

September, 2013

Evaluation of the 2013 Illinois “Click It or Ticket” Campaign

April 21 – June 10, 2013

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

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

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

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during the May 2013 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 2013 Memorial Day CIOT was conducted April 21 to June 10, 2013. One hundred seventy-one local law enforcement agencies and all 22 districts of the Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 19,881.2 enforcement hours and wrote 25,884 citations, 13,346 (54.0%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 89.4 minutes throughout the May campaign. Overall, one citation was written every 46.1 minutes of statewide and rural enforcement. In addition, forty-five agencies which had grants through DTS issued 16,238 occupant restraint citations as a part of the incentive program. There were also 79 earned enforcement agencies which issued 7,000 occupant restraint citations as a part of the incentive program.
2. ISP and the local agencies each averaged one citation written for every 46.1 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 4,115 (41.5%) were safety belt violations and child safety seat violations. For the local agencies, of the 15,978 citations issued during enforcement, 9,231 (57.8%) 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 19,884.3 patrol hours and issued 25,884 citations during CIOT statewide and rural enforcements at a total cost of \$1,260,589. On average, citations were written every 46.1 minutes during enforcement at a cost of \$48.70 per citation, or \$63.40 per patrol hour.
4. Twenty-one (21) holiday mobilization SBEZ grantees (those local agencies that were funded to conduct enforcement during the CIOT campaign) issued one citation every 35.2 minutes. The cost per citation for these agencies was \$30.74 and cost per patrol hour was \$52.44. One hundred and thirteen regular grantees issued one citation every 49.8 minutes. The cost per citation for these agencies was \$45.83 and cost per patrol hour was \$55.23. Twenty-nine grantees with multiple grants issued one citation every 42.8 minutes of patrol. The cost per citation for these agencies was \$38.57 and the cost per patrol hour was \$54.11. The Illinois State Police issued one citation every 45.9

minutes. The cost per citation for the ISP was \$52.09 and cost per patrol hour was \$68.14.

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

MEDIA

6. During the May mobilization campaigns, the National Highway Traffic Safety Administration spent \$8,000,000 on paid media nationwide, including Illinois. These paid media efforts focused on males, ages 18 to 34. Television advertisements comprised 61% of the media budget. Network radio comprised 15% of the media budget. The remaining 24% of the media budget was utilized on online advertising.
7. On May 13, 2013, one press event was held at 10 a.m. in Chicago to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement. This year DTS held the press event a little earlier than usual, which was close to Mother's Day. To reach out to the 18-34 year old male, we used the event to persuade them to wear their seat belt for their mom if they wouldn't wear it for themselves. IDOT partnered with the Illinois State Police, county and local police departments for the enforcement zones.
8. Seven 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 103 stories related to CIOT ran across the state. Throughout the campaign, 7 radio news stories were aired; 88 print news stories ran; and 8 television news stories aired.

STATEWIDE OBSERVATIONAL SURVEY

9. The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. To provide a pre/post survey analysis, the 2012 pre-mobilization survey results were used for pre-survey results. This survey was a mini-survey (50 site sample of last year's statewide 258 sites). The post mobilization survey was a statewide survey comprised of 288 newly selected sites. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the implementation of Illinois 2013 seat belt survey.
10. During the pre-mobilization survey, there were 35,723 front seat occupants observed at 50 locations. During the post mobilization survey, there were 167,590 front seat occupants observed at 288 locations statewide in this survey.
11. Of the 167,590 front seat occupants observed, almost 94 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 91.4 percent

during the pre-mobilization to 93.8 percent during the post mobilization. The safety belt usage rate for passengers increased from 92.3 percent during the pre-mobilization to 93.4 percent during the post mobilization.

12. Based on region, the safety belt usage rate increased by 3.3 percentage points in the city of Chicago from 88.4 during the pre-mobilization survey to 91.7 percent during the post mobilization. The safety belt usage rate for the collar counties increased from 91.3 percent to 93.6 percent resulting in an increase in 2.3 percentage points. The safety belt usage rate for the downstate counties and Cook county increased by 1.7 and 1.5 percentage points respectively.
13. Based on road type, on Interstate highways, the safety belt usage rate increased by 3.8 percentage points. On US/IL Highways, the safety belt usage rate increased by 0.6 percentage point. On the other hand, the safety belt usage rate decreased by 0.9 percentage point on residential roads.

NIGHTTIME OBSERVATIONAL SURVEY

14. During the pre campaign survey, there were 11,232 observations during the day and 3,483 observations during the night. After the statewide campaign (media and enforcement), a total of 10,388 occupants were observed during the day and 3,608 occupants were observed during night.
15. Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (90.2 percent at night versus 92.1 percent at day during pre campaign and 89.8 percent at night versus 92.7 percent at day during post campaign), differences of 1.9 and 2.9 respectively for the pre and post observational surveys.
16. The seat belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

STATEWIDE TELEPHONE SURVEY

Seat Belt Usage

17. During the April 2013 survey, the data show that 90.2 of respondents indicated they wear their seat belts "all of the time." During the June 2013 post survey, the percent of respondents who indicated they wear their seat belts "all of the time" increased to 94.4 percent. In the metro Chicago area, the percent of those respondents who indicated they wear their seat belts "all of the time" increased from 91.7 in April to 94.7 in June. In downstate region, the percent of those respondents who indicated they wear their seat belts "all of the time" increased from 88 in April to 93 in June.
18. When riding as a front seat passenger, during the April 2013 survey, the data show that 91.1 of respondents indicated they wear their seat belts "all of the time." During the June 2013 post survey, the percent of respondents who indicated they wear their seat belts "all of the time" when riding as a passenger slightly decreased to 90 percent. When riding as a back seat passenger, during the April 2013 survey, the data show that

only 64.9 percent of respondents said they were their seat belt “all of the time.” During the June 2013 survey, the percent of respondents who said they wear their seat belts “all of the time” when riding as a back seat passenger decreased to 56.9 percent.

Awareness of *Click It or Ticket* slogan

19. The 2013 April awareness level started at 87.5 percent. It increased to 92.2 percent in the June 2013 survey. The other seat belt slogan, “Buckle Up America,” had an awareness level of 45.8 percent in the June 2013 survey.

Seat Belt Attitudes and Enforcement

20. Respondents were asked if they think “it is important for police to enforce the seat belt laws.” During the April survey, 88.5 percent of respondents indicated they “strongly agree” or “somewhat agree” with that statement. During the June survey, 89.4 percent of respondents indicated they “strongly agree” or “somewhat agree.” With that statement.
21. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agrees to any extent increased from 32.7 percent in April to 34.3 percent in June. In the metro Chicago area, the percent awareness of seat belt enforcement increased from 28.6 percent in April to 34.7 percent in June. In the downstate region, the percent awareness of this item decreased from 39.1 percent in April to 33.6 percent in June.
22. The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be “very likely” increased from 46.1 percent in April to 48.9 percent in June. In the metro Chicago area, there was a slight percent increase from 46.7 percent in April to 47.1 percent in June. In the downstate region, there was an increase from 45 percent in April to 52.3 percent in June.

Evaluation of the 2013 Illinois “Click It or Ticket” Campaign

Introduction / Background

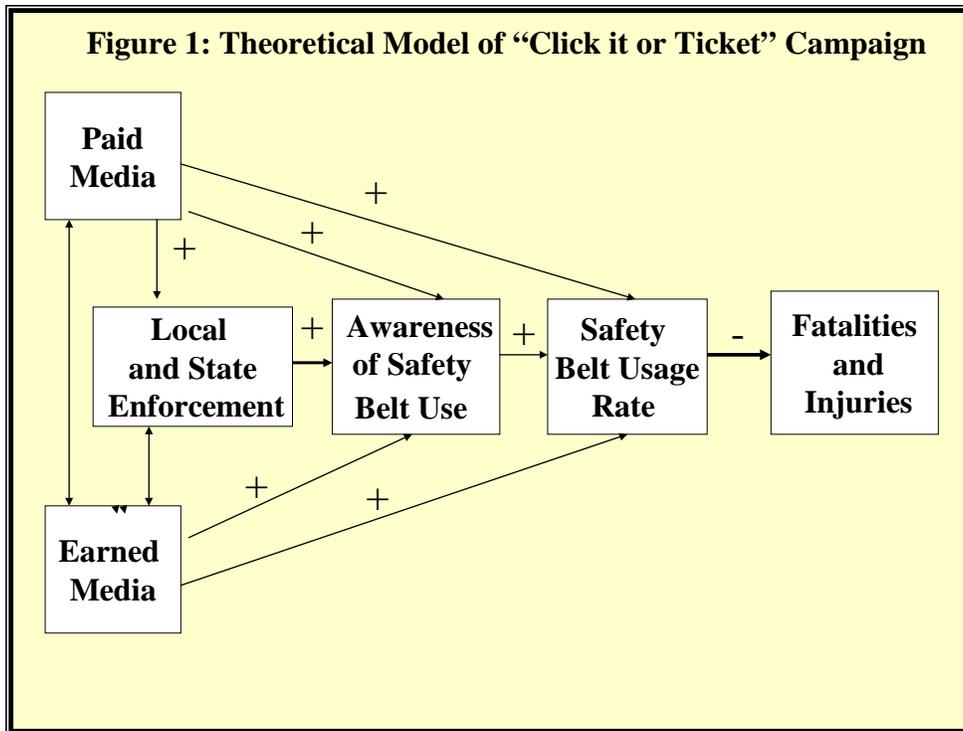
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform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

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

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

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

Figure 1 shows the components of a CIOT model.

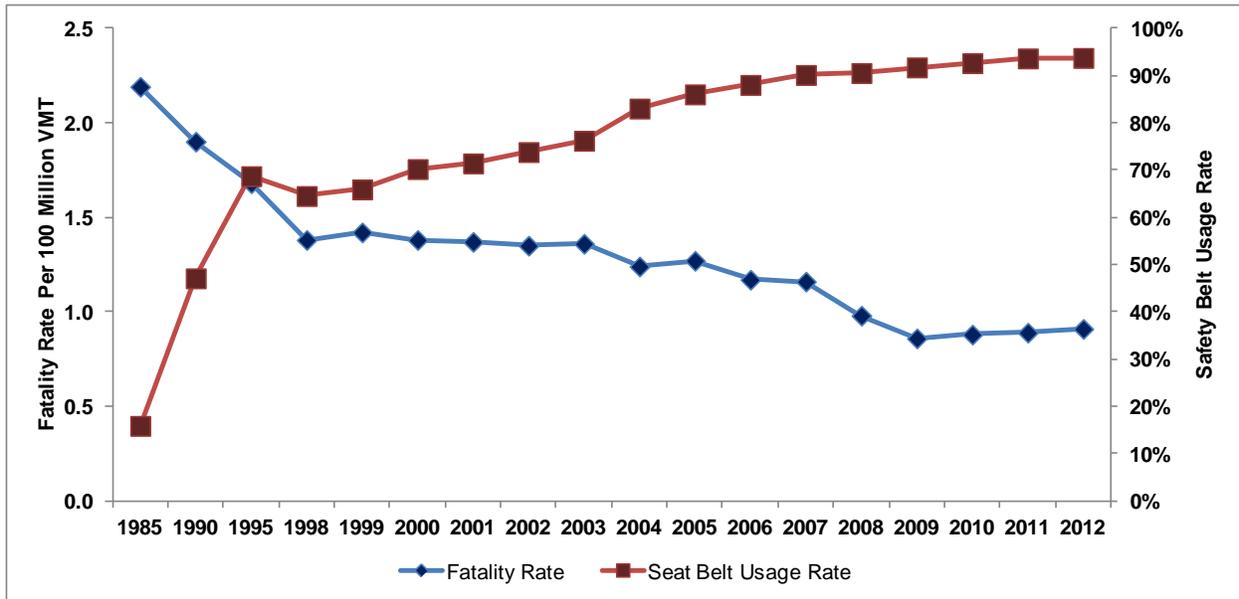


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

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

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by 77 percentage points, peaking at 93.7 percent in June 2013. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.92 in 2012.

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 2013

In May 2013, 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 2013 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 10 – May 27. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

Report Objectives

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

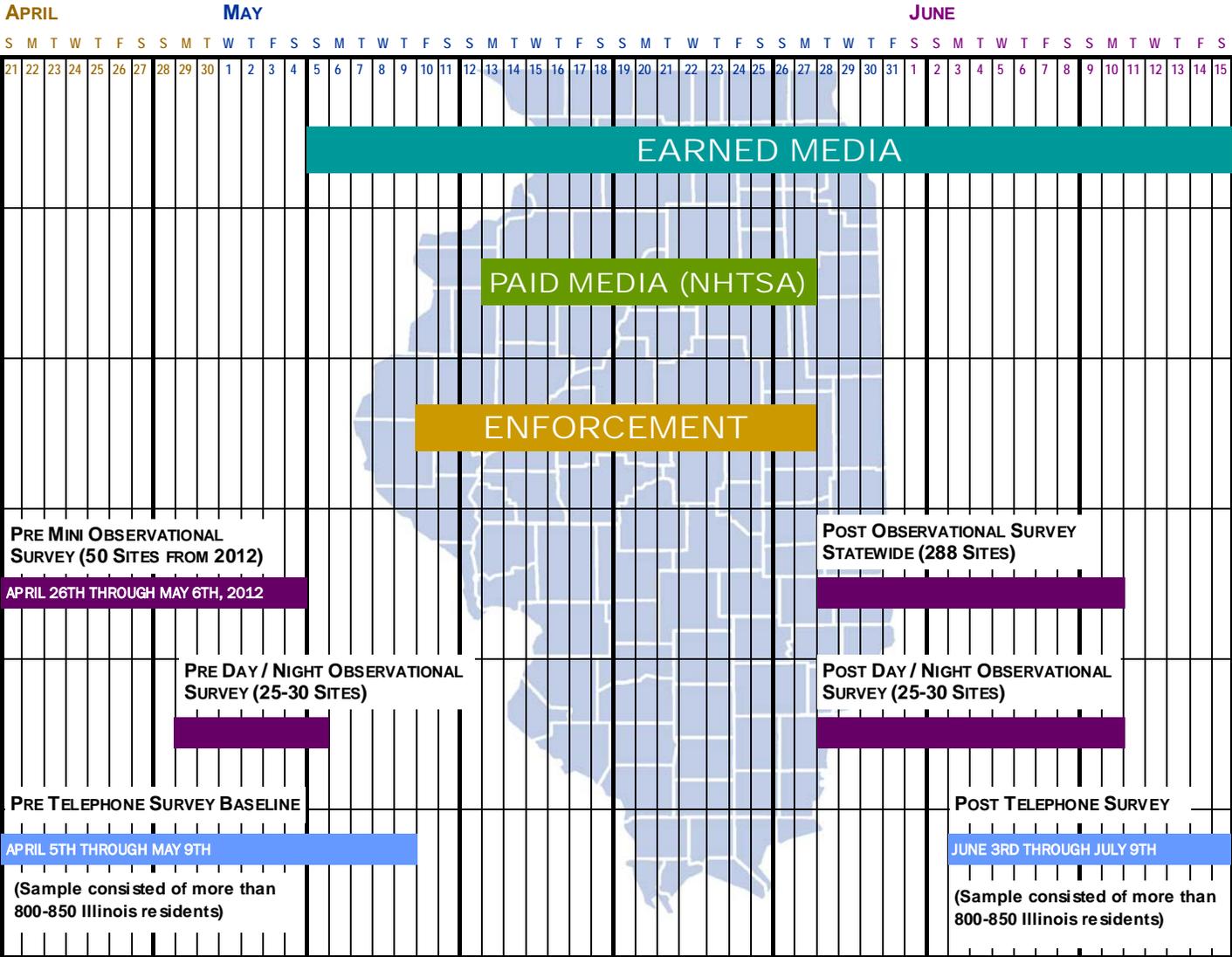
Implementation of CIOT in Illinois

Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 21 and concluded June 10, 2013. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 & 2 (April 21 – May 5, 2013): This week marked the start of the “Click It or Ticket” campaign. Due to recent changes in methodology and selection of new survey sites, we used the results from the pre-mini observational survey (50 sites) conducted in 2012 for analysis. During week 2, the pre nighttime observational survey began. The pre-CIOT telephone surveys ran from April 5th through May 9th.
- Week 3 (May 5 - May 11, 2013): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign. Earned media detailing the importance of wearing safety belts began.
- Week 4 (May 12 – May 18, 2013): Paid media advertisements conducted by NHTSA promoting the nationwide CIOT program ran on television and radio in selected media markets nationwide; enforcement and earned media continued.
- Week 5 & 6 (May 19 – June 1, 2013): Paid media and enforcement concluded; earned media continued; post statewide and nighttime CIOT observational surveys began.
- Weeks 7 & 8 (June 2 – June 15, 2013): Post statewide and nighttime CIOT observational surveys concluded; post telephone surveys ran from June 3rd through July 9th.

Diagram 1 2013 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

Methods of Evaluation

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

Process Evaluation

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

Enforcement

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

Paid & Earned Media

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

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

Outcome Evaluation

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

From April 21 to June 10, 2013 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

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

Observational Safety Belt Survey

Statewide

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. To provide a pre/post survey analysis, the 2012 pre-mobilization survey results were used for pre-survey results. This survey was a mini-survey (50 site sample of last year's statewide 258 sites). The post mobilization survey was a statewide survey comprised of 288 newly selected sites. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use.

Nighttime

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. During the first two weeks of May 2013, observations were made at 15 sites, once during the day between 7:00 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the

same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2013 CIOT high-visibility enforcement program.

Telephone Survey

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

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

RESULTS OF ENFORCEMENT ACTIVITIES
(STATEWIDE includes Rural Areas)

Results of Enforcement Activities

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

Statewide Enforcement

One hundred seventy-one (171) local law enforcement agencies and all 22 districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 19,884.2 enforcement hours and issuing 25,884 citations, 13,346 (51.6%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 89.4 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 46.1 minutes of patrol³. There were an additional 79 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like cameras, radar detectors and breathalizers. There were 45 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies would be eligible to buy equipment after they qualified for an award. 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 total number of safety belt and child safety seat citations they issued. The agencies which participated in the incentive program issued a total of 23,238 safety belt and child safety seat citations (16,238 citations were issued by the grant-funded agencies and 7,000 were issued by the earned enforcement agencies).

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois’ 102 counties. ISP conducted 7,411.7 hours of enforcement including 1,257 SBEZs. A total of 9,906 citations were issued by the ISP, 41.5% (4,115) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 108.1 minutes of patrol.

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

Local Enforcement

One hundred seventy-one local police agencies were funded to participate in CIOT enforcement. A total of 659 SBEZs and 1,090 saturation patrols were conducted. Local officers logged 12,472.5 patrol hours and issued 15,978 citations. One citation was issued every 46.8 minutes by local officers during statewide enforcement. Almost fifty-eight percent of the citations issued (9,231) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 81.1 minutes of enforcement. In addition, forty-five grant-funded agencies issued 16,238 occupant restraint citations as a part of the incentive program. There were also 79 earned enforcement agencies which issued 7,000 occupant restraint citations as a part of the incentive program.

TABLE 1: TOTAL ENFORCEMENT RESULTS

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data for the Incentive Program		GRAND TOTAL
	Local Agency Total N=171	State Police Total N=22 Districts	Statewide Total ⁴ N=193	Grant Funded Agencies Participated in an Incentive Program N=45	Earned Enforcement Agencies Participated in an Incentive Program N=79	
Number of Enforcement Hours	12,472.5	7,411.7	19,884.2	NA	NA	NA
Number of Safety Belt Enforcement Zones	659	1,257	1,916	NA	NA	NA
Number of Saturation Patrols	1,090	140	1,230	NA	NA	NA
Total Citations	15,978	9,906	25,884	16,238	7,000	49,122
Number of Safety Belt and Child Safety Seat Citations	9,231	4,115	13,346	16,238	7,000	36,584
Number of Other Citations	6,747	5,791	12,538	NA	NA	NA
Minutes Per Citation ⁴	46.8	44.9	46.1	NA	NA	NA
Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴	81.1	108.1	89.4	NA	NA	NA

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

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. In addition, **Tables 8-11 in Appendix A** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 19,884.3 patrol hours and issued 25,884 citations during CIOT statewide and rural enforcements for a total cost of \$1,260,589.05. On average, one citation was written every 46.1 minutes during enforcement at a cost of \$48.70 per citation, or \$63.40 per patrol hour.

Table 2: Statewide Enforcement Activities and Associated Costs

Enforcement	Patrol Hours	Total Citations	Citations Written Every X Minutes	Approximated Cost Per Citation	Approximated Cost Per Patrol Hour	Approximated Total Cost
Statewide	19,884.3	25,884	46.1	\$48.70	\$63.40	\$1,260,589.05

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 7,412 patrol hours during statewide enforcement and issued 9,906 citations at cost of \$591,518, or \$79.81 per patrol hour. One citation was written every 44.9 minutes, an average cost of \$59.71 per citation. (See **Table 11 in Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of September 11, 2013, a total of 171 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic

Safety. A total of 16 agencies were solely holiday mobilization safety belt enforcement zone grantees, 124 agencies had only one regular grant with DTS, and 31 agencies had multiple grants with DTS. Of these 31 agencies, they had 63 grants with DTS. (See **Tables 8-11** in **Appendix A**).

Memorial Holiday Mobilization Grantees

The 16 holiday mobilization grantees included in this analysis worked a total of 1,053.5 patrol hours and wrote 964 citations at a cost of \$40,733, or \$38.66 per patrol hour. On average, one citation was written every 65.6 minutes during statewide enforcement at a cost of \$42.25 per citation. (See **Table 8** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

One hundred twenty-four (124) regular grantees contributed 8,093.3 patrol hours to the campaign, issuing 9,767 citations. Regular grantees issued one citation every 49.7 minutes at a cost of \$45.77 per citation or \$55.23 per patrol hour. (See **Table 9** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

The remaining 31 grantees with multiple grants conducted 3,325.8 patrol hours and they issued 5,247 citations during the CIOT mobilization. These agencies issued one citation every 38.0 minutes of patrol at a cost of \$34.55 per citation or \$54.52 per patrol hour. (See **Table 10** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

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

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

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	7,411.7	9,906	44.9	\$59.71	\$79.81	\$591,518
SBEZ Grantees Only (n=16)	1,053.5	964	65.6	\$42.25	\$38.66	\$40,733
Regular Grantees Only (n=124) (121 STEP, 3LAP)	8,093.3	9,767	49.7	\$45.77	\$55.23	\$447,030
Regular Grantees with Multiple Grants (n=31) (refer to Appendix A Table 15 for the types of grants each agency had)	3,325.8	5,247	38.0	\$34.55	\$54.52	\$181,308
Total	19,884.3	25,884	46.1	\$48.70	\$63.40	\$1,260,589

Limitations of the Enforcement Data

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

For example, as shown in **Table 8**, based on cost per patrol hour, DTS reimbursed the Springfield Park District Police Department \$1,882.90 for conducting 121.0 patrol hours resulting in \$15.56 per patrol hour. On the other hand, Franklin Park Police Department was reimbursed \$3,822.32 for conducting 12 patrol hours resulting in \$56.72 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Springfield Park District Police Department \$1,882.90 for writing 88 citations resulting in a cost of \$21.40 per citation issued. On the other hand, the Pike County Sheriff’s Office cost per citation was \$134.28 (they were reimbursed \$2,685.56 for only issuing 20 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Franklin Park Police Department issued 155 citations over 64 patrol hours resulting in one citation written for every 24.8 minutes of patrol. On the other hand, the Pike County Sheriff’s Office issued only 20 citations over 80 patrol hours. This resulted in one citation written for every 240.0 minutes of patrol (see **Table 8** in **Appendix A**).

Future plan

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

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

Paid Media & Earned Media / Community Outreach

Paid Media Activities

The Illinois Department of Transportation's Division of Traffic Safety did not allocate funding for paid media during the 2013 "Click It or Ticket" Memorial Day campaign. With a high seat belt usage rate in Illinois and NHTSA running paid media across the United States, including Illinois, the Division of Traffic Safety's Highway Safety Planning committee opted not to run similar media during this campaign. Therefore, during the 2013 Memorial Day campaign, all paid media was provided by the National Highway Traffic Safety Administration's nationwide paid media blitz. The NHTSA's nationwide working media budget was estimated to be around \$8,000,000.⁵ The main focus group of this year's paid media blitz were white males, 18 to 34 years of age. Secondary focus groups included male teens, 12 to 17 years of age; newly arrived Latinos, 18 to 34 years of age; and African-American males, 18 to 34 years of age.

To reach the target audiences, different mediums were used to provide the greatest impact. More than 60% of the NHTSA's media budget for the 2013 "Click It or Ticket" Memorial Day campaign was devoted to television, including Spanish speaking networks.⁶ "Click It or Ticket" advertisements ran on stations like FOX, Comedy Central, Discovery, ESPN, ESPN2, FX, MTV2, Spike, TBS, truTV, Turner Sports, NBC Sports Network, and USA. Advertisements also ran on the following Spanish-speaking networks: Galavision, Unimas, and Univision. About 15% of the budget was used on Network Radio. Advertisements were spread out across all different formats including sports talk, country, rock, urban, NFL network, NBC Sports, and MRN NASCAR. ESPN Radio's Mike & Mike did "live reads of the NHTSA message." Advertisements also ran on Cumulus Media Hispanic, Univision Radio, ESPN Deportes, Performance Racing Network, and Targetsport Online radio. The remaining 24% of the paid media budget was used on online advertising. "Click It or Ticket" webpage banners and streaming advertisements ran on the following web pages: Blip.TV, Break.com, Complex Media, College Humor, Crave Online, Daily Motion, EA, ESPN.com, GameSpot, GameStop, Goodway Group, Google, Heavy.com, IGN.com, Kongregate, MLB.com, Pandora, Revision3, SessionM, Solve Media, Video Network, WWE.com, Xbox Live, and Zynga.

All information about paid media efforts was obtained through NHTSA's website. More detailed information about the paid media plan and summary can be found online.^{5, 6}

⁵ This information was found in NHTSA's May 2013 Strategic Media Work Plan found in the following document: <http://www.trafficsafetymarketing.gov/newtsm/op-ciot/2013/CIOT2013-MediaWorkPlan.pdf>

⁶ This information was found in NHTSA's report titled, "National Highway Traffic Safety Administration "Click It or Ticket" May 2013 Television, Radio, and Online Buy Summary. It can be found at <http://www.trafficsafetymarketing.gov/newtsm/op-ciot/2013/CIOT-2013MediaBuySummary.pdf>

Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events 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. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters, paycheck 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.

On May 13, 2013, the Illinois Department of Transportation with the Illinois State Police issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement was to be conducted at safety belt enforcement zones both during the day and night.⁷ Furthermore, on May 24, 2013, another press release was issued to inform the public that construction in work zones was being suspended for the Memorial weekend. This press release also informed motorists to obey speed limits and drive safely during the Memorial weekend.⁸

Seven press conferences held around the state helped to get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 103 stories related to CIOT ran across the state. Throughout the campaign, 7 radio news stories were aired; 88 print news stories ran; and 8 television news stories aired (see **Table 4**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and 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

⁷ This information was part of the Illinois Dept. of Transportation’s press releases issued on 13 May 2013. The actual press release can be found at <http://www.dot.il.gov/press/r051313.html>.

⁸ This information was a part of the Illinois State Police’s press releases issued on 24 May 2012. The actual press release can be found at <http://www.dot.il.gov/press/052313%20Memorial%20Day%20Weekend%20Road%20Closures.pdf>.

and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 4** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 91 such announcements in communities across the state. In addition, 26 police agencies displayed their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 303 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 88 print news stories, 7 radio news stories, and 8 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Memorial Day CIOT campaign.

Table 4: Number of Earned Media Items Obtained for <i>Click It or Ticket</i>	
Earned Media Items	Number of items
Press releases issued	303
Print news stories	88
Radio news stories	7
Television news stories	8
Press conferences	7
Posters / fliers	424
Outdoor message board announcements	91
CIOT Banners	42
Web page postings / announcements	104
Local cable public access messages	25
Presentations	20
Other	123

Community Outreach

Seven Traffic Safety Liaisons (TSLs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—yard signs, static clings, posters, placemats, stickers and payroll stuffers as well as distribution of incentive items—water bottles and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs, community events and drivers education classes, partnered with local businesses including libraries and gyms and conducted radio interviews to alert and educate the community about the CIOT campaign. A summary list of community outreach activities appears in **Table 5**. Examples of outreach activities include:

- The occupant protection website (www.buckleupillinois.org) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail was sent to law enforcement agencies and Child Passenger Safety technicians throughout the state alerting them to check the website for information. Included in the e-mail were files for posters, paycheck stuffers, sample media releases for pre and post campaign use, op-ed article, e-mail blast, bulletin stuffer and seat belt presentations for use with different age groups.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, static clings, awareness bracelets, collapsible water bottles, sunglass wipes, food stickers and paycheck stuffers to distribute in their community. DTS filled over 200 orders during the campaign.
- Over 2,500 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, libraries, toll-way system, gyms, banks, schools and health departments.
- Letters were mailed to all County Health Departments in Illinois. The letters informed the directors that we needed their help spreading our lifesaving message to their employees and clients. Many directors took advantage of our order form and helped spread the message at their agency.
- 25 new yard signs were placed around the state as well as signs used in previous campaigns with the message: Kids, Teens, and Adults: Buckle Up. The signs were placed at gas stations, health departments, banks, busy intersections, country roads, and at the entrances to towns, schools, parks, etc.
- CIOT messages were placed under the signatures of the TSLs on their e-mails sent out to anyone during the month of May.
- A major focus for the Memorial Day campaign was rural outreach. DTS reached out to many rural farm stores, implement stores and grain elevators to put up posters in their stores, distribute paycheck stuffers to employees as well as customers, put static clings on doors / delivery vehicles, and more. The stores and elevators were sent a letter reminding them how important it is to buckle up. Many took advantage of the order form included with the letter by ordering CIOT materials to display at their stores/elevators and gave out to their customers.
- TSLs in all parts of the state reached out to local Chamber of Commerce offices by e-mail, letter and phone. They asked for their help in contacting local businesses to spread our message on signs, facebook pages, websites and any other ways they could think of reaching their customers and employees.
- E-mail blasts containing CIOT information were sent to over 300,000 people in Illinois including Law Enforcement, SIU-Carbondale students and employees, Chase Bank staff, CPS technicians, Operation Teen Safe Driving participating schools, hospital staff, Chamber of Commerce Members and Businesses in McHenry County.

- In Southern Illinois, radio stations were provided goody bags that included CIOT promotional items. Each station was provided safe driving questions and answers to be used for call-in promotional giveaways during the Memorial Day mobilization.
- Almost 18,000 paycheck stuffers were distributed throughout the state. They were given out to rural farm store customers and employees, stapled to fast-food to go orders, at county health departments, etc.
- Social Media played a large role in getting out the CIOT message. The CIOT message was displayed on facebook pages and statuses as well as tweets of high schools, TSL personal pages, IDOT, police departments and health departments.
- One TSL gave a pre-recorded interview with Univision Radio (the largest Hispanic Radio Network) in Chicago. The interview was transmitted at various times throughout the campaign.
- Over 87,000 incentive items promoting the campaign were distributed throughout the month of May. Items distributed include static clings, collapsible water bottles, bumper stickers, sunglass wipes, placemats and awareness bracelets. Distribution sites included health and safety fairs, shopping centers, gyms, parks, athletic events, schools, police stations, city halls, banks, bars, county health departments, etc.
- Several TSLs submitted letters and articles to local newspapers, newsletters and electronic newsletters reminding readers and employers to buckle up.
- TSLs worked to distribute collapsible water bottles this year. They were given out in goodie bags at 8 races around the state during May as well as at gyms and parks. In Southern Illinois, gym goers received a water bottle after signing a pledge to wear their seat belt.
- The TSLs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Many local Chamber of Commerce helped recruit businesses to spread the message. Some of the agencies that displayed the message included: restaurants, banks, gas stations and convention centers.
- Over 25,000 food stickers were distributed in Illinois. These stickers were given to local pizza restaurants, to place on their pizza boxes when they delivered a pizza or on fast food bags. The sticker reads "Click It or Ticket" and "\$60 - It's a lot of food or 1 safety belt ticket."
- DTS and some of the TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives" or had a CIOT logo.

Media Events

On May 13, 2013, one press event was held at 10 a.m. in Chicago to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement. This year DTS held the press event a little earlier than usual, which was close to Mother's Day. To reach out to the 18-34 year old male, we used the event to persuade them to wear their seat belt for their mom if they

wouldn't wear it for themselves. We had a seat belt advocate as the keynote speaker. She lost her teenage son a few years ago because he was not wearing his seat belt. She made quite the impact. Later in the month, media was offered the opportunity to attend one of several seat belt enforcement zones held across the state. These events were organized by DTS Law Enforcement Liaisons (LELs) and TSLs. IDOT partnered with the Illinois State Police, county and local police departments for the enforcement zones.

Table 5: CIOT Earned Media and Community Outreach Activities

Activity	Number
<i>Click It or Ticket</i> Incentive items (pens, static clings, etc)	87,352
Food Stickers Distributed	25,746
Posters Distributed	2,533
Email Announcements	312,085
Incentive Distribution Sites	242
Health Fair Booths / Presentations	58
<i>NEW Click It or Ticket Yard Signs (put out for the first time in 2012)</i>	25
Payroll Stuffers Distributed	18,031
Electronic Billboards	12
Radio Interviews	11
Press Releases sent to Media	208
Outreach Articles posted on the Web	14
Outreach Articles Printed in Local Newspapers	23
Outreach Articles Printed in Company / Agency Newsletters	2

SAFETY BELT SURVEYS

Statewide Observational Safety Belt Surveys

Survey Design

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. To provide a pre/post survey analysis, the 2012 pre-mobilization survey results were used for pre-survey results. This survey was a mini-survey (50 site sample of last year's statewide 258 sites). The post mobilization survey was a statewide survey comprised of 288 newly selected sites. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. The design of the new survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the implementation of Illinois 2013 seat belt survey. The new plan had four characteristics:

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

During the pre-mobilization survey, there were 35,723 front seat occupants observed at 50 locations. During the statewide (post) mobilization survey, there were 167,590 front seat occupants observed at 288 locations statewide in this survey. For more information on survey design, refer to "Seat Belt Use Survey Design for State of Illinois: Sampling, Data Collection and Estimation Plan", Division of Traffic Safety, Illinois Department of Transportation (IDOT), March, 2012.

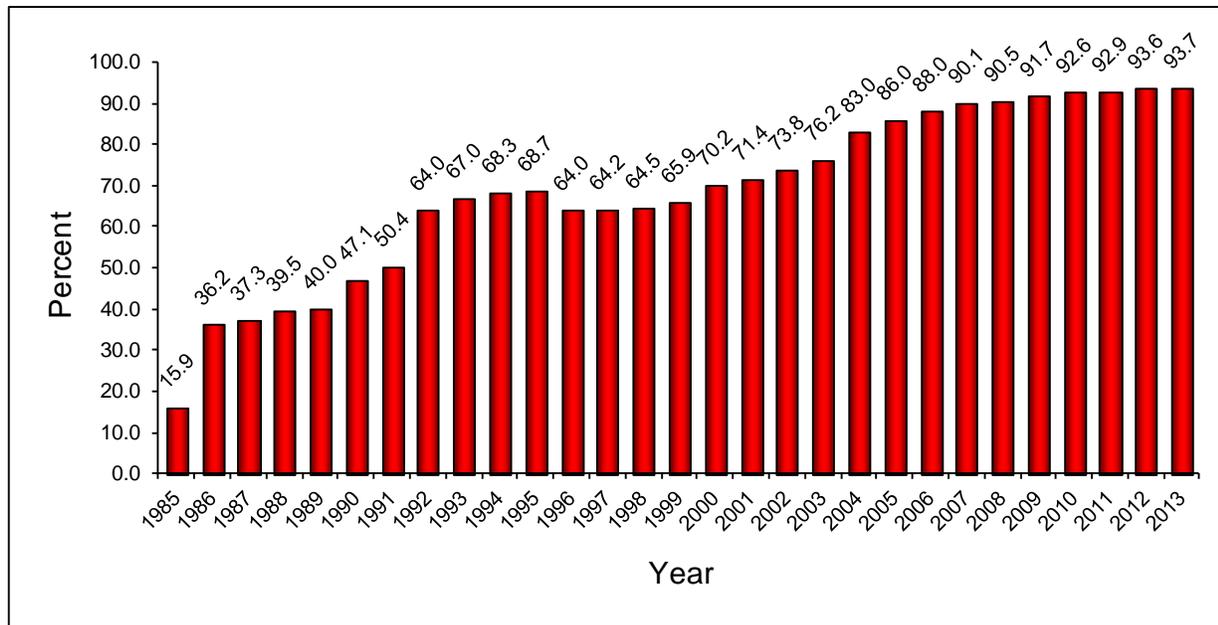
Historical Trends

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

The first Illinois safety belt law was passed in January 1985 and became effective July 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 2013 at a level of 93.7 percent. The safety belt usage rate in Illinois has increased almost 78 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2013 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 2013 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2013 “Click It or Ticket” Campaign

Table 6 and **Figure 5** show results of the safety belt survey conducted at 50 sites during May 2012 and 288 sites during June 2013. **Column 1** shows the safety belt usage rate prior to the 2012 CIOT mobilization. **Column 2** shows safety belt usage rates following the 2013 CIOT mobilization. **Column 3** shows percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, and road types. There were 35,723 front seat occupants observed during the 2012 pre-mobilization survey and 167,590 were observed during the 2013 post-mobilization survey.

Table 6 and **Figure 5** shows the safety belt usage rate for all vehicles. Of the total of 167,590 front seat occupants observed, almost 94 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 91.4 percent during the pre-mobilization to 93.8 percent during the post mobilization. The safety belt usage rate for passengers slightly increased from 92.3 percent during the pre-mobilization to 93.4 percent during the post mobilization. Based on region, the safety belt usage rate increased by 3.3 percentage points in the city of Chicago from 88.4 during the pre-mobilization survey to 91.7 percent during the post mobilization. The safety belt usage rate for the collar counties increased from 91.3 percent to 93.6 percent resulting in an increase in 2.3 percentage points. The safety belt usage rate for the downstate counties and Cook County increased by 1.7 and 1.5 percentage points respectively. In terms of the road type, on Interstate highways, the safety belt usage rate increased by 3.8 percentage points. On US/IL Highways, the safety belt usage rate increased by 0.6 percentage point. On the other hand, the safety belt usage rate decreased by 0.9 percentage point on residential roads.

Table 6: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 21st-June 10th, 2013)* (All Vehicles²)

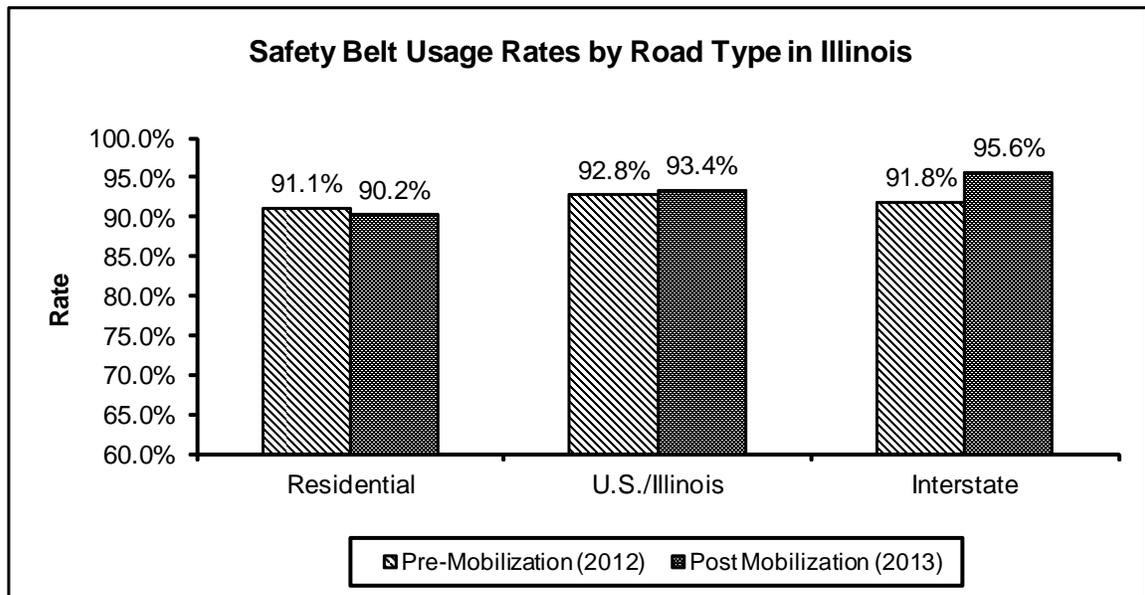
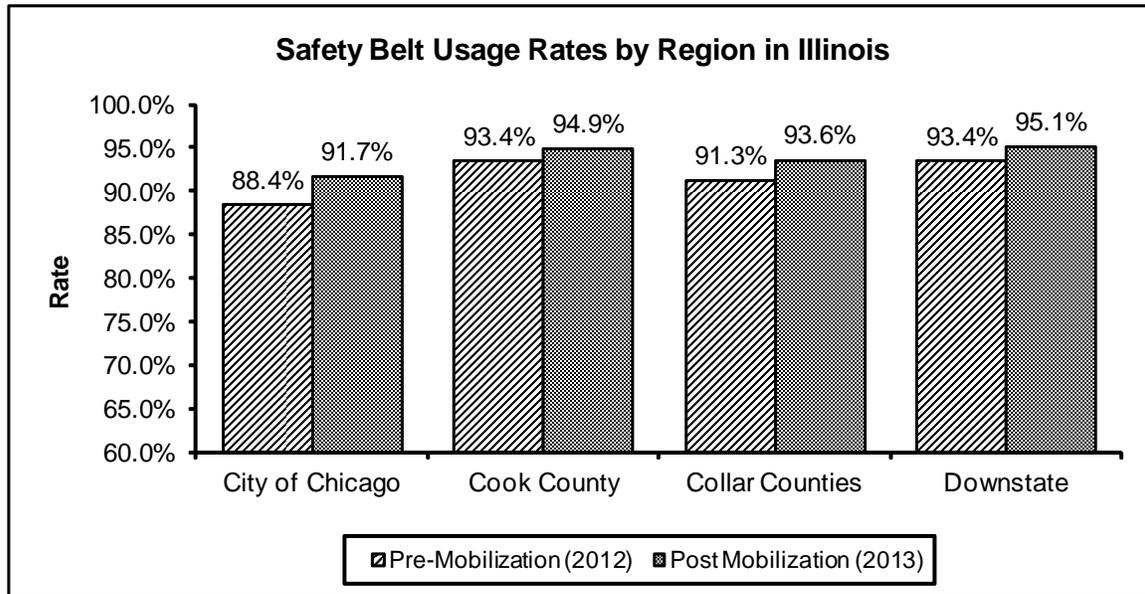
Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post- Mobilization Survey (Statewide Survey)	% Change/ Pre Mini-Survey and Post Statewide Surveys (3)
	(1)	(2)	
	April 26 th -May 6 th , 2012 N=35,723	May 28 th -June 10 th , 2013 N=167,590	
Total Usage Rate			
Total	91.6%	93.7%	2.1%
Drivers	91.4%	93.8%	2.4%
Passengers	92.3%	93.4%	1.1%
Region			
Chicago	88.4%	91.7%	3.3%
Cook County	93.4%	94.9%	1.5%
Collar County	91.3%	93.6%	2.3%
Downstate	93.4%	95.1%	1.7%
Road Type			
Interstate	91.8%	95.6%	3.8%
US/IL Highways	92.8%	93.4%	0.6%
Residential	91.1%	90.2%	-0.9%

* The pre-mobilization survey results were used from the 2012 pre-mobilization survey.

1) The pre-mobilization mini-survey includes 50 sites from the 2012 statewide survey that included 258 sites.

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

Figure 5
Overall Safety Belt Usage Rates in Illinois



Nighttime Observational Safety Belt Surveys

Survey Design

Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. Historically, it has been documented in the previous studies (NHTSA, 2007), that the night safety belt usage rate is significantly lower than the daytime usage rate. During the first two weeks of May 2013, 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 2013 *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 2013 “Click It or Ticket” Campaign

Table 7 shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre campaign survey, there were 11,232 observations during the day and 3,483 observations during the night. After the statewide campaign (media and enforcement), a total of 10,388 occupants were observed during the day and 3,608 occupants were observed during night.

Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (90.2 percent at night versus 92.1 percent at day during pre campaign and 89.8 percent at night versus 92.7 percent at day during post campaign), differences of 1.9 and 2.9 respectively for the pre and post observational surveys.

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

Table 7: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2013 *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. 29th - May 6 th		May 28 th - Jun. 10 th			
	N=11,232	N=3,483	N=10,388	N=3,608		
Total Usage Rate	92.1%	90.2%	92.7%	89.8%	0.6%	-0.4%
Drivers	92.8%	90.2%	93.2%	89.9%	0.4%	-0.3%
Passengers	88.1%	90.3%	90.4%	89.4%	2.3%	-0.9%

TELEPHONE SURVEYS

**The Illinois Statewide 2013 Memorial Day Weekend
Seat Belt Enforcement and Media Campaign Surveys**

Conducted for



Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: April/May, 2013 and June/July, 2013
Summary Report and Tables Submitted: August 30, 2013

Written by

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with assistance from

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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 Springfield to conduct several statewide telephone surveys from April through September, 2013. The first survey was conducted in April and May prior to the Memorial Day weekend (herein called the April survey), and the second was conducted in June and very early July, after the Memorial Day weekend (herein called the June survey). A third survey will be conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the 2013 Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as will the September survey. The September survey will take place after a DUI enforcement campaign that occurs in a time period surrounding the 2013 Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

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

Methodology

The sampling methodology for the April and June surveys consisted of two components. One was a sample of the statewide general public, stratified by region and screened for licensed drivers. The targeted completion number for this component was 500 respondents in each survey. The other component was a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Again, we screened for licensed drivers. The targeted completion number for this supplemental component was 200 respondents in each survey.⁹ The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

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

⁹ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. Starting in 2007, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report (as has been the case starting in 2007) rather than presented in a separate report, as was the case in 2005 and 2006.

four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

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

Field interviewing for the April survey was conducted from April 5 through May 9, 2013 with 857 licensed drivers. The margin of error for the April survey is +/-3.3 percentage points.

Field interviewing for the June survey was conducted from June 3 through July 8, with 869 licensed drivers. The margin of error for the June survey is +/-3.3 percentage points.

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

Each telephone number in the samples was called a maximum of eight times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.¹⁰ If this designated person is not available or does not exist in the household, interviewers ask to speak to the youngest female licensed driver. Replacements were accepted if designated household members were not available. The average (median) length of the completed interviews was 13 minutes.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.¹¹ These statewide weights were also applied to both the Chicago metro and downstate subgroups. The results for the targeted rural county sample include respondents from

¹⁰ In surveys through 2008, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and young licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver and then asking for the youngest female licensed driver.

¹¹ The age categories used for weighting purposes are: up to 29 years old, 40s, 50s, 60s, and 70 and older. The statewide proportions for each age category were derived from previous data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the seventh year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers initially to ask to speak to one of the youngest licensed drivers in the household. It is the fifth year that we have used an education weight. For the June sample, weighting by age and education were adjusted within the Chicago metro area and within the “downstate” portion of the statewide sample when statewide distribution weights were less than optimal. Maximum values are set for the final weights, so the final sample characteristics may depart somewhat from actual population parameters even on some of those characteristics used for weighting. Our goal is to get as close as possible to being representative of the population, and to gain equivalence/similarity between the April and June samples on these characteristics.

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

Respondent Numbers and Sampling Errors

	2013 Seat Belt Pre-Test <u>April</u>	2013 Seat Belt Post-Test <u>June</u>	estimated sampling errors*
<i>TOTAL surveyed</i>	857	869	
Statewide sample	631	664	+/- 3.9
Chicago metro area ^a	336	372	+/- 5.1
<i>City of Chicago</i>	165	172	
<i>Chicago suburban counties</i>	171	200	
Downstate counties ^b	295	292	+/- 5.7
<i>North/central Illinois</i>	174	160	
<i>Southern Illinois</i>	121	132	
<i>Targeted rural supplement</i>	226	205	
Total “targeted rural counties” ^c	440	396	+/- 4.8

* Estimated sampling errors at the 95 percent confidence level.

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

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

^c Includes relevant results (counties) from the “downstate” portion of the statewide sample.

Comments on Results and Samples

In the results that follow, we focus on those questions most pertinent to the seat belt campaign activities that surrounding Memorial Day weekend, 2013. At the end of these results, we also report on several speeding-related questions. In these results, we summarize the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys).

In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.¹²

Terminology and general format of the results to follow. Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for: the Chicago metro area; the downstate respondents in the statewide sample; and respondents in the “targeted rural counties.” The latter includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample.¹³ Note that the sampling errors for the “targeted rural counties” and for the Chicago metro area are larger than the sampling error for the statewide results. And, the sampling error for the “downstate portion” of the statewide sampling is even larger. (See the previous page.)

The Excel file. The full results are presented in the **IDOT 2013 Memorial Day Seat Belt** file (an Excel file) compiled for the project. Separate worksheets are included for:

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

These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys.¹⁴ They also include a demographic portrait of the group(s) being analyzed.

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

Demographic comparisons of the April and June samples. Before reporting the seat belt-related results, it is worth noting that the April and June 2013 statewide samples and targeted rural samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we are assured of similarity between the April and June statewide samples for region, gender, age and education level.¹⁵

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

- More June respondents reported being retired (30% vs. 26%)

¹² When the decimal is .5, we generally round to the even integer. However, we make minor adjustments to this rule when it would create more confusion than clarity.

¹⁵ Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

- The June survey included a higher percentage of African-American respondents (17.1% vs. 13.6%) while the April survey had a higher percentage of Hispanic respondents (9% vs. 5.1%)
- A larger percentage of the June respondents reported earning more than \$100,000 (29.3%) compared to the April survey (24.8%).
- April survey included a higher percentage of self-employed individuals (6.5% vs. 2.4%).

With weighting generally conducted at the statewide level ¹⁶ – and because we present results for the Chicago metro area as well as the downstate portion of the statewide sample, it is worth noting that the April and June samples for these two areas are quite to very similar across a variety of characteristics. However, there are more differences in these two areas, compared to the statewide sample as a whole. This is particularly the case for the downstate portion, which has a smaller sample size.

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

¹⁶ However, it should be noted that gender has always been weighted by region in the survey series. And, in the weighting this year, age distributions were also adjusted by the Chicago metro / downstate areas for the June statewide sample. Note that there are limits in the extent to which weighting can produce equivalent samples, both because maximum weights are established and because of the particular relationships between multiple variables in the weighting scheme.

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 reported statewide incidence for wearing seat belts “all the time” increased from 90.2 percent to 94.4 percent. Seven percent of individuals in the April survey reported wearing their seatbelt “most of the time,” compared to 2.3 percent of respondents in the June survey.¹⁷

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” increased slightly from 91.7 percent to 94.7 percent. Those who said they wear one “most of the time” were 7 percent in the April survey and 2.0 percent in the June survey.

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” increased, from 88 percent in April to 93 percent in June. Those who said they wear one “most of the time” were 7 percent in the April survey and 2.7 percent in the June survey.

And, in the “targeted rural counties,” the percent who indicated wearing their seat belt “all the time” increased from 92.7 percent in April to 94.3 percent in June. The percent who said “most of the time” decreased from 4.7 percent to 2.5 percent.

When was the last time you did not wear your seat belt when driving? The statewide 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) increased from 77.6 percent in April to 84.5 percent in June. At the same time, the percent who did not know or did not answer decreased by about the same amount, from 8.1 percent in April to 3.1 percent in June.

The percent who said “within the last week” is 8 percent in both surveys.

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) increased from 81.8 percent in April to 86.9 percent in June. The percent who either said in the last day or past week is approximately 6%.

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) increased from 71 percent in April to nearly 80 percent in June. The percent who said either in the last day or in the past week decreased from 12.3 percent in April to 9.1 percent in June.

And, in the “targeted rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) increased, from 77.1 percent in April to 81.7 percent in June. Here, the percent who indicated not wearing a seat belt either in the past day or in the past week was quite stable, around 9 percent.

¹⁷ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

When asked “why they did not wear a seat belt the last time,” the most frequent reason given by statewide respondents in both the April and June surveys was that the respondent was driving a short distance (48.9% of relevant respondents in April; 53.6% in June). The next most frequent topical category in the April survey is that the respondent is “not in the habit,” while in June the second most frequent response is that the respondent forgot / got distracted / was lazy. Noteworthy is the fact that 2.2 percent of the relevant April respondents indicated they do not believe in the law, but this received 0 percent of the responses in June.

In each of the three area regions being analyzed, driving a short distance was either the most frequent reason given for not wearing a seat belt, or tied for the most frequent, in both surveys. And, forgetting is second most frequent, or tied for second, in both surveys.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Here, the statewide April and June results are quite similar. The percent who indicated their use of seat belts has stayed the same (95.8 percent in April and 96.6 percent in June), and the percent who said their use has increased is less than 5 percent in both surveys (3.9 percent in April; 2.5% in June). Hardly any said their use of seat belts has decreased in both surveys.

In the metro Chicago area, the vast majority of respondents reported that their use of seat belts had stayed the same (95.4 percent in April, 97.6 percent in June). The percent of individuals who reported that their seat belt had increased decreased slightly from 4.6 percent to 2 percent.

In the downstate sample portion, approximately 95 percent (96.5 percent in April and 94.9 percent in June) reported that their seat belt usage had stayed the same. The percent of individuals who reported that their seat belt increased grew slightly from 2.8 percent to 3.4 percent.

And, in the “targeted rural counties,” this region had the highest percentage of individuals who reported that their seat belt usage had stayed the same (98.2 percent in the April survey and 97.6 percent in the June survey). The percent of individuals who reported that their seat belt use had increased grew slightly from 0.7 percent to 1.3 percent.

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 increased slightly from 9.5 percent of respondents in the April survey and 11.9 percent of respondents in the June survey.

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt increased from 5.7 percent in April to nearly 11 percent in June.

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt decreased in June with 14.1 percent of respondents reporting this as compared to 15.7 percent of individuals in the April survey.

And, in the “targeted rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt increased from 15.1 percent in the April survey to 16.5 percent in the June survey.

When riding in the front seat of a car as passenger, how often do you wear your seat belt? The reported statewide incidence of wearing a seat belt while a passenger in the front seat of a car is very

similar in both surveys. The percent who said they use their front seat passenger seat belts “all of the time” is just under 91.1 in April and just over 90 percent in June. And, the percent who said either “all” or “most” of the time is 97 percent in April and 93.9 percent in June. The percent who said “some of the time” increased slightly (1.1 percent to 2.1 percent) while the percent who said “rarely” or “never” also increased slightly from 1.5 percent to 2.8 percent.

In the metro Chicago area, the percent who indicated wearing a seat belt when riding as a passenger in the front seat “all of the time” declined slightly from April to June (92.9 percent to 91.8 percent). The percent who said either “all” or “most” of the time decreased from nearly everyone in April (98.1 percent) to 95.1 percent in June.

In the downstate sample portion, the percent who indicated they wear a seat belt “all the time” as a passenger in the front seat decreased slightly from 89.4 percent to 88.5 percent. The percent of individuals who report indicated wearing a seat belt either “all” or “most” of the time decreased from 96.1 percent to 91.9 percent.

In the “targeted rural counties,” the percent who indicated they wear a seat belt “all the time” as a passenger in the front seat decreased from 92.9 percent in April to 89.2 percent in June.

When riding in the back seat of a car as passenger, how often do you wear your seat belt? The new Illinois law requiring seat belt usage in the back seat of a vehicle, which took effect January 1, 2012, prompted the inclusion of this question (as well as the question about awareness of this law). For the statewide results, excluding the individuals who report that they never sit in the back seat, the percent who reported wearing their seat belt all of the time decreased from 64.9 percent to 56.9 percent. When looking at individuals who report wearing it either “all of the time” or “most of the time” we see a smaller decrease from 74.5 percent to 70 percent. And while the vast majority of individuals reported that Illinois has a law requiring adults to wear seat belts, individuals are less likely to know whether that law pertains to the back seat. There is an increase in the percentage of individuals who do know this, from 68.3 percent in April to 71.8 percent in June.

In the metro Chicago area, the percentage of individuals who reported wearing their seat belt either “all of the time” or “most of the time” decreased slightly from 72.9 percent to 71.4 percent.

In the downstate sample portion, the percentage of individuals who reported wearing their seat belt either “all of the time” or “most of the time” decreased from 76.6 percent in April to 66.5 percent in June.

In the “targeted rural counties,” the percentage of individuals who reported wearing their seat belt either “all of the time” or “most of the time” decreased from 70.7 percent in April to 64 percent in June.

Awareness of and attitudes toward seat belt laws

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

	Statewide		Chicago		Downstate		Rural Counties	
	April	June	April	June	April	June	April	June
<i>As far as you know, does Illinois have a law requiring adults to use seat belts?</i>	98.5%	95.7%	98.3%	95.8%	98.8%	95.3%	98.4%	96.8%
<i>As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts?</i>	68.3%	71.8%	66.7%	73.1%	71.0%	69.5%	69.4%	65.5%
<i>Percent who believe it is very likely that they would get a ticket for not wearing a seat belt</i>	46.1%	48.9%	46.7%	47.1%	45.0%	52.3%	43.7%	48.6%
<i>Percent who believe that police stop a vehicle if they observe a seat belt violation.</i>	80.9%	84.2%	80.8%	85.6%	81.0%	81.6%	83.1%	82.5%
<i>Percent who believe that police should be allowed to stop a vehicle for only a seat belt violation</i>	75.0%	73.2%	80.3%	73.5%	66.1%	72.5%	67.1%	74.2%

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? More than nine in ten statewide respondents in both surveys 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. The percent increased from 92.7% in the April survey to 97.3 percent in the June survey

Attitudes about wearing seat belts

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

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

The results from the following statements are below:

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

The statewide percent who disagree (to any extent) with this statement increased from 60.6 percent in April to 65.4 percent in June.

In the metro Chicago area, the total disagree percentage increased from 62 percent in April to 65.6 percent in June.

In the downstate sample portion, the total percent who disagree increased from 58.1 percent in April 2013 to 64.7 percent in June.

In the "rural counties," the total percent who disagree increased from 52.3 percent to 58.1 percent in June.

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

Statewide, there was a slight decrease in the percentage of respondents who either "strongly agreed" or "somewhat agreed" to this statement from 96.6 percent in April to 95.6 percent in June.

In the metro Chicago area, the proportion who "agree" decreased slightly from 97.5 percent to 97.1 percent in June.

In the downstate sample portion, the proportion who "agree" decreased from 94.8 percent to 92.7 percent in June.

And, in the "targeted rural counties," the proportion who "agree" decreased from 94.3 percent to 91.3 percent.

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

Statewide, the percentage of respondents who either "strongly agreed" or "somewhat agreed" with this statement decreased 10 percentage points from 32.7 percent in April 2013 to 22.6 percent in June 2013.

In the metro Chicago area, there was a decrease from 35.2 percent in April to 23.5 percent in June.

In the downstate sample portion, there was an 8 percentage point decrease from 29.2 percent to 21 percent.

In the targeted rural counties, there was a decrease but it was slightly less with 27.9 percent of respondents agreeing with this statement in April and 24.6 percent agreeing in June.

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

The percent of statewide respondents who either “strongly agree” or “somewhat agree” with this statement remained stable with 88.5 percent agreeing in the April survey and 89.4 percent agreeing in the June survey.

In the metro Chicago area, responses remained stable with 91.7 percent agreeing in the April survey compared to 91.4 percent in the June survey.

In the downstate sample portion, there was a slight increase in the percentage of individuals who agreed with this statement, 83.2 percent in April compared to 85.7 percent in June.

In the “rural counties,” this region saw the most drastic increase in the percentage of individuals who agreed with this statement from 83.4 percent in April to 89.6 percent in June.

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

The percent of statewide respondents who disagreed with this statement (either strongly or somewhat) increased from the April to June survey from 82.7 percent to 89.9 percent.

In the metro Chicago area, there was a 7.5 percentage point increase in the percentage of individuals who disagreed with this statement (82 percent in April compared to 89.5 percent in June)

In the downstate sample portion, we see a 7 percentage point increase from 83.9 percent in April to 90.9 percent in June.

In the “rural counties,” this is the only region where we see a decrease in the percentage of individuals who disagreed with this statement from 85.8 percent in April to 83.5 percent in June.

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

The percent of statewide respondents who agreed with this statement (reported either “strongly agree” or “somewhat agree”) remained somewhat stable. 32.7 percent of respondents agreed with this statement in the April survey compared to 34.3 percent in the June survey.

In the metro Chicago area, there was a six percentage point increase in the total percent of individuals who agreed with this statement, up to 34.7 percent in June compared to 28.6 percent in April.

In the downstate sample portion, we find a decrease in the percentage of individuals who agreed with this statement from 39.1 percent in April to 33.6 percent in June.

In the “rural counties,” responses remained somewhat stable with 32.8 percent of respondents agreeing with this statement in April compared to 35.5 percent in June 2013.

Awareness of selected traffic safety slogans

The statewide June results and April-to-June 2012 trends. Respondents were asked about whether they recalled hearing or seeing sixteen selected traffic safety “slogans” in the past 30 days, presented in a random order. Two relate to seat belts, with one being the current campaign slogan of “Click It or Ticket.”

We first list the statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the current seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with 92 percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was seventh in awareness, with 46 percent expressing awareness.

It should be noted that a recent DUI-related slogan used in Illinois, “You drink and drive. You lose,” is second in awareness, at just under three-fourths of respondents (73.3%). And in third is a slogan which has not recently been actively used in Illinois media campaigns but has consistently recorded high awareness levels, “Friends don’t let friends drive drunk” (72%).

Table Slogans-1. Awareness Levels in June 2012

Order	Slogan	June level
1	Click It or Ticket	92.2%
2	You drink and drive. You lose.	73.3%
3	Friends don’t let friends drive drunk	72.5%
4	Start seeing motorcycles	57.1%
5	Drive smart. Drive sober.	50.5%
6	Police in Illinois arrest drunk drivers	48.5%
7	Buckle Up America	45.8%
8	Drive sober or get pulled over	42.1%
9	Cells phones save lives. Pull over and report a drunken driver	31.1%
10	Drunk Driving. Over the Limit. Under Arrest	27.8%
11	Drink and drive? Police in Illinois have your number	18.4%
12	Children in back	18.1%
13	Wanna drink and drive, police in Illinois will show you the bars ...	17.6%
14	Rest Area = Text Area	16.3%
15	55 still the law for trucks in Chicago area	14.6%
16	CSA 2010: Get the Facts, Know the Law – What’s your Score?	4.6%

We next list the slogans in order of the statewide April-to-June awareness percentage point changes in Table Slogans-2. In the right-most column of Table Slogans-2, increases are expressed in terms of their potential increase (i.e., 100% minus the April level). As seen in the table below, the recent seat belt campaign slogan of “Click it or Ticket,” finds an increase in awareness from 87.5 percent to 92.2 percent (7.8 percent change as percent of potential).

Table Slogans-2. Change in Awareness Levels, April to June 2013

Slogan	April	June	Change	Change as % of potential
Police in Illinois Arrest Drunk Drivers.	51.0%	48.5%	-2.5%	51.5%
Wanna drink and drive? Police in Illinois will show you the bars.	26.9%	17.6%	-9.3%	82.4%
Friends Don't Let Friends Drive Drunk	79.6%	72.5%	-7.1%	27.5%
Click It or Ticket	87.5%	92.2%	4.7%	7.8%
Buckle Up America	42.4%	45.8%	3.4%	54.2%
Children in Back	19.5%	18.1%	-1.4%	81.9%
Cell phones save lives. Pull over and report a drunk driver.	29.8%	31.1%	1.3%	68.9%
Drive smart, drive sober.	55.1%	50.5%	-4.6%	49.5%
You Drink and Drive. You Lose	69.4%	73.3%	3.9%	26.7%
Drink and Drive? Police in Illinois have your number.	25.0%	18.4%	-6.6%	81.6%
Drunk Driving. Over the Limit. Under Arrest.	31.3%	27.8%	-3.5%	72.2%
Start Seeing Motorcycles	59.2%	57.1%	-2.1%	42.9%
CSA 2010: Get the Facts, Know the Law - What's your Score?	7.8%	4.6%	-3.2%	95.4%
Rest Area = Text Area	16.0%	16.3%	0.3%	83.7%
55 still the law for trucks in Chicago Area	17.1%	14.6%	-2.5%	85.4%
Driver sober or get pulled over	44.6%	42.1%	-2.5%	57.9%

Examining trends from April 2002 to June 2013. We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results for statewide awareness of slogans are presented in Table Slogans-3.

Table Slogans – 3A

**Awareness of Selected Traffic Safety Slogans, April 2002 through June 2013
(April 2002 through September 2007 Portion)**

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

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

(continued on next page)

Table Slogans – 3B
Awareness of Selected Traffic Safety Slogans, April 2002 through June 2013
(April 2007 through June 2013 Portion)

Slogan	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12	Apr '13	Jun '13
Click It or Ticket	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%	88%	92%
Friends don't let friends drive drunk	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%	73%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	72%	70%	73%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%	50%	52%	59%	57%								
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	55%	51%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	51%	49%
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	42%	46%
Drive sober or get pulled over	na	20%	37%	34%	36%	45%	42%												
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	31%	28%
Cell phones save lives. Pull over and report a drunk driver.	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	30%	31%
Drink and drive? Police in Illinois have your number	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	25%	18%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	20%	18%
Wanna drink and drive, police in Illinois will show you the bars*	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	27%	18%
Rest Area = Text Area	na	16%	na	na	16%	14%	14%	16%	16%										
55 still the law for trucks in Chicago area	na	14%	na	na	17%	18%	12%	17%	15%										
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%	7%	7%	8%	5%										

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

Focusing on the “Click It or Ticket” slogan, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent.¹⁸ By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

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

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

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

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

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

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

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

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

The 2011 April awareness level started at 90 percent, just slightly higher than the April awareness levels in 2007 through 2009 (89%, 89%, and 88%). It then increased to 93 percent in

¹⁸ In this section, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. Starting in 2008, an education weight adjustment was also made.

the June 2011 survey, nearly as much as the “high water” mark found in June 2007 (94%) and virtually the same as that of the April and June 2010 levels.

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

The most recent results (2013) find a similar level of awareness in April at just fewer than 90 percent (88 percent) then rising to 92.2% percent in June 2013.

Speeding Questions

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

Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit? The statewide percent who believe this is “very likely” is stable, at about 32 to 33 percent in both surveys. And, the percent who said either “very” or “somewhat” likely decreased only slightly, from 78 percent in April to 77 percent in June. The percent who said either “very” or “somewhat” unlikely increased slightly, from 17.7 percent in April to 18.5 percent in June.

In the metro Chicago area, we see a slight decrease with 78.4 percent report that it is either “very” or “somewhat” likely in April, compared to 75.8 percent in June.

In the downstate sample portion, the results remained stable with 78 percent of respondents in both surveys reporting that it was either “very” or “somewhat” likely.

In the “rural counties,” the percent who said getting a ticket is “very” or “somewhat” likely decreased from 76.2 percent in April to 74.3 percent in June.

Individuals were asked two questions in order to gauge their speeding behaviors. First, they were asked when driving on a local road with a speed limit of 30 mph, how often you would say you drive faster than 35. The second question asked respondents how often do they drive faster than 70, on an interstate or toll road which has a speed limit of 65 mph. The table below presents the frequencies of individuals who reported that they do these behaviors at least half the time. As you can see, a higher percentage of individuals report speeding on interstates or toll roads compared to on local roads. Individuals in Chicago report the highest rate of speeding, compared to the other two regions.

	Statewide		Chicago		Downstate		Rural Counties	
	April	June	April	June	April	June	April	June
Percent who report speeding on local roads	25.1%	28.8%	28.8%	31.6%	19.2%	23.7%	17.1%	19.4%
Percent who report speeding on interstate or toll road	30.4%	31.7%	35.1%	36.8%	23.2%	21.5%	28.1%	22.9%

In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws? The statewide percent who have recently read/seen/heard anything about police enforcing speed limits laws decreased slightly from 27.6 percent in April to 26.7 percent in June.

In the metro Chicago area, this recent awareness shows a decrease from 29.8 percent in April to 24.8 percent in June.

In the downstate sample portion, this recent awareness increased by just over 6 percentage points, from 24.3 percent in April to nearly 31 percent in June.

In the “rural counties,” this recent awareness increased by almost 12 percentage points, from 21.6 percent in April to nearly 34 percent in June.

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 8: HOLIDAY MOBILIZATION GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Addison	76.00	155	116	74.8%	0	0.0%	29.4	\$27.24	\$55.56	\$4,222.66
Crete	104.00	121	65	53.7%	0	0.0%	51.6	\$36.38	\$42.32	\$4,401.76
Dolton	28.00	61	61	100.0%	0	0.0%	27.5	\$21.16	\$46.10	\$1,290.80
Edgar County	36.00	19	3	15.8%	0	0.0%	113.7	\$43.18	\$22.79	\$820.36
Franklin Park	64.00	155	130	83.9%	1	0.6%	24.8	\$24.66	\$59.72	\$3,822.32
Kankakee	64.00	67	57	85.1%	0	0.0%	57.3	\$53.78	\$56.30	\$3,602.94
Lake Bluff	39.00	27	19	70.4%	1	3.7%	86.7	\$81.65	\$56.53	\$2,204.57
Marseilles	112.00	39	39	100.0%	0	0.0%	172.3	\$122.06	\$42.50	\$4,760.42
McLeansboro	30.00	19	2	10.5%	1	5.3%	94.7	\$31.01	\$19.64	\$589.10
Mendota	80.00	40	8	20.0%	1	2.5%	120.0	\$73.10	\$36.55	\$2,924.00
Minooka	60.00	61	43	70.5%	0	0.0%	59.0	\$47.73	\$48.52	\$2,911.44
Pike County	80.00	20	2	10.0%	2	10.0%	240.0	\$134.28	\$33.57	\$2,685.56
Princeton	24.00	13	9	69.2%	0	0.0%	110.8	\$68.55	\$37.13	\$891.12
Springfield Park Dist.	121.00	88	62	70.5%	1	1.1%	82.5	\$21.40	\$15.56	\$1,882.90
Warren	73.00	42	33	78.6%	0	0.0%	104.3	\$52.14	\$30.00	\$2,190.00
Westville	62.50	37	16	43.2%	5	13.5%	101.4	\$41.42	\$24.52	\$1,532.70

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

TABLE 8: (continued)

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Holiday Mobilization Grants Total	1,053.50	964	665	69.0%	12	1.2%	65.6	\$42.25	\$38.66	\$40,732.65

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 9: REGULAR GRANTEES WITH SINGLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
LAP	Macon County	88.00	62	7	11.3%	12	19.4%	85.2	\$55.84	\$39.34	\$3,462.25
LAP	Springfield	88.00	23	0	0.0%	9	39.1%	229.6	\$322.29	\$84.24	\$7,412.78
LAP	St. Clair County	62.00	21	0	0.0%	6	28.6%	177.1	\$201.30	\$68.18	\$4,227.23
STEP	Algonquin	42.00	107	93	86.9%	0	0.0%	23.6	\$24.76	\$63.08	\$2,649.54
STEP	Alton	291.00	226	93	41.2%	4	1.8%	77.3	\$61.12	\$47.47	\$13,812.81
STEP	Barrington	24.00	24	7	29.2%	2	8.3%	60.0	\$54.27	\$54.27	\$1,302.58
STEP	Bartlett	54.50	60	15	25.0%	5	8.3%	54.5	\$53.53	\$58.93	\$3,211.77
STEP	Bartonville	46.00	46	8	17.4%	0	0.0%	60.0	\$40.29	\$40.29	\$1,853.35
STEP	Berwyn	107.00	195	110	56.4%	1	0.5%	32.9	\$32.65	\$59.50	\$6,366.50
STEP	Blue Island	23.00	43	35	81.4%	0	0.0%	32.1	\$25.00	\$46.73	\$1,074.80
STEP	Boone County	46.00	55	29	52.7%	1	1.8%	50.2	\$19.61	\$23.44	\$1,078.33
STEP	Brookfield	20.00	45	26	57.8%	0	0.0%	26.7	\$50.57	\$113.78	\$2,275.53
STEP	Calumet City	107.00	137	47	34.3%	0	0.0%	46.9	\$43.37	\$55.53	\$5,942.19
STEP	Campton Hills	28.00	26	1	3.8%	1	3.8%	64.6	\$30.18	\$28.03	\$784.73
STEP	Carpentersville	57.00	59	29	49.2%	0	0.0%	58.0	\$55.66	\$57.61	\$3,283.91
STEP	Cary	33.00	11	11	100.0%	0	0.0%	180.0	\$154.50	\$51.50	\$1,699.48
STEP	Caseyville	47.00	40	24	60.0%	0	0.0%	70.5	\$32.87	\$27.98	\$1,314.86
STEP	Chatham	14.00	7	2	28.6%	0	0.0%	120.0	\$106.18	\$53.09	\$743.27
STEP	Chicago	1,484.00	2,142	1,784	83.3%	16	0.7%	41.6	\$42.03	\$60.67	\$90,034.28
STEP	Chicago Ridge	54.00	67	40	59.7%	1	1.5%	48.4	\$46.12	\$57.22	\$3,089.84
STEP	Clarendon Hills	44.00	83	55	66.3%	1	1.2%	31.8	\$36.17	\$68.24	\$3,002.45
STEP	Collinsville	85.00	112	41	36.6%	3	2.7%	45.5	\$37.80	\$49.81	\$4,233.66

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

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Countryside	34.00	42	26	61.9%	0	0.0%	48.6	\$54.25	\$67.01	\$2,278.31
STEP	Danville	64.00	80	55	68.8%	2	2.5%	48.0	\$35.62	\$44.53	\$2,849.87
STEP	Decatur	158.00	212	136	64.2%	2	0.9%	44.7	\$41.74	\$56.00	\$8,848.00
STEP	Dixon	18.00	19	7	36.8%	0	0.0%	56.8	\$27.60	\$29.14	\$524.46
STEP	Downers Grove	52.00	21	9	42.9%	2	9.5%	148.6	\$179.19	\$72.37	\$3,763.05
STEP	East Dundee	30.00	20	0	0.0%	2	10.0%	90.0	\$51.61	\$34.40	\$1,032.13
STEP	East Hazel Crest	72.00	101	71	70.3%	0	0.0%	42.8	\$19.57	\$27.45	\$1,976.42
STEP	East Moline	72.00	55	20	36.4%	0	0.0%	78.5	\$57.32	\$43.79	\$3,152.55
STEP	Edwardsville	49.00	43	0	0.0%	4	9.3%	68.4	\$58.67	\$51.48	\$2,522.62
STEP	Elmwood Park	68.00	96	11	11.5%	2	2.1%	42.5	\$42.50	\$60.00	\$4,079.76
STEP	Evanston	52.00	113	65	57.5%	1	0.9%	27.6	\$27.19	\$59.08	\$3,071.93
STEP	Flora	86.00	57	19	33.3%	1	1.8%	90.5	\$62.90	\$41.69	\$3,585.40
STEP	Forest Park	64.00	96	69	71.9%	0	0.0%	40.0	\$39.36	\$59.04	\$3,778.25
STEP	Freeport	47.00	40	15	37.5%	1	2.5%	70.5	\$50.30	\$42.81	\$2,011.95
STEP	Gilberts	16.00	0	0	0.0%	0	0.0%	0.0	\$0.00	\$38.07	\$609.06
STEP	Grandview	24.00	14	10	71.4%	0	0.0%	102.9	\$34.29	\$20.00	\$480.00
STEP	Gurnee	100.00	149	62	41.6%	5	3.4%	40.3	\$43.60	\$64.97	\$6,497.10
STEP	Hebron	32.00	23	9	39.1%	0	0.0%	83.5	\$46.49	\$33.42	\$1,069.36
STEP	Highland Park	40.00	64	28	43.8%	1	1.6%	37.5	\$37.64	\$60.22	\$2,408.75
STEP	Hinsdale	36.00	78	56	71.8%	0	0.0%	27.7	\$30.21	\$65.46	\$2,356.47
STEP	Homewood	37.00	65	51	78.5%	0	0.0%	34.2	\$37.15	\$65.26	\$2,414.53
STEP	Jo Daviess County	27.00	28	3	10.7%	1	3.6%	57.9	\$31.55	\$32.72	\$883.37
STEP	Joliet	155.00	142	10	7.0%	1	0.7%	65.5	\$75.61	\$69.27	\$10,737.12

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

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Justice	18.00	26	26	100.0%	0	0.0%	41.5	\$34.62	\$50.00	\$900.00
STEP	Kendall County	41.00	66	43	65.2%	0	0.0%	37.3	\$30.48	\$49.06	\$2,011.57
STEP	Lake in the Hills	51.00	47	3	6.4%	4	8.5%	65.1	\$65.26	\$60.14	\$3,067.11
STEP	Lake Villa	28.00	20	11	55.0%	3	15.0%	84.0	\$74.22	\$53.02	\$1,484.48
STEP	Lake Zurich	80.00	74	34	45.9%	4	5.4%	64.9	\$35.14	\$32.50	\$2,600.20
STEP	Leland Grove	49.00	76	47	61.8%	0	0.0%	38.7	\$25.14	\$39.00	\$1,911.00
STEP	Libertyville	44.00	33	13	39.4%	3	9.1%	80.0	\$87.55	\$65.66	\$2,889.03
STEP	Lincolnshire	32.00	47	22	46.8%	1	2.1%	40.9	\$34.03	\$49.98	\$1,599.30
STEP	Lincolnwood	36.00	74	37	50.0%	1	1.4%	29.2	\$27.62	\$56.78	\$2,044.19
STEP	Lockport	61.00	71	43	60.6%	1	1.4%	51.5	\$47.59	\$55.39	\$3,378.77
STEP	Lombard	54.00	71	44	62.0%	3	4.2%	45.6	\$21.10	\$27.75	\$1,498.42
STEP	Loves Park	11.00	11	0	0.0%	2	18.2%	60.0	\$55.28	\$55.28	\$608.08
STEP	Lyons	22.00	31	6	19.4%	0	0.0%	42.6	\$37.12	\$52.31	\$1,150.72
STEP	Macomb	27.00	20	9	45.0%	2	10.0%	81.0	\$43.59	\$32.29	\$871.77
STEP	Marengo	7.00	2	0	0.0%	0	0.0%	210.0	\$168.42	\$48.12	\$336.84
STEP	Mattoon	40.50	37	11	29.7%	3	8.1%	65.7	\$51.89	\$47.40	\$1,919.90
STEP	Maywood	76.00	75	22	29.3%	0	0.0%	60.8	\$57.76	\$57.00	\$4,332.08
STEP	McHenry	138.00	218	61	28.0%	2	0.9%	38.0	\$38.47	\$60.78	\$8,386.98
STEP	McHenry County	166.00	96	37	38.5%	5	5.2%	103.8	\$94.29	\$54.53	\$9,051.78
STEP	Menard County	4.00	2	0	0.0%	1	50.0%	120.0	\$45.48	\$22.74	\$90.96
STEP	Moline	67.00	90	52	57.8%	3	3.3%	44.7	\$36.16	\$48.58	\$3,254.61
STEP	Montgomery	56.00	44	14	31.8%	1	2.3%	76.4	\$65.19	\$51.22	\$2,868.36
STEP	Morton	88.00	107	44	41.1%	2	1.9%	49.3	\$43.19	\$52.52	\$4,621.76

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Morton Grove	33.00	33	22	66.7%	0	0.0%	60.0	\$56.97	\$56.97	\$1,880.01
STEP	Naperville	98.00	131	34	26.0%	3	2.3%	44.9	\$31.26	\$41.78	\$4,094.70
STEP	Niles	46.00	55	24	43.6%	3	5.5%	50.2	\$60.53	\$72.38	\$3,329.38
STEP	North Aurora	41.00	64	30	46.9%	0	0.0%	38.4	\$39.72	\$62.00	\$2,542.00
STEP	North Pekin	54.00	41	2	4.9%	1	2.4%	79.0	\$37.25	\$28.28	\$1,527.18
STEP	North Riverside	60.00	127	62	48.8%	1	0.8%	28.3	\$26.90	\$56.93	\$3,415.90
STEP	Northbrook	162.00	179	99	55.3%	7	3.9%	54.3	\$60.28	\$66.60	\$10,789.90
STEP	Oak Brook	24.00	22	2	9.1%	0	0.0%	65.5	\$64.08	\$58.74	\$1,409.77
STEP	Oak Forest	41.00	59	57	96.6%	0	0.0%	41.7	\$42.95	\$61.81	\$2,534.24
STEP	Oak Lawn	76.00	114	71	62.3%	0	0.0%	40.0	\$41.18	\$61.77	\$4,694.67
STEP	Oak Park	46.00	36	10	27.8%	1	2.8%	76.7	\$84.87	\$66.42	\$3,055.32
STEP	O'Fallon	29.00	32	5	15.6%	0	0.0%	54.4	\$52.08	\$57.47	\$1,666.50
STEP	Orland Park	96.00	91	56	61.5%	0	0.0%	63.3	\$72.56	\$68.78	\$6,602.84
STEP	Palatine	112.00	79	53	67.1%	2	2.5%	85.1	\$97.70	\$68.91	\$7,718.04
STEP	Palos Heights	48.00	49	38	77.6%	1	2.0%	58.8	\$52.73	\$53.83	\$2,583.66
STEP	Park City	34.00	73	25	34.2%	4	5.5%	27.9	\$22.97	\$49.32	\$1,676.88
STEP	Park Ridge	24.00	26	12	46.2%	0	0.0%	55.4	\$58.52	\$63.40	\$1,521.57
STEP	Peoria	58.00	73	29	39.7%	2	2.7%	47.7	\$45.43	\$57.19	\$3,316.75
STEP	Peoria Heights	21.00	24	0	0.0%	1	4.2%	52.5	\$37.66	\$43.04	\$903.94
STEP	Prairie Grove	16.00	0	0	0.0%	0	0.0%	0.0	\$0.00	\$35.00	\$560.00
STEP	Prospect Heights	16.00	22	6	27.3%	1	4.5%	43.6	\$44.78	\$61.57	\$985.05
STEP	Quincy	48.00	45	32	71.1%	1	2.2%	64.0	\$52.52	\$49.24	\$2,363.61
STEP	Riverdale	24.00	104	99	95.2%	0	0.0%	13.8	\$14.75	\$63.93	\$1,534.29

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

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	Riverside	34.00	55	10	18.2%	1	1.8%	37.1	\$40.23	\$65.08	\$2,212.72
STEP	Rock Island	71.00	90	63	70.0%	3	3.3%	47.3	\$37.62	\$47.69	\$3,386.18
STEP	Rockford	16.00	24	12	50.0%	0	0.0%	40.0	\$30.96	\$46.45	\$743.13
STEP	Rolling Meadows	70.00	119	47	39.5%	3	2.5%	35.3	\$44.64	\$75.88	\$5,311.61
STEP	Roselle	81.00	114	50	43.9%	1	0.9%	42.6	\$42.64	\$60.01	\$4,860.72
STEP	Round Lake Hts	13.00	17	7	41.2%	2	11.8%	45.9	\$27.71	\$36.24	\$471.15
STEP	Sangamon County	8.00	17	14	82.4%	0	0.0%	28.2	\$22.95	\$48.76	\$390.11
STEP	Schaumburg	104.00	110	106	96.4%	0	0.0%	56.7	\$61.05	\$64.57	\$6,715.14
STEP	Sherman	10.00	3	0	0.0%	1	33.3%	200.0	\$85.23	\$25.57	\$255.70
STEP	Shorewood	28.00	38	27	71.1%	0	0.0%	44.2	\$39.66	\$53.83	\$1,507.24
STEP	South Barrington	30.00	35	12	34.3%	0	0.0%	51.4	\$49.71	\$58.00	\$1,740.00
STEP	South Chicago Hts	30.00	62	48	77.4%	0	0.0%	29.0	\$12.32	\$25.45	\$763.59
STEP	Spring Grove	40.00	38	25	65.8%	0	0.0%	63.2	\$48.02	\$45.62	\$1,824.75
STEP	St. Charles	60.00	32	10	31.3%	3	9.4%	112.5	\$113.49	\$60.53	\$3,631.80
STEP	Sterling	16.00	9	1	11.1%	0	0.0%	106.7	\$79.09	\$44.49	\$711.78
STEP	Sullivan	24.00	28	20	71.4%	0	0.0%	51.4	\$23.31	\$27.20	\$652.78
STEP	Summit	78.00	71	67	94.4%	0	0.0%	65.9	\$59.49	\$54.15	\$4,223.70
STEP	Tazewell County	81.00	136	17	12.5%	3	2.2%	35.7	\$25.01	\$42.00	\$3,402.00
STEP	Thornton	8.00	14	3	21.4%	0	0.0%	34.3	\$26.61	\$46.57	\$372.56
STEP	Troy	59.00	63	39	61.9%	2	3.2%	56.2	\$42.17	\$45.03	\$2,656.53
STEP	Vernon Hills	32.00	8	7	87.5%	0	0.0%	240.0	\$245.60	\$61.40	\$1,964.80
STEP	Riverdale	24.00	104	99	95.2%	0	0.0%	13.8	\$14.75	\$63.93	\$1,534.29
STEP	Villa Park	26.00	45	15	33.3%	0	0.0%	34.7	\$29.95	\$51.83	\$1,347.64

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
STEP	West Chicago	80.00	73	25	34.2%	0	0.0%	65.8	\$72.61	\$66.25	\$5,300.28
STEP	Westchester	56.00	48	18	37.5%	0	0.0%	70.0	\$67.43	\$57.80	\$3,236.86
STEP	Western Illinois Traffic Safety Task Force	36.00	23	8	34.8%	1	4.3%	93.9	\$50.84	\$32.48	\$1,169.28
STEP	Wheeling	16.00	125	57	45.6%	1	0.8%	7.7	\$7.94	\$62.00	\$992.00
STEP	Williamson County	64.00	29	7	24.1%	1	3.4%	132.4	\$81.90	\$37.11	\$2,375.10
STEP	Wilmette	23.00	16	0	0.0%	1	6.3%	86.3	\$114.49	\$79.64	\$1,831.78
STEP	Winnebago County	88.00	71	10	14.1%	7	9.9%	74.4	\$67.25	\$54.26	\$4,774.76
STEP	Winthrop Harbor	43.00	69	17	24.6%	3	4.3%	37.4	\$29.16	\$46.80	\$2,012.37
STEP	Woodridge	68.00	96	13	13.5%	0	0.0%	42.5	\$45.39	\$64.09	\$4,357.84
STEP	Woodstock	92.00	84	63	75.0%	3	3.6%	65.7	\$57.96	\$52.92	\$4,868.68
LAP GRANTS SUBTOTAL		238.00	106	7	6.6%	27	25.5%	134.7	\$142.47	\$63.45	\$15,102.26
STEP GRANTS SUBTOTAL		7,855.25	9,661	5,368	55.6%	166	1.7%	48.8	\$44.71	\$54.99	\$431,927.58
REGULAR GRANTS SUBTOTAL		8,093.25	9,767	5,375	55.0%	193	2.0%	49.7	\$45.77	\$55.23	\$447,029.84

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- Column 1: Type of grant that agency had
- Column 2: Participating law enforcement agency
- Column 3: Number of patrol hours conducted during YDDYL enforcement
- Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
- Column 5: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
- Column 6: Percentage of total citations that were occupant protection violations
- Column 7: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
- Column 8: Percentage of total citations that were DUI arrests
- Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 10: Cost per citation = Total Cost / Number of Citations
- Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions: LAP – Local Alcohol Program; STEP – Sustained Traffic Enforcement Program

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

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Arlington Heights	40.00	74	65	87.8%	0	0.0%	32.4	\$36.79	\$68.06	\$2,722.40
STEP	Arlington Heights	72.00	147	41	27.9%	1	1.4%	29.4	\$32.55	\$66.46	\$4,785.12
MINI	Belvidere	83.00	88	47	53.4%	1	1.4%	56.6	\$42.62	\$45.18	\$3,750.17
STEP	Belvidere	37.00	53	38	71.7%	0	0.0%	41.9	\$33.44	\$47.90	\$1,772.39
MINI	Bradley	47.00	99	75	75.8%	0	0.0%	28.5	\$25.12	\$52.91	\$2,486.99
STEP	Bradley	32.00	28	22	78.6%	1	1.4%	68.6	\$64.45	\$56.39	\$1,804.56
MINI	Cahokia	42.00	75	2	2.7%	2	2.7%	33.6	\$26.46	\$47.25	\$1,984.37
STEP	Cahokia	86.00	150	27	18.0%	2	2.7%	34.4	\$26.61	\$46.41	\$3,990.91
LAP	Carol Stream	20.00	34	13	38.2%	0	0.0%	35.3	\$39.80	\$67.66	\$1,353.28
MINI	Carol Stream	70.00	169	129	76.3%	2	2.7%	24.9	\$23.89	\$57.68	\$4,037.34
STEP	Carol Stream	90.00	186	145	78.0%	3	4.1%	29.0	\$28.78	\$59.48	\$5,352.87
MINI	Cherry Valley	42.00	74	60	81.1%	0	0.0%	34.1	\$21.50	\$37.88	\$1,590.85
STEP	Cherry Valley	34.00	51	31	60.8%	0	0.0%	40.0	\$31.06	\$46.59	\$1,583.98
MINI	Chicago Heights	33.00	81	81	100.0%	0	0.0%	24.4	\$17.52	\$43.00	\$1,419.05
STEP	Chicago Heights	33.00	78	78	100.0%	0	0.0%	25.4	\$46.52	\$109.96	\$3,628.61
LAP	Cook County	40.00	51	1	2.0%	6	8.1%	47.1	\$43.67	\$55.68	\$2,227.20
STEP	Cook County	102.00	112	18	16.1%	0	0.0%	54.6	\$50.71	\$55.68	\$5,679.36
MINI	Creve Coeur	36.00	32	0	0.0%	1	1.4%	67.5	\$27.90	\$24.80	\$892.80
STEP	Creve Coeur	28.00	31	1	3.2%	2	2.7%	54.2	\$32.43	\$35.90	\$1,005.30

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

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Crystal Lake	31.00	95	76	80.0%	0	0.0%	19.6	\$18.42	\$56.46	\$1,750.25
STEP	Crystal Lake	76.00	111	38	34.2%	4	5.4%	41.1	\$33.01	\$48.22	\$3,664.44
LAP	East Peoria	13.00	4	0	0.0%	0	0.0%	195.0	\$193.93	\$59.67	\$775.70
STEP	East Peoria	36.00	50	14	28.0%	1	1.4%	43.2	\$37.41	\$51.96	\$1,870.39
LAP	Elgin	35.00	54	6	11.1%	1	1.4%	38.9	\$47.50	\$73.29	\$2,565.24
STEP	Elgin	136.00	203	82	40.4%	1	1.4%	40.2	\$42.37	\$63.24	\$8,601.01
MINI	Elk Grove Village	48.00	209	192	91.9%	0	0.0%	13.8	\$14.78	\$64.35	\$3,088.80
STEP	Elk Grove Village	48.00	183	162	88.5%	0	0.0%	15.7	\$17.34	\$66.12	\$3,173.93
MINI	Elmhurst	36.00	68	57	83.8%	0	0.0%	31.8	\$32.13	\$60.69	\$2,184.84
STEP	Elmhurst	103.00	132	57	43.2%	10	13.5%	46.8	\$46.85	\$60.04	\$6,184.12
MINI	Fox Lake	24.00	39	23	59.0%	0	0.0%	36.9	\$30.41	\$49.42	\$1,186.00
STEP	Fox Lake	36.00	58	28	48.3%	0	0.0%	37.2	\$35.29	\$56.85	\$2,046.66
MINI	Grayslake/Hainesville	32.00	55	28	50.9%	2	2.7%	34.9	\$37.36	\$64.22	\$2,055.04
STEP	Grayslake/Hainesville	20.00	55	28	50.9%	2	2.7%	21.8	\$25.23	\$69.40	\$1,387.91
MINI	Harrisburg	88.00	79	40	50.6%	0	0.0%	66.8	\$62.07	\$55.72	\$4,903.62
STEP	Harrisburg	209.00	126	28	22.2%	2	2.7%	99.5	\$60.70	\$36.59	\$7,647.90
MINI	Hillside	132.00	233	190	81.5%	1	1.4%	34.0	\$33.53	\$59.19	\$7,813.08
STEP	Hillside	24.00	36	26	72.2%	0	0.0%	40.0	\$39.46	\$59.19	\$1,420.56
MINI	Lisle	16.00	26	14	53.8%	0	0.0%	36.9	\$38.15	\$62.00	\$992.00
STEP	Lisle	21.00	17	10	58.8%	0	0.0%	74.1	\$78.75	\$63.75	\$1,338.80
MINI	McCullom Lake	50.00	43	26	60.5%	0	0.0%	69.8	\$26.74	\$23.00	\$1,150.00
STEP	McCullom Lake	32.00	20	7	35.0%	0	0.0%	96.0	\$36.80	\$23.00	\$736.00

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

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
MINI	Midlothian	36.00	73	66	90.4%	0	0.0%	29.6	\$22.49	\$45.60	\$1,641.76
STEP	Midlothian	28.00	59	52	88.1%	0	0.0%	28.5	\$23.46	\$49.43	\$1,384.01
MINI	Olympia Fields	39.00	38	35	92.1%	0	0.0%	61.6	\$62.30	\$60.70	\$2,367.31
STEP	Olympia Fields	16.00	24	21	87.5%	0	0.0%	40.0	\$33.76	\$50.64	\$810.28
MINI	Oswego	40.00	69	57	82.6%	0	0.0%	34.8	\$34.78	\$60.00	\$2,400.00
STEP	Oswego	37.50	93	72	77.4%	0	0.0%	24.2	\$22.98	\$57.00	\$2,137.50
MINI	Peru	28.00	30	1	3.3%	2	2.7%	56.0	\$34.30	\$36.75	\$1,029.02
STEP	Peru	28.00	41	19	46.3%	3	4.1%	41.0	\$32.31	\$47.31	\$1,324.70
MINI	Plainfield	52.00	86	80	93.0%	0	0.0%	36.3	\$38.09	\$63.00	\$3,276.04
STEP	Plainfield	93.00	140	88	62.9%	0	0.0%	39.9	\$33.43	\$50.32	\$4,679.51
LAP	Skokie	32.75	43	2	4.7%	3	4.1%	45.7	\$47.94	\$62.95	\$2,061.52
STEP	Skokie	93.00	116	97	83.6%	0	0.0%	48.1	\$45.25	\$56.44	\$5,248.80
MINI	South Elgin	40.00	27	20	74.1%	0	0.0%	88.9	\$83.47	\$56.34	\$2,253.60
STEP	South Elgin	52.00	48	17	35.4%	4	5.4%	65.0	\$51.84	\$47.85	\$2,488.32
MINI	Streamwood	120.00	215	213	99.1%	0	0.0%	33.5	\$30.67	\$54.95	\$6,593.92
STEP	Streamwood	18.00	27	25	92.6%	0	0.0%	40.0	\$39.49	\$59.23	\$1,066.16
MINI	Waukegan	83.00	239	204	85.4%	0	0.0%	20.8	\$21.58	\$62.13	\$5,157.15
STEP	Waukegan	61.00	96	51	53.1%	5	6.8%	38.1	\$40.61	\$63.91	\$3,898.80
LAP	Will County	60.00	77	3	3.9%	4	5.4%	46.8	\$52.85	\$67.83	\$4,069.69
STEP	Will County	95.50	121	16	13.2%	5	6.8%	47.4	\$45.25	\$57.33	\$5,474.81
MINI	Wood Dale	18.00	22	20	90.9%	0	0.0%	49.1	\$44.04	\$53.82	\$968.81

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

TABLE 10: (continued)

1	2	3	4	5				6	7	8	9	10	11	12
Grantee Type	Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost			
				Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests							
HOLIDAY MOBILIZATION GRANTS SUBTOTAL		1,306.00	2,338	1,801	77.0%	11	0.5%	33.5	\$29.81	\$53.37	\$69,695.21			
LAP GRANTS SUBTOTAL		200.75	263	25	9.5%	14	5.3%	45.8	\$49.63	\$65.02	\$13,052.63			
STEP GRANTS SUBTOTAL		1,819.00	2,646	1,365	51.6%	50	1.9%	41.2	\$37.25	\$54.18	\$98,560.42			
AGENCIES WITH MULTIPLE GRANTS TOTAL		3,325.75	5,247	3,191	60.8%	75	1.4%	38.0	\$34.55	\$54.52	\$181,308.26			

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

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

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

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

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

Column 8: Percentage of total citations that were DUI arrests

Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 10: Cost per citation = Total Cost / Number of Citations

Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:

LAP – Local Alcohol Program

STEP – Sustained Traffic Enforcement Program

MINI – Holiday Campaign Mini-Grant

TABLE 11: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4				5	6	7	8	9	10	11
Grant Type	# Patrol Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost			
			Occupant Protection Violations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests							
HOLIDAY MOBILIZATION GRANTS TOTAL	2,359.50	3,302	2,466	74.7%	23	0.7%	42.9	\$33.44	\$46.80	\$110,427.86			
LAP GRANTS TOTAL	438.75	369	32	8.7%	41	11.1%	71.3	\$76.30	\$64.17	\$28,154.89			
STEP GRANTS TOTAL	9,674.25	12,307	6,733	54.7%	216	1.8%	47.2	\$43.10	\$54.84	\$530,488.00			
ILLINOIS STATE POLICE TOTAL	7,411.70	9,906	4,115	41.5%	123	1.2%	44.9	\$59.71	\$79.81	\$591,518.30			
GRAND TOTAL	19,884.20	25,884	13,346	51.6%	403	1.6%	46.1	\$48.70	\$63.40	\$1,260,589.05			

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour

Column 9: Cost per citation = Total Cost / Number of Citations

Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours

Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

