

September 2018

# **Evaluation of the 2018 Illinois “Click It or Ticket” Campaign**

**April 23 – June 26, 2018**

**For more information please contact:  
Illinois Department of Transportation  
Bureau of Safety Programs and Engineering  
Evaluation Section  
2300 North Dirksen Parkway  
Springfield, Illinois 62764**



# **Illinois Department of Transportation Bureau of Safety Programs and Engineering Evaluation Unit**

The Evaluation Section within the Bureau of Safety and Engineering Programs in the Illinois Department of Transportation (IDOT) 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, Hospital data, and 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 Bureau of Safety Programs and Engineering and other Bureaus at IDOT.
8. Publish results of all research and evaluation at the Bureau and place them as pdf files on 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 2018 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.**

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Section, Bureau of Safety Programs and Engineering, Illinois Department of Transportation, 2300 South Dirksen Parkway, Room 005, Springfield, Illinois 62764.



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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 2018 Memorial Day CIOT was conducted April 23 to June 26, 2018. One hundred and forty-nine local law enforcement agencies and all 22 districts of the Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

### ENFORCEMENT

1. During statewide and nighttime CIOT campaigns local law enforcement agencies and the Illinois State Police logged a total of 18,719 enforcement hours and wrote 22,680 citations, 8,911 (39.3%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 126 minutes throughout the May campaign. Overall, one citation was written every 49.5 minutes of statewide daytime and nighttime enforcement.
2. ISP and the local agencies each averaged one citation written for every 55.6 minutes of enforcement and 46.4 minutes of enforcement, respectively. For the ISP, of the citations issued during the enforcement, 1,419 (18.6%) were safety belt violations and child safety seat violations. For the local agencies, of the 15,052 citations issued during enforcement, 7,492 (49.8%) 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 18,719 patrol hours and issued 22,680 citations during CIOT statewide and rural enforcements for a total cost of \$1,397,450.52. On average, one citation was written every 49.5 minutes during enforcement at a cost of \$61.6 per citation, or \$74.7 per patrol hour.
4. One hundred and forty-nine STEP grantees issued one citation every 46.4 minutes. The cost per citation for these agencies was \$48.5 and cost per patrol hour was \$62.7. The Illinois State Police issued one citation every 55.6 minutes. The cost per citation for the ISP was \$87.4 and cost per patrol hour was \$94.4.
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 Illinois Department of Transportation (IDOT) spent \$553,000 on paid media while the National Highway Traffic Safety Administration (NHTSA) spent approximately \$8,000,000 nationwide, including Illinois. Both paid media efforts focused on males, ages 18 to 34. For IDOT, digital media comprised 48 percent of the media budget, radio was 27 percent, and television was 24 percent. NHTSA's nationwide media mix was 47 percent for television, 37 percent for digital and social media, 11 percent on radio, and 5 percent on cinema.
7. STEP-funded local law enforcement agencies conducted eight press conferences across the state to help get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 67 stories related to CIOT ran across the state. Throughout the campaign there were 43 print, 12 radio, and 12 television news stories that aired.

## STATEWIDE OBSERVATIONAL SURVEY

8. The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The pre-survey was the statewide (288 locations) survey conducted in 2017, while the post mobilization survey was the statewide survey conducted in 2018. The surveys 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 survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the Illinois both the 2017 and 2018 seat belt surveys.
9. During the pre-mobilization survey, there were 150,270 front seat occupants observed at 288 locations statewide. During the post mobilization survey, there were 152,844 front seat occupants observed at 288 locations statewide.
10. Of the 152,844 front seat occupants observed, 94.6 percent were observed wearing seat belts. The seat belt usage rate for drivers increased from 94.2 percent during the pre-mobilization to 95.1 percent during the post mobilization. The seat belt usage rate for passengers slightly decreased from 92.2 percent during the pre-mobilization to 92.0 percent during the post mobilization.
11. Based on region, the seat belt usage rate decreased by 2.2 percentage points in the city of Chicago from 90.9 during the pre-mobilization survey to 88.7 percent during the post mobilization. In the collar counties, the seat belt usage rate decreased by 0.1 percentage point. In Cook County, the seat belt usage rate increased by 2.4 percentage points from 93.1 percent to 95.5 percent. In the downstate counties, the seat belt usage rate increased by 0.3 percentage points.
12. In terms of the road type, on U.S./IL Highways and residential roads, the seat belt usage rate increased by 1.3 percentage points and 4.2 percentage point, respectively. On the other hand, on Interstate Highways, the seat belt usage rate decreased by 1.3 percentage points.

13. Based on day of the week, the seat belt usage rate decreased by 1.8 percentage points on the weekends and increased 2.8 percentage point on weekdays.

## STATEWIDE TELEPHONE SURVEY

### Seat Belt Usage

14. During the April 2018 survey, the data show that 95.6 percent of respondents indicated they wear their seat belts “all of the time.” During the June 2018 post survey, the percent of respondents who indicated they wear their seat belts “all of the time” slightly decreased to 93.9 percent. In the metro Chicago area, the percent of those respondents who indicated they wear their seat belts “all of the time” decreased from 98.2 percent in April to 96 percent in June. In the downstate region, the percent of those respondents who indicated they wear their seat belts “all of the time” decreased from 92.5 percent in April to 91.2 percent in June. For the targeted rural counties, the percentage increased from 90.2 in April to 91.1 in June.
15. When riding as a front seat passenger, during the April 2018 survey, the data show that 89.8 of respondents indicated they wear their seat belts “all of the time.” During the June 2018 post survey, the percent of respondents who indicated they wear their seat belts “all of the time” when riding as a passenger increased to 90.9 percent. When riding as a back seat passenger, during the April 2018 survey, the data show that only 60.7 percent of respondents said they wore their seat belt “all of the time.” During the June 2018 survey, the percent of respondents who said they wear their seat belts “all of the time” when riding as a back seat passenger increased to 60.9 percent.

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

16. The 2018 April awareness level started at 90 percent. It slightly decreased to 89 percent in the June 2018 survey. The other seat belt slogan, “Buckle Up America,” had an awareness level of 28 percent in the April survey and increased to 38 percent in June.

### Seat Belt Attitudes and Enforcement

17. Respondents were asked if they think “it is important for police to enforce the seat belt laws.” During the April survey, 88.8 percent of respondents indicated they “strongly agree” or “somewhat agree” with that statement. During the June survey, 90.8 percent of respondents indicated they “strongly agree” or “somewhat agree” with that statement.
18. 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 agree to any extent remained the same at 25.1 percent for both April and June. In the metro Chicago area, the percent awareness of seat belt enforcement increased from 27.2 percent in April to 27.5 percent in June. In the downstate region, the percent awareness of this item decreased from 22.4 percent in April to 21.1 percent in June. In the targeted rural counties, awareness decreased from 20.3 percent in April to 17.9 percent in June.

# Evaluation of the 2018 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.

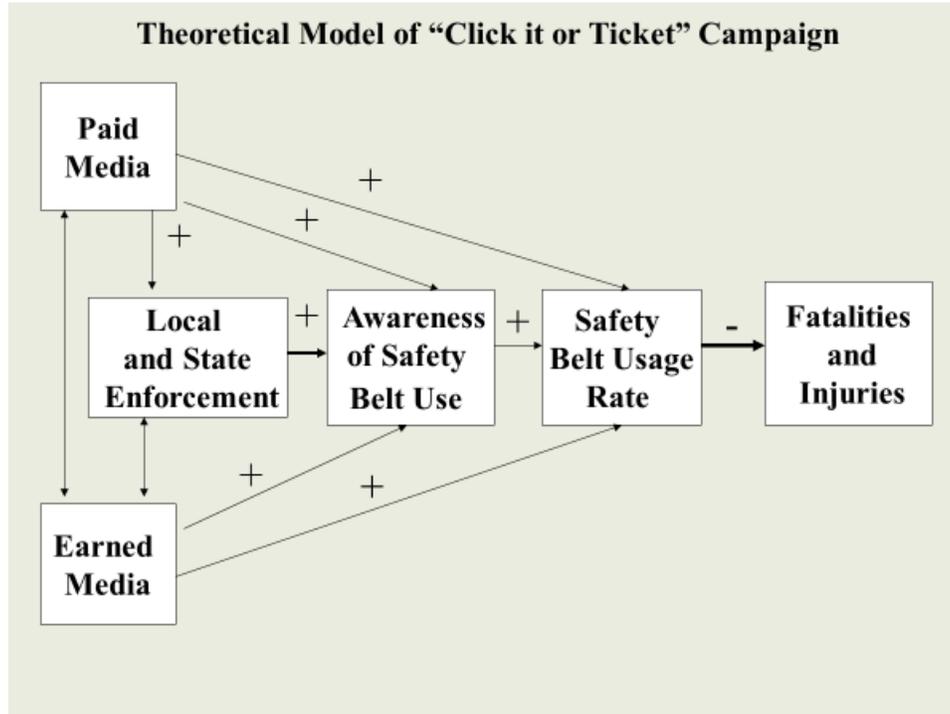
Experience across the nation clearly demonstrates that high safety belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, 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.

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

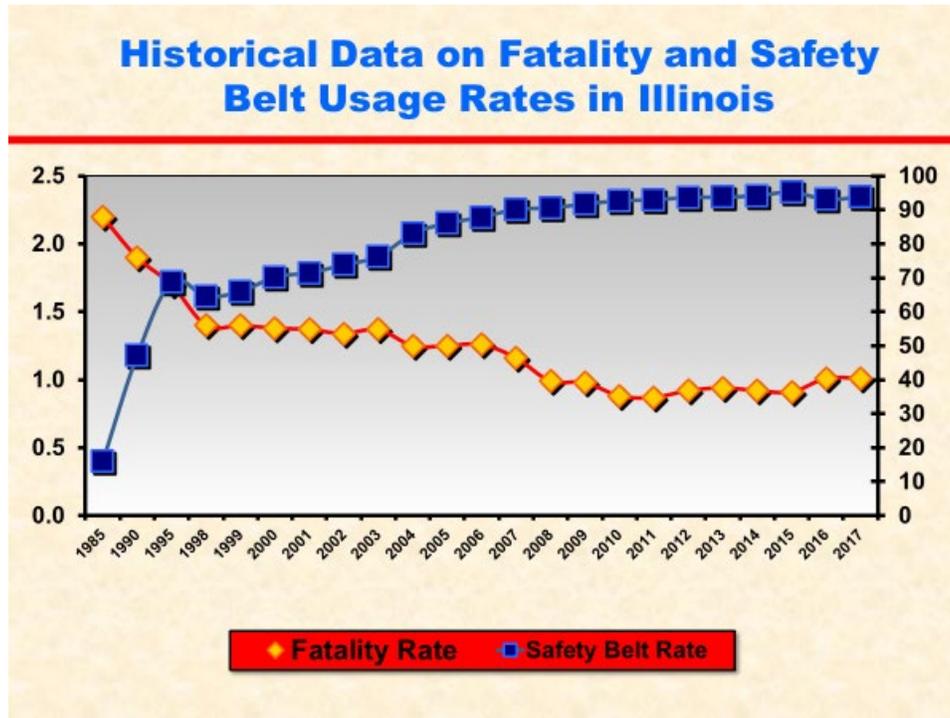


**Safety Belt Use / Motor Vehicle Related Injuries and Fatalities**

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 32 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by more than 77 percentage points to 93.0 percent in June 2016, peaking at 95.2 percent in June 2015. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.94 in 2015.

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 2018**

In May 2018, Illinois Department of Transportation, Bureau of Safety Programs and Engineering launched statewide and nighttime CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Bureau of Safety Programs and Engineering conducted two statewide CIOT campaigns during the month of May 2018. 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.
2. To determine the safety belt usage rate in Illinois through the use of pre and post observational surveys.
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.

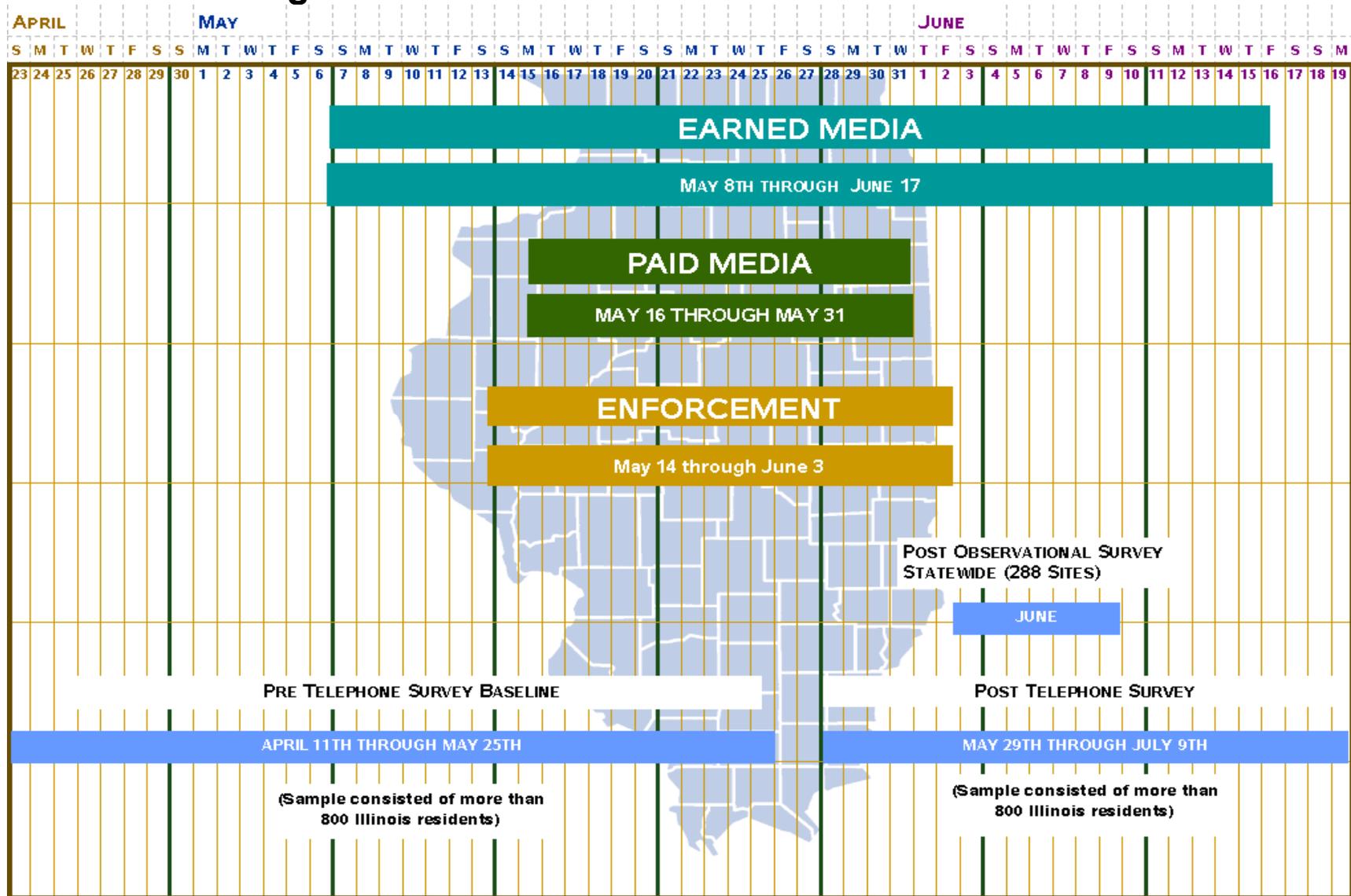
## Implementation of CIOT in Illinois

### Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 24 and concluded June 26, 2018. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Weeks 1 & 2 (April 23 – May 6, 2018): This week marked the start of the “Click It or Ticket” campaign. The pre-CIOT telephone surveys ran from April 11<sup>th</sup> through May 25<sup>th</sup>.
- Week 3 (May 7 - May 13, 2018): Earned media detailing the importance of wearing safety belts began. Pre-CIOT telephone surveys continued.
- Week 4 (May 14 – May 20, 2018): Highly publicized strict enforcement of the safety belt laws began as a part of the CIOT campaign and paid media began. Earned media continued.
- Weeks 5 & 6 (May 21 – June 3, 2018): Enforcement efforts concluded; earned media continued; post statewide CIOT observational survey began.
- Weeks 7, 8, & 9 (June 5 – June 26, 2018): Post statewide CIOT observational survey concluded; post telephone surveys ran from May 29<sup>th</sup> through July 9<sup>th</sup>.

# Diagram 1 2018 Illinois “Click It or Ticket” Timeline



## 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 CIOT campaign included targeted media and outreach directed at all motorists living and traveling within Illinois. The CIOT campaign was followed by a second round of media and enforcement as the statewide CIOT commenced, giving 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.

### 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 Bureau of Safety Programs and Engineering.

The main purpose of this survey was to evaluate the impact of the statewide CIOT campaign 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 Survey
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 following the CIOT campaign. The post mobilization survey was statewide (288). 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 survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use.

#### Telephone Survey

Two telephone surveys were conducted before and after the CIOT campaign by the Survey Research Office (SRO) 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 seven times in April and a maximum of eight times in June, 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)**

## Results of Enforcement Activities

**Table 1** provides enforcement activities for the statewide CIOT. 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, and two performance indicators: citations written per minute and safety belt / child safety seat citations per minute. These two indicators also were used to assess the progress made by local agencies.

### **Statewide Enforcement**

One hundred forty-nine local law enforcement agencies and the Illinois State Police (ISP) participated in statewide CIOT enforcement activities in addition to 14 local law enforcement agencies participating in the mini grant logging a total of 18,719 enforcement hours and issuing 22,680 citations, 8,911 (39.29%) 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 126 minutes<sup>1</sup> of patrol throughout the May campaign. Overall, one citation was written for every 51.0 minutes of patrol.

### Illinois State Police (ISP) Enforcement

All Illinois State Police districts participated in statewide CIOT enforcement, covering all of Illinois' 102 counties. ISP conducted 7,068 hours of enforcement including 5 SBEZs that lasted 118.5 hours. A total of 7,628 citations were issued by the ISP, 18.6% (1,419) of which were safety belt and child safety seat violations. On average, ISP averaged one citation written for every 55.6 minutes of patrol. Finally, ISP averaged one safety belt / child safety seat citation for every 298.8 minutes of patrol.

### Local Enforcement

One hundred forty-nine police agencies were funded to participate in CIOT enforcement. A total of 599 SBEZs and 1,123 saturation patrols were conducted. Local officers logged 11,651.5 patrol hours and issued 15,052 citations. One citation was issued every 46.4 minutes by local officers during statewide enforcement. Approximately 50 percent of the citations issued were for safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 93.3 minutes of enforcement.

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<sup>1</sup> This calculation only includes agencies that submitted both total patrol hours and total citations issued.

**TABLE 1: TOTAL ENFORCEMENT RESULTS**

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data		
	Local Agency Total N=149	State Police Total N=22 Districts	Statewide Total N=171
Number of Enforcement Hours	11,651.5	7,068.5	18,720
Number of Safety Belt Enforcement Zones	599	5	604
Number of Saturation Patrols	1,123	204	1,327
Total Citations	15,052	7,628	22,680
Number of Safety Belt and Child Safety Seat Citations	7,492	1,419	8,911
Number of Other Citations	7,560	6,209	13,769
Minutes Per Citation	46.4	55.6	49.5
Safety Belt Citations and Child Safety Seat Citations Per Minute	93.3	298.8	126.0

† No incentive enforcement grants were issued for the FY2018 Memorial Day *Click It or Ticket* campaign.

**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 6-7** 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 18,719 patrol hours and issued 22,680 citations during CIOT statewide and rural enforcements for a total cost of \$1,397,450.52. On average, one citation was written every 49.5 minutes during enforcement at a cost of \$61.62 per citation, or \$74.65 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	18,719	22,680	49.5	\$61.62	\$74.65	\$1,397,450.52

### Grant Type / Agency Enforcement Activities

#### Illinois State Police

ISP conducted 7,055.5 patrol hours during statewide enforcement and issued 7,628 citations at cost of \$666,866.70, or \$114.50 per patrol hour. One citation was written every 63.5 minutes, an average cost of \$120.05 per citation. (See **Table 7** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

#### Local Police Agencies

As of September 21<sup>st</sup> 2018, a total of 149 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Bureau of Safety

Programs and Engineering. Each agency had a STEP grant with the Illinois Department of Transportation’s Bureau of Safety Engineering Programs. These agencies conducted 11,651.5 hours of additional patrol and issued 15,052 citations at a cost of \$730,563.82. These agencies issued one citation for every 46.4 minutes of patrol. The cost per patrol hour was \$62.70, while the cost per citation was \$48.54. (For a detailed listing of these agencies see **Tables 6** in **Appendix A**).

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 Costs by Agency / Grant Type**

<b>Agency / Grant Type</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
IL State Police	7,067.5	7,628	55.6	\$87.43	\$94.36	\$666,886.70
STEP Grantees Only (n=149)	11,651.5	15,052	46.4	\$48.54	\$62.70	\$730,563.82
<b>Total</b>	<b>18,719.0</b>	<b>22,680</b>	<b>49.5</b>	<b>\$61.62</b>	<b>\$74.65</b>	<b>\$1,397,450.52</b>

## **Limitations of the Enforcement Data**

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

For example, as shown in **Table 6**, based on cost per patrol hour, BSPE reimbursed the Grandview Police Department \$514.50 for conducting 24.5 patrol hours resulting in \$21.00 per patrol hour. On the other hand, Carol Stream Police Department was reimbursed \$20,0136.26 for conducting 330.5 patrol hours resulting in \$60.9 per patrol hour. Similarly, when looking at cost per citation, BSPE reimbursed North Pekin Police Department \$3,086.61 for writing 144 citations resulting in a cost of \$21.4 per citation issued. On the other hand, the Romeoville Police Department's cost per citation was \$144.6. Total reimbursement for Romeoville was \$5,349.12 for issuing 37 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Elk Grove Village Police Department issued 434 citations over 193 patrol hours resulting in one citation written for every 26.7 minutes of patrol. On the other hand, the Tazewell County Sherriff's Office issued only 5 citations over 16.0 patrol hours. This resulted in one citation written for every 192.0 minutes of patrol (see **Table 6** 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

### **Paid Media Activities**

For the 2018 Memorial Day “Click it or Ticket” Campaign, The Illinois Department of Transportation’s budget was \$553,000. To reach the target audiences, different mediums were used to provide the greatest impact. Digital Media made up 48 percent of the total media budget and included Video Streaming, Audio Streaming, Youtube, Facebook, and Hulu among others. Radio composed 27 percent of the total media budget and television was slightly lower at 24 percent. The primary audience for IDOT was white males, 18 to 34 years old while the secondary audience was African American and English language speaking Hispanic males in urban areas.

IDOT ran in conjunction with the National Highway Traffic Safety Administration (NHTSA) in supporting the Memorial Day Seat Belt Initiative. NHTSA’s nationwide working media budget was \$8,158,755<sup>2</sup> and included television, digital media, radio, and cinema. The target audience for the campaign was English and Spanish speaking males aged 18 to 34. More than 47 percent of the NHTSA’s media budget for the 2018 “Click It or Ticket” Memorial Day campaign was spent on television. Television ads ran on networks including Adult Swim, ESPN, Univision Deportes, and Telemundo. It was believed that the target audience would be best reached through these stations., For the campaign, NHTSA spent 37 percent on digital and social media. Outlets included the Bleacher Report, Complex, and the Chive. Radio represented 12 percent of the total budget. To reach 18 to 34-year-old males, radio media included networks such as CBS Sports, The Bob and Tom Show, and the Zach Sang Show. Lastly, NHTSA spent 5.6 percent on cinema. Ads were played before movies such as Avengers: Infinity War 3D, Deadpool 2, and Solo: A Star Wars Story 3D. 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.

### **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. Bureau of Safety Programs and Engineering coordinated statewide media events to promote CIOT and distributed CIOT banners to participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to

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<sup>2</sup> NHTSA Click it or Ticket-May/June2018 Media Buy Summary.  
<https://www.trafficsafetymarketing.gov/file/42326/download?token=NvAXxbGa>

inform the public of the statewide CIOT campaign. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters, paycheck stuffer , email blast, opinion editorial, bulletin stuffers, Saved by the Safety Belt application, and an order form.

STEP-funded local law enforcement agencies conducted eight press conferences across the state to help get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 67 stories related to CIOT ran across the state. Throughout the campaign there were 43 print, 12 radio, and 12 television news stories that aired (see **Table 4**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, and are also credited with additional methods by which to alert communities of the CIOT campaign. The BSPE provided CIOT banners and yard signs, law enforcement agencies asked local businesses to put the CIOT message on their outdoor message boards in addition to hanging 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 49 such announcements in communities across the state. Also, 13 police agencies displayed their BSPE-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 194 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 43 print, 12 radio, and 12 television news stories 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  
from Local Law Enforcement Agencies for  
*Click It or Ticket***

<b>Earned Media Items</b>	<b>Number of items</b>
Press releases issued	194
Print news stories	43
Radio news stories	12
Television news stories	12
Press conferences	8
Posters / fliers	694
Outdoor message board announcements	49
CIOT Banners	13
Web page postings / announcements	186
Local cable public access messages	18
Presentations	9
Other	37

## **SAFETY BELT SURVEYS**

# Statewide Observational Safety Belt Surveys

## Survey Design

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The pre-survey used for 2018 was the 2017 statewide post survey. The post mobilization survey was also statewide (288). The survey included sites on both high volume state highways and low volume local roads and residential streets. The 288 sites provided a statistically representative sample of the state as a whole. The design of the survey was fully compliant with the National Highway Traffic Safety Administration's Uniform Criteria for State Observational Surveys of Seat Belt Use and was used for the Illinois 2018 seat belt survey. The survey 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 150,270 front seat occupants observed at 288 locations statewide. During the post-mobilization survey, there were 152,844 front seat occupants observed at the 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", Bureau of Safety Programs and Engineering, Illinois Department of Transportation (IDOT), March, 2012.

## Historical Trends

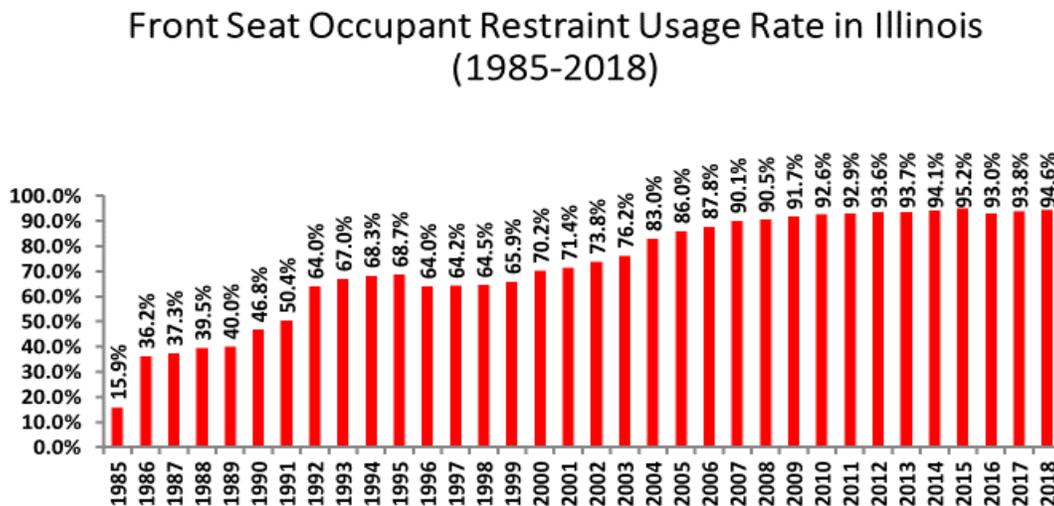
Currently, the state of Illinois has a primary belt law, which became effective on July 3<sup>rd</sup>, 2003 after the bill was signed into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1<sup>st</sup>, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles.

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

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1<sup>st</sup>, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2015 at a level of 95.2 percent, but, in June 2017, it was slightly lower at 93.8 percent. The safety belt usage rate in Illinois has increased more than 80 percentage points since the first survey was conducted in April 1985 (see **Figure 3**). It should be noted that the 1998 through 2018 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 3: Front Seat Occupant Restraint Usage Rate: Comparison of Historical Survey Results\***



\*Note: 1998 through 2018 safety belt usage rates include pickup truck drivers and passengers.

## Safety Belt Usage Rates Statewide During the 2018 “Click It or Ticket” Campaign

**Table 5** and **Figure 4** show results of the safety belt survey conducted at 288 sites in 2017 and June 2018. **Column 1** lists occupant type (driver or passenger), regions of the state where the survey was conducted, type of road, and day of the week. **Column 2** shows the safety belt pre-mobilization survey usage rates. **Column 3** shows safety belt usage rates following the 2018 CIOT mobilization. **Column 4** shows percent differences between pre and post surveys. There were 150,270 front seat occupants observed during the 2017 pre-mobilization survey while 152,844 were observed during the 2018 post-mobilization survey.

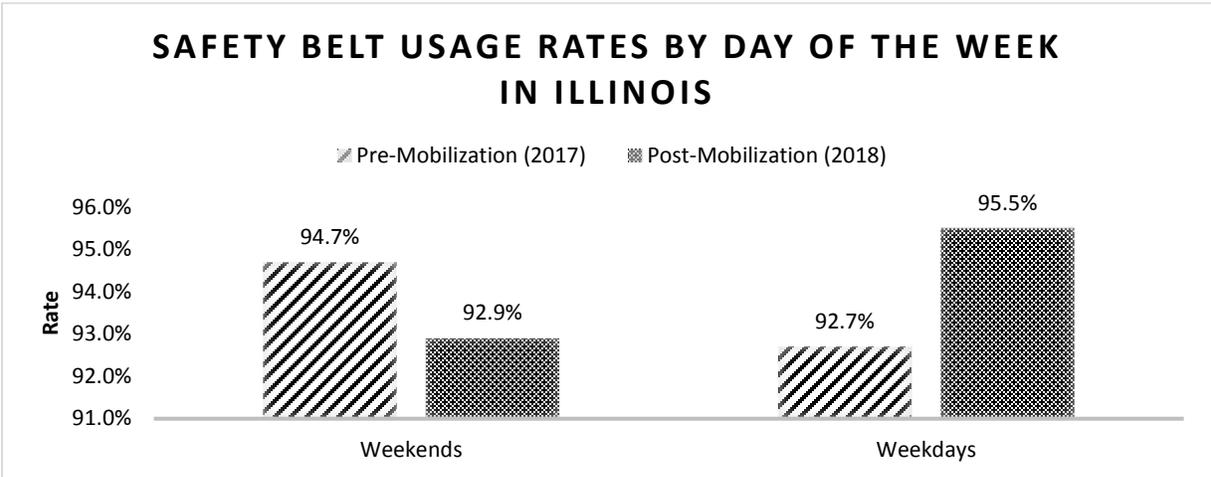
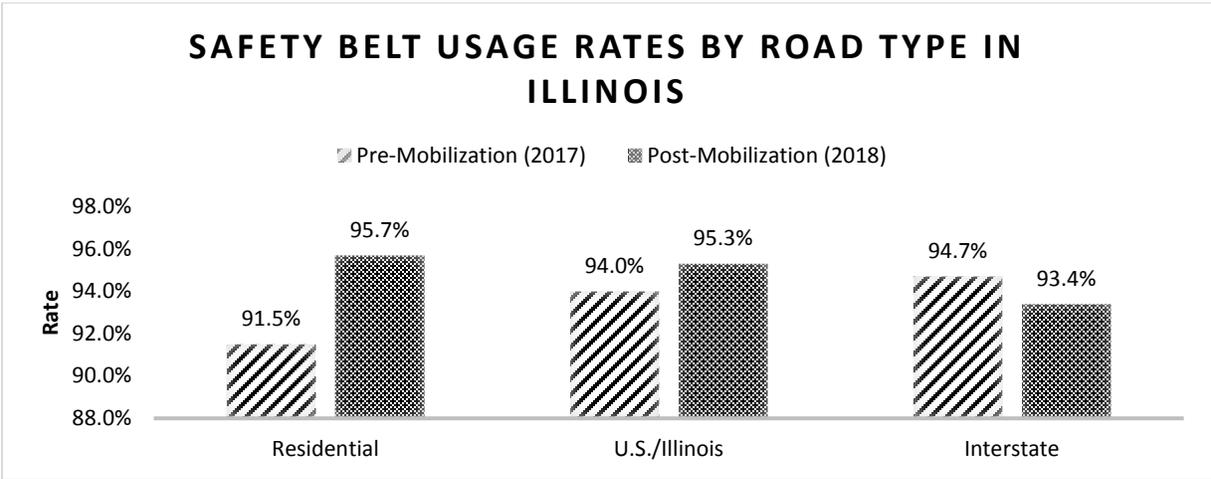
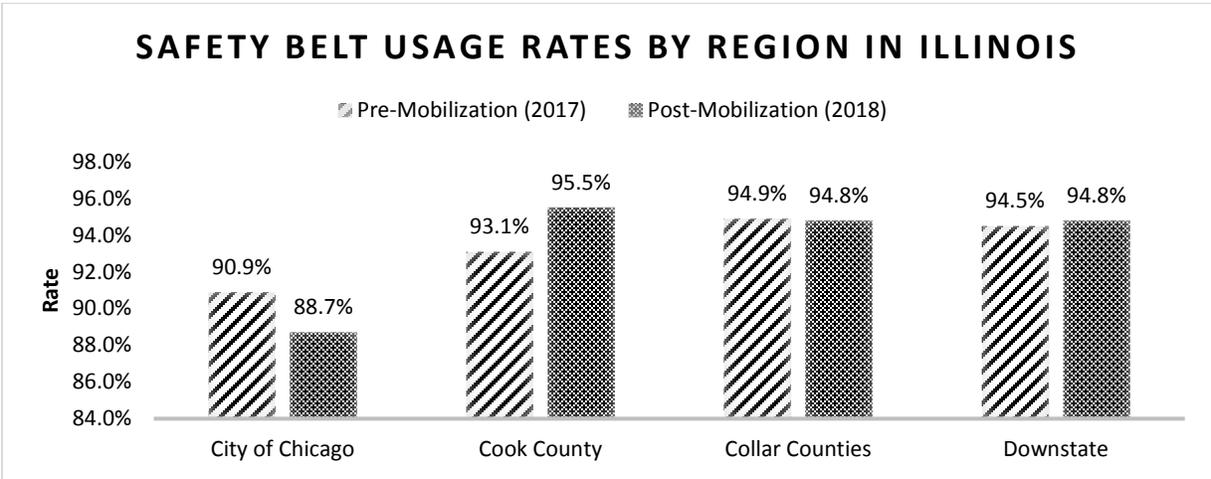
**Table 5** and **Figure 4** shows the safety belt usage rate for all vehicles. Of the total of 152,844 front seat occupants observed, 94.6 percent were observed wearing safety belts. The safety belt usage rate for drivers increased from 94.2 percent during the pre-mobilization to 95.1 percent during the post mobilization. The safety belt usage rate for passengers slightly decreased from 92.2 percent during the pre-mobilization to 92.0 percent during the post mobilization. Based on region, the safety belt usage rate decreased by 2.2 percentage points in the city of Chicago from 90.9 percent during the pre-mobilization survey to 88.7 percent during the post mobilization. The safety belt usage rate for the collar counties decreased from 94.9 prior to the mobilization to 94.8 following the mobilization. In Cook County, the safety belt usage rate increased by 2.4 percentage points. Also, the seat belt usage rate in the downstate counties increased by 0.3 percentage points. In terms of the road type, on U.S./IL Highways and residential roads, the safety belt usage rate increased by 1.3 percentage points and 4.2 percentage points, respectively. On Interstate Highways, the safety belt usage rate decreased by 1.3 percentage points. Finally, based on day of week, from pre mobilization to post mobilization, the safety belt usage rate decreased by 1.8 percentage points on weekends and increased 2.8 percentage point on weekdays.

<b>Table 5: Safety Belt Usage Rates Based on Pre-Post Mobilization Surveys in Illinois during the <i>Click it or Ticket</i> Campaign (2017 versus 2018)</b>			
<b>(All Vehicles)<sup>1</sup> Column 1</b>	<b>Pre-Mobilization Survey (2017 Statewide Survey)<sup>2</sup> N=150,270 Column 2</b>	<b>Post-Mobilization Survey (2018 Statewide Survey) N=153,844 Column 3</b>	<b>% Change/Pre- and- Post Surveys (2017 versus 2018) Column 4</b>
<b>Total Usage Rate</b>			
<b>Total</b>	<b>93.8%</b>	<b>94.6%</b>	<b>0.8%</b>
Drivers	94.2%	95.1%	0.9%
Passengers	92.2%	92.0%	-0.2%
<b>Region</b>			
Chicago	90.9%	88.7%	-2.2%
Cook County	93.1%	95.5%	2.4%
Collar Counties	94.9%	94.8%	-0.1%
Downstate	94.5%	94.8%	0.3%
<b>Road Type</b>			
Interstate	94.7%	93.4%	-1.3%
US/IL Highways	94.0%	95.3%	1.3%
Residential	91.5%	95.7%	4.2%
<b>Day of Week</b>			
Weekends	94.7%	92.9%	-1.8%
Weekdays	92.7%	95.5%	2.8%

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

<sup>2</sup> The pre-mobilization survey data are based on the 2017 Statewide survey.

**Figure 4: Overall Safety Belt Usage Rates in Illinois**



## **TELEPHONE SURVEYS**

Illinois Statewide Memorial Day 2018 Weekend  
Seatbelt Enforcement and Media Campaign Surveys

*Conducted for:*



**Illinois Department  
of Transportation**

Bureau of Safety Programs and Engineering

*Conducted by:*

**Survey  
Research  
Office**

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**ILLINOIS**  
SPRINGFIELD

A unit of the Center for State Policy and Leadership

Summary Report

Field Interviewing: April-May 2018 and June-July, 2018

Report Submitted: August 8, 2018

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## Introduction

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The Illinois Department of Transportation, Bureau of Safety Programs and Engineering, contracted with the Survey Research Office, a unit in the Center for State Policy and Leadership at the University of Illinois Springfield, to conduct three statewide telephone surveys from April through September 2018. The first survey, conducted from April 11 through May 25, and completed prior to the Memorial Day weekend, (hereinafter referred to as the April survey) provides baseline results for examining the effect of the Memorial Day weekend media campaign. SRO collected responses for the second survey (hereinafter referred to as the June survey) from May 29 through July 9, 2018. The June survey shows any attitudinal and media awareness differences following the Memorial Day weekend media campaign. The third survey will be conducted in September, following the Labor Day weekend campaign.

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

## Methodology

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The University of Illinois Springfield Survey Research Office is dedicated to the principles of transparency in research and is a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative. Membership entails adherence to AAPOR's code of ethics<sup>3</sup> as well as a commitment to promoting understanding of survey methodology and how it relates to survey quality. For more information about project methodology please contact the UIS Survey Research Office at [sro@uis.edu](mailto:sro@uis.edu)



### SAMPLING

The sample frame is a stratified sample of Illinois licensed drivers (described below). The sample was purchased via Marketing Systems Group using Genesys. The sampling methodology for the April and June surveys consists of two components. The first is a sample of the statewide public, stratified by region and screened for licensed drivers age 18 or older. The targeted completion number for this component was 500 respondents in each survey. The second component is a sample of a subset of the “downstate” population, defined here as the “rural sample.” The survey does not specifically target individuals in the rural counties of Illinois. Rather, a rural geography is created by taking those individuals living in counties that are considered rural based on past surveys as well as those individuals who classify their location as a small town or as rural despite the county they live in. (though excluding Cook County and Chicago collar counties).

The sampling methodology for the statewide component was conducted as it has been in the past for these pre/post enforcement/media campaign surveys. *For the statewide sample*, the state was first stratified into the Chicago metro area and the remaining Illinois counties, referred to as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties (DuPage, Kane, Lake, McHenry, and Will). The downstate area was further subdivided into north/central Illinois and southern Illinois.

Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of cell phone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois) and quotas were set up to ensure that each area received a minimum number of completed surveys.

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<sup>3</sup> The American Association for Public Opinion Research. (2015). The code of professional ethics and practices. Retrieved from: [http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR\\_Code\\_Accepted\\_Version\\_11302015.aspx](http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR_Code_Accepted_Version_11302015.aspx)

## Methodology

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The rural sample was calculated by selecting those respondents from counties identified in previous surveys as rural. This was done by selecting those respondents who identified their county as one of these counties and counting them as part of the rural sample. Additionally, respondents who identified the area they live in as “a small town” or “a rural area” were included in the rural sample. Admittedly, there is some interpretation as to whether some of these individuals live in areas that are truly “rural” despite indicating that they live in either “a small town” or “a rural area.”

### FIELDING

Each telephone number was called a maximum of seven times in April and a maximum of eight times in June, from 10am-8pm Monday- Friday. Because the sample is of cell phones, SRO interviewers asked the respondent, rather than anyone else, to take the survey. This is a departure from older surveys, conducted using a landline sampling frame, in which interviewers asked to speak with the youngest male licensed driver in the household. The survey was administered in English and Spanish using the Computer Assisted Telephone Interviewing (CATI) software WinCATI.

Field interviewing for the April survey includes 413 licensed drivers (including 151 respondents classified as rural). The margin of sampling error for the April survey is  $\pm 4.8$  percentage points. Field interviewing for June survey includes 464 licensed drivers (including 232 classified as rural). The margin of sampling error for the June survey is  $\pm 4.6$  percentage points. The margin of sampling error was not adjusted for design effects in either study.

## Methodology

### COMPLETION BY AREA

The numbers of completed interviews for each stratification and sample group are presented below in table 1 (below) for both the April and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

The average length of a completed interview during the April survey was 17.1 minutes and the average length of an interview during the June survey was 18.3 minutes. Response rates were calculated using AAPOR guidelines.<sup>4</sup> The overall response rate for the April survey is 2.7 percent and 3.3 percent for the June survey (AAPOR Response Rate 3).

### WEIGHTING

Post stratification weights are applied to the cases in the study. Cases are weighted based on age, gender, level of education, and region.<sup>5</sup> Weights are created to match estimates by the US Census Bureau across these demographic categories. Minimum and maximum weights were created such that a maximum final weight is 4 (meaning the case represents four cases) and the minimum final weight is 0.25 (meaning the case represents ¼ of a case). Frequencies for all weighted and selected unweighted results may be found in the accompanying Excel sheet.

Table 1. Respondents by Region

	2018 Memorial Day Pre-test	Margin of sampling error	2018 Memorial Day Post-test	Margin of sampling error
<b>Statewide Sample</b>	413	± 4.8%	464	± 4.6
<b>Chicago metro area</b>	224	± 6.6%	206	± 6.8
<i>City of Chicago</i>	98		89	
<i>Chicago suburbs</i>	126		117	
<b>Downstate counties</b>	189	± 7.1%	258	± 6.1%
<i>Northern and central Illinois</i>	91		133	
<i>Southern Illinois</i>	98		125	
<b>Rural counties</b>	151	± 7.9%	232	± 6.4%

<sup>4</sup> The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition. AAPOR. Retrieved from: [http://www.aapor.org/AAPOR\\_Main/media/publications/Standard-Definitions20169theditionfinal.pdf](http://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions20169theditionfinal.pdf)

<sup>5</sup> The regions being: City of Chicago, Chicago suburbs, southern Illinois, and northern/central Illinois

## Results

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### COMMENT

In the results that follow, we focus on those questions most pertinent to the seat belt campaign activities that surround Memorial Day weekend, 2018. At the end of these results, we also report on several speeding and cell-phone related questions. In these results, we summarize the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e.,  $\pm$  with parentheses) refer to percentage point changes unless specifically noted.

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

*The Excel file:* The full results are presented in the IDOT 2018 Memorial Day Seat Belt file (an MS Excel file) compiled for the project. Separate worksheets are included for the statewide results, and the regional results (Chicago metro; downstate; rural counties)/ These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys. They also include a demographic portrait of the group(s) being analyzed.

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

*Demographic comparisons of the April and June samples:* Before reporting the seat belt-related results, it is worth noting that the April and June 2018 statewide samples and targeted rural samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we are assured of similarity between the April and June statewide samples for region, gender, age, and education level.<sup>6</sup>

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<sup>6</sup> Because of the combination of weighting factors, we do not reach exact equivalence on each of these weighting characteristics.

## Results

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While weighting is conducted at the statewide level<sup>7</sup> it is worth noting that the April and June samples for the two areas are quite similar across a variety of characteristics. However, there are more differences in these two areas across the surveys, compared to the statewide sample.

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

### REPORTS OF SEAT BELT USAGE

***When driving, how often do you wear your seat belt?*** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the statewide percentage of those who report wearing seat belts “all the time” is 95.6 percent in April and 93.9 percent in June.<sup>8</sup> Other responses remained relatively unchanged from April to June.

In the metro Chicago area, we find that the percentage who indicate wearing their seat belt “all the time” decreased from 98.2 percent in April to 96 percent in June. We also find that the percentage of individuals who report wearing a seatbelt “most of the time” increased from 1.2 percent in April to 3.6 percent in June.

In the downstate sample portion, we find that the percentage who indicate wearing their seat belt “all the time” decreased 1.3 percentage points from 92.5 percent in April to 91.2 percent in June. We find an increase of 1.9 percentage points in the percentage of respondents who report that they wear a seat belt “most of the time”; from 4.2 percent in the April survey to 6.1 percent in the June survey.

And, in the “targeted rural counties,” we find that the percentage who indicate wearing their seat belt “all the time” stayed about the same (90.2 percent in April and 91.1 percent in June).

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<sup>7</sup> Note that there are limits in the extent to which weighting can produce equivalent samples, both because maximum weights are established and because of the particular relationships between multiple variables in the weighting scheme.

<sup>8</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

## Results

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***When was the last time you did not wear your seat belt when driving?*** We find that the statewide percentage of those who report that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) increased 2.5 percentage points from 84.5 percent in April to 87 percent in June. At the same time, we find that the percentage who report not wearing their seatbelt “within the past day” decreased from 4.6 percent in April to 3 percent in June. The number of respondents who report that they did not know or did not answer decreased 3.2 percentage points from 4.3 percent in April to 1.1 percent in June.

In the metro Chicago area, we find that the percentage who indicate not wearing their seat belt “more than a year ago” (or report they always wear one) increased from 84.9 percent in April to 91.2 percent in June.

In the downstate sample portion, we find that the percentage who indicate not wearing their seat belt “more than year ago” (or report they always wear a seat belt) decreased 5.6 percentage points from 84.7 percent in April to 79.1 percent in June.

And, in the “targeted rural counties,” we find that the percentage who indicate not wearing their seat belt “more than a year ago” (or report they always wear a seat belt) decreased from 80.7 percent in April to 79.2 percent in June. Here, the percentage who report not wearing a seat belt either within the past day or week is 8.2 percent in April and 6.8 percent in June.

***When asked “why they did not wear a seat belt the last time,”*** the most frequent reason given by statewide respondents in both the April and June surveys is that the respondent was driving a short distance (45 percent of relevant respondents in April; 57.8 percent in June). The next most frequently cited response in the April survey is “not convenient, comfortable, medical (18.4 percent). In the June survey the next most frequently cited response is “in a hurry” (9.7 percent).

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

## Results

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***In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?*** Overall, most individuals across the state report that their seat belt use has stayed the same. The statewide percent who indicate their use of seat belts has stayed the same is 97 percent in April and 97.2 percent in June, and the percent who report that their use has increased is less than 3 percent in both surveys (2.2 percent in April; 1.6 percent in June). Almost no individuals reported that their seat belt use decreased over the past 30 days (0.2% in April; 0.5% in June).

In the metro Chicago area, the vast majority of respondents report that their use of seat belts has stayed the same (96.2 percent in April and 97.6 percent in June).

In the downstate sample portion, 98.4 percent in April and 96.1 percent in June report that their seat belt usage has stayed the same. The percentage of individuals who report that their seat belt usage has increased in the past 30 days is 1.6 percent in April and 2 percent in June.

And, in the “targeted rural counties,” 97.2 percent of respondents in April and 96.1 percent of respondents in June report that their seat belt use has stayed the same.

***Have you ever received a ticket for not wearing a seat belt?*** The statewide percentage who report receiving a ticket for not wearing a seat belt is 15% in April and 11% in June.

In the metro Chicago area, the percentage who report receiving a ticket for not wearing a seat belt is 16.2 percent in April and 9.2 percent in June, a 7-percentage point decrease.

In the downstate sample portion, the percent who report receiving a ticket for not wearing a seat belt is 13.6 percent in April and 14.2 percent in June, a 0.6 percentage point increase.

And, in the “targeted rural counties,” the percentage who report receiving a ticket for not wearing a seat belt is 16.1 percent in the April survey and 13.8 percent in the June survey, a 2.3 percentage point decrease.

## Results

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

The statewide incidence of wearing a seat belt while a passenger in the front seat of a car is lower in the April survey than the June survey. The percentage who report that they wear their front seat passenger seat belts “all of the time” increased slightly from 89.8 percent in April to 90.9 percent in June. The percentage who report wearing their seat belt while a passenger either “all” or “most” of the time is 94.9 percent in April and 96.9 percent in June. The percentage who report wearing their seat belt “some of the time” is 1.3 percent in April and 1.2 percent in June while the percentage who report “rarely” or “never” remains consistent between April and June (2.1 percent in April; 1.8 percent in June).

In the metro Chicago area, the percentage who report wearing a seat belt when riding as a passenger in the front seat “all of the time” is 91.3 percent in April and 89.2 percent in June. The percentage who report either “all” or “most of the time” is 95.1 percent in April and 96.4 percent in June, a slight increase.

In the downstate sample portion, we find that the percentage who report that they wear a seat belt “all of the time” as a passenger in the front seat increased from 87.3 percent in April to 93.5 percent in June. The percent who report they wear a seat belt either “all” or “most of the time” is 94.4 percent in April and 97.4 percent in June.

In the “targeted rural counties,” we find that the percentage who report they wear a seat belt “all the time” as a passenger in the front seat increased from 88.3 percent in April to 91.5 percent in June.

## Results

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

The Illinois law requiring seat belt usage in the back seat of a vehicle, which took effect January 1, 2012, prompted the inclusion of this question (as well as the question about awareness of this law). For the statewide results, excluding the respondents who report that they never sit in the back seat, the percentage who report wearing their seat belt all the time<sup>9</sup> is 60.7 percent in April and 60.9 percent in June, an increase of 0.2 percentage points. When looking at respondents who report wearing it either “all of the time” or “most of the time” we find an increase from 69.6 percent to 76.4 percent. And while the vast majority of respondents report that Illinois has a law requiring adults to wear seat belts (96.8 percent in April; 97.5 percent in June), significantly fewer individuals report that the law requires adults in the back seat to use seat belts (62.9 percent in April; 68.3 percent in June).

In the metro Chicago area, the percentage of respondents who report wearing their seat belt either “all the time” or “most of the time” is 70.4 percent in April and 73.1 percent in June, an increase of 2.6 percentage points.

In the downstate sample portion, we find a large increase of 14.3 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (68.5 percent in April to 82.9 percent in June).

In the “targeted rural counties,” we find an increase of 8.6 percentage points for the percentage of respondents who report wearing their seat belt either “all of the time” or “most of the time” (69.1 percent in April to 77.6 percent in June).

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<sup>9</sup> This measure excludes respondents who report not riding in the back seat of a car as a passenger.

## Results

### AWARENESS OF AND ATTITUDES TOWARD SEAT BELT LAWS

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

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

	Statewide		Chicago		Downstate		Rural	
	April 18	June 18	April 18	June 18	April 18	June 18	April 18	June 18
As far as you know, does Illinois have a law requiring adults to use seat belts?	96.8%	97.5%	98.4%	98%	94.4%	96.8%	96.3%	96.7%
As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts?	62.9%	68.3%	61.1%	72.5%	65.6%	61.7%	69.4%	64.3%
Percent who believe it is very likely that they would get a ticket for not wearing a seat belt	48.5%	44.1%	50%	46.2%	46.4%	40.6%	42%	40.8%
Percent who believe that police can stop a vehicle if they observe a seat belt violation	86.5%	87.3%	88.1%	89.2%	84%	84.5%	82.1%	82.9%
Percent who believe that police should be allowed to stop a vehicle for only a seat belt violation	75.7%	78.6%	74.1%	80.5%	78.2%	75.5%	72.8%	74.5%

## Results

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***In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?*** Almost all the respondents in the statewide respondents in the April (96.1 percent) and June (97 percent) surveys indicate that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats.

### ATTITUDES ABOUT WEARING SEAT BELTS

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

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

The results from the following statements are discussed below:

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

Statewide, the percentage of respondents who report disagreeing (to any extent) with this statement is 2.9 percentage points larger in April (62.6 percent) than in June (59.2 percent).

In the metro Chicago area, the percentage who report disagreeing decreased by 7.6 percentage points (63.7 percent in April; 56.1 percent in June).

In the downstate sample portion, there is a 3.5 percentage point increase in the percentage who disagree with this statement (60.8 percent in April; 64.3 percent in June).

In the “targeted rural counties,” the percentage who report disagreeing increased by 2.3 percentage points from 60.5 in April to 62.8 percent in June.

## Results

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

Statewide, the percentage of respondents who either “strongly agree” or “somewhat agree” to this statement remains is higher in April (96.9 percent) than in April (96.8 percent).

In the metro Chicago area, the proportion of respondents who “agree” remains is about the same in April (97.3 percent) and in June (97.2 percent)

In the downstate sample portion, the proportion of respondents who “agree” remains about the same in April (96 percent) and in June (96.2 percent).

And, in the “targeted rural counties,” the proportion who “agree” increased from 95.3 percent in April to 95.5 percent in June.

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

Statewide, the percentage of respondents who either “strongly agree” or “somewhat agree” is 25 percent in April and 29.5 percent in June, an increase of 4.5 percentage points.

In the metro Chicago area, there is a 4.6 percentage point increase from 27.2 percent in April to 31.8 percent in June.

In the downstate sample portion, there is a 3.5 percentage point increase from 21.8 in April percent to 25.3 percent in June.

In the “targeted rural counties,” the proportion who “agree” increase by 3.6 percentage points from 20.7 percent in April to 24.3 percent in June.

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

The percentage of statewide respondents who either “strongly agree” or “somewhat agree” with this statement increased from 88.8 in April to 90.8 percent in June.

In the metro Chicago area, the percentage of respondents who agree with this statement increased 5.4 percentage points from 87 percent in April to 92.4 percent in June.

In the downstate sample portion, there is a decrease in the percentage of individuals who agree with this statement: 91.2 percent in April compared to 88.4 percent in June.

In the “targeted rural counties,” there is a 2.6 percentage point decrease from 89.1 percent in April to 86.5 percent in June.

## Results

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

The percentage of statewide respondents who disagree with this statement (either strongly or somewhat) is 83.6 percent in April and 78.4 percent in June, a decrease of 5.2 percentage points.

In the metro Chicago area, the percentage who disagree with this statement is 81.5 percent in April and 71.4 percent in June, a 10.1 percentage point decrease.

In the downstate sample portion, we find a 1.9 percentage point increase from 87.2 percent in April to 89.1 percent in June.

In the “targeted rural counties,” we find a 2.7 percentage point increase from 88 percent in April to 90.7 percent in June.

***Police in your community are writing more seat belt tickets now than they were a few months ago.*** In April, 25.1 percent of respondents either “somewhat” or “strongly agree” with this statement and in June, 25.1 percent “somewhat” or “strongly agree.”

In the metro Chicago area, there is a 0.3 percentage point increase in the percentage of respondents who agree with this statement: 27.2 percent in April compared to 27.5 percent in June.

In the downstate sample portion there is a 1.3 percentage point percentage point decrease in the percentage of respondents who agree with this statement, 22.4 percent in April versus 21.1 percent in June.

In the “targeted rural counties,” there is a 2.4 percentage point decrease in the total percentage of respondents who agree with this statement; 20.3 percent in April and 17.9 percent in June.

## Results

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

**In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?** 12.2 percent of statewide respondents in the April survey report that they have either seen or heard of any special effort by police to ticket drivers in their community for seat belt violations. By comparison 20.7 percent of June respondents report the same, an increase of 8.5 percentage points.

In the metro Chicago area, 17.4 percent of respondents indicate they have seen or heard of these special efforts in April and 23.5 percent of respondents indicate so in June, an increase of 6.1 percentage points.

In the downstate sample portion, there is 11.3 percentage point increase in the total percentage of respondents who report having read, seen or heard of such an effort; 4.8 percent in April and 16.1 percent in June.

In the “targeted rural counties,” we find a 12.9 percentage point increase in the number of respondents who report having read, seen or heard of such an effort; 4.3 percent in April and 17.2 percent in June.

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

Statewide, “some other source” is the most cited medium in April (75.1 percent) and June (51.3 percent). The second most cited medium in April is television (28.1 percent) and radio in June (22.8 percent).

In the metro Chicago area, the most cited source in April and June is “some other source” (82.4 percent and 65.9 percent respectively).

In the downstate sample portion, friends and relatives is the most cited medium in April (28 percent) followed by some other source (25.6 percent). The most cited medium in June is radio (36.0 percent) followed by television (32.0 percent) and some other source (24.7 percent).

In the “targeted rural counties,” friends and relatives is the most cited medium in April (28.0 percent), whereas radio is the most cited medium in June (33.3 percent).

## Results

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

	Statewide		Chicago		Downstate		Rural	
	April 18	June 18						
<b>Television</b>	<b>28.1%</b>	<b>21.4%</b>	<b>7.1%</b>	<b>15.6%</b>	<b>25%</b>	<b>32%</b>	<b>0%</b>	<b>29.2%</b>
<i>Commercial or advertisement</i>	75.3%	76.5%	85.2%	74.5%	0%	78.2%	0%	76.7%
<i>News story/ news program</i>	24.7%	56.5%	14.8%	70.4%	100%	43.8%	0%	43.2%
<b>Radio</b>	<b>9.4%</b>	<b>22.8%</b>	<b>7.1%</b>	<b>13.3%</b>	<b>25%</b>	<b>36%</b>	<b>25%</b>	<b>33.3%</b>
<i>Commercial or advertisement</i>	47.7%	84.4%	100%	84.4%	0%	84.2%	0%	82.4%
<i>News story/ news program</i>	52.3%	55.9%	64%	43.3%	100%	64.8%	100%	68.9%
<b>From friends and relatives</b>	<b>5.9%</b>	<b>10.2%</b>	<b>2.6%</b>	<b>8.8%</b>	<b>28%</b>	<b>12.9%</b>	<b>28%</b>	<b>13.4%</b>
<b>Read in newspaper</b>	<b>9.4%</b>	<b>18.6%</b>	<b>3.6%</b>	<b>15.6%</b>	<b>25%</b>	<b>24%</b>	<b>25%</b>	<b>25%</b>
<i>Commercial or advertisement</i>	7.9%	56.6%	0%	66.5%	17.2%	45.8%	17.2%	49.4%
<i>News story/ news program</i>	46.1%	70.7%	100%	73%	100%	68.3%	100%	70.4%
<b>From other sources</b>	<b>75.1%</b>	<b>51.3%</b>	<b>82.4%</b>	<b>65.9%</b>	<b>25.6%</b>	<b>24.7%</b>	<b>25.6%</b>	<b>23.8%</b>

## Results

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**In the past thirty days, have you seen or heard anything about police in your community working at night to enforce the seat belt laws?** In April, 11 percent of respondents indicate they have seen or heard something about police working at night to enforce seatbelt laws compared to 18.7 in June.

In the metro Chicago area, there is a 12.6 percentage point increase in the percentage of respondents who report seeing or hearing anything about this effort (12 percent in April; 24.6 percent in June).

In the downstate sample portion, there is a 0.6 percentage points decrease in the percentage of respondents who report hearing or seeing anything (9.6 percent in April; 9.0 percent in June).

In the “targeted rural counties,” there is a decrease of 0.4 percentage points regarding the percentage of respondents who report seeing or hearing anything about this effort (8.9 percent in April; 8.5 percent in June).

**In the past thirty days, have you seen or heard any messages that encourage people to wear their seat belts?** In April, 57.1 percent of statewide respondents report seeing or hearing of such a message. In June, 66 percent of respondents report seeing or hearing a message, an increase of 8.9 percentage points.

In the metro Chicago area, 58.7 percent of April respondents and 64.5 percent of June respondents report hearing or seeing such a message, an increase of 5.8 percentage points.

In the downstate sample portion, 55.2 percent of respondents in the April survey and 68.4 percent of respondents in the June survey report seeing or hearing these messages, a 13.2 percentage point increase.

In the “targeted rural counties,” 55.8 percent of April respondents and 71.9 percent of June respondents report hearing or seeing such a message, an increase of 16.1 percentage points.

***Of those respondents who indicated having seen or heard of these messages, statewide,*** a billboard or a road sign is the most cited medium. 64.4 percent of April and 67.4 percent of June respondents indicate seeing or hearing a message that encouraged people to wear seatbelts. The second most cited medium is television (40.1 percent in April; 41.2 percent in June). The majority of April and June respondents who saw or heard a message on television report seeing or hearing it via a commercial or an advertisement; 87.1 percent in April and 91.3 percent in June.

## Results

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In the metro Chicago area, the most widely cited medium is billboards/ road signs (68.4 percent in April and 80.3 percent in June) followed by television (41.6 percent in April and 33.6 percent in June, an 8-percentage point decrease). In both April and June, most respondents who report hearing or seeing this message on television indicate that it was either a commercial or advertisement (95.4 percent in April and 90.4 percent in June).

In the downstate sample portion, a billboard or road sign is most cited medium in both April and June (58.2 percent and 52.2 percent, respectively). Television is the second most cited medium (39.3 percent in April and 50 percent in June) with most April respondents (73.5 percent) and June respondents (92%) reporting seeing these messages in a commercial or advertisement.

In the “rural counties,” billboards/ road signs are the most cited medium in April and June (54.1 percent and 52.4 percent, respectively). Television is the second most cited medium in April and June (44.4 percent and 49.4 percent, respectively). In both April and June, the majority of respondents who report hearing or seeing this message on television report it was either a commercial or advertisement (77.2 percent in April and 91.5 percent in June).

## Results

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

	Statewide		Chicago		Downstate		Rural	
	April 18	June 18						
<b>Television</b>	<b>40.1%</b>	<b>41.2%</b>	<b>41.6%</b>	<b>33.6%</b>	<b>39.3%</b>	<b>50%</b>	<b>44.4%</b>	<b>49.4%</b>
<i>Commercial or advertisement</i>	87.1%	91.3%	95.4%	90.4%	73.5%	92%	77.2%	91.5%
<i>News story/ news program</i>	30.1%	23.5%	15.3%	23.8%	54.1%	23.2%	52.5%	23.4%
<b>Radio</b>	<b>12%</b>	<b>20.8%</b>	<b>11.9%</b>	<b>16.4%</b>	<b>13.6%</b>	<b>26%</b>	<b>13%</b>	<b>24.2%</b>
<i>Commercial or advertisement</i>	86.4%	77.7%	96.5%	73.5%	72.9%	80.8%	72%	79.5%
<i>News story/ news program</i>	11.4%	37.7%	4.1%	43.2%	21.4%	33.7%	20.7%	35.8%
<b>From friends and relatives</b>	<b>1.8%</b>	<b>1%</b>	<b>1.3%</b>	<b>0.9%</b>	<b>2.4%</b>	<b>1.1%</b>	<b>2.6%</b>	<b>1.2%</b>
<b>Read in newspaper</b>	<b>3.6%</b>	<b>3.1%</b>	<b>0.9%</b>	<b>3.3%</b>	<b>6.1%</b>	<b>2.9%</b>	<b>7.4%</b>	<b>4%</b>
<i>Commercial or advertisement</i>	66.8%	69.6%	100%	73.9%	55.7%	64.6%	53.1%	68.9%
<i>News story/ news program</i>	33.2%	73%	0%	66.8%	44.3%	80.5%	46.9%	82.9%
<b>Billboard/ road sign</b>	<b>64.4%</b>	<b>67.4%</b>	<b>68.4%</b>	<b>80.3%</b>	<b>58.5%</b>	<b>52.2%</b>	<b>54.1%</b>	<b>52.4%</b>
<b>From other sources</b>	<b>3.3%</b>	<b>7.1%</b>	<b>2.6%</b>	<b>7.4%</b>	<b>4.4%</b>	<b>6.8%</b>	<b>5.4%</b>	<b>7.9%</b>

## Results

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### AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

**Statewide June results and April-to-June 2018 trends.** Respondents were asked whether they recall hearing or seeing sixteen selected traffic safety slogans in the past 30 days, presented in a random order.

We first list the statewide June seat belt “post-test” awareness levels of these slogans in Table Slogans-1 (below), presented in order of awareness. As seen in the table, the current seat belt campaign slogan, “Click It or Ticket,” is the slogan with the highest awareness level, with 89% percent of respondents expressing awareness. The other seat belt slogan, “Buckle Up America,” is eighth in awareness, with 38 percent expressing awareness.

Two DUI-related slogans used in Illinois have the second and third highest levels of awareness. “Friends don’t let friends drive drunk,” a slogan which has not recently been used in Illinois media campaigns has the second highest level of awareness among all slogans with 67 percent report hearing or seeing the slogan in the past 30 days in June. A more recent DUI-related slogan used in Illinois, “You drink and drive. You lose,” has the third highest level of awareness with 66 percent of respondents reporting that they have heard or seen the slogan in the past 30 days.

Table Slogans-1. Awareness Levels in June 2018

Rank	Slogan	June %
1	Click It or Ticket	89%
2	Friends Don’t Let Friends Drive Drunk	67%
3	You Drink and Drive. You Lose.	66%
4	Start seeing motorcycles	61%
5	Drive sober or get pulled over	63%
6	Drive smart, drive sober	59%
7	Police in Illinois Arrest Drunk Drivers	38%
8	Buckle Up America	38%
9	Drunk Driving. Over the Limit. Under Arrest.	31%
10	Cell phones save lives. Pull over and report a drunk driver.	30%
11	Wanna drink and drive? Police in Illinois will show you the bars	23%
12	Children in Back	23%
13	Drink and drive? Police in Illinois have your number.	19%

## Results

We next list the slogans in order of the statewide awareness level percentage point change April-June. In the right-most column of Table Slogans-2, increases are expressed in terms of their potential increase (i.e., 100% minus the April level). As may be seen in the table below, the seat belt campaign slogan of “Click it or Ticket,” finds a decrease in awareness from 90 percent in April to 89 percent in June (12.8 percent change as percent of potential). The slogan with the greatest changes as a percentage of change potential is “Buckle Up America” (16.2 percent change as percent of potential).

Table Slogans-2. Change in Awareness Levels, April to June 2018

Slogan	April	June	Change	Change as % of potential
Buckle Up America	28%	38%	10.0%	16.2%
Cell phones save lives. Pull over and report a drunk driver.	24%	30%	6.8%	9.8%
Drunk Driving. Over the Limit. Under Arrest.	24%	31%	6.6%	9.6%
Wanna drink and drive? Police in Illinois will show you the bars.	16%	23%	7.3%	9.5%
Children in Back	16%	23%	6.8%	8.8%
Drink and Drive? Police in Illinois have your number.	12%	19%	6.7%	8.3%
Police in Illinois Arrest Drunk Drivers.	34%	38%	4.0%	6.5%
You Drink and Drive. You Lose	68%	66%	-1.3%	-3.9%
Start Seeing Motorcycles	63%	61%	-1.6%	-4.1%
Click It or Ticket	90%	89%	-0.9%	-8.4%
Drive smart, drive sober.	64%	59%	-5.3%	-12.8%
Driver sober or get pulled over	68%	63%	-5.0%	-13.4%
Friends Don't Let Friends Drive Drunk	72%	67%	-5.0%	-15.2%

**Examining trends from April 2002 to June 2018.** We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results for statewide awareness of slogans are presented in Table Slogans-3A-C (pages 22 - 24).

## Results

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

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08
<b>Click It or Ticket</b>	<b>41%</b>	<b>71%</b>	<b>67%</b>	<b>71%</b>	<b>67%</b>	<b>85%</b>	<b>83%</b>	<b>87%</b>	<b>84%</b>	<b>90%</b>	<b>88%</b>	<b>81%</b>	<b>91%</b>	<b>87%</b>	<b>84%</b>	<b>91%</b>	<b>88%</b>	<b>89%</b>	<b>94%</b>	<b>90%</b>	<b>89%</b>	<b>91%</b>
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%	80%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%	77%	75%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%	na	na
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%	59%	55%
<b>Buckle Up America</b>	<b>60%</b>	<b>60%</b>	<b>53%</b>	<b>54%</b>	<b>48%</b>	<b>53%</b>	<b>55%</b>	<b>53%</b>	<b>52%</b>	<b>64%</b>	<b>51%</b>	<b>52%</b>	<b>45%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>	<b>46%</b>	<b>na</b>	<b>na</b>	<b>na</b>	52%	49%
Drunk driving. Over the limit. Under arrest.	na	48%	47%	44%	<b>38%</b>	<b>46%</b>																
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	na	na	na	na	na
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	29%	24%	27%	26%	26%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	20%	19%	35%	31%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	31%	37%	34%	22%	20%

## Results

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

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

## Results

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

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

## Results

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***Focusing on the “Click It or Ticket” slogan***, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent.<sup>10</sup> By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

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

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

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

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

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

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

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<sup>10</sup> In this section, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. Starting in 2008, an education weight adjustment was also made.

## Results

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

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

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

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

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

## Results

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### SPEEDING QUESTIONS

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

***Generally speaking, what do you think the chances are of getting a ticket if you drive over the speed limit?*** The statewide percent who believe this is “very likely” is 31.3 percent in April and 31.9 percent in June. And, the percent who report either “very” or “somewhat” likely is 74.5 percent in April and 72.4 percent in June, a decrease of 2.1 percentage points. The percent who report that their chances of getting a ticket are either “very” or “somewhat” unlikely is 22.9 percent in April and 22.5 percent in June.

In the metro Chicago area, there is a decrease of 4.5 percentage points of respondents who report they are either “very” or “somewhat likely” to get a ticket if they exceed the speed limit (75.3 in April; 70.8 in June).

In the downstate sample portion, there is a 0.4 percentage increase in the percentage who report they would be either “very” or “somewhat likely” they would receive a ticket (75 percent in April; 75.4 percent in June).

In the “targeted rural counties,” we find that the percentage who report getting a ticket is “very” or “somewhat” likely is moderately higher in June (79 percent) than in April (72.1 percent).

## Results

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

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

	Statewide		Chicago		Downstate		Rural	
	April 18	June 18	April 18	June 18	April 18	June 18	April 18	June 18
Percent who report speeding on local roads	30.4%	27.4%	33.3%	30.5%	25%	22.6%	23.9%	21.6%
Percent who report speeding on interstate or toll road	36%	25.7%	37.7%	26%	32.4%	25.8%	35.8%	25.6%

***In the past 30 days, have you read, seen or heard anything about police enforcing speed limit laws?*** The statewide percentage of those who have recently read/seen/heard anything about police enforcing speed limits laws is 27.5 percent in April and 32.9 percent in June (an increase of 5.4 percentage points).

In the metro Chicago area, we find an increase of 7.9 percentage points from 27.6 percent in April to 35.5 percent in June.

In the downstate sample portion, we find an increase of 1.5 percentage points (27.5 percent in April; 29 percent in June).

In the “targeted rural counties,” the number who report reading, seeing, or hearing anything about police enforcing speed limit laws is the same in April and in June (30.6 percent).

### CELL PHONE QUESTIONS

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

## Results

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

***Do you use a cell phone or other mobile device while driving?*** In the April survey, 40.9 percent of statewide respondents report using a cell phone or other mobile device while driving. This figure increased 3.9 percentage points to 44.8 percent in the June survey.

In the metro Chicago area, the percentage who report using a cell phone or other mobile device in April (41.5 percent) is less than the percentage in June (42.2 percent) who say they use a cell phone while driving.

In the downstate sample portion, the percentage increased from 9.1 percent points (from 39.6 percent in April to 48.7 percent in June).

In the "targeted rural counties," we find that 42 percent of respondents in April and 51.6 percent of respondents in June report using a cell phone while driving.

**What type of cell phone/ mobile device do you currently use while driving?** Statewide 82.8 percent of those who said they used such a device while driving in April and 87 percent in June report using a hands-free device while driving. By contrast, 16.1 percent in April and 11.8 percent in June report using a hand-held cell phone while driving, a behavior that is illegal in Illinois.

In the metro Chicago area, 83.9 percent of respondents in April and 89 percent of respondents in June report using a hands-free device, a 5.1 percentage point increase.

In the downstate sample portion, 80.6 percent in April and 84.2 percent in June report using a hands-free cell phone. This is a 3.6 percentage point increase.

In the "targeted rural counties," 78.2 percent in April and 85.1 percent in June report using a hands-free cell phone. This is a 6.9 percentage point increase.

## Results

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**On an average trip, how often do you use a hand-held cell phone or other mobile devices to make calls while driving?** Statewide, 5.8 percent of April respondents and 0.7 percent of June respondents report “always” using a hand-held device to make calls while driving, a decrease of 5.1 percentage points. By contrast, 73.9 percent in April and 76.3 percent in June report using a hand-held cell phone “never.”

In the metro Chicago area, 4.8 percent of respondents in the April survey report using a hand-held device to make telephone calls “always.” By contrast, only 0.9 percent of respondents in the June survey report using a hand held device to make calls.

In the downstate sample portion, we find that 5.6 percent of respondents in April and 0 percent of respondents in June report “always” using a hand-held cell phone or other device to make calls while driving.

In the “rural counties,” we find that 6.2 percent in April and 1.7 percent in June report using a hand-held cell phone to make phone calls while driving.

**On an average trip, how often do you use a hand-held cell phone or other mobile device to text while driving?** The statewide percentage of those who report “never” using a hand-held device to text while driving is 76.7 percent in April and 85.2 percent in June, an increase of 8.5 percentage points. 1.4 percent in April and 0 percent in June report texting while driving “always.”

In the metro Chicago area, 75.8 percent of April respondents and 85.2 percent of June respondents report “never” using a hand-held device to text while driving.

In the downstate sample portion, 80.6 percent of April respondents and 86.7 percent of June respondents report “never” using a hand-held device to text while driving, an increase of 6.1 percentage points.

In the “targeted rural counties,” we find that 74 percent in April and 87 percent in June report “never” using a hand-held cell phone or other mobile device to text while driving.

## Results

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**Currently, Illinois has a law requiring all drivers not to text when they drive. In your opinion, should police be allowed to stop a vehicle for just texting while driving, when no other traffic laws are broken?** The vast majority of respondents in both the April (93.5 percent) and June (93.4 percent) surveys indicate that police should be allowed to stop vehicles for texting while driving even if no other traffic laws are broken.

In the metro Chicago area, 95.9 percent in April and 91.7 percent in June believe police should be allowed to stop vehicles just for texting, a 4.2 percentage point decrease.

In the downstate sample portion, 90.1 percent of respondents in April and 96.1 percent of respondents in June report that police should be allowed to stop vehicles solely for texting while driving, an increase of 4.3 percentage points.

In the “rural counties,” 90 percent of April respondents report that police “should be allowed” to stop a vehicle for just texting while 94.3 percent of June respondents report the same, an increase of 4.3 percentage points.

**As of January 1, 2014, using a hand-held cell phone/ mobile device while driving is a primary offense in Illinois. This means that police use that as the sole reason for stopping a driver. Do you favor or oppose allowing police to stop and ticket motorists for just using a hand-held cell-phone/ mobile device while they drive?** Ninety percent of April statewide respondents are in “favor” of police stopping and ticketing motorists for using a hand-held device while driving compared to 84.4 percent in June. By contrast, 7.6 percent of respondents in April and 11.7 percent of respondents in June oppose allowing police to stop and ticket motorists for using a mobile device while driving.

In the metro Chicago area, 87.8 percent of April respondents and 82.5 percent of June respondents report that they “favor” the stopping/ticketing of motorists for using a hand-held device while driving.

In the downstate sample portion, we find a decrease of 6.2 percentage points in individuals who favor the allowing police to stop and ticket motors for using a hand-held cell phone or other mobile device (93.3 percent in April; 87.1 percent in June).

In the “rural counties,” the percentage of respondents who favor the law remains decreased by 6.8 percentage points from April (92.2 percent) to June (85.4 percent).

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

**TABLE 6: STEP GRANTEES ONLY  
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Addison	76	112	44	39.29%	0	0.00%	15	13.39%	41	\$46.13	\$67.98	\$5,166.16
Algonquin	57	51	36	70.59%	0	0.00%	2	3.92%	67	\$58.10	\$51.98	\$2,962.86
Arlington Heights	150	261	97	37.16%	2	0.77%	11	4.21%	34	\$44.46	\$77.36	\$11,604.62
Bartlett	60	58	12	20.69%	2	3.45%	0	0.00%	62	\$56.84	\$54.95	\$3,296.84
Bellwood	57	84	57	67.86%	0	0.00%	2	2.38%	40	\$44.21	\$65.73	\$3,713.53
Belvidere	122	95	57	60.00%	2	2.11%	12	12.63%	77	\$68.67	\$53.47	\$6,523.18
Berwyn	179	333	248	74.47%	2	0.60%	28	8.41%	32	\$37.92	\$70.73	\$12,625.81
Boone County	12	10	0	0.00%	0	0.00%	0	0.00%	72	\$56.15	\$46.79	\$561.48
Bourbonnais	17	21	7	33.33%	1	4.76%	5	23.81%	49	\$37.09	\$45.82	\$778.92
Buffalo Grove	96	118	52	44.07%	2	1.69%	12	10.17%	49	\$57.96	\$71.42	\$6,838.93
Cahokia	102	131	37	28.24%	3	2.29%	0	0.00%	47	\$40.37	\$51.84	\$5,288.07
Calumet City	253	400	175	43.75%	0	0.00%	39	9.75%	38	\$39.91	\$63.09	\$15,962.73
Carol Stream	331	425	190	44.71%	15	3.53%	92	21.65%	47	\$47.38	\$60.93	\$20,136.26
Carterville	33	12	3	25.00%	0	0.00%	1	8.33%	165	\$64.03	\$23.28	\$768.36
Champaign	30	26	12	46.15%	0	0.00%	4	15.38%	69	\$61.52	\$53.32	\$1,599.64
Chatham	18	30	23	76.67%	0	0.00%	7	23.33%	36	\$31.51	\$52.52	\$945.36
Cherry Valley	41	48	10	20.83%	0	0.00%	6	12.50%	51	\$33.32	\$39.01	\$1,599.48
Chicago Heights	86	92	91	98.91%	0	0.00%	0	0.00%	56	\$50.56	\$54.09	\$4,651.50
Chicago	1,396	1,921	1,466	76.31%	1	0.05%	42	2.19%	44	\$55.89	\$76.91	\$107,360.00
Chicago Ridge	24	50	40	80.00%	0	0.00%	2	4.00%	29	\$25.89	\$53.93	\$1,294.28
Christian County	114	108	71	65.74%	0	0.00%	3	2.78%	63	\$41.80	\$39.60	\$4,514.40
Cicero	70	114	101	88.60%	0	0.00%	7	6.14%	37	\$39.22	\$63.88	\$4,471.60

**TABLE 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Clarendon Hills	46	46	28	60.87%	1	2.17%	2	4.35%	60	\$64.47	\$64.47	\$2,965.66
Collinsville	27	25	5	20.00%	0	0.00%	3	12.00%	64	\$60.66	\$57.23	\$1,516.49
Columbia	51	55	30	54.55%	1	1.82%	0	0.00%	56	\$45.69	\$49.27	\$2,512.77
Cook County	271	433	213	49.19%	0	0.00%	59	13.63%	38	\$63.22	\$101.01	\$27,372.56
Countryside	43	44	25	56.82%	0	0.00%	0	0.00%	59	\$60.45	\$61.86	\$2,659.95
Crystal Lake	82	68	15	22.06%	1	1.47%	12	17.65%	72	\$78.41	\$65.03	\$5,332.18
Decatur	124	155	58	37.42%	0	0.00%	20	12.90%	48	\$41.51	\$52.10	\$6,433.92
Deerfield	64	48	35	72.92%	0	0.00%	0	0.00%	80	\$95.87	\$71.90	\$4,601.80
DeKalb County	51	60	25	41.67%	3	5.00%	3	5.00%	51	\$49.01	\$58.23	\$2,940.78
DeKalb	31	44	25	56.82%	0	0.00%	12	27.27%	42	\$46.51	\$66.02	\$2,046.47
East Hazel Crest	38	84	43	51.19%	0	0.00%	2	2.38%	27	\$18.03	\$39.85	\$1,514.29
East Peoria	116	84	25	29.76%	3	3.57%	3	3.57%	83	\$82.84	\$59.99	\$6,958.44
Edwardsville	58	35	18	51.43%	3	8.57%	1	2.86%	99	\$78.56	\$47.41	\$2,749.69
Elgin	157	361	165	45.71%	2	0.55%	36	9.97%	26	\$43.01	\$98.89	\$15,525.00
Elk Grove Village	193	434	337	77.65%	0	0.00%	7	1.61%	27	\$31.35	\$70.50	\$13,605.88
Elmhurst	140	186	120	64.52%	6	3.23%	22	11.83%	45	\$53.00	\$70.41	\$9,857.39
Elwood	102	170	105	61.76%	1	0.59%	3	1.76%	36	\$35.35	\$59.21	\$6,009.46
Evanston	109	95	40	42.11%	4	4.21%	15	15.79%	69	\$83.85	\$73.08	\$7,966.02
Forest Park	28	39	35	89.74%	0	0.00%	1	2.56%	43	\$43.75	\$60.94	\$1,706.40
Franklin Park	72	77	29	37.66%	1	1.30%	1	1.30%	56	\$44.35	\$47.43	\$3,415.16
Freeport	40	24	3	12.50%	1	4.17%	5	20.83%	100	\$80.14	\$48.09	\$1,923.44
Galesburg	20	23	5	21.74%	1	4.35%	9	39.13%	52	\$39.66	\$45.61	\$912.13
Glendale Heights	18	26	15	57.69%	0	0.00%	2	7.69%	40	\$40.93	\$60.82	\$1,064.29

**TABLE 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Grandview	25	12	1	8.33%	0	0.00%	0	0.00%	123	\$42.88	\$21.00	\$514.50
Grundy County	108	102	47	46.08%	2	1.96%	3	2.94%	64	\$58.86	\$55.59	\$6,004.02
Gurnee	56	70	32	45.71%	2	2.86%	3	4.29%	48	\$51.45	\$64.31	\$3,601.50
Hanover Park	86	82	20	24.39%	1	1.22%	2	2.44%	63	\$54.60	\$52.06	\$4,477.06
Hillside	51	54	15	27.78%	0	0.00%	33	61.11%	56	\$55.76	\$59.63	\$3,011.09
Hinsdale	43	54	15	27.78%	3	5.56%	0	0.00%	47	\$53.82	\$68.38	\$2,906.19
Homewood	51	49	48	97.96%	0	0.00%	0	0.00%	62	\$60.15	\$57.79	\$2,947.53
Island Lake	32	33	7	21.21%	1	3.03%	10	30.30%	58	\$42.31	\$43.64	\$1,396.36
Joliet	146	144	35	24.31%	2	1.39%	1	0.69%	61	\$72.00	\$70.89	\$10,368.00
Kane County	86	83	27	32.53%	0	0.00%	2	2.41%	62	\$62.65	\$60.47	\$5,200.00
Kankakee	56	68	15	22.06%	0	0.00%	13	19.12%	49	\$44.04	\$53.48	\$2,994.95
Kildeer	8	9	0	0.00%	0	0.00%	0	0.00%	53	\$42.93	\$48.30	\$386.36
LaSalle	35	19	5	26.32%	0	0.00%	10	52.63%	111	\$76.99	\$41.80	\$1,462.85
Lake Bluff	8	5	2	40.00%	0	0.00%	0	0.00%	96	\$87.41	\$54.63	\$437.03
Lake County	178	203	100	49.26%	5	2.46%	1	0.49%	52	\$57.23	\$65.45	\$11,618.21
Lake in the Hills	46	39	3	7.69%	1	2.56%	5	12.82%	71	\$68.87	\$58.08	\$2,686.00
Lake Zurich	61	60	20	33.33%	3	5.00%	19	31.67%	61	\$68.14	\$67.58	\$4,088.42
Lakemoor	54	58	13	22.41%	0	0.00%	5	8.62%	55	\$44.08	\$47.79	\$2,556.76
Lansing	99	150	128	85.33%	0	0.00%	0	0.00%	40	\$40.80	\$61.82	\$6,119.75
Leland Grove	12	13	4	30.77%	0	0.00%	0	0.00%	55	\$34.33	\$37.19	\$446.24
Libertyville	12	21	0	0.00%	0	0.00%	7	33.33%	34	\$36.22	\$63.38	\$760.56
Lincolnshire	6	6	0	0.00%	1	16.67%	0	0.00%	60	\$71.03	\$71.03	\$426.18
Lincolnwood	12	14	2	14.29%	0	0.00%	7	50.00%	51	\$47.82	\$55.79	\$669.52

**TABLE 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Lisle	61	82	34	41.46%	0	0.00%	25	30.49%	45	\$51.47	\$69.19	\$4,220.49
Lockport	75	90	48	53.33%	1	1.11%	14	15.56%	50	\$50.68	\$60.82	\$4,561.51
Lombard	110	182	54	29.67%	4	2.20%	37	20.33%	36	\$38.44	\$63.46	\$6,996.93
Loves Park	36	36	2	5.56%	2	5.56%	0	0.00%	60	\$55.70	\$55.70	\$2,005.32
Macomb	56	50	17	34.00%	1	2.00%	7	14.00%	67	\$49.89	\$44.55	\$2,494.58
Maryville	13	28	9	32.14%	0	0.00%	6	21.43%	28	\$29.19	\$62.87	\$817.28
Matteson	40	67	46	68.66%	0	0.00%	16	23.88%	36	\$37.27	\$62.42	\$2,496.92
Mattoon	10	15	15	100.00%	0	0.00%	0	0.00%	40	\$32.98	\$49.46	\$494.64
Maywood	32	36	30	83.33%	0	0.00%	4	11.11%	53	\$55.85	\$62.83	\$2,010.56
McCullom Lake	60	47	6	12.77%	0	0.00%	9	19.15%	77	\$40.85	\$32.00	\$1,920.00
McHenry County	188	167	68	40.72%	3	1.80%	24	14.37%	67	\$74.17	\$66.06	\$12,385.65
Mercer County	19	10	0	0.00%	1	10.00%	0	0.00%	116	\$61.07	\$31.72	\$610.69
Midlothian	90	153	88	57.52%	0	0.00%	36	23.53%	35	\$33.96	\$58.06	\$5,196.10
Moline	13	20	0	0.00%	0	0.00%	0	0.00%	39	\$29.87	\$45.96	\$597.47
Montgomery	10	24	23	95.83%	0	0.00%	0	0.00%	25	\$24.57	\$58.98	\$589.78
Morton Grove	15	24	4	16.67%	0	0.00%	6	25.00%	38	\$41.71	\$66.73	\$1,000.95
Morton	35	36	0	0.00%	3	8.33%	0	0.00%	58	\$35.87	\$36.89	\$1,291.29
Naperville	99	122	32	26.23%	8	6.56%	9	7.38%	49	\$55.99	\$69.17	\$6,830.86
Norridge	27	27	0	0.00%	2	7.41%	6	22.22%	59	\$53.33	\$54.34	\$1,440.00
North Pekin	105	144	25	17.36%	3	2.08%	21	14.58%	44	\$21.43	\$29.54	\$3,086.61
North Riverside	34	42	18	42.86%	1	2.38%	8	19.05%	49	\$50.16	\$61.96	\$2,106.62
Northbrook	112	139	93	66.91%	1	0.72%	3	2.16%	48	\$58.45	\$72.54	\$8,124.48
Oak Brook	23	17	9	52.94%	0	0.00%	7	41.18%	81	\$86.11	\$63.64	\$1,463.79

**TABLE 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Oak Lawn	127	275	188	68.36%	4	1.45%	12	4.36%	28	\$32.75	\$70.91	\$9,005.54
Oak Park	72	62	49	79.03%	0	0.00%	3	4.84%	70	\$87.11	\$75.01	\$5,400.93
Olympia Fields	46	55	47	85.45%	0	0.00%	6	10.91%	50	\$48.53	\$58.03	\$2,669.32
Orland Park	113	210	79	37.62%	1	0.48%	63	30.00%	32	\$39.48	\$73.36	\$8,289.90
Oswego	45	65	32	49.23%	0	0.00%	13	20.00%	42	\$39.92	\$57.66	\$2,594.57
Palatine	283	443	211	47.63%	2	0.45%	161	36.34%	38	\$43.78	\$68.59	\$19,392.43
Palos Heights	63	75	41	54.67%	1	1.33%	29	38.67%	50	\$57.28	\$68.19	\$4,295.90
Park City	58	108	48	44.44%	2	1.85%	3	2.78%	32	\$32.32	\$60.71	\$3,490.84
Peoria County	32	26	11	42.31%	0	0.00%	0	0.00%	74	\$66.28	\$53.85	\$1,723.24
Peoria	64	105	38	36.19%	2	1.90%	22	20.95%	37	\$25.31	\$41.52	\$2,657.39
Perry County	29	23	5	21.74%	0	0.00%	0	0.00%	76	\$98.09	\$77.79	\$2,256.00
Peru	50	31	12	38.71%	1	3.23%	0	0.00%	97	\$77.42	\$48.00	\$2,400.00
Plainfield	49	97	47	48.45%	0	0.00%	15	15.46%	30	\$37.40	\$73.65	\$3,627.32
Prairie Grove	76	145	3	2.07%	0	0.00%	37	25.52%	31	\$18.34	\$35.00	\$2,660.00
Prospect Heights	32	46	19	41.30%	0	0.00%	2	4.35%	42	\$46.58	\$66.95	\$2,142.52
Quincy	104	77	59	76.62%	1	1.30%	1	1.30%	81	\$66.40	\$49.16	\$5,112.84
River Forest	16	33	25	75.76%	0	0.00%	0	0.00%	29	\$28.49	\$58.77	\$940.24
River Grove	95	98	42	42.86%	4	4.08%	41	41.84%	58	\$56.67	\$58.77	\$5,553.80
Riverside	24	21	11	52.38%	0	0.00%	3	14.29%	69	\$77.80	\$68.08	\$1,633.80
Robinson	11	6	0	0.00%	0	0.00%	0	0.00%	110	\$70.36	\$38.38	\$422.18
Rochester	32	18	9	50.00%	0	0.00%	0	0.00%	107	\$47.22	\$26.56	\$850.04
Rock Island County	12	23	2	8.70%	1	4.35%	0	0.00%	31	\$38.13	\$73.08	\$876.93
Rock Island	132	130	73	56.15%	2	1.54%	0	0.00%	61	\$52.36	\$51.56	\$6,806.52

**TABLE 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Rockford	84	92	17	18.48%	4	4.35%	2	2.17%	55	\$52.90	\$57.94	\$4,867.08
Rolling Meadows	67	82	24	29.27%	2	2.44%	14	17.07%	49	\$55.21	\$68.08	\$4,527.36
Romeoville	83	37	16	43.24%	1	2.70%	4	10.81%	134	\$144.57	\$64.84	\$5,349.09
Roscoe	45	58	1	1.72%	4	6.90%	1	1.72%	47	\$34.60	\$44.59	\$2,006.73
Rosemont	40	42	0	0.00%	3	7.14%	1	2.38%	57	\$66.25	\$70.00	\$2,782.50
Round Lake Park	68	51	30	58.82%	2	3.92%	4	7.84%	79	\$85.84	\$64.86	\$4,377.78
Schaumburg	104	148	76	51.35%	1	0.68%	36	24.32%	42	\$51.90	\$73.86	\$7,681.10
Shorewood	81	71	23	32.39%	1	1.41%	9	12.68%	68	\$69.80	\$61.19	\$4,956.01
Silvis	47	55	3	5.45%	0	0.00%	0	0.00%	51	\$39.30	\$46.49	\$2,161.70
Sleepy Hollow	8	7	0	0.00%	0	0.00%	1	14.29%	69	\$20.69	\$18.10	\$144.80
South Chicago Heights	54	115	57	49.57%	0	0.00%	17	14.78%	28	\$11.95	\$25.68	\$1,374.03
Southern View	96	99	28	28.28%	3	3.03%	5	5.05%	58	\$34.91	\$36.00	\$3,456.00
Spring Grove	49	47	5	10.64%	0	0.00%	7	14.89%	62	\$44.24	\$42.88	\$2,079.45
Springfield	70	74	5	6.76%	2	2.70%	1	1.35%	57	\$52.17	\$55.15	\$3,860.53
St. Charles	12	12	-	0.00%	1	8.33%	0	0.00%	60	\$79.45	\$79.45	\$953.43
St. Clair County	210	250	79	31.60%	1	0.40%	23	9.20%	50	\$42.18	\$50.21	\$10,545.08
Sterling	20	11	0	0.00%	0	0.00%	0	0.00%	109	\$77.48	\$42.62	\$852.32
Streamwood	99	161	133	82.61%	0	0.00%	8	4.97%	37	\$37.42	\$60.85	\$6,023.89
Summit	88	138	77	55.80%	4	2.90%	18	13.04%	38	\$37.66	\$59.06	\$5,197.02
Sycamore	31	12	9	75.00%	1	8.33%	2	16.67%	155	\$135.32	\$52.38	\$1,623.89
Tazewell County	16	5	1	20.00%	0	0.00%	1	20.00%	192	\$167.87	\$52.46	\$839.36
Troy Police	46	27	0	0.00%	2	7.41%	0	0.00%	102	\$77.18	\$45.30	\$2,083.80
Villa Park	69	122	36	29.51%	0	0.00%	32	26.23%	34	\$39.56	\$70.45	\$4,826.13

**TABLE 6: (continued)**

1	2	3	4	5	6	7	8	9	10	11	12	13
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
Wauconda	18	28	11	39.29%	1	3.57%	0	0.00%	38	\$39.98	\$63.97	\$1,119.46
Waukegan	163	240	137	57.08%	3	1.25%	0	0.00%	41	\$51.82	\$76.30	\$12,436.19
Western Illinois TF	80	72	8	11.11%	0	0.00%	22	30.56%	67	\$29.18	\$26.26	\$2,100.96
Wheeling	121	262	87	33.21%	7	2.67%	45	17.18%	28	\$32.71	\$70.83	\$8,570.64
Will County	106	124	9	7.26%	6	4.84%	9	7.26%	51	\$49.34	\$57.58	\$6,118.23
Williamson County	57	34	0	0.00%	0	0.00%	2	5.88%	101	\$64.11	\$38.24	\$2,179.79
Winnebago County	20	16	5	31.25%	0	0.00%	3	18.75%	75	\$42.78	\$34.22	\$684.40
Winthrop Harbor	52	58	7	12.07%	2	3.45%	12	20.69%	54	\$39.51	\$44.07	\$2,291.64
Wonder Lake	16	17	0	0.00%	0	0.00%	4	23.53%	56	\$65.88	\$70.00	\$1,120.00
Wood Dale	78	68	56	82.35%	3	4.41%	0	0.00%	69	\$71.01	\$61.91	\$4,828.72
Woodridge	47	88	50	56.82%	0	0.00%	3	3.41%	32	\$33.90	\$63.47	\$2,983.00
Woodstock	116	135	63	46.67%	1	0.74%	49	36.30%	52	\$49.51	\$57.62	\$6,683.68
<b>STEP Grants Total</b>	<b>11,652</b>	<b>15,052</b>	<b>7,492</b>	<b>49.77%</b>	<b>185</b>	<b>1.23%</b>	<b>1,613</b>	<b>10.72%</b>	<b>46</b>	<b>\$48.54</b>	<b>\$62.70</b>	<b>\$730,563.82</b>

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

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

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

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

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

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

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

**TABLE 7: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11	12	13
Grant Type	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection, DUI, & Mobile Phone Citations						Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Mobile Phone Citations	% Mobile Phone Violations				
STEP GRANTS TOTAL	11,652	15,052	7,492	49.77%	185	1.23%	1,613	10.72%	46.4	\$48.54	\$62.70	\$730,563.82
ILLINOIS STATE POLICE TOTAL	7,068	7,628	1,419	18.60%	115	1.51%	201	2.64%	55.6	\$87.43	\$94.36	\$ 666,886.70
<b>GRAND TOTAL</b>	<b>18,719</b>	<b>22,680</b>	<b>8,911</b>	<b>39.29%</b>	<b>300</b>	<b>1.32%</b>	<b>1,814</b>	<b>8.00%</b>	<b>49.5</b>	<b>\$61.62</b>	<b>\$74.65</b>	<b>\$1,397,450.52</b>

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during YDDYL enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

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

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

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

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

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

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

