

March 2011

**Evaluation of the 2010 Thanksgiving  
*Click It or Ticket* Campaign in Illinois  
November 1 – December 5, 2010**

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

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

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

**Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact 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 among African American and Hispanic minorities in the city of Chicago and rural residents during the November – December 2010 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 Safety Projects and Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 1340 North 9th St., Springfield, Illinois 62702.

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## Executive Summary

*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. An intense public information and education campaign runs 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 2010 Thanksgiving CIOT was conducted from November 1 – December 5, 2010. **The populations of interest for this campaign were African American and Hispanic minorities in the city of Chicago and rural residents in Illinois.** One hundred fifty-five (155) local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicates 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 \$604,425 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 12 through November 28, 2010.
2. A total of 13,346 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 8,128 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 5,218 spots aired in Downstate Illinois targeting the rural population.
3. On November 17, 2010 the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign reminded motorists to buckle up.
4. Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of television, radio, and print. They also worked with local businesses and schools to get the *Click It or Ticket* message out there.

### **ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES**

5. ISP, the Chicago Police Department, and 154 local law enforcement agencies participating in CIOT logged a combined total of 21,216 enforcement hours and conducted 838 safety belt enforcement zones and 1,284 saturation patrols.
6. Participating local agencies and ISP issued a total 24,419 citations during the campaign, 11,468 (47.0%) of which were safety belt and child safety seat citations. Overall, one citation was written every 52.1 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 111.0 minutes throughout the campaign.

7. Focusing on safety belt enforcement among African American and Hispanic populations, the city of Chicago logged 1,100 patrol hours and conducted 91 SBEZs. A total of 2,007 citations were issued, 1,709 (85.2%) of which were safety belt / child safety seat violations. One citation was written every 32.9 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 38.6 minutes during the Thanksgiving campaign.
8. Forty-five (45) rural law enforcement agencies conducted 3,908 hours of enforcement, conducting 139 SBEZs and 349 saturation patrols. These agencies wrote a total of 3,386 citations, 1,039 of which were safety belt / child restraint violations. One ticket was written every 69.2 minutes of rural enforcement. On average, one occupant restraint violation was written every 225.6 minutes in these rural areas.
9. One hundred and nine (109) non-rural law enforcement agencies conducted 9,959 hours of enforcement, conducting 505 SBEZs and 783 saturation patrols. These agencies wrote a total of 11,171 citations, 5,566 of which were safety belt / child restraint violations. One ticket was written every 53.5 minutes of enforcement. On average, one occupant restraint violation was cited every 107.4 minutes in these areas.
10. ISP conducted 6,250 hours of enforcement, 103 SBEZs, and 153 saturation patrols. A total of 7,855 citations were issued by ISP, 40.2 percent (3,154) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 47.7 minutes and one safety belt / child safety seat citation every 118.9 minutes during CIOT.

## **COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES**

11. A total of one hundred forty-five STEP grantees, 17 LAP grantees, and the ISP were included in a cost / effectiveness study for this campaign. Seven agencies received funding for both a STEP grant and a LAP grant. On average, one citation was written every 52.1 minutes during enforcement at a cost of \$52.09 per citation, or \$59.96 per patrol hour.
12. ISP conducted 6,250 patrol hours during statewide enforcement and issued 7,855 citations at cost of \$509,321.32, or \$81.50 per patrol hour. ISP wrote one citation for every 47.7 minutes, an average cost of \$64.84 per citation.
13. One hundred forty-five (145) grantees funded through the STEP program wrote an average of one citation for every 51.4 minutes during enforcement at a cost of \$44.47 per citation, or \$51.90 per patrol hour.
14. Seventeen (17) LAP grantees wrote an average of one citation every 85.0 minutes during enforcement at a cost of \$63.40 per citation, or \$44.74 per patrol hour.

## **PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY**

### Rural Areas

15. Surveys were conducted in 27 sites across four rural media markets. A total of 5,8447 vehicles were observed during the pre-mobilization survey, including 4,479 passenger cars and 1,365 pickup trucks. During the post mobilization survey, a total of 5,468 vehicles were observed at the same sites, including 4,214 passenger cars and 1,345 pickup trucks.
16. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 91.1 percent during the pre-mobilization to 93.4 percent during the post mobilization.
17. Results of the pre-mobilization survey indicate the St. Louis market had the highest usage rate for all vehicles, followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates. From pre-mobilization to post mobilization, the seat belt usage rate increased by 4.6 percentage points in the Champaign media market, 3.7 percentage points in the Peoria media market, 1.1 percentage points in the Rockford media market, and 0.9 percentage point in the St. Louis media market.
18. The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 93.0 percent during the pre-mobilization to 95.2 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.
19. The seat belt usage rate for pickup trucks increased from 84.9 percent during the pre-mobilization to 88.1 percent during the post-mobilization. The St. Louis media market had the highest usage rate followed by the Champaign and Rockford media markets, while the Peoria media market had the lowest usage rates.

### Minority Areas

20. Surveys were conducted at 24 sites in Chicago minority communities (12 African-American and 12 Hispanic communities). There were 5,397 vehicles observed during the pre-mobilization, of which, 4,959 were passenger cars and 438 were pickup trucks. During the post mobilization, there were 5,206 total vehicles observed, of which, 4,801 were passenger cars and 405 were pickup trucks.
21. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 77.4 percent during the pre-mobilization to 79.7 percent during the post mobilization.
22. The seat belt usage rate for drivers of all vehicles increased from 78.8 percent during the pre-mobilization to 81.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 73.0 percent during the pre-mobilization to 74.7 percent during the post mobilization, an increase of 1.7 percentage points. In the Hispanic communities, the seat belt usage rate increased from 73.0 percent during the pre-mobilization to 76.7 percent during the post mobilization, an increase

of 3.7 percent age points. In the African-American communities, the seat belt usage rate increased from 81.2 percent to 82.1 percent.

23. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased from 78.8 percent during the pre-mobilization to 80.9 percent. In Hispanic communities, the seat belt usage rate increased from 74.1 percent during the pre-mobilization survey to 77.9 percent during the post mobilization survey, an increase of 3.8 percentage points. In the African-American communities, the seat belt usage rate increased by 0.3 percentage point from 83.0 percent during the pre-mobilization to 83.3 percent during the post-mobilization.
24. For passengers in pickup trucks the seat belt usage rate increased from 61.0 percent during the pre-mobilization to 65.4 percent. In Hispanic communities, the seat belt usage rate increased from 58.3 percent during the pre-mobilization survey to 64.0 percent during the post mobilization survey, an increase of 5.7 percentage points. In the African-American communities, the seat belt usage rate increased by 3.9 percentage points from 62.8 percent during the pre-mobilization to 66.7 percent during the post-mobilization.

## **RURAL AND MINORITY 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 fifteen percentage point increase among minorities, from 65 percent in November to 68 percent in December. A two percentage point increase occurred in the rural population, where awareness increased from 67 percent in November to 69 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 (72%) than radio (45%) in minority communities, as well as in rural communities (61% television and 39% 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 from 18 percent among minorities in November to 26 percent in December (a 8 percentage point increase). In rural areas this number increased from 12 percent to 23 percent.

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

28. The *Click It or Ticket* slogan had a 92.3 percent level of awareness in minority communities in November, which increased to 95.4 percent in December. In rural areas the CIOT slogan had an 90.3 level of awareness in November, which increased to 94.2 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 Efforts 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 18 percent in November to 26 percent in December. Rural awareness increased by 13 percentage points from 18 percent to 31 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 increased from 30 percent in November to 34 in December. In rural areas, however, those with "strong agreement" to this statement slightly decreased from 24 percent to 22 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 stayed at 74 percent from November to December. The opinion of rural residents decreased stable from 74 percent in November to 62 percent in December.

# **Evaluation of the 2010 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 1 to December 5, 2010. 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 high 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 was 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. 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.

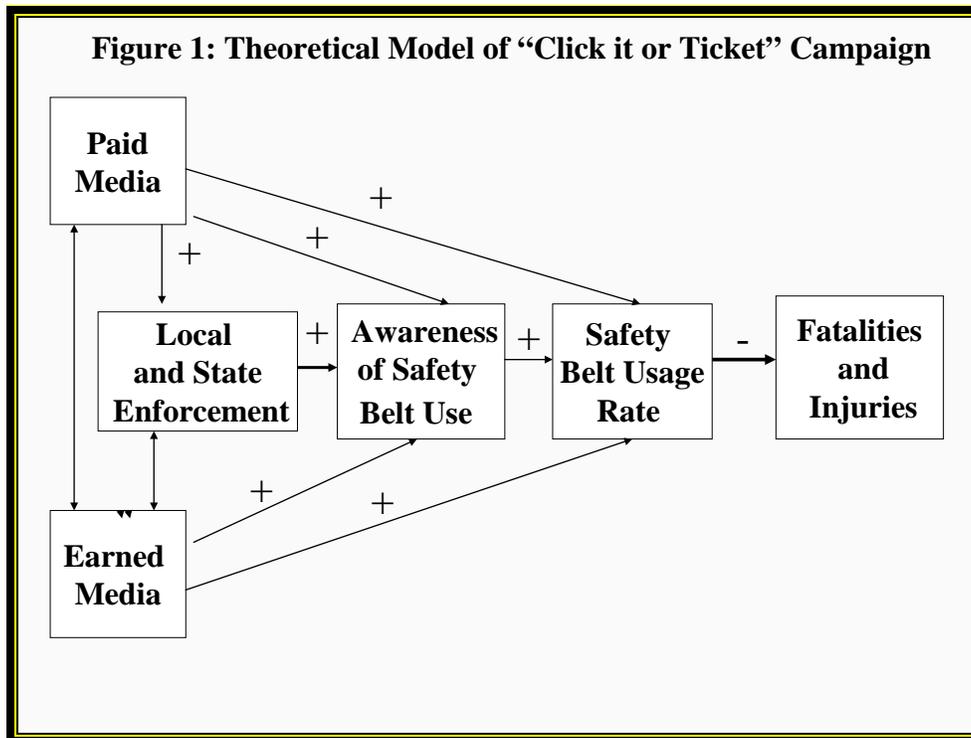
### **Earned Media**

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.

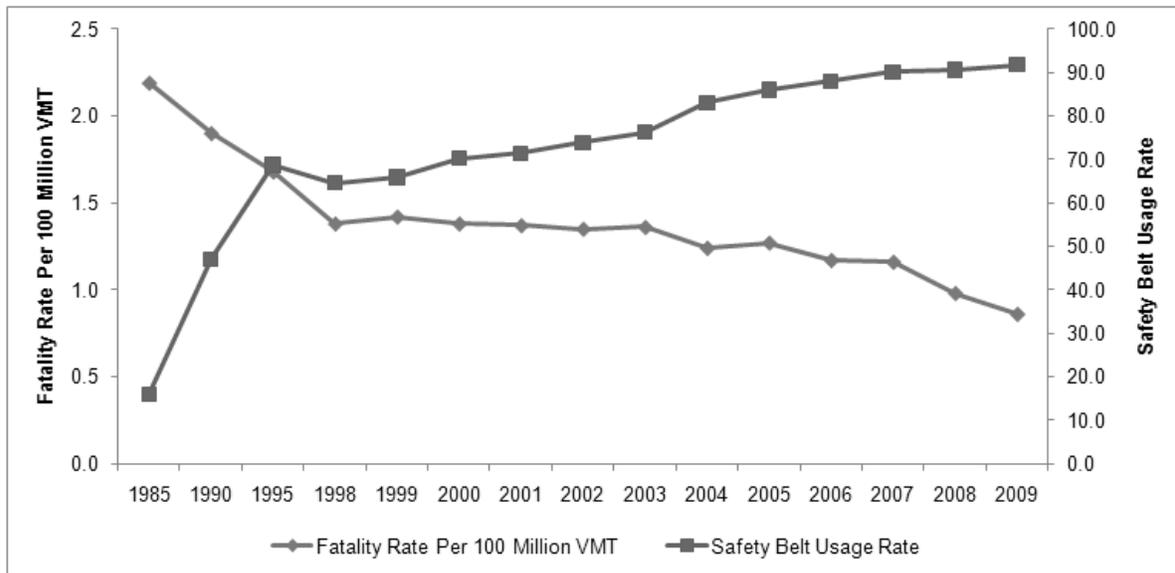


## Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt use and fatalities has been well documented in the literature (FARS, 2006). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatalities are measured by fatality rate per 100 million vehicle miles of travel.

**Figure 2** provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by almost 75 percentage points, peaking at 91.7 percent in June 2009. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.99 in 2008.

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



## 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.

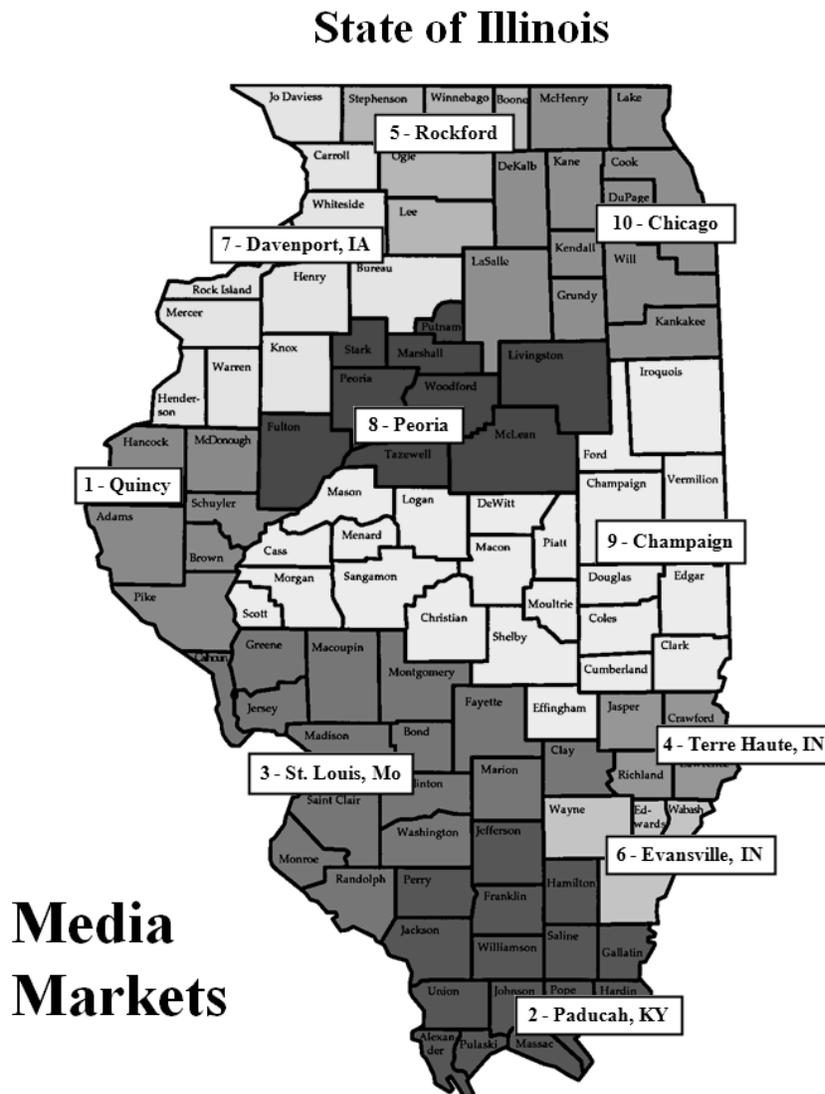
## Implementation of the 2010 Thanksgiving *Click It or Ticket* Campaign

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<sup>1</sup>**



<sup>1</sup> Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - 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**.

<b>Table 1: Top 10 African-American Communities in Chicago</b>				
	Community Population	Percent Population	Community African American Population	Percent African American Population
Selected Communities	(A)	(B)	(C)	(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
<b>Total Chicago Population (based on 77 Communities)</b>	<b>2,896,016</b>		<b>1,053,739</b>	

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.

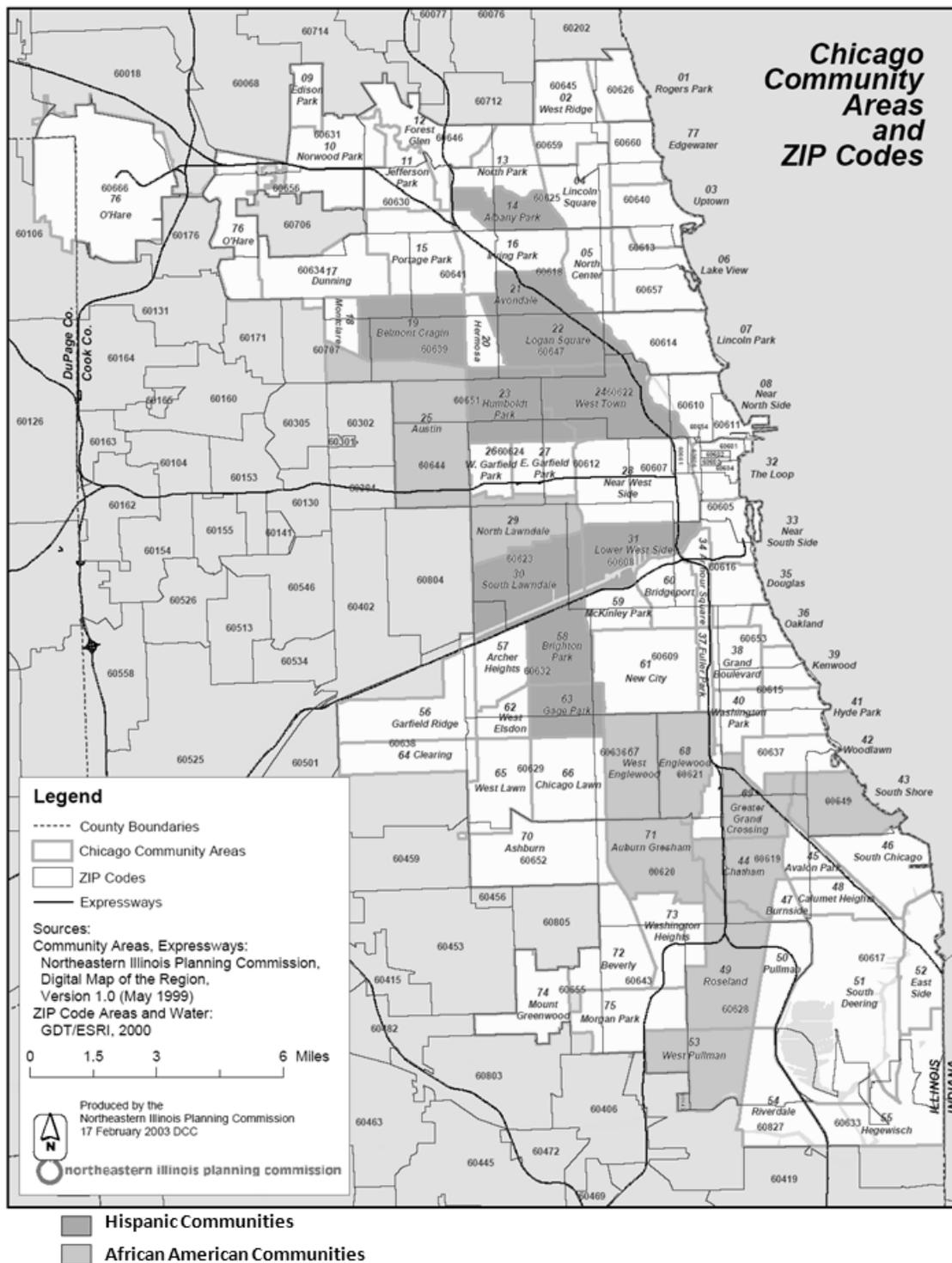
<b>Table 2: Top 10 Hispanic Communities in Chicago</b>				
	Community Population	Percent Population	Community Hispanic Population	Percent Hispanic Population
Selected Communities	(A)	(B)	(C)	(D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	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
<b>Total Chicago Population (based on 77 Communities)</b>	<b>2,896,016</b>		<b>753,644</b>	

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



## 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 2010, 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

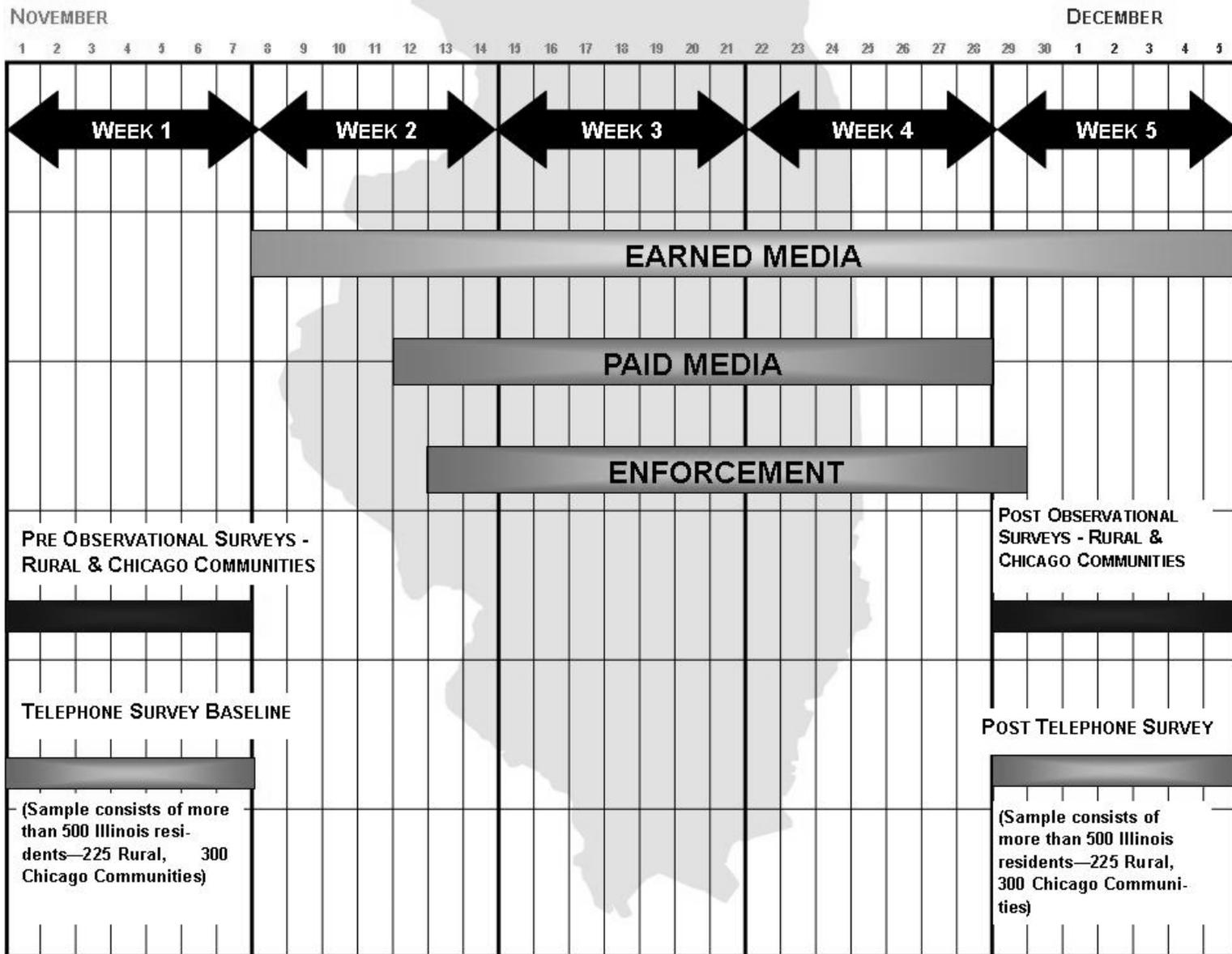
The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt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

## Timeline of Activities

The five-week CIOT campaign started November 1 and ended December 5, 2010. A timeline of campaign activities appears in **Diagram 1**. During the five week campaign, the following activities took place:

- Week 1 (November 1 – November 7): 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 8 – 14): In Week 2 *earned* media, free advertising about the campaign, started and ran through December 5.
- Week 3 and Week 4: (November 13 – November 29): Highly publicized strict enforcement of the safety belt laws was conducted from November 13 through November 29. Paid media advertisements promoting the CIOT campaign ran on television and radio from November 12 through November 28. Earned media continued.
- Week 5: (November 29 – December 5): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

# Diagram 1 2010 Illinois Thanksgiving “Click It or Ticket” Timeline



**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 \$604,425 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 advertisements ran from November 12 – November 28. About 48 percent of the total paid media purchased (\$288,530) were television advertisements. About 44 percent (\$263,474) of the media budget was spent on radio advertisements. The remaining 8 percent (\$52,421) was spent on internet advertisements and alternative media.

Over thirteen thousand television and radio advertisements ran during the campaign to promote CIOT. Most of the paid media was geared toward the Chicago media market to get the CIOT message out to the selected minority communities. The remaining ads were placed in the rural communities. The breakdown of paid media spots and cost information appears in **Table 3**.

**Table 3: Number of Paid Advertising Spots for *Click It or Ticket*<sup>1</sup>**

Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago (Minority Communities)	\$ 227,316.73	5,199	\$ 215,163.07	2,929	\$ 442,479.80	8,128
Downstate (Rural)	\$ 61,213.42	3,284	\$ 48,310.94	1,934	\$ 109,524.35	5,218
<b>Total TV &amp; Radio</b>	<b>\$ 288,530.14</b>	<b>8,483</b>	<b>\$ 263,474.01</b>	<b>4,863</b>	<b>\$ 552,004.15</b>	<b>13,346</b>
Internet	N/A	N/A	N/A	N/A	\$ 7,500.00	See Below <sup>2</sup>
Alternative Media	N/A	N/A	N/A	N/A	\$ 44,921.05	See Below <sup>3</sup>
<b>Total Dollars Spent</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$604,425.20</b>	<b>N/A</b>

<sup>1</sup> Dollars spent for each media market was approximated using last year's distribution of dollars spent by media market and multiplying that proportion by this year's total dollars spent.

<sup>2</sup> Internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.

<sup>3</sup> Alternative media consisted of digital and print advertisements posted in bars and fitness centers, located on pumptoppers at gas stations, and 10 to 15 second advertisements on metro station video screens.

## 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 17, 2010, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign reminded motorists to reduce speed, buckle up, and don't be distracted.<sup>1</sup>

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 4**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 95 such announcements in communities across the state. In addition, 50 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 217 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 93 print news stories, 12 radio news stories, and 13 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

<b>Table 4: Number of Earned Media Items Obtained for <i>Click It or Ticket</i></b>			
<b>Standard Earned Media</b>	<b>Number of items</b>	<b>Additional Earned Media</b>	<b>Number of items</b>
Press releases issued	217	Outdoor message board announcements	95
Print news stories	93	CIOT Banners	28
Radio news stories	12	Web page postings / announcements	174
Television news stories	13	Local cable public access messages	20
Press conferences	24	Presentations	15
Posters / fliers	740	Other	516

<sup>1</sup> This information was part of the Illinois State Police's press release issued on 17 Nov. 2010. The actual press release can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=506>.

## Community Outreach

Seven Traffic Safety Liaisons (TSLs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—posters and bottle tags as well as distribution of incentive items—window clings, magnetic clips and awareness bracelets with the “Click It or Ticket” message. The TSLs attended health fairs and drivers education classes, partnered with local businesses including banks and restaurants and conducted radio interviews to alert and educate the community about the CIOT campaign. A summary list of community outreach activities appears in Table 6. Examples of outreach activities include:

- The occupant protection website ([www.buckleupillinois.org](http://www.buckleupillinois.org)) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail or letter was sent to law enforcement agencies, churches, chamber of commerce offices, urban leagues and Child Passenger Safety technicians throughout the state alerting them to check the website for more information about the campaign and for examples of the types of outreach they could conduct in their communities. Included on the website were print files for posters, paycheck stuffers, sample press release, op-ed article, e-mail blast, proclamation, web banner and presentations to use about belt use for different age groups.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, pencils, clickers, bumper stickers, bag clips and insurance card holders to distribute in their community. We filled over 200 orders during the campaign.
- Over 5,000 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, schools and health departments.
- Our Chicago TSL gave two Spanish interviews about Click It or Ticket.
- E-mail blasts containing CIOT information were sent to over 35,000 people in Illinois. Including Northern Illinois University students and staff, CPS technicians and Law Enforcement.
- The CIOT message was posted on websites including: the Illinois Traffic Safety Leaders website, Chamber of Commerce websites in Southern Illinois and the DTS and Waterloo Chamber of Commerce Facebook pages.
- Over 100,000 incentive items, bumper stickers, static clings, bag clips, visor clips, lanyards, pencils, clickers, napkins, insurance card holders and awareness bracelets promoting safety belt use were distributed surrounding the Thanksgiving holiday. Distribution sites included health and safety fairs, shopping centers, malls, athletic events, schools, restaurants, etc.
- Several TSLs submitted letters and articles to local newspapers and electronic newsletters reminding readers and employers to buckle up.

- The TSLs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Area chamber of commences helped recruit businesses to spread the message. Some of the agencies that displayed the message included: schools, restaurants and banks.
- Over 30,000 napkins were distributed in Illinois. These napkins were given to local restaurants and bars to give to customers with their food and drinks. The napkins had the CIOT logo on them.
- Some TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives."

### Media Events

On November 23, 2010, nine media events were held at 10:00 a.m. in Chicago, Rockford, Rock Island, Morton, Springfield, Quincy, Decatur, Cahokia and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to increase awareness of the nighttime CIOT message across the state. Each press event was held in conjunction with a safety belt enforcement zone or ride along. These events were organized by DTS Law Enforcement Liaisons and Traffic Safety Liaisons. Speakers representing the Illinois Department of Transportation, the National Highway Safety Administration, the Illinois State Police and local law enforcement were present.

**ENFORCEMENT RESULTS OF  
*CLICK IT OR TICKET* ACTIVITIES**

## Enforcement Results of *Click It or Ticket* Activities

A total of 155 local law enforcement agencies and the Illinois State Police 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 155 police departments and county sheriffs' offices, *mini grantees*, funded specifically for this Thanksgiving CIOT. Of the 155 local agencies funded, 45 were located in the targeted rural media markets.

**Table 5** 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 155 local law enforcement agencies participating in CIOT logged a combined total of 21,216 enforcement hours and conducted 838 safety belt enforcement zones, 42 roadside safety check points, and 1,284 saturation patrols. Participating agencies wrote a total 24,419 citations during the campaign, 11,468 (47.0%) of which were safety belt and child safety seat citations. Overall, one citation was written every 51.8 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 110.2 minutes throughout the campaign.

### Minority Enforcement

The city of Chicago logged 1,100 patrol hours and conducted 91 SBEZs patrols in targeted minority areas during CIOT enforcement. A total of 2,007 citations were issued, 1,709 (85.2%) of which were safety belt / child safety seat violations. One citation was written every 32.9 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 38.6 minutes during the Thanksgiving campaign.

### Rural Enforcement

Forty-five law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 3,907.5 hours of enforcement, conducting 139 SBEZs and 349 saturation patrols. These agencies wrote a total of 3,386 citations, 1,039 of which were safety belt / child restraint violations. One ticket was written every 69.2 minutes of rural enforcement. On average one occupant restraint violation was written every 225.6 minutes in these rural areas.

### Non-Rural Media Market Enforcement

One hundred nine (109) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 9,959.3 hours of enforcement, conducting 505 SBEZs and 783 saturation patrols. These agencies wrote a total of 11,171 citations, 5,566 of which were safety belt / child restraint violations. One ticket was written every 53.5 minutes of enforcement. On average one occupant restraint violation was cited every 107.4 minutes in these areas.

### Illinois State Police Enforcement

ISP conducted 6,249.5 hours of enforcement, 103 SBEZs, and 153 saturation patrols. A total of 7,855 citations were issued by ISP, 40.2 percent (3,154) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 47.7 minutes and one safety belt / child safety seat citation every 118.9 minutes during CIOT.

**Table 5: 2010 Thanksgiving *Click It or Ticket* Enforcement Results**

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=45)	Non-Rural Media Market Thanksgiving Grantees (n=109)	ISP	Total (Combined Enforcement) (n=156)
1	2	3	4	5	6
Number of Enforcement Hours	1,100.0	3,907.5	9,959.3	6,249.5	21,216.0
Number of Safety Belt Enforcement Zones	91	139	505	103	838
Number of Saturation Patrols	0	349	783	153	1,284
Total Citations	2,007	3,386	11,171	7,855	24,419
Number of Safety Belt and Child Safety Seat Citations	1,709	1,039	5,566	3,154	11,468
Number of Other Citations	298	2,347	5,605	4,701	12,951
Citation Written Every X Minutes	32.9	69.2	53.5	47.7	52.1
Safety Belt / Child Safety Seat Citation Written Every X Minutes	38.6	225.6	107.4	118.9	111.0

Column 1: Lists the types of enforcement activities conducted during the CIOT campaign.

Column 2: The City of Chicago (Minority Areas) includes all DTS funded Chicago Police Department grants (mini and year-long) that focused enforcement efforts in minority areas.

Column 3: Rural Media Market Thanksgiving Grantees includes all DTS funded Enforcement Agencies that were located in the selected Rural Media Markets.

Column 4: Non-Rural Media Market Thanksgiving Grantees includes all DTS funded enforcement agencies that were NOT located in the selected Rural Media Markets.

Column 5: The ISP includes all enforcement conducted by the Illinois State Police during the CIOT campaign.

Column 6: Total (Combined Enforcement) combines the information from the City of Chicago (Minority Areas) (column 2), Rural Media Market Thanksgiving Grantees (column 3), Non-Rural Media Market Thanksgiving Grantees (column 4), and ISP (column5).

**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. Illinois State Police
2. STEP Grantees
3. LAP Grantees

**Table 6** 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 (ISP, Thanksgiving (mini) grantees, regular grantees with single grants, and regular DTS grantees with multiple grants). In addition, **Tables 9-12** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

### Combined Enforcement Activities

A total of one hundred forty-five STEP grantees, 17 LAP grantees, and the ISP were included in this cost / effectiveness analysis.<sup>1</sup> Seven agencies received funding for both a STEP grant and LAP grant. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 21,216 patrol hours and issued 24,419 citations during Thanksgiving CIOT enforcement at a total cost of \$1,272,021.76. On average, one citation was written every 52.1 minutes during enforcement at a cost of \$52.09 per citation, or \$59.96 per patrol hour.

### Illinois State Police

ISP conducted 6,250 patrol hours during statewide enforcement and issued 7,855 citations at cost of \$509,321, or \$81.50 per patrol hour. One citation was written every 47.7 minutes, an average cost of \$64.84 per citation. (See **Table 12** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

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<sup>1</sup> All participating agencies were included in this analysis.

### Local Police Agencies

As of March 10, 2011, a total of 155 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 145 agencies were STEP grantees and 17 were LAP grantees. Of these totals, seven agencies received funding to participate in both the STEP and LAP programs. (See **Tables 9-11.**)

### STEP Grantees

The 145 grantees which received funding to participate in the STEP program conducted a total of 13,009.3 patrol hours and issued 15,183 citations during CIOT. One citation was written every 51.4 minutes during enforcement at a cost of \$44.47 per citation, or \$51.90 per patrol hour. As expected, more than half of the citations issued (53.4 percent) were safety belt and child safety seat citations and slightly more than two percent of the written citations were DUI arrests. The enforcement cost for Thanksgiving STEP grantees was \$675,139.98. (See **Table 9 in Appendix A** for a detailed listing of statewide enforcement activities and costs.)

### LAP Grantees

Seventeen (17) LAP grantees contributed 1,957.3 patrols hours to the campaign, issuing 1,381 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 85.0 minutes at a cost of \$63.40 per citation or \$44.74 per patrol hour. (See **Table 10 in Appendix A** for a detailed listing of statewide enforcement activities and costs.)

**Table 6: Statewide Enforcement Activities and Associated Costs**

<b>Agency / Grant Type</b>	<b>Patrol Hours</b>	<b>Total Citations</b>	<b>Citations Written Every X Minutes</b>	<b>Cost Per Citation</b>	<b>Cost Per Patrol Hour</b>	<b>Total Cost</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
Illinois State Police	6,249.5	7,855	47.7	\$64.84	\$81.50	\$509,321.32
STEP Grantees (n=145) <sup>2</sup>	13,009.3	15,183	51.4	\$44.47	\$51.90	\$675,139.98
LAP Grants (n=17)	1,957.3	1,381	85.0	\$63.40	\$44.74	\$87,560.46
<b>Total</b>	<b>21,216.0</b>	<b>24,419</b>	<b>52.1</b>	<b>\$52.09</b>	<b>\$59.96</b>	<b>\$1,272,021.76</b>

<sup>2</sup> Seven agencies here were agencies which had both a STEP grant and a LAP grant. These agencies include Carol Stream, Chicago Heights, Decatur, East Peoria, Elgin, Skokie, and South Chicago Heights.

## Limitations of the Enforcement Data

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

For example, based on the cost per patrol hour, DTS reimbursed the Morton Police Department \$6,255.71 for conducting 74 patrol hours resulting in \$84.54 per patrol hour. On the other hand, the Chatham Police Department was reimbursed \$2,102.96 for conducting 102 patrol hours resulting in \$20.62 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Park City Police Department \$2,812.52 for writing 15 citations resulting in a cost of \$187.50 per citation. On the other hand, Jerome Police Department was reimbursed \$826.77 for issuing 128 citations resulting in a cost of \$6.46 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, West Chicago Police Department issued 7 citations over 36 patrol hours resulting in one citation written for every 308.6 minutes of patrol. On the other hand, Jerome Police Department issued 128 citations over 35 patrol hours resulting in one citation written for every 16.4 minutes of patrol (see **Table 9**).

### 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 of 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**

## Safety Belt Usage Rates in Rural Areas during Nov. & Dec. 2010

**Table 7** shows safety belt usage rates in rural areas throughout the state of Illinois during the November and December 2010 Safety Belt Enforcement Zones (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 1 to 7, while the post mobilization surveys were conducted from November 29 to December 5. 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 5,844 vehicles observed during the pre-mobilization, of which, 4,479 were passenger cars and 1,365 were pickup trucks. During the post mobilization, there were 5,468 total vehicles observed, of which, 4,214 were passenger cars and 1,345 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 91.1 percent during the pre-mobilization to 93.4 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 91.7 percent during the pre-mobilization to 93.6 percent during the post mobilization. The seat belt usage rates for passengers increased from 88.1 percent during the pre-mobilization to 92.7 percent during the post mobilization. Based on media market, the St. Louis media market had the highest usage rates followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate increased by 4.6 percentage points in the Champaign media market, 3.7 percentage points in the Peoria media market, 1.1 percentage points in the Rockford media market, and 0.9 percentage point in the St. Louis media market. On residential roads, there was an increase from 88.8 percent during the pre-mobilization to 92.4 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 92.0 percent during the pre-mobilization to 94.0 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 93.0 percent during the pre-mobilization to 95.2 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 84.9 percent during the pre-mobilization to 88.1 percent during the post-mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers during the pre-mobilization survey. On the other hand during the post mobilization survey, passengers had a higher seat belt usage rate than drivers. Passengers had a higher percentage point increase in belt use (an increase of 6.8 percentage points) than drivers (a 2.5 percentage point increase) from pre-mobilization to post mobilization. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Champaign and Rockford media markets, while the Peoria media market had the lowest usage rates. The seat belt usage rates in the Champaign media market increased by 8.0 percentage points. The seat belt usage rates in the Peoria media market increased by 3.1 percentage points. The seat belt usage rates in the St. Louis and Rockford media markets increased by 1.7 percentage points and 0.7 percentage point respectively. On residential roads, seat belt use in pickup trucks increased from 80.9 percent during the pre-mobilization to 86.9 percent during the post mobilization. On U.S./IL Highways, seat belt use in pickup trucks decreased from 86.5 percent during pre-mobilization to 88.7 percent during post mobilization.

**Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2010)**

Selected Characteristics	(All Vehicles <sup>2</sup> )			(Passenger Cars <sup>3</sup> )			(Pickup Trucks <sup>4</sup> )		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		4	5		7	8	
	Nov. 1st-7th	Nov. 29th-Dec. 5th	3	Nov. 1st-7th	Nov. 29th-Dec. 5th	6	Nov. 1st-7th	Nov. 29th-Dec. 5th	9
N=5,844	N=5,468		N=4,479	N=4,214		N=1,365	N=1,345		
<b>Total Usage Rate</b>	<b>91.1%</b>	<b>93.4%</b>	<b>2.3%</b>	<b>93.0%</b>	<b>95.2%</b>	<b>2.2%</b>	<b>84.9%</b>	<b>88.1%</b>	<b>3.2%</b>
Drivers	91.7%	93.6%	1.9%	93.7%	95.5%	1.8%	85.2%	87.7%	2.5%
Passengers	88.1%	92.7%	4.6%	89.5%	93.7%	4.2%	83.3%	90.1%	6.8%
<b>Media Market</b>									
Champaign	87.7%	92.3%	4.6%	91.0%	94.2%	3.2%	77.9%	85.9%	8.0%
Peoria	87.8%	91.5%	3.7%	90.3%	94.2%	3.9%	79.8%	82.9%	3.1%
Rockford	91.4%	92.5%	1.1%	92.8%	94.3%	1.5%	85.1%	85.8%	0.7%
St. Louis	95.7%	96.6%	0.9%	96.8%	97.6%	0.8%	92.6%	94.3%	1.7%
<b>Road Type</b>									
Residential	88.8%	92.4%	3.6%	91.2%	94.1%	2.9%	80.9%	86.9%	6.0%
US/IL Highways	92.0%	94.0%	2.0%	93.7%	95.7%	2.0%	86.5%	88.7%	2.2%

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.

## Safety Belt Usage Rates in Chicago Minority Communities During Nov. & Dec. 2010

**Table 8** shows safety belt usage rates in Chicago communities during the November and December 2010 Safety Belt Enforcement Zones (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 1<sup>st</sup> to 7<sup>th</sup>, while the post mobilization surveys were conducted from November 29<sup>th</sup> to December 5<sup>th</sup>. 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 5,397 vehicles observed during the pre-mobilization, of which, 4,959 were passenger cars and 438 were pickup trucks. During the post mobilization, there were 5,206 total vehicles observed, of which, 4,801 were passenger cars and 405 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 77.4 percent during the pre-mobilization to 79.7 percent during the post mobilization. The seat belt usage rate for drivers increased from 78.8 percent during the pre-mobilization to 81.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 73.0 percent during the pre-mobilization to 74.7 percent during the post mobilization resulting in an increase of 1.7 percentage points. Based on community type, seat belt use was higher in African-American communities in comparison to Hispanic communities. In the Hispanic communities, the seat belt usage rate increased from 73.0 percent during the pre-mobilization to 76.7 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased by 0.9 percentage point from 81.2 percent during the pre-mobilization to 82.1 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 78.8 percent during the pre-mobilization to 80.9 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 80.4 percent during the pre-mobilization to 82.8 percent during the post-mobilization resulting in a 2.4 percentage point increase. For passengers, the seat belt usage rate increased by 1.3 percentage points from 74.1 percent during the pre-mobilization to 77.8 percent during the post mobilization. In the

Hispanic communities, the seat belt usage rate increased from 74.1 percent during the pre-mobilization survey to 77.8 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 0.3 percentage point from 83.0 percent during the pre-mobilization to 83.3 percent during the post mobilization.

The seat belt usage rate for pickup trucks, excluding large trucks, increased from 61.0 percent during the pre-mobilization to 65.4 percent during the post mobilization survey. Based on seating position, for drivers, the seat belt usage rate increased by 4.8 percentage points from 60.5 percent during the pre-mobilization to 65.3 percent during the post mobilization. For passengers, the seat belt usage rate increased by 3.4 percentage points from 62.3 percent to 65.7 percent. In the Hispanic communities, the seat belt usage rate increased from 58.3 percent during the pre-mobilization survey to 64.0 percent during the post mobilization survey resulting in a 5.7 percentage point increase. In the African-American communities, the seat belt usage rate increased by 3.9 percentage points from 62.8 percent during the pre-mobilization to 66.7 percent during the post mobilization.

**Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2010)**

Selected Characteristics	(All Vehicles <sup>2</sup> )			(Passenger Cars <sup>3</sup> )			(Pickup Trucks <sup>4</sup> )		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		4	5		6	4	
	Nov. 1st-7th	Nov. 29th-Dec. 5th	Nov. 1st-7th	Nov. 29th-Dec. 5th	Nov. 1st-7th	Nov. 29th-Dec. 5th			
N=5,397	N=5,206	N=4,959	N=4,801	N=438	N=405				
<b>Total Usage Rate</b>	<b>77.4%</b>	<b>79.7%</b>	<b>2.3%</b>	<b>78.8%</b>	<b>80.9%</b>	<b>2.1%</b>	<b>61.0%</b>	<b>65.4%</b>	<b>4.4%</b>
Drivers	78.8%	81.4%	2.6%	80.4%	82.8%	2.4%	60.5%	65.3%	4.8%
Passengers	73.0%	74.7%	1.7%	74.1%	75.4%	1.3%	62.3%	65.7%	3.4%
<b>Community Type</b>									
Hispanic	73.0%	76.7%	3.7%	74.1%	77.8%	3.7%	58.3%	64.0%	5.7%
African American	81.2%	82.1%	0.9%	83.0%	83.3%	0.3%	62.8%	66.7%	3.9%

1) The Chicago Community Surveys include 12 sites conducted in African American Communities 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” 2010 Thanksgiving Holiday  
Seat Belt Media and Enforcement Campaign Surveys**

*Conducted for*



**Division of Traffic Safety**

*Conducted by*



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

**Summary Report**

Field Interviewing: October-November / December, 2010

Report with Excel File Tables: February, 2011

*Written by*

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The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Valerie Howell and Anthony Wilcox also assisted in table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

## 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, 2010. The earlier survey was conducted in mid-October to mid-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 late-November and December, beginning 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 Genesys Sampling Systems, 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.<sup>8</sup>

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in April and June of 2010. (These were supplemented with respondents in relevant counties from an accompanying statewide sample.) Cross-sectional surveys of these rural counties have been conducted in April and/or May, and June, as well as before and after Thanksgiving, every year beginning in the Spring of 2005.

The actual field interviewing for the November survey was conducted from October 14 through November 9, 2010 with over 220 licensed drivers (n = 219-227).<sup>9</sup> The field interviewing for the December survey was conducted from November 30 through December 23, 2010, with over 240 licensed drivers (n = 239-250).<sup>10</sup>

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<sup>8</sup> 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.

<sup>9</sup> While virtually all of the completed interviews were conducted in October, we will maintain consistency with earlier studies and refer to this pre-test survey as the November survey.

<sup>10</sup> 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.

At the 95<sup>th</sup> percent confidence level, the sampling error for the November survey is about +/- 6.6 percent while the error for the December survey is about +/- 6.3 percent.<sup>11</sup> The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.<sup>12</sup> The average length of the completed interview was about 13 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 November and December 2010 surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age and education categories. No other weighting has been applied.<sup>13</sup> Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.<sup>14</sup> The recall time frame in relevant questions in both surveys is the same – that of 30 days.

The full results are presented in the accompanying **IDOT Rural Illinois 2010 Pre/Post 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 campaigns of 2005 through 2010 and for the Thanksgiving campaigns of 2005 through 2009.)

***Demographic characteristics of the November and December samples.*** Before reporting the seat belt-related results, it is worth noting that the November and December

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<sup>11</sup> The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

<sup>12</sup> In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures here to mimic those used in some of the Pew Research surveys.

<sup>13</sup> For weighting by age in the pre- and post- Thanksgiving 2010 surveys, we used six age categories (through 29; 30s; 40s; 50s; 60s; and 70 and over). In weighting for 2009 and for the Spring 2010 surveys, three categories were used (up to 39; 40s and 50s; and 60 and over). In years prior to 2009, we had used: up to 29; 30s and 40s; and 50 and over. For education, we weighted by less than high school, high school diploma (or GED), post high school education, and 4-year college degree or more. We used census data and past surveys as guides here. The important point is that we basically equalized these demographic characteristics between the November and December surveys so that other differences cannot be attributed to differences in these particular demographic characteristics.

<sup>14</sup> When the decimal is .5, we generally round to the even integer, except where rounding to the odd number would convey a more realistic picture of change.

2010 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristic.

It should be remembered that the results are weighted by a combination of gender, age (6 categories) and education. Thus, not surprisingly, the distributions on these characteristics are similar. The largest differences between the two samples are:

- Fewer December than November respondents reported living in a small town (39% vs. 48%) while more of them reported living in a rural area (23% vs. 17%).
- The December sample has fewer households with two household members of driving age (50% vs. 54% for November), while having more households with more than three (9% vs. 6% for November).
- More December respondents than November respondents did not report their household income (32% vs. 26%). Fewer December than November respondents reported annual household incomes of more than \$100,000 (11% vs. 17%) and in the range of \$60,000 to \$75,000 (8% vs. 13%). These two patterns were somewhat offset by slightly more December respondents who reported having household incomes in the \$75,000-to-\$100,000 range (12% vs. 9%).
- The December sample has fewer respondents who report the type of vehicle they drive most often is a pickup truck (15% vs. 22% for November). This difference is “made up for” largely by the somewhat greater number of December respondents who report driving a car (53% vs. 50%) and an SUV (19% vs. 17%).

Differences for all other demographic characteristic categories are smaller than these and can be found in the comparisons in the Excel file tables.

## 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 just over 91 percent in December, up just slightly from nearly 89 percent in November (+2.7%).<sup>15</sup>

**When was the last time you did not wear your seat belt when driving?** The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) was nearly 80 percent in December, up just a bit from nearly 77 percent in November. The percent who indicated not having worn a seat belt “within the last day” or “within the last week” also increased a bit (nearly 9% in November to about 12% in December).

When asked “*why they did not wear a seat belt the last time,*” the most frequent reason in both surveys is that the respondent was driving a short distance (52% of those giving a reason in November and 64% in December).

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** Nearly all of the respondents reported their seat belt usage had stayed the same over the past 30 days (96% in November; 98% in December). Reports of increased usage were just slightly higher in November (3.5%) than in December (1.4%).

**Have you ever received a ticket for not wearing a seat belt?** The percent who indicated having ever received a ticket for not wearing a seat belt is just over 13 percent for the November survey, a slightly higher proportion than the near one-tenth who indicated such in December (almost 11%).

**When riding in a car as passenger, how often do you wear your seat belt?** The proportion who indicated they wear their seat belt “all of the time” as a passenger increased somewhat, from just over 84 percent in November to just over 88 percent in December.

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<sup>15</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

## 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 all respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (just over 96 percent in December, only slightly lower than the almost 98% found in November).

**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?** Almost 88 percent of the respondents in the December survey indicated that police can stop a vehicle just for a seat belt violation, up from 82 percent in November.

**In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?** About two-thirds of the respondents in both surveys said that police should be allowed to stop a vehicle for seat violations without another traffic law violation (67% in November; 68% in December).

**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?** Well over nine in ten respondents in both surveys 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, with this proportion increasing slightly from November to December (94% to 96%).

## 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.** In both November and December, just over six in ten respondents disagreed with this statement (63% in November; 61% in December). However, this masks a greater change in the intensity of disagreement which did occur – with the proportion who strongly disagree decreasing from nearly 45 percent to just under 40 percent while the proportion who “somewhat” disagreed increased a bit, from just over 18 percent in November to 21 percent in December. Meanwhile, the proportion who agreed with the statement was about one-third in both surveys (33% and 34%), with strong agreement decreasing (14% to 10%) and agreeing somewhat increasing (nearly 20% to nearly 25%) from November to December.

**Agree/disagree: If you were in an accident, you would want to have your seat belt on.** Almost all of the respondents agreed with this statement (96% in November; 97% in December) – with 83 percent strongly agreeing in both surveys.

**Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.** The proportion who disagree with this statement increased slightly from 86 percent in November to nearly 89 percent in December – with strong disagreement remaining stable at about two-thirds in both surveys. The percent who agree – and strongly agree-- with this statement remained virtually the same in both surveys (about 9% agree, with 3% strongly agreeing).

## **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 the November to the December surveys, the percent who said "very likely" remained stable at 44 percent, but the percent who said "somewhat likely" actually decreased from 30 percent in the pre-Thanksgiving survey to 18 percent in the post survey. Meanwhile, the percent who said "very unlikely" nearly doubled from the November to the December surveys (just over 8% to nearly 16%) while a smaller increase is found for those who said "somewhat unlikely" (10% to 13%).

**Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.** While the proportion who disagree with this statement decreased only slightly from 54 percent in November to just over 52 percent in December, the proportion who strongly disagree decreased by a bit more (just over 36% to 32%). Meanwhile, the proportion who strongly agree increased from nearly 3 percent to just over 9 percent. The proportion who did not know decreased from 28 percent in November to 22 in December.

**Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.** Despite the findings for the two questions above, the percent who said they agree with this statement actually increased a bit from November to December (36% to 39%) – with the increase in those who somewhat agree (nearly 13% to nearly 18%) overcoming the very slight decrease who strongly agree (24% to 22%). The proportion who disagree is quite stable (13% in November and 14% in December), while the proportion who don't know decreased from 50 percent in November to 46 percent in December.

**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.** Almost nine in ten respondents in both surveys agree with this statement (87%-88%), and the proportion who

strongly agree is just over six in ten in both surveys (62% and 61%). The proportion who disagree is about one-tenth in both surveys (10% and 11%).

***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 an increase in the percent who said "very important," from 54 percent in November to nearly 61 percent in December. With another 22 percent saying "fairly important" in both surveys, the percent who said either "very" or "fairly" important increased from 76 percent in November to 82 percent in December. The proportion saying "somewhat important" declined from 16 percent in November to 9 percent in December, while those saying "not that important" is in the range of 6 to 8 percent.

### **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 about 13 percentage points from November to December (nearly 18% to 31%).<sup>16</sup>

*Of those December respondents who indicated having seen or heard of these special efforts,* exposure through television (52%) was somewhat more prevalent than exposure through newspapers (41%) or radio (39%), followed by exposure through friends/relatives (22%).<sup>17</sup>

For relevant December respondents, those exposed through newspapers were far more apt to be exposed through news stories rather than advertisements (79% vs. 37%), and those exposed through radio were much more likely to be exposed to advertisements than news stories (77% vs. 27%). Those exposed through television were about equally exposed through news stories and advertisements (59% vs. 58%).<sup>18</sup>

**Awareness of police working at night to enforce seat belt law.** The percent who indicated that, "*in the past thirty days,*" they had "*seen or heard anything about police in your community working at night to enforce the seat belt law*" is just over 16 percent in December, up only a bit from 13 percent in November.<sup>19</sup>

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<sup>16</sup> This December post-test level is just somewhat lower than that found for the June 2010 post-test (34% for "all rural counties"). The magnitude of the increase in awareness here is about the same as that found for the 2010 Memorial Day campaign.

<sup>17</sup> We focus here on the December respondents since this was the "post-test" survey.

<sup>18</sup> Again, we focus on the December results because this was the survey after the enforcement and media campaign.

<sup>19</sup> This December post-test level is a bit higher than that found for the June 2010 post-test after the Memorial Day enforcement campaign (14% for "all rural counties"). It should be noted that the April 2010 awareness level was a much lower 6 percent.

**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 by a substantial margin – nearly 18 percentage points, from about one-quarter in November to 43 percent in December.<sup>20</sup>

Of those December respondents who indicated being aware of roadside safety checks, exposure through newspapers (48%) is followed by exposure through television (42%) and then exposure through radio (28%) and friends/relatives (22%).

For relevant respondents in the December survey, exposure through news stories is far more prevalent than exposure through advertisements for both newspapers and television (89% vs. 15% for newspapers; 81% vs. 36% for television). Exposure through these two is more even for radio (56% for commercials and 52% for news stories).

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks decreased from 49 percent in November to 33 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 somewhat 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. And this is the case here, as in nearly every such survey we have taken in the past.]

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 increased just slightly from November (just over 12%) to December (just over 14%).<sup>21</sup>

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 sizeable decline from 51 percent in November to 32 percent in December. However, the results for the November and December surveys are based on a limited number of respondents (n=28 and 35 here). *In terms of total sample members,* these results translate into a slight decline from November to December in the percent who indicated they had been through a safety check (from just over 6% to just under 5%).<sup>22</sup>

**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 slightly – from 67 percent in November to 69 percent.<sup>23</sup>

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<sup>20</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.” Very similar results are found for the pre/post 2010 Memorial Day campaign surveys.

<sup>21</sup> The December level here (14%) is lower than the June 2009 post-test percent (18%) while the November level is higher than the April pre-test level (12% vs. 9%).

<sup>22</sup> The April to June results show a reverse trend, from about 3 percent in April to just over 7 percent in June.

<sup>23</sup> The December percentage is only slightly lower than the June exposure (72%) while the November pre-Thanksgiving campaign exposure is higher than the April pre-Memorial Day Campaign exposure (63%).

*Of those December respondents who had seen or heard such messages, more rural respondents indicated exposure through television (61%) than through radio (39%) or newspapers (24%). Fewer yet indicated exposure through friends/relatives (13%). About one-quarter indicated exposure through another source, with billboards or road signs being by far the most common mention here (17%).<sup>24</sup>*

For relevant December respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (77% vs. 45% for television; 84% vs. 26% for radio). Those exposed through newspapers were far more likely to say they were exposed through news stories than advertisements (74% vs. 34%).

*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.”* While the proportion who indicated any exposure to these messages increased only slightly from November to December, the percent *of these respondents* who said the number of messages they had seen/heard was “more than usual” nearly doubled, from 12 percent in November to 23 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 under one in ten in November (9%) and just over one in ten in December (11%).

## **Awareness of selected traffic safety slogans**

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

**The December results.** The December seat belt “post-test” awareness levels are presented in Table Slogans-1 (see below). As seen in this table, the “Click It or Ticket” slogan has the highest awareness level, with over nine out of ten (94%) aware of the slogan. The second and third place slogans have awareness levels of more than 80 percent (“Friends don’t let friends drive drunk” at 86% and “You drink and drive. You lose” at 81%). The other seat belt slogan, “Buckle Up America,” has an awareness level of just over 40 percent (43%) and takes seventh place in awareness.

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<sup>24</sup> This is based on 68% of the 26% who said “other.” In the June 2010 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. We will once again add it to the Spring version of the questionnaire.

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

Order	Slogan	December %	Nov to Dec Change (% pt)	Increase as % of Potential
1	<b>Click It or Ticket</b> .....	<b>94.2%</b>	<b>+3.9%</b>	<b>+40.2%</b>
2	Friends don't let friends drive drunk .....	86.1%	+1.5%	+9.7%
3	You drink and drive. You lose. ....	81.2%	+2.1%	+10.0%
4	Drive smart. Drive sober. ....	60.4%	-1.9%	----
5	Start seeing motorcycles .....	59.5%	-6.3%	----
6	Police in Illinois arrest drunk drivers .....	58.6%	+5.4%	+11.5%
7	<b>Buckle Up America</b> .....	<b>42.6%</b>	<b>+1.8%</b>	<b>+3.0%</b>
8	Drunk driving. Over the limit, under arrest .....	41.2%	+5.4%	+8.4%
9	Cell phones save lives. Pull over and report a drunk driver .....	38.2%	+8.3%	+11.8%
10	Wanna drink and drive? Police in Illinois will show you the bars .....	30.4%	-4.4%	----
11	Drink and drive? Police in Illinois have your number .....	24.7%	-6.3%	----
12	Rest Area = Text Area .....	21.2%	-0.2%	----
13	Children in back .....	19.8%	+3.2%	+3.8%
14	55 still the law for trucks in Chicago area .....	13.5%	+3.0%	+3.4%
15	CSA 2010: Get the Facts, Know the Law – What's your Score? .....	8.2%	+0.2%	+0.2%

**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).<sup>25</sup> A positive change represents an increase in awareness from November to December.

<sup>25</sup> 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.

As seen in this table, the “Click It or Ticket” slogan shows a very modest increase in awareness from November to December of nearly 4 percentage points (+3.9 % pts). This increase is below the 8 percentage point increase found for “Cell phones save lives. Pull over and report a drunk driver,” and also slightly below the 5 percentage point increases found for “Police in Illinois arrest drunk drivers” and “Drunk driving. Over the limit, under arrest.”

*Expressed in terms of potential awareness increase, we find that the very modest percentage point increase of nearly 4 percentage points for the “Click It or Ticket Slogan” is actually an increase of about 40 percent of its total potential increase. And, this is the largest potential increase gain, far outdistancing the slogans with the next largest increases of their potential (three slogans with +10 to +11.8% of their potential increases).*

**The April 2005 to December 2010 change results for “Click It or Ticket.”** Surveys of the “rural” Illinois counties were conducted five times during both 2005 and 2006 and four times in the last four years of 2007 through 2010. Awareness results for the “Click It or Ticket Slogan” are presented below in Table Slogans-2 for these 26 surveys. (Note that the 2005 results below were weighted only by gender while the 2006 and 2007 results were weighted by both gender and age category and the 2008 through 2010 results by gender, age and education.)

**Table: Slogans-2**  
**Rural County Awareness Levels for “Click It or Ticket” Slogan,**  
**April 2005 through December 2009 Surveys**

<b>Survey</b>	<b>2005</b>	<b>2006</b>	<b>2007<sup>26</sup></b>	<b>2008<sup>27</sup></b>	<b>2009<sup>28</sup></b>	<b>2010<sup>29</sup></b>
April	82.6%	89.6%	-----	-----	87.4%	94.6%
May	85.3%	91.5%	88.6%	89.6%	-----	-----
June	93.3%	95.1%	92.5%	92.0%	89.5%	93.0%
November	85.0%	91.3%	86.7%	89.6%	86.9%	90.3%
December	89.0%	93.2%	92.4%	93.2%	91.6%	94.2%

As seen above, the 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 93-to-95 percent level. For both campaigns in 2007 (Memorial Day and Thanksgiving), awareness began in the upper-80 percent level and ended just over 92 percent. For both of the campaigns in 2008, awareness began nearly at 90 percent and ended at 92 to 93 percent. For both of the campaigns in 2009, awareness began at about the 87 percent level and ended at nearly or slightly above 90 percent. The survey prior to the 2010 Memorial Day

<sup>26</sup> May and June 2007 figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

<sup>27</sup> May and June 2008 figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

<sup>28</sup> April and June 2009 figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

<sup>29</sup> April and June 2010 figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

campaign actually resulted in one of the highest levels of awareness recorded – nearly 95 percent, and the post campaign survey showed only a slight decrease in this level. The 2010 Thanksgiving campaign began with an awareness level of about 90 percent, and the post campaign survey shows that this awareness level increased to just above 94 percent, nearly the level found in April and one of the highest levels recorded in the survey series.

## **CHICAGO MINORITY TELEPHONE SURVEY**

**The Illinois Chicago Targeted Area 2010 Thanksgiving Holiday  
Seat Belt Media and Enforcement Campaign Surveys**

*Conducted for*



**Division of Traffic Safety**

*Conducted by*



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

**Summary Report**

Field Interviewing: November / December, 2010  
Report with Excel File Tables: February, 2011

*Written by*

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The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Valerie Howell and Anthony Wilcox also assisted in table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

## 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 October/November and December, 2010.<sup>1</sup> The October/November survey (herein called 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 those groups with the lowest incidence of seat belt usage.<sup>2</sup> 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.<sup>3</sup>

## 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 2010, 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

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<sup>1</sup> 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 through 2009.

<sup>2</sup> See a more complete rationale for this in “Proposed Work Plan for November 7<sup>th</sup> – December 11<sup>th</sup> ‘Click It or Ticket’ Campaign,” a work plan developed by IDOT, Fall 2005.

<sup>3</sup> 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). But, because telephone exchanges are not exactly contiguous with zip code areas, the November completion sample did include a few respondents from Albany Park.

from the northern area than from the southern area. The rationale for this stemmed from an initial goal, established going into the 2005 surveys, of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and Hispanic racial/ethnic groups.<sup>4</sup> In practice, the goal over the years was quickly modified to obtain more than the 150 African-American and Hispanic respondents and attempt to obtain 75 Hispanic respondents, nearly all of whom would come from the northern area. These African American and Hispanic 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 African American 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.<sup>5</sup> For each of the two areas (north and south), randomly-generated telephone samples were purchased through Genesys Sampling Systems, one of 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.<sup>6</sup> 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.<sup>7</sup>

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<sup>4</sup> The initial goal was modified because of the diversity of the northern area (see the paragraph below). And, we accomplished this latter goal has been accomplished in the past three years (both pre and post surveys for 2008 through 2010), by increasing the proportion interviewed in the northern region by a greater amount than we had in comparable surveys conducted in 2007.

<sup>5</sup> 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.

<sup>6</sup> Researchers selected these telephone exchanges based on reports provided by Genesys Sampling Systems which estimated what percent of the telephone numbers in particular exchanges were part of the zip code-defined area, and which estimated the coverage of the area for selected telephone exchanges. The task is to balance the dual criteria of efficiency and coverage.

<sup>7</sup> We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code in 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 past years' 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). In 2010, based on an analysis of respondent zip codes, we did move a few respondents between northern and southern areas (e.g., 7 to 8 respondents). And, we did exclude a number of respondents (about 3 to 4% of the completions) whose zip code placed them living in Elmwood Park rather than the City of Chicago.

Actual field interviewing for the November survey was conducted from October 20 through November 17, 2010 with about 400 licensed drivers (n = 372-414).<sup>8</sup> Just over 250 of these respondents were either African-American or Hispanic (n = 253, 171 African-American respondents, 79 Hispanic respondents, and 3 of mixed race -- with 22 of these interviews conducted in Spanish). The field interviewing for the December survey was conducted from November 29 to December 30, 2010, with over 400 licensed drivers (n = 396-438). Somewhat less than 300 of these respondents were either African-American or Hispanic (n = 290, 200 African-American respondents, 85 Hispanic respondents, and 5 of mixed race -- with 27 interviews conducted in Spanish). [As indicated earlier, by design, many more surveys were completed from the north targeted area than from the south targeted area in both surveys (70% north vs. 30% south in November; 72% north vs. 28% south in December.)]

At the 95<sup>th</sup> percent confidence level, the sampling errors for the results pertaining to African-American and Hispanic respondents are just below or just above +/- 6 percent for both the November and December surveys (+/- 6.2% for November and +/- 5.9% for December). 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 just below +/- 5 percent for both the November and December surveys (+/- 4.9% for November and +/- 4.8% for December).<sup>9</sup>

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.<sup>10</sup>

*Two survey versions for December.* Because of the twin objectives of obtaining the requisite number of Hispanic respondents by the end of December and paring costs to meet survey budgets, an abbreviated version of the survey interview was developed to administer to white respondents.<sup>11</sup> Several of the demographic questions (age, education, and race/ethnicity) were moved from the end of the interview to a position after initial questions regarding behaviors and attitudes about seat belt usage for all respondents. Non-white respondents were then asked the full version of the interview. White respondents were asked

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<sup>8</sup> 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. In November, 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. In December, the race/ethnicity question was moved up (see the "two versions" paragraph) and the number reported is from this result.

<sup>9</sup> The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

<sup>10</sup> In surveys prior to 2008, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures in 2008 through 2010 to mimic those used in some Pew Research surveys.

<sup>11</sup> In practice, the challenge is not in meeting the completion goal for African-American respondents. The challenge lies in obtaining the requisite number of completions for Hispanics who report they are licensed drivers.

an abbreviated version, which still contained the central questions but skipped over those thought less central (the agree/disagree set of questions; follow-up questions about sources of exposure).

The average length of the completed interview for the November survey was about 12 to 13 minutes (median = 12 minutes; mean = 12.9 minutes). For non-white respondents, the average length of the December survey was about the same (median = 12 minutes; mean = 13.3 minutes). For white respondents, the average length of the abbreviated survey was about 8 to 9 minutes (median = 8 minutes; mean = 8.8 minutes).

## 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 total results (including non-minority respondents) have been weighted by north/south stratification area, gender, and age – and we also examined the education level distribution for the entire November and December samples.<sup>12</sup> Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.<sup>13</sup> The recall time frame in the questions in both surveys is the same – that of 30 days.

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 2010 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project.

***Demographic characteristics of the November and December samples.*** Before reporting the seat belt-related results, it is worth making some descriptive comments regarding the November and December 2010 samples on selected driving and demographic characteristics. Descriptive 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 about the required number of African-American and Hispanic respondents in the two surveys (253 in

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<sup>12</sup> 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 for the entire samples. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, we used a six-category age distribution (up to 29; 30s; 40s; 50s; 60s; and 70 and over.) We also examined the education-level distributions for the entire samples in both samples, and decided that they were equivalent enough to leave without weighting (well within sampling error).

<sup>13</sup> When the decimal is .5, we round to the even integer.

November and 267-290 in December). And, we did reach the targeted number of Hispanic completions in both surveys (79 in November and 85 in December).<sup>14</sup>

For the weighted results across all respondents, the composition of the responding samples by race/ethnicity is about 55 percent African American, 17-18 percent Hispanic and about 20-22 percent white. *Among only African American and Hispanic respondents*, this translates into a composition of 75 percent African American, 23-24 percent Hispanic, and 1-2% of mixed race/ethnicity.

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

- *Gender.* Both the November and December African American and Hispanic respondents are more female than male (60% vs. 40% in November; 58% vs. 42% in December).<sup>15</sup>
- *North/south targeted area.* While the weighting across all respondents results in about equal numbers in the north and south areas, the composition of the November survey is about 60 percent south, 40 percent north when we focus on African American and Hispanic respondents. In December, this composition is 56 percent south, 44 percent north.<sup>16</sup>
- *Number of those 16 and over (driving age) in household.* The December survey has fewer who report one in their household of driving age (32% vs. 37%) and slightly more who report two such household members (35% vs. 32%).
- *Children in household.* The December sample has fewer respondents who have children in their household (55% vs. 60% for November).
- *Education level.* The December survey has slightly fewer respondents who have less than a high school diploma (7% vs. 10%) and slightly more with a four-year college degree or more (30% vs. 28%).
- *Employment status.* The December African-American and Hispanic sample has more respondents who are employed full-time (43% vs. 35% for November), but it

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<sup>14</sup> Throughout the years of these surveys, we have had more difficulty obtaining the targeted number of Hispanic completions (even given our initial analysis of the race/ethnic composition of the relevant areas). 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 driver licenses among the driving-aged Hispanic population in this area; 3) possible differences in telephone availability; and 4) differences in response rates. In the most recent years (2008 through 2010), we increased the total number of completions (north and south), and also increased the proportion coming from the north area. This allowed us to reach our targeted Hispanic completion numbers.

<sup>15</sup> Weighting by gender differed by north/south area. For all respondents in the north area, weights were calculated to produce 52.5% female and 47.5% male; in the south area, weights were calculated to produce 56% female and 44% male. Final weighted results for gender can depart from this a bit because of other weighting considerations (such as age).

<sup>16</sup> This is not surprising since the south area is predominantly African-American while the north area has substantial numbers of whites as well as African-Americans and Hispanics (almost evenly divided across the three groups).

has somewhat fewer who describe themselves as self-employed (5% vs. 9%). The December sample has fewer respondents who are not working (8% vs. 16%). And, it has more who are homemakers (6% vs. 2%).

- *Household income.* The December survey has a lower proportion of households with annual household incomes of \$45,000-to-\$60,000/year (11% vs. 18%) and also fewer with incomes less than \$15,000 (9% vs. 14%). The December survey has more households with incomes of \$15,000-to-\$45,000 (28% vs. 20%).
- *Miles drive per year.* The December survey has a greater proportion of respondents who are coded as driving less than 5,000 miles per year (49% vs. 37%). About half of this difference is accounted for by the lower December proportion who reported driving between 5,000 and 10,000 miles per year (27% vs. 32%). In addition, fewer December respondents did not answer the question than was the case in November (just under 2% vs. just under 6%).

Full comparisons on demographic and driving-related behaviors can be found at the beginning and in the demographic section of the Excel file containing the tables.

## 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 indicated less seat belt usage among minority respondents. For most questions, results for all respondents are also reported and/or commented upon.<sup>17</sup>

### 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 proportion of African-American and Hispanic respondents who said they wear their seat belt “all of the time” decreased slightly from November to December, from 94 percent to 91 percent.<sup>18</sup> At the same time, the proportion who indicated they wear their seat belt “most of the time” increased from just under 4 percent to just over 6 percent. So, the total proportion who said either “all of the time” or “most of the time” is very stable, at about 97-98 percent. [For all respondents in the targeted area, the results for “all of the time” declined just slightly from nearly 93% to just under 92% while the proportion saying “most of the time” increased from just over 4% to just over 6%.]

**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) increased from 75 percent in November to 82 percent in December. At the other extreme, the percent of these respondents who reported not wearing a seat belt “within the last day” declined a bit, from 11 percent in November to nearly 8 percent in December. The proportion who said either within “the past week” or “the past month” increased from just over 3 percent to 6 percent.

[For all respondents, the increase from November to December in the proportion who reported “more than year ago”/“always wear one” was slightly less (78% to 83%). The proportion who reported “in the last day” decreased slightly from November to December (9% to just under 8%) while a small increase is found for those saying either “within the past week” or “within the past month” (4% to 6%).]

When asked “*why they did not wear a seat belt the last time,*” the most frequent reason given by African-American and Hispanic respondents was that respondents were driving a short distance (57% in November and 31% in December). For the December survey, two other reasons come close in frequency – they forgot to buckle up; and they are just not in the habit of wearing a seat belt (or “just don’t do it”). [For all respondents, driving a short distance was also the most frequent in both surveys (48% and 45%), quite distantly followed by “forgot to do it.”]

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<sup>17</sup> The results for all respondents are usually close to those for African-American and Hispanic respondents.

<sup>18</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** Somewhat less than nine (87%) in ten of the November African-American and Hispanic respondents said their seat belt usage had stayed the same, increasing a bit to 90 percent in December. About one in ten in both surveys said their seat belt use had increased in the past 30 days (11% in November; just over 9% in December.)

[For all respondents, the changes are about the same magnitude but at slightly different levels. For instance, the proportion who reported their usage had stayed the same increased from 89 percent to 92 percent. And, the proportion who said their usage had “increased” declined from nearly 9 percent to just over 7 percent.]

**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 is nearly 14 percent in November and 16 percent in December. [For all respondents in the targeted areas, this incidence is just over 13 percent in both surveys.]

**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 about 90 percent in November to 83 percent in December. At the same time, the percent who reported wearing a passenger seat belt “most of the time” increased from 5 percent to 10 percent. [The results for all respondents are very similar – showing a decrease in those reporting “all the time” (89.5% to 83%) and an increase in those reporting “most of the time” (just over 6% to 11%).]

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

### **As far as you know, does Illinois have a law requiring adults to use seat belts?**

Awareness of the Illinois seat belt law among African-American and Hispanic respondents was at 97 percent in November, and increased even further to nearly 99 percent in December. [Reported knowledge for all respondents is virtually the same, at 97 and 98%.]

**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 of African-American and Hispanic respondents who indicated awareness of primary enforcement was stable at 85 percent in both the November and December surveys. About 8 to 9 percent indicated that police must see another offense first, while about 6 to 7 percent said they did not know.

[For all respondents, awareness is slightly to somewhat less – just over 83 percent in November and just under 82 percent in December.]

***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 belt violations without another traffic law violation decreased from 84 percent in November to 79 percent December while opposition to this increased a bit (14% to 17%) as did those who did

not express an opinion (2% to 4%). [The results for all respondents show support declining slightly from 82 percent in November to just under 80 percent in December.]

**In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?** Over nine in ten African-American and Hispanic respondents believe that it should be against the law (93% and 94%). About 5 to 6 percent are opposed. [The results for all respondents are basically the same.]

## **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. Results for all respondents will not be reported here, because the abbreviated version did not contain the agree/disagree questions.

**Agree/disagree: Seat belts are just as likely to harm you as help you.** The percent of African-American and Hispanic respondents who disagree (to any extent) with this statement is about 55 percent in both surveys, with the percent who strongly disagree increasing somewhat from November to December (34% to 38%).

**Agree/disagree: If you were in an accident, you would want to have your seat belt on.** Nearly all (98%) of the African-American and Hispanic respondents in the November survey indicated they agree with this statement, as did 96 percent in December. “Strong” agreement is at 90 percent in the November survey and 87 percent in December.

**Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.** Among African-American and Hispanic respondents, about eight in ten disagree (nearly 78% in November; 80% in December) – with just over six in ten strongly disagreeing (62% in November; nearly 64% in December). About one in five agree (20% in November; nearly 19% in December).

## **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 (not contained in the abbreviated version) while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

**The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?** The percent of African-American and Hispanic respondents who

answered “very likely” to this question increased from nearly 50 percent in November to almost 56 percent in December. This was accompanied by a decrease of about the same magnitude in those who answered “somewhat likely” (24% in November to 18% in December). So, the total percent who said either “very” or “somewhat” is virtually the same in both surveys (74%). Meanwhile, the proportion who answered either “somewhat unlikely” or “very unlikely” is about one in five in both surveys (20% and 19%).

[All respondents also show an increase in the proportion who said “very likely” but at lower levels (42% to 49%) -- and a decrease in the proportion who said “somewhat likely” (24% to 20%). So, little change is seen in the total proportion who said likely (66% in November; 68% in December). The total proportion who said unlikely (either “somewhat” or “very”) decreased only slightly, from just over 26 percent to just under 25 percent.]

***Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.*** Among African-American and Hispanic respondents, the percent who said they “strongly disagree” with this statement (meaning they believe police will bother to write tickets) is very similar in both surveys (26-27% in both surveys), as is the percent who disagree to any extent (42% in both surveys). Meanwhile, the percent who agreed to any extent increased from nearly 36 percent in November to just over 40 percent in December. This increase is a result of the substantial increase in the percentage who “somewhat agree,” increasing from 10 percent in November to 18 percent in December. The proportion who “strongly agree” actually decreased a bit (nearly 26% in November to 22% in December.)

***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 agree to any extent with this statement shows a small increase from November to December (about 30% to nearly 34%) – with “strong” agreement about 20 percent in both surveys. The percent who disagree also shows an increase, albeit very small (just over 25% to just over 27%). Meanwhile, the proportion who did not know or did not express an opinion declined somewhat from 44 percent in November to 39 percent in December.

***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 (not in the abbreviated version), 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 decreased from November to December among African-American and Hispanic respondents (from 77% to 71%). With the percent who “somewhat agree” increasing (from nearly 16% to almost 20%), the total percent who agree declined only slightly (93% in November; 91% in December).

***Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?*** For this question, which came near the end of the set of interview questions that related to seat belts, the percent of African-American and Hispanic respondents who said they believe it is “very important” declined by a

small amount, from 81 percent in November to 77 percent in December. At the same time, the proportion who said it is “fairly important” was pretty stable (10-11%). The total proportion who indicated either “very” or “fairly” important declined only from 91 percent in November to 88 percent in December – thus at about nine in ten in both surveys.

[For all respondents, the results from November to December are similar – with the proportion who say “very important” at 73 percent in both surveys and the proportion who say either “very” or “fairly” important at 85 to 86 percent in both surveys.]

## **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 18 percent in November to just over one-quarter (26%) in December. [An increase of 16% to 23% is found among all respondents in the targeted area.]

*Of those December respondents who indicated having seen or heard of these special efforts,* more African-American and Hispanic respondents reported being exposed to them through television (60%) than through radio (38%) of friends and relatives (37%). Exposure through newspapers follows (15%). One-third (33%) identified various other sources.<sup>19</sup> [The follow-up questions about sources were not asked in the abbreviated version.]

For relevant African-American and Hispanic December respondents, those exposed through television and radio were more likely to be exposed through commercials rather than news stories (86% vs. 50% for television; 88% vs. 61% for radio).<sup>20</sup> (For a cautionary note here, see the footnote below.)

**Awareness of police working at night to enforce seat belt law.** The percent of African American and Hispanic respondents who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt law*” shows an increase from 13 percent in November to 19 percent in December. [For all respondents, the increase is from 12 percent to 17 percent.]

**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 26 percent in November to 32 percent in December.<sup>21</sup> [The increase for all respondents in the targeted areas is from 24 percent to 31 percent.]

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<sup>19</sup> We focus here on the December respondents since this was the “post-test” survey.

<sup>20</sup> However, the results for radio here are based on fewer than 30 respondents. The results for newspapers are not presented because of the small number of respondents.

<sup>21</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Of those December African-American and Hispanic respondents who indicated being aware of roadside safety checks, the exposure level through television (48%) is more frequency than exposure through radio (36%) or friends/relatives (33%). Exposure through newspapers (15%) followed. [The follow-up questions about sources of exposure were not asked in the abbreviated version.]

For relevant African-American and Hispanic December respondents exposed through the various mass media sources, exposure through advertisements and news stories is quite balanced for television (75% through news vs. 71% for ads). But, for radio, exposure through ads is far more common than through news stories (92% vs. 35%).<sup>22</sup>

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 decreased from more than 80 percent in November to under two-thirds in December (83% to 64%). [The results for all respondents in the targeted areas show a smaller decrease, from 75 percent in November to 61 percent in December.]

It should be noted that a decline, of some sort, could be expected here because the December post-test results come from a somewhat broader awareness base. In other words, it would not be surprising if a lower percentage of those aware have actually seen a roadside check when the number of those aware increases. And, this is what we find. However, in some years (such as last year), this was not the case.

Based on all African-American and Hispanic respondents (and not just those who were aware of the roadside checks), we find that about one in five respondents reported seeing a roadside check in both the November and December surveys (rounded, 20%). [Among all respondents in the targeted area, 17 percent reported seeing a roadside check in both the November and December surveys.]

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 almost half (49%) indicating they had been through a roadside check in the November survey and a larger 63 percent in the December survey. [For all relevant respondents in the targeted area, the increase is 54 percent in November to 67 percent in December.]

*Basing the results on all survey respondents*, this translates into a very small increase in the percent who had been through a roadside check from November to December for African-Americans and Hispanics (just under 10% to just over 12%). [For all respondents, the increase is from just over 9 percent to just over 11 percent.]

**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 a very small increase from 65 percent in November to 68 percent in December. [For all respondents, this increase is from 61 percent to 66 percent.]

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<sup>22</sup> Here, note that the radio results are based on 30 respondents. No results for the newspaper exposure group are presented because of their small number.

*Of those December African-American and Hispanic respondents who had seen or heard such messages, far more respondents indicated exposure through television (72%) than radio (45%). Fewer yet indicated exposure through friends/relatives (16%), and even fewer indicated exposure through newspapers (10%). Just over one-quarter indicated exposure through another source, with billboards or road signs being by far the most common mention here (22%).<sup>23</sup> [The follow-up questions about sources of exposure were not asked in the abbreviated version.]*

For relevant African-American and Hispanic December respondents, those exposed to these messages through television and radio were much more likely to say they were exposed through advertisements than through news stories (87% vs. 38% for television; 92% vs. 26% for radio). For those exposed through newspapers, the balance is closer (71% through advertisements vs. 52% for news stories, but based on only 20 respondents).

*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 18 percent in November to 26 percent in December while the percent who said “fewer” declined only slightly, from just over 5 percent in November to 3 percent in December. The percent who said “about the same” also declined from just over three-quarters (76%) in November to just over two-thirds in December (69%). [For all respondents, the increase in the proportion who said “more than usual” was from 15 percent to 26 percent, and the decrease for those who said “stayed the same” was from 80 percent to 68 percent.]*

**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 was about 10 percent in both surveys. [This question was not asked on the abbreviated survey version.]

## **Awareness of selected traffic safety slogans**

Respondents were asked about their awareness of fifteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts. 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 above in Table Slogans-1. As seen in this table, the “Click It or Ticket” slogan has the highest December awareness level, with just over 95 percent aware of the slogan. About 85 percent reported awareness of the second-place slogan, “You drink and drive. You lose,” and nearly as many were aware of the third-place slogan, “Friends don’t let friends drive drunk”(83%). About half reported awareness with the

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<sup>23</sup> This is based on 79% of the 28% who said “other.” The finding continues to suggest that the “billboard/road sign” alternative should be specifically asked about (as was done during some of the past surveys).

next three slogans, ranked 4<sup>th</sup> through 6<sup>th</sup>: “Police in Illinois arrest drunk drivers” (54%); “Drive smart. Drive sober” (52%); and “Buckle up America” (49%), the other seat belt-related slogan. Two other slogans had awareness levels of at least 40 percent – “Drunk driving. Over the limit. Under arrest” (45%); and “Cell phones save lives. Pull over and report a drunk driver” (40%).

**Table: Slogans-1**  
**December Awareness Level and November-to-December Change**  
**among African-American and Hispanic Respondents**  
**in the Chicago Targeted Area(s)**

Order	Slogan	December %	Nov to Dec Change (% pt)	<i>Increase as % of Potential</i>
1	<b>Click It or Ticket</b> .....	<b>95.4%</b>	<b>+3.1%</b>	<b>+40.3%</b>
2	You drink and drive. You lose. ....	84.5%	+1.7%	+9.9%
3	Friends don't let friends drive drunk .....	83.0%	+8.1%	+32.3%
4	Police in Illinois arrest drunk drivers .....	53.6%	-3.2%	----
5	Drive smart. Drive sober. ....	52.4%	+6.3%	+11.7%
6	<b>Buckle Up America</b> .....	<b>48.7%</b>	<b>+2.0%</b>	<b>+3.8%</b>
7	Drunk driving. Over the limit, under arrest .....	44.9%	+1.9%	+3.3%
8	Cell phones save lives. Pull over and report a drunk driver .....	40.4%	-5.7%	----
9	Drink and drive? Police in Illinois have your number .....	31.8%	+7.0%	+9.3%
10	55 still the law for trucks in Chicago area .....	27.4%	+0.0%	----
11	Wanna drink and drive? Police in Illinois will show you the bars .....	26.3%	+0.8%	+1.1%
12	Children in back .....	26.2%	+0.3%	+0.4%
13	Start seeing motorcycles .....	19.5%	+2.8%	+3.4%
14	Rest Area = Text Area .....	17.3%	+1.0%	+1.2%
15	CSA 2010: Get the Facts, Know the Law – What's your Score? .....	13.1%	+0.3%	+0.3%

**November to December changes.** The “Click It or Ticket” slogan shows a modest increase in awareness among African American and Hispanic respondents from the November survey to the December survey, increasing by just over 3 percentage points (+3.1 % pts).

This is the fourth largest percentage point increase, behind the following slogans: “Friends don't let friends drive drunk” (+8.1 % pts); “Drink and drive? Police in Illinois have your

number” (+7.0 % pts); and “Drive smart. Driver sober” (+6.3 % pts). And, the increase is only slightly greater than that for “Start seeing motorcycles” (+2.8 % pts).

[Among all respondents in the targeted areas, the December awareness level for the “Click It or Ticket” slogan was just over 93 percent, up a bit from just over 89 percent in November.]

However, *in terms of the percent of potential increase*, the “Click It or Ticket” slogan shows the greatest increase, with an increase of about 40 percent of its potential.<sup>24</sup> In second place was “Friends don’t let friends drive drunk,” which increased by 32 percent of its potential.

**Comparison to earlier Thanksgiving campaign results.** Table Slogans-2 below presents the awareness level results among African American and Hispanic respondents for the Thanksgiving campaigns over the past six years.

Looking at the results from 2005 through 2008, the Table shows that the pre- and post-results showed only slight increases in awareness for the 2005 and 2008 Thanksgiving campaigns, but awareness in the pre-campaign period began at a higher levels for these two campaigns (91.3% for the 2005 campaign and 89.2% for the 2008 campaign) than was the case in 2006 and 2007. For the 2006 and 2007 Thanksgiving campaigns, awareness in the pre-campaign period stood at about 87 percent and then increased to more than 90 percent in the post-campaign period, 92 percent for the 2006 campaign and just over 94 percent for the 2007 campaign.

The results for the 2009 and 2010 campaigns show a blend of these two sets of results. First, like to the 2005 and 2008 campaigns, awareness began at a higher level – nearly 91 percent in 2009 and just over 92 percent in 2010. And second, like the 2007 campaign, awareness ended at a level well above 90 percent – nearly 95 percent in 2009 and just over 95 percent in 2010, the highest levels recorded across the survey series.<sup>25</sup>

**Table: Slogans-2**  
**Awareness Levels for “Click It or Ticket” Slogan**  
**among African-American and Hispanic Respondents,**  
**Thanksgiving Campaigns, 2005 through 2010**

Survey	2005	2006	2007	2008	2009	2010
November	91.3%	86.6%	87.5%	89.2%	90.6%	92.3%
December	92.2%	92.0%	94.3%	90.8%	94.8%	95.4%

<sup>24</sup> 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.

<sup>25</sup> Note that there is some variation in the distribution by age category across these years, some of which are due to variations in the age weighting procedures used (e.g., no age weighting in 2005). Experience indicates that equalizing these distributions generally has little effect on the results.

Percent in ages of:	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>	<u>2005-D</u>	<u>2005-N</u>
16 to 29 .....	17%	16-19%	17-18%	17%	17%	21%	16%
30s/40s .....	36%	34-38%	37-40%	44%	34%	30%	45%
50 and over .....	43-44%	42-49%	41-44%	30%	40%	49%	39%

**APPENDIX A: STATEWIDE ENFORCEMENT  
ACTIVITIES AND ASSOCIATED COSTS**

**TABLE 9: STEP GRANTEES ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Addison	120.0	127	61	48.0%	8	6.3%	56.7	\$50.24	\$53.17	\$6,380.28
Algonquin	155.0	180	128	71.1%	0	0.0%	51.7	\$46.97	\$54.54	\$8,454.34
Alsip	50.0	44	20	45.5%	0	0.0%	68.2	\$59.72	\$52.55	\$2,627.48
Alton	311.0	458	148	32.3%	13	2.8%	40.7	\$31.23	\$46.00	\$14,305.55
Arlington Heights	116.0	119	72	60.5%	0	0.0%	58.5	\$62.02	\$63.62	\$7,379.92
Barrington	26.0	30	4	13.3%	1	3.3%	52.0	\$62.02	\$71.56	\$1,860.51
Bartlett	112.0	156	42	26.9%	8	5.1%	43.1	\$43.04	\$59.95	\$6,714.51
Bartonville	13.0	5	0	0.0%	0	0.0%	156.0	\$87.86	\$33.79	\$439.30
Belleville	56.0	47	9	19.1%	4	8.5%	71.5	\$45.03	\$37.80	\$2,116.62
Belvidere	111.5	126	78	61.9%	3	2.4%	53.1	\$37.00	\$41.81	\$4,661.68
Berwyn	79.0	112	69	61.6%	1	0.9%	42.3	\$59.43	\$84.25	\$6,656.02
Blue Island	24.0	58	30	51.7%	1	1.7%	24.8	\$18.24	\$44.09	\$1,058.20
Boone County	98.0	107	54	50.5%	3	2.8%	55.0	\$43.00	\$46.95	\$4,601.12
Bradley	51.0	28	4	14.3%	4	14.3%	109.3	\$106.55	\$58.50	\$2,983.41
Brookfield	60.0	80	79	98.8%	0	0.0%	45.0	\$40.01	\$53.34	\$3,200.40
Buffalo Grove	80.0	158	137	86.7%	0	0.0%	30.4	\$30.39	\$60.02	\$4,801.60
Burr Ridge	106.0	48	17	35.4%	1	2.1%	132.5	\$120.70	\$54.66	\$5,793.60
Cahokia	68.0	87	18	20.7%	2	2.3%	46.9	\$36.41	\$46.58	\$3,167.62
Calumet City	174.0	92	45	48.9%	1	1.1%	113.5	\$103.14	\$54.53	\$9,488.90
Campton Hills	81.0	88	11	12.5%	5	5.7%	55.2	\$25.73	\$27.95	\$2,264.00
Carol Stream	120.0	181	90	49.7%	4	2.2%	39.8	\$36.77	\$55.46	\$6,654.88
Carpentersville	110.0	109	29	26.6%	4	3.7%	60.6	\$59.36	\$58.82	\$6,470.45

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Chatham	102.0	39	9	23.1%	4	10.3%	156.9	\$53.92	\$20.62	\$2,102.96
Chicago	1,100.0	2,007	1,709	85.2%	15	0.7%	32.9	\$31.33	\$57.17	\$62,887.00
Chicago Heights	108.0	65	56	86.2%	3	4.6%	99.7	\$70.92	\$42.68	\$4,609.70
Clarendon Hills	60.0	99	79	79.8%	3	3.0%	36.4	\$36.82	\$60.75	\$3,645.00
Collinsville	109.0	105	28	26.7%	6	5.7%	62.3	\$54.54	\$52.54	\$5,726.72
Colona	76.0	65	39	60.0%	2	3.1%	70.2	\$40.57	\$34.70	\$2,637.37
Cook County	35.0	53	0	0.0%	0	0.0%	39.6	\$41.82	\$63.32	\$2,216.32
Countryside	63.0	35	18	51.4%	0	0.0%	108.0	\$104.70	\$58.17	\$3,664.50
Creve Couer	22.0	22	1	4.5%	0	0.0%	60.0	\$30.45	\$30.45	\$669.85
Crystal Lake	40.0	70	49	70.0%	0	0.0%	34.3	\$29.74	\$52.04	\$2,081.56
Crystal Lake Park District	36.0	33	0	0.0%	2	6.1%	65.5	\$35.74	\$32.76	\$1,179.50
Danville	120.0	172	94	54.7%	0	0.0%	41.9	\$29.59	\$42.42	\$5,090.32
Decatur	168.0	153	85	55.6%	7	4.6%	65.9	\$54.30	\$49.46	\$8,308.62
Des Plaines	214.0	233	173	74.2%	10	4.3%	55.1	\$56.30	\$61.30	\$13,117.21
Dixon	48.0	28	3	10.7%	0	0.0%	102.9	\$70.33	\$41.03	\$1,969.34
East Dundee	51.0	59	11	18.6%	2	3.4%	51.9	\$39.51	\$45.71	\$2,331.21
East Hazel Crest	38.0	95	80	84.2%	2	2.1%	24.0	\$14.00	\$35.01	\$1,330.34
East Moline	119.0	80	29	36.3%	2	2.5%	89.3	\$84.47	\$56.79	\$6,757.50
East Peoria	58.0	74	44	59.5%	1	1.4%	47.0	\$47.40	\$60.48	\$3,507.84
Edwardsville	74.3	49	1	2.0%	7	14.3%	90.9	\$73.13	\$48.26	\$3,583.38
Elgin	263.0	328	105	32.0%	6	1.8%	48.1	\$47.01	\$58.63	\$15,419.56
Elk Grove Village	122.0	176	165	93.8%	1	0.6%	41.6	\$39.75	\$57.35	\$6,996.46

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Elmhurst	98.0	111	46	41.4%	12	10.8%	53.0	\$51.50	\$58.33	\$5,716.34
Evanston	124.0	153	69	45.1%	1	0.7%	48.6	\$48.12	\$59.38	\$7,363.08
Forest Park	60.0	47	25	53.2%	2	4.3%	76.6	\$64.93	\$50.87	\$3,051.92
Franklin Park	40.0	93	82	88.2%	1	1.1%	25.8	\$22.58	\$52.50	\$2,100.00
Freeport	45.0	35	8	22.9%	0	0.0%	77.1	\$48.45	\$37.68	\$1,695.71
Glenwood	7.0	17	12	70.6%	0	0.0%	24.7	\$20.59	\$50.00	\$350.00
Granite City	48.0	52	10	19.2%	3	5.8%	55.4	\$38.77	\$42.00	\$2,016.00
Grayslake	61.0	50	27	54.0%	4	8.0%	73.2	\$71.41	\$58.53	\$3,570.45
Grundy County	73.0	58	10	17.2%	3	5.2%	75.5	\$62.60	\$49.74	\$3,630.77
Gurnee	84.0	114	76	66.7%	3	2.6%	44.2	\$38.83	\$52.70	\$4,426.76
Harrisburg	412.0	273	71	26.0%	6	2.2%	90.5	\$56.59	\$37.50	\$15,449.41
Harvard	24.0	15	0	0.0%	2	13.3%	96.0	\$95.65	\$59.78	\$1,434.72
Hickory Hills	64.0	80	43	53.8%	1	1.3%	48.0	\$40.26	\$50.33	\$3,220.92
Hillside	48.0	47	21	44.7%	0	0.0%	61.3	\$60.50	\$59.24	\$2,843.48
Hinsdale	122.0	74	52	70.3%	0	0.0%	98.9	\$108.81	\$66.00	\$8,052.00
Hoffman Estates	133.0	172	132	76.7%	1	0.6%	46.4	\$48.90	\$63.24	\$8,411.26
Homewood	70.0	92	50	54.3%	0	0.0%	45.7	\$41.90	\$55.07	\$3,854.76
Itasca	52.0	68	48	70.6%	3	4.4%	45.9	\$46.58	\$60.92	\$3,167.65
Jerome	35.0	128	60	46.9%	1	0.8%	16.4	\$6.46	\$23.62	\$826.77
Joliet	150.0	213	147	69.0%	0	0.0%	42.3	\$44.78	\$63.59	\$9,538.96
Justice	73.0	79	74	93.7%	0	0.0%	55.4	\$36.16	\$39.13	\$2,856.72
Kendall County	115.0	79	44	55.7%	1	1.3%	87.3	\$64.20	\$44.10	\$5,071.50

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Kenilworth	20.0	17	3	17.6%	0	0.0%	70.6	\$65.84	\$55.96	\$1,119.24
Kincaid	30.0	38	28	73.7%	0	0.0%	47.4	\$24.55	\$31.10	\$933.00
Lake in the Hills	64.0	63	2	3.2%	4	6.3%	61.0	\$56.33	\$55.45	\$3,548.96
Lake Villa	49.0	23	0	0.0%	7	30.4%	127.8	\$112.15	\$52.64	\$2,579.39
Lake Zurich	114.0	137	88	64.2%	10	7.3%	49.9	\$42.91	\$51.57	\$5,879.34
Leland Grove	75.0	87	13	14.9%	2	2.3%	51.7	\$18.31	\$21.24	\$1,593.00
Lincolnwood	44.0	46	41	89.1%	0	0.0%	57.4	\$55.73	\$58.26	\$2,563.49
Lisle	87.0	96	65	67.7%	0	0.0%	54.4	\$54.99	\$60.68	\$5,279.16
Lockport	90.0	89	66	74.2%	2	2.2%	60.7	\$57.54	\$56.90	\$5,121.40
Lombard	179.0	218	104	47.7%	3	1.4%	49.3	\$46.80	\$57.00	\$10,202.96
Macomb	40.0	35	19	54.3%	3	8.6%	68.6	\$43.53	\$38.09	\$1,523.70
Marengo	31.0	33	1	3.0%	2	6.1%	56.4	\$43.71	\$46.53	\$1,442.39
Maroa	40.0	20	0	0.0%	0	0.0%	120.0	\$56.75	\$28.38	\$1,135.08
Matteson	33.0	95	33	34.7%	1	1.1%	20.8	\$19.76	\$56.89	\$1,877.37
McHenry	117.0	126	18	14.3%	0	0.0%	55.7	\$49.29	\$53.08	\$6,210.39
McHenry County	132.0	113	64	56.6%	1	0.9%	70.1	\$63.54	\$54.40	\$7,180.53
Menard County	22.0	15	2	13.3%	2	13.3%	88.0	\$49.90	\$34.02	\$748.54
Mendota	50.0	14	0	0.0%	0	0.0%	214.3	\$122.40	\$34.27	\$1,713.66
Mercer County	34.0	29	9	31.0%	1	3.4%	70.3	\$40.04	\$34.15	\$1,161.15
Midlothian	22.0	35	20	57.1%	0	0.0%	37.7	\$31.93	\$50.80	\$1,117.57
Momence	16.0	56	31	55.4%	2	3.6%	17.1	\$21.68	\$75.86	\$1,213.80
Morton	74.0	76	48	63.2%	3	3.9%	58.4	\$82.31	\$84.54	\$6,255.71

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Morton Grove	69.0	93	28	30.1%	1	1.1%	44.5	\$44.12	\$59.46	\$4,103.02
Naperville	149.0	190	47	24.7%	12	6.3%	47.1	\$53.05	\$67.64	\$10,078.91
Niles	133.0	134	33	24.6%	10	7.5%	59.6	\$63.91	\$64.39	\$8,563.88
Norridge	52.5	70	45	64.3%	0	0.0%	45.0	\$43.23	\$57.64	\$3,025.91
North Aurora	70.0	114	40	35.1%	4	3.5%	36.8	\$30.70	\$50.00	\$3,500.00
North Pekin	58.0	33	4	12.1%	0	0.0%	105.5	\$42.54	\$24.20	\$1,403.78
Oak Forest	74.0	87	61	70.1%	0	0.0%	51.0	\$52.45	\$61.67	\$4,563.44
Oak Lawn	120.0	193	133	68.9%	1	0.5%	37.3	\$44.01	\$70.78	\$8,493.18
Olympia Fields	22.0	46	33	71.7%	0	0.0%	28.7	\$23.91	\$50.00	\$1,100.00
Orland Park	224.0	146	84	57.5%	1	0.7%	92.1	\$66.65	\$43.44	\$9,730.26
Oswego	82.0	112	69	61.6%	1	0.9%	43.9	\$38.74	\$52.92	\$4,339.42
Palatine	146.0	186	87	46.8%	4	2.2%	47.1	\$49.73	\$63.35	\$9,248.95
Palos Heights	60.0	15	12	80.0%	0	0.0%	240.0	\$187.50	\$46.88	\$2,812.52
Park City	56.0	112	47	42.0%	5	4.5%	30.0	\$24.26	\$48.51	\$2,716.60
Park Ridge	112.0	166	84	50.6%	1	0.6%	40.5	\$38.27	\$56.72	\$6,352.80
Peoria	71.0	108	34	31.5%	5	4.6%	39.4	\$33.04	\$50.25	\$3,567.84
Peoria County	68.0	58	42	72.4%	2	3.4%	70.3	\$48.73	\$41.56	\$2,826.32
Peoria Heights	22.0	16	4	25.0%	0	0.0%	82.5	\$43.68	\$31.77	\$698.86
Peru	39.0	30	6	20.0%	3	10.0%	78.0	\$58.39	\$44.91	\$1,751.59
Pike County	63.0	19	2	10.5%	2	10.5%	198.9	\$146.04	\$44.04	\$2,774.74
Plainfield	111.0	189	175	92.6%	1	0.5%	35.2	\$35.29	\$60.10	\$6,670.71
Prairie Grove	16.0	6	0	0.0%	2	33.3%	160.0	\$115.33	\$43.25	\$692.00

**TABLE 9: (continued)**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Quincy	168.0	127	30	23.6%	4	3.1%	79.4	\$61.83	\$46.74	\$7,852.10
River Forest	89.0	116	58	50.0%	2	1.7%	46.0	\$47.91	\$62.44	\$5,557.16
Riverdale	61.0	145	120	82.8%	0	0.0%	25.2	\$24.06	\$57.19	\$3,488.40
Riverside	32.0	37	6	16.2%	0	0.0%	51.9	\$55.19	\$63.81	\$2,041.92
Rock Island	121.0	154	93	60.4%	5	3.2%	47.1	\$33.93	\$43.18	\$5,224.50
Rockford	54.0	61	32	52.5%	3	4.9%	53.1	\$43.06	\$48.64	\$2,626.82
Rolling Meadows	68.0	104	16	15.4%	1	1.0%	39.2	\$49.30	\$75.40	\$5,127.50
Roselle	83.0	88	16	18.2%	0	0.0%	56.6	\$55.20	\$58.53	\$4,857.59
Rosemont	44.0	87	12	13.8%	1	1.1%	30.3	\$30.27	\$59.85	\$2,633.40
Schaumburg	144.0	159	112	70.4%	2	1.3%	54.3	\$59.03	\$65.18	\$9,385.68
Sherman	23.0	15	6	40.0%	0	0.0%	92.0	\$44.87	\$29.26	\$673.05
Shorewood	50.0	69	34	49.3%	1	1.4%	43.5	\$35.47	\$48.95	\$2,447.33
Skokie	113.0	150	98	65.3%	0	0.0%	45.2	\$47.08	\$62.50	\$7,062.50
South Chicago Heights	31.0	93	87	93.5%	0	0.0%	20.0	\$17.97	\$53.91	\$1,671.36
South Elgin	45.0	73	11	15.1%	4	5.5%	37.0	\$36.76	\$59.63	\$2,683.35
St. Charles	85.0	72	23	31.9%	4	5.6%	70.8	\$69.74	\$59.07	\$5,020.96
St. Clair County	134.0	94	26	27.7%	1	1.1%	85.5	\$29.85	\$20.94	\$2,805.91
Stephenson Co.	27.0	22	3	13.6%	3	13.6%	73.6	\$49.94	\$40.69	\$1,098.62
Sterling	96.0	28	0	0.0%	1	3.6%	205.7	\$70.89	\$20.68	\$1,984.92
Streamwood	72.0	97	35	36.1%	4	4.1%	44.5	\$48.22	\$64.96	\$4,677.30
Summit	52.0	34	34	100.0%	0	0.0%	91.8	\$80.10	\$52.37	\$2,723.36
Swansea	44.0	59	14	23.7%	2	3.4%	44.7	\$30.76	\$41.25	\$1,815.00

**TABLE 9: (continued)**

1	2	3	Frequency and % Distributions of Occupant Protection and DUI Citations				8	9	10	11
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Tazewell County	100.0	84	0	0.0%	4	4.8%	71.4	\$69.43	\$58.32	\$5,831.83
Tinley Park	121.0	133	104	78.2%	0	0.0%	54.6	\$51.58	\$56.70	\$6,860.26
Troy	66.0	58	0	0.0%	9	15.5%	68.3	\$59.60	\$52.37	\$3,456.53
Villa Park	64.0	107	41	38.3%	0	0.0%	35.9	\$29.32	\$49.02	\$3,137.39
Warrensburg	36.0	7	2	28.6%	0	0.0%	308.6	\$127.34	\$24.76	\$891.36
West Chicago	50.0	128	29	22.7%	4	3.1%	23.4	\$29.06	\$74.39	\$3,719.50
West Dundee	20.0	27	19	70.4%	0	0.0%	44.4	\$36.15	\$48.80	\$976.02
Westchester	54.0	54	21	38.9%	0	0.0%	60.0	\$56.00	\$56.00	\$3,024.00
Winnebago Co.	156.0	138	10	7.2%	9	6.5%	67.8	\$51.48	\$45.54	\$7,103.92
Winthrop Harbor	24.0	35	18	51.4%	2	5.7%	41.1	\$27.48	\$40.07	\$961.66
Wood Dale	64.0	102	46	45.1%	4	3.9%	37.6	\$36.44	\$58.08	\$3,717.12
Woodridge	68.0	94	7	7.4%	1	1.1%	43.4	\$41.26	\$57.04	\$3,878.72
Woodstock	284.0	218	201	92.2%	0	0.0%	78.2	\$37.37	\$28.69	\$8,146.55
<b>STEP Grants Total</b>	<b>13,009.3</b>	<b>15,183</b>	<b>8,119</b>	<b>53.5%</b>	<b>349</b>	<b>2.3%</b>	<b>51.4</b>	<b>\$44.47</b>	<b>\$51.90</b>	<b>\$675,139.98</b>

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during CIOT enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

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

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

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

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

**TABLE 10: LAP GRANTEES  
ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Carol Stream	84.0	80	30	37.5%	7	8.8%	63.0	\$65.83	\$62.69	\$5,266.29
Caseyville	42.0	38	0	0.0%	6	15.8%	66.3	\$30.96	\$28.01	\$1,176.32
Charleston	48.0	52	8	15.4%	7	13.5%	55.4	\$38.00	\$41.16	\$1,975.80
Chicago Heights	50.0	48	22	45.8%	2	4.2%	62.5	\$42.55	\$40.85	\$2,042.50
Decatur	64.0	23	0	0.0%	2	8.7%	167.0	\$129.56	\$46.56	\$2,979.84
East Peoria	60.0	71	8	11.3%	5	7.0%	50.7	\$51.34	\$60.75	\$3,645.00
Elgin	39.8	31	0	0.0%	6	19.4%	76.9	\$71.81	\$56.01	\$2,226.25
Macon County	192.0	92	5	5.4%	12	13.0%	125.2	\$73.75	\$35.34	\$6,785.00
Sangamon Co.	128.0	42	1	2.4%	4	9.5%	182.9	\$166.64	\$54.68	\$6,998.71
Skokie	175.5	167	54	32.3%	10	6.0%	63.1	\$61.33	\$58.36	\$10,241.49
South Chicago Heights	70.0	90	40	44.4%	11	12.2%	46.7	\$23.51	\$30.23	\$2,116.10
Springfield	288.0	94	4	4.3%	27	28.7%	183.8	\$136.95	\$44.70	\$12,873.03
St.Clair Co.	164.0	68	3	4.4%	14	20.6%	144.7	\$84.41	\$35.00	\$5,740.00
Waukegan	228.0	199	0	0.0%	27	13.6%	68.7	\$46.40	\$40.50	\$9,233.67
Wheeling	154.0	151	15	9.9%	9	6.0%	61.2	\$60.15	\$58.98	\$9,082.92

**TABLE 10: (continued)**

1	2	3	4	5	6	7	8	9	10	11
Agency	Total Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests				
Will Co.	120.0	100	5	5.0%	12	12.0%	72.0	\$43.24	\$36.03	\$4,323.60
Wonder Lake	50.0	35	0	0.0%	3	8.6%	85.7	\$24.40	\$17.08	\$853.94
<b>LAP Grants Total</b>	1,957.3	1,381	195	14.1%	164	11.9%	85.0	\$63.40	\$44.74	\$87,560.46

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

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

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

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

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

Column 8: Percentage of total citations that were DUI arrests

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

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

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

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

**TABLE 11: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS**

1	2	3	4	5	6	7	8	9	10	11
Grant Type	# Patrol Hours	Total Citations	Frequency and % Distributions of Occupant Protection and DUI Citations				Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
			Seat Belt Citations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests				
STEP GRANTEES TOTAL	13,009.3	15,183	8,119	53.5%	349	2.3%	51.4	\$44.47	\$51.90	\$675,139.98
LAP GRANTEES TOTAL	1,957.3	1,381	195	14.1%	164	11.9%	85.0	\$63.40	\$44.74	\$87,560.46
ILLINOIS STATE POLICE TOTAL	6,249.5	7,855	3,154	40.2%	139	1.8%	47.7	\$64.84	\$81.50	\$509,321.32
GRAND TOTAL	21,216.1	24,419	11,468	47.0%	652	2.7%	52.1	\$52.09	\$59.96	\$1,272,021.76

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

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

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

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

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