

**Evaluation of the 2012 Thanksgiving  
*Click It or Ticket* Campaign in Illinois**  
November 1 – December 5, 2012  
(Fiscal Year 2013)

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

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

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Traffic Law Enforcement Program and Local Alcohol Program 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 2012 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.

# Table of Contents

<b>Executive Summary .....</b>	<b>i</b>
<b>Evaluation of the 2012 Thanksgiving <i>Click It or Ticket</i> Campaign in Illinois.1</b>	
The <i>Click It or Ticket</i> Model .....	1
Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities .....	3
Report Objectives.....	4
Implementation of the 2012 Thanksgiving CIOT Campaign .....	4
Targeted Rural Population .....	5
Minority Population.....	6
Evaluation Activities .....	9
Timeline of Activities .....	10
<b>Media Results of <i>Click It or Ticket</i> Activities.....</b>	<b>12</b>
Paid Media Activities .....	13
Earned Media Activities.....	13
Community Outreach .....	15
<b>Enforcement Results of <i>Click It or Ticket</i> Activities .....</b>	<b>17</b>
Combined Enforcement.....	18
Minority Enforcement .....	18
Rural Enforcement .....	19
Non-Rural Media Market Enforcement .....	19
Illinois State Police Enforcement.....	19
<b>Cost / Effectiveness Analysis of Enforcement Activities .....</b>	<b>21</b>
Combined Enforcement Activities.....	22
Illinois State Police .....	22
Local Police Agencies .....	23
STEP Grantees .....	23
LAP Grantees.....	23
Limitations of Enforcement Data .....	24
<b>Pre and Post Observational Safety Belt Surveys .....</b>	<b>25</b>
Safety Belt Usage Rates in Rural Areas.....	26
Safety Belt Usage Rates in Chicago Minority Communities.....	29
<b>Rural Telephone Survey .....</b>	<b>32</b>
Introduction .....	34
Methodology .....	34
Summary of Results.....	36

**Chicago Minority Telephone Survey.....44**

Introduction ..... 45  
Methodology ..... 46  
Summary of Results..... 49

**Appendices**

Appendix A: Statewide Enforcement Activities and Associated Costs ..... 56

**List of Diagrams**

Diagram 1: 2012 Illinois Thanksgiving Click It or Ticket Timeline..... 11

**List of Figures**

Figure 1: Theoretical Model of Click It or Ticket Campaign..... 3  
Figure 2: Historical Data on Fatality and Safety Belt Usage Rates ..... 4  
Figure 3: State of Illinois Media Markets..... 5  
Figure 4: Top Ten African American & Hispanic Communities in the city of Chicago..... 8

**List of Tables**

Table 1: Top Ten African American Communities in Chicago..... 6  
Table 2: Top Ten Hispanic Communities in Chicago ..... 7  
Table 3: Number of Paid Advertising Spots for *Click It or Ticket*..... 13  
Table 4: Number of Earned Media Items Obtained for *Click It or Ticket* ..... 14  
Table 5: Thanksgiving *Click It or Ticket* Enforcement Results ..... 20  
Table 6: Statewide Enforcement Activities & Associated Costs ..... 23  
Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys in Rural Areas in Illinois During SBEZs (Nov – Dec 2012) ..... 28  
Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys in Chicago Communities in Illinois During SBEZs (Nov – Dec 2012) ..... 31  
Table 9: STEP Grantees Enforcement and Associated Costs ..... 57  
Table 10: LAP Grantees Enforcement and Associated Costs..... 65  
Table 11: All Grant Enforcement and Associated Costs ..... 66

# 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 2012 Thanksgiving CIOT was conducted from November 1 – December 5, 2012. **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 forty-three 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 \$396,979 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 12 through November 25, 2012.
2. A total of 12,845 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 3,545 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 9,300 spots aired in Downstate Illinois targeting the rural population.
3. On November 20, 2012, the Illinois Department of Transportation partnered with the Illinois State Police and local enforcement agencies to issue a press release discussing the “Drive to Survive” campaign which increased awareness of the safety belt and alcohol-related driving laws. The public service announcements made during the campaign reminded motorists to not drink and drive, designate a driver, and 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 160 local law enforcement agencies participating in CIOT logged a combined total of 14,830.8 enforcement hours and conducted 615 safety belt enforcement zones and 980 saturation patrols.
6. Participating local agencies and ISP issued a total 18,182 citations during the campaign, 7,952 (43.7%) of which were safety belt and child safety seat citations. Overall, one citation was written every 48.9 minutes during CIOT enforcement. On

average, officers wrote one safety belt or child safety seat citation every 111.9 minutes throughout the campaign.

7. Focusing on safety belt enforcement among African American and Hispanic populations, the city of Chicago logged 1,705.0 patrol hours and conducted 88 SBEZs. A total of 2,178 citations were issued, 1,511 (69.4%) of which were safety belt / child safety seat violations. One citation was written every 47.0 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 67.7 minutes during the Thanksgiving campaign.
8. Forty-six rural law enforcement agencies conducted 2,762.5 hours of enforcement, conducting 133 SBEZs and 245 saturation patrols. These agencies wrote a total of 2,435 citations, 833 of which were safety belt / child restraint violations. One ticket was written every 68.1 minutes of rural enforcement. On average, one occupant restraint violation was written every 199.0 minutes in these rural areas.
9. One hundred and fourteen non-targeted media market law enforcement agencies conducted 6,167.8 hours of enforcement, conducting 320 SBEZs and 612 saturation patrols. These agencies wrote a total of 7,631 citations, 3,399 of which were safety belt / child restraint violations. One ticket was written every 48.5 minutes of enforcement. On average, one occupant restraint violation was cited every 108.9 minutes in these areas.
10. ISP conducted 4,195.5 hours of enforcement, 74 SBEZs, and 119 saturation patrols. A total of 5,938 citations were issued by ISP, 37.2 percent (2,209) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 42.4 minutes and one safety belt / child safety seat citation every 114.0 minutes during the CIOT campaign.

## **COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES**

11. A total of one hundred fifty-seven STEP grantees, 11 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 48.9 minutes during enforcement at a cost of \$53.80 per citation, or \$65.96 per patrol hour.
12. ISP conducted 4,195.0 patrol hours during statewide enforcement and issued 5,938 citations at cost of \$384,517.80, or \$91.65 per patrol hour. ISP wrote one citation for every 42.4 minutes, an average cost of \$64.76 per citation.
13. One hundred fifty-seven grantees funded through the STEP program wrote an average of one citation for every 50.4 minutes during enforcement at a cost of \$46.15 per citation, or \$54.98 per patrol hour.
14. Eleven LAP grantees wrote an average of one citation every 74.3 minutes during enforcement at a cost of \$78.06 per citation, or \$63.05 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 5,908 vehicles were observed during the pre-mobilization survey, including 4,461 passenger cars and 1,447 pickup trucks. During the post mobilization survey, a total of 6,243 vehicles were observed at the same sites, including 4,726 passenger cars and 1,517 pickup trucks.
16. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 92.1 percent during the pre-mobilization to 94.5 percent during the post mobilization.
17. Results of the post 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 Champaign, Peoria, and St. Louis media markets had percentage increases of 3.8, 2.5, and 2.5 respectively. There was no change in the Rockford media market from the pre-mobilization survey to the post mobilization survey.
18. The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 93.6 percent during the pre-mobilization to 96.1 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 87.7 percent during the pre-mobilization to 89.4 percent during the post-mobilization. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford and Peoria media markets, while the Champaign 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 5,023 vehicles observed during the pre-mobilization, of which, 4,725 were passenger cars and 298 were pickup trucks. During the post mobilization, there were 5,230 total vehicles observed, of which, 4,957 were passenger cars and 273 were pickup trucks.
21. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 81.5 percent during the pre-mobilization to 83.0 percent during the post mobilization.
22. The seat belt usage rate for drivers of all vehicles increased from 82.2 percent during the pre-mobilization to 84.6 percent during the post mobilization. The seat belt usage rates for passengers decreased from 79.0 percent during the pre-mobilization to 76.7 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 78.1 percent during the pre-mobilization to 80.0

percent during the post mobilization. In the African-American communities, the seat belt usage rate increased from 84.8 percent to 86.0 percent.

23. For all occupants in cars (excluding pickup trucks) the seat belt usage rate increased from 82.8 percent during the pre-mobilization to 84.5 percent. In Hispanic communities, the seat belt usage rate increased from 79.6 percent during the pre-mobilization survey to 81.3 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 2.1 percentage points from 85.9 percent during the pre-mobilization to 88.0 percent during the post-mobilization.
24. For all occupants in pickup trucks the seat belt usage rate decreased from 60.4 percent during the pre-mobilization to 54.6 percent. In Hispanic communities, the seat belt usage rate increased from 54.7 percent during the pre-mobilization survey to 55.1 percent during the post mobilization survey, an increase of 0.4 percentage point. In the African-American communities, the seat belt usage rate decreased by 11.9 percentage points from 66.0 percent during the pre-mobilization to 54.1 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” was about 68.5 percent in both November and December among minorities. A five percentage point decrease occurred in the rural population, where awareness decreased from 66.5 percent in November to 61.5 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 (74%) than radio (45%) in minority communities, as well as in rural communities (55% television and 33% 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” decreased from 25 percent among minorities in November to 23 percent in December (a two percentage point decrease). In rural areas this number decreased from 23 percent to 18 percent.

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

28. The *Click It or Ticket* slogan had a 95.3 percent level of awareness in minority communities in November, which decreased to 92.0 percent in December. In rural areas the CIOT slogan had a 91.1 level of awareness in November, which decreased to 89.6 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 18.7 percent in November to 20.6 percent in December. Rural awareness increased by 5 percentage points from 20.5 percent to 25.5 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 was 20 percent in November and it increased to 24.7 percent in December. In rural areas, however, those with “strong agreement” to this statement slightly decreased from 19.7 percent to 19.2 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 decreased from 76.6 percent in November to 69.4 percent in December. The opinion of rural residents slightly decreased from 72.1 percent in November to 71.7 percent in December.

# **Evaluation of the 2012 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 November 30, 2012. 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.

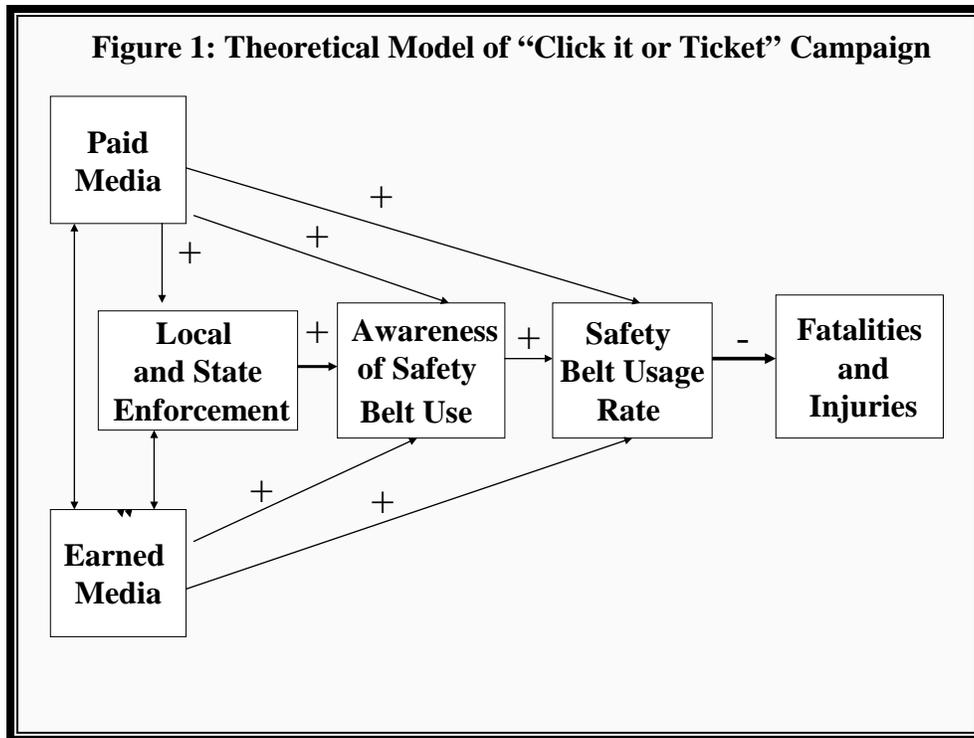
### **Earned Media**

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.

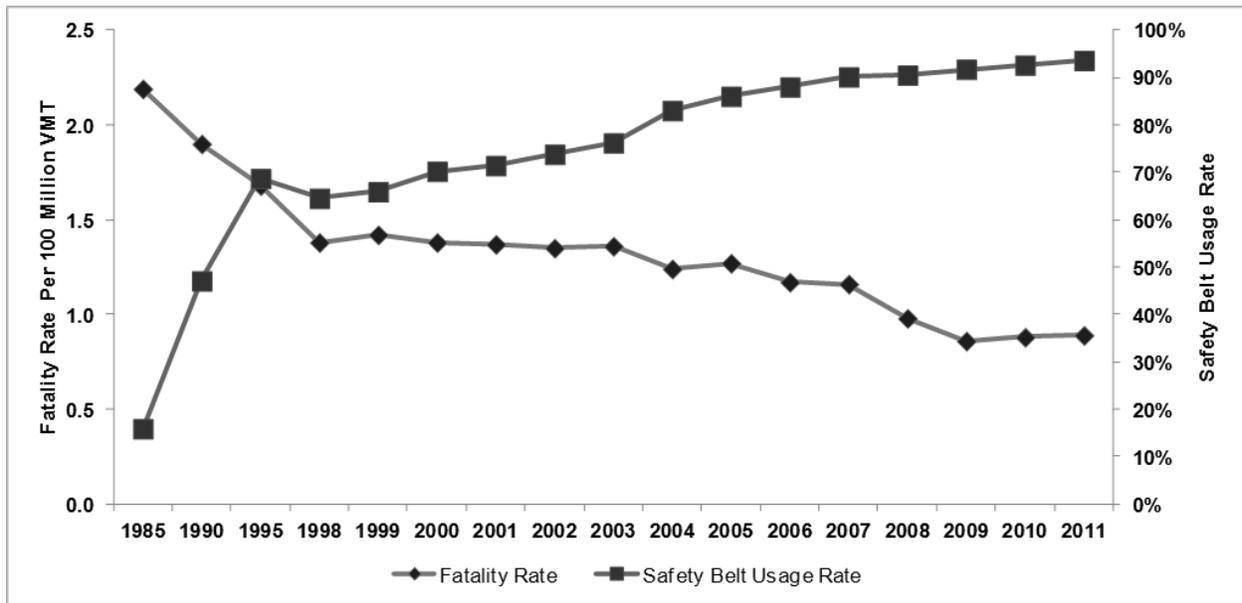


## Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

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 26 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 78 percentage points, peaking at 93.9 percent in June 2012. At the same time period, the fatality rate decreased from 2.2 in 1985 to a low of 0.88 in 2010.

**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.

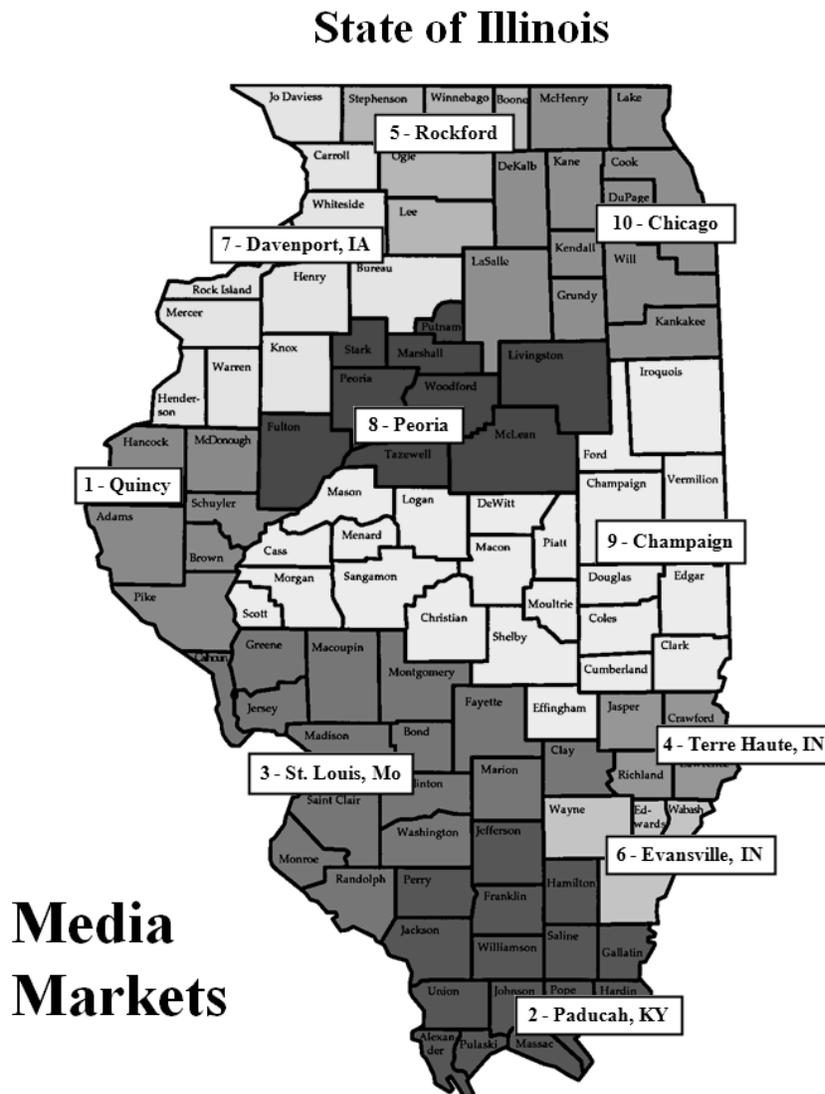
## Implementation of the 2012 Thanksgiving *Click It or Ticket* Campaign

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.

### Targeted 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 targeted 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.

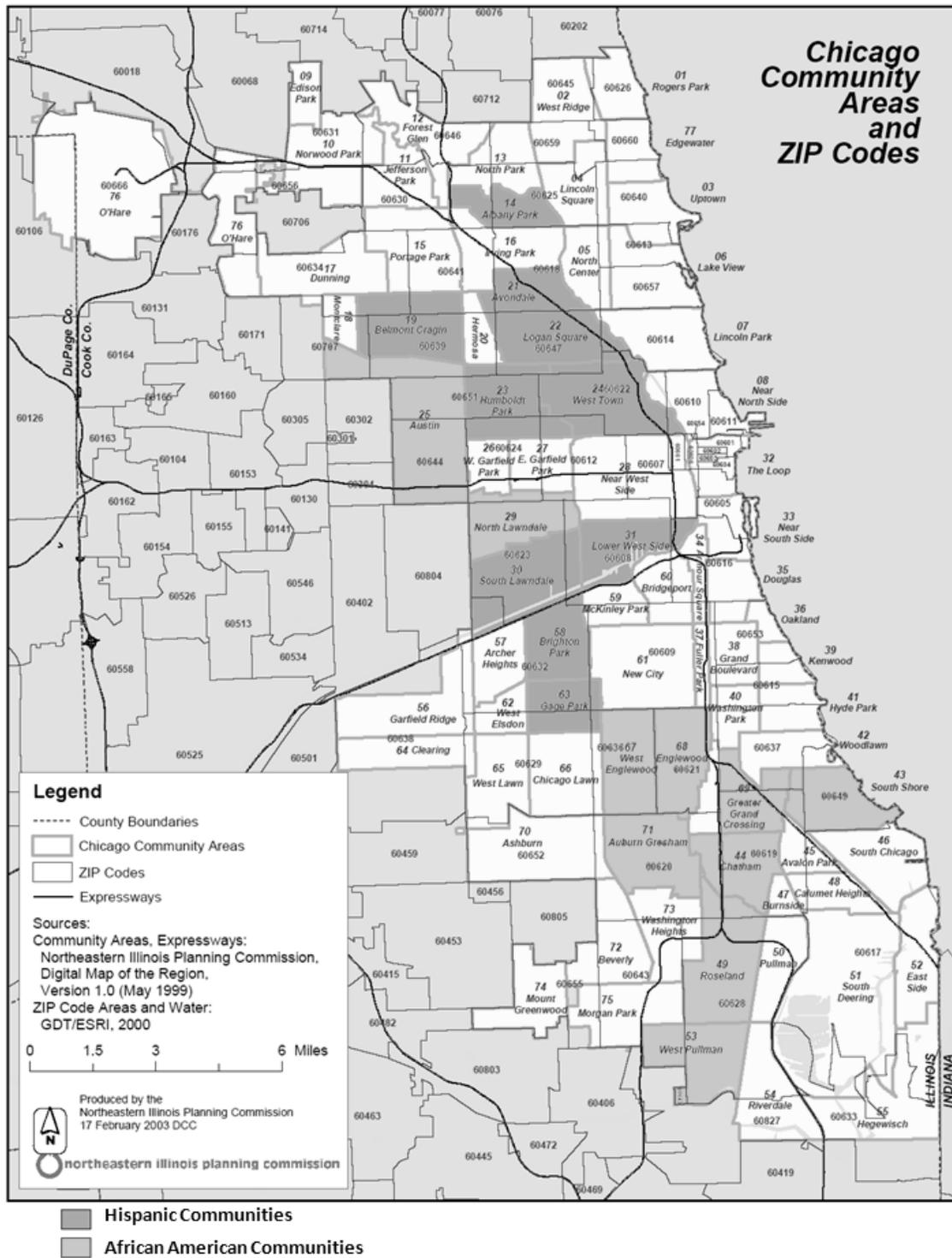
<b>Table 2: Top 10 Hispanic Communities in Chicago</b>				
	Community Population	Percent Population	Community Hispanic Population	Percent Hispanic Population
Selected Communities	(A)	(B)	(C)	(D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	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 2012, 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.

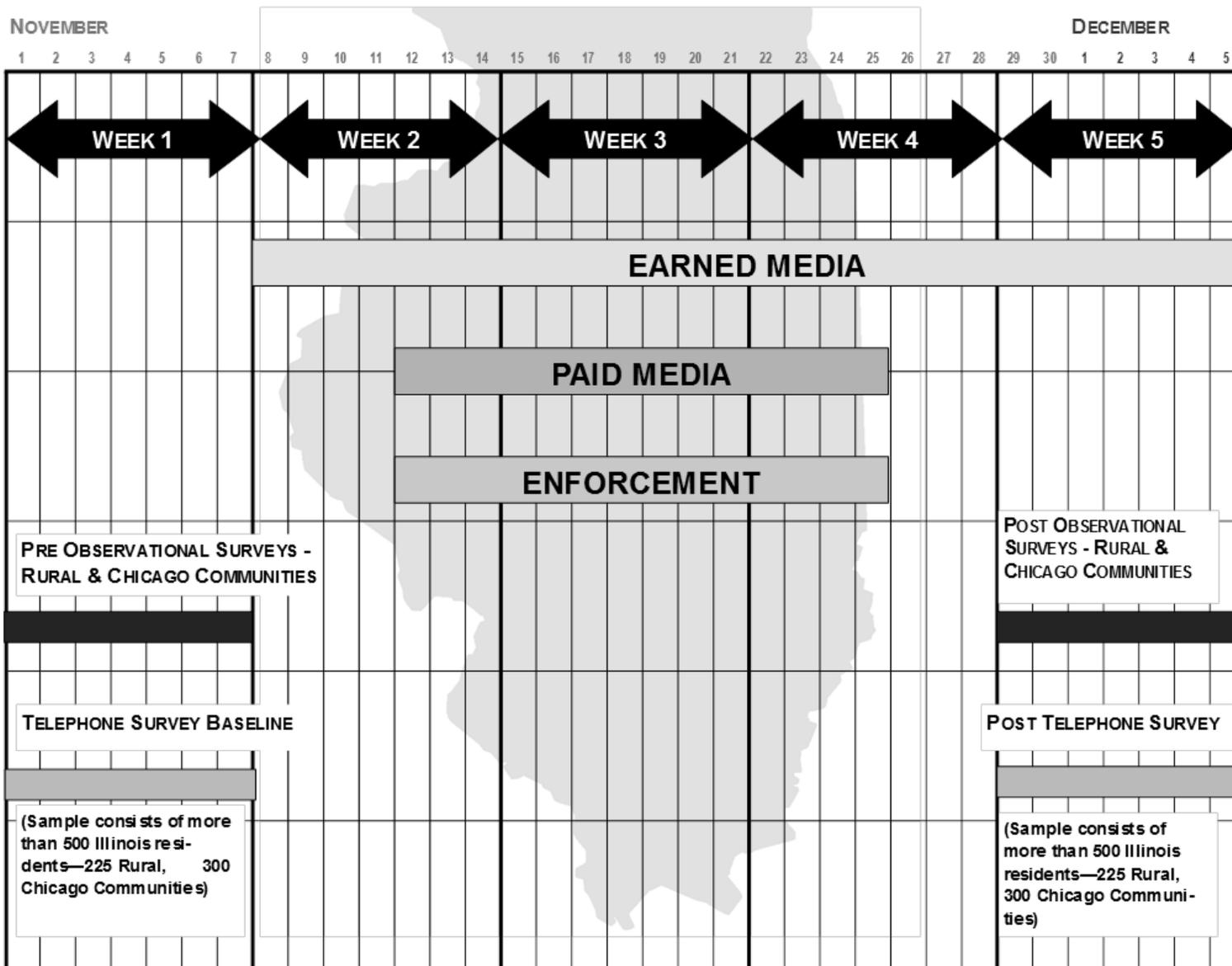
## Timeline of Activities

The five-week CIOT campaign started November 1 and ended December 5, 2012. 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 2 through Week 4: (November 12 – November 25): Highly publicized strict enforcement of the safety belt laws was conducted from November 12 through November 25. Paid media advertisements promoting the CIOT campaign ran on television and radio from November 12 through November 25. 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

## 2012 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 \$396,979 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 25. About 45 percent of the total paid media purchased (\$233,881) were television advertisements. About 46 percent (\$240,985) of the media budget was spent on radio advertisements. The remaining 9 percent (\$45,350) 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***

Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago (Minority Communities)	\$ 137,629.93	1,580	\$ 124,211.00	1,965	\$ 261,840.93	3,545
Downstate (Rural)	\$ 36,360.47	5,941	\$ 39,852.50	4,146	\$ 76,212.97	9,300
<b>Total TV &amp; Radio</b>	<b>\$ 173,990.40</b>	<b>7,521</b>	<b>\$ 164,063.50</b>	<b>6,111</b>	<b>\$ 338,053.90</b>	<b>12,845</b>
Alternative Media	N/A	N/A	N/A	N/A	\$ 56,364.18	See Below <sup>1</sup>
<b>Total Dollars Spent</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$396,979.28</b>	<b>N/A</b>

### 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.

<sup>1</sup> Alternative media consisted of in-theatre ads, ads on the statewide radio network and internet advertising was done through the following: Our Full Network provided by Mbuy, Alcan and WLS-TV.

On November 20, 2012, the Illinois Department of Transportation partnered with the Illinois State Police and local enforcement agencies issued a press release to about the “Drive to Survive” campaign which increased awareness of the safety belt and alcohol-related driving laws. The public service announcements made during the campaign reminded motorists to not drink and drive, designate a driver, and buckle up.<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 73 such announcements in communities across the state. In addition, 24 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 244 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 74 print news stories, 7 radio news stories, and 11 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	244	Outdoor message board announcements	73
Print news stories	74	CIOT Banners	24
Radio news stories	7	Web page postings / announcements	330
Television news stories	11	Local cable public access messages	19
Press conferences	26	Presentations	16
Posters / fliers	1,432	Other	111

<sup>1</sup> This information was part of the Illinois State Police’s press release issued on 20 Nov. 2012. The actual press release can be found at [http://www.dot.il.gov/press/r112012\\_1.html](http://www.dot.il.gov/press/r112012_1.html).

## 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. 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. Included on the website were print files for posters, paycheck stuffers, sample press release, sample post release, op-ed article, activity sheet, e-mail blast and fact sheets.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, bag clips, sunglass wipes, static clings and placemats to distribute in their community. We filled 150 orders during the campaign.
- Over 3,700 CIOT posters were distributed statewide. The posters were displayed in police agencies, banks, restaurants, businesses, health departments, hospitals, libraries and schools.
- There were 18 radio interviews given by the Illinois OP Coordinator and the TSLs about Click It or Ticket, including one interview given in Spanish.
- E-mail blasts containing CIOT information were sent to over 35,000 people in Illinois. Recipients of this e-mail included: Illinois Operation Teen Safe Driving schools, CPS technicians, Northern Illinois University students and faculty, the Illinois Association Chiefs of Police and Law Enforcement.
- TSLs gave 17 presentations throughout the campaign across the state and had booths at 14 different fairs.
- Over 107,000 incentive items, pens, bottle tags, bumper stickers, static clings, bag clips, lanyards, pencils, napkins, placemats and awareness bracelets promoting seat belt use were distributed surrounding the Thanksgiving holiday. Items were distributed at more than 100 sites which included hospitals, health and safety fairs, shopping centers, malls, athletic events, schools, restaurants, car dealerships, etc.
- TSLs submitted press releases, letters and articles to over 300 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.

- 2,000 CIOT floor mats were distributed to auto groups throughout Chicago.
- Some TSLs had a postage message printed on all out-going mail. The postage was labeled, "Buckle Up, Save Lives."
- CIOT messages were placed under signatures of TSLs on their e-mails sent out to anyone during the month of November.

### Media Events

On November 20, 2012, seven media events were held at 10:00 a.m. in Chicago, Rockford, Moline, Peoria, Springfield, Cahokia and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of seat belt enforcement. A freeze mob of 55 people was held at the Thompson center during the Chicago press event. It was done to symbolize the 55 people who are killed each day nationwide in motor vehicle crashes. The other press events were held around the state at police departments to stress the importance of buckling up- day and night. These events were organized by DTS Law Enforcement Liaisons (LELs) and TSLs. 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 161 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. Of the 161 local agencies funded, 46 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 161 local law enforcement agencies participating in CIOT logged a combined total of 14,830.8 enforcement hours and conducted 615 safety belt enforcement zones, 25 roadside safety check points, and 980 saturation patrols. Participating agencies wrote a total 18,182 citations during the campaign, 7,952 (43.7%) of which were safety belt and child safety seat citations. Overall, one citation was written every 48.9 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 111.9 minutes throughout the campaign.

### Minority Enforcement

The city of Chicago logged 1,705.0 patrol hours and conducted 88 SBEZs patrols in targeted minority areas during CIOT enforcement. A total of 2,178 citations were issued, 1,511 (69.4%) of which were safety belt / child safety seat violations. One citation was written every 47.0 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 67.7 minutes during the Thanksgiving campaign.

### Rural Enforcement

Forty-six law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 2,762.5 hours of enforcement, conducting 133 SBEZs and 245 saturation patrols. These agencies wrote a total of 2,435 citations, 833 of which were safety belt / child restraint violations. One ticket was written every 68.1 minutes of rural enforcement. On average one occupant restraint violation was written every 199.0 minutes in these rural areas.

### Non-Rural Targeted Media Market Enforcement

One hundred fourteen (114) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 6,167.8 hours of enforcement, conducting 320 SBEZs and 612 saturation patrols. These agencies wrote a total of 7,631 citations, 3,399 of which were safety belt / child restraint violations. One ticket was written every 48.5 minutes of enforcement. On average one occupant restraint violation was cited every 108.9 minutes in these areas.

### Illinois State Police Enforcement

ISP conducted 4,195.5 hours of enforcement, 74 SBEZs, one RSC, and 119 saturation patrols. A total of 5,938 citations were issued by ISP, 37.2 percent (2,209) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 42.4 minutes and one safety belt / child safety seat citation every 114.0 minutes during CIOT.

**Table 5: 2012 Thanksgiving *Click It or Ticket* Enforcement Results**

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=46)	Non-Targeted Media Market Thanksgiving Grantees (n=114)	ISP	Total (Combined Enforcement) (n=161)
1	2	3	4	5	6
Number of Enforcement Hours	1,705.0	2,762.5	6,167.8	4,195.5	14,830.8
Number of Safety Belt Enforcement Zones	88	133	320	74	615
Number of Saturation Patrols	4	245	612	119	980
Total Citations	2,178	2,435	7,631	5,938	18,182
Number of Safety Belt and Child Safety Seat Citations	1,511	833	3,399	2,209	7,952
Number of Other Citations	667	1,602	4,232	3,729	10,230
Citation Written Every X Minutes	47.0	68.1	48.5	42.4	48.9
Safety Belt / Child Safety Seat Citation Written Every X Minutes	67.7	199.0	108.9	114.0	111.9

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 fifty-seven STEP grantees, 11 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 14,830.3 patrol hours and issued 18,182 citations during Thanksgiving CIOT enforcement at a total cost of \$987,205.36. On average, one citation was written every 48.9 minutes during enforcement at a cost of \$53.80 per citation, or \$65.96 per patrol hour.

### Illinois State Police

ISP conducted 4,195 patrol hours during statewide enforcement and issued 5,938 citations at cost of \$384,518, or \$91.66 per patrol hour. One citation was written every 42.4 minutes, an average cost of \$64.76 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 April 25, 2013, a total of 161 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 157 agencies were STEP grantees and 11 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 157 grantees which received funding to participate in the STEP program conducted a total of 9,524.8 patrol hours and issued 11,347 citations during CIOT. One citation was written every 50.4 minutes during enforcement at a cost of \$46.15 per citation, or \$54.98 per patrol hour. As expected, almost half of the citations issued (49.9 percent) were safety belt and child safety seat citations and slightly more than two and a half percent of the written citations were DUI arrests. The enforcement cost for Thanksgiving STEP grantees was \$523,665.17. (See **Table 9** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

#### LAP Grantees

Eleven LAP grantees contributed 1,110.5 patrols hours to the campaign, issuing 897 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 74.3 minutes at a cost of \$78.06 per citation or \$63.05 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	4,195.0	5,938	42.4	\$64.76	\$91.65	\$384,517.80
STEP Grantees (n=157) <sup>2</sup>	9,524.8	11,347	50.4	\$46.15	\$54.98	\$523,665.17
LAP Grants (n=11)	1,110.5	897	74.3	\$78.06	\$63.05	\$70,022.39
<b>Total</b>	<b>14,830.3</b>	<b>18,182</b>	<b>48.9</b>	<b>\$53.80</b>	<b>\$65.96</b>	<b>\$978,205.36</b>

<sup>2</sup> Seven agencies had both a STEP grant and a LAP grant. These agencies include Chicago, Decatur, East Peoria, Loves Park, Skokie, St. Clair County, and Will County.

## 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 Quincy Police Department \$2,424.18 for conducting 24 patrol hours resulting in \$101.01 per patrol hour. On the other hand, the Grandview Police Department was reimbursed \$480.00 for conducting 24 patrol hours resulting in \$20.00 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Maywood Police Department \$4,276.26 for writing 14 citations resulting in a cost of \$305.45 per citation. On the other hand, East Hazel Crest Police Department was reimbursed \$386.15 for issuing 39 citations resulting in a cost of \$9.90 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, Maywood Police Department issued 14 citations over 72 patrol hours resulting in one citation written for every 308.6 minutes of patrol. On the other hand, East Hazel Crest Police Department issued 39 citations over 10.0 patrol hours resulting in one citation written for every 15.4 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. 2012

**Table 7** shows safety belt usage rates in rural areas throughout the state of Illinois during the November and December 2012 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 4 to 11, while the post mobilization surveys were conducted from November 26 to December 2. 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 5,908 vehicles observed during the pre-mobilization, of which, 4,461 were passenger cars and 1,447 were pickup trucks. During the post mobilization, there were 6,243 total vehicles observed, of which, 4,726 were passenger cars and 1,517 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 92.1 percent during the pre-mobilization to 94.5 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 92.4 percent during the pre-mobilization to 94.7 percent during the post mobilization. The seat belt usage rates for passengers increased from 91.0 percent during the pre-mobilization to 93.4 percent during the post mobilization. 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 across the three of the four rural media markets. From pre-mobilization to post mobilization, the safety belt usage rate in the Rockford media market did not change. From pre-mobilization to post mobilization, the safety belt usage rate in the Peoria and St. Louis media markets increased by 2.5 percentage points and it increased by 3.8 percentage points in the Champaign media market. On residential roads, there was an increase from 91.4 percent during the pre-mobilization to 94.7 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 92.5 percent during the pre-mobilization to 94.3 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 93.6 percent during the pre-mobilization to 96.1 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 87.7 percent during the pre-mobilization to 89.4 percent during the post-mobilization. Based on seating position, passengers had a slightly higher seat belt usage rate than drivers during the pre-mobilization survey. On the other hand, during the post mobilization survey, drivers had a higher seat belt usage rate than passengers. While the safety belt usage rate increased for drivers by 2.4 percentage points, the safety belt usage rate for passengers decreased by 1.2 percentage points. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford and Peoria media markets, while the Champaign media market had the lowest usage rate. The seat belt usage rates in the St. Louis, Peoria and Champaign media markets increased by 3.5 percentage points, 1.0 percentage point and 2.0 percentage point respectively. On the other hand, the safety belt usage rate in the Rockford media market decreased by 2.2 percentage points. On residential roads, safety belt use in pickup trucks increased from 86.1 percent during the pre-mobilization to 86.3 percent during the post mobilization. On U.S./IL Highways, safety belt use in pickup trucks increased from 88.5 percent during pre-mobilization to 90.6 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 2012)**

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. 4th-11th	Nov. 26th-Dec. 2nd	3	Nov. 4th-11th	Nov. 26th-Dec. 2nd	6	Nov. 4th-11th	Nov. 26th-Dec. 2nd	9
	N=5,908	N=6,243		N=4,461	N=4,726		N=1,447	N=1,517	
<b>Total Usage Rate</b>	<b>92.1%</b>	<b>94.5%</b>	<b>2.4%</b>	<b>93.6%</b>	<b>96.1%</b>	<b>2.5%</b>	<b>87.7%</b>	<b>89.4%</b>	<b>1.7%</b>
Drivers	92.4%	94.7%	2.3%	94.0%	96.2%	2.2%	87.5%	89.9%	2.4%
Passengers	91.0%	93.4%	2.4%	91.8%	95.5%	3.7%	88.4%	87.2%	-1.2%
<b>Media Market</b>									
Champaign	88.5%	92.3%	3.8%	90.9%	95.1%	4.2%	80.8%	82.8%	2.0%
Peoria	90.6%	93.1%	2.5%	91.5%	94.6%	3.1%	88.1%	89.1%	1.0%
Rockford	95.1%	95.1%	0.0%	95.8%	96.4%	0.6%	91.9%	89.7%	-2.2%
St. Louis	94.2%	96.7%	2.5%	95.8%	97.8%	2.0%	90.2%	93.7%	3.5%
<b>Road Type</b>									
Residential	91.4%	94.7%	3.3%	93.2%	97.0%	3.8%	86.1%	86.3%	0.2%
US/IL Highways	92.5%	94.3%	1.8%	93.8%	95.6%	1.8%	88.5%	90.6%	2.1%

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. 2012

**Table 8** shows safety belt usage rates in Chicago communities during the November and December 2012 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 4 to 11, while the post mobilization surveys were conducted from November 26 to December 2. 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 5,023 vehicles observed during the pre-mobilization, of which, 4,725 were passenger cars and 298 were pickup trucks. During the post mobilization, there were 5,230 total vehicles observed, of which, 4,957 were passenger cars and 329 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 81.5 percent during the pre-mobilization to 83.0 percent during the post mobilization. The seat belt usage rate for drivers increased from 82.2 percent during the pre-mobilization to 84.6 percent during the post mobilization. The seat belt usage rates for passengers decreased from 79.0 percent during the pre-mobilization to 76.7 percent during the post mobilization. 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 78.1 percent during the pre-mobilization to 80.0 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased by 1.2 percentage point from 84.8 percent during the pre-mobilization to 86.0 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 82.8 percent during the pre-mobilization to 84.5 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 83.6 percent during the pre-mobilization to 86.0 percent during the post-mobilization resulting in a 2.4 percentage point increase. For passengers, the seat belt usage rate decreased by 1.7 percentage points from 80.0 percent during the pre-mobilization to 78.3 percent during the post mobilization. In the

Hispanic communities, the seat belt usage rate increased from 79.6 percent during the pre-mobilization survey to 81.3 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 2.1 percentage points from 85.9 percent during the pre-mobilization to 88.0 percent during the post mobilization.

Due to the small sample sizes of pickup truck occupants, the following percentages should be viewed with caution. The seat belt usage rate for pickup trucks, excluding large trucks, decreased from 60.4 percent during the pre-mobilization to 54.6 percent during the post mobilization survey. Based on seating position, the seat belt usage rate for drivers decreased by 2.5 percentage points (from 59.2 percent during the pre-mobilization to 46.4 percent during the post mobilization). For passengers, the seat belt usage rate decreased by 18.2 percentage points from 64.6 percent to 46.4 percent. In the Hispanic communities, the seat belt usage rate increased from 54.7 percent during the pre-mobilization survey to 55.1 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate decreased by 11.9 percentage points from 66.0 percent during the pre-mobilization to 54.1 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 2012)**

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. 4th-11th	Nov. 26th-Dec. 2nd	Nov. 4th-11th	Nov. 26th-Dec. 2nd	Nov. 4th-11th	Nov. 26th-Dec. 2nd			
N=5,023	N=5,230	N=4,725	N=4,957	N=298	N=273				
<b>Total Usage Rate</b>	<b>81.5%</b>	<b>83.0%</b>	<b>1.5%</b>	<b>82.8%</b>	<b>84.5%</b>	<b>1.7%</b>	<b>60.4%</b>	<b>54.6%</b>	<b>-5.8%</b>
Drivers	82.2%	84.6%	2.4%	83.6%	86.0%	2.4%	59.2%	56.7%	-2.5%
Passengers	79.0%	76.7%	-2.3%	80.0%	78.3%	-1.7%	64.6%	46.4%	-18.2%
<b>Community Type</b>									
Hispanic	78.1%	80.0%	1.9%	79.6%	81.3%	1.7%	54.7%	55.1%	0.4%
African American	84.8%	86.0%	1.2%	85.9%	88.0%	2.1%	66.0%	54.1%	-11.9%

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**

**Seat Belt Media and Enforcement  
Campaign Surveys:  
Thanksgiving Holiday 2012**

*Rural Targeted Area*

Conducted for: **IDOT**, Division of Traffic Safety



**By: Center for State Policy & Leadership  
Survey Research Office**

UNIVERSITY OF  
**ILLINOIS**  
SPRINGFIELD

Field Interviewing: November / December, 2012  
Report with Excel File Tables: February, 2013

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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 Springfield to conduct two telephone surveys of “rural Illinois” before and after Thanksgiving, 2012. The earlier survey was conducted in early November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in December, 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>6</sup>

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in April and June of 2012. (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 November 6, 2012 through November 27, 2012 with about 186 licensed drivers (n = 180-198).<sup>7</sup> The field interviewing for the December survey was conducted from December 2 through December 20, 2012, with about 237 licensed drivers (n = 230-248).<sup>8</sup>

At the 95<sup>th</sup> percent confidence level, the sampling error for the November survey is +/- 7 percent while the error for the December survey is +/- 6.2 percent.

Each telephone number in the samples was called a maximum of ten times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male

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<sup>6</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>7</sup> We will maintain consistency with earlier studies and refer to this pre-test survey as the November survey.

<sup>8</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.

licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.<sup>9</sup>

The average length of the completed interview for the November survey was 17 minutes and the December survey was 16.5 minutes making the combined average length of the surveys about 16.63 minutes. Total response rate for the Thanksgiving Campaign surveys is 12 percent, as calculated using AAPOR guidelines.

## Comments on Results

In the following “Summary of Results,” we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the November and December 2012 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. 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 2012 Pre/Post Thanksgiving Campaign Survey Tables** (an Excel file) compiled for the project. The excel file also includes the comparisons to the 2012 Memorial Day campaign surveys (conducted in April and June 2012).

*Demographic characteristics of the November and December samples.* Before reporting the seat belt-related results, it is worth noting that the November and December 2012 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristics.

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 in terms of gender representation. In order to better represent younger populations in the analysis, there are substantial differences in the gender breakdowns of the November and December surveys. The November survey is 54 percent male and 46 percent female, while the December survey is 42.6 percent male and 57.4 percent female. Differences for all other demographic characteristic categories are smaller than these and can be found in the comparisons in the Excel file tables.

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<sup>9</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 2012 to mimic those used in some Pew Research surveys.

## 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 94.5 percent in December 2012. This is up slightly (2.4 percentage points) from the November survey. This is also up from the 2011 surveys as well as the 2012 Memorial Day Campaign surveys. The percent who reported wearing a seat belt either “all the time” or “most of the time” is just over 96 percent in both surveys.

**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 just over three-quarters in December (77.2 percent), up slightly from the November survey, which reported 74 percent who reported that they always wear their seatbelt. The percent who indicated not having worn a seat belt “within the last day” or “within the last week” remained around 13 percent of respondents across the November and December surveys.

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 (62.9 percent of those giving a reason in November and 71.7 percent 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 (94.5 per cent in November; 96.1 percent in December). Reports of increased usage were slightly higher in November (4.9 percent) than in December (3.5 percent).

**Have you ever received a ticket for not wearing a seat belt?** Eleven percent of December respondents reported that they have received a ticket for not wearing a seat belt. This is down slightly from the 14.6 percent who reported the same in the November survey.

**When riding in a car as passenger, how often do you wear your seat belt?** The survey instrument contains two items asking respondents about their seat belt use while being a passenger. Respondents are asked about their passenger seat belt use while riding in the front seat and while riding in the back seat. Passengers in the front seat report a higher percent of wearing their seat belt “all of the time,” (93 percent in November, 92.3 percent in December) than passengers in the back seat (62 percent in November, 55.9 percent in December).

## AWARENESS OF AND ATTITUDES TOWARDS SEAT BELT LAWS

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

Virtually all respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (98 percent in both surveys).

**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?* Somewhat more than eight in ten December survey respondents (80.9 percent) indicated that police can stop a vehicle just for a seat belt violation, down a bit from nearly 86 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?* Seventy-one percent of December respondents reported that this should be allowed, which is down slightly from 75.5 percent of November respondents.

**In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?** Almost all of respondents in both the November and December survey reported that it should be illegal to drive when in children in the car are not wearing seat belts or are not in car seats, 96.2 percent and 97 percent, respectively.

### **Attitudes about wearing seat belts**

Respondents were asked a series of questions asking them about their level of agreement or disagreement towards seat belt issues. Each of the questions asked respondents to rate their responses on a four-point scale, ranging from strongly agree to strongly disagree. For the sake of simplicity, we combine the four answer categories into two: Agree v. Disagree.

*Agree/disagree: Seat belts are just as likely to harm you as help you.* Thirty respondents in the December survey reported that they either “strongly agreed,” or “somewhat agreed,” with this statement, which is up slightly from the 24.6 percent who reported the same in the November survey. Approximately two-thirds of respondents in both surveys reported that they disagreed with this statement.

*Agree/disagree: If you were in an accident, you would want to have your seat belt on.* Almost all of the respondents in both surveys reported that they agreed with this statement, 97.8 percent in November and 96.6 percent in December. Less than five percent of respondents reported that they disagreed with this statement.

*Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.* Only five percent of December respondents reported that they agreed with this statement, compared to the 10.8 percent who agreed in the November survey. The majority of respondents in both surveys reported that they disagreed with the statement, 85.9 percent in November and 92 percent 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 proportion who said either "very" or "somewhat" stayed constant at 72 percent from November to December. There was a slight decrease in the percent of individuals who reported that it was "very" likely, from 46.8 percent in November to 40.9 percent in December.

***Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.*** One-fourth of December respondents agreed with this statement, compared to 21.8 percent in the November survey. Slightly more than half of respondents in both surveys (53.2 percent in November, 51.5 percent in December) disagreed with the statement.

***Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.*** Thirty-six percent of December respondents agreed with this statement. While this is down slightly from 39.9 percent in November, it is a significant increase from the Memorial Day campaign surveys, which found that 27.1 percent agreed with the statement in April and 31.8 percent agreed in June 2012.

**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.*** Approximately 90 percent of respondents in both the November and December survey reported that they agreed with this statement, compared to less than 10 percent who disagreed.

***Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?*** For this question, which came near the end of the set of interview questions that related to seat belts, the results show a decrease in respondents who reported that it is either "very" or "fairly" important for Illinois to enforce seat belt laws for adults. Eighty percent of December respondents think that it is important, compared to 86.9 percent of November respondents. However, this is still a larger percentage than those who thought it was important during the Memorial Day campaign.

## 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 an increase from 20.5 percent in November to 25.5 percent in December. Interestingly, the Memorial Day campaign results also indicate a five percentage point increase from pre-campaign to post-campaign (also from 20 percent to 25 percent).

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

Newspaper was the medium with the highest percent of individuals reporting that they saw about the special effort through that medium (47.4 percent in November, 42.4 percent in December). If they reported seeing/hearing about it in the newspaper, the majority of individuals reported that it was in a news story (92 percent), compared to only 4 percent reporting that it was in an advertisement.

Television was also frequently reported by respondents (39.5 percent in November, 40.0 percent in December). In the December survey, more than half of respondents reported seeing/hearing about it on television in a commercial or advertisement (54.2 percent), and a news story or news program, (56.5 percent).

Television is followed by radio (17.9 percent in November, 28.3 percent in December), with the majority of these individuals in the December survey reporting that it was in an advertisement. It is important to mention that in the November survey, almost three-fourths of respondents reported that they heard it on radio in a news story.

Less than one in five reported hearing about the special effort from friends and relatives (18.4 percent in November, 11.7 percent in December).

**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*” decreased slightly in December to 9.4 percent, compared to 12 percent in November.

**Awareness of roadside safety checks.** There was a slight increase in awareness with 35 percent indicating 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*” in the December survey, compared to 28.6 percent in the November survey.

*Of those respondents who indicated being aware of roadside safety checks,* a higher percentage of respondents reported hearing about the roadside checks through television in the November survey than in the December survey (41.7 percent in November survey, 37.7 percent in December survey).

Television, of these individuals, the majority reported hearing about it through a news story (89.7 percent in December survey) compared to less than one-fourth of respondents who reported that they heard about it through a commercial.

Newspaper was also a very common source of awareness with 44.9 percent of December respondents reported that they read about it in a newspaper, compared to 37.5 percent in the November survey. If they read about it in a newspaper, it was most likely from a news story with 91.2 percent of December respondents reporting reading it in a news story while only 11.4 percent reporting that it was in an advertisement.

Radio, while approximately one-third of November respondents reported hearing about the special effort on the radio in the November survey, only 16.9 percent of December respondents reported the same.

*Of those who had seen or heard anything about roadside safety checks,* the percent who indicated they had personally seen such checks decreased slightly from 42.9 percent in November to 35.5 percent in December. This is consistent with the percent who reported the same in the June survey (36.3 percent).

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,*” 38.5 percent of the December respondents reported that they had personally been through a road-side safety check in the past 30 days. This translates into 4.5 percent of the entire sample, which is up slightly from 3.9 percent of the November sample.

**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*” was slightly less than two-thirds of respondents who reported that they had heard or seen such messages. While there was a small decrease from 66.5 percent in November to 61.5 percent in December, both of these surveys have a higher percent than the Memorial Day Campaign surveys (49.9 percent in April, 59.3 percent in June).

*Of those December respondents who had seen or heard such messages,* three-fourths of respondents reported that they saw the effort on a billboard/road sign. Slightly more than half (55.2 percent) reported seeing it on television.

Television, of those individuals who reported seeing it on television, the majority reported that it was on a commercial (73.4 percent) rather than a news story (34.2 percent).

Radio, Thirty-three percent of respondents reported hearing about the special effort on a radio, with the majority of these individuals reporting that it was in a commercial (83 percent).

Newspaper, less than one-fourth of respondents reported reading about the special effort in a newspaper.

*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.*” 18 percent of individuals in the December survey reported that they had seen or heard more than usual, 80 percent reported that they had seen or heard about the same as usual, and less than one percent reported that they had seen or heard fewer than usual.

**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 about 8 percent on both surveys.

## AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

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

The **December results** are presented in Table Slogans-1 (see below). The two **seat belt slogans** are in **bold**. The two *most-recent DUI-related slogans* are in *italic bold*.

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

Slogan	Dec % Awareness	Nov to Dec Change (% points)
<b>Click it or Ticket</b>	89.6%	-1.5
Start seeing motorcycles	79.2%	+11.2
Friends don't let friends drive drunk	77.5%	-4.8
<b><i>You drink and drive. You lose.</i></b>	69.7%	-4.7
Drive smart. Drive sober.	59.3%	-4.2
Police in Illinois arrest drunk drivers	48.9%	0
<b>Buckle Up America</b>	46.8%	+2.9
<b><i>Drive sober or get pulled over</i></b>	44.2%	-3.9
Cell phones save lives. Pull over and report a drunk driver.	32.0%	-7.8
Wanna drink and drive? Police in Illinois will show you the bars	27.0%	-6.1
Drink and drive? Police in Illinois have your number	25.1%	-4.7
Drunk driving. Over the limit, under arrest	20.8%	-9.6
Rest Area= Text Area	19.9%	-5.0
Children in back	17.7%	-3.4
55 still the law for trucks in Chicago area	8.2%	-4.0
CSA 2010: Get the Facts, Know the Law – What's your Score?	3.5%	-1.5

As seen in this table, the current “Click It or Ticket” slogan has the highest awareness level, with almost 90 percent of the rural county respondents aware of the slogan. Interestingly, the “start seeing motorcycles” is the second place slogan while “Friends don't let friends drive drunk,” a slogan which has not been actively used for quite some time, is in third place.

The other seat-belt related slogan, “Buckle Up America,” is in seventh position, at 46.8 percent awareness, which is five percentage point increase from the 2011 campaigns and an increase from the 2012 Memorial Day campaigns.

**The “Click It or Ticket” campaign.** Surveys of the “rural” Illinois counties were conducted five times during both 2005 and 2006 and four times in the last six years of 2007 through 2012. Awareness results for the “Click It or Ticket Slogan” are presented below in Table Slogans-2

for these 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 2012 results by gender, age and education.)

**Table: Slogans-2**  
**Rural County Awareness Levels for “Click It or Ticket” Slogan,**  
**April 2005 through December 2012 Surveys**

Survey	2005	2006	2007*	2008*	2009*	2010*	2011*	2012*
April	82.6%	89.6%	-----	-----	87.4%	94.6%	90.0%	84.9%
May	85.3%	91.5%	88.6%	89.6%	-----	-----	-----	-----
June	93.3%	95.1%	92.5%	92.0%	89.5%	93.0%	94.7%	90.4
November	85.0%	91.3%	86.7%	89.6%	86.9%	90.3%	93.9%	91.1%
December	89.0%	93.2%	92.4%	93.2%	91.6%	94.2%	85.8%	89.6%

\*April/May and June figures are those from all relevant “rural” counties. This includes the actual rural sample and relevant respondents from the statewide sample.

Looking at the results from 2005 through 2012, we have seen a fairly steady, but slight, increase in awareness since the lowest point of awareness in April 2005 (82.6 percent). And while December rates were slightly higher in 2009 and 2010, we can assume that the 2011 decrease was a regression to the mean, with 2012 seeing a slight increase.

#### **Awareness of DUI-related and speeding-related messages**

While this report focuses on the 2012 Thanksgiving seat belt enforcement and media campaign, it is useful for comparison purposes to offer results for two questions that asked about recall of recent DUI and speeding-related messages.

**Recall of DUI-related messages.** The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” shows a small decrease from 65.6 percent in November to 59.9 percent in December.

**Recall of speeding-related messages.** The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about policy enforcing speed limit laws,*” also decreased from 30.1 percent in November to 25.0 percent in December.

## **CHICAGO MINORITY TELEPHONE SURVEY**

**Seat Belt Media and Enforcement  
Campaign Surveys:  
Thanksgiving Holiday 2012**

*Chicago Targeted Area*

Conducted for: **IDOT**, Division of Traffic Safety



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of Transportation**

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## INTRODUCTION

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois Springfield to conduct two telephone surveys of targeted areas in the City of Chicago in November and December, 2012.<sup>10</sup> The November survey occurred in a time period 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>11</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>12</sup>

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<sup>10</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 2011.

<sup>11</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>12</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, some residents from Albany Park can end up among the final respondents.

## 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 2012, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed from the northern area than from the southern area. The rationale for this stemmed from an initial goal, 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>13</sup> In practice, the goal over the years was quickly modified to obtain more than the original total goal of 150 African-American and Hispanic respondents and to obtain at least 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>14</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>15</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>16</sup>

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<sup>13</sup> The initial goal was modified because of the diversity of the northern area (see the paragraph below). And, we accomplished this latter goal in the past four years (both pre and post surveys for 2008 through 2012), by increasing the proportion interviewed in the northern region by a greater amount than we had in comparable surveys conducted in 2007.

<sup>14</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>15</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>16</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

Actual field interviewing for the November survey was conducted from November 6 through November 27, 2012 with more than 177 licensed drivers (n = 159-180). The field interviewing for the December survey was conducted from December 2, 2012 through December 20, 2012, with more than 189 licensed drivers (n = 169-200).<sup>17</sup> [As indicated earlier, by design, many more surveys were completed from the north targeted area than from the south targeted area in both surveys (30.5% north vs. 69.5% south in November; 33.3 north vs. 66.7% south in December.)]

At the 95<sup>th</sup> percent confidence level, the sampling errors for the results pertaining to the Chicago respondents are just below or just above +/- 7 percent for both the November and December surveys (+/- 7.3% for November and +/- 6.9% for December). These are the respondents who are the focus of this report.

Each telephone number in the samples was called a maximum of ten 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>18</sup>

The average length of the completed interview for the November survey was 17 minutes and the December survey was 16.5 minutes making the combined average length of the surveys about 16.63 minutes. Total response rate for the Thanksgiving Campaign surveys is 12 percent, as calculated using AAPOR guidelines.

## 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.

For both surveys, the total results (including non-minority respondents) have been weighted by north/south stratification area, gender, age and education for the November and December samples.<sup>19</sup> The recall time frame in the questions in both surveys is the same – that of 30 days.

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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).

<sup>18</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 2012 to mimic those used in some Pew Research surveys.

<sup>19</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 and education 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.)

The accompanying **IDOT Chicago 2012 Pre/Post Thanksgiving Campaign Survey Tables** (an Excel file) presents the full results for the combined African-American and Hispanic respondents.

***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 2012 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 (176 in November and 189 in December).
- *Gender.* Despite the fact that interviewers ask to speak to the youngest male in the household, female respondents still outnumber the male respondents in both the November and December surveys. Before weighting, approximately one-third (30.5 percent in November, 33.3 percent in December) of respondents are male and two-thirds (69.5 percent in November, 66.7 percent in December) are female. The weighted sample includes 43.5 percent male respondents and 56.5 percent female respondents in November, and 48.5 percent male respondents and 51.5 percent female respondents in December 2012.
- *North/south targeted area.* In both the November and December surveys, 45 percent of respondents are from the northern area of Chicago while 54 percent are from the southern area. This is not surprising as the southern area is predominantly African-American while the northern area's population is equally distributed across whites, African-Americans, and Hispanics.
- *Number of those 16 and over (driving age) in household.* The December survey has fewer who report one in their household to be of driving age (28.9 percent vs. 30.1%) and fewer who report two such household members (27.7 percent vs. 34.9 percent).
- *Age of respondent.* The December sample has slightly more respondents who are 60 years of age or older (32.5 percent), compared to the November sample (25.6 percent).
- *Education level.* The December survey has a larger percent of respondents who have some post high school education but not a four-year college degree (39 percent) compared to 32.9 percent in November.
- *Type of vehicle.* A larger percentage of the December sample report driving a sport utility vehicle (SUV) at 18 percent compared to 14.1 percent of the November sample; this is also true of the percentage of individuals who reported driving a van or minivan (11.0 percent in December, compared to 8.7 percent in November).

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.

### 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 respondents who said they wear their seat belt “all of the time” is 92 percent in the November survey and 94.9 percent in the December survey.<sup>20</sup> And, the proportion who indicated they wear their seat belt “most of the time” is around 4 percent in both surveys. When we combine these two answer categories, we find that between 96 and 99 percent of respondents reported that they were their seat belt either “all of the time” or “most of the time.”

**When was the last time you did not wear your seat belt when driving?** The December survey indicates a small increase in the percentage of individuals who reported that the last time they did not wear their seat belt was more than a year ago (indicating that they always wear it). More than 88 percent of December respondents reported that it had been more than a year ago, compared to 83.3 percent of November respondents. Of those individuals who reported not wearing a seat belt, the most frequent reason given was that they were driving a short distance.

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** None of the respondents (in either the November or December surveys) reported that their use of seat belts when driving had decreased in the past 30 days. In November, 2.4 percent reported that their seat belt use had increased while 97.6 percent reported that it had stayed the same. In December, 4.2 percent reported that their seat belt use had increased while 95.8 percent reported that it had stayed the same.

**When riding in a car as passenger, how often do you wear your seat belt?** The survey instrument contains two items asking respondents about their seat belt use while being a passenger. Respondents are asked about their passenger seat belt use while riding in the front seat and while riding in the back seat. Passengers in the front seat report a higher percent of wearing their seat belt “all of the time,” (90 percent) than passengers in the back seat (approximately 57 percent).

**Have you ever received a ticket for not wearing a seat belt?** Fourteen percent of November respondents reported that they have received a ticket for not wearing their seat belt, as did 12.2 percent of December respondents.

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<sup>20</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?** Almost all of both November and December respondents reported that Illinois does have a law requiring adults to use seatbelts (98.9 percent in November, 99.0 percent in December). When respondents are then asked whether the law requires adults riding in the back seat of a car to use a seatbelt, they are less sure. Eighty percent of November respondents reported that there is a law in Illinois requiring back seat passengers to wear a seatbelt, as did 76.3 percent of individuals in the December sample. However, in both samples, approximately 14 percent reported that they did not know/ were unsure.

**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?* When you ask respondents whether this is a primary enforcement law, there are mixed results. Eighty eight percent of November respondents reported that the police can stop individuals for just seat belt violations, as did 85.9 percent of December respondents (a decline of 2.1 percent).

*In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?* Respondents in the December sample were more supportive for this than individuals in the November sample. Eighty-three percent of individuals in the December sample reported that this “should be allowed,” compared to only 75.6 percent of individuals in the November sample.

**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?** Ninety-four percent of individuals in both samples reported that it should be illegal to drive when children in the car are not wearing seat belts or are not in car seats.

### Attitudes about wearing seat belts

Respondents were asked a series of questions asking them about their level of agreement or disagreement towards seat belt issues. Each of the questions asked respondents to rate their responses on a four-point scale, ranging from strongly agree to strongly disagree. For the sake of simplicity, we combine the four answer categories into two: Agree v. Disagree.

*Agree/disagree: Seat belts are just as likely to harm you as help you.* A higher percentage of individuals reported that they disagreed with this statement than agreed in both surveys. In November, 53.9 percent reported that they disagreed with this statement while 44.9 percent reported that they agreed. In December, 54.2 percent reported that they disagreed with this statement while 43.8 percent reported that they agreed.

*Agree/disagree: If you were in an accident, you would want to have your seat belt on.* The vast majority of respondents in both November and December surveys reported that they agreed with this statement, 97.8 percent and 97.9 percent respectively.

*Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.* One-fifth of respondents reported that they agreed with this statement (20.2 percent in November, 21.9 percent 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?* Slightly more than half of respondents in both the November and December surveys reported that they would be "very likely" to get a ticket for not wearing their seatbelt. When we combine the four answer categories into two (likely v. unlikely), 76.6 percent of individuals in the November survey reported that this was either "very likely" or "somewhat likely" compare to 20.0 percent of individuals who reported that this was either "very unlikely" or "somewhat unlikely." This is only slightly different (and within the MOSE) from the December sample, in which 69.4 percent reported that it was either "very likely" or "somewhat likely" and 22.4 percent reported that it was either "very unlikely," or "somewhat unlikely."

*Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.* Respondents were evenly split on this question in both the November and December surveys, with 20 percent reporting "don't know," in November and 14.4 percent in December. Thirty-seven percent of respondents reported that they agreed with this statement in November, as did 42 percent in December. In both surveys, approximately 43 percent disagreed with this statement.

*Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* The December survey saw a four percentage point increase of individuals who reported that they agreed with this statement, as well as nearly a six percentage point decrease in individuals who disagreed with this statement (43.3 percent agreed in December, compared to 38.9 percent in November; 19.6 percent disagreed in December, compared to 25.5 percent in November).

**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.*

As with the other agree/disagree statements, the four answer categories were collapsed into agree v. disagree. More than ninety-three percent of respondents reported that they agreed with this statement (93.3 percent in November, 93.8 percent in December), while 6.6 percent reported that they disagreed in the November survey and 5.2 percent reported that they disagreed in the December survey.

*Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?* More than ninety percent of individuals in both the November and December survey reported that it is either "very important" or "fairly important" for Illinois to enforce seat belt laws for adults more strictly.

## 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 individuals who reported seeing or hearing any special efforts by police to ticket drivers in their community for seat belt violations increased slightly from November (18.7 percent) to December (20.6 percent).

*Of those respondents who indicated having seen or heard of these special efforts*, there were differences on where they heard or saw these special efforts across the two surveys. Individuals in the November survey were more likely to report that they heard them on the radio (58.8 percent), and then television (50 percent), followed by friends or relatives (31.3 percent), and then newspapers (18.3 percent). The December survey indicates a slight change in this with television being the medium with the highest percentage of responses (40 percent), followed by radio (36.8 percent), friends and relatives (20 percent), and newspaper (10.0 percent).

Radio, of those who heard about the special effort on the radio, the majority of them reported that it was from a commercial or advertisement (77.8 percent in November and 50 percent in December). The second most frequently mentioned source was in a news story (30 percent in November and 42.9 percent in December).

Television, of those who saw the special effort on television, the vast majority of these in both surveys (75 percent in the November survey and 62.5 percent in the December survey) reported that they saw it on a commercial or advertisement.

Newspaper, All of the December respondents who reported seeing the special effort in a newspaper reported that they saw it in an advertisement but in the November survey, two-thirds of respondents reported seeing it in a news story.

**Awareness of police working at night to enforce seat belt laws.** Only 16.5 percent of December respondents reported that they had seen or heard anything about police in their community working at night to enforce seat belt laws. This was a 3.5 percentage point decrease from 20 percent in November 2012.

**Awareness of roadside safety checks.** There was a slight increase in the percent of respondents who reported having seen or heard about roadside safety checks in the past thirty days from 35.7 percent in the November survey to 39.1 percent in the December survey.

*Of those respondents who indicated being aware of roadside safety checks*, slightly more than one-third of these individuals reported that they had heard of these roadside safety checks from friends and relatives in the December survey, as did 42 percent of respondents from the November survey.

Television was also a frequent source of awareness (45.5 percent in November and 31.6 percent in December). Of those individuals who had heard about the special effort on television, the majority of these individuals reported that it was from a news story (60 percent in November and 50 percent in December). The second most frequently mentioned source was in a commercial or advertisement (40 percent in November, 41.7 percent in December).

Radio, while 34.4 percent of November respondents reported that they heard about these efforts on the radio in the November survey, only one-fifth of the December respondents reported the same. If they heard about it on the radio, December respondents mentioned that it was from a news story at a high rate (50 percent, compared to 33.3 percent in November) while November respondents mentioned that it was from a commercial or advertisement (45.5 percent, compared to 28.6 percent in December).

*Of the respondents who had seen or heard anything about roadside safety checks*, there was an eleven percentage point increase of those who had personally seen the police doing a roadside safety check from 60.5 percent in November to 71.1 percent in December. Additionally, 48.1 percent of those individuals had *personally been through a roadside check in the past thirty days, either as a driver or as a passenger* in the December survey, compared to 40 percent in the November survey.

**Awareness of messages to encourage people to wear seat belts.** The percent of individuals who reported seeing or hearing any messages encouraging people to wear seat belts stayed consistent from the November to December survey at 68 percent.

*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."* In the November survey, 24.6 percent of respondents reported that they heard "more than usual" while 73.8 percent reported seeing/hearing about the same amount as usual. In December, 22.7 percent reported hearing "more than usual" while 74.2 percent reported that the amount was about the same as usual.

The most frequently cited source of awareness is through television. Seventy-one percent of individuals who had awareness of these messages in the November survey reported seeing it on television, compared to 73.8 percent of individuals in the December survey. On those who saw it on television, the most frequent source was through a commercial or advertisement (79.1 percent in November, 85.4 percent in December survey).

Radio, 53.3 percent of November respondents reported hearing about these efforts on the radio, compared to 44.6 percent of December respondents. If they heard about it on the radio, the most frequent source was in a commercial or advertisement (65.6 percent in November survey, 70 percent in December survey).

Billboards, more than 80 percent of December respondents reported seeing the messages encouraging people to wear their seatbelts on a billboard or road sign. This is an eight percentage point increase from 73.8 percent in November 2012.

**Awareness of other activities that encouraged people to wear seat belts.** Less than 10 percent of both survey respondents (8 percent in November, 6.4 percent in December) reported that they had seen or heard other activities encouraging people to wear seat belts.

## AWARENESS OF SELECTED TRAFFIC SAFETY SLOGANS

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

**The December results for African American and Hispanic respondents.** The December seat belt “post-test” awareness levels for African American and Hispanic respondents are presented in Table Slogans-1 (see below). The two **seat belt slogans** are in **bold**. The two *most-recent DUI-related slogans* are in *italic bold*.

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

Slogan	Dec % Awareness	Nov to Dec Change (% points)
<b>Click it or Ticket</b>	92.0%	-3.3
Friends don't let friends drive drunk	82.8%	-6.6
<b><i>You drink and drive. You lose.</i></b>	76.1%	-6.0
Drive smart. Drive sober.	59.1%	-4.0
<b>Buckle Up America</b>	58.0%	-0.3
Police in Illinois arrest drunk drivers	59.8%	-0.2
Cell phones save lives. Pull over and report a drunk driver.	45.5%	-0.4
55 still the law for trucks in Chicago area	39.8%	+6.5
<b><i>Drive sober or get pulled over</i></b>	38.7%	+3.5
Drunk driving. Over the limit, under arrest	38.6%	+5.7
Children in back	34.5%	-2.4
Drink and drive? Police in Illinois have your number	33.0%	+4.8
Rest Area= Text Area	28.1%	+3.1
Start seeing motorcycles	24.7%	-
Wanna drink and drive? Police in Illinois will show you the bars	23.6%	-18.3
CSA 2010: Get the Facts, Know the Law – What's your Score?	13.6%	-0.5

As seen in this table, the current “Click It or Ticket” slogan has the highest awareness level, with 92 percent awareness among December respondents. This was actually a decrease from the November survey, where more than 95 percent of respondents reported being aware of the slogan.

Interestingly, and a consistent finding across recent survey years, is that the second place slogan is “Friends don't let friends drive drunk,” a slogan which has not been actively used for quite some time. Its awareness is at 82.8 percent. Closely behind in third place is the slogan, “You drink and drive. You lose.” A recently-used DUI slogan, it has 76.1 percent awareness which is a 2 percentage point increase from the 2011 December survey.

**“Click It or Ticket” trends and comparisons among African American and Hispanic respondents.** The vast majority of respondents reported that they recall hearing or seeing the “Click It or Ticket” slogan in the past thirty days. More than ninety-five percent (95.3 percent) of respondents reported hearing or seeing it in the past 30 days in November, compared to 92.0 percent in December. While this is a slight decrease from November to December, both samples reported higher rates of awareness than the 2011 surveys.

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

**Table: Slogans-2  
Awareness Levels for “Click It or Ticket” Slogan  
Thanksgiving Campaigns, 2005 through 2012**

Survey	2005	2006	2007	2008	2009	2010	2011	2012
November	91.3%	86.6%	87.5%	89.2%	90.6%	92.3%	91.8%	95.3%
December	92.2%	92.0%	94.3%	90.8%	94.8%	95.4%	90.8%	92.0%

Looking at the results from 2005 through 2012, we have seen a fairly steady, but slight, increase in awareness since the lowest point of awareness in 2006 (86.6 percent of November respondents). And while December rates were slightly higher in 2009 and 2010, we can assume that the 2011 decrease was a regression to the mean, with 2012 seeing a slight increase.

### **Awareness of DUI-related and speeding-related messages**

While this report focuses on the 2012 Thanksgiving seat belt enforcement and media campaign, it is useful for comparison purposes to offer results for two questions that asked about recall of recent DUI and speeding-related messages.

**Recall of DUI-related messages.** The percent of respondents who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” shows a slight decrease (-4.8 percentage points) from 73.3 percent in November to 68.5 percent in December. Both of these are increases from the 2011 survey, in which 66 percent of respondents reported having seen, read, or heard something about alcohol impaired driving in the past 30 days.

**Recall of speeding-related messages.** The percent of respondents who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about police enforcing speed limit laws,*” shows an increase of less than 2 percentage points from 37.5 percent in November to 38.9 percent in December.

**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				
Algonquin	62.0	97	72	74.2%	0	0.0%	38.4	\$40.05	\$62.66	\$3,885.06
Alton	286.0	230	88	38.3%	10	4.3%	74.6	\$57.50	\$46.24	\$13,225.13
Arlington Heights	44.0	80	42	52.5%	1	1.3%	33.0	\$36.13	\$65.69	\$2,890.20
Barrington	22.0	23	1	4.3%	2	8.7%	57.4	\$45.61	\$47.68	\$1,049.06
Bartlett	55.0	76	9	11.8%	5	6.6%	43.4	\$47.45	\$65.57	\$3,606.14
Bartonville	36.0	32	0	0.0%	1	3.1%	67.5	\$41.74	\$37.10	\$1,335.56
Belvidere	36.0	25	20	80.0%	0	0.0%	86.4	\$67.27	\$46.72	\$1,681.80
Berwyn	91.0	218	134	61.5%	0	0.0%	25.0	\$24.49	\$58.67	\$5,338.93
Blue Island	28.0	57	44	77.2%	0	0.0%	29.5	\$26.90	\$54.75	\$1,533.03
Boone County	29.0	32	0	0.0%	2	6.3%	54.4	\$46.73	\$51.56	\$1,495.21
Bradley	46.0	47	6	12.8%	3	6.4%	58.7	\$53.68	\$54.85	\$2,522.93
Brookfield	40.0	54	20	37.0%	0	0.0%	44.4	\$44.63	\$60.25	\$2,410.02
Cahokia	62.0	48	4	8.3%	1	2.1%	77.5	\$57.41	\$44.45	\$2,755.90
Calumet City	91.0	67	19	28.4%	1	1.5%	81.5	\$79.88	\$58.81	\$5,351.70
Campton Hills	24.0	33	0	0.0%	1	3.0%	43.6	\$20.74	\$28.52	\$684.36
Carol Stream	110.0	196	111	56.6%	9	4.6%	33.7	\$32.65	\$58.17	\$6,398.72
Carpentersville	62.0	57	17	29.8%	1	1.8%	65.3	\$78.35	\$72.03	\$4,465.86
Cary	28.0	23	21	91.3%	0	0.0%	73.0	\$68.17	\$55.99	\$1,567.80
Caseyville	49.0	81	31	38.3%	2	2.5%	36.3	\$18.33	\$30.29	\$1,484.45
Chatham	21.0	17	1	5.9%	2	11.8%	74.1	\$62.74	\$50.79	\$1,066.62
Cherry Valley	58.0	50	13	26.0%	3	6.0%	69.6	\$51.52	\$44.42	\$2,576.21
Chicago	1,177.0	1,742	1,467	84.2%	12	0.7%	40.5	\$40.99	\$60.67	\$71,408.59

**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				
Chicago Heights	42.0	40	39	97.5%	1	2.5%	63.0	\$47.81	\$45.53	\$1,912.24
Chicago Ridge	60.0	68	44	64.7%	2	2.9%	52.9	\$49.45	\$56.05	\$3,362.70
Clarendon Hills	36.0	46	25	54.3%	0	0.0%	47.0	\$50.07	\$63.98	\$2,303.41
Collinsville	114.0	77	26	33.8%	2	2.6%	88.8	\$40.95	\$27.66	\$3,153.27
Columbia	18.0	22	10	45.5%	1	4.5%	49.1	\$40.90	\$49.98	\$899.72
Countryside	59.0	58	23	39.7%	1	1.7%	61.0	\$54.17	\$53.26	\$3,142.08
Creve Coeur	34.0	37	2	5.4%	3	8.1%	55.1	\$28.45	\$30.96	\$1,052.48
Crystal Lake	36.0	94	32	34.0%	7	7.4%	23.0	\$20.38	\$53.20	\$1,915.32
Danville	60.0	89	51	57.3%	0	0.0%	40.4	\$30.46	\$45.18	\$2,710.52
Decatur	82.0	81	50	61.7%	1	1.2%	60.7	\$61.12	\$60.38	\$4,951.01
Dixon	24.0	9	2	22.2%	1	11.1%	160.0	\$115.14	\$43.18	\$1,036.23
Downers Grove	53.0	42	14	33.3%	1	2.4%	75.7	\$81.93	\$64.93	\$3,441.08
East Dundee	33.0	36	0	0.0%	0	0.0%	55.0	\$37.17	\$40.55	\$1,338.23
East Hazel Crest	10.0	39	30	76.9%	0	0.0%	15.4	\$9.90	\$38.62	\$386.15
East Moline	93.0	93	50	53.8%	3	3.2%	60.0	\$47.50	\$47.50	\$4,417.69
East Peoria	36.0	33	11	33.3%	0	0.0%	65.5	\$61.04	\$55.95	\$2,014.35
Edwardsville	24.0	43	0	0.0%	4	9.3%	33.5	\$28.21	\$50.55	\$1,213.08
Elgin	170.0	245	68	27.8%	1	0.4%	41.6	\$44.32	\$63.87	\$10,858.64
Elk Grove Village	24.0	65	55	84.6%	0	0.0%	22.2	\$25.04	\$67.83	\$1,627.91
Elmhurst	118.0	170	101	59.4%	10	5.9%	41.6	\$42.38	\$61.06	\$7,204.80
Elmwood Park	62.0	50	6	12.0%	4	8.0%	74.4	\$62.56	\$50.45	\$3,128.00
Evanston	69.8	89	19	21.3%	2	2.2%	47.0	\$47.02	\$60.00	\$4,185.21

**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				
Flora	86.0	46	18	39.1%	3	6.5%	112.2	\$78.02	\$41.73	\$3,588.88
Forest Park	52.0	29	17	58.6%	1	3.4%	107.6	\$100.82	\$56.23	\$2,923.87
Fox Lake	36.0	22	4	18.2%	0	0.0%	98.2	\$99.61	\$60.87	\$2,191.41
Fox River Grove	16.0	9	0	0.0%	2	22.2%	106.7	\$65.34	\$36.76	\$588.09
Freeport	46.0	25	1	4.0%	0	0.0%	110.4	\$72.67	\$39.50	\$1,816.79
Gilberts	24.0	8	0	0.0%	1	12.5%	180.0	\$126.26	\$42.09	\$1,010.06
Grandview	24.0	17	7	41.2%	2	11.8%	84.7	\$28.24	\$20.00	\$480.00
Grayslake/Hainesville	27.0	37	15	40.5%	2	5.4%	43.8	\$48.11	\$65.92	\$1,779.90
Gurnee	59.0	80	46	57.5%	2	2.5%	44.3	\$47.26	\$64.08	\$3,780.49
Harrisburg	104.0	51	9	17.6%	1	2.0%	122.4	\$67.64	\$33.17	\$3,449.86
Hebron	39.0	34	6	17.6%	1	2.9%	68.8	\$47.56	\$41.46	\$1,616.98
Highland Park	35.0	45	7	15.6%	3	6.7%	46.7	\$45.52	\$58.53	\$2,048.60
Hillside	36.0	42	8	19.0%	0	0.0%	51.4	\$51.15	\$59.67	\$2,148.16
Hinsdale	36.0	41	24	58.5%	0	0.0%	52.7	\$59.00	\$67.19	\$2,418.93
Homewood	48.0	79	64	81.0%	2	2.5%	36.5	\$35.92	\$59.12	\$2,837.87
Jerome	48.0	36	6	16.7%	2	5.6%	80.0	\$42.74	\$32.05	\$1,538.50
Jo Daviess County	12.0	9	2	22.2%	0	0.0%	80.0	\$53.10	\$39.83	\$477.93
Johnsburg	16.0	10	1	10.0%	1	10.0%	96.0	\$73.48	\$45.92	\$734.76
Joliet	148.0	115	19	16.5%	1	0.9%	77.2	\$91.17	\$70.84	\$10,484.39
Justice	40.0	40	39	97.5%	0	0.0%	60.0	\$47.50	\$47.50	\$1,900.00
Kankakee County	120.0	81	25	30.9%	0	0.0%	88.9	\$67.25	\$45.39	\$5,447.22
Kendall County	53.0	98	54	55.1%	0	0.0%	32.4	\$28.31	\$52.35	\$2,774.63

**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				
Lake in the Hills	53.0	54	12	22.2%	3	5.6%	58.9	\$65.28	\$66.51	\$3,525.09
Lake Villa	28.0	29	17	58.6%	1	3.4%	57.9	\$43.72	\$45.28	\$1,267.79
Lake Zurich	56.0	74	52	70.3%	1	1.4%	45.4	\$46.74	\$61.76	\$3,458.40
Leland Grove	47.0	52	22	42.3%	1	1.9%	54.2	\$25.85	\$28.59	\$1,343.96
Lemont	38.0	21	9	42.9%	0	0.0%	108.6	\$88.27	\$48.78	\$1,853.75
Libertyville	41.0	28	1	3.6%	4	14.3%	87.9	\$98.79	\$67.46	\$2,766.00
Lincolnshire	26.0	29	0	0.0%	3	10.3%	53.8	\$60.41	\$67.38	\$1,751.96
Lincolnwood	34.0	71	31	43.7%	0	0.0%	28.7	\$27.72	\$57.90	\$1,968.47
Lisle	16.0	34	28	82.4%	0	0.0%	28.2	\$29.41	\$62.50	\$1,000.00
Lockport	89.0	108	67	62.0%	3	2.8%	49.4	\$45.32	\$55.00	\$4,894.92
Lombard	90.0	106	57	53.8%	5	4.7%	50.9	\$54.55	\$64.25	\$5,782.19
Loves Park	20.0	28	3	10.7%	3	10.7%	42.9	\$39.48	\$55.28	\$1,105.50
Lyons	60.0	71	5	7.0%	0	0.0%	50.7	\$36.93	\$43.70	\$2,622.06
Macomb	32.0	29	4	13.8%	3	10.3%	66.2	\$53.66	\$48.63	\$1,556.01
Marengo	10.0	8	0	0.0%	0	0.0%	75.0	\$70.84	\$56.67	\$566.73
Mattoon	19.5	19	4	21.1%	5	26.3%	61.6	\$66.92	\$65.21	\$1,271.50
Maywood	72.0	14	3	21.4%	0	0.0%	308.6	\$305.45	\$59.39	\$4,276.26
McCullom Lake	36.0	38	12	31.6%	1	2.6%	56.8	\$31.56	\$33.32	\$1,199.40
McHenry	84.0	128	37	28.9%	1	0.8%	39.4	\$34.21	\$52.13	\$4,378.78
McHenry County	148.0	128	53	41.4%	2	1.6%	69.4	\$63.88	\$55.25	\$8,176.29
Midlothian	30.0	59	38	64.4%	0	0.0%	30.5	\$24.75	\$48.68	\$1,460.38
Moline	68.0	94	43	45.7%	5	5.3%	43.4	\$33.43	\$46.21	\$3,142.39

**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				
Montgomery	36.0	31	12	38.7%	1	3.2%	69.7	\$69.68	\$60.00	\$2,160.00
Morton	83.0	107	56	52.3%	2	1.9%	46.5	\$38.30	\$49.38	\$4,098.29
Morton Grove	20.0	12	6	50.0%	0	0.0%	100.0	\$94.95	\$56.97	\$1,139.40
Naperville	132.0	179	39	21.8%	9	5.0%	44.2	\$49.62	\$67.28	\$8,881.09
Niles	109.0	72	28	38.9%	5	6.9%	90.8	\$94.81	\$62.63	\$6,826.28
North Aurora	32.0	55	22	40.0%	0	0.0%	34.9	\$32.20	\$55.35	\$1,771.05
North Riverside	56.0	116	50	43.1%	1	0.9%	29.0	\$27.74	\$57.45	\$3,217.34
Northbrook	113.5	87	53	60.9%	3	3.4%	78.3	\$81.55	\$62.51	\$7,095.22
Oak Brook	32.0	28	3	10.7%	0	0.0%	68.6	\$68.77	\$60.18	\$1,925.69
Oak Forest	66.0	90	90	100.0%	0	0.0%	44.0	\$36.60	\$49.91	\$3,294.22
Oak Lawn	95.3	137	77	56.2%	5	3.6%	41.7	\$41.99	\$60.39	\$5,752.34
Oak Park	94.0	69	29	42.0%	4	5.8%	81.7	\$88.78	\$65.17	\$6,125.63
O'Fallon	76.0	82	51	62.2%	1	1.2%	55.6	\$46.03	\$49.66	\$3,774.20
Olympia Fields	24.0	40	22	55.0%	3	7.5%	36.0	\$30.39	\$50.64	\$1,215.45
Orland Park	116.0	127	98	77.2%	0	0.0%	54.8	\$64.10	\$70.17	\$8,140.15
Oswego	45.0	86	68	79.1%	1	1.2%	31.4	\$29.53	\$56.44	\$2,539.63
Palatine	112.0	100	77	77.0%	1	1.0%	67.2	\$74.98	\$66.95	\$7,498.48
Palos Heights	30.0	45	33	73.3%	3	6.7%	40.0	\$29.84	\$44.75	\$1,342.63
Park City	32.0	82	36	43.9%	1	1.2%	23.4	\$19.27	\$49.38	\$1,580.10
Park Ridge	24.0	25	15	60.0%	0	0.0%	57.6	\$59.77	\$62.26	\$1,494.23
Peoria	63.0	102	41	40.2%	4	3.9%	37.1	\$36.73	\$59.47	\$3,746.89
Peoria Heights	52.0	63	19	30.2%	2	3.2%	49.5	\$34.45	\$41.74	\$2,170.41

**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				
Peru	34.0	22	8	36.4%	3	13.6%	92.7	\$73.54	\$47.58	\$1,617.88
Plainfield	44.0	59	11	18.6%	0	0.0%	44.7	\$52.70	\$70.66	\$3,109.03
Prairie Grove	22.0	25	1	4.0%	6	24.0%	52.8	\$35.37	\$40.20	\$884.33
Prospect Heights	24.0	44	17	38.6%	1	2.3%	32.7	\$42.96	\$78.77	\$1,890.40
Quincy	24.0	20	11	55.0%	2	10.0%	72.0	\$121.21	\$101.01	\$2,424.18
River Forest	49.8	67	30	44.8%	2	3.0%	44.6	\$43.72	\$58.89	\$2,929.56
Riverdale	20.0	51	48	94.1%	0	0.0%	23.5	\$25.84	\$65.90	\$1,317.91
Riverside	74.0	127	20	15.7%	1	0.8%	35.0	\$26.98	\$46.30	\$3,426.40
Rock Island	65.0	75	46	61.3%	4	5.3%	52.0	\$40.57	\$46.81	\$3,042.75
Rockford	32.0	29	10	34.5%	3	10.3%	66.2	\$61.14	\$55.41	\$1,772.96
Rolling Meadows	71.0	121	14	11.6%	3	2.5%	35.2	\$45.91	\$78.23	\$5,554.54
Roselle	64.0	98	31	31.6%	2	2.0%	39.2	\$40.66	\$62.26	\$3,984.77
Round Lake Hts	8.0	8	2	25.0%	0	0.0%	60.0	\$42.02	\$42.02	\$336.18
Sangamon County	34.0	39	6	15.4%	3	7.7%	52.3	\$43.71	\$50.13	\$1,704.56
Schaumburg	112.0	128	63	49.2%	3	2.3%	52.5	\$58.90	\$67.32	\$7,539.76
Sherman	10.0	5	2	40.0%	2	40.0%	120.0	\$57.02	\$28.51	\$285.11
Shorewood	30.0	30	15	50.0%	1	3.3%	60.0	\$46.84	\$46.84	\$1,405.13
Skokie	85.0	139	117	84.2%	0	0.0%	36.7	\$37.76	\$61.75	\$5,248.80
South Barrington	32.0	31	8	25.8%	1	3.2%	61.9	\$51.28	\$49.67	\$1,589.54
South Chicago Hts	20.0	20	18	90.0%	0	0.0%	60.0	\$26.57	\$26.57	\$531.38
South Elgin	44.0	62	9	14.5%	1	1.6%	42.6	\$40.41	\$56.94	\$2,505.16
Spring Grove	32.0	23	16	69.6%	0	0.0%	83.5	\$51.71	\$37.17	\$1,189.44

**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				
St. Charles	83.0	58	37	63.8%	2	3.4%	85.9	\$86.62	\$60.53	\$5,023.99
St. Clair County	168.0	56	34	60.7%	0	0.0%	180.0	\$76.63	\$25.54	\$4,291.50
Stephenson Co.	11.0	5	2	40.0%	1	20.0%	132.0	\$112.19	\$51.00	\$560.97
Sterling	17.0	15	0	0.0%	1	6.7%	68.0	\$52.52	\$46.34	\$787.74
Streamwood	28.0	25	2	8.0%	3	12.0%	67.2	\$75.07	\$67.03	\$1,876.87
Sullivan	22.0	22	13	59.1%	0	0.0%	60.0	\$26.25	\$26.25	\$577.51
Summit	40.0	57	50	87.7%	0	0.0%	42.1	\$36.27	\$51.69	\$2,067.63
Tazewell County	22.0	18	0	0.0%	0	0.0%	73.3	\$61.86	\$50.62	\$1,113.53
Thornton	20.0	56	29	51.8%	0	0.0%	21.4	\$18.36	\$51.40	\$1,027.91
Tinley Park	38.0	62	49	79.0%	0	0.0%	36.8	\$36.73	\$59.93	\$2,277.34
Troy	45.0	54	21	38.9%	1	1.9%	50.0	\$36.35	\$43.62	\$1,962.88
Villa Park	28.0	47	8	17.0%	0	0.0%	35.7	\$30.34	\$50.93	\$1,425.96
Waukegan	61.0	99	46	46.5%	3	3.0%	37.0	\$39.13	\$63.51	\$3,873.98
West Chicago	38.0	122	29	23.8%	3	2.5%	18.7	\$27.93	\$89.67	\$3,407.56
Westchester	43.0	64	37	57.8%	1	1.6%	40.3	\$40.52	\$60.31	\$2,593.23
Western Illinois TS Task Force	96.0	72	35	48.6%	8	11.1%	80.0	\$53.88	\$40.41	\$3,879.13
Wheeling	60.0	96	50	52.1%	3	3.1%	37.5	\$39.25	\$62.81	\$3,768.35
Will County	58.0	96	24	25.0%	3	3.1%	36.3	\$35.09	\$58.07	\$3,368.24
Williamson Co.	54.0	18	1	5.6%	1	5.6%	180.0	\$115.42	\$38.47	\$2,077.60
Wilmette	48.0	51	7	13.7%	3	5.9%	56.5	\$61.72	\$65.58	\$3,147.66
Winnebago Co.	90.0	80	8	10.0%	5	6.3%	67.5	\$65.58	\$58.29	\$5,246.47
Winthrop Harbor	50.0	46	23	50.0%	4	8.7%	65.2	\$37.62	\$34.61	\$1,730.70

**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				
Wood Dale	18.0	55	22	40.0%	5	9.1%	19.6	\$19.64	\$60.00	\$1,080.00
Woodridge	48.0	53	6	11.3%	1	1.9%	54.3	\$59.18	\$65.34	\$3,136.52
Woodstock	48.0	75	56	74.7%	2	2.7%	38.4	\$38.54	\$60.23	\$2,890.86
<b>STEP Grants Total</b>	9,524.8	11,347	5,665	49.9%	299	2.6%	50.4	\$46.15	\$54.98	\$523,665.17

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				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					
Chicago	528.0	436	44	10.1%	23	5.3%	72.7	\$73.47	\$60.67	\$32,033.76	
Decatur	16.0	12	1	8.3%	1	8.3%	80.0	\$67.33	\$50.50	\$808.01	
East Peoria	13.0	10	0	0.0%	0	0.0%	78.0	\$73.63	\$56.64	\$736.27	
Lake County	16.0	10	0	0.0%	2	20.0%	96.0	\$124.69	\$77.93	\$1,246.90	
Loves Park	20.0	41	3	7.3%	3	7.3%	29.3	\$27.01	\$55.38	\$1,107.60	
Macon County	67.0	36	0	0.0%	7	19.4%	111.7	\$96.62	\$51.92	\$3,478.49	
River Grove	76.0	79	20	25.3%	15	19.0%	57.7	\$53.70	\$55.82	\$4,242.68	
Skokie	42.5	56	2	3.6%	4	7.1%	45.5	\$46.23	\$60.91	\$2,588.74	
Springfield	122.0	63	2	3.2%	15	23.8%	116.2	\$121.67	\$62.83	\$7,665.11	
St. Clair County	150.0	75	3	4.0%	12	16.0%	120.0	\$159.57	\$79.78	\$11,967.59	
Will County	60.0	79	3	3.8%	6	7.6%	45.6	\$52.50	\$69.12	\$4,147.24	
<b>LAP Grants Total</b>	<b>1,110.5</b>	<b>897</b>	<b>78</b>	<b>8.7%</b>	<b>88</b>	<b>9.8%</b>	<b>74.3</b>	<b>\$78.06</b>	<b>\$63.05</b>	<b>\$70,022.39</b>	

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	9,524.8	11,347	5,665	49.9%	299	2.6%	50.4	\$46.15	\$54.98	\$523,665.17
LAP GRANTEES TOTAL	1,110.5	897	78	8.7%	88	9.8%	74.3	\$78.06	\$63.05	\$70,022.39
ILLINOIS STATE POLICE TOTAL	4,195.5	5,938	2,209	37.2%	94	1.6%	42.4	\$64.76	\$91.65	\$384,517.80
GRAND TOTAL	14,830.8	18,182	7,952	43.7%	481	6.05%	48.9	\$53.80	\$65.96	\$978,205.36

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