,492		Apr. 30th - May 13th N=4,956	Jun. 4th-17th N=5,658		Apr. 30th - May 13th N=1,743	Jun. 4th-17th N=1,834	
	Total Usage Rate	82.3%	89.5%	7.2%	84.5%	91.4%	6.9%	76.1%	83.6%
Drivers	83.4%	89.4%	6.0%	85.4%	91.5%	6.1%	77.6%	83.0%	5.4%
Passengers	77.0%	89.9%	12.9%	80.0%	91.0%	11.0%	68.5%	86.5%	18.0%
Media Market									
Champaign	82.4%	85.8%	3.4%	85.0%	88.2%	3.2%	73.5%	78.2%	4.7%
Peoria	86.5%	90.9%	4.4%	88.3%	93.5%	5.2%	82.4%	83.3%	0.9%
Rockford	82.6%	84.6%	2.0%	84.4%	86.7%	2.3%	75.2%	76.8%	1.6%
St. Louis	80.2%	93.7%	13.5%	82.6%	95.0%	12.4%	74.6%	89.8%	15.2%
Road Type									
Residential	83.7%	89.4%	5.7%	86.5%	90.9%	4.4%	76.1%	84.8%	8.7%
US/IL Highways	81.5%	89.5%	8.0%	83.3%	91.7%	8.4%	76.1%	83.0%	6.9%

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.

Nighttime Observational Safety Belt Surveys

Survey Design

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

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

Safety Belt Usage Rates at Nighttime during the 2007 “Click It or Ticket” Campaign

Table 11 shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre campaign survey, there were 13,056 observations during the day and 7,417 observations during the night. After the statewide campaign (media and enforcement) a total of 13,991 occupants observed during the day and 7,820 occupants observed during night.

Overall, during the pre and post campaign, nighttime usage rate was lower than the daytime usage rate (83.5 versus 87.4 during pre campaign and 89.7 versus 92.0 percent during post campaign), significant differences of 3.9 and 2.3 percentage points respectively. As expected

the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.

Safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post CIOT campaign. This pattern of low usage rate was observed for both drivers and passengers.

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

Table 11: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2007 "Click It or Ticket" Campaign

Selected Characteristics	Pre-Mobilization Survey	Pre-Mobilization Survey	Post Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Daytime Surveys	% Change Pre and Post Nighttime Surveys
	Daytime	Nighttime	Daytime	Nighttime		
	1	2	3	4	5	6
	Apr. 30th - May 13th		Jun. 4th-17th			
	N=13,056	N=7,417	N=13,991	N=7,820		
Total Usage Rate	87.4%	83.5%	92.0%	89.7%	4.6%	6.2%
Drivers	88.2%	83.9%	92.5%	90.3%	4.3%	6.4%
Passengers	81.6%	81.4%	89.0%	87.9%	7.4%	6.5%
Vehicle Type						
Passenger Car	88.9%	84.9%	92.9%	90.5%	4.0%	5.6%
Pickup Truck	79.2%	75.2%	87.0%	84.8%	7.8%	9.6%

DRIVER FACILITY SURVEYS

Driver Facility Surveys

During May 15 through June 6, pre and post statewide motorist surveys were conducted using 18 driver facilities in Illinois. The main objectives of these surveys were:

- To describe motorists' opinions on safety belt use and related issues, controlling for demographics.
- To measure progress that is made during the CIOT mobilization by tracking driver knowledge and awareness in intervals provided information as to if and when changes in the resident driver population occurred.
- To identify key factors that assist the Division of Traffic Safety to measure effectiveness of safety belt programs and services in Illinois.

The following steps were taken to conduct this Survey:

1. Identified 34 driver facilities within twelve counties where the annual safety belt surveys sites were located. These 12 counties include over 70 percent of population in Illinois.
2. Obtained data and information on the total number clients within selected driver facility.
3. Sampled 18 facilities out of 34 facilities within twelve selected counties.
4. Secretary of State's staff conducted pre and post surveys (one day per driver facility) and gathered 4,150 questionnaires.
5. For additional information on the driver facility survey questionnaire, refer to **Appendix B**.

Results

During the pre and post surveys, a total of 2,506 questionnaires during the pre CIOT and 2,244 during the post CIOT campaign were collected. The surveys were voluntary and confidential. General demographic characteristics of the pre and post surveys samples are shown in **Table 12**. **Table 12** shows frequency and percentage distributions of selected demographic characteristics of the samples. According to this table, characteristics of the two samples are similar. **Table 13** shows safety belt-related characteristics of pre and post samples. The main issues include:

- Self-reported belt use
- Opinion regarding primary belt law
- Opinion regarding visibility of police
- Exposure to the safety belt messages, such as Click it or Ticket (CIOT)
- Exposure to safety belt checkpoints
- Knowledge of safety belt slogan, such as CIOT

Table 12: Demographic Characteristics of All Driver Facility Survey Sites During the 2007 “Click It or Ticket” Campaign

	Pre-Mobilization Survey	Post Mobilization Survey	Percentage Point Change
Gender	(N=2,506)	(N=2,244)	
Male	51.5%	48.7%	-2.8%
Female	48.5%	51.3%	2.8%
Age of Respondent	(N=2,502)	(N=2,243)	
Under 21	8.0%	11.2%	3.2%
21 to 25	16.5%	14.6%	-1.9%
26 to 39	26.9%	28.9%	2.0%
40 to 49	19.9%	19.2%	-0.7%
50 to 59	14.3%	14.1%	-0.2%
60 Plus	14.4%	12.0%	-2.4%
Race of Respondent	(N=2,486)	(N=2,225)	
White	71.0%	72.0%	1.0%
African-American	15.1%	16.2%	1.1%
Asian-American	5.0%	3.0%	-2.0%
Hispanic	0.3%	0.4%	0.1%
Native American	7.1%	6.6%	-0.5%
Other	1.5%	1.7%	0.2%
Miles Driven Per Year	(N=2,485)	(N=2,207)	
Less than 5,000	18.8%	21.5%	2.7%
5,001 to 10,000	28.4%	28.2%	-0.2%
10,001 to 15,000	26.0%	25.5%	-0.5%
More than 15,000	26.8%	24.8%	-2.0%
Region*	(N=2,516)	(N=2,253)	
City of Chicago	8.8%	17.8%	9.0%
Collar Counties	56.9%	48.8%	-8.1%
Downstate Counties	34.3%	33.5%	-0.8%

* Collar County sites consisted of Cook, DuPage, Kane, Lake, McHenry, and Will; Downstate County sites consisted of Champaign, Macon, Montgomery, Peoria, Rock Island, Sangamon, and Winnebago

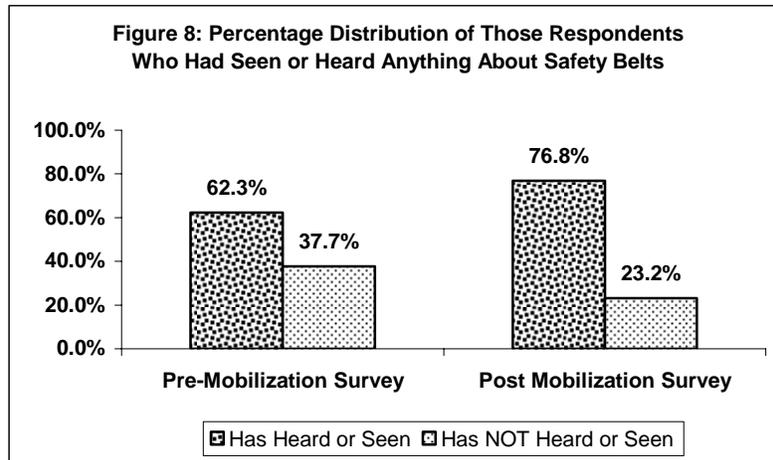
Table 13: Safety Belt-Related Characteristics of All Driver Facility Survey Sites During the 2007 “Click It or Ticket” Campaign

	Pre-Mobilization Survey	Post Mobilization Survey	Percentage Point Change
How often do you use safetybelts when you drive or ride in an automobile?	(N=2,498)	(N=2,236)	
Always	82.0%	80.6%	-1.4%
Nearly Always	10.9%	12.2%	1.3%
Sometimes	4.9%	5.1%	0.2%
Seldom	1.2%	1.3%	0.1%
Never	1.1%	0.8%	-0.3%
What do you think the chances are of getting a ticket if you don't wear your safety belt?	(N=2,493)	(N=2,227)	
Always	27.2%	24.6%	-2.6%
Nearly Always	18.3%	19.9%	1.6%
Sometimes	37.6%	37.1%	-0.5%
Seldom	13.1%	14.6%	1.5%
Never	3.9%	3.8%	-0.1%
Do you think the Illinois State Police Enforce the safety belt law?	(N=2,463)	(N=2,217)	
Strictly	79.5%	78.0%	-1.5%
Not Strictly	20.5%	22.0%	1.5%
Do you think the local police enforce the safety belt law?	(N=2,467)	(N=2,215)	
Strictly	74.3%	74.7%	0.4%
Not Strictly	25.7%	25.3%	-0.4%
Have you received a ticket for not wearing a safety belt?	(N=2,494)	(N=2,228)	
Yes	14.6%	14.6%	0.0%
No	85.4%	85.4%	0.0%

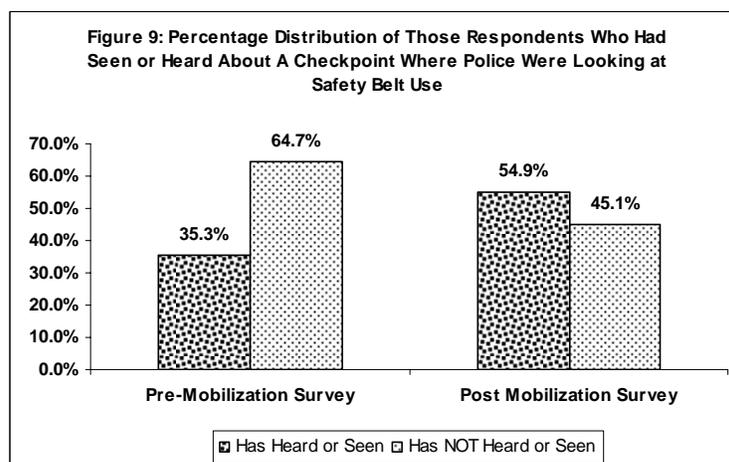
Table 13: (Continued)

	Pre-Mobilization Survey	Post Mobilization Survey	Percentage Point Change
Can police stop a vehicle if they observe a safety belt violation, or do they have to observe some other offense first in order to stop the vehicle?	(N=2,480)	(N=2,221)	
Can stop just for safety belt violation	78.6%	80.5%	1.9%
Must see other offense first	11.0%	9.5%	-1.5%
Don't Know/No Opinion	10.4%	10.1%	-0.3%
Would you oppose/favor a primary safety belt law?	(N=2,461)	(N=2,205)	
Favor	54.8%	53.0%	-1.8%
Oppose	29.7%	30.3%	0.6%
Don't Know/No Opinion	15.5%	16.7%	1.2%
Have you seen or heard about a checkpoint checking for safety belt use?	(N=2,486)	(N=2,228)	
Yes	35.3%	54.9%	19.6%
No	64.7%	45.2%	-19.5%
Have you gone through a safety check for safety belt use?	(N=2,476)	(N=2,219)	
Yes	13.0%	20.0%	7.0%
No	87.0%	80.0%	-7.0%
Have you seen or heard anything about safety belts recently?	(N=2,473)	(N=2,216)	
Yes	62.3%	76.8%	14.5%
No	37.7%	23.2%	-14.5%
Have you seen or heard the "Click It or Ticket" slogan recently	(N=2,516)	(N=2,253)	
Yes	85.8%	89.0%	3.2%
No	14.2%	11.0%	-3.2%

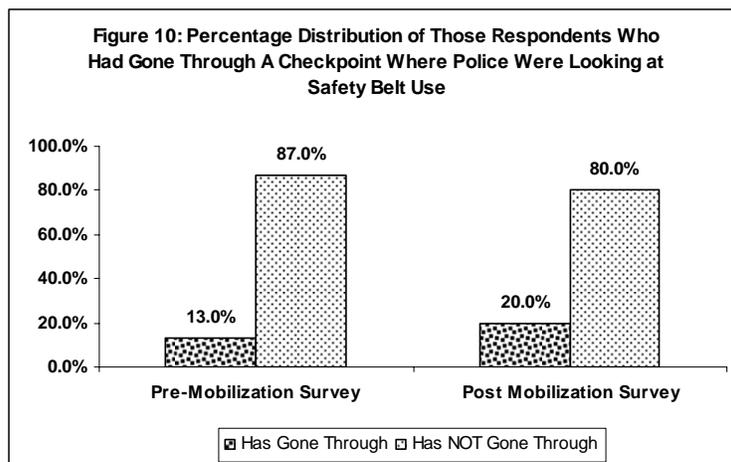
As shown in **Figure 8**, when respondents were asked if they had recently seen or heard a safety belt message, 62.3 percent said that they had seen or heard the safety belt messages during the pre campaign. The proportion of respondents indicating they had been exposed to a belt message increased during the post CIOT campaign to 76.8 percent (an increase of 14.5 percentage points). The survey results indicated that new safety belt messages reached the public. Large increases tended to appear during the time of paid publicity, continuing through enforcement.



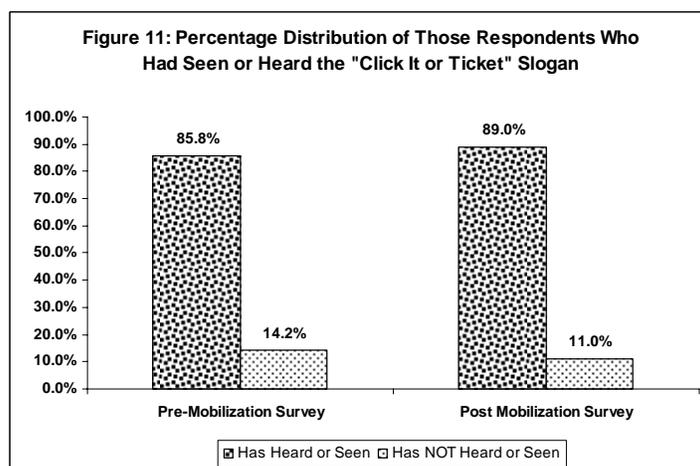
The driver facility survey also asked respondents the more specific question, “have you recently seen or heard about a safety checkpoint where police were looking at safety belt use?” As shown in **Figure 9**, baseline results found that over 35 percent of the respondents indicated they had seen or heard about a checkpoint where police were looking for safety belt use. Towards the end of the enforcement period, about 55 percent of the respondents acknowledged they had heard about one of these checkpoints.



The driver facility survey also included questions regarding perceived enforcement and if a personal experience occurred involving safety belt enforcement. **Figure 10** shows that during the pre-mobilization campaign, only 13 percent of respondent said that they had gone through a safety check for safety belt use. Toward the end of the campaign, 20 percent of the respondents indicated that they had gone through a checkpoint for safety belt use.



Finally, the survey question asked the respondents whether they had heard or seen the main safety belt slogan “Click it or Ticket”. As shown in **Figure 11**, the pre and post surveys indicated that the proportion of respondents who indicated they had heard of “Click It or Ticket” increased from by 3.2 percentage points from 85.8 percent before the campaign to 89.0 percent after the campaign.



Additional data and information on the above safety belt related questions disaggregated by selected demographics (age, gender, and race) and region (City of Chicago, Collar Counties, and Downstate Counties) can be found in **Table 18** in **Appendix C**.

TELEPHONE SURVEYS

The Illinois Statewide 2007 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: May and June/early July, 2007

Preliminary Excel Tables submitted: July 20, 2007

Updated / Expanded Excel Tables submitted: September 6, 2007

Summary Report Submitted: October 5, 2007

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 May through September, 2007. The first survey was conducted in April and May prior to the Memorial Day weekend (herein called the May survey), and the second was conducted in June and early July, after the Memorial Day weekend (herein called the June survey). A third survey was contracted for September, after the Labor Day weekend.

The May survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a belt enforcement and media campaign that took place in a time period surrounding the 2007 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 took place after a DUI enforcement campaign that occurred in a time period surrounding the 2007 Labor Day weekend. Thus, the May 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.

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

Methodology

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

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

For the “rural sample,” the counties defined as “rural” were identified, and a random sample of telephone numbers within this aggregate area was purchased. 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.

Actual field interviewing for the May survey was conducted from April 18 – May 20, 2007 with about 500 licensed drivers (713-745). Field interviewing for the “June survey” was conducted from June 2 through July 9 with just over 500 licensed drivers (719-751).⁸

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

⁸ 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.

The numbers of completions for each stratification and sample group are presented below for both the May and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

	2007 Seat Belt Pre-Test May 2007	2007 Seat Belt Post-Test June / early July	estimated sampling errors**
<i>TOTAL surveyed</i>	729*	734	
Statewide sample	505	521	+/- 4.3 to 4.4%
Chicago metro area	293	326	+/- 5.4 to 5.7%
<i>City of Chicago</i>	128	160	+/- 7.8 to 8.7%
<i>Chicago suburban counties</i>	164	166	+/- 7.6%
Downstate counties	212	195	+/- 6.7 to 7.0%
<i>North/central Illinois</i>	99	96	+/- 9.9%
<i>Southern Illinois</i>	113	99	+/- 9.2 to 9.9%
“Rural” counties supplemental sample	224	213	+/- 6.6 to 6.7%
Total “rural counties”****	372	327	+/- 5.1 to 5.4%

* These are mid-point numbers between the number who began the interview and the number who completed a full interview.

** Estimated sampling errors at the 95 percent confidence level

***Includes relevant results (counties) from “downstate” portion of statewide sample

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 had the next birthday. Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was 10 minutes for the May survey and 15 minutes for the June survey.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category.⁹ For the supplemental “rural sample,” the results were weighted by gender and by age category. And, for the “total rural counties,” where we add relevant counties from the

⁹ 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 second 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.

downstate portion of the statewide sample, the results were weighted by region (north/central vs. southern), gender, and age.

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, 2007. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the May 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.¹⁰

Terminology and general format of the results to follow. Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for the Chicago metro area, including results for *the City of Chicago* and *the Chicago suburbs*. Next, we look at the results for the downstate area, including results for *north/central Illinois* and *southern Illinois*. Finally in each section, we comment on the results for the “rural counties.” Note that this includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample.¹¹

The Excel file. The full results are presented in the **Updated IDOT 2007 Statewide Seat Belt Survey Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results
- the statewide regional results (for the four stratification regions: City of Chicago, Chicago suburbs, north/central Illinois, and southern Illinois)
- regional results for: *the Chicago metro area* (from the statewide survey), *downstate* (from the statewide survey), *the “rural sample”* (the supplemental sample), and *“total rural counties”* (the supplemental sample plus relevant counties from the downstate portion of the statewide survey);
- statewide results by gender;
- statewide results by age group (three categories of up to 29, 30s and 40s, and 50 and over);
- statewide results by race (white/non-white).

These worksheets contain results for each of the two surveys and include the percentage point changes from the May to June surveys.¹² They also include a demographic portrait of the group(s) being analyzed.

Time frame in recall question wording. The time frame in the recall questions in the May survey and for most of the June survey completions is that of “the past 30 days.” However, at the

¹⁰ When the decimal is .5, we round to the even integer.

¹¹ The results for only the supplementary rural sample are presented one of the Excel worksheets. We focus on the results for “rural counties,” regardless of sample, because of the larger number of respondents.

¹² As noted in footnote 6 below, the Excel file also includes two worksheets that analyze the June results by the time period the interview was conducted.

end of June, we changed this language to read, “in the past 30 days or so, a period that includes the Memorial Day weekend.”¹³

Demographic comparisons of the May and June samples. Before reporting the seat belt-related results, it is worth noting that the statewide May and June 2007 samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we were assured of similarity between the two samples for region, gender and age category. Within this context of overall similarity, a few differences are worth noting.

The biggest difference in the May and June weighted statewide demographics appears to be for race/ethnicity, where the June statewide sample is somewhat less white (-5% pts) and a bit more Hispanic (+3% pts). Compared to the May sample, the June sample also appears to contain: respondents who are slightly less educated (4% pts more with up to a high school degree/GED); respondents who are slightly more rural (+4% pts) and a bit less likely to reside in a medium-sized city (-4% pts); slightly more respondents who work full-time (+4% pts) and slightly fewer who are retired (-3% pts); and slightly fewer in the lowest income category (-3% pts).¹⁴ However, none of these differences are particularly striking.

Because results for “rural counties” are based on the supplemental rural sample as well as relevant counties of the downstate portion of the statewide sample, it is also worth comparing the May and June demographics for these respondents as well. Again, we find a great deal of similarity across a variety of demographic characteristics. This includes very similar distributions for region (north/central vs. southern Illinois), gender, age category, and education level.

Compared to the May results, the June results do show: somewhat fewer respondents in households with one licensed driver (-5% pts) and in households with more than three licensed drivers (-6% pts) and more in households with two (+7% pts) and three (+5% pts) licensed drivers; somewhat more respondents from a small town (+5% pts) and fewer from a medium-sized city (-4% pts); slightly more who are full-time students (+4% pts) and part-time employees (+3% pts) and slightly fewer who are retired (-3% pts); slightly fewer who are non-white (-3% pts); and slightly more who are in households with incomes between \$60,000 to \$75,000 (+4% pts) and fewer who are in households with incomes between \$45,000 and \$60,000 (-3% pts). None of these differences appear to be particularly striking, with the possible exception of the first characteristic noted (the number of licensed drivers in the household).

¹³ Last year, interviewing spilled over into July (through July 3) and the recall time period wording was not changed. At that time we suggested that, if anything, using the “30 day” recall wording would reduce the estimated effects of the campaign in terms of “before” and “after” awareness and exposure reports. We further noted that 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 if the wording remained unchanged. However, this year, we decided to change the wording, effective June 28th, to explicitly let respondents know that the time frame included the period surround Memorial Day because: 1) Memorial Day weekend was a bit earlier; 2) interviewing lasted a bit longer (through and after the July 4th holiday); and 3) about 40 percent of the respondents were still to be interviewed as we neared the last weekend in June. Because of this, the Excel worksheet mentioned above includes two worksheets where we analyze the recall-related results by the interviewing time period. For a description of “telescoping,” see Herbert F. Weisberg, *The Total Survey Error Approach* (Chicago: University of Chicago Press, 2005), pp. 98-99.

¹⁴ For income, more in the June sample responded to the question. Thus, it is not surprising that we find small increases across several of the income categories. The lowest income category of less than \$15,000 is the only category where we find a decrease in the proportion from May to June.

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” declines somewhat from 91 percent in the May survey to 86 percent in the June survey while the percent who reported “most of the time” increases from 5 percent to 9 percent.¹⁵

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” was very stable, at 91 percent in May and 90 percent in June. For the City of Chicago respondents, reports of wearing seat belts “all of the time” actually declined from 92 percent in May to 86 percent in June. For Chicago suburban respondents, these reports increased slightly, from 90 percent in May to 92 percent in June.

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” shows a substantial decrease, dropping from 90 percent in May to 79 percent in the June survey. Increases are found both for those who said “most of the time” (7% to 12%) and for those who said “some of the time” (1% to 6%). Further analysis here shows that the large decrease is found in north/central Illinois, where the percent who indicated wearing a seat belt “all of the time” decreased from 92 percent in May to 76 percent in June, a 16 percentage point decline. For southern Illinois respondents, an increase in reports of wearing a seat belt “all of the time” actually took place from the May to the June surveys (86% to 91%).

And, in the “rural counties,” the percent who indicated wearing their seat belt “all the time” declined only a bit, dropping from nearly 90 percent in May to nearly 86 percent in the June survey.

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) declines from 76 percent in the May survey to 68 percent in the June survey. Meanwhile, the percent who said “within the last day” increases from just over 7 percent to nearly 11 percent. Smaller increases are found for “within the past week” (nearly 5% to over 7%) and “within the past month” (just over 3% to just over 5%).

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) decreased from 77 percent in the May survey to 72 percent in the June survey. Small increases are found for both “within the past month” (4% to 7%) and “within the past year” (2% to 6%). *For the City of Chicago*, the percent who said “more than a year ago” declined a bit, from 78 percent in May to 74 percent in June, as did the percent who said “within the past year” (8% to 3%). A decline also occurred in the percent who said they “don’t know” (nearly 7% to nearly 2%). Increases in percentages are found for other responses of within “the past day” (4% to 7%), “the past week” (2% to 9%), and “the past month” (2% to 5%). *For the Chicago suburbs*, the

¹⁵ 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.

percent who said “more than year ago” also declined, from 77 percent in May to 70 percent in June. Increases occurred for the adjacent response categories of “within the past month” (3% to 7%) and “within the past year” (3% to 5%).

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) decreased substantially, dropping from 74 percent in the May survey to 63 percent in the June survey. At the same time, a substantial increase is found for those who said “within the last day” (7% to 16%). Further analysis again finds that this decrease occurred *in north/central Illinois*, where the percent who said “more than a year ago” decreased from 77 percent in May to 59 percent in June. At the same time, the north/central Illinois percent who said “within the past day” increased from 4 percent in May to 20 percent in June. *For southern Illinois*, an increase actually is seen for those who said “more than a year ago” (66% to 71%) as well as for those who said “within the past year” (2% to 9%) rather than more recently.

And, in the “rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) is very stable, at nearly 70 percent in the May survey and just over 70 percent in the June survey. The percent who said “within the past day” increased a bit (6% to 10%) while the percent who said “within the past month” decreased a bit (10% to 6%).

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason given by statewide respondents in both the May and June surveys was that the respondent was driving a short distance (54% of those giving a reason in May and 61% in June). The next most frequent reason is that the respondent “forgot” or was distracted (16% in May and 25% in June). Generally, this is also the case for the metro Chicago region, the downstate sample, and the “rural counties.” The only exception here is the May survey for the downstate sample and the “rural counties” where “not in the habit; just don’t like them” is basically tied with “forgot/distracted” for the second-most frequently cited reason.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The statewide percent who indicated their use of seat belts has increased over the past 30 days rises from just over 3 percent in the May survey to nearly 9 percent in the June survey. At the same time, the percent who indicated their seat belt usage has stayed the same declines from 96 percent to 90 percent.

In the metro Chicago area, the percent who indicated their use of seat belts had increased over the past 30 days rises from nearly 3 percent in the May survey to almost 8 percent in the June survey. The trend is apparent in both the City of Chicago (2.5% to 8.3%) and in the Chicago suburbs (2.9% to 7.2%).

In the downstate sample portion, the percent who indicated their use of seat belts had increased rises from just over 4 percent in the May survey to 11 percent in the June survey. Further analysis shows this rise is limited to north/central Illinois, where the percent who said their use of seat belts had increased rose from just under 4 percent in the May survey to just over 12 percent in

the June survey.¹⁶ The responses in May and June for southern Illinois are more stable, with about 7 percent in both surveys saying their use of seat belts had increased.

And, in the “rural counties,” the percent who indicated their seat belt usage had increased also rises, from 3 percent in May to 8 percent in June.

When asked “*what caused your use of seat belts to increase*,” the most frequent reason given by statewide respondents in the June survey is that relating to enforcement, police, and the possibility of getting tickets (38%, but for n of 45). (Despite low numbers of respondents, this finding does hold for the metro Chicago area, the downstate sample portion, and the “rural counties.”)

Have you ever received a ticket for not wearing a seat belt? The statewide percent who indicated having ever received a ticket for not wearing a seat belt is nearly one in ten in May (9.8%) and just over 11 percent in June (11.5%).

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt increased from just over 8 percent in May to just over 12 percent in June. The percent who reported this is quite stable in the City of Chicago (9% in May and just under 8% in June), but it increased by 6 percentage points in the Chicago suburbs (just over 8% to nearly 15%).

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt decreased a bit, from just over 12 percent in May to 10 percent in June. Different trends are apparent in north/central Illinois (a decline from just over 14 percent in May to just under 10% in June) and southern Illinois (an increase from nearly 5 percent in May to almost 9 percent in June).

And, in the “rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt was stable at about 8 percent in both surveys.

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” declines from nearly 82 percent in the May survey to just over 74 percent in the June survey while the percent who said they wear their seat belt “most of the time” as a passenger increases from just over 10 percent to just over 17 percent.

In the metro Chicago area, the percent who indicated they wear a seat belt as a passenger “all of the time” decreased from nearly 84 percent in the May survey to just over 77 percent in the June survey. At the same time, the percent who said “most of the time” increased from nearly 9 percent in May to 16 percent in June. *For the City of Chicago*, the percent who said “all of the time” decreased from 79 percent in May to 73 percent in June (-6% pts), while the percent who said “some of the time” increased from nearly 6 percent to almost 10 percent (+4% pts). *For the*

¹⁶ This is particularly interesting, given the earlier finding that north/central respondents reported much less seat belt usage in the June survey than was the case in the May survey, and given the fact that the June north/central findings reported much seat belt usage than those in other regions of the state.

Chicago suburbs, the percent who said “all of the time” declined from 86 percent in May to 79 percent in June (-7% pts) while the percent who said “most of the time” increased substantially, from nearly 6 percent in May to 18 percent in June (+12% pts).

In the downstate sample portion, the percent who indicated they wear a seat belt as a passenger “all of the time” decreased from 77 percent in May to just less than 70 percent in June. Accompanying increases are found for “most of the time” (14% to 20%) and “some of the time” (4% to 8%). But, different trends are apparent in north/central Illinois and southern Illinois. *For north/central Illinois*, the percent who said “all of the time” decreased from just over 77 percent in May to just under 66 percent in June (-12% pts) while increases occurred both for “most of the time” (16% to 20%) and “some of the time” (4% to 10%). *For southern Illinois*, the percent who said “all of the time” increased from just over 74 percent to just under 82 percent (+7% pts) as did the percent for “most of the time” (9% to 16%, +7%).

In the “rural counties,” the percentages for the responses are very similar in the two surveys, with about 77 to 78 percent saying they wear a seat belt as a passenger “all of the time” and another 15 to 16 percent who said “most of the time.”

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 statewide respondent in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (98% in both surveys). And, as we see below, virtually all respondents in every region also are aware of Illinois law.

Regions. In the May survey, the percent who indicated being aware was 97 percent in the metro Chicago area and in “rural counties” and a higher 99 percent in the downstate sample. Further analysis shows nearly identical awareness in the City of Chicago (98%) and the Chicago suburbs (97%). In downstate Illinois, every respondent (100%) in the north/central Illinois sample expressed awareness compared to 95 percent in southern Illinois.

In June, the awareness level is 98 percent for the metro Chicago area, the downstate sample portion, and for the “rural counties.” Again, the awareness level is nearly identical in the City of Chicago (98%) and the Chicago suburbs (97%). And again, the north/central respondents (99%) expressed slightly greater awareness than did those in southern Illinois (96%).

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?* Eight of ten (80%) of the statewide May respondents indicated that police can stop a vehicle just for a seat belt violation. This awareness of primary enforcement increased to just over 86 percent in the June survey.

In the metro Chicago area, the percent who indicated being aware of primary enforcement increased from almost 79 percent in the May survey to 85 percent in the June survey. While the knowledge of primary enforcement powers is greater in the Chicago suburbs than in the City of Chicago in both surveys, the increase in awareness from May to June is greater in the City (nearly 70% to nearly 80%) than in the suburbs (84% to 88%).

In the downstate sample portion, the percent who indicated being aware of primary enforcement increased from 82 percent in May to nearly 89 percent in June. The increase in knowledge of primary enforcement powers is substantial in southern Illinois, rising from 78 percent in the May survey to 95 percent in the June survey. The increase in this knowledge in north/central Illinois is modest, rising from just under 84 percent to just over 87 percent.

And, in the “rural counties,” the percentage who indicated being aware of primary enforcement increased from just over 83 percent in the May survey to almost 92 percent in the June survey.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? Just over three-quarters (76%) of the May respondents believed police should be allowed to stop a vehicle for seat violations without another traffic law violation. This decreased somewhat to just under 70 percent (69%) for the June respondents.

In the metro Chicago area, over three-quarters (78%) of the May respondents believed police should have primary enforcement powers here. In June, this decreased a bit to 74 percent. This percentage is quite stable in the City of Chicago, rising only from 75 percent in May to 77 percent in June. But, the percent favoring primary enforcement powers decreases in the Chicago suburbs, from 79 percent in May to 73 percent in June.

In the downstate sample portion, almost three-quarters (73%) of the May respondents believed police should have primary enforcement powers here. This decreased substantially to 59 percent for June survey respondents. Further analysis shows this decrease is due to trends in north/central Illinois, where the percent favoring primary enforcement powers decreased from 77 percent in the May survey to 56 percent in the June survey, a drop of nearly 22 percentage points. In contrast, the percent favoring primary enforcement actually increased in southern Illinois, from 63 percent in May to 71 percent in June.

And, in the “rural counties,” the percent who believe police should have primary enforcement powers here is about 72 percent in both the May and June surveys.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Over nine in ten statewide 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 (just over 96% in May and just over 92% in June). With one slight exception, this is also the case in every region analyzed.

In the metro Chicago area, this percentage is nearly 96 percent in the May survey and almost 94 percent in the June survey. The percent favoring such a law is very stable in the City of Chicago (93% and 94%), but it decreases a bit from May to June in the Chicago suburbs (98% to 93%).

In the downstate sample portion, this percentage is 97 percent in the May survey and just above 90 percent in the June survey. The decline is most apparent in north/central, where we see a drop from 98 percent in May to 91 percent in June. The southern Illinois percent who favor such a law is pretty stable at about 90 percent (just over 90% in May and 89% in June).

And, in the “rural counties,” the percentage who support such a law is 94 percent in May and 93 percent in June.

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agree or disagree 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 statewide percent who disagreed (to any extent) with this statement declines from 71 percent in May to 63 percent in June. Further examination shows that this decline is a result of the decline in the proportion who “strongly disagree” (51% in May vs. 43% in June).

In the metro Chicago area, the agree/disagree response distributions in the two surveys are not far apart. Yet, we do find that the percent who “strongly disagree” declines somewhat from 52 percent in May to 48 percent in June. And, the total proportion who disagree declines a bit from nearly 73 percent in May to almost 68 percent in June.

For the City of Chicago, the percent who “strongly disagree” is only slightly greater in June than it is in May (48% vs. 46%). But because there was a decrease (-7% pts) in the percent who “somewhat disagree,” the total percent who disagree to any extent declines modestly from 72 percent in May to 67 percent in June. It should also be noted that the percent who “don’t know” increases from less 1 percent in May to nearly 7 percent in June.

For the Chicago suburbs, the percent who “strongly disagree” drops from 55 percent in May to 47 percent in June (-8% pts). The total percent who disagree to any extent shows a more modest decline of 73 percent in May to 68 percent in June.

In the downstate sample portion, the percent who “strongly agree” declines substantially, dropping from 50 percent in May to 34 percent in June, and the total proportion who disagree declines from 68 percent in May to 55 percent in June. From May to June, the total proportion who agree increases from 30 percent to nearly 36 percent, and the proportion who “don’t know” increases from almost 2 percent in May to over 9 percent in June.

For north/central Illinois, the percent who “strongly disagree” declines by 19 percentage points, from 49 percent in May to 30 percent in June. The total percent who disagree drops from 67 percent in May to 51 percent in June. Increases are found for both those who “don’t know” (2% to 11%) and for those who agree (31% to 38%).

For southern Illinois, the percent who “strongly disagree” also dropped, from 52 percent in May to 46 percent in June. But, because there was an increase in the percent who “somewhat disagree,” the total percent who disagree to any extent only declined from 69 percent in May to 67 percent in June.

In the “rural counties,” the total proportion who disagree with this statement decreases from 67 percent in the May survey to 61 percent in the June survey. Meanwhile, the total proportion who agree increases from nearly 29 percent to almost 35 percent, largely a result of the increase in those who “somewhat agree” (19% to 23%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on.

Statewide, about 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 (92% in May and 88% in June). The proportion who agree to any extent is 97% in May and 95% in June.

In the metro Chicago area, the proportion who “strongly agree” with the statement drops from 93 percent in May to 88 percent in June. The total proportion who agree drops only from a very high 98 percent in May to nearly 96 percent in June. In both the City and the suburbs, a decline of 5 to 6 percentage points from May to June is found for the percent who “strongly agree” (88% to 83% for the City; 96% to 91% for the suburbs). However, total agreement levels are well above 90 percent in both surveys for both the City and the suburbs.

In the downstate sample portion, the proportion who “strongly agree” is very similar in the two surveys, 89 percent in May and 88 percent in June. The total proportion who agree is also stable, at 94 to 95 percent in both surveys. In north/central Illinois, there is a small decline in those who “strongly agree” and a small increase in those who “somewhat agree,” with the result that 94 to 95 percent show agreement the surveys. A reverse trend is in evidence in southern Illinois, where there is a modest increase in those who “strongly agree” and a decrease in those who “somewhat agree.” The result here are quite similar total agreement levels of 95 percent in May and 93 percent in June.

And, in the “rural counties,” the proportion who “strongly agree” is also very stable, 88 percent in May and nearly 89 percent in June. The total proportion who agree increases just slightly (94% to 94%).

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.

The percent of statewide respondents who “strongly disagree” with this statement is nearly 80 percent in May and just less than three-quarters in June (73%) while the proportion who disagree to any extent is slightly higher in May than in June (91% vs. 88%).

In the metro Chicago area, the percent who “strongly disagree” declines substantially from May to June, dropping from nearly 82 percent to almost 73 percent. The total percent who disagree to any extent declines less, from 93 percent in May to 87 percent in June. At the same time, the total percent who agree to any extent doubles from 5 percent in May to 11 percent in June. The decline in the percent who “strongly disagree” is present in both the City of Chicago (82% to 72%) and in the Chicago suburbs (82% to 74%). For the total percent who disagree to any extent, the decline in the City (89% to 85%) is smaller than that in the suburbs (95% to 88%).

In the downstate sample portion, the percent who “strongly disagree” is quite stable in the two surveys, dropping only slightly from 76 percent in May to 74 percent in June. And, the total percent who disagree to any extent increases a bit, from 86 percent in May to 89 percent in June. For both north/central and southern Illinois, only small declines are present for the percent who “strongly disagree” (78% to 76% for north/central; 71% to 69% for southern). And, the total percent who disagree actually increases somewhat in both areas (87% to nearly 90% for north/central; 86% to 89% for southern). Additionally, the decline in the percent who “strongly agree” with this statement in southern Illinois should be noted (just under 10% in May to just over 2% in June, -7% pts).

In the “rural counties,” as in the metro Chicago area, the percent who “strongly disagree” declines substantially, from just over 82 percent in May to nearly 73 percent in June. The total percent who disagree to any extent shows a smaller decline, from nearly 93 percent in May to nearly 89 percent in June. The total percent who agree increases from nearly 6 percent in May to almost 10 percent in June.

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” increases slightly from nearly 41 percent in May to almost 44 percent in June. The total percent who indicated either “very likely” or “somewhat likely” increases from 67 percent in May to almost 72 percent in June. A small decline is found for those who said “somewhat unlikely” (15% to 13%) while a somewhat larger decline is found for those who said “very unlikely” (almost 14% to under 10%).

In the metro Chicago area, the percent who said “very unlikely” is basically cut in half from May to June, dropping from nearly 16 percent in the May survey to 8 percent in the June survey. At the same time, the percent who said “very likely” increases from 38 percent in May to 42 percent in June. Decreases in the “very unlikely” percent occurred in both the City of Chicago (22% to 15%) and in the Chicago suburbs (12% to 5%). Modest increases are found at the other end of the scale in both areas. In the City of Chicago, the percent who said either “very” or “somewhat” likely increased from 53 percent in May to 59 percent in June. And, in the Chicago suburbs, the percent who said “very likely” increased from 70 percent in May to 75 percent in June.

In the downstate sample portion, the percentage distributions across the responses are quite similar in the two surveys, with the percent saying “very likely” increasing only from just over 45 percent in May to nearly 47 percent in June – and the percent saying “very unlikely” being about 11 percent in both surveys. Overall, the response distributions in north/central Illinois do not depart greatly, and no consistent pattern is in evidence. The result is fairly similar percentages in the two surveys for “very likely” (48% in May and 46% in June); “very” or “somewhat” likely (75% in May; 76% in June); and “very unlikely” (10% in May; 12% in June). However, for southern Illinois, a substantial increase occurs for those who said “very likely,” rising from 38 percent in May to 51 percent in June (+14% pts). However, because there was an 8 percentage point decrease in those who said “somewhat likely,” the percent who said either “very” or “somewhat” likely has a more modest increase from 72 percent in May to 78 percent in June.

And, in the “rural counties,” the percent who said “very likely” increases substantially, from 38 percent in the May survey to 48 percent in the June survey. Decreases are spread across the remaining responses.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Statewide, the largest changes from May to June – both small in magnitude -- are found for those who “somewhat disagree” (17.5% to 14.4%) and those who “somewhat agree” (16.2% to 19.9%). Altogether, the total proportion who disagree is quite similar in the two surveys (just over 45% in May and just over 43% in June). The percent who indicated they did not know was stable at about 24 percent.

In the metro Chicago area, while small to moderate changes occur across the response alternatives (in the range of 2 to 6 percentage points), there is no consistent pattern. The result is substantial stability from May to June in the total percent who disagree (43% in both surveys), the total percent who agree (30% in May and 33% in June), and the percent who “don’t know” (26% in May and 24% in June). *For the City of Chicago*, the percent who “strongly disagree” (20% in each survey) and the total percent who disagree to any extent (37% in both surveys) are stable. Changes here occur in “strongly agree” (a decline of 24% to 18%) and “somewhat agree” (17% to 27%). *For the Chicago suburbs*, small changes occur across the response alternatives with no consistent pattern. The percent who “strongly agree” does show an increase from 28 percent in May to 33 percent in June, but the total percent who disagree to any extent is very stable (46% in May and 47% in June).

In the downstate sample portion, the proportion who disagree to any extent declines from 50 percent in the May survey to 44 percent in the June survey. Meanwhile, most of the increase occurs for those who “don’t know,” increasing from just over 19 percent to nearly 24 percent. *For north/central Illinois*, the total percent who disagree to any extent declined from 48 percent in May to 42 percent in June. The percent who “don’t know” increased from 19 percent to 26 percent. *For southern Illinois*, a substantial increase is found for those who “somewhat agree” (12% in May to 22% in June). Altogether, the percent who agree to any extent increases from 26 percent in May to 33 percent in June. The percent who disagree to any extent decreases only a small amount (52% to 49%) as does the percent who “don’t know” (21% to 18%).

In the “rural counties,” there are small increases from May to June of about 3 percentage points for both “strongly agree” and “strongly disagree” accompanied by small decreases of about the same magnitude for both “somewhat agree” and “somewhat disagree.” The result is stability from May to June in the total percent who disagree (48% in both surveys), the total percent who agree (27% in both), and the percent who “don’t know” (25% in both).

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, there was a substantial increase from May to June in the total proportion who agree, from 33 percent in May to 47 percent in June. This is nearly all a function of the increase in the proportion who “strongly agree” (19% in May to 31% in June).

In the metro Chicago area, the percent who “strongly agree” increased substantially from nearly 16 percent in the May survey to 32 percent in the June survey. The total percent who agreed to any extent jumps from 29 percent in the May survey to 47 percent in the June survey. Meanwhile, the percent who “don’t know” decreased from 57 percent in May to 42 percent in June. *For the City of Chicago*, the percent who “strongly agree” increased from 14 percent in May to 25 percent in June, while the total percent who agree to any extent increased from 31 percent to 39 percent. The percent who “don’t know” decreased from 48 percent to 41 percent. *For the Chicago suburbs*, the percent who “strongly agree” increased from May to June by 19 percentage points,

rising from 17 percent in May to 36 percent in June. The total percent who agree to any extent nearly doubled from 27 percent in May to 52 percent in June, and the percent who “don’t know” decreased 20 percentage points, from 62 percent in May to 42 percent in June.

In the downstate sample portion, the percent who “strongly agree” shows a relatively small increase from nearly 25 percent in the May survey to just over 29 percent in the June survey. The total percent who agree to any extent increases a bit more, from 40 percent in the May survey to 47 percent in the June survey. And, an accompanying decrease is found in the percent who “don’t know” (48% to 41%). *For north/central Illinois*, the total percent who agree to any extent increased modestly, from just over 38 percent in May to just over 43 percent in June. *For southern Illinois*, there was a substantial increase in those who “strongly agree” (21% in May to 36% in June), and the total percent who agree increased from 43 percent to 59 percent. At the same time, those who “don’t know” decreased from 45 percent in May to 25 percent in June. While less in magnitude, it should also be noted that the percent who “strongly disagree” increased from 2 percent to 9 percent.

In the “rural counties,” the percent who “strongly agree” increased substantially from nearly 19 percent in the May survey to almost 30 percent in the June survey. And, the total percent who agreed to any extent jumps from 35 percent in the May survey to 52 percent in the June survey, an increase of 17 percentage points. Meanwhile, the percent who “don’t know” decreased from 48 percent in the May survey to 38 percent in the June survey, and the total percent who disagreed to any extent decreased from 17 percent to 10 percent.

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. Nine of ten (90%) statewide respondents agreed with this statement in May, and nearly as many did in June (88%). However, the percent who “strongly agree” actually declined from just over 70 percent (71%) in May to just under 64 percent in June.

In the metro Chicago area, the percent who “strongly agree” declined somewhat, from 72 percent in the May survey to 67 percent in the June survey. But, the total percent who agree to any extent only declined from 92 percent in May to just under 90 percent in June. *For the City of Chicago*, the percent who “strongly agree” (71% to just less than 68%) and the total percent who agree (96% to 91%) decline slightly to somewhat. *For the Chicago suburbs*, the percent who “strongly agree” declines from 73 percent in May to 67 percent in June, but the total percent who agree only shows a slight decline from just over 90 percent to just under 89 percent.

In the downstate sample portion, the percent who “strongly agree” dropped substantially, from 68 percent in the May survey to 57 percent in the June survey. But because the percent who “somewhat agree” increased substantially, the result is stability in the total percent who agree to any extent (86% in May and 85% in June). *For north/central Illinois*, the percent who “strongly agree” drops a substantial 18 percentage points from May to June, from 71 percent to 53 percent. But because the percent who “somewhat agree” increased by nearly 14 percentage points, the total percent who agree declined modestly, from 89 percent in May to 84 percent in June. *For southern*

Illinois, the percent who “strongly agree” increased from 58 percent in May to 69 percent in June. With little change in the percent who said “somewhat agree,” the percent who agreed to any extent increased from 78 percent to 89 percent.

In the “rural counties,” the response distributions are not far apart in the two surveys, with “strong” agreement expressed by 65 to 66 percent in both surveys, and any degree of agreement expressed by 85 percent in the May survey and just under 88 percent in the June survey.

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 May and June. Nearly two-thirds believe stricter enforcement is “very important” (65% in both surveys) and another near-fifth believe it is “fairly important” (just under 18% in May and 19% in June).

In the metro Chicago area, the percent who said stricter enforcement is “very important” is stable, at nearly 66 percent in May and just over 67 percent in June. The percent who said either “very” or “fairly” important shows a small increase from nearly 84 percent in May to nearly 87 percent in June. Only small changes are in evidence in each of the two metro areas. *For the City of Chicago,* the percent who said “very important” is in the range of 63 to 65 percent while the percent who said either “very” or “fairly” important is in the range of nearly 82 to 84 percent. *For the Chicago suburbs,* 68 percent said “very important” in both surveys while the percent who said either “very” or “fairly” important increased only from 85 percent in May to just over 88 percent in June.

In the downstate sample portion, the percent who said “very important” is stable (63% in May and 62% in June) as is the percent who said either “very” or “fairly” important (80% in both surveys). *For north/central Illinois,* the percent saying “very important” shows a small decrease (65% to 61%) while the percent saying either “very” or “fairly” important is quite stable (82% and 81%). *For southern Illinois,* the percent who said “very important” increased from 56 percent in May to 64 percent in June, with the percent saying either “very” or “fairly” important increasing from 73 percent to almost 80 percent.

In the “rural counties,” the percent who said “very important” increased from 58 percent in May to nearly 65 percent in June. The percent who said either “very” or “fairly” important shows only a small increase of nearly 80 percent in May to 82 percent in June.

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

Awareness of special police efforts to ticket for seat belt violations. The statewide 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 18 percent in the May survey to somewhat less than half (47%) in the June survey.

In the metro Chicago area, the percent who indicated seeing/hearing special efforts tripled, from 16 percent in May to 47 percent in June. The same degree of increase is found for both the City of Chicago (14% to 42%, +28% pts) and the Chicago suburbs (17% to 50%, +33% pts).

In the downstate sample portion, this percent doubled from 23 percent in May to 48 percent in June. And basically the same degree of increase is found for both north/central Illinois (23% to 46%, +23% pts) and southern Illinois (26% to 56%, + 29% pts).

And, in the “rural counties,” this percent more than doubled, from 24 percent in May to 54 percent in June.

Of those June respondents who indicated having seen or heard of these special efforts, more statewide respondents reported being exposed to them through television (51%) than through the others. Exposure levels through newspaper (34%), friends/relatives (33%), and radio (30%) are very similar.¹⁷ Those exposed through television were only somewhat more likely to be exposed through commercials than through news stories (60% and 52%, respectively), but the difference is more for those exposed through radio (71% for commercials and 33% 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 (77% and 26%).

For these June metro Chicago respondents who have seen/heard, exposure through television (55%) is more than that for the other sources: friends/relatives (36%); radio (33%); and newspapers (27%). The same basic finding applies to both the City of Chicago and the Chicago suburbs.

For these June respondents in the downstate sample who have seen/heard, exposure through newspapers (47%) is slightly ahead of exposure through television (44%) followed by exposure through friends/relatives (27%) and radio (23%). The same finding basically applies to both north/central and southern Illinois, with the exception that newspapers and television are tied in the north/central region.

For these June respondents in “rural counties,” who have seen/heard, exposure through television (45%) and newspapers (44%) is virtually the same followed by exposure through friends/relatives (32%) and radio (29%).

¹⁷ We focus here on the June respondents since this was the seat belt “post-test” survey.

Awareness of police working at night to enforce seat belt laws. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt laws*” increased about three-fold between May and June, from 7% to 22%.

In the metro Chicago area, the percent who indicated seeing/hearing anything here tripled from 7 percent in May to 21 percent in June. This percent more than doubled for the City of Chicago (9% to 21%) and increased four-fold in the Chicago suburbs (5% to 21%).

In the downstate sample portion, this percent more than tripled from 7 percent in May to 24 percent in June. This percent increased four-fold in north/central Illinois (6% to 24%) and more than doubled in southern Illinois (10% to 22%).

And, in the “rural counties,” this percent more than doubled, from just over 8 percent in May to 21 percent in June.

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” basically doubled from May to June, increasing from 27 percent to 53 percent.¹⁸

In the metro Chicago area, the percent who indicated seeing/hearing anything about setting up safety checks basically doubled from 26 percent in May to 54 percent in June. This finding applies to both the City of Chicago (23% to 50%, +27% pts) and the Chicago suburbs (28% to 56%, +27% pts).

In the downstate sample portion, this percent almost doubled from 28 percent in May to 52 percent in June. Increases of 24 percentage points occurred in both north/central Illinois (28% to 52%) and southern Illinois (27% to 51%).

And, in the “rural counties,” this percent almost doubled, from 31 percent in May to 58 percent in June.

Of those June respondents who indicated being aware of roadside safety checks, somewhat more statewide respondents reported hearing about them from friends/relatives (35%) than hearing about them through television (32%). Exposure is somewhat lower than this through radio (24%) and newspapers (24%). For each mass media source, those who were exposed through news stories far surpassed those exposed through advertisements, with the difference particularly striking for newspapers (87% vs. 18% for newspapers; 74% vs. 41% for television; and 63% vs. 36% for radio).

For these June metro Chicago respondents who were aware of roadside safety checks, exposure through friends/relatives (35%) and television (33%) are somewhat ahead of exposure through radio (28%) followed by exposure through newspapers (17%). For City of Chicago respondents, television (47%) surpasses friends/relatives (33%) followed by radio (23%) and then

¹⁸ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

newspapers (12%). For Chicago suburban respondents, friends/relatives (36%) is first, followed by radio (30%) and television (27%) and then newspapers (20%).

For these June respondents in the downstate sample who are aware of these checks, exposure through friends/relatives (36%) and newspapers (35%) is somewhat more frequent than exposure through television (30%) followed by exposure through radio (19%). This general finding applies to both north/central Illinois (33% for both friends/relatives and newspapers; 28% for tv; and 16% for radio) and southern Illinois (46% for friends/relatives; 41% for newspapers; 35% for tv; and 26% for radio).

For these June respondents in “rural counties” who are aware of these checks, exposure through friends/relatives (39%) and newspapers (38%) is slightly more frequent than exposure through television (35%) followed by exposure through radio (24%).

*Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had **personally seen such checks** increased between the May and June surveys (39% to 52%). [It should be noted that a decline from May 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 these respondents who had seen/heard about checks in the metro Chicago area, the percent who indicated personally seeing these checks increased from 47 percent in May to 60 percent in June. This percentage actually decreased for City of Chicago respondents (71% to 60%) but increased substantially for Chicago suburban respondents (34% to nearly 60%).

For these respondents who had seen/heard about checks in the downstate sample portion, the percent who indicated personally seeing these checks increased from 25 percent in May to 38 percent in June. This increase was more modest in north/central Illinois (24% to 32%) and much more substantial in southern Illinois (27% to 56%).

And, for these respondents who had seen/heard about checks in the “rural counties,” the percent who indicated personally seeing these checks increased by a smaller amount, from 31 percent in May to 37 percent in June.

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 statewide percent who have seen a roadside safety check more than doubled from May to June 2004, from 11 percent to 28 percent.

Based on all sample members, this increase in the percent who have seen a roadside safety check is 12 percent in May to 32 percent in June for the Chicago metro area, with the increase in the suburbs being more substantial (10% to 34%) than in the City (16% to 30%). For the downstate sample portion, the increase is 7 percent in May to 20 percent in June, with the increase being more substantial in southern Illinois (7% to 29%) than in north/central Illinois (7% to 17%). And, for the “rural counties,” this increase is 10 percent in May to 22 percent in June.

*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 statewide results for the May and June surveys are not really far apart, with more than half indicating they have been through a check (51% for May and 57% for June).*

In terms of total sample members, this translates into more than a tripling of the statewide percent who said they had personally been through a roadside check, from just over 4 percent in May to just over 14 percent in June, an increase of about 10 percentage points. About the same percentage point increase here is also found for respondents in the Chicago metro region (7% to 18%), the downstate sample (2% to 12%), and the “rural counties” (2% to 13%).

Further analysis here finds that the increase is quite small for the City of Chicago (12% to 15%), largely because it was starting from a bigger base in the May sample. Increases for the other regions are: the Chicago suburbs (4% to 19%); north/central Illinois (1% to 11%); and southern Illinois (2% to 18%).

Awareness of messages to encourage people to wear seat belts. The statewide 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 64 percent in the May pre-test survey to nearly three-quarters (78%) in the June post-test survey.

In the Chicago metro region, the percent who indicating hearing/seeing these messages increased from 60 percent in May to 80 percent in June. Increases of about 20 percentage points are found for both the City of Chicago (54% to 75%, +21% pts) and for the Chicago suburbs (64% to 82%, +18% pts).

In the downstate sample, this percent increased by only 72 percent in May to 76 percent in June. Increases of 3 to 4 percentage points are found in both north/central Illinois (71% to 74%) and southern Illinois (76% to 80%).

And, in the “rural counties,” this percent increased from 71 percent in May to 83 percent in June.

Of those June respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (70%) than radio (42%). And fewer indicated exposure through newspapers (25%) and friends/relatives (25%). However, reported exposure was greatest through billboards / road signs (75%).¹⁹

For those statewide respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (73% vs. 31% for television; 80% vs. 22% for radio). The reverse was true for those exposed through newspapers (63% for news vs. 37% for advertisements).

For these June metro Chicago respondents who had seen/heard these messages, exposure through billboards/road signs (76%) is slightly greater than exposure through television (71%). Distantly following is exposure through the radio (41%) and then exposure through friends/relatives (26%) and newspapers (22%). This general finding applies to both the City of Chicago (70% for billboards; 68% for tv; 34% for radio; 27% for friends/relatives; and 22% for newspapers) and the Chicago suburbs (79% for billboards; 73% for tv; 44% for radio; 26% for friends/relatives; and 22% for newspapers).

¹⁹ In contrast to earlier surveys, the 2006 and 2007 survey questionnaires 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.

For these June respondents in the downstate sample who had see/heard these messages, exposure through billboards/road signs (73%) is slightly more than exposure through television (68%). Distantly following is exposure through the radio (44%) and then exposure through newspapers (31%) and friends/relatives (24%). This general finding applies to both north/central Illinois (73% for billboards; 67% for tv; 41% for radio; 29% for newspapers; and 22% for friends/relatives) and southern Illinois (75% for billboards; 72% for tv; 53% for radio; 35% for newspapers; and 30% for friends/relatives).

For these June respondents in “rural counties” who had seen/heard these messages, exposure through billboards/road signs (74%) is slightly more than exposure through television (68%). Distantly following is exposure through the radio (38%) and then exposure through newspapers (32%) and friends/relatives (25%).

In each region, as in the state as a whole, those who indicated exposure through television and radio were far more likely to say they had been exposed to these messages through advertisements than through news stories. In contrast, those who indicated exposure through newspapers were more likely to say they had been exposed through news stories than through advertisements.

Those who had seen or heard messages encouraging people to wear seat belts were asked whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The statewide percent of these respondents choosing “more than usual” more than doubled from May to June (11% to 28%).

The metro Chicago percent of these respondents choosing “more than usual” tripled from nearly 10 percent in May to just over 30 percent (31%) in June. This finding basically applies for both the City of Chicago (9% to 33%, +23% pts) and the Chicago suburbs (10% to 30%, +20% pts).

The percent of these respondents in the downstate sample choosing “more than usual” nearly doubled from 13 percent in May to 24 percent in June. The magnitude of the increase is found to be larger in southern Illinois (10% to 27%, +17% pts) than in north/central Illinois (14% to 23%, + 9% pts).

And, the percent of these respondents in “rural counties” choosing “more than usual” increased from 17 percent in May to nearly 30 percent in June.

Awareness of other activities that encouraged people to wear seat belts. The statewide 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 May (9.3%) and just over one-tenth in June (11%). For every region, this percentage generally hovers around 10 percent, with the biggest exception being the May survey for north/central Illinois (4%).

Awareness of selected traffic safety slogans

The statewide June results and May-to-June 2007 trends. Respondents were asked about their awareness of seventeen 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 statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the 2007 seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with 94 percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was fifth in awareness, with somewhat less than half of the respondents expressing awareness (47%). It should also be noted that the DUI-related slogan currently being used in Illinois, “You drink and drive. You lose,” is third in awareness, at 82 percent.

Table Slogans-1. Awareness Levels in June 2007

Order	Slogan	June level
1	Click It or Ticket	94%
2	Friends don't let friends drive drunk	84%
3	You drink and drive. You lose.	82%
4	Drive smart. Drive sober.	64%
5	Buckle Up America	47%
6	Police in Illinois arrest drunk drivers	52%
7	Drive hammered, get nailed.	41%
8	Cells phones save lives. Pull over and report a drunken driver	37%
9	Stay Alive on I-55	31%
10	Wanna drink and drive, police in Illinois will show you the bars	26%
11	Drunk Driving. Over the Limit. Under Arrest	24%
12	Drink and drive? Police in Illinois have your number	20%
13	Children in back	17%
14	Step away from your vehicle	12%
15	Smart motorists always respect trucks	10%
16	Operation A-B-C	6%
17	Checkpoint Strikeforce	5%

We next list the slogans in order of the statewide May-to-June awareness percentage point change in Table Slogans-2. Here we see that the biggest percentage point increase in awareness from the May to June surveys occurred for the slogan, “Cell phones save lives. Pull over and report a drunk driver” (+6.0% points). This was followed closely by “You drink and drive. You lose” (+5.7% pts). The “Click It or Ticket” slogan is in third place (+4.5 % pts) followed by “Drive smart, drive sober” (+4.3% pts). Four other slogans show percentage point increases in awareness, with three of them close to or above an increase of 3 percentage points.

Here it should be remembered that the “Click It or Ticket” slogan started with a higher May awareness level than 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 (42% of its potential increase, or +4.5% out of a possible 10.8%) followed by the “You drink and drive. You lose” slogan (24% of its potential increase).

Table Slogans-2. Change in Awareness Levels, May to June 2007

<i>Slogans</i>	<i>May Pre- test</i>	<i>June Post- test</i>	<i>May- June. Diff.*</i>
Cell phones save lives. Pull over and report a drunk driver	31.3%	37.3%	+6.0%
You drink and drive. You lose	76.3%	82.0%	+5.7%
Click It or Ticket	89.2%	93.7%	+4.5%
Drive smart, drive sober	60.0%	64.3%	+4.3%
Wanna drink and drive, police in Illinois will show you the bars **	22.7%	26.4%	+3.7%
Operation A-B-C	3.2%	6.2%	+3.0%
Drive hammered, get nailed	38.2%	41.0%	+2.8%
Smart motorists always respect trucks	8.7%	10.4%	+1.7%
Step away from your vehicle	12.2%	12.0%	-0.2%
Buckle Up America	47.8%	47.2%	-0.6%
Friends don't let friends drive drunk	84.2%	83.6%	-0.6%
Drink and drive? Police in Illinois have your number	20.4%	19.5%	-0.9%
Police in Illinois arrest drunk drivers	49.9%	51.9%	-2.0%
Checkpoint Strikeforce	7.7%	4.9%	-2.8%
Children in back	20.2%	16.9%	-3.3%
Drunk driving. Over the limit. Under arrest ...	29.1%	23.5%	-5.6%
Stay Alive on I-55	----	31.0%	----

* These are percentage *point* increases/decreases.

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

June regional results 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 is slightly more in the Chicago metro region (95%) than it is in the entire downstate sample region (92%) or in the “rural counties” (just over 92%). Further regional analysis shows that awareness does not differ much within the Chicago metro region, with awareness in the suburbs (95%) only slightly higher than that in the City (94%). However, within the entire downstate region, there is somewhat of a difference.

While awareness in southern Illinois (just over 95%) is on a par with that in the Chicago metro area, the June awareness level in north/central Illinois is a somewhat lower 90 percent.

Regional May-to-June changes for the “Click It or Ticket” slogan. The increase in awareness from the May to June surveys for the “Click It or Ticket” slogan is nearly 7 percentage points in the Chicago metro region (88% to 95%) and is a much lower 2 percentage point increase in the downstate sample (90% to 92%). For the “rural counties,” the increase is nearly 4 percentage points (almost 89% to just over 92%).

Further regional analysis here finds the increase is greater in the City of Chicago (85% to 94%, +9% pts) than in the Chicago suburbs (90% to 95%, +5% pts), basically a function of the greater suburban awareness in May. And, while southern Illinois respondents show an increase of nearly 8 percentage points (nearly 88% to almost 96%), a slight decline in awareness actually is found for north/central Illinois respondents (91% to 90%).

The 2002 through 2007 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-3.²⁰

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

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

²⁰ 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 and 2007, the survey results are also weighted by age category.

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

It 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 recent 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).

Table: Slogans - 3
Awareness of Selected Traffic Safety Slogans,
April 2002 through June 2007

Slogan	Apr '02 Pre	Jun '02 Post	Nov '02 Pre	Dec '02 Post	May '03 Pre	Jun '03 Post	July '03	Jan '04	May '04 Pre	July '04 Post	Sept '04	Apr '05 Pre	Jun '05 Post	Sept '05	Apr '06 Pre	Jun '06 Post	Sept '06	May '07 Pre	Jun '07 Post
<i>Click It or Ticket</i>	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	48%	47%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%	37%	39%	41%	38%	41%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	31%	37%
Stay Alive on I-55	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	31%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	23%	26%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	29%	24%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	20%	20%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	17%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%	17%	12%	14%	12%	12%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%	12%	10%	6%	9%	10%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%	5%	5%	3%	3%	6%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%	12%	8%	10%	10%	10%	7%	8%	5%

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

APPENDICES

Appendix A: Statewide Enforcement Activities and Associated Costs

TABLE 14: MINI-GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
MINI	Bannockburn Police Department	322.0	382	50.6	\$ 9.07	\$ 10.76	\$ 3,465.00
MINI	Barrington Hills Police Department	48.0	282	10.2	\$ 8.68	\$ 50.97	\$ 2,446.35
MINI	Bartonville Police Department	111.0	92	72.4	\$ 34.83	\$ 28.87	\$ 3,204.81
MINI	Blandinsville Police Department	80.0	16	300.0	\$ 55.00	\$ 11.00	\$ 880.00
MINI	Broadview Police Department	23.0	49	28.2	\$ 22.65	\$ 48.25	\$ 1,109.80
MINI	Canton Police Department	57.0	59	58.0	\$ 36.78	\$ 38.07	\$ 2,170.15
MINI	Cedarville Police Department	18.0	16	67.5	\$ 15.75	\$ 14.00	\$ 252.00
MINI	Countryside Police Department	25.0	26	57.7	\$ 43.33	\$ 45.06	\$ 1,126.59
MINI	Danville Police Department	48.0	71	40.6	\$ 26.84	\$ 39.70	\$ 1,905.36
MINI	Decatur Police Department	192.0	384	30.0	\$ 10.75	\$ 21.50	\$ 4,128.00
MINI	DeKalb Police Department	60.3	164	22.0	\$ 18.15	\$ 49.41	\$ 2,976.91
MINI	East Hazel Crest Police Department	72.0	226	19.1	\$ 6.66	\$ 20.89	\$ 1,504.36
MINI	Effingham County Sheriff's Office	24.0	28	51.4	\$ 25.87	\$ 30.18	\$ 724.24
MINI	Elmhurst Police Department	154.0	237	39.0	\$ 31.11	\$ 47.88	\$ 7,374.01
MINI	Evanston Police Department	79.3	165	28.8	\$ 26.76	\$ 55.71	\$ 4,414.77
MINI	Farmington Police Department	70.0	22	190.9	\$ 66.38	\$ 20.86	\$ 1,460.25
MINI	Flora Police Department	70.0	55	76.4	\$ 44.83	\$ 35.22	\$ 2,465.55
MINI	Ford County Sheriff's Office	46.0	22	125.5	\$ 56.03	\$ 26.80	\$ 1,232.64
MINI	Freeport Police Department	59.0	90	39.3	\$ 20.33	\$ 31.02	\$ 1,830.13
MINI	Galena Police Department	60.0	33	109.1	\$ 48.28	\$ 26.55	\$ 1,593.28
MINI	Greenup Police Department	40.0	15	160.0	\$ 61.65	\$ 23.12	\$ 924.80
MINI	Greenville Police Department	119.0	132	54.1	\$ 26.77	\$ 29.69	\$ 3,533.41
MINI	Gurnee Police Department	51.0	102	30.0	\$ 26.54	\$ 53.07	\$ 2,706.73
MINI	Hanover Park Police Department	24.0	31	46.5	\$ 38.83	\$ 50.15	\$ 1,203.60
MINI	Hawthorn Woods Police Department	8.0	8	60.0	\$ 35.83	\$ 35.83	\$ 286.66
MINI	Highland Police Department	60.0	47	76.6	\$ 44.39	\$ 34.77	\$ 2,086.34
MINI	Hinckley Police Department	57.5	28	123.2	\$ 47.34	\$ 23.05	\$ 1,325.47
MINI	Hinsdale Police Department	60.0	574	6.3	\$ 5.45	\$ 52.09	\$ 3,125.49
MINI	Jerome Police Department	124.0	168	44.3	\$ 20.31	\$ 27.52	\$ 3,412.72
MINI	Kincaid Police Department	80.0	216	22.2	\$ 7.73	\$ 20.86	\$ 1,669.00
MINI	Leland Grove Police Department	87.5	200	26.3	\$ 9.96	\$ 22.77	\$ 1,992.73
MINI	Lisle Police Department	174.0	334	31.3	\$ 18.33	\$ 35.18	\$ 6,120.59
MINI	Litchfield Police Department	20.0	57	21.1	\$ 10.02	\$ 28.56	\$ 571.15
MINI	Lombard Police Department	150.0	402	22.4	\$ 18.57	\$ 49.77	\$ 7,464.96
MINI	Marseilles Police Department	112.0	61	110.2	\$ 64.39	\$ 35.07	\$ 3,927.84
MINI	McLean County Sheriff's Office	26.0	36	43.3	\$ 15.56	\$ 21.54	\$ 560.00
MINI	Melrose Park Police Department	724.0	1495	29.1	\$ 19.17	\$ 39.58	\$ 28,659.17
MINI	Meredosia Police Department	60.0	31	116.1	\$ 39.19	\$ 20.25	\$ 1,215.00
MINI	Metropolis Police Department	78.0	70	66.9	\$ 31.61	\$ 28.37	\$ 2,212.58
MINI	Milan Police Department	16.0	0	0.0	\$ -	\$ 35.58	\$ 569.22
MINI	Morton Grove Police Department	169.0	220	46.1	\$ 29.84	\$ 38.84	\$ 6,564.34
MINI	Morton Police Department	48.0	98	29.4	\$ 17.90	\$ 36.55	\$ 1,754.51

TABLE 14: (Continued)

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
MINI	New Lenox Police Department	68.0	113	36.1	\$ 21.88	\$ 36.36	\$ 2,472.72
MINI	North Aurora Police Department	142.0	250	34.1	\$ 23.25	\$ 40.93	\$ 5,812.74
MINI	Northfield Police Department	30.0	59	30.5	\$ 27.97	\$ 55.00	\$ 1,650.00
MINI	Oak Park Police Department	90.0	146	37.0	\$ 30.23	\$ 49.05	\$ 4,414.05
MINI	Orland Hills Police Department	10.0	67	9.0	\$ 20.57	\$ 137.82	\$ 1,378.21
MINI	Ottawa Police Department	32.0	27	71.1	\$ 42.64	\$ 35.98	\$ 1,151.35
MINI	Palos Heights Police Department	224.0	532	25.3	\$ 19.41	\$ 46.09	\$ 10,324.41
MINI	Paxton Police Department	74.5	17	262.9	\$ 109.67	\$ 25.02	\$ 1,864.36
MINI	Peoria Heights Police Department	74.0	109	40.7	\$ 20.39	\$ 30.04	\$ 2,222.82
MINI	Plainfield Police Department	90.0	243	22.2	\$ 12.69	\$ 34.27	\$ 3,084.12
MINI	Pulaski County Sheriff's Office	20.0	33	36.4	\$ 34.64	\$ 57.16	\$ 1,143.24
MINI	Putnam County Sheriff's Office	24.0	25	57.6	\$ 23.60	\$ 24.58	\$ 590.00
MINI	Raleigh Police Department	20.0	10	120.0	\$ 37.50	\$ 18.75	\$ 375.00
MINI	Richton Park Police Department	80.0	258	18.6	\$ 15.11	\$ 48.74	\$ 3,898.96
MINI	River Forest Police Department	66.0	159	24.9	\$ 20.12	\$ 48.47	\$ 3,199.32
MINI	Rock Island Police Department	31.6	90	21.0	\$ 11.10	\$ 31.66	\$ 998.93
MINI	Roselle Police Department	44.0	153	17.3	\$ 15.93	\$ 55.38	\$ 2,436.61
MINI	Seneca Police Department	48.0	54	53.3	\$ 31.11	\$ 35.00	\$ 1,680.00
MINI	South Barrington Police Department	24.0	53	27.2	\$ 19.63	\$ 43.36	\$ 1,040.52
MINI	South Jacksonville Police Department	46.0	118	23.4	\$ 8.06	\$ 20.68	\$ 951.28
MINI	Sterling Police Department	64.5	185	20.9	\$ 10.13	\$ 29.06	\$ 1,874.12
MINI	Stickney Police Department	47.0	148	19.1	\$ 15.66	\$ 49.32	\$ 2,318.00
MINI	Tilden Police Department	12.0	12	60.0	\$ 75.00	\$ 75.00	\$ 900.00
MINI	Tinley Park Police Department	139.0	185	45.1	\$ 26.67	\$ 35.49	\$ 4,933.52
MINI	Tonica Police Department	84.0	46	109.6	\$ 63.91	\$ 35.00	\$ 2,940.00
MINI	Vernon Hills Police Department	85.0	260	19.6	\$ 18.37	\$ 56.20	\$ 4,776.80
MINI	Vienna Police Department	144.0	36	240.0	\$ 79.70	\$ 19.93	\$ 2,869.20
MINI	Villa Park Police Department	284.3	617	27.6	\$ 18.59	\$ 40.36	\$ 11,472.12
MINI	Washington Police Department	30.0	76	23.7	\$ 13.09	\$ 33.17	\$ 995.14
MINI	West Dundee Police Department	44.0	82	32.2	\$ 21.95	\$ 40.91	\$ 1,800.00
MINI	Williamson County Sheriff's Office	155.0	38	244.7	\$ 93.36	\$ 22.89	\$ 3,547.82
MINI	Woodson Police Department	20.0	15	80.0	\$ 30.00	\$ 22.50	\$ 450.00
MINI	Woodstock Police Department	210.0	494	25.5	\$ 19.36	\$ 45.53	\$ 9,562.13
MINI GRANTS TOTAL		6,463.3	11,454	33.9	\$ 19.84	\$ 35.16	\$ 227,278.00

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during CIOT enforcement

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

Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 6: Cost per citation = Total Cost / Number of Citations

Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

TABLE 15: REGULAR GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
CMV-SBEP	Minooka Police Department	104.0	184	33.9	\$ 24.61	\$ 43.54	\$ 4,528.49
CMV-SBEP	Riverdale Police Department	14.0	37	22.7	\$ 18.18	\$ 48.06	\$ 672.81
CMV-SBEP	Riverwoods Police Department	19.0	36	31.7	\$ 26.79	\$ 50.76	\$ 964.49
CMV-SBEP	Troy Police Department	149.0	359	24.9	\$ 16.06	\$ 38.69	\$ 5,764.43
CMV-SEP	Peotone Police Department	107.0	104	61.7	\$ 29.62	\$ 28.79	\$ 3,080.67
IMAGE	Barrington-Inverness Police Department	103.0	143	43.2	\$ 50.87	\$ 70.62	\$ 7,274.24
IMAGE	Belvidere Police Department	132.0	184	43.0	\$ 36.83	\$ 51.33	\$ 6,775.84
IMAGE	Blue Island Police Department	68.0	138	29.6	\$ 22.74	\$ 46.15	\$ 3,138.09
IMAGE	Brookfield Police Department	108.0	146	44.4	\$ 35.50	\$ 48.00	\$ 5,183.61
IMAGE	Burnham Police Department	72.0	116	37.2	\$ 22.00	\$ 35.44	\$ 2,551.90
IMAGE	Carol Stream Police Department	198.0	761	15.6	\$ 15.16	\$ 58.28	\$ 11,540.23
IMAGE	Centralia Police Department	104.0	134	46.6	\$ 33.95	\$ 43.74	\$ 4,548.73
IMAGE	Collinsville Police Department	165.3	344	28.8	\$ 17.53	\$ 36.50	\$ 6,030.84
IMAGE	Columbia Police Department	88.0	87	60.7	\$ 39.29	\$ 38.85	\$ 3,418.46
IMAGE	East Peoria Police Department	105.0	229	27.5	\$ 22.01	\$ 48.01	\$ 5,040.82
IMAGE	Fairmont City Police Department	56.5	112	30.3	\$ 29.13	\$ 57.75	\$ 3,262.82
IMAGE	Flossmoor Police Department	193.0	297	39.0	\$ 16.42	\$ 25.28	\$ 4,878.19
IMAGE	Hickory Hills Police Department	107.0	356	18.0	\$ 12.62	\$ 41.99	\$ 4,492.52
IMAGE	Jacksonville Police Department	59.0	147	24.1	\$ 30.22	\$ 75.29	\$ 4,442.03
IMAGE	Lebanon Police Department	28.0	49	34.3	\$ 36.24	\$ 63.42	\$ 1,775.64
IMAGE	Madison County Sheriff's Office	145.5	152	57.4	\$ 67.64	\$ 70.66	\$ 10,280.93
IMAGE	Markham Police Department	168.0	168	60.0	\$ 22.24	\$ 22.24	\$ 3,735.86
IMAGE	Matteson Police Department	105.0	287	22.0	\$ 16.74	\$ 45.76	\$ 4,805.12
IMAGE	Metamora Police Department	85.0	46	110.9	\$ 79.44	\$ 42.99	\$ 3,654.23
IMAGE	Midlothian Police Department	115.0	212	32.5	\$ 21.24	\$ 39.16	\$ 4,502.87
IMAGE	Millstadt Police Department	69.0	105	39.4	\$ 34.27	\$ 52.15	\$ 3,598.37
IMAGE	Morgan County Sheriff's Office	162.0	136	71.5	\$ 50.62	\$ 42.49	\$ 6,883.69
IMAGE	Oak Brook Police Department	8.0	19	25.3	\$ 19.51	\$ 46.33	\$ 370.65
IMAGE	Oak Lawn Police Department	120.0	381	18.9	\$ 19.65	\$ 62.39	\$ 7,487.34
IMAGE	O'Fallon Police Department	96.5	161	36.0	\$ 40.86	\$ 68.17	\$ 6,578.19
IMAGE	Oswego Police Department	112.0	239	28.1	\$ 24.29	\$ 51.84	\$ 5,806.12
IMAGE	Palatine Police Department	110.0	334	19.8	\$ 24.25	\$ 73.63	\$ 8,099.52
IMAGE	Park Ridge Police Department	127.3	225	33.9	\$ 33.86	\$ 59.87	\$ 7,618.94
IMAGE	Pekin Police Department	132.0	151	52.5	\$ 39.02	\$ 44.64	\$ 5,892.75
IMAGE	Peoria Police Department	119.0	158	45.2	\$ 53.97	\$ 71.66	\$ 8,528.04
IMAGE	Quincy Police Department	132.0	184	43.0	\$ 35.27	\$ 49.16	\$ 6,489.43
IMAGE	Riverside Police Department	105.0	202	31.2	\$ 27.30	\$ 52.51	\$ 5,513.84
IMAGE	Stephenson County Sheriff's Office	120.5	209	34.6	\$ 34.58	\$ 59.97	\$ 7,226.97
IMAGE	Streator Police Department	79.0	103	46.0	\$ 35.36	\$ 46.11	\$ 3,642.48
IMAGE	Wheaton Police Department	144.8	303	28.7	\$ 29.11	\$ 60.93	\$ 8,819.84
IMAGE	Willowbrook Police Department	92.0	269	20.5	\$ 23.58	\$ 68.95	\$ 6,343.02

TABLE 15: (Continued)

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
IMAGE	Winnetka Police Department	276.0	138	120.0	\$ 35.23	\$ 17.62	\$ 4,862.41
LAP	Buffalo Grove Police Department	298.5	723	24.8	\$ 12.11	\$ 29.34	\$ 8,759.08
LAP	Waukegan Police Department	167.0	110	91.1	\$ 81.82	\$ 53.90	\$ 9,000.69
MAP	Colona Police Department	20.5	26	47.3	\$ 43.55	\$ 55.24	\$ 1,132.35
MAP	Creve Coeur Police Department	23.0	20	69.0	\$ 40.94	\$ 35.60	\$ 818.77
MAP	Edwardsville Police Department	40.0	35	68.6	\$ 57.70	\$ 50.49	\$ 2,019.52
MAP	Glendale Heights Police Department	34.0	44	46.4	\$ 47.11	\$ 60.97	\$ 2,072.99
MAP	Rolling Meadows Police Department	43.0	57	45.3	\$ 56.44	\$ 74.81	\$ 3,216.84
MAP	SIU - Dept. of Public Safety	51.0	67	45.7	\$ 37.42	\$ 49.16	\$ 2,507.30
SEP	Bellwood Police Department	26.0	59	26.4	\$ 21.56	\$ 48.93	\$ 1,272.18
SEP	Caseyville Police Department	35.0	61	34.4	\$ 19.14	\$ 33.36	\$ 1,167.72
SEP	Champaign Police Department	95.0	223	25.6	\$ 19.41	\$ 45.57	\$ 4,328.71
SEP	Clinton County Sheriff's Office	45.0	64	42.2	\$ 22.76	\$ 32.37	\$ 1,456.73
SEP	Roxana Police Department	96.0	197	29.2	\$ 18.02	\$ 36.98	\$ 3,550.22
TLEP	Lincolnwood Police Department	143.0	260	33.0	\$ 39.13	\$ 71.14	\$ 10,173.12
TLEP	Springfield Police Department	566.0	544	62.4	\$ 52.94	\$ 50.89	\$ 28,801.10
TLEP	Wheeling Police Department	239.0	614	23.4	\$ 20.79	\$ 53.41	\$ 12,763.99
CMV-SBEP GRANTS SUBTOTAL		286.0	616	27.9	\$ 19.37	\$ 47.71	\$ 11,930.22
CMV-SEP GRANTS SUBTOTAL		107.0	104	61.7	\$ 29.62	\$ 28.79	\$ 3,080.67
IMAGE GRANTS SUBTOTAL		4,210.3	7,425	34.0	\$ 27.62	\$ 48.71	\$ 205,094.60
LAP GRANTS SUBTOTAL		465.5	833	33.5	\$ 21.32	\$ 38.15	\$ 17,759.77
MAP GRANTS SUBTOTAL		211.5	249	51.0	\$ 47.26	\$ 55.64	\$ 11,767.77
SEP GRANTS SUBTOTAL		297.0	604	29.5	\$ 19.50	\$ 39.65	\$ 11,775.56
TLEP GRANTS SUBTOTAL		948.0	1,418	40.1	\$ 36.49	\$ 54.58	\$ 51,738.21
REGULAR GRANTS TOTAL		6,525.3	11,249	34.8	\$ 27.84	\$ 47.99	\$ 313,146.77

Column 1: Type of grant that agency had
 Column 2: Participating law enforcement agency
 Column 3: Number of patrol hours conducted during CIOT enforcement
 Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement
 Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
 Column 6: Cost per citation = Total Cost / Number of Citations
 Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
 Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

CMV-SBEP – Commercial Motor Vehicle Safety Belt Enforcement Program
 CMV-SEP – Commercial Motor Vehicle Speed Enforcement Program
 IMAGE – Integrated Mini-Grant Enforcement Program
 LAP – Local Alcohol Program
 MAP – Mini-Grant Alcohol Program
 OPEZ – Occupant Protection Enforcement Zone
 RSC – Roadside Safety Check
 SEP – Speed Enforcement Program
 TLEP – Traffic Law Enforcement Program

TABLE 16: GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MAP	Addison Police Department	31.0	46	40.4	\$ 35.25	\$ 52.31	\$ 1,621.51
SEP	Addison Police Department	33.0	52	38.1	\$ 29.66	\$ 46.74	\$ 1,542.53
MINI	Addison Police Department	137.5	315	26.2	\$ 18.16	\$ 41.59	\$ 5,718.96
CMV-SBEP	Algonquin Police Department	93.0	111	50.3	\$ 33.02	\$ 39.42	\$ 3,665.68
LAP	Algonquin Police Department	89.0	135	39.6	\$ 56.19	\$ 85.23	\$ 7,585.51
IMAGE	Arlington Heights Police Department	130.0	171	45.6	\$ 57.35	\$ 75.43	\$ 9,806.43
MINI	Arlington Heights Police Department	135.0	138	58.7	\$ 51.62	\$ 52.77	\$ 7,123.92
CMV-SBEP	Berwyn Police Department	28.0	56	30.0	\$ 25.45	\$ 50.90	\$ 1,425.10
IMAGE	Berwyn Police Department	149.0	494	18.1	\$ 12.58	\$ 41.71	\$ 6,214.29
CMV-SBEP	Carpentersville Police Department	20.0	31	38.7	\$ 38.34	\$ 59.43	\$ 1,188.68
MINI	Carpentersville Police Department	100.0	112	53.6	\$ 31.08	\$ 34.81	\$ 3,481.46
CMV-SBEP	Chicago Heights Police Department	25.0	66	22.7	\$ 20.46	\$ 54.02	\$ 1,350.57
LAP	Chicago Heights Police Department	73.0	36	121.7	\$ 47.06	\$ 23.21	\$ 1,694.02
MINI	Chicago Heights Police Department	247.5	1055	14.1	\$ 7.03	\$ 29.97	\$ 7,418.27
CMV-SBEP	Cook County Sheriff's Office	321.0	713	27.0	\$ 23.08	\$ 51.27	\$ 16,457.76
MAP	Cook County Sheriff's Office	34.0	34	60.0	\$ 82.22	\$ 82.22	\$ 2,795.43
MINI	Cook County Sheriff's Office	225.0	508	26.6	\$ 20.75	\$ 46.85	\$ 10,540.16
IMAGE	East Moline Police Department	109.0	81	80.7	\$ 72.77	\$ 54.08	\$ 5,894.63
MINI	East Moline Police Department	55.0	51	64.7	\$ 24.82	\$ 23.02	\$ 1,265.94
SEP	Elgin Police Department	88.0	241	21.9	\$ 19.97	\$ 54.69	\$ 4,813.05
MINI	Elgin Police Department	151.0	323	28.0	\$ 22.32	\$ 47.75	\$ 7,210.10
CMV-SEP	Homewood Police Department	64.0	116	33.1	\$ 28.98	\$ 52.52	\$ 3,361.36
IMAGE	Homewood Police Department	77.0	167	27.7	\$ 21.77	\$ 47.22	\$ 3,635.65
CMV-SBEP	Joliet Police Department	71.0	160	26.6	\$ 26.95	\$ 60.74	\$ 4,312.28
CMV-SEP	Joliet Police Department	71.0	129	33.0	\$ 31.98	\$ 58.10	\$ 4,124.80
IMAGE	Joliet Police Department	140.8	262	32.2	\$ 29.98	\$ 55.81	\$ 7,854.57
RSC	Joliet Police Department	76.5	80	57.4	\$ 55.69	\$ 58.24	\$ 4,455.03
MINI	Joliet Police Department	144.0	331	26.1	\$ 21.00	\$ 48.27	\$ 6,951.40
CMV-SBEP	Lemont Police Department	65.5	69	57.0	\$ 39.13	\$ 41.22	\$ 2,699.77
SEP	Lemont Police Department	80.0	111	43.2	\$ 33.86	\$ 46.98	\$ 3,758.23
CMV-SBEP	Madison Police Department	20.0	42	28.6	\$ 15.98	\$ 33.55	\$ 670.98
IMAGE	Madison Police Department	95.0	127	44.9	\$ 36.85	\$ 49.27	\$ 4,680.38
IMAGE	McHenry Police Department	132.0	169	46.9	\$ 46.61	\$ 59.68	\$ 7,877.62
SEP	McHenry Police Department	76.0	100	45.6	\$ 42.57	\$ 56.01	\$ 4,256.81
IMAGE	Mendota Police Department	92.0	46	120.0	\$ 87.44	\$ 43.72	\$ 4,022.12
MINI	Mendota Police Department	140.0	50	168.0	\$ 37.07	\$ 13.24	\$ 1,853.25
MAP	Niles Police Department	47.0	39	72.3	\$ 69.04	\$ 57.29	\$ 2,692.42
MINI	Niles Police Department	132.0	568	13.9	\$ 12.06	\$ 51.88	\$ 6,847.92
IMAGE	Orland Park Police Department	116.0	347	20.1	\$ 15.71	\$ 47.00	\$ 5,451.84
MINI	Orland Park Police Department	140.0	460	18.3	\$ 8.78	\$ 28.85	\$ 4,038.40
IMAGE	Park Ridge Police Department	127.3	225	33.9	\$ 33.86	\$ 59.87	\$ 7,618.94
OPEZ	Park Ridge Police Department	36.0	92	23.5	\$ 19.07	\$ 48.74	\$ 1,754.74

TABLE 16: (Continued)

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
SEP	Sangamon County Sheriff's Office	75.0	243	18.5	\$ 17.75	\$ 57.52	\$ 4,313.97
MINI	Sangamon County Sheriff's Office	38.0	73	31.2	\$ 19.41	\$ 37.29	\$ 1,416.92
IMAGE	Schaumburg Police Department	144.0	208	41.5	\$ 49.29	\$ 71.19	\$ 10,251.89
SEP	Schaumburg Police Department	88.0	192	27.5	\$ 24.66	\$ 53.81	\$ 4,735.54
MINI	Schaumburg Police Department	160.0	221	43.4	\$ 25.23	\$ 34.85	\$ 5,575.88
LAP	Skokie Police Department	67.5	175	23.1	\$ 27.40	\$ 71.04	\$ 4,795.38
MINI	Skokie Police Department	128.0	666	11.5	\$ 10.01	\$ 52.10	\$ 6,668.80
MAP	St. Charles Police Department	32.0	48	40.0	\$ 55.02	\$ 82.53	\$ 2,641.01
MINI	St. Charles Police Department	111.0	277	24.0	\$ 18.58	\$ 46.36	\$ 5,145.59
CMV-SEP	Will County Sheriff's Office	160.0	330	29.1	\$ 28.58	\$ 58.94	\$ 9,430.13
SEP	Will County Sheriff's Office	257.0	635	24.3	\$ 22.95	\$ 56.71	\$ 14,574.89
MINI	Will County Sheriff's Office	60.0	67	53.7	\$ 36.40	\$ 40.65	\$ 2,438.88
CMV-SBEP GRANTS SUBTOTAL		643.5	1,248	30.9	\$ 25.46	\$ 49.37	\$ 31,770.82
CMV-SEP GRANTS SUBTOTAL		295.0	575	30.8	\$ 29.42	\$ 57.34	\$ 16,916.29
IMAGE GRANTS SUBTOTAL		1,312.0	2,297	34.3	\$ 31.91	\$ 55.88	\$ 73,308.36
LAP GRANTS SUBTOTAL		229.5	346	39.8	\$ 40.68	\$ 61.33	\$ 14,074.91
MAP GRANTS SUBTOTAL		144.0	167	51.7	\$ 58.39	\$ 67.71	\$ 9,750.37
MINI GRANTS SUBTOTAL		2,104.0	5,215	24.2	\$ 16.05	\$ 39.78	\$ 83,695.85
OPEZ GRANT SUBTOTAL		36.0	92	23.5	\$ 19.07	\$ 48.74	\$ 1,754.74
RSC GRANT SUBTOTAL		76.5	80	57.4	\$ 55.69	\$ 58.24	\$ 4,455.03
SEP GRANT SUBTOTAL		697.0	1,574	26.6	\$ 24.14	\$ 54.51	\$ 37,995.02
REGULAR GRANTS WITH MULTIPLE GRANTS TOTAL		5,537.5	11,594	28.7	\$ 23.61	\$ 49.43	\$ 273,721.39

Column 1: Type of grant that agency had
 Column 2: Participating law enforcement agency
 Column 3: Number of patrol hours conducted during CIOT enforcement
 Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement
 Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
 Column 6: Cost per citation = Total Cost / Number of Citations
 Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
 Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

CMV-SBEP – Commercial Motor Vehicle Safety Belt Enforcement Program
 CMV-SEP – Commercial Motor Vehicle Speed Enforcement Program
 IMAGE – Integrated Mini-Grant Enforcement Program
 LAP – Local Alcohol Program
 MAP – Mini-Grant Alcohol Program
 OPEZ – Occupant Protection Enforcement Zone
 RSC – Roadside Safety Check
 SEP – Speed Enforcement Program
 TLEP – Traffic Law Enforcement Program

TABLE 17: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MINI GRANTS TOTAL		8,567.3	16,669	30.8	\$ 18.66	\$ 36.30	\$ 310,973.85
REGULAR GRANTS TOTAL		9,958.8	17,628	33.9	\$ 27.99	\$ 49.55	\$ 493,421.97
<i>CMV-SBEP GRANTS SUBTOTAL</i>		<i>929.5</i>	<i>1,864</i>	<i>29.9</i>	<i>\$ 23.44</i>	<i>\$ 47.02</i>	<i>\$ 43,701.04</i>
<i>CMV-SEP GRANTS SUBTOTAL</i>		<i>402.0</i>	<i>679</i>	<i>35.5</i>	<i>\$ 29.45</i>	<i>\$ 49.74</i>	<i>\$ 19,996.96</i>
<i>IMAGE GRANTS SUBTOTAL</i>		<i>5,522.3</i>	<i>9,722</i>	<i>34.1</i>	<i>\$ 28.64</i>	<i>\$ 50.41</i>	<i>\$ 278,402.96</i>
<i>LAP GRANTS SUBTOTAL</i>		<i>695.0</i>	<i>1,179</i>	<i>35.4</i>	<i>\$ 27.00</i>	<i>\$ 45.81</i>	<i>\$ 31,834.68</i>
<i>MAP GRANTS SUBTOTAL</i>		<i>355.5</i>	<i>416</i>	<i>51.3</i>	<i>\$ 51.73</i>	<i>\$ 60.53</i>	<i>\$ 11,767.77</i>
<i>OPEZ GRANT SUBTOTAL</i>		<i>36.0</i>	<i>92</i>	<i>23.5</i>	<i>\$ 19.07</i>	<i>\$ 48.74</i>	<i>\$ 1,754.74</i>
<i>RSC GRANT SUBTOTAL</i>		<i>76.5</i>	<i>80</i>	<i>57.4</i>	<i>\$ 55.69</i>	<i>\$ 58.24</i>	<i>\$ 4,455.03</i>
<i>SEP GRANT SUBTOTAL</i>		<i>994.0</i>	<i>2,178</i>	<i>27.4</i>	<i>\$ 22.85</i>	<i>\$ 50.07</i>	<i>\$ 49,770.58</i>
<i>TLEP GRANTS SUBTOTAL</i>		<i>948.0</i>	<i>1,418</i>	<i>40.1</i>	<i>\$ 36.49</i>	<i>\$ 54.58</i>	<i>\$ 51,738.21</i>
ILLINOIS STATE POLICE TOTAL		9,030.0	14,799	36.6	\$ 30.51	\$ 50.00	\$ 451,500.00
GRAND TOTAL		27,556.1	49,096	33.7	\$ 25.78	\$ 45.93	\$ 1,265,646.16

- Column 1: Type of grant that agency had
- Column 2: Participating law enforcement agency
- Column 3: Number of patrol hours conducted during CIOT enforcement
- Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement
- Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 6: Cost per citation = Total Cost / Number of Citations
- Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

- CMV-SBEP – Commercial Motor Vehicle Safety Belt Enforcement Program
- CMV-SEP – Commercial Motor Vehicle Speed Enforcement Program
- IMAGE – Integrated Mini-Grant Enforcement Program
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- RSC – Roadside Safety Check
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- TLEP – Traffic Law Enforcement Program

APPENDIX B: Driver Facility Survey Instrument

Combined Belt/Alcohol Survey at Selected Driver Facilities in Illinois

The Illinois Department of Transportation is interested in your opinion on traffic safety issues, mainly seat belts and alcohol impaired driving in Illinois. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

1. **Your Sex:** 1 Male 2 Female
2. **Your age:** 1 Under 21 2 21-25 3 26-39 4 40-49 5 50-59 6 60 Plus
3. **Your race:** 1 White 2 Black 3 Asian 4 Native American 5 Hispanic 6 Other
4. **Are you of Spanish/Hispanic origin?** 1 Yes 2 No
5. **Your Zip Code:** _____
6. **About how many miles did you drive last year?**
1 Less than 5,000 2 5,000 to 10,000 3 10,001 to 15,000 4 More than 15,000
7. **What type of vehicle do you drive most often?**
1 Passenger car 2 Pickup truck 3 Sport utility vehicle 4 Mini-van 5 Full-van 6 Other
8. **How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?**
1 Always 2 Nearly always 3 Sometimes 4 Seldom 5 Never
9. **What do you think the chances are of getting a ticket if you don't wear your seat belt?**
1 Always 2 Nearly Always 3 Sometimes 4 Seldom 5 Never
10. **Do you think the Illinois State Police enforce the seat belt law:**
1 Very strictly 2 Somewhat strictly 3 Not very strictly 4 Rarely 5 Not at all
11. **Do you think local police enforce the seat belt law:**
1 Very strictly 2 Somewhat strictly 3 Not very strictly 4 Rarely 5 Not at all
12. **Have you ever received a ticket for not wearing your seat belt?**
1 Yes 2 No
13. **If Illinois had a law requiring all persons in a vehicle to wear seat belts, would you favor or oppose allowing police to stop and ticket motorists for JUST having people in the car who are not wearing seat belts?**
1 Favor 2 Oppose 3 Don't know/No Opinion
14. **In the past 30 days, have you seen or heard about a safety checkpoint where police were looking at seat belt use?**
1 Yes 2 No
15. **In the past 30 days, have you gone through a safety checkpoint where police were looking at seat belt use?**
1 Yes 2 No
16. **Have you recently read, seen or heard anything about seat belts in Illinois?**
1 Yes 2 No
17. **If yes, where did you see or hear about it? (Check all that apply):**
1 Newspaper 2 Radio 3 TV 4 Poster 5 Brochure 6 Police checkpoint 7 Other
18. **Have you heard about the following seat belt enforcement program(s) in Illinois? (Check all that apply):**
1 Buckle Up America 2 Click It or Ticket 3 Child Safety Seat Checks 4 Operation ABC

Combined Belt/Alcohol Survey (Continued...)

19. What do you think the chances are of getting arrested if you drive after drinking?

- 1 Always 2 Nearly Always 3 Sometimes 4 Seldom 5 Never

20. Do you think the Illinois State/Local Police departments enforce drinking and driving law:

- 1 Very strictly 2 Somewhat strictly 3 Not very strictly 4 Rarely 5 Not at all

21. Compared with 3 months ago, are you now driving after drinking?

- 1 More often 2 Less often 3 About the same 4 Rarely 5 Never

23. Do you think penalties for alcohol impaired driving:

- 1 Too Strict 2 About right 3 Not strict enough 4 Don't know

24. Have you ever received a ticket for drinking and driving?

- 1 Yes 2 No

25. In the past 30 days, have you seen or heard about a safety checkpoint where police were looking for alcohol impaired driving?

- 1 Yes 2 No

26. In the past 30 days, have you gone through a safety checkpoint where police were looking for alcohol impaired driving in Illinois?

- 1 Yes 2 No

27. Have you recently read, seen or heard anything about impaired driving in Illinois?

- 1 Yes 2 No

28. If yes, where did you see or hear about it? (Check all that apply):

- 1 Newspaper 2 Radio 3 TV 4 Poster 5 Brochure 6 Police checkpoint 7 Other

29. Have you heard about the following alcohol enforcement program(s) in Illinois? (Check all that apply):

- 1 You Drink, You Drive, You Lose
2 Drive Hammered.... Get Nailed!
3 Don't Pull a Stupid Driving Trick
4 Wanna Drink and Drive? Police in Illinois Will Show You the Bars.
5 Drink and Drive? Police in Illinois Have Your Number. (.08 BAC)
6 Cell Phones Save Lives. Pull Over & Report a Drunk Driver.
7 Police in Illinois Arrest Drunk Drivers

**APPENDIX C: Percentage Distribution of Selected Items by Demographics
for the 2007 Driver Facility Survey**

Table 18: Percentage Distributions for Selected Items by Demographics from the Driver Facility Surveys Conducted During the 2007 "Click It or Ticket" Campaign

Items		Region						Gender				Race						Age				TOTAL	
		City of Chicago		Collar Counties		Downstate Counties		Male		Female		White		African-American		Hispanic		Under 26		26 and Over		N	%
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%				
Percentage distributions of those who responded they <u>always</u> wear their seat belts when they drive or ride in a car, van, SUV, or pickup truck (includes those who responded always or nearly always)	Phase 1	199	90.0%	1222	94.7%	899	91.1%	1161	90.5%	1155	95.3%	1651	93.8%	543	88.3%	161	92.0%	529	86.6%	1791	95.0%	2320	92.9%
	Phase 2	376	94.5%	916	93.1%	783	91.7%	978	89.8%	995	95.7%	1500	93.6%	317	89.3%	137	93.8%	516	89.3%	1559	94.1%	2075	92.8%
	<i>Percent Change</i>		4.5%		-1.6%		0.6%		-0.7%		0.4%		-0.2%		1.0%		1.8%		2.7%		-0.9%		-0.1%
Percentage distribution of those respondents who <u>favor</u> the Illinois' primary seat belt law	Phase 1	133	61.9%	752	59.1%	463	47.5%	649	51.5%	697	58.2%	937	53.9%	195	53.7%	110	63.2%	283	46.6%	1065	57.4%	1348	54.8%
	Phase 2	242	61.0%	557	57.4%	369	44.0%	496	46.1%	671	59.5%	833	52.6%	180	51.3%	84	60.4%	242	42.3%	926	56.7%	1168	53.0%
	<i>Percent Change</i>		-0.9%		-1.7%		-3.5%		-5.4%		1.3%		-1.3%		-2.4%		-2.8%		-4.3%		-0.7%		-1.8%
Percentage Distributions of those who have recently read, seen, or heard anything about seat belts	Phase 1	143	65.6%	758	59.4%	640	65.4%	805	63.6%	732	60.8%	1033	59.2%	266	72.1%	124	71.7%	374	61.9%	1167	62.4%	1541	62.3%
	Phase 2	309	78.6%	730	74.6%	662	78.4%	854	79.3%	845	74.3%	1204	75.7%	290	82.6%	118	81.9%	435	76.7%	1266	76.8%	1701	76.8%
	<i>Percent Change</i>		13.0%		15.2%		13.0%		15.7%		13.5%		16.5%		10.5%		10.2%		14.8%		14.4%		14.5%
Percentage distributions of those who have heard about a safety checkpoint where police were inspecting for safety belt use.	Phase 1	99	45.0%	410	31.9%	368	37.5%	470	36.9%	404	33.5%	568	32.4%	178	47.7%	74	42.8%	221	36.5%	656	34.9%	877	35.3%
	Phase 2	200	50.3%	546	55.7%	476	56.0%	601	55.4%	621	54.4%	858	53.8%	216	60.8%	93	63.3%	275	47.7%	947	57.3%	1222	54.9%
	<i>Percent Change</i>		5.3%		23.8%		18.5%		18.5%		20.9%		21.4%		13.1%		20.5%		11.2%		22.4%		19.6%
Percentage distributions of those who have driven through a safety checkpoint where police were inspecting for safety belt use.	Phase 1	59	26.9%	151	11.8%	112	11.5%	177	13.9%	143	11.9%	163	9.3%	93	25.3%	39	22.5%	84	13.9%	238	12.7%	322	13.0%
	Phase 2	104	26.3%	197	20.2%	143	16.9%	240	22.3%	203	17.8%	272	17.1%	102	28.8%	40	27.4%	124	21.7%	320	19.4%	444	20.0%
	<i>Percent Change</i>		-0.6%		8.4%		5.4%		8.4%		5.9%		7.8%		3.5%		4.9%		7.8%		6.7%		7.0%
Percentage distributions of those who have heard or seen the "Click It or Ticket" slogan recently	Phase 1	192	86.5%	1091	83.9%	875	88.1%	1091	84.6%	1063	87.4%	1549	87.8%	319	84.8%	147	83.5%	550	89.7%	1608	84.5%	2158	85.8%
	Phase 2	332	83.0%	883	88.9%	791	92.0%	972	89.0%	1033	89.7%	1471	91.7%	313	86.9%	123	83.7%	522	90.2%	1484	88.6%	2006	89.0%
	<i>Percent Change</i>		-3.5%		5.0%		3.9%		4.4%		2.3%		3.9%		2.1%		0.2%		0.5%		4.1%		3.2%

