TECHNICAL REPORT

April 2007

Evaluation of the 2006 Thanksgiving *Click It or Ticket* Campaign in Illinois

November 6 – December 10, 2006

For more information please contact:

Illinois Department of Transportation
Division of Traffic Safety
Evaluation Unit
3215 Executive Park Drive
P.O. Box 19245
Springfield, Illinois 62794

(217) 785-1181 or
TTY (217) 524-4875

Illinois Department of Transportation

Division of Traffic Safety
Evaluation Unit

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

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

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact of 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 November – December 2006 mobilization in Illinois. The 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 Unit, Bureau of Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 3215 Executive Park Drive, Springfield, Illinois 62794-9245.

Table of Contents

Appendices

List of Figures

List of Tables

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 2006 Thanksgiving CIOT was conducted from November 6 – December 10, 2006. **The populations of interest for this campaign were African American and Hispanic minorities in the City of Chicago and rural residents in Illinois.** Over 200 local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicate the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

1. IDOT/DTS spent $308,204 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 14th through November 26, 2006.

2. A total of 7,059 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 1,448 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 5,611 spots aired in Downstate Illinois targeting the rural population.

3. On November 21, 2006 press events were held in Chicago, Springfield, and Belleville to increase awareness of the Thanksgiving CIOT. Each event featured an IDOT, ISP, and local law enforcement spokesperson, a trauma doctor, a *Saved by the Belt Club* recipient, and featured a spokesperson from IDOT's True Stories PSA series.

4. Law enforcement agencies participating in CIOT reported nine press conferences were held around the state. A total of 85 newspaper articles were printed, 41 radio news stories and 17 television news stories also aired throughout the campaign in various parts of the state.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

5. ISP and 183 local law enforcement agencies participating in CIOT logged a combined total of 21,786 enforcement hours and conducted 2,740 safety belt enforcement zones, and 122 saturation patrols.

6. Participating local agencies and ISP issued a total 35,927 citations during the campaign, 24,276 (67.6%) of which were safety belt and child safety seat citations. Overall, one citation was written every 36.4 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 53.9 minutes throughout the campaign.

7. Focusing on safety belt enforcement among African American and Hispanic populations, the City of Chicago logged 1,500 patrol hours and conducted 125 SBEZs. A total of 2,133 citations were issued, 1,689 (79.2%) of which were safety belt / child safety seat violations. One citation was written every 42.2 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 53.3 minutes during the Thanksgiving campaign.

8. Thirty five (35) rural law enforcement agencies conducted 1,945 hours of enforcement, conducting 247 SBEZs and 58 saturation patrols. These agencies wrote a total of 2,407 citations, 1,429 of which were safety belt / child restraint violations. One ticket was written every 48.5 minutes of rural enforcement. On average, one occupant restraint violation was cited every 81.7 minutes in these rural areas.

9. Ninety four (94) local police agencies that have year-long grants with DTS substituted their regular grant activities for CIOT enforcement during the campaign. Regular grantees conducted 8,783 hours of enforcement and issued 13,830 citations. Of the citations issued, 8,238 (59.6%) were for safety belt / child safety violations. Regular grantees issued one citation every 38.1 minutes during enforcement and one safety belt / child safety citation every 64.0 minutes.

10. ISP conducted 5,534 hours of enforcement and 1,833 SBEZs. A total of 9,819 citations were issued by ISP, 70.2 percent (7,069) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 33.0 minutes and one safety belt / child safety seat citation every 47.0 minutes during CIOT.

11. Ten agencies conducted saturation patrols exclusively and 73 agencies conducted exclusively SBEZs during the Thanksgiving campaign. On average, “SBEZ only” agencies issued one safety belt citation every 48.91 minutes versus the saturation patrol agencies, which issued one citation for every 60.58 minutes during enforcement.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

12. A total of 75 mini-grantees, 83 year-round DTS grantees, and the ISP were included in a study cost / effectiveness of this campaign. On average, one citation was written every 36.38 minutes during enforcement at a cost of $28.43 per citation, or $46.51 per patrol hour.

13. Seventy-five (75) grantees funded specifically for this campaign wrote an average of one citation every 37.60 minutes during enforcement at a cost of $27.98 per citation, or $44.66 per patrol hour.

14. ISP conducted 5,534 patrol hours during statewide enforcement and issued 10,065 citations at cost of $276,700, or $50 per patrol hour. ISP wrote one citation was written every 32.99 minutes, an average cost of $27.49 per citation.

15. Eighty-three (83) grantees funded by DTS on an annual basis contributed 7,864 patrols hours to the campaign, issuing 12,111 citations. These “regular” grantees issued one citation every 38.96 minutes at a cost of $29.59 per citation or $45.57 per patrol hour.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Minority Areas

16. Surveys were conducted at 24 sites in Chicago minority communities (12 African American and 12 Hispanic communities).There were 5,543 vehicles observed during the pre-mobilization, of which, 5,065 were passenger cars. During the post mobilization, there were 6,606 total vehicles observed, of which, 6,176 were passenger cars.

17. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 65.7 percent during the pre-mobilization to 74.4 percent during the post mobilization.

18. The seat belt usage rate for drivers of all vehicles increased from 66.9 percent during the pre-mobilization to 74.2 percent during the post mobilization. The seat belt usage rates for passengers increased from 61.9 percent during the pre-mobilization to 75.3 percent during the post mobilization, an increase of 13.4 percent. In the Hispanic Communities, the seat belt usage rate increased from 69.5 percent during the pre-mobilization to 79.8 percent during the post mobilization, an increase of 10.3 percent. In the African-American Communities, the seat belt usage rate increased from 61.0 to 69.0 percent.

19. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased from 62.6 percent during the pre-mobilization to 75.8 percent, an increase of 13.2 percent. In Hispanic Communities, the seat belt usage rate increased from 69.5 percent during the pre-mobilization survey to 80.0 percent during the post mobilization survey, an increase of 10.5 percent. In the African-American Communities, the seat belt usage rate increased by 8.5 percent from 61.0 percent during the pre-mobilization to 69.5 percent during the post-mobilization.

Rural Areas

20. Surveys were conducted in 27 sites across four rural media markets. A total of 5,789 vehicles were observed during the pre-mobilization survey, including 4,324 passenger cars and 1,465 pickup trucks. During the post mobilization survey, a total of 5,779 vehicles were observed at the same sites, including 4,357 were passenger cars and 1,422 pickup trucks.

21. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 80.6 percent during the pre-mobilization to 85.4 percent during the post mobilization.

22. Results of the pre-mobilization survey indicate the Peoria market had the highest usage rate for all vehicles at 84.4 percent, followed by Rockford (82.7 percent) and Champaign (80.4 percent). Although the St. Louis media market had the lowest usage rates in the pre-mobilization survey at 77.4 percent, the St. Louis rural media had the highest usage rate in the post mobilization survey at 86.6 percent, an increase of 9.2 percentage points.

23. Passenger cars in the St. Louis rural media market had a safety belt usage rate of 80.1 percent during the pre-mobilization survey. This number grew to 88.1 percent during the post mobilization survey, an increase of 8.0 percent. An even larger increase in pickup truck safety belt usage in the St. Louis area was observed, with pickup truck usage rates rising from 71.4 percent to 83.0 percent in the post-mobilization survey, an increase of 11.6 percent.

24. On residential roads belt use in pick-up trucks increased from 67.9 percent during the pre-mobilization survey to 77.4 percent during the post mobilization survey, an increase of 9.5 percent.

MINORITY AND RURAL TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

25. The percentage of people who indicated that, "*in the past thirty days*," they had *"seen or heard any messages that encourage people to wear their seat belts*" showed a ten percent increase among minorities, from 70 percent in November to 80 percent in December. A five percent increase occurred in the rural population, where awareness increased from 69.5 percent in November to almost 75 percent in December.

26. Of those December respondents who *had seen or heard messages encouraging seat belt use*, far more respondents indicated exposure through television (83%) than radio (42%) in minority communities, as well as in rural communities (64% television and 40% radio).

27. Those who had *seen or heard messages encouraging people to wear seat belts* were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of these respondents* choosing "more than usual" increased 11 percent among minorities from November to December (23% to 34%). In rural areas this number increased from 12 percent to 19 percent.

Awareness of *Click It or Ticket* slogan

28. The *Click It or Ticket* slogan had an 86.6 percent level of awareness in minority communities in November, which increased to 92.0 percent in December. In rural areas the CIOT slogan had a level high of awareness in November at 91.3 percent. This number increased to 93.2 percent in December. Over nine out of ten respondents in both surveys were aware of the *Click It or Ticket* slogan when surveyed in December.

Awareness to Seat Belt Awareness and Enforcement

29. *Awareness of special police efforts to ticket for seat belt violations.* The percent of minorities who indicated that, "*in the past thirty days*," they had *"seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" increased from 26 percent in November to nearly 40 percent in December. Rural awareness showed an even more substantial increase of 16 percentage points from 27 percent to 43 percent

30. *Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* The percent of minority respondents with "strong agreement" to this statement decreased from 39 percent in November to 30 percent in December. In rural areas, however, those with "strong agreement" to this statement rose substantially from 27 percent to 43 percent.

31. Hypothetical question: *Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?* The percent of minority respondents who answered "very" or "somewhat" likely to this question increased eight percent from November to December (78% to 86%). The opinion of rural residents who responded they were "very" likely to get a ticket increased from 43 percent to 48 percent.

Evaluation of the 2006 Thanksgiving *Click It or Ticket* Campaign in Illinois

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign From November 6 to December 10, 2006. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois' rural population and the African American and Hispanic population in the City of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the results of this campaign.

The *Click It or Ticket* Model

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

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

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

police departments throughout the state where motorists are stopped and checked for seat belt use. The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public's awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

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.

Earned Media

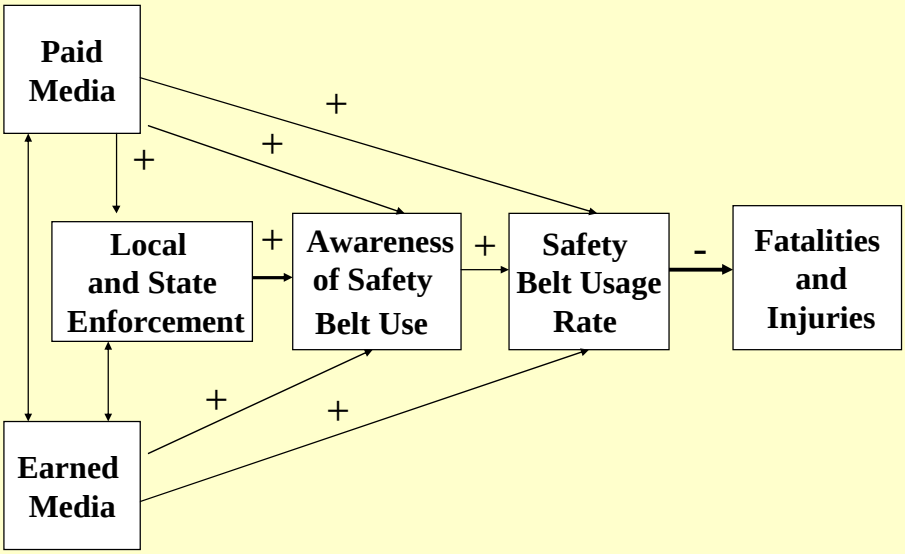
Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and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

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.

Figure 1 shows the components of a CIOT model. The current CIOT model indicates that an intense paid media and earned media campaign 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.

Figure 1: Theoretical Model of "Click it or Ticket" Campaign

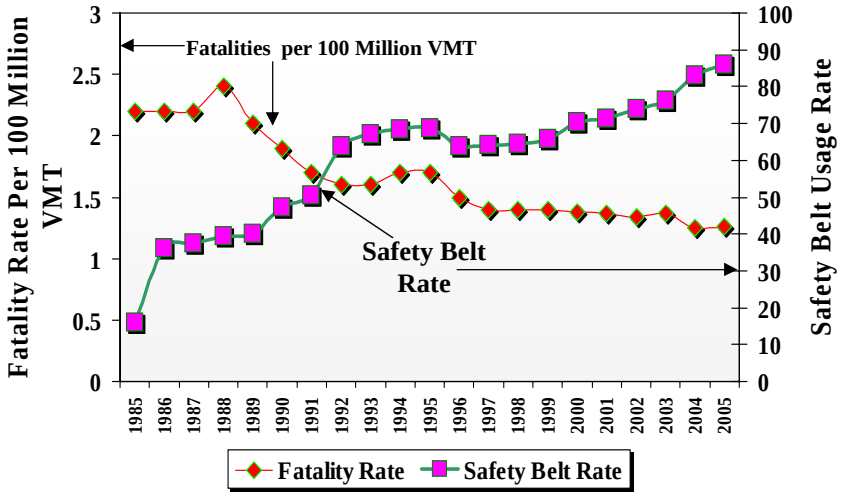


Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2005). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatality is measured by fatality rate per 100 million vehicle miles of travel.

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the seat belt usage rate has increased by about 72 percentage points, peaking at 87.8 percent in June 2006. At the same time period, the fatality rate decreased from 2.2 in 1985 to 1.26 in 2005.

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



Data Source: Observational Survey and FARS

Report Objectives

1. To evaluate the impact of the “Click or Ticket" campaign on safety belt use.
2. To determine the actual rate of seat belt usage in selected rural and minority communities in Illinois through the use of pre and post observational surveys.
3. To determine rural and minority Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.
4. To report enforcement activities and associated costs.

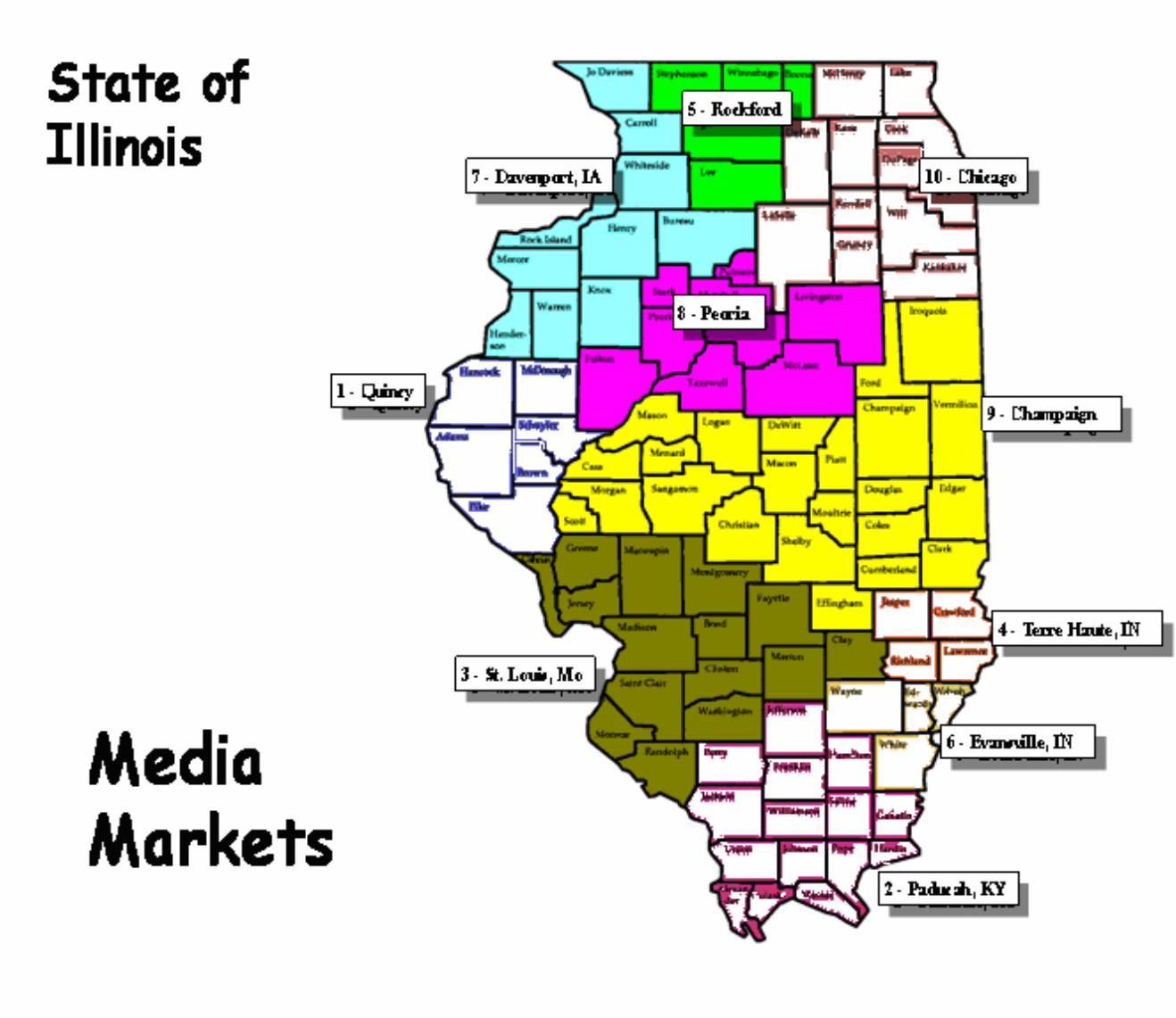
Implementation of the 2006 Thanksgiving *Click It or Ticket* Campaign

The Illinois Department of Transportation, Division of Traffic Safety launched a statewide CIOT campaign coinciding with the Thanksgiving holiday that was specifically designed to increase safety belt usage among Illinois’ rural population and the African American and Hispanic population in the City of Chicago.

Rural Population

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

Figure 3: State of Illinois Media Markets[1]



[1] Rural media markets are Champaign, Davenport, Peoria, Rockford, and St. Louis

Minority Population

The City of Chicago has the highest percentage of African American and Hispanic populations in the State of Illinois. For this reason, the African American and Hispanic communities within the Chicago city limits were chosen as the minority population of interest for this campaign. Based on United States Census data, the ten communities housing the most African Americans in the City of Chicago were identified, as well as the ten communities in the City housing the largest Hispanic populations. **Table 1** and **Table 2** list the top ten African American and Hispanic minority communities in terms of percent population. A map displaying the top ten African American and Hispanic communities in the City of Chicago is displayed in **Figure 4**.

Table 1: Top 10 African American Communities in Chicago

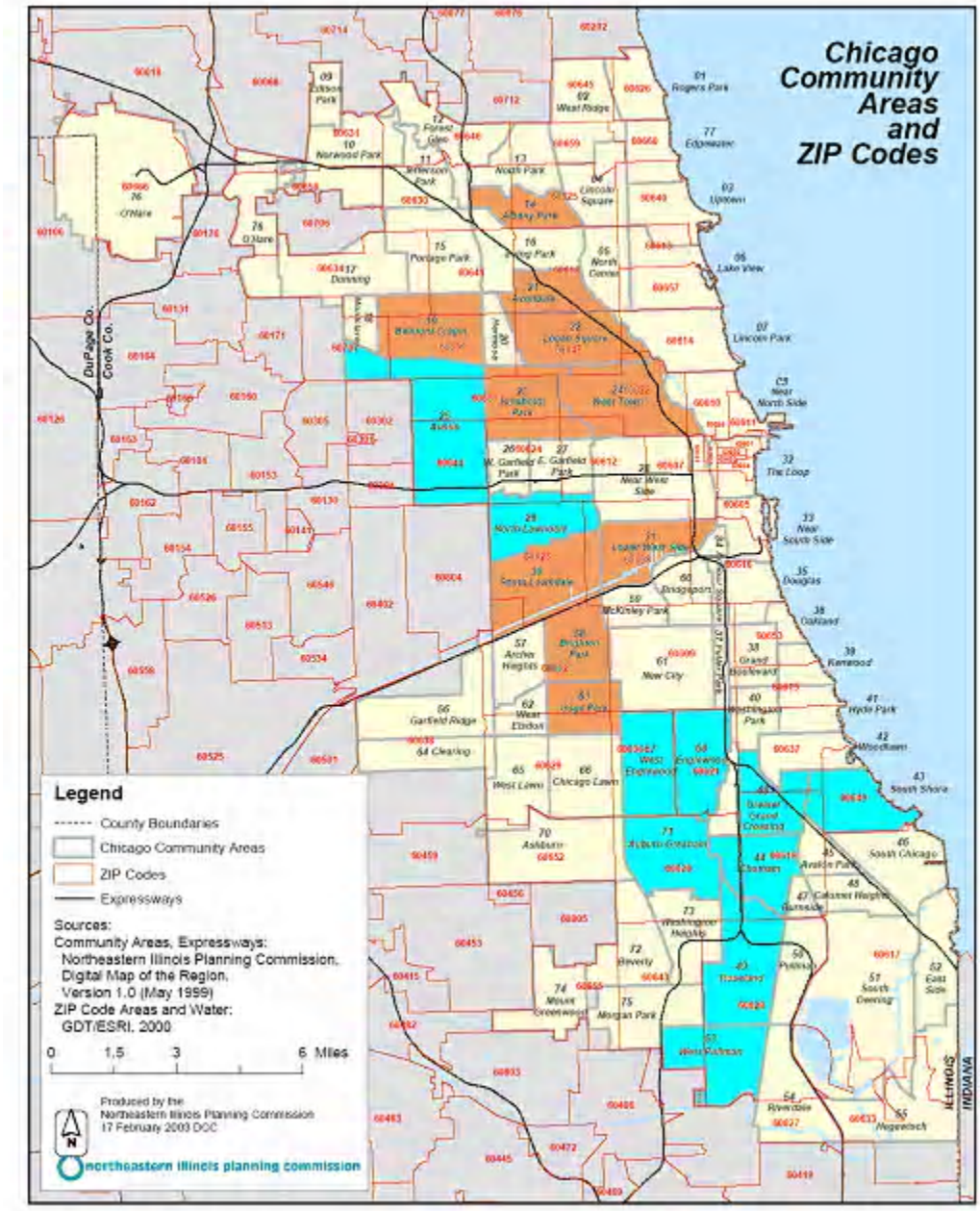
Selected Communities	Community Population **(A)**	Percent Population **(B)**	Community African American Population **(C)**	Percent African American Population **(D)**
Austin	117,527	4.1	105,369	10.0
South Shore	61,556	2.1	59,405	5.6
Auburn Gresham	55,928	1.9	54,862	5.2
Roseland	52,723	1.8	51,568	4.9
West Englewood	45,282	1.6	44,271	4.2
Englewood	40,222	1.4	39,352	3.7
North Lawndale	41,768	1.4	39,164	3.7
Greater Grand Cros	38,619	1.3	37,779	3.6
Chatham	37,275	1.3	36,538	3.5
West Pullman	36,649	1.3	34,277	3.3
Total Chicago Population (based on 77 Communities)	**2,896,016**		**1,053,739**	

Columns A and C are self explanatory.
Column B is calculated by dividing population of each community by the total population.
Column D is calculated by dividing the total African American population of each community by the total population of African Americans.

Table 2: Top 10 Hispanic Communities in Chicago				
Selected Communities	Community Population (A)	Percent Population (B)	Community Hispanic Population (C)	Percent Hispanic Population (D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	6.8
West Town	87,435	3.0	40,966	5.4
Lower West Side	44,031	1.5	39,144	5.2
Brighton Park	44,912	1.6	34,409	4.6
Humboldt Park	65,836	2.3	31,607	4.2
Gage Park	39,193	1.4	31,079	4.1
Albany Park	57,655	2.0	26,741	3.5
Avondale	43,083	1.5	26,700	3.5
Total Chicago Population (based on 77 Communities)	**2,896,016**		**753,644**	

Columns A and C are self explanatory.
Column B is calculated by dividing the population of each community by the total population.
Column D is calculated by dividing the total Hispanic population of each community by the total population of Hispanics.

Figure 4: Top 10 African American and Hispanic Communities in the City of Chicago[2]



[2] African American Communities Hispanic Communities

Evaluation Activities

The evaluation program components used during this campaign were based on pre and post safety belt observational surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated and conducted by the Evaluation Unit at the Division of Traffic Safety.

During November and December of 2006, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the *Click It or Ticket* campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One rural observational safety belt survey (27 sites)
2. One observational safety belt survey of Chicago minority communities (24 sites)
3. Telephone survey of rural residents
4. Telephone survey of minority residents

The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

Timeline of Activities

The five week CIOT campaign started November 6th and ended December 10th, 2006. A timeline of campaign activities appears in **Table 3.** During the five week campaign, the following activities took place:

- Week 1 (November 6 – November 12): Observational safety belt surveys were conducted and baseline data on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected.
- Week 2 (November 13 – 19): Paid media advertisements promoting the CIOT campaign ran on television and radio. Also in Week 2 *earned* media, free advertising about the campaign, was obtained.
- Week 3 and Week 4: (November 20 – December 3): Highly publicized strict enforcement of the safety belt laws was conducted. Paid media ran through November 26. Earned media continued.
- Week 5: (December 4 – December 10): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Table 3: Timeline of Evaluation Activities During the 2006 Thanksgiving CIOT

Week 1 Nov. 6 – 12	Week 2 Nov. 13 – 19	Week 3 Nov. 20 - 26	Week 4 Nov. 27 – Dec. 3	Week 5 Dec. 4 - 10
Pre-CIOT Safety Belt Observations	**Paid Media[3]**	**Enforcement**	**Enforcement**	**Post -CIOT Safety Belt Observations**
Pre- CIOT Telephone Surveys	**Earned Media**	**Paid Media**	**Earned Media**	**Post- CIOT Telephone Surveys**
		Earned Media		

[3] Paid media was purchased in Chicago and the rural media markets. Rural Illinois media markets are Champaign, Davenport, Peoria, Rockford, and St. Louis. The paid media campaign ran from November 14 to November 26, 2006.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Media Results of *Click It or Ticket* Activities

Paid Media Activities

During the Thanksgiving CIOT, Illinois spent a total of $308,204 on paid media that consisted of repeating the safety belt enforcement message of *Click It or Ticket* during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive a ticket. CIOT paid advertisement campaigns ran from November 14 – November 26. About 55 percent of the total paid media purchased ($169,030) were television advertisements. The remaining 45 percent ($139,174) of the media budget was spent on radio advertisements.

Over seven thousand television and radio advertisements ran during the campaign to promote ClOT. Most of the paid media was geared toward downstate Illinois, with about 80 percent of the spots playing in our rural media markets. The remaining ads were placed in our Chicago market in order to get the CIOT message out the selected minority communities. The breakdown of paid media spots and cost information appears in **Table 4**.

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

	Chicago (Minority Communities)	Downstate (Rural)	Total Spots	Amount Spent
Radio Advertisements	520	1,221	1,741	$139,174
Television Advertisements	928	4,390	5,318	$169,030
TOTAL:	**1,448**	**5,611**	**7,059**	**$308,204**

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. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the Thanksgiving CIOT campaigns

On November 21, 2006 three press events were held at regional locations across the state to increase awareness of the Thanksgiving CIOT. The events, which were held in Chicago, Springfield, and Belleville, each featured an IDOT, ISP, and local law enforcement spokesperson. In addition to the law enforcement presence, each press event also included a trauma doctor who spoke about the severity of crashes seen in hospital emergency rooms and how injuries are lessened by the use of a safety belt or child restraint. Award recipients of the *Saved by the Belt Club* were on hand at each event to share their stories and were recognized for their safety belt use. Finally, a *True Stories*[4] PSA was shown and each press event featured a speaker who was a subject of the *True Stories* series.

In addition to the three press events coordinated by IDOT, nine press conferences were held around the state by various law enforcement agencies. Other forms of earned media included 85 newspaper articles, 41 radio and 17 television news stories also aired throughout the campaign in various parts of the state.

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards, resulting in 97 such announcements in communities across the state. At right, the CIOT message displayed at Palatine High School.

In addition, 19 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. At left, the Palatine Police Department displays their CIOT banner on a local roadway.[5]

[4] In 2006, IDOT/DTS worked with Illinois Information Services (IIS) to create a series of Public Service Announcements (PSAs) called *True Stories* featuring the stories of individuals whose lives were profoundly affected by a motor vehicle crash. IDOT/DTS partnered with media outlets across the state to run these safety messages at no charge.

[5] Photos courtesy of the Palatine Police Department. Used with permission.

An innovative approach to the Thanksgiving CIOT was taken by the Vienna Police Department in rural Southern Illinois by bringing community involvement to the campaign and positive reinforcement to local motorists. Vienna Police Chief James Miller approached the local *Dairy Queen* and *Subway* franchise restaurants asking them to partner with the police department for the CIOT campaign. Both restaurants agreed to donate free treats. As a result, when motorists were stopped at the Safety Belt Enforcement Zone in Vienna during the Thanksgiving CIOT, motorists wearing their safety belts were rewarded with a coupon for either a free ice cream cone at *Dairy Queen* or a free cookie at *Subway.* Motorists not buckled up were issued a citation. Local reaction to the promotion was very positive and the police department plans to partner with local businesses again to offer a similar promotion for the next CIOT campaign. See **Table 5** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

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

Standard Earned Media	Number of items	Additional Earned Media	Number of items
Press releases issued	89	Outdoor message board announcements	97
Print news stories	85	CIOT Banners	19
Radio news stories	41	Web page postings / announcements	19
Television news stories	17	Local cable public access messages	5
Press conferences	12	DTS Press Events	3
Posters / fliers	1,067	Other	3

In addition to the earned media exposure gained through the efforts of participating law enforcement agencies, some community outreach was conducted in Southwestern Illinois. For example, a DTS Occupant Protection Coordinator submitted eleven letters to the editor describing CIOT and the CIOT message was announced at a Southern Illinois University basketball game in November.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Enforcement Results of *Click It or Ticket* Activities

A total of 184 law enforcement agencies participated in the Thanksgiving CIOT. Agencies participating consisted of local law enforcement agencies, all 22 districts of the Illinois State Police, and the Chicago Police Department, whose enforcement efforts concentrated on targeted minority areas of the City. Local agencies included 88 police departments and county sheriffs' offices, *mini grantees*, funded specifically for this Thanksgiving CIOT. Of the 88 local agencies funded, 35 were located in the targeted rural media markets. An additional 94 law enforcement agencies who have year-long enforcement grants with DTS also participated, substituting CIOT activities for their routine grant enforcement activities.

Table 6 provides a summary of enforcement activities for the Thanksgiving CIOT. The main enforcement activities include enforcement hours, number of Safety Belt Enforcement Zones (SBEZs) and saturation patrols conducted, total citations, number of safety belt and child safety seat citations, and "other" citations. Two indicators, citations written per minute and safety belt and child safety seat citations written per minute, are also included.

Combined Enforcement

ISP and 183 local law enforcement agencies participating in CIOT logged a combined total of 21,786 enforcement hours and conducted 2,740 safety belt enforcement zones, and 122 saturation patrols. Participating agencies wrote a total 35,927 citations during the campaign, 24,276 (67.6%) of which were safety belt and child safety seat citations. Overall, one citation was written every 36.4 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 53.9 minutes throughout the campaign.

Minority Enforcement

The City of Chicago logged 1,500 patrol hours and conducted 125 SBEZs in targeted minority areas during CIOT enforcement. A total of 2,133 citations were issued, 1,689 (79.2%) of which were safety belt / child safety seat violations. One citation was written every 42.2 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 53.3 minutes during the Thanksgiving campaign.

Rural Enforcement

Thirty five (35) rural law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 1,945 hours of enforcement, conducting 247 SBEZs and 58 saturation patrols. These agencies wrote a total of 2,407 citations, 1,429 of which were safety belt / child restraint violations. One ticket was written every 48.5 minutes of rural enforcement. On average one occupant restraint violation was cited every 81.7 minutes in these rural areas.

Non-Rural Media Market Enforcement

Fifty-three (53) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 4,025 hours of enforcement, conducting 518 SBEZs and 64 saturation patrols. These agencies wrote a total of 7,492 citations, 5,851 of which were safety belt / child restraint violations. One ticket was written every 32.2 minutes of rural enforcement. On average one occupant restraint violation was cited every 41.3 minutes in these areas.

Regular Grant Enforcement

Ninety four (94) local police agencies that have year-long grants with DTS substituted their regular grant activities for CIOT enforcement during the campaign. These “regular” grantees conducted 8,783 hours of enforcement and issued 13,830 citations. Of the citations issued, 8,238 (59.6%) were for safety belt / child safety violations. Regular grantees issued one citation every 38.1 minutes during enforcement and one safety belt / child safety citation every 64.0 minutes.

Illinois State Police Enforcement

ISP conducted 5,534 hours of enforcement and 1,833 SBEZs. A total of 10,065 citations were issued by ISP, 70.2 percent (7,069) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 33.0 minutes and one safety belt / child safety seat citation every 47.0 minutes during CIOT.

Table 6: 2006 Thanksgiving *Click It or Ticket* Enforcement Results						
Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=35)	Non-Rural Media Market Thanksgiving Grantees (n=53)	Regular Grantees (n=94)	ISP	Total (Combined Enforcement) (n=184)
Number of Enforcement Hours	1,500	1,945	4,025	8,783	5,534	21,786
Number of Safety Belt Enforcement Zones	125	247	518	17	1,833	2,740
Number of Saturation Patrols	0	58	64	Data Not Collected	0	122[6]
Total Citations	2,133	2,407	7,492	13,830	10,065	35,927
Number of Safety Belt and Child Safety Seat Citations	1,689	1,429	5,851	8,238	7,069	24,276
Number of Other Citations	444	978	1,641	5,592	2,996	11,651
Citation Written Every X Minutes	42.19	48.47	32.23	38.10	32.99	36.38
Safety Belt / Child Safety Seat Citation Written Every X Minutes	53.29	81.67	41.27	63.97	46.97	53.85

Comparing the Effectiveness of Safety Belt Enforcement Zones and Saturation Patrols During CIOT Campaign

Much discussion has taken place comparing the effectiveness of SBEZs to saturation patrols during the mobilizations. Although the local and state agencies were required to conduct SBEZs during the Thanksgiving mobilization, several local agencies were unable to or hesitant to set up SBEZs due to the lack of manpower or lack of available squad cars. **Table 7** shows Thanksgiving CIOT enforcement activities for agencies conducting saturation patrols verses agencies conducting only SBEZs.

[6] Note this figure excludes the number of saturation patrols conducted by regular grantees, as these data are not collected.

As shown in **Table 7**, ten agencies conducted saturation patrols exclusively and 73 agencies conducted exclusively SBEZs during the Thanksgiving campaign[7]. A total of 91 saturation patrols were conducted verses 782 SBEZs. On average, agencies conducting only enforcement zones issued a citation for every 36.92 minutes versus those agencies that conducted only saturation patrols, which issued one citation every 41.56 minutes. The difference between these two enforcement methods is more obvious when we compare the number of safety belt citations issued by these two types of agencies. On the average SBEZ agencies issued one safety belt citation for every 48.91 minutes versus the saturation patrol agencies that issued one citation for every 60.58 minutes. Based on previous findings and the results of this table, SBEZs are more effective in terms of promoting safety belt use and issuing citations for safety belt violators than saturation patrols.

Table 7: Enforcement Results for Agencies Conducting Exclusively Saturation Patrols Verses Agencies Conducting Only SBEZs

Selected Enforcement Activity Items	Agencies Conducting Saturation Patrols Only (n=10)	Agencies Conducting Safety Belt Enforcement Zones Only (n=73)
Hours	468	6,531
Patrols Conducted	91	782 zones
Total Citations	675	10,613
Total Citations written every X minute	41.56	36.92
Safety Belt & Child Safety Citations	463	8,012
Safety Belt & Child Safety Citation Written Every X minute	60.58	48.91

[7] Other participating agencies conducted a combination of saturation patrols and SBEZs.

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 to local agencies, as well as estimated costs incurred by ISP, were used to calculate cost per hour of enforcement and cost per citation during the Thanksgiving CIOT.

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

1. Thanksgiving (Mini) Grantees
2. Illinois State Police
3. DTS "Regular" Grantees

Table 8 summarizes 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 (Thanksgiving (mini) grantees, regular DTS grantees, and ISP).

Combined Enforcement Activities

A total of 75 mini Thanksgiving grantees, 83 year-round DTS grantees, and the ISP were included in this cost / effectiveness analysis.[8] The agencies included in the CIOT cost / effectiveness analysis conducted a total of 19,841 patrol hours and issued 32,459 citations during Thanksgiving CIOT enforcement at a total cost of $922,818.81. On average, one citation was written every 36.38 minutes during enforcement at a cost of $28.43 per citation, or $46.51 per patrol hour.

Thanksgiving (Mini) Grantees

The 75 grantees funded specifically for Thanksgiving enforcement and included in this analysis conducted a total of 6,444 patrol hours and issued 10,283 citations during CIOT. One citation was written every 37.60 minutes during enforcement at a cost of $27.98 per citation, or $44.66 per patrol hour. Total enforcement costs for Thanksgiving mini grantees was $287,758.20

[8] Note that only claims submitted to and processed by DTS at the writing of this report were included in this analysis.

Illinois State Police

ISP conducted 5,534 patrol hours during statewide enforcement and issued 10,065 citations at cost of $276,700, or $50 per patrol hour.[9] One citation was written every 32.99 minutes, an average cost of $27.49 per citation. See **Appendix A** for a detailed listing of Thanksgiving mini grantees and ISP enforcement activities and costs.

Regular Grantees

Eighty-three (83) regular grantees contributed 7,864 patrols hours to the campaign, issuing 12,111 citations.[10] These grantees, who are funded on an annual basis by DTS, issued one citation every 38.96 minutes at a cost of $29.59 per citation or $45.57 per patrol hour. See **Appendix B** for a detailed listing of statewide enforcement activities and costs.

Table 8: Statewide Enforcement Activities and Associated Costs

Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Thanksgiving (Mini) Grantees (n= 75)	6,443.75	10,283.00	37.60	$27.98	$44.66	$287,758.20
IL State Police	5,534.00	10,065.00	32.99	$27.49	$50.00	$276,700.00
Regular Grantees (n=83) (55 IMaGE, 17 MAP, 8 LAP, 3 TLEP)	7,863.70	12,111.00	38.96	$29.59	$45.57	$358,360.61
Total	**19,841.45**	**32,459.00**	**36.38**	**$28.43**	**$46.51**	**$922,818.81**

Limitations of the Enforcement Data

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

[9] Note that the $50 an hour patrol figure listed for ISP is an estimate provided by ISP.
[10] The 83 regular grantees in this analysis are 55 IMaGE grantees, 17 MAP grantees, 8 LAP grantees, and three TLEP grantees.

Blandinsville $880 and rural Christian County Sheriff's Department for $873.90 for Thanksgiving enforcement. Although the amounts reimbursed are similar, the calculated indicators are not. Blandinsville (population 777) reported writing 24 citations during ten hours of patrol at a cost of $36.67 per citation. In contrast, Christian County (population 35,372) reported writing ten citations over 30 hours of patrol at a cost of $87.39 per citation. According to these figures, Blandinsville wrote one citation every 25 minutes and the Christian County Sheriff's Department wrote one citation every 180 minutes during CIOT enforcement.

In addition to issues regarding potential biases such as number of minutes per citation and cost per citation, the number of citations issued in relation to the number of enforcement hours conducted is also an indicator of interest that varies widely among agencies. The Paxton Police Department, for example, worked a total of 60 enforcement hours, but only wrote 13 citations. This is compared to the Morton Police Department, which issued 57 citations during only eight hours of enforcement.

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies that are considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among the local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.

2. Provide the list outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.

3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.

4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Seat Belt Usage Rates in Rural Areas During November & December 2006

Table 9 shows safety belt usage rates in rural areas throughout the State of Illinois during the November and December 2006 SBEZs. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from November 6th to 12th, while the post mobilization surveys were conducted from December 4th to 10th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 5,789 vehicles observed during the pre-mobilization, of which, 4,324 were passenger cars and 1,465 were pickup trucks. During the post mobilization, there were 5,779 total vehicles observed, of which, 4,357 were passenger cars and 1,422 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 80.6 percent during the pre-mobilization to 85.4 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 81.1 percent during the pre-mobilization to 86.2 percent during the post mobilization. The seat belt usage rates for passengers increased from 76.7 percent during the pre-mobilization to 79.1 percent during the post mobilization. Based on media market, the Peoria media market had the highest usage rates followed by the Rockford and St. Louis media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate increased by 1.1 percentage point in the Peoria media market, 2.2 percentage points in the Rockford media market, 3 percentage points in the Champaign media market, and more than 9 percentage points in the St. Louis media markets. On residential roads, there was an increase from 80.9 percent during the pre-mobilization to 86.5 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 80.5 percent during the pre-mobilization to 84.9 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 83.7 percent during the pre-mobilization to 88.3 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt usage rate for pickup trucks increased from 71.4 percent during the pre-mobilization to 76.5 percent during the post-mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers. Also, drivers had a higher percentage point increase in belt use (an increase of 5.6 percentage points) than passengers (a 0.9 percentage point increase) from pre-mobilization to post mobilization. The St. Louis media market had the highest usage rate followed by the Champaign and Peoria media markets, while the Rockford media market had the lowest usage rates. The seat belt usage rates for the St. Louis media market increased by 11.6 percentage points. In the Champaign media market, the seat belt usage rate increased by 4 percentage points. The seat belt usage rate for the Peoria and Rockford media markets decreased by 0.1 percentage point and 3.9 percentage points respectively. On residential roads, seat belt use in pickup trucks increased from 67.9 percent during the pre-mobilization to 77.4 percent during the post mobilization. On U.S./IL Highways, seat belt use in pickup trucks increased from 72.6 percent during pre-mobilization to 76.1 percent during post mobilization.

Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2006)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey 1	Post Mobilization Survey 2	% Change Pre and Post Surveys 3	Pre-Mobilization Survey 4	Post Mobilization Survey 5	% Change Pre and Post Surveys 6	Pre-Mobilization Survey 7	Post Mobilization Survey 8	% Change Pre and Post Surveys 9
	Nov. 6th-12th	Dec. 4th-10th		Nov. 6th-12th	Dec. 4th-10th		Nov. 6th-12th	Dec. 4th-10th	
	N=5,789	N=5,779		N=4,324	N=4,357		N=1,465	N=1,422	
Total Usage Rate	**80.6%**	**85.4%**	**4.8%**	**83.7%**	**88.3%**	**4.6%**	**71.4%**	**76.5%**	**5.1%**
Drivers	81.1%	86.2%	5.1%	84.1%	89.0%	4.9%	72.3%	77.9%	5.6%
Passengers	76.7%	79.1%	2.4%	80.6%	83.3%	2.7%	63.5%	64.4%	0.9%
Media Market									
Champaign	80.4%	83.4%	3.0%	84.1%	86.2%	2.1%	68.8%	72.8%	4.0%
Peoria	84.4%	85.5%	1.1%	88.8%	90.3%	1.5%	71.3%	71.2%	-0.1%
Rockford	82.7%	84.9%	2.2%	84.3%	88.2%	3.9%	74.1%	70.2%	-3.9%
St. Louis	77.4%	86.6%	9.2%	80.1%	88.1%	8.0%	71.4%	83.0%	11.6%
Road Type									
Residential	80.9%	86.5%	5.6%	84.6%	89.3%	4.7%	67.9%	77.4%	9.5%
US/IL Highways	80.5%	84.9%	4.4%	83.3%	87.8%	4.5%	72.6%	76.1%	3.5%

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

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

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

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

Seat Belt Usage Rates in Chicago Communities During Nov. & Dec. 2006

Table 10 shows safety belt usage rates in Chicago Communities during the November and December 2006 SBEZs. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. The pre-mobilization surveys were conducted from November 6th to 12th, while the post mobilization surveys were conducted from December 4th to 10th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (Hispanic or African-American). There were 5,543 vehicles observed during the pre-mobilization, of which, 5,065 were passenger cars and 478 pickup trucks. During the post mobilization, there were 6,606 total vehicles observed, of which, 6,176 were passenger cars and 430 pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 65.7 percent during the pre-mobilization to 74.4 percent during the post mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers. The seat belt usage rate for drivers increased by 7.3 percentage points from 66.9 percent during the pre-mobilization to 74.2 percent during the post mobilization. The seat belt usage rates for passengers increased from 61.9 percent during the pre-mobilization to 75.3 percent during the post mobilization. Based on community type, seat belt use was higher in Hispanic Communities in comparison to African-American Communities. In the Hispanic Communities, the seat belt usage rate increased from 69.5 percent during the pre-mobilization to 79.8 percent during the post mobilization. In the African-American Communities, the seat belt usage rate increased by 8 percentage points from 61 percent during the pre-mobilization to 69 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 65.8 percent during the pre-mobilization to 74.7 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 66.6 percent during the pre-mobilization to 74.4 percent during the post-mobilization resulting in a 7.8 percentage point increase. For passengers the seat belt usage rate increased by 13.2 percentage points from 62.6 percent during the pre-mobilization to 75.8 percent during the post mobilization. In the

Hispanic Communities, the seat belt usage rate increased from 69.5 percent during the pre-mobilization survey to 80 percent during the post mobilization survey. In the African-American Communities, the seat belt usage rate increased by 8.5 percentage points from 61 percent during the pre-mobilization to 69.5 percent during the post-mobilization.

The seat belt usage rate for pickup trucks, excluding large trucks, increased from 65.5 percent during the pre-mobilization to 70.5 percent during the post mobilization survey. Based on seating position, for drivers, the seat belt usage rate increased by 1.7 percentage points from 69.3 percent to 71 percent. For passengers, the seat belt usage rate increased by 13.2 percentage percent from 55.6 percent during the pre-mobilization to 68.8 percent during the post mobilization. In the Hispanic Communities, the seat belt usage rate increased from 69 percent during the pre-mobilization survey to 78.4 percent during the post mobilization survey resulting in a 9.4 percentage point increase. In the African-American Communities, the seat belt usage rate decreased by 1.8 percentage points from 60.7 percent during the pre-mobilization to 58.9 percent during the post-mobilization.

Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Chicago Communities in Illinois during Safety Belt Enforcement Zones
(November through December 2006)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey 1	Post Mobilization Survey 2	% Change Pre and Post Surveys 3	Pre-Mobilization Survey 4	Post Mobilization Survey 5	% Change Pre and Post Surveys 6	Pre-Mobilization Survey 4	Post Mobilization Survey 5	% Change Pre and Post Surveys 6
	Nov. 6th-12th	Dec. 4th-10th		Nov. 6th-12th	Dec. 4th-10th		Nov. 6th-12th	Dec. 4th-10th	
	N=5,543	N=6,606		N=5,065	N=6,176		N=478	N=430	
Total Usage Rate	**65.7%**	**74.4%**	**8.7%**	**65.8%**	**74.7%**	**8.9%**	**65.5%**	**70.5%**	**5.0%**
Drivers	66.9%	74.2%	7.3%	66.6%	74.4%	7.8%	69.3%	71.0%	1.7%
Passengers	61.9%	75.3%	13.4%	62.6%	75.8%	13.2%	55.6%	68.8%	13.2%
Community Type									
Hispanic	69.5%	79.8%	10.3%	69.5%	80.0%	10.5%	69.0%	78.4%	9.4%
African-American	61.0%	69.0%	8.0%	61.0%	69.5%	8.5%	60.7%	58.9%	-1.8%

1) The Chicago Community Surveys include 12 sites conducted in African-American Commnuities and 12 sites conducted in Hispanic Communities.
2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.
3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.
4) Large trucks are excluded from the columns for pickup trucks.
Note: Pickup trucks and their usage rates for the Chicago Communities were excluded due to the small sample size.

RURAL TELEPHONE SURVEY

The Illinois "Rural" 2006 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

UIS

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

Summary Report
Field Interviewing: October-November / December, 2006
Report: January, 2007

Written by
Richard Schuldt, Director, UIS/SRO
With assistance from
Mark Winland, Interviewing Lab Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of "rural Illinois" before and after Thanksgiving, 2006. The earlier survey was conducted in late October / early November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in December and immediately after the campaign.

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

Methodology

The sampling methodology consisted of treating all included "rural" Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included "rural" area counties. It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in April, mid-May, and June of 2006. In addition, similar cross-sectional surveys were conducted before and after Thanksgiving, 2005 as well as in April, mid-May, and June of 2005.[11]

Nearly all of the actual field interviewing for the November survey was conducted from October 24 – November 7, 2006 with over 200 licensed drivers (n = 209-213).[12] Nearly all of the field interviewing for the December survey was conducted from November 27 – December 23, 2006 with about 225 licensed drivers (n = 223-226). [13]

At the 95th percent confidence level, the sampling errors for the two surveys are: November rural survey (+/- 6.75%); and December rural survey (+/- 6.55%).[14] The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was about 10 minutes for both surveys.

Comments on Results

In the following, we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the two surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age category. No other weighting has been applied.[15] Percentages have frequently been

[11] Pre and post Thanksgiving surveys were also conducted in targeted areas of the City of Chicago. Results for these can be found in a separate report.

[12] Two of the interviews were completed on November 17, 2006. While 80% of the completed interviews were actually completed during the last week of October, we will refer to this earlier survey as the November survey.

[13] Four of the interviews were completed on December 26 and 27. With regard to the range of n for both time periods, there is normally some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

[14] The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

[15] Despite the fact that the interviewer asks to speak to the youngest licensed driver three-quarters of the time, the unweighted surveys under-represent the youngest drivers, as do the surveys which weight only by gender (as was done last year). This has been corrected for in these results, using the statewide age distribution of licensed drivers across three age categories (up to 29; 30s and 40s; 50 and over) as a rough guide here.

rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[16] The recall time frame in the questions in both surveys is the same – that of 30 days.[17]

The full results are presented in the accompanying **IDOT 2006 Pre/Post "Rural Illinois" Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the rural surveys, subgroup results (such as by gender or age group) are not presented. (Note that similar reports and survey table results for these "rural" counties were prepared for the Memorial Day Weekend campaign of 2006, the Thanksgiving campaign of 2005, and the Memorial Day Weekend campaign of 2005.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2006 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristics. The largest differences are identified below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Number of household members of driving age.* The December sample has somewhat fewer household members of driving age than does the November sample. Slightly more December than November respondents reported having both one and two household members at least 16 years of age, while somewhat more November respondents reported having more than two household members at least 16 years of age (25% vs. 19%).
- *Age of respondent.* While the weighted November and December distributions by age are equivalent according to the three age categories used in the weighting the results (up to 29; 30s and 40s; and 50 and over), the distribution of ages within the 30s and 40s category differs. In the December sample, the percentage of respondents in their 30s and 40s is virtually equal (17.6% and 17.5%); however, in the November sample, the percentage of respondents in their 40s outnumbers those in their 30s (nearly 25% to about 9%).
- *Race/ethnicity.* While the percent of white respondents is very similar in November and December (only 1% different), the December sample has somewhat more African-Americans (6.8% vs. 2.8% for November) while the November sample has slightly more Hispanics (5.4% vs. 2.9%).
- *Education level of respondent.* The December sample has somewhat fewer respondents whose highest level of education is beyond a high school diploma or GED (60% vs. 65% in November) and somewhat more who have a high school diploma or GED (31% vs. 27% in November).

[16] When the decimal is .5, we round to the even integer.

[17] This is noted because in 2004, the July statewide survey contained a time frame of 60 days, to include both Memorial Day and July 4th weekends. All other enforcement/media campaign surveys have used the 30-day recall time frame. Also, for a portion of the Spanish-speaking respondents in the separate Chicago December 2006 survey, supplemental interviewing was conducted in January 2007 and the recall time frame for these respondents was thus expanded to include the Thanksgiving holiday period.

- *Household income.* Overall, December respondents reported lower household income levels than did November respondents. For instance, about 25 percent of the December respondents reported household incomes of up to $30,000 compared to 14 percent in November, while 13 percent of the December respondents reported incomes of between $45,000 and $60,000 compared to 23 percent in November.

SUMMARY OF RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt "all of the time" is about the same in both surveys: nearly 90 percent in November and just over 90 percent in December. In addition, the percent who said "most of the time" is equivalent at just over 7 percent.[18]

When was the last time you did not wear your seat belt when driving? The percent who indicated that the last time they did not wear their seat belt was "more than a year ago" (or said they always wear one) increased from November to December, going from about two-thirds to almost three-quarters (66.5% to 73%). Other substantive responses here are very similar between the November and December surveys, but the percent who either did not know or did not respond did decrease somewhat (8.9% to 4.3%).

When asked "*why they did not wear a seat belt the last time*," by far the most frequent reason in both surveys is that the respondent was driving a short distance (61% of those giving a reason in November and 56% in December). The next most frequent reasons are that the respondent "forgot" (22% in December and 15% in November) and that they were in a hurry (9% in December and 13% in November).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage are very similar in the two surveys, with about 5 percent saying their usage had increased (4.5% and 5.1%) and about 94 to 95 percent saying their usage had not changed.

Have you ever received a ticket for not wearing a seat belt? The percent who indicated having ever received a ticket for not wearing a seat belt is 8 percent in November and a slightly lower 6 percent in December.

When riding in a car as passenger, how often do you wear your seat belt? The percent who said they use their passenger seat belts "all of the time" decreased slightly from November to December (83% to 81%), but the percent who said "most of the time" increased from nearly 10 percent to about 15 percent.

[18] 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.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Nearly every respondent in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (96.2% and 97.5%).

Primary enforcement: awareness and opinions. ***According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?*** About 85 to 87 percent of the respondents in both surveys indicated that police can stop a vehicle just for a seat belt violation. Although never substantial, the percent who said police must see another offense first dropped nearly in half from November to December (from 7.7% to 4.2%). At the same time, the proportion who said they did not know nearly doubled (5.4% to 10.5%).

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? In both surveys, about two-thirds of the respondents in these rural Illinois counties expressed the belief that police should be allowed to stop a vehicle for seat violations without another traffic law violation (66% and 65%).

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? About 90 percent of the respondents in both surveys (88% and 91%) believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats.

Attitudes about wearing seat belts

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

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent who disagreed (to any extent) with this statement declined slightly from November to December (65% to 62%). The percent who "strongly agree(d)" increased somewhat, from nearly 11 percent to over 15 percent, while the percent who "somewhat agree(d)" increased just slightly (15.6% to 17.1%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. The November and December results are quite similar for this question, with nearly 90 percent saying they "strongly agree" in November and 88 percent doing so in December. In addition, the percent who said they "somewhat agree" is about 5 percent in both surveys.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. Results for the final agree/disagree question in this set show that while the total proportions who disagree to any extent are quite similar in November and

December (87.4% and 88.9%), the percent who "strongly disagree" declined (78.5% to 72.8%) while the percent who "somewhat agree" increased (8.9% to 16.1%).

Perceptions of and attitudes toward seat belt law enforcement

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

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? From November to December, the percent who said "very likely" increased somewhat (43% to 48%), as did the percent who said "very unlikely" (8% to 12%). The percent who did not know declined somewhat (8% to 4%) while smaller declines are found for those who said "somewhat likely" (29% to 27%) and "somewhat unlikely" (12% to 10%).

Agree/disagree: Police in your community generally will <u>not</u> bother to write tickets for seat belt violations. The percent who said they "strongly agree" with this statement was cut by more than half from November to December (13.2% to 5.7%) while the percent who said they "strongly disagree" increased from 32 percent to 39 percent.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent who said they "strongly agree" increased substantially from November to December (27% to 43%). Here, the decrease is largely found in the percent who said they "somewhat agree" (21% to 12%) although the percent who said they "strongly disagree" also decreased some (9% to 5%).

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

Agree/disagree: It is important for police to enforce the seat belt laws. Here we find a modest decline in the percent who said they "strongly agree" (66% to 61%) accompanied by a small increase in the percent who said they "somewhat agree" (19% to 22%). A small increase also occurred in the percent who said they "strongly disagree" (5.6% to 8.2%). Other changes are even less.

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the results show a great deal of stability from November to December – with 56 to 57 percent saying it is "very important," another 17 to 18 percent saying it is "fairly important," about 13 percent saying it is "somewhat important," and about 11 percent saying it is "not that important." About 2 percent did not express an opinion.

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

Awareness of special police efforts to ticket for seat belt violations. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" shows a substantial increase of 16 percentage points from November to December (27% to 43%).[19]

Of those December respondents who indicated having seen or heard of these special efforts, exposure was spread fairly equally across the various sources asked about: friends and relatives (39%); television (36%); newspaper (34%); radio (33%); and other (28%).[20]

Those exposed through television were somewhat more exposed to advertisements than to news stories (58% vs. 47%). The balance among those exposed through radio was even more weighted toward exposure through advertisements (74% vs. 27% for news stories).[21]

Awareness of roadside safety checks. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*" increased substantially, from 34 percent in November to 47 percent in December.[22]

Of those December respondents who indicated being aware of roadside safety checks, the exposure percentages for the types of sources are: television (41%); newspapers (33%); friends/relatives (31%); and radio (21%).

For television, those who were exposed through news stories far surpassed those exposed through advertisements (81% vs. 18%), but for radio the exposure was more equal (48% for news stories and 43% for advertisements).

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks increased from 29 percent in November to 42 percent in December.

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

When the reports of actually seeing a roadside check are based *on all sample members* (and not just those who are aware of such), we find that the percent who have seen a roadside safety check doubled from 10 percent in November to 20 percent in December.[23]

---

[19] Note that the December level of 43% is lower than the June level of 55% but higher than the mid-May level of 31% and the April level of 24%.

[20] We focus here on the December respondents since this was the "post-test" survey.

[21] For all three source-of-exposure questions (special effort to ticket; roadside checks; messages to wear seat belts), we will follow up and ask about the nature of newspaper exposure (advertisements or news stories) in the Spring "rural sub-sample" of the surveys. (The original seat belt questionnaire did not contain this follow-up, but we had added it to the most recent Spring and Summer 2006 versions.)

[22] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks." The December awareness level (47%) is less than that found in June (57%) but higher than the levels found in mid-May (34%) and April (29%).

[23] The December level here (20%) is slightly lower than the June percent (23%).

When *those who had personally seen a roadside check* were asked whether they have "*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*," the results show only a small decrease, from 57 percent in November to 54 percent in December. *But, in terms of total sample members*, this translates into a near-doubling of those who indicated they had been through a safety check (from 5.7% in November to 10.7% in December.[24]

Awareness of messages to encourage people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard any messages that encourage people to wear their seat belts*" increased only somewhat, from nearly 70 percent in November to almost three-quarters in December (69.5% to 74.8%).[25]

Of those December respondents who had seen or heard such messages, more rural respondents indicated exposure through television (64%) than radio (40%). And fewer indicated exposure through newspapers (24%) and friends/relatives (20%). Nearly 30 percent indicated exposure through another source, with billboards or road signs being by far the most common mention here (22%).[26]

For those who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (72% vs. 36% for television; 63% vs. 40% for radio).

<u>*Those who had seen or heard messages encouraging people to wear seat belts*</u> were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of these respondents* choosing "more than usual" increased from 12 percent in November to 19 percent in December.

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts is just over one in ten in both surveys (13% and 11%).

Awareness of selected traffic safety slogans

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

The December results. The December seat belt "post-test" awareness levels are presented in Table Slogans-1 (see page 10). As seen in this table, the *Click It or Ticket* slogan has the highest awareness level, with over nine out of ten (93%) aware of the slogan. The second

[24] Again, the December percent (10.7%) is lower than the result found in June (14.6%).

[25] The December awareness level here (75%) is slightly lower than both the June and mid-May levels (both at about 79%). The November level is about the same as the April level (about 69%).

[26] This is based on 78% of the 29% who said "other." In the June 2006 version of the survey, when the source of billboards/road signs was explicitly asked about, this source actually solicited the largest percentage, even outdistancing television (75% to 68%). We will once again add it to the Spring version of the questionnaire.

and third place slogans have awareness levels greater than 80 percent ("Friends don't let friends drive drunk" at 86% and "You drink. You drive. You lose" at 81%). The other seat belt slogan, "Buckle Up America," has an awareness level of somewhat less than one-half (45.5%) and takes seventh place in awareness.

The November to December change results. Also presented in Table Slogans-1 are: the percentage point changes from November to December for these slogans; and the November-to-December increases expressed as a percent of total potential increase (not relevant for decreases in awareness).[27] A positive change represents an increase in awareness from November to December.

As seen in this table, the *Click It or Ticket* slogan shows a small increase in awareness of almost 2 percentage points. Yet, this is the second largest increase in percentage point terms, surpassed only by the second place slogan, "Friends don't let friends drive drunk," which has an increase of just over 3 percentage points. Only three other slogans had increases.

Expressed in terms of potential awareness increase, we find the small percentage point increase for the "Click It or Ticket Slogan" is actually an increase of about 22 percent of its total potential increase. This is slightly higher than the respective increase for the second place slogan, which increased 18 percent of its potential. All other slogans show insignificant increases in this regard (or show actual decreases in awareness).

The April to December change results for "Click It or Ticket." Surveys of the "rural" Illinois counties were conducted five times during both 2005 and 2006. Awareness results for the "Click It or Ticket Slogan" are presented below across these ten surveys. (Note that the 2005 results below were weighted only by gender while the 2006 results were weighted both by gender and by age category.) As seen below, campaigns in 2005 began with awareness in the low-to-mid 80-percent level and were followed by awareness nearly at, or over, the 90 percent level. The campaigns in 2006 began with awareness about the 90 percent level and were followed by awareness in the low-to-mid 90-percent level.

Awareness Levels for *Click It or Ticket* Slogan

April 2005	82.6%
May 2005	85.3%
June 2005	93.3%
November 2005	85.0%
December 2005	89.0%
April 2006	89.6%
May 2006	91.5%
June 2006	95.1%
November 2006	91.3%
December 2006	93.2%

[27] The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

Table: Slogans - 1
December Awareness Level
and November to December Change

Order	Slogan	Decem-ber %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**93.2%**	**+1.9%**	***+21.8%***
2	Friends don't let friends drive drunk ……..…..	85.9%	+3.1%	*+18.0%*
3	You drink. You drive. You lose. ……..…..	81.4%	-2.5%	-----
4	Drive smart. Drive sober. ……..…..	62.3%	-0.3%	-----
5	Police in Illinois arrest drunk drivers ……..….	55.8%	-6.7%	-----
6	Drive hammered, get nailed. …….....	47.1%	+0.5%	*+0.9%*
7	**Buckle Up America ……..….. **	**45.5%**	**+0.9%**	***+1.6%***
8	Wanna drink and drive? Police in Illinois will show you the bars …….....	39.1%	-0.6%	-----
9	Cells phones save lives. Pull over and report a drunk driver ….....	35.9%	-0.8%	-----
10	Drink and drive? Police in Illinois have your number …...….....	26.5%	-6.5%	-----
11	Drunk Driving. Over the Limit, Under Arrest*	19.7%	-----	-----
12	Children in back ……...…….	17.5%	-0.6%	-----
13	Step away from your vehicle ……..…….	12.9%	-1.9%	-----
14	Checkpoint Strikeforce ……..…..	12.4%	+0.9%	*+1.0%*
15	Smart motorists always respect trucks ……..…....	9.1%	-2.6%	-----
16	Operation A-B-C ……..….	4.5%	-0.2%	-----

*This slogan was first asked in the December 2006 survey.

CHICAGO MINORITY TELEPHONE SURVEY

The Illinois Chicago Targeted Area 2006 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

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

Summary Report
Field Interviewing: October-November / December, 2006
Report: February, 2007

Written by
Richard Schuldt, Director, UIS/SRO
With assistance from
Mark Winland, Interviewing Lab Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of targeted areas in the City of Chicago in November and December, 2006.[28] The November survey was conducted prior to a seat belt enforcement / media campaign that occurred in these areas surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among

[28] Pre and post Thanksgiving surveys were also conducted for "rural Illinois," defined for this purpose as most of the "downstate" Illinois counties. Results can be found in a separate report. Similar pre and post Thanksgiving surveys for targeted areas of Chicago and "rural Illinois" were also conducted in 2005.

those groups with the lowest incidence of seat belt usage.[29] More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.[30]

Methodology

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2006, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed from the northern area than from the southern area. The rationale for this stemmed from an initial goal of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and Hispanic racial/ethnic groups.[31] These respondents were to be the focus of these surveys for the reason presented earlier.

An initial demographic analysis of the neighborhoods suggested that a southern grouping of these neighborhoods could be identified that was very contiguous and that was nearly all black in racial/ethnic composition. A northern grouping could also be identified that was also quite contiguous but more diverse in terms of racial/ethnic composition. Despite the fact that the populations of the northern and southern areas are approximately the same, the goal of obtaining more northern than southern area survey completions stemmed from researchers' desire to increase the number of Hispanic respondents above that which would result if an equal number of respondents were obtained from each area (north and south).

After the north/south area neighborhood stratification, zip code areas were then identified which most closely approximated these two areas.[32] For each of the two areas (north and south), randomly-generated telephone samples were purchased through Survey Sampling, Inc., one of

[29] See a more complete rationale for this in "Proposed Work Plan for November 7th – December 11th 'Click It or Ticket' Campaign," a work plan developed by IDOT, Fall 2005.

[30] In the actual sampling design, Albany Park was not included in the zip code areas for the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations).

[31] We will see that, in practice, the goal was modified to obtain more than the 150 African-American and Hispanic respondents and to attempt to obtain 75 Hispanic respondents. In practice, we would fall somewhat short of the latter (i.e., short of the 75 Hispanic respondents) but would come closer than we did in 2005. This was accomplished by increasing the total number interviewed (and thus the proportion interviewed) from the northern area. (See the next paragraph for a relevant demographic description of the northern and southern areas.)

[32] The identified zip code areas were somewhat more closely contiguous to the targeted area for the southern sampling area than for the northern sampling area.

the major vendors for random samples in the country. These samples were generated by first selecting those telephone prefixes which were most congruent with the pre-defined zip code areas.[33] So, in essence, the sample was one which was determined by telephone prefixes and was stratified into a northern sub-sample and a southern sub-sample.[34]

Actual field interviewing for the November survey was conducted from October 30 to November 21, 2006 with over 300 licensed drivers (n = 304-329). Just over 220 of these respondents were either African-American or Hispanic (n = 221, 155 African-American and 66 Hispanic respondents).[35] Nearly all of the field interviewing for the December survey was conducted from November 27 to December 26, 2006, with somewhat fewer than 300 licensed drivers (n = 264-280).[36] Just over 180 of these respondents were either African-American or Hispanic (n = 181, 120 African-American and 61 Hispanic respondents). (By design, about 70 percent of the completions were from the north targeted area and about 40 percent were from the south targeted area in both areas.)

At the 95th percent confidence level, the sampling errors for the results pertaining to African-American and Hispanic respondents are: +/- 6.6 percent for the November survey and +/- 7.3 percent for the December survey. These are the respondents who are the focus on this report. In addition, for most questions we have commented on and/or presented the results for all respondents. These results have sampling errors of +/- 5.5 percent for the November survey and +/- 6.0 percent for the December survey.[37]

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was

[33] For Survey Sampling, Inc. (SSI), the default procedure is to include a telephone prefix within a zip code area (or areas) if a majority of the listed numbers of the prefix are within the geographic boundary of the zip code area(s). For the northern sampling area here, the SSI sampling methodology required UIS Survey Research Office personnel to identity parameters for inclusion of telephone prefixes by specifying the cut-off point (in terms of proportion of telephone numbers within the boundary) for inclusion.

[34] We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code toward the end of the interview. This screening was not done because our primary goal here was not to interview respondents within specific zip code areas; rather it was to use the identification of neighborhoods, zip code areas, and telephone prefixes as an efficient way to reach a randomly-selected sample of African-American and Hispanic respondents. An analysis of last year's respondents showed that the residential zip codes of respondents "outside" the originally defined zip code areas were in contiguous areas and exclusion of these "outside" respondents would have resulted in a less efficient design (i.e., would have excluded some of the African-American and Hispanic respondents we were interested in interviewing).

[35] Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question. Race/ethnicity was asked toward the end of the interview, and no attrition from that point until the end of the interview occurred for respondents who answered this question.

[36] Note that 10 of the "December" interviews were conducted in early January 2007 to increase the number of Hispanic respondents. For these respondents, wording in relevant questions was changed so that the frame of reference for awareness questions was the past two months and explicitly mentioned that this period included the Thanksgiving holiday.

[37] The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was about 10 to 11 minutes for both surveys.

Comments on Results

In the following "Summary of Results," we summarize the results for seat belt-related questions asked of African-American and Hispanic respondents and focus on describing the changes that occurred between the November and December surveys. We also present or comment upon the results for all respondents.

For both surveys, the results have been weighted by north/south stratification area, gender, and age distribution.[38] Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[39] The recall time frame in the questions in both surveys is the same – that of 30 days.[40]

The full results for the combined African-American and Hispanic respondents and for all respondents in the targeted areas are presented in the accompanying **IDOT Chicago 2006 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the Chicago targeted surveys, subgroup results (such as by gender or age group) are not presented.

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth comparing the November and December 2006 samples on selected driving and demographic characteristics. Most of these comparisons are summarized below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Race/ethnicity.* The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that we did obtain more than 150 completions with African-American and Hispanic respondents in the two surveys (221 in November and 181 in December). Yet, while we did increase the number of Hispanic respondents quite substantially from last year, we still fell short of our goal of obtaining 75 Hispanic respondents in each survey. As mentioned earlier, we

[38] Results have been weighted to reflect the fact that the estimated populations in the northern and southern stratification regions are approximately equal. We also weighted to reflect a gender distribution that is somewhat more female than male. And, we weighted the results to make the age distributions similar between the November and December surveys. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, analysis of a three-category age distribution in each survey suggested that the following age distribution targets be used for weighting: for the northern area, 17% for the 16-29 age group, 44% for those in their 30s/40s, and 39% for those 50 and over; for the southern area, 17% for the 16-29 age group, 25% for those in their 30s/40s, and 58% for those 50 and over).

[39] When the decimal is .5, we round to the even integer.

[40] Note that the recall period was expanded to include the Thanksgiving holiday period for the 10 Hispanic respondents interviewed in early January for the December survey.

obtained 66 Hispanic completions in the November sample and 61 in the December sample (up from 35 and 44, respectively, last year).[41]

Focusing only on the African-American and Hispanic respondents, both the unweighted and weighted results for race/ethnicity show a December sample that is just somewhat more Hispanic (and less African-American) in composition than the November sample. (The unweighted composition of the November sample is 70% African-American and 30% Hispanic while that of the December sample is 66% and 34%, respectively. The weighted composition is 80% and 20% in November and 76% and 24% in December.[42])

The following comparison focuses on weighted results for African-American and Hispanic respondents, also the focus of the substantive results that follow.

- *Reported miles drive per year.* The December African-American and Hispanic sample has more respondents who reported driving between 5,000 and 10,000 miles per year than does the November sample (35% vs. 24%). The December sample has somewhat fewer who reported driving less than this (29% vs. 35% for November) and also somewhat less who reported driving between 14,000 and 20,000 miles per year (14% vs. 18%) and more than 20,000 miles per year (5% vs. 10%).[43]

- *Number of individuals of driving-age in household.* Fewer December than November African-American and Hispanic respondents reported having one person of driving age in their household (30% vs. 38%) while more December respondents reported having three individuals of driving age (18% vs. 13%). [The pattern is basically the same but more muted (i.e., smaller differences) for all respondents.]

- *Incidence of having children.* The December African-American and Hispanic sample has more respondents who reported having children (44% vs. 37% in November). (This basic pattern holds for all respondents as well.)

- *Self-described type of community.* The December African-American and Hispanic sample has somewhat fewer respondents who described the area in which they live as a "big city" (89% vs. 96% in November). (The same pattern holds for all respondents. It was also found in last year's surveys.)

[41] Possible reasons for this are: 1) the initial sampling methodology was based on full population numbers while the survey population was that of licensed drivers; 2) a possible lower incidence of drivers licenses among the driving-aged Hispanic population in this area; 3) possible differences in telephone availability; and 4) differences in response rates. As we did this year, it is recommended for future surveys that the number of completions in the northern targeted area be increased to increase the number of Hispanic respondents.

[42] The weighted composition has a greater proportion of African-Americans than does that unweighted composition because, while the estimated populations of the northern and southern areas are approximately equal, the southern area is more homogeneous (i.e., nearly all Africa-American) while the northern area is more diverse (i.e., having about the same number of African-Americans, Hispanics, and whites). See the earlier discussion of weighting.

[43] For all respondents, this pattern is altered just a bit. The December sample shows somewhat more who reported driving between 5,000 and 14,000 miles and somewhat fewer who reported driving less than 5,000 miles per year and more than 20,000 miles per year.

- *Household income.* The December African-American and Hispanic sample has more who are in households with incomes between $30,000 and $60,000 (41% vs. 31% for November) and fewer who are in households who make $30,000 or less (23% vs. 30%). (For all respondents, the difference in the proportions making between $30,000 and $60,000 is less.)

SUMMARY OF RESULTS

The following summarizes the substantive results of the November and December surveys. It focuses on results for the African-American and Hispanic respondents. As indicated previously, we focus on these respondents because past research has indicted less seat belt usage among minority respondents. For most questions, results for all respondents are also reported and/or commented upon.

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the reported incidence of seat belt usage among African-American and Hispanic respondents increased somewhat from November to December, with the percent who reported wearing a seat belt "all of the time" increasing from 88 percent in November to 93 percent in December.[44] (The increase here for all respondents in the targeted area is about the same.)

When was the last time you did not wear your seat belt when driving? The percent of African-American and Hispanic respondents who indicated that the last time they did not wear their seat belt was "more than a year ago" (or said they always wear one) also increased from November to December, increasing from nearly 72 percent to 76 percent. At the same time, the percent of these respondents who reported not wearing a seat belt "within the last day" decreased from 8 percent to about 3 percent. (The differences between November and December for all respondents are just slightly greater than those cited for African-American and Hispanic respondents.)

When asked "*why they did not wear a seat belt the last time*," the most frequent reason given was that respondents were driving a short distance (54% of relevant respondents in December, and 39% in November). In November, the next two most frequent reasons were "forgot to do it" (32%) and "not in habit; just didn't do it" (19%). In December, the next three most frequent reasons were: "in a hurry" (23%); "forgot to do it" (22%); and "not in habit; just didn't do it" (16%).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? However, contrary to the November-to-December aggregate trend results for reported incidence of seat belt usage, the results for *reported* trends in seat belt usage over the past 30 days (increased, decreased, or stayed the same) show a decrease of nearly 4 percentage

[44] 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.

points in the percent who said their usage increased (9.4% to 5.7%). This was accompanied by a small increase in the percent who reported their seat belt usage had remained the same (89% to 93.5%).[45]

Have you ever received a ticket for not wearing a seat belt? The percent of African-American and Hispanic respondents who indicated having ever received a ticket for not wearing a seat belt was nearly 12 percent in November and just over 10 percent in December. [For all respondents in the targeted areas, both percentages are less than 10 percent (9.6% in November and 8.7% in December.)]

When riding in a car as passenger, how often do you wear your seat belt? The percent of African-American and Hispanic respondents who reported they use their passenger seat belts "all of the time" decreased from 87 percent in November to just under 80 percent in December – a decrease of nearly 7 percentage points.[46] At the same time, the percent who reported wearing a passenger seat belt "most of the time" increased from 5 percent in November to 14 percent in December – an increase of nearly 9 percent points.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? About 98 percent of African-American and Hispanic respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts. [Knowledge is 97 percent in both surveys for all respondents in the targeted areas.]

Primary enforcement: awareness and opinions. ***According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?*** The percent who indicated awareness of primary enforcement increased from about 85 percent in November to about 89 percent in December. At the same time, the percent who indicated they did not know decreased by 3 percentage points (8% to 5%).

[Among all respondents in the targeted area, there was a greater increase in knowledge of primary enforcement from November to December (83% to nearly 90%) as well as a greater decrease in the percent who indicated they did not know (9.4% to 4.6%).]

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The percent of African-American and Hispanic respondents who expressed the opinion that police should be allowed to stop a vehicle for seat violations without another traffic law violation increased from November to December (78% to 83%) while opposition to this decreased (18% to 12%).

[Support for allowing police primary enforcement power is slightly lower among all respondents in the targeted area in both surveys and shows a slightly smaller increase from

[45]Interestingly, last year (before and after the 2005 Thanksgiving campaign), the aggregate trend results showed a decrease while there was an increase in the reported trend results.

[46] Last year, there was also a decrease from November to December among all minority respondents in those who reported using passenger seat belts "all the time" (85% to 74%); and there was also an increase in the percent who reported wearing them "most of the time" (7% to 15%).

November to December (76.5% to 80.4%). And given this, it is not surprising that opposition among all respondents is slightly greater in both surveys and shows a slightly smaller decrease (19.2% to 14.7%).]

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? Support for having a law making this illegal increased from nearly 93 percent to 97 percent among African-American and Hispanic respondents from November to December. Opposition decreased from 6 percent to 2 percent. (About the same results are found for all respondents.)

Attitudes about wearing seat belts

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

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent of African-American and Hispanic respondents who disagreed (to any extent) with this statement increased from under one-half (47.5%) in November to 60 percent in December. (This increase is 52 percent to 64 percent for all respondents in the targeted areas.)

Agree/disagree: If you were in an accident, you would want to have your seat belt on. For both November and December, 89 to 90 percent of African-American and Hispanic respondents indicated they "strongly agree" – and another 8 to 9 percent indicated they "somewhat agree." (Results for the entire targeted areas do not differ much from these.)

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. Results for the final agree/disagree question in this set are also very similar between the November and December surveys for African-American and Hispanic respondents, with about two-thirds expressing they "strong[ly] disagree" and another 11 percent expressing they "somewhat disagree." (The same is true for all respondents in the targeted areas.)

Perceptions of and attitudes toward seat belt law enforcement

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

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? While the percent of African-American and Hispanic respondents who answered "very likely" to this question decreased somewhat from November to December (60% to 56%), the percent who answered either "very" or "somewhat" likely actually increased from 78 percent to 86 percent. [Both latter percentages are greater than that found for all respondents in the targeted areas, 72 percent in November and 81 percent in December. For all respondents,

the percent who answered "very likely" is just over half in both surveys (53% in November and 51% in December)].

Agree/disagree: Police in your community generally will <u>not</u> bother to write tickets for seat belt violations. Among African-American and Hispanic respondents, the percent who said they "strongly <u>dis</u>agree" with this statement (meaning they believe police <u>will</u> bother to write tickets) decreased nearly 6 percentage points from November to December (37% to 31%). At the same time, the percent who did not know increased somewhat from nearly 20 percent to 24.5 percent. (For all respondents in the targeted areas, the percent who "strongly disagree" (28%-30%) and the total percent who disagree with this statement (~39%) are somewhat lower than the respective African-American/Hispanic percentages in both surveys. In addition, results between November and December are more stable for all respondents.)

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of African-American and Hispanic respondents who agreed to any extent with this statement decreased from November to December (54% to 42%). And, the percent who expressed "strong agree[ment]" decreased from 39 percent to 30 percent. (For all respondents, the decreasing trend in both is evident but at somewhat smaller percentage numbers: 48% to 40% for any agreement expressed; and 34% to 28% for strong agreement.)

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

Agree/disagree: It is important for police to enforce the seat belt laws. The percent who said they "strongly agree" with this statement increased somewhat from November to December among African-American and Hispanic respondents (72% to 76%). But since the percent who "somewhat agree" decreased a bit, the total percent who agree increased just slightly (from 91% to 93%). (Results for all respondents in the targeted areas are not far from these.)

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the distribution of the results for African-American and Hispanic respondents from November to December is very similar: nearly eight in ten (~79%) believe it is "very important"; about 8 to 9 percent believe it is "fairly important"; about 7 percent believe it is "somewhat important"; and about 3 to 5 percent believe it is "not that important."

[Here, the results for all respondents in the targeted area differ a bit from the above. For all respondents, there are small increases both in the percentage who indicated it is "very important" (72.4% to 75.5%) and in the percentage who said "fairly important" (10% to 12%) and small decreases in every other percentage.]

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

Awareness of special police efforts to ticket for seat belt violations. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days*," they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" shows an increase from 26 percent in November to 40 percent in December. (An increase of 23% to 37% is found among all respondents in the targeted area.)

Of those December respondents who indicated having seen or heard of these special efforts, somewhat more African-American and Hispanic respondents reported being exposed to them through television (51%) than through friends and relatives (43%). Exposure through other sources was lower: radio (28%); newspaper (24%) and various other sources (25%).[47] [All respondents who were aware showed slightly lower exposure (37%) through friends/relatives.]

Those exposed through television were fairly equally divided between those exposed through advertisements and news stories (for African-American and Hispanic respondents, 50% for commercials and 46% for news storires; for all respondents, 48% for commercials and 51% for news stories). Those exposed through radio were more likely to be exposed through commercials than through news stories (69% vs. 42% for African-American and Hispanic respondents; 66% vs. 41% for all respondents).

Awareness of roadside safety checks. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*" increased from 42 percent in November to 52 percent in December among African-American and Hispanic respondents.[48] (This increase was 36% to 48% among all respondents.)

Of those December African-American and Hispanic respondents who indicated being aware of roadside safety checks, the exposure level through television is the greatest (38%) followed by exposure through friends and relatives (30%). Exposure was lower through newspapers (16%) and radio (16%). (Results for all respondents are similar.)

For television, the incidence of those who were exposed through news stories was somewhat higher than for those exposed through advertisements (58% for news vs. 48% for advertisements among African-American and Hispanic respondents; 58% vs. 43% among all respondents). For radio, the incidence of exposure through advertisements was just slightly higher than that through news (52% for advertisements vs. 47% for news stories among African-Americans and Hispanics; 51% vs. 45% among all respondents).

Of the African-American and Hispanic respondents who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks declined somewhat from 78 percent in November to 72 percent in December.

[It should be noted that a decline, in some sense, is not surprising here because the December post-test results come from a broader awareness base. In other words, it should come

[47] We focus here on the December respondents since this was the "post-test" survey.

[48] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks."

as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases.]

Based on all African-American and Hispanic respondents (and not just those who were aware of the roadside checks), we find that nearly one-third (33%) reported seeing a roadside check in the November survey and a larger 38 percent reported such in the December survey. (Among all respondents in the targeted area, 27 percent reported seeing a roadside check in the November survey and 34 did so in the December survey.)

When *those who had personally seen a roadside check* were asked whether they have "*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*," the results show a small decrease of 65 to 61 percent for relevant African-American and Hispanic respondents. (This decline is 66% to 63% for all relevant respondents.)

Basing the results on all survey respondents, this translates into only a slight increase in the percent who had been through a roadside check from November to December for African-Americans and Hispanics (21.3% to 22.8%). (For all respondents, this increase from November to December is 17.6% to 21.4%).

Awareness of messages to encourage people to wear seat belts. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days*," they had "*seen or heard any messages that encourage people to wear their seat belts*" shows an increase from 70 percent in November to 80 percent in December. (While awareness is lower, the increase is greater among all respondents in the targeted area: from 64% in November to 77% in December.)

Of those December African-American and Hispanic respondents who had seen or heard such messages, far more respondents indicated exposure through television (83%) than radio (42%). Fewer indicated exposure through friends/relatives (31%), and even fewer indicated exposure through newspapers (21%). Over one in five indicated exposure through another source, with billboards or road signs being by far the most common mention here (20% of those who were exposed to messages).[49]

For both television and radio, exposure through advertisements was far more common than exposure through news stories (among African-American and Hispanic respondents, 79% vs. 28% for television and 74% vs. 29% for radio; among all respondents, 80% vs. 28% for television and 71% vs. 32% for radio).

Those who had seen or heard messages encouraging people to wear seat belts were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of relevant African-American and Hispanic respondents* choosing "more than usual" increased from 23 percent in November to 34 percent in December. (This increase was 20 percent to 34 percent for all respondents in the targeted areas.)

[49] This is based on 86% of the 24% who said "other." The finding suggests that the "billboard/roadsign" alternative should be specifically asked about (as was done during the earlier surveys conducted in 2006). (Exposure results for all respondents here are quite similar to those reported for African-Americans and Hispanics.)

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts is just over one in ten in November and about 7 percent in December. (This is the case for both African-American/Hispanic respondents and for all respondents in the targeted areas.)

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety "slogans," asked in a random order. Two relate to seat belts. Our main focus is on the *Click It or Ticket* slogan because this was the slogan used in the Thanksgiving seat belt campaign.

The December results. The December seat belt "post-test" awareness levels for African-American and Hispanic respondents are presented in Table Slogans-1. As seen in this table, the *Click It or Ticket* slogan has the highest December awareness level, with more than nine out of ten (92%) aware of the slogan. Somewhat less than nine in ten (86%) reported awareness of the second-place slogan, "Friends don't let friends drive drunk"; and about seven in ten (71%) reported awareness of the third-place slogan, "You drink and drive. You lose." About half reported awareness of the fourth, fifth and sixth place slogans: the other seat belt slogan -- "Buckle Up America" (52%); "Police in Illinois arrest drunk drivers" (50%); and "Drive smart. Drive sober" (48%)

.

Table: Slogans - 1
December Awareness Level
and November-to-December Change
among African-American and Hispanic Respondents

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**92.0%**	**+5.4%**	***+40.3%***
2	Friends don't let friends drive drunk …….…..	85.7%	+4.1%	*+22.3%*
3	You drink and drive. You lose. ……...…..	70.9%	-6.0%	-----
4	**Buckle Up America ……..…..**	**51.8%**	**+1.5%**	***+3.0%***
5	Police in Illinois arrest drunk drivers ……..….	49.9%	-3.2%	-----
6	Drive smart. Drive sober. ……..…..	48.0%	-9.8%	-----
7	Cells phones save lives. Pull over and report a drunk driver ….....	39.6%	-1.5%	-----
8	Children in back ……...…….	38.0%	+1.9%	*+3.0%*
9	Drive hammered, get nailed. …….....	36.5%	+3.5%	*+5.2%*
10	Drunk Driving. Over the Limit, Under Arrest*	35.6%	-----	-----
11	Step away from your vehicle ……..…….	30.0%	+1.0%	*+1.4%*
12	Wanna drink and drive? Police in Illinois will show you the bars …….....	22.9%	-3.3%	-----
13	Drink and drive? Police in Illinois have your number …...….....	22.7%	-5.2%	-----
14	Checkpoint Strikeforce ……..…..	20.3%	-5.2%	-----
15	Smart motorists always respect trucks ……..…....	15.8%	-4.6%	-----
16	Operation A-B-C ……..…	8.6%	+1.0%	*+1.1%*

*This slogan was first asked in the December 2006 survey.

The *Click It or Ticket* slogan also shows the most increase in awareness from the November survey to the December survey, increasing in awareness by just over 5 percentage points. The second place slogan ("Friends don't let friends drive drunk") increased by just over 4 percentage points. In terms of potential increase, the "Click It or Ticket Slogan" increased by 40 percent of its potential compared to 22 percent for the second place slogan.

(Among all respondents in the targeted areas, the December awareness level for the *Click It or Ticket* slogan was at 91 percent, up from 83 percent in November. This increase of nearly eight percentage points represents nearly 47 percent of its potential increase.)

Comparison to Thanksgiving 2005 results. For comparison purposes, it is worth noting that awareness of the *Click It or Ticket* slogan was more stable among African-American and Hispanic respondents surrounding the 2005 Thanksgiving holiday campaign, with both pre- and post-campaign levels at about the level found in this year's post survey (91.3% and 92.2% in November and December, 2005, respectively).[50]

[50] Note that the 2005 results were not weighted by age. [The December 2005 age distribution (21% for those 16 to 29, 30% for those in their 30s/40s, and 49% for those 50 and over) is actually quite similar to the weighted 2006 age distributions. The November 2005 age distribution contains more respondents in their 30s/40s (16% for those 16 to 29; 45% for those in their 30s/40s; and 39% for those 50 and over.)] Also note that these 2005 figures depart just slightly from those presented in the 2005 Excel table.
The latter table reported on all non-white respondents while the 2005 results reported here are based on African-American and Hispanic respondents.

APPENDICES

Appendix A: Enforcement Activities & Associated Costs: Thanksgiving Grantees & ISP

1	2	3	4	5	6	7
Agency / Organization	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
Alton Police Department	47.00	108.00	26.11	$18.20	$41.81	$1,965.18
Barrington Hills Police Department	48.00	269.00	10.71	$9.10	$50.97	$2,446.56
Bartonville Police Department	61.00	202.00	18.12	$7.10	$23.50	$1,433.38
Blandinsville Police Department	10.00	24.00	25.00	$36.67	$88.00	$880.00
Bloomington Police Department	169.50	215.00	47.30	$34.19	$43.36	$7,350.17
Bradley Police Department	39.00	47.00	49.79	$33.02	$39.79	$1,551.93
Broadview Police Department	10.00	14.00	42.86	$33.97	$47.56	$475.60
Calumet City Police Department	72.00	133.00	32.48	$23.81	$43.98	$3,166.42
Canton Police Department	56.00	72.00	46.67	$26.84	$34.51	$1,932.39
Carol Stream Police Department	72.00	147.00	29.39	$23.65	$48.28	$3,476.37
Carpentersville Police Department	60.00	73.00	49.32	$41.78	$50.84	$3,050.20
Cedarville Police Department	18.00	19.00	56.84	$12.32	$13.00	$234.00
Chicago Heights Police Department	142.00	270.00	31.56	$19.52	$37.12	$5,270.48
Chicago Police Department[51]	1,500.00	2,133.00	42.19	$45.45	$64.63	$96,938.00
Christian County Sheriff's Office	30.00	10.00	180.00	$87.39	$29.13	$873.90
Cook County Sheriff's Office	216.00	311.00	41.67	$32.02	$46.10	$9,957.59
Danville Police Department	24.00	26.00	55.38	$35.43	$38.39	$921.28

[51] Note: At the writing of this report, a claim for reimbursement had not yet been submitted by the Chicago Police Department for Thanksgiving enforcement. For this reason, the *Total Cost* figure used for Chicago is the *planned* enforcement cost and not the *actual* cost of enforcement.

Appendix A: Enforcement Activities & Associated Costs: Thanksgiving Grantees & ISP

1	2	3	4	5	6	7
Agency / Organization	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
Decatur Police Department	78.00	143.00	32.73	$23.86	$43.74	$3,411.49
De Kalb Police Department	25.00	55.00	27.27	$21.37	$47.01	$1,175.13
East Hazel Crest Police Department	48.00	150.00	19.20	$10.22	$31.94	$1,533.02
Effingham County Sheriff's Office	12.00	8.00	90.00	$44.12	$29.41	$352.92
Elgin Police Department	143.00	206.00	41.65	$35.75	$51.49	$7,363.47
Evanston Police Department	121.25	212.00	34.32	$28.47	$49.78	$6,035.68
Flora Police Department	80.00	74.00	64.86	$37.20	$34.41	$2,752.85
Ford County Sheriff's Office	32.00	10.00	192.00	$72.58	$22.68	$725.80
Galena Police Department	64.00	37.00	103.78	$45.99	$26.59	$1,701.72
Grandview Police Department	18.00	22.00	49.09	$15.95	$19.50	$351.00
Greenville Police Department	56.00	124.00	27.10	$13.08	$28.95	$1,621.40
Hinckley Police Department	72.00	75.00	57.60	$23.26	$24.23	$1,744.74
Jerome Police Department	109.00	213.00	30.70	$13.66	$26.70	$2,909.92
Jo Daviess County Sheriff's office	117.50	75.00	94.00	$48.32	$30.84	$3,623.92
Joliet Police Department	204.00	442.00	27.69	$23.39	$50.69	$10,340.16
Kankakee Police Department	75.00	142.00	31.69	$20.68	$39.15	$2,936.45
Kincaid Police Department	58.00	59.00	58.98	$27.43	$27.91	$1,618.50
Leland Grove Police Department	119.00	253.00	28.22	$13.48	$28.66	$3,410.97
Lisle Police Department	72.00	139.00	31.08	$21.22	$40.97	$2,949.61

Appendix A: Enforcement Activities & Associated Costs: Thanksgiving Grantees & ISP

1	2	3	4	5	6	7
Agency / Organization	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
Litchfield Police Department	20.00	53.00	22.64	$10.49	$27.80	$555.95
Lombard Police Department	157.00	375.00	25.12	$21.76	$51.98	$8,160.64
Mendota Police Department	60.00	17.00	211.76	$97.11	$27.52	$1,650.92
Meredosia Police Department	60.00	60.00	60.00	$20.89	$20.89	$1,253.40
Metropolis Police Department	78.00	49.00	95.51	$43.74	$27.47	$2,143.02
Morton Police Department	8.00	57.00	8.42	$20.91	$149.00	$1,191.98
New Lenox Police Department	56.00	115.00	29.22	$16.70	$34.29	$1,920.48
Niles Police Department	92.00	235.00	23.49	$20.31	$51.87	$4,771.80
North Aurora Police Department	120.00	202.00	35.64	$23.82	$40.11	$4,812.61
North Riverside Police Department	32.00	79.00	24.30	$19.72	$48.68	$1,557.72
Northfield Police Department	30.00	64.00	28.13	$25.78	$55.00	$1,650.00
Palatine Police Department	148.00	160.00	55.50	$50.73	$54.85	$8,117.43
Palos Heights Police Department	80.00	162.00	29.63	$22.57	$45.71	$3,656.54
Paxton Police Department	60.00	13.00	276.92	$109.92	$23.82	$1,428.91
Peoria Heights Police Department	80.00	41.00	117.07	$62.48	$32.02	$2,561.48
Pleasant Plains Police Department	18.00	4.00	270.00	$76.64	$17.03	$306.54
Pulaski County Sheriff's Office	48.00	22.00	130.91	$38.62	$17.70	$849.64
Rock Island Police Department	11.00	28.00	23.57	$15.09	$38.40	$422.39
Rolling Meadows Police Department	24.00	47.00	30.64	$28.79	$56.37	$1,352.90

Appendix A: Enforcement Activities & Associated Costs: Thanksgiving Grantees & ISP

1	2	3	4	5	6	7
Agency / Organization	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
Roselle Police Department	46.00	65.00	42.46	$29.57	$41.79	$1,922.21
Round Lake Heights Police Department	50.00	72.00	41.67	$20.31	$29.25	$1,462.50
Round Lake Police Department	16.00	14.00	68.57	$33.20	$29.05	$464.80
Sangamon County Sheriff's Office	95.50	102.00	56.18	$34.75	$37.11	$3,544.32
Seneca Police Department	48.00	57.00	50.53	$29.47	$35.00	$1,680.00
Skokie Police Department	120.00	656.00	10.98	$9.27	$50.66	$6,078.98
South Barrington Police Department	22.00	45.00	29.33	$22.62	$46.26	$1,017.68
South Jacksonville Police Department	30.00	64.00	28.13	$7.48	$15.96	$478.86
St. Charles Police Department	114.00	352.00	19.43	$16.21	$50.05	$5,705.88
Steeleville Police Department	70.00	33.00	127.27	$54.03	$25.47	$1,782.90
Stickney Police Department	21.00	41.00	30.73	$24.49	$47.80	$1,003.89
Streamwood Police Department	44.00	119.00	22.18	$17.19	$46.50	$2,045.84
Taylorville Police Department	28.00	41.00	40.98	$20.68	$30.29	$848.00
Tilden Police Department	56.00	40.00	84.00	$21.00	$15.00	$840.00
Tonica Police Department	84.00	37.00	136.22	$79.46	$35.00	$2,940.00
Vienna Police Department	168.00	86.00	117.21	$37.73	$19.32	$3,244.92
Warrensburg Police Department	28.00	39.00	43.08	$14.46	$20.14	$564.00
Washington Police Department	22.00	52.00	25.38	$14.08	$33.27	$731.92
Will County Sheriff's Office	66.00	45.00	88.00	$72.67	$49.55	$3,270.10

Appendix A: Enforcement Activities & Associated Costs: Thanksgiving Grantees & ISP

1	2	3	4	5	6	7
Agency / Organization	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
Williamson County Sheriff's Office	55.00	28.00	117.86	$45.89	$23.36	$1,284.85
Total (Thanksgiving Grantees Only):	**6,443.75**	**10,283.00**	**37.60**	**$27.98**	**$44.66**	**$287,758.20**
Illinois State Police	5,534.00	10,065.00	32.99	$27.49	$50.00	$276,700.00
GRAND TOTAL:	**11,977.75**	**20,348.00**	**35.32**	**$27.74**	**$47.13**	**$564,458.20**

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 CIOT enforcement
Column 4: Number of minutes it took to write a citation = *60 / Number of citations per hour*
Column 5: Cost per citation = *Total Cost / Number of Citations*
Column 6: Cost per patrol hour = *Total Cost / Number of Patrol hours*
Column 7: Total Cost = amount of money reimbursed to law enforcement by DTS for enforcement

Appendix B: Enforcement Activities & Associated Costs: Regular Grantees

	1	2	3	4	5	6	7
Grant Type	**Agency / Organization**	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
IMaGE	Arlington Heights Police Department	138.00	290.00	28.55	$26.18	$55.02	$7,593.31
IMaGE	Barrington-Inverness Police Department	105.00	155.00	40.65	$38.69	$57.12	$5,997.10
IMaGE	Belvidere Police Department	140.00	220.00	38.18	$26.71	$41.97	$5,875.64
IMaGE	Berwyn Police Department	117.00	495.00	14.18	$11.48	$48.57	$5,682.92
IMaGE	Blue Island Police Department	89.00	207.00	25.80	$19.68	$45.77	$4,073.61
IMaGE	Bradley Police Department	92.00	183.00	30.16	$22.70	$45.14	$4,153.20
IMaGE	Brookfield Police Department	79.00	147.00	32.24	$28.19	$52.46	$4,144.16
IMaGE	Burnham Police Department	88.00	125.00	42.24	$22.55	$32.02	$2,818.13
IMaGE	Cahokia Police Department	99.00	107.00	55.51	$34.85	$37.67	$3,729.40
IMaGE	Calumet City Police Department	150.00	198.00	45.45	$49.49	$65.33	$9,799.38
IMaGE	Carol Stream Police Department	135.00	493.00	16.43	$16.96	$61.93	$8,360.95
IMaGE	Centralia Police Department	104.00	167.00	37.37	$19.13	$30.71	$3,194.24
IMaGE	Collinsville Police Department	123.00	179.00	41.23	$29.68	$43.19	$5,312.44
IMaGE	Columbia Police Department	54.00	59.00	54.92	$33.04	$36.10	$1,949.45
IMaGE	East Moline Police Department	108.00	131.00	49.47	$36.20	$43.91	$4,742.71
IMaGE	East Peoria Police Department	96.00	162.00	35.56	$27.18	$45.86	$4,402.63
IMaGE	Fairmont City Police Department	40.00	70.00	34.29	$15.90	$27.83	$1,113.02
IMaGE	Flossmoor Police Department	92.00	201.00	27.46	$19.06	$41.64	$3,831.16
IMaGE	Glen Carbon Police Department	124.50	63.00	118.57	$87.37	$44.21	$5,504.52

Appendix B: Enforcement Activities & Associated Costs: Regular Grantees

	1	2	3	4	5	6	7
Grant Type	**Agency / Organization**	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
IMaGE	Hickory Hills Police Department	96.00	226.00	25.49	$26.18	$61.64	$5,917.39
IMaGE	Homewood Police Department	82.00	123.00	40.00	$34.21	$51.31	$4,207.26
IMaGE	Jacksonville Police Department	88.00	160.00	33.00	$23.09	$41.98	$3,693.94
IMaGE	Joliet Police Department	128.00	280.00	27.43	$22.95	$50.21	$6,426.87
IMaGE	Lebanon Police Department	12.00	65.00	11.08	$37.99	$205.81	$2,469.66
IMaGE	Madison Police Department	95.00	154.00	37.01	$20.03	$32.47	$3,084.92
IMaGE	Markham Police Department	94.00	176.00	32.05	$21.43	$40.12	$3,771.39
IMaGE	Matteson Police Department	96.00	172.00	33.49	$25.16	$45.09	$4,328.33
IMaGE	Mendota Police Department	90.00	44.00	122.73	$65.24	$31.89	$2,870.36
IMaGE	Melrose Park Police Department	141.00	248.00	34.11	$25.78	$45.34	$6,392.86
IMaGE	Metamora Police Department	85.00	26.00	196.15	$95.61	$29.24	$2,485.82
IMaGE	Midlothian Police Department	87.50	189.00	27.78	$18.76	$40.53	$3,546.44
IMaGE	Millstadt Police Department	71.00	82.00	51.95	$28.32	$32.71	$2,322.22
IMaGE	Monmouth Police Department	105.00	105.00	60.00	$48.10	$48.10	$5,050.60
IMaGE	Morgan County SO	80.00	72.00	66.67	$41.47	$37.32	$2,985.61
IMaGE	Oak Brook Police Department	90.00	91.00	59.34	$49.77	$50.32	$4,528.64
IMaGE	Oak Lawn Police Department	136.00	438.00	18.63	$16.54	$53.28	$7,246.67
IMaGE	O'Fallon Police Department	108.00	195.00	33.23	$24.95	$45.04	$4,864.33
IMaGE	Orland Park Police Department	52.00	140.00	22.29	$50.38	$135.63	$7,052.93

Appendix B: Enforcement Activities & Associated Costs: Regular Grantees

	1	2	3	4	5	6	7
Grant Type	**Agency / Organization**	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
IMaGE	Oswego Police Department	102.00	208.00	29.42	$26.69	$54.43	$5,551.89
IMaGE	Palatine Police Department	132.00	323.00	24.52	$26.58	$65.04	$8,585.06
IMaGE	Palos Heights Police Department	111.30	283.00	23.60	$21.79	$55.40	$6,166.25
IMaGE	Park Ridge Police Department	127.00	271.00	28.12	$29.27	$62.47	$7,933.39
IMaGE	Pekin Police Department	90.00	76.00	71.05	$44.51	$37.59	$3,382.86
IMaGE	Peoria County SO	57.00	56.00	61.07	$52.14	$51.23	$2,920.04
IMaGE	Peoria Police Department	179.00	168.00	63.93	$49.51	$46.47	$8,318.13
IMaGE	Quincy Police Department	134.00	183.00	43.93	$39.10	$53.40	$7,155.25
IMaGE	Riverside Police Department	23.00	93.00	14.84	$27.22	$110.06	$2,531.29
IMaGE	Schaumburg Police Department	144.00	226.00	38.23	$36.52	$57.31	$8,253.09
IMaGE	Stephenson County SO	118.00	172.00	41.16	$33.03	$48.15	$5,681.56
IMaGE	Streator Police Department	84.00	87.00	57.93	$31.06	$32.17	$2,702.10
IMaGE	Wheaton Police Department	142.00	285.00	29.89	$25.89	$51.97	$7,380.02
IMaGE	Willowbrook Police Department	74.00	289.00	15.36	$13.68	$53.43	$3,953.84
IMaGE	Winnebago County SO	151.00	103.00	87.96	$82.33	$56.16	$8,480.25
IMaGE	Winnetka Police Department	102.00	95.00	64.42	$57.05	$53.14	$5,420.18
IMaGE	Woodridge Police Department	126.30	295.00	25.69	$34.17	$79.82	$10,080.78
LAP	Algonquin Police Department	143.00	91.00	94.29	$82.97	$52.80	$7,550.31
LAP	Buffalo Grove Police Department	139.00	183.00	45.57	$41.11	$54.12	$7,523.23

Appendix B: Enforcement Activities & Associated Costs: Regular Grantees

	1	2	3	4	5	6	7
Grant Type	**Agency / Organization**	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
LAP	Chicago Heights Police Department	47.00	57.00	49.47	$33.46	$40.58	$1,907.48
LAP	Elgin Police Department	100.00	135.00	44.44	$31.79	$42.92	$4,292.26
LAP	Sangamon County Sheriff	121.00	65.00	111.69	$19.36	$10.40	$1,258.71
LAP	Skokie Police Department	158.00	255.00	37.18	$38.68	$62.43	$9,863.74
LAP	Waukegan Police Department	220.00	126.00	104.76	$82.30	$47.13	$10,369.37
LAP	Will County Sheriff	169.00	76.00	133.42	$97.89	$44.02	$7,439.36
MAP	Addison Police Department	24.00	26.00	55.38	$40.14	$43.49	$1,043.69
MAP	Alton Police Department	19.00	20.00	57.00	$54.99	$57.88	$1,099.81
MAP	Barrington-Inverness Police Department	28.00	30.00	56.00	$54.73	$58.64	$1,641.92
MAP	Colona Police Department	20.00	12.00	100.00	$54.49	$32.69	$653.84
MAP	Creve Coeur Police Department	19.00	26.00	43.85	$37.67	$51.55	$979.43
MAP	East Hazel Crest Police Department	37.00	58.00	38.28	$31.01	$48.62	$1,798.76
MAP	Edwardsville Police Department	28.00	30.00	56.00	$61.88	$66.30	$1,856.38
MAP	Fairview Heights Police Department	32.00	30.00	64.00	$43.94	$41.19	$1,318.10
MAP	Granite City Police Department	15.00	9.00	100.00	$59.12	$35.47	$532.10
MAP	Lake Zurrich Police Department	32.00	36.00	53.33	$61.66	$69.36	$2,219.67
MAP	Niles Police Department	24.00	15.00	96.00	$87.12	$54.45	$1,306.87
MAP	Northbrook Police Department	45.00	40.00	67.50	$76.69	$68.17	$3,067.77
MAP	Rolling Meadows Police Department	41.30	48.00	51.63	$52.07	$60.52	$2,499.50

Appendix B: Enforcement Activities & Associated Costs: Regular Grantees

	1	2	3	4	5	6	7
Grant Type	**Agency / Organization**	**Number of Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Total Cost**
MAP	SIU - Carbondale	30.80	32.00	57.75	$47.45	$49.30	$1,518.46
MAP	St. Charles Police Department	50.00	36.00	83.33	$75.60	$54.43	$2,721.44
MAP	Villa Park Police Department	44.00	65.00	40.62	$36.13	$53.38	$2,348.53
MAP	Williamson County SO	42.00	53.00	47.55	$28.86	$36.42	$1,529.69
TLEP	Lincolnwood Police Department	161.00	218.00	44.31	$41.77	$56.56	$9,106.28
TLEP	Peoria Police Department	160.00	270.00	35.56	$38.09	$64.27	$10,283.14
TLEP	Springfield Police Department	308.00	218.00	84.77	$52.58	$37.22	$11,463.26
GRAND TOTAL:		**7,863.70**	**12,111.00**	**38.96**	**$29.59**	**$45.57**	**$358,360.61**

Column 1: DTS grant type: IMaGE (*Integrated Mini Grant Enforcement*), LAP (*Local Alcohol Program*), MAP (*Mini Alcohol Program*), & TLEP (*Traffic Law Enforcement Program*)
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during CIOT enforcement
Column 4: Total number of citations written by law enforcement agency during CIOT enforcement
Column 5: Number of minutes it took to write a citation = *60 / Number of citations per hour*
Column 6: Cost per citation = *Total Cost / Number of Citations*
Column 7: Cost per patrol hour = *Total cost / Number of Patrol hours*
Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for CIOT enforcement