

December 2009

**Evaluation of the 2009 Labor Day
You Drink & Drive. You Lose. Campaign
August 1 - September 15, 2009**

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

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

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

Using statewide public opinion survey of Illinois licensed drivers, this report evaluates the impact the “*You Drink & Drive. You Lose*” (a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol) on drinking and driving issues during the August-September 2009 mobilization in Illinois. The main alcohol issues include self-reported belt use, motorists’ opinion and awareness of the existing local and state alcohol enforcement programs, such as roadside safety checks, drunken driving laws, and alcohol related media programs and slogans.

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Unit, Bureau of Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 1340 North 9th St., Springfield, Illinois 62702.

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Executive Summary

You Drink & Drive. You Lose. (YDDYL) is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the YDDYL message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois.

The 2009 Labor Day YDDYL mobilization was conducted from August 1 to September 15, 2009. There were 154 local law enforcement agencies and the Illinois State Police which participated in the statewide campaign. Eighty-three of the 154 grant-funded agencies and 61 non-funded agencies submitted additional citation information as a part of an incentive program. 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

1. The Illinois Department of Transportation (IDOT) / Division of Traffic Safety (DTS) held five press conferences (Chicago, Belleville (Metro East), Marion, Springfield, and Rockford) throughout the state on September 2, 2009.
2. Law enforcement agencies participating in the Labor Day campaign reported 90 print stories, 23 radio stories, and 12 TV news stories were generated as a result of the Labor Day campaign enforcement efforts. Furthermore, the following earned media items were generated during the 2009 YDDYL campaign: 120 announcements were made, 49 banners were displayed, 979 posters/flyers were distributed, 41 presentations were given, 317 press releases were issued, and 36 public access messages were made.
3. In an effort to help reduce alcohol related crashes and fatalities on roadways, IDOT/DTS created a public service announcement titled "Loser." The public service announcement titled "Loser" portrayed DUI offenders at different stages in their lives. This was done to demonstrate how a DUI can permanently brand a person's image for life.
4. DTS Director Mike Stout participated in a series of radio interviews that played on about 13 stations across the state to remind motorists not to drink and drive.
5. IDOT/DTS spent \$790,211 on broadcast television, cable, radio, and the internet to promote the National YDDYL campaign beginning August 20 and ending September 7, 2009.

ENFORCEMENT

6. One hundred fifty-four (154) local law enforcement agencies and all Illinois State Police (ISP) districts participated and provided complete enforcement activities for the 2009 Labor Day alcohol mobilization. A total of 199 roadside safety checks (RSCs) and 2,321 saturation patrols were conducted during the August 20 to September 7, 2009 enforcement period. Eighty-three of the 154 grant-funded agencies and 61 non-funded agencies submitted additional citation information as part of an incentive program.

7. Local law enforcement and ISP logged a total of 28,569 patrol hours and issued 34,492 citations during the Labor Day campaign. One citation was written every 49.7 minutes of enforcement.
8. Local law enforcement and ISP issued 958 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 29.8 hours of enforcement. An additional 1,261 DUIs (979 by grant-funded agencies and 282 by non-funded agencies) were written by agencies participating in the incentive program.
9. A total of 8,477 citations were issued for safety belt and child passenger safety seat violations during the Labor Day campaign resulting in an average of one occupant restraint violation every 3.4 patrol hours. An additional 3,716 safety belt and child safety seat citations were written by agencies participating the incentive program.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

10. The agencies included in the YDDYL cost / effectiveness analysis conducted a total of 28,569 patrol hours and issued 34,492 citations at a total cost of \$1,651,459.47. On average, citations were written every 49.7 minutes of enforcement at a cost of \$47.88 per citation, or \$57.81 per patrol hour. Furthermore, these agencies wrote 958 DUIs during the campaign, which comprised 2.8 percent of total citations issued.
11. Fifty-four (54) holiday mobilization plus grantees issued one citation every 76.5 minutes of patrol. The cost per citation for these agencies was \$52.06 and cost per patrol hour was \$40.83. Fifty-seven regular grantees issued one citation for every 40.0 minutes of patrol. The cost per citation for these agencies was \$35.85 and the cost per patrol hour was \$53.77. Forty-three grantees with multiple grants issued one citation for every 42.6 minutes of patrol. The cost per citation for these agencies was \$36.52 and the cost per patrol hour was \$51.38. The Illinois State Police issued one citation every 84.2 minutes of patrol. The cost per citation for the ISP was \$95.55 and cost per patrol hour was \$78.88.
12. 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 citation written per X minutes vary substantially across selected local agencies.

TELEPHONE SURVEY

Perceptions of DUI Enforcement

13. When asked hypothetically "If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?", 32 percent of recent drinkers indicated the likelihood of being stopped is "almost certain" or "very likely".
14. Three-quarters (70 percent) of those surveyed in September reported seeing "about the same police presence on the roads they normally travel", while 24 percent reported seeing police "more often".
15. When asked "Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this

about the same?” the percentage of people who said “more likely to be stopped” was 33 percent during the September survey. Results from the June survey were similar.

16. The percentage of respondents in the Chicago suburbs who believed a driver who had been drinking was “more likely to be stopped” increased from 29 percent in June to 32 percent in September. In southern Illinois, this percentage increased from 30 percent to 36 percent from June to September.

Roadside Safety-Checks

17. In the Chicago suburbs awareness levels of roadside safety checks slightly increased from 32 percent in June to 33 percent in September. In southern Illinois, this percentage decreased from 39 percent in June percent to 35 percent in September.
18. Most September respondents aware of roadside safety checks attribute their awareness to television (40%), newspapers (32%), radio (22%), and friends/relatives (22%). Those respondents who heard about roadside safety-checks via television, newspaper, or radio learned most from news stories verses advertisements (86 percent versus 35 percent for newspapers; 78 percent versus 30 percent for television; and 67 percent versus 46 percent for radio).
19. Analysis among those who were aware of roadside safety checks by region. The percent of applicable respondents who had personally seen a check was 46 percent in the Chicago metro regions and about 28 percent for the downstate regions.
20. The percentage of respondents who indicated having personally seen roadside safety checks decreased from 44 percent in June to 39 percent in the September survey.

Awareness of “DUI” Roadside Safety Check.

21. The percent who indicated that, “in the past (thirty) days,” they had “seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,” increased from 22 percent in June to nearly 30 percent in September.
22. Telephone surveys found that the percent of people who indicated that in the past (thirty) days, they had “read, seen, or heard anything about alcohol-impaired driving in Illinois,” stayed around 64 percent in both the June and September surveys. There was an increase of awareness in the downstate counties from 67 percent in June to 73 percent in September. On the other hand, the awareness of messages focusing on alcohol-impaired driving decreased in the Chicago metro area from 64 percent in June to 59 percent in September.

Awareness of the You Drink & Drive. You Lose Slogan

23. In June of 2003, 55 percent of those surveyed were familiar with the “You Drink & Drive. You Lose.” (YDDYL) slogan. The September 2009 survey indicated those familiar with the slogan had risen to 84 percent.
24. September 2009 survey results show awareness levels for the YDDYL slogan were at 85 percent for downstate Illinois and 83 percent for the Chicago Metro region. From

June to September, awareness in the Chicago suburbs increased by ten percentage points from 73 percent in May to 83 percent in September.

Evaluation of the 2009 Labor Day *You Drink & Drive. You Lose.* Campaign August 1 - September 15, 2009

Introduction

You Drink & Drive. You Lose. (YDDYL) is a highly visible, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on alcohol. An intense public information and education campaign runs concurrently with an enforcement blitz to inform the motoring public of the consequences of drinking and driving. During the campaign the YDDYL message is repeated in the media and enforcement of DUI laws are stepped up. The goal of the campaign is to save lives and reduce injuries resulting from motor vehicle crashes by reducing the incidence of drinking and driving in Illinois. The YDDYL mobilization includes the following components:

1. Earned Media¹
2. Paid Media
3. Enforcement
4. Evaluation

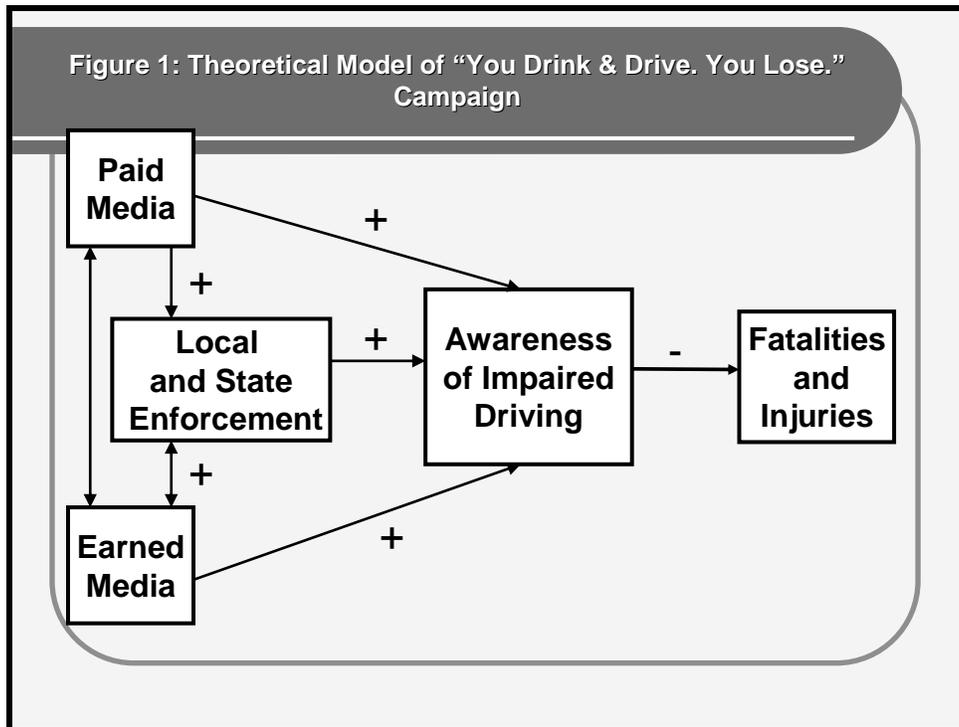
The 2009 Labor Day YDDYL mobilization was conducted from August 1 to September 15, 2009 with a special focus on impaired driving.

You Drink & Drive. You Lose. Program Model

YDDYL 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 not drinking and driving is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. Several alcohol-related laws, such graduated licensing and .08 laws were passed by the Illinois legislature in the past that made it possible for police to stop and ticket motorists who did not obey the law. As part of the YDDYL campaign, several road side safety checks and saturation plans are conducted by local and state police departments throughout the state where motorists are stopped and checked for alcohol.

¹ Earned media is coverage by broadcast and published news services. 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.

The components of the YDDYL model are paid and earned media paired with local and state enforcement to increase the public's awareness of the consequences of drinking and driving. These variables work together to reduce injuries and fatalities. **Figure 1** shows the components of the YDDYL model.



Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatalities has been well documented in the literature (FARS, 2008). The severity of a motor vehicle crash increases when the driver is impaired. Individuals who drive while impaired are more likely to drive recklessly and become involved in fatal crashes. Plus, impaired drivers are less likely to use safety belts, thereby increasing their own risk for serious injury in a crash.

Figure 2 shows the percentage of restraint use among occupants of vehicles who were killed by time of day. As shown in this graph, only a small percentage of those who were killed between midnight and 4:00AM were wearing their safety belts.

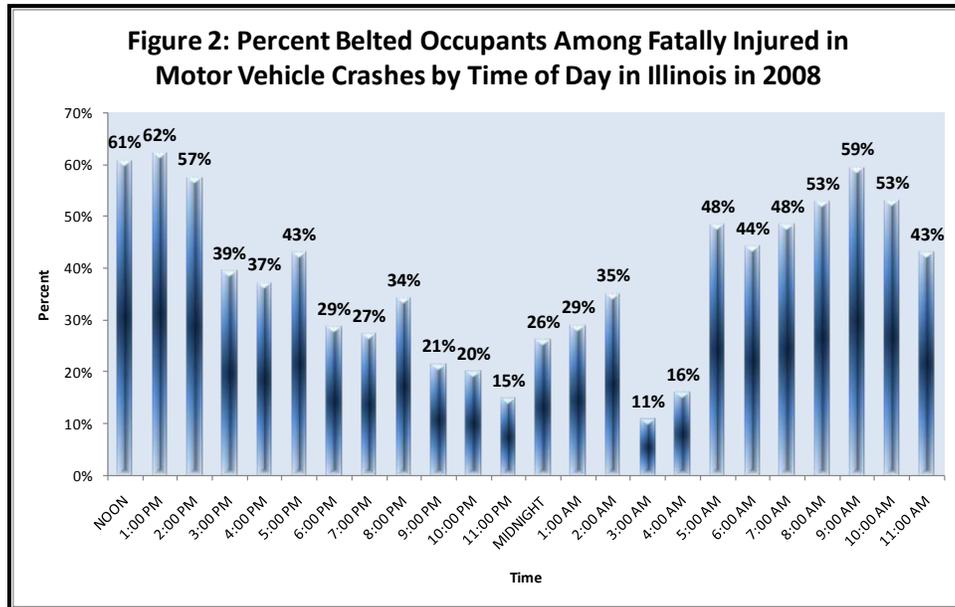
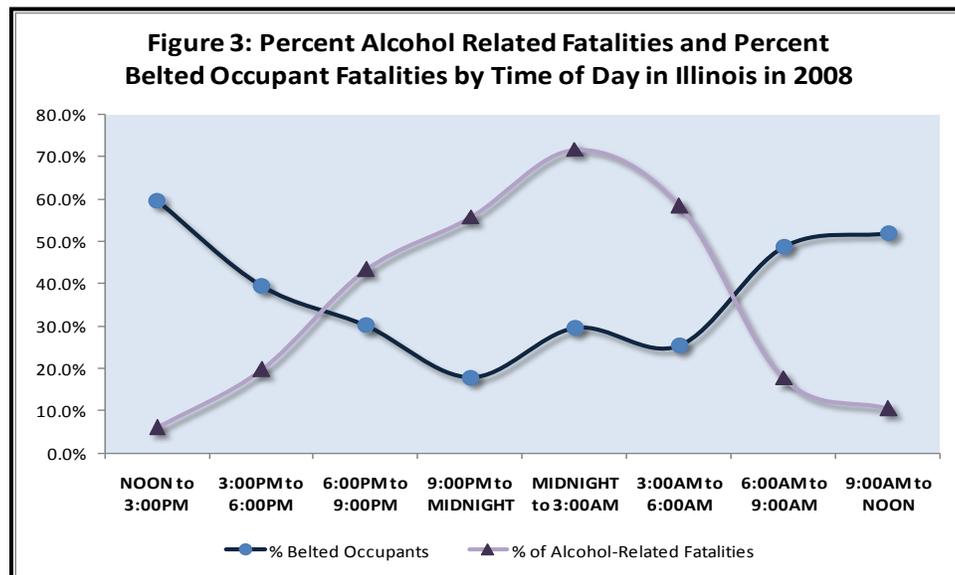


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This indicates that the nighttime safety belt usage rate among those who drink and drive is very low.



Report Objectives

The purpose of this technical report is to provide details of the activities, costs, and available outcomes of the 2009 Labor Day YDDYL campaign. The objectives of this report are:

- To provide a summary of earned and paid media activities prior to and following the Labor Day YDDYL campaign.
- To provide a detailed summary of enforcement activities during the campaign.
- To provide costs and effectiveness of enforcement activities.
- To determine Illinois residents' views and opinions regarding alcohol impaired driving and enforcement.

The evaluation of this campaign includes process and outcome measures. The process measures include documenting the activities associated with the program publicities (earned and paid media) and enforcement activities during the campaign. The only immediate statewide outcome measure that was used in this study was the pre and post telephone surveys of Illinois drivers. The main and ultimate outcome measure of the campaign is based on the actual alcohol related fatalities and injuries before and after the campaign. Unfortunately, the current fatal and injury crash data are not yet available to measure the true impact of the YDDYL campaign on fatalities and injuries. Once fatal and injury data are available to users, a comparison will be made between crash data during this campaign and the data for the same time period in previous years.

2009 Labor Day *You Drink & Drive. You Lose.* Campaign in Illinois: Timeline of Activities

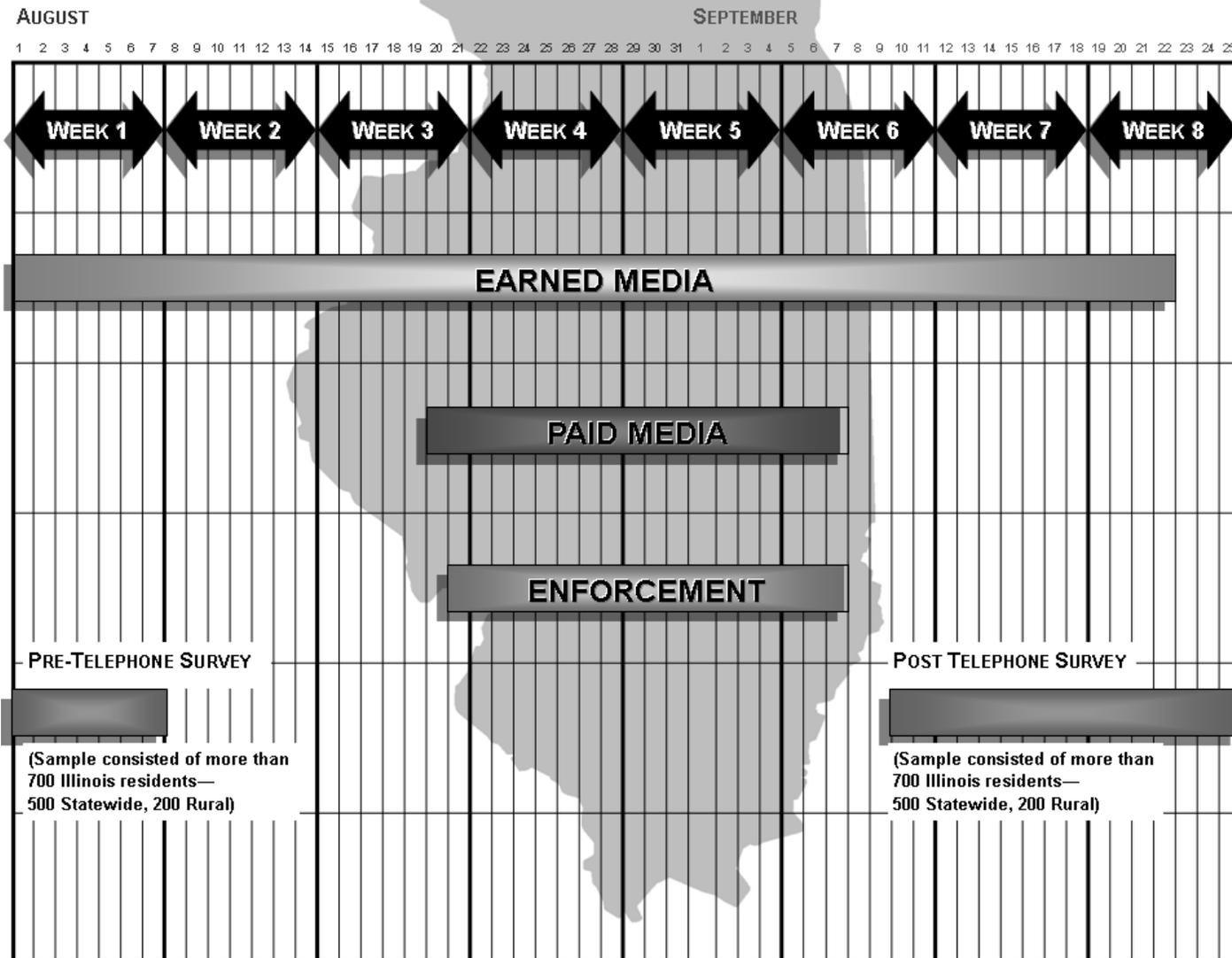
In August 2009, IDOT Division of Traffic Safety launched a statewide YDDYL campaign. In coordination with the National Highway Traffic Safety Administration (NHTSA), and state, county and local law enforcement agencies, the program set out to crack down on drunk drivers across the state by means of a highly publicized enforcement campaign of impaired driving laws. As illustrated in **Diagram 1**, YDDYL activities began August 1 and concluded September 15, 2009.

The following activities took place during the campaign:

IDOT/DTS held five press conferences (Chicago, Belleville (Metro East), Marion, Springfield, and Rockford) throughout the state on September 2, 2009

- June 2009: Pre-mobilization statewide telephone public opinion surveys were conducted during June 2009.
- August 1 – September 25, 2009: Earned media was obtained, including five press conferences held September 2 in Chicago, Belleville (Metro East), Marion, Springfield, and Rockford.
- August 20 – September 7, 2009: Paid media advertisements promoting YDDYL ran from August 20 to September 7. Highly publicized strict enforcement of the impaired driving laws was conducted from August 21 to September 7.
- September 23 – October 4, 2009: Post statewide telephone public opinion surveys were conducted from September 23 to October 4.

Diagram 1: 2009 *You Drink & Drive. You Lose.* Campaign Timeline



Note: The pre-telephone survey was conducted during June 2009.

MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS held five press conferences (Chicago, Belleville (Metro East), Marion, Springfield, and Rockford) throughout the state on September 2, 2009. **Table 1** lists the earned media items obtained during the YDDYL campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

Table 1: Earned Media Items Obtained During the YDDYL Campaign by Media Market										
Media Market	Print News Stories	Radio News Stories	TV News Stories	Announcements	Banners	Posters / Flyers	Presentations	Press Release Issued	Public Access Msgs.	Web Announcements
Chicago	65	9	2	107	30	946	39	236	33	72
Metro East	12	3	3	6	3	1	0	17	3	9
Springfield / Champaign	3	2	0	4	2	27	1	25	0	3
Rockford	2	0	6	0	2	0	0	12	0	0
Media Markets which did not conduct a YDDYL Press Conference	8	9	1	3	12	5	1	27	0	5
TOTAL	90	23	12	120	49	979	41	317	36	89

In addition to the coverage generated by the press conferences, our law enforcement grantees are required to submit articles in their local press regarding enforcement that they are planning. Law enforcement agencies participating in our Labor Day campaign reported 90 print stories, 23 radio stories, and 12 TV news stories were generated as a result of the YDDYL enforcement efforts. Furthermore, the following earned media items were generated during the 2009 YDDYL campaign: 120 announcements were made, 49 banners were displayed, 979 posters/flyers were distributed, 41 presentations were given, 317 press releases were issued, and 36 public access messages were made.

In an effort to help reduce alcohol related crashes and fatalities on roadways, IDOT/DTS created a public service announcement titled "Loser." The public service announcement titled "Loser" portrayed DUI offenders at different stages in their lives. This was done to demonstrate how a DUI can permanently brand a person's image for life.

Finally, DTS Director Mike Stout participated in a series of radio interviews that played on approximately 13 stations across the state to remind motorists not to drink and drive.

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the YDDYL campaign publicity period. Messages are focused on enforcement, reminding motorists to not drink and drive. YDDYL paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the YDDYL message in the 23 specified counties in Illinois where about 85 percent of population resides and 70 percent of fatalities occur. Top-rated stations and programming were chosen based on Arbitron and Nielson ratings systems focusing on the 18-34 year old African-American, Hispanic and rural male demographic.

IDOT/DTS spent \$790,211 on broadcast television, cable radio, internet, and alternative media to promote the National YDDYL campaign beginning August 20 and ending September 7, 2009. **Table 2** lists the cost of paid media by media market for the YDDYL campaign.

Table 2: Labor Day <i>You Drink & Drive. You Lose.</i> Campaign Cost of Paid Media by Media Market						
Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Champaign	\$ 16,000.00	1,970	\$ 16,867.60	1,922	\$ 32,867.60	3,892
Chicago	\$ 296,900.00	13,143	\$ 284,395.00	6,639	\$ 581,295.00	19,782
Davenport	\$ 7,500.00	565	\$ 7,695.00	268	\$ 15,195.00	833
Marion	\$ 6,650.00	1,650	\$ 4,800.00	640	\$ 11,450.00	2,290
Metro East	\$ 20,100.00	450	\$ 18,450.00	445	\$ 38,550.00	895
Peoria	\$ 14,000.00	512	\$ 8,800.00	419	\$ 22,880.00	931
Quincy	\$ 2,000.00	501	N/A	N/A	\$ 2,000.00	501
Rockford	\$ 14,000.00	785	\$ 6,473.00	225	\$ 20,473.00	1,010
Total TV & Radio	\$ 377,150.00	19,576	\$ 347,560.60	10,558	\$ 724,710.60	30,134
Internet	N/A	N/A	N/A	N/A	\$ 10,000.00	See Below¹
Alternative Media	N/A	N/A	N/A	N/A	\$ 55,500.00	See Below²
Total Dollars Spent	N/A	N/A	N/A	N/A	\$790,210.60	N/A

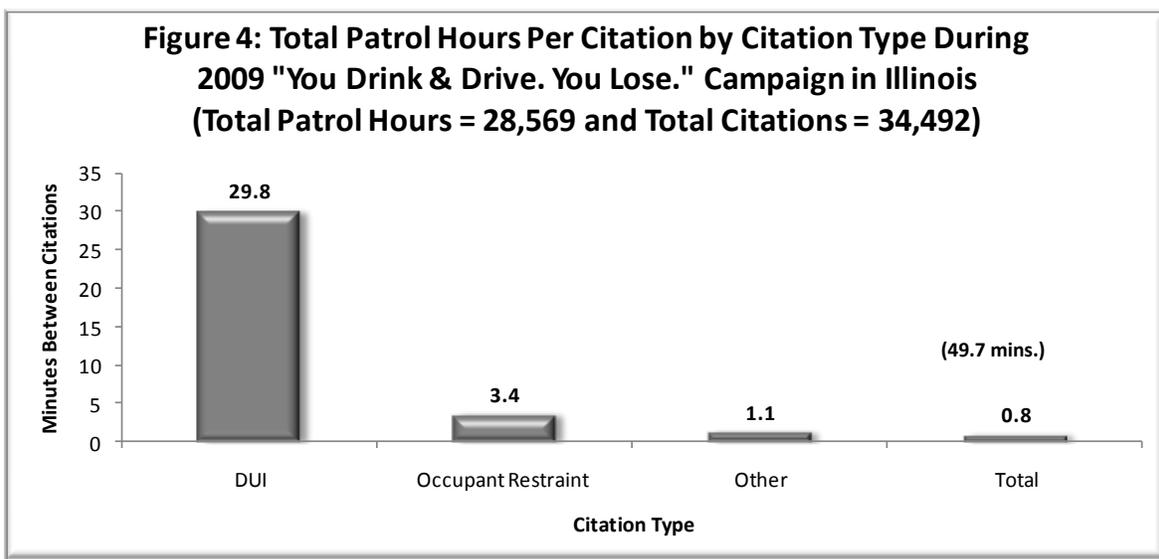
¹ Internet advertising was done through the following websites: Facebook, MySpace, WKSC-Webpage, WFLD-Webpage, and Comcast.net.

² Alternative media consisted of digital and print advertisements posted in bars and fitness centers, located on pumptoppers at gas stations, and 10 to 15 second advertisements on metro station video screens.

Enforcement

The *You Drink & Drive. You Lose.* (YDDYL) Labor Day enforcement campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. A summary of the enforcement activities over the two week campaign appears in **Table 3**. One hundred fifty-four (154) local law enforcement agencies and all Illinois State Police (ISP) districts participated in the 2009 Labor Day alcohol mobilization. Eighty-three of the 154 grant-funded agencies and 61 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 199 roadside safety checks and 2,321 saturation patrols were conducted during the August 25 to September 7, 2009 enforcement period.

Local law enforcement and ISP logged a total of 28,569 patrol hours and issued 34,492 citations during the campaign. One citation was written every 49.7 minutes of enforcement. Local law enforcement and ISP issued a combined total of 958 DUI citations, an average of one DUI citation written every 29.8 patrol hours. A total of 8,477 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 3.4 patrol hours. **Figure 4** depicts the number of hours of Labor Day YDDYL patrol per citation by citation type.



Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 7,353 hours of enforcement including 82 roadside safety

checks and 228 saturation patrols. Of the total 6,070 citations issued by the ISP, two hundred ninety-eight (298) were DUI and alcohol-related citations and 2,215 were safety belt and child safety seat citations. On average ISP wrote one DUI for every 24.7 patrol hours and one safety belt / child safety seat citation for every 3.3 patrol hours.

Local Enforcement

One hundred fifty-four (154) local police agencies which had a grant with DTS participated in the YDDYL enforcement. These agencies conducted a total of 21,216 hours on Labor Day enforcement, conducting 117 roadside safety checks and 2,093 saturation patrols. **Figure 5** features a map identifying the number of agencies that conducted enforcement during the *You Drink & Drive. You Lose.* campaign by county. A total of 28,422 citations were written by local law enforcement agencies, or one citation was written every 44.8 minutes of enforcement. Six hundred sixty (660) DUI citations were issued, or one DUI was written for every 32.1 patrol hours. In addition, 6,262 occupant restraint violations were issued for failure to wear a safety belt or failure to properly restrain a child in a safety seat. An average of one occupant protection citation was written for every 3.4 patrol hours.

Earned Enforcement

There were an additional 61 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 83 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies were eligible for a squad car and other prizes like radar detectors and breathalyzers. To be eligible for the prizes, these agencies were required to start issuing DUI, safety belt and child safety seat citations before actual enforcement began and continue through the end of the campaign. They were only required to submit total number of DUI, safety belt and child safety seat citations, and sworn reports issued. The agencies which participated in the incentive program issued a total of 5,050 DUI, safety belt and child safety seat citations, and sworn reports during the YDDYL campaign (4,512 citations were issued by the grant-funded agencies and 538 citations were issued by the earned enforcement agencies).

Table 3: Summary Results of Enforcement Activities

Selected Enforcement Activities	Funded Agencies that Participated and Submitted Complete Enforcement Data			Agencies that Participated and Submitted only DUI, Safety Belt, and Child Safety Seat Data for the Incentive Program		GRAND TOTAL
	Local Police Agencies (n=154)	Illinois State Police	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=83)	Earned Enforcement Agencies that Participated in the Incentive Program (n=61)	
1	2	3	4	5	6	7
Number of Enforcement Hours	21,216	7,353	28,569			
Number of Roadside Safety Checks	117	82	199			
Number of Saturation Patrols	2,093	228	2,321			
Total Citations	28,422	6,070	34,492	4,512	538	39,542
One Citation Written Every X Minutes of Enforcement	44.8	72.7	49.7			
Number of DUI & Alcohol Related Citations	660	298	958	979	282	2,219
DUI / Alcohol Related Citation Written Every X Hours	32.1	24.7	29.8			
Safety Belt / Child Safety Seat Citations	6,262	2,215	8,477	3,482	234	12,193
Safety Belt / Child Safety Seat Citations Every X Hours	3.4	3.3	3.4			

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

Column 2: The Local Police Agencies includes all DTS grantees (holiday mobilization

Column 3: The ISP includes all enforcement conducted by the Illinois State Police during the YDDYL campaign.

Column 4: The Statewide Total combines the information from the Local Agencies Total (column 2) and the ISP (column 3).

Column 5: Includes only citation information from grant funded agencies which participated in the YDDYL incentive program.

Column 6: Includes only citation information for non-funded agencies which participated in the YDDYL incentive program.

Column 7: The Grand Total is the sum of enforcement activities from the Statewide Total (column 4), grant-funded incentive program agencies (column 5), and earned enforcement (non grant funded) incentive program agencies (column 6). The Grand Total was only calculated for Total Citations, Number of DUI & Alcohol-Related Citations, and Safety Belt / Child Safety Seat Citations.

Cost / Effectiveness Analysis of *You Drink & Drive. You Lose.* Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out for local and state agencies were used to calculate cost per hour of enforcement and cost per citation during the YDDYL campaign.

A cost / effectiveness analysis was performed for those agencies participating in YDDYL.

Table 4 summarizes enforcement activities (patrol hours, citations, total DUIs, percentage of total citations that were DUIs, citation written every X minutes of patrol, cost per citation, cost per patrol hour, and cost of project) by grant type.

ISP, fifty-seven (57) year-round DTS grantees, 43 DTS grantees with multiple grants, and 54 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 28,569 patrol hours and issued 34,492 citations during enforcement at a total cost of \$1,651,459.47. On average, one citation was written for every 49.7 minutes during enforcement at an average cost of \$47.88 per citation, or \$57.81 per patrol hour. Furthermore, the emphasis of the *You Drink & Drive. You Lose.* campaign was to reduce the drunk driving. A total of 958 DUIs were written by these agencies, which comprised 2.8 percent of all citations issued during the campaign. See **Appendix A** for a detailed listing of enforcement activities and costs by agency.

Illinois State Police

ISP conducted 7,353 patrol hours during YDDYL enforcement and issued 6,070 citations at cost of \$580,006, or \$78.88 per patrol hour. One citation was written every 84.2 minutes, an average cost of \$95.55 per citation. ISP issued 298 DUIs comprising 4.9 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 54 agencies were holiday mobilization grantees, 57 agencies had only one regular grant with DTS, and 43 agencies had multiple grants with DTS. Of the 43 agencies with multiple grants, these agencies had 99 grants with DTS. Refer to **Appendix A (Tables 5 through 7)** to see each agency's enforcement activities and associated costs by grant type. **Table 8** shows the aggregate enforcement activities and their associated costs by grant type.

The 54 holiday mobilization grantees included in this analysis worked a total of 3,304 patrol hours and wrote 2,591 citations at a cost of \$134,892.18, or \$40.83 per patrol hour. On

average, one citation was written every 76.5 minutes during statewide enforcement at a cost of \$52.06 per citation. The holiday mobilization plus grantees issued 173 DUIs, which comprised 6.7 percent of all their citations issued during the campaign.

Fifty-seven (57) regular grantees contributed 6,790.5 patrol hours to the campaign, issuing 10,183 citations. Regular grantees issued one citation every 40.0 minutes of patrol at a cost of \$35.85 per citation or \$53.77 per patrol hour. These regular grantees issued 168 DUIs, which comprised 1.6 percent of all their citations issued during the campaign.

The remaining 43 agencies with multiple grants conducted 11,121.5 patrol hours and issued 15,648 citations during the YDDYL mobilization. These agencies issued one citation every 42.6 minutes of patrol at a cost of \$36.52 per citation or \$51.38 per patrol hour. These agencies issued 319 DUIs, which comprised two percent of all their citations issued during the campaign.

Agency / Grant Type	Patrol Hours	Total Citations	Total DUIs	Percent DUIs	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
IL State Police	7,353.0	6,070	298	4.9%	84.2	\$95.55	\$78.88	\$580,006.18
Holiday Mobilization Grantees (n=54) ¹	3,304.0	2,591	173	6.7%	76.5	\$52.06	\$40.83	\$134,892.18
Regular Grantees with Single Grants (n=57) ²	6,790.5	10,183	168	1.6%	40.0	\$35.85	\$53.77	\$365,101.89
Regular Grantees with Multiple Grants (n=43) ³	11,121.5	15,648	319	2.0%	42.6	\$36.52	\$51.38	\$571,459.22
Total	28,569.0	34,492	958	2.8%	49.7	\$47.88	\$57.81	\$1,651,459.47

NOTES:

¹ The Holiday Mobilization Grantees category includes those agencies which received funding to conduct alcohol enforcement through roadside safety checks and/or saturation patrols during the YDDYL mobilization.

² The Regular Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS. The total number for each grant is as follows: 33 IMA GE, 5 LAP, 10 MAP, 7 SEP, 2 TLEP.

³ Regular Grantees with Multiple Grants includes those agencies which received funding for multiple grants from DTS. Please refer to **Appendix A - Table 7** for the types of grants each agency had.

Limitations of Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by 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 Thayer Police Department \$672 for conducting 36.0 patrol hours resulting in a cost of \$18.67 per patrol hour. On the other hand, the Niles Police Department was reimbursed \$2,207 for conducting 36.0 patrol hours resulting in a cost of \$61.32 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Sterling Police Department \$1,242 for writing 110 citations resulting in a cost of \$11.29 per citation issued. On the other hand, the Fulton Police Department was reimbursed \$782.78 for only issuing three citations resulting in a cost of \$260.93 per citation issued. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Sterling Police Department issued 110 citations over 36.0 patrol hours resulting in one citation written for every 19.6 minutes of patrol. On the other hand, the Fulton Police Department issued only three citations over 22.5 patrol hours resulting in one citation issued for every 450.0 minutes of patrol (see **Table 5**).

Future Plan

In an effort to address the concerns raised in this cost / effectiveness analysis, the Evaluation Unit is proposing to address these issues by taking the following course of action:

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

EVALUATION

Evaluation

As indicated earlier in this report, an evaluation of the *You Drink & Drive. You Lose.* (YDDYL) campaign includes process measures (e.g., documenting the activities associated with campaign media and enforcement activities) and outcome measures, such as pre and post telephone surveys of Illinois drivers. The pre and post telephone surveys were conducted in order to measure the impact of paid/earned media and enforcement activities on the public's knowledge and attitude toward the mobilization. The surveys were conducted through the Survey Research Office at the University of Illinois at Springfield. In addition to the evaluation of public perception on the campaign, we will conduct an outcome evaluation of the campaign on motor vehicle related injuries and fatalities when the actual crash data become available in the near future.

Overview of Telephone Survey Findings

Telephone surveys showed that the percent of people who indicated that "in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois," increased statewide from 73 percent in June to 84 percent in September. This change was evident among those surveyed in the downstate areas where awareness rose from 74 percent in June to 84 percent in September. Of those telephone respondents who had heard or seen messages about alcohol-impaired driving, by far the greatest exposure source was television (76 percent).

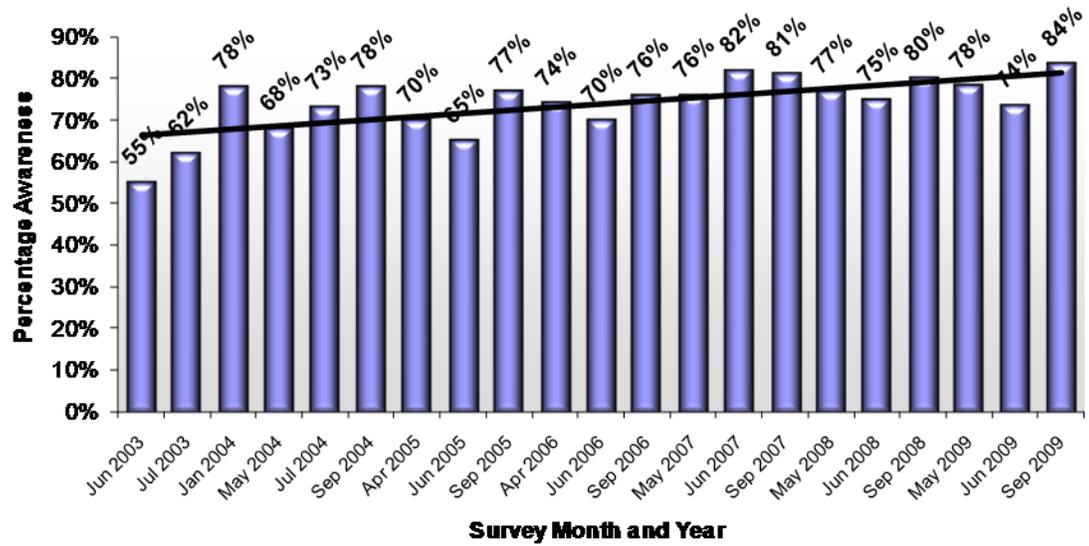
Telephone survey respondents were asked about their awareness of eleven selected traffic safety slogans, asked in a random order. Eight slogans related to drinking and driving. The largest percentage point increase from May to September occurred for the "Drunk Driving. Over the Limit. Under Arrest." slogan, experiencing an increase of nearly twelve percentage points in awareness from 28.8 percent in June 2009 to 40.7 percent in September 2009. The "You Drink and Drive. You Lose." slogan increased from 78.2 percent in June 2009 to 83.5 percent in September 2009.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2009

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level rose to 84 percent in the September 2009 survey. **Figure 6** displays the awareness of the YDDYL slogan from 2003 to 2009.

Detailed results of the pre / post telephone survey will be presented in the next section.

**Figure 6: Awareness of the *You Drink & Drive. You Lose.* Slogan in Illinois
(June 2003 through September 2009)**



STATEWIDE TELEPHONE SURVEY

**The Illinois Statewide Labor Day 2009
Alcohol Impaired Driving Enforcement Campaign Surveys**

Conducted for



Division of Traffic Safety

Conducted by



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

Summary Report / Draft for Review

Field Interviewing: June and September, 2009
(Supplemented with Selected Findings from April 2009 Survey)

Draft Report, Fall 2009

Written by

Richard Schuldt, Director, UIS/SRO

With assistance from

Mark Winland, Interviewing Lab Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct three statewide telephone surveys from May through September, 2009 relating to either seat belt or DUI-related enforcement and media campaigns. The first survey was conducted in April prior to the Memorial Day weekend; the second was conducted in June, after the Memorial Day weekend; and the third survey was conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as did the September survey. The September survey took place after a DUI enforcement campaign that took place in a time period surrounding Labor Day weekend. Thus, the April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.¹

Methodology

The sampling methodology for the three surveys was similar to that of other recent telephone surveys on seat belt and DUI initiative topics conducted for IDOT’s Division of Traffic Safety. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Field interviewing for the latest September survey was conducted from September 10 – October 4, 2009, with about 600 licensed drivers (597-628). Field interviewing for the June statewide survey was conducted from May 30 through June 30 with about 575 licensed drivers (559-592). And, field interviewing for the April survey was conducted from March 28 – May 9, 2009 with about 650 licensed drivers (644-666).²

The numbers of completions for each stratification group are presented below for the three surveys. It should be noted that statewide results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

¹ In addition to the statewide surveys, a rural county component was added to both the April and June surveys. This component was not part of the September survey.

² These numbers represent those interviewed for the statewide stratified sample for April and June. There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

	2009 Seat Belt Pre-Test <u>April 2009</u>	2009 Seat Belt Post-Test / DUI Pre-Test <u>June 2009</u>	2009 DUI Post-Test <u>Sept. 2009</u>
<i>TOTAL</i>	655*	575*	612*
Chicago metro area	395	350	344
<i>City of Chicago</i>	209	165	218
<i>Chicago suburban counties</i>	185	185	174
Downstate counties**	260	225	268
<i>North/central Illinois</i>	131	100	129
<i>Southern Illinois</i>	129	125	139

*These are mid-point numbers between the number who began the interview and the number who completed a full interview.

**Our goal was to divide the downstate counties sample roughly in half so that, if necessary, we could also analyze by north/central and by southern Illinois.

The sampling errors for the statewide results for all three surveys is about +/- 4 percentage points (+/- 3.8% for April; +/- 4.1% for June; and +/- 4.0% for September) at the 95th confidence level.¹ The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers initially asked to speak to the youngest male driver, because earlier experience showed that we under-represent younger male drivers.² Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was 11 minutes for the April survey and 13 minutes for the June and September surveys.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region, gender, age category and education level.³ No other weighting has been applied.

Comments on Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2009 Labor Day weekend.** We also focus on the statewide and regional results -- and on selected results by whether respondents had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the

¹ The sampling errors (and completion numbers) presented here are based on the average between partial and full completion numbers.

² In earlier surveys, we asked to speak to the youngest licensed driver 75 percent of the time -- and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. This practice accords with recent Pew Research studies.

³ The age categories used for weighting purposes are: up to 29 years old; 30s and 40s; and 50 and older. The statewide proportions for each age category were derived from data on the age distribution of Illinois licensed drivers provided by IDOT's Division of Traffic Safety. This is the fourth year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver three-quarters of the time. This is the second year that education level has been used in the weighting of responses.

June and September surveys (the DUI initiative “pre-test” and “post-test” surveys). However, we at times comment on the April results when they appear to add understanding to the later results/changes.¹ In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % within parentheses) refer to percentage point changes unless specifically noted.²

The Excel file. The full results are presented in the **IDOT 2009 Labor Day DUI Survey Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results;
- the results for statewide respondents who indicated having had an alcoholic drink in the past 30 days (“drinkers”)
- regional results, for the two regions of Chicago metro area and “downstate”;

These worksheets contain relevant results for each of the three surveys, with focus on the June pre-test and September post-test surveys, and include the percentage point changes from the June to the September surveys. They also include a demographic portrait of the group(s) being analyzed.

Time frame in recall question wording. The time frame in the recall questions in all of these surveys (September, June and April) is that of “the past 30 days.”³

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the weighted June and September 2009 demographic portraits of the two samples are, overall, very similar with regard to the demographic characteristics asked about.

The largest differences are found for the following (and these are not big differences). All other differences between the two samples are less sizeable.

- The September sample has somewhat more respondents than the June sample who are homemakers (7.2% vs. 3.7%) and somewhat fewer who are part-time workers (6.8% vs. 9.9%).⁴
- The September sample has more respondents than the June sample who did not report on their household income (27.6% vs. 20.6%) and has somewhat fewer who reported a household income of more than \$100,000 (16.3% vs. 20.9%).

¹ Relevant questions in the April 2009 survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

² When the decimal is .5, we round to the even integer. Decimals are sometimes reported when percentage numbers are small and they add to understanding of changes/differences.

³ This is noted because in some of the past “June” surveys after Memorial Day, which extended into July, the time period wording included an explicit mention that the time period included Memorial Day.

⁴ Note that this difference could very well be a reflection of actual changes in employment status from June to September.

THE RESULTS

In the following summary of results for each question, we comment first upon the statewide results, including changes that occurred from June to September. Where applicable, we then summarize the results for those statewide respondents who reported having had an alcoholic drink in the past thirty days. We then summarize the regional findings, focusing on the dichotomous regional breakdown of the Chicago metro area vs. “downstate.”¹ At times, portions of these summaries are omitted either because they lack relevance or because the sub-sample numbers are too small to warrant comment.

Behaviors relating to drinking and driving

Frequency of drinking. *“How often did you drink alcoholic beverages in the past thirty days?”* Statewide, slightly less than half of the September respondents reported having had any alcoholic drink in the past thirty days compared to slightly more than half in June (47% vs. 53%). *During the remaining portions of this report, we sometimes refer to those who indicated ever having an alcoholic drink in the past thirty days as “drinkers” or “recent drinkers” and their counterparts as “non-drinkers.”*

Examining the more specific responses, very few September respondents reported drinking every day (2%) while about one in ten (10%) reported drinking *at least* several days a week. Less than one-quarter (22%) reported drinking either “once a week or less” or “only on weekends.” And, about one in seven (14%) reported drinking only on celebrations or special occasions. Just over half (51%) reported not having had a drink in the past thirty days.

As noted above, somewhat more June than September than June respondents reported having had an alcoholic drink in the past month (53% vs. 47%). And, this increase is generally spread across all of the frequency-of-drinking categories.²

Regional results. Very similar proportions of respondents in the Chicago metro area and downstate reported having had an alcoholic drink in the past 30 days in the September survey – both just a bit less than one-half (47% for the Chicago metro area and 46% for downstate). In June, this proportion was about the same for downstate (47%) but was higher in the Chicago metro area (56%).

Focusing on the most recent September results *for the Chicago metro area*, we find nearly one in ten (9.7%) reported drinking *at least* several days a week, nearly one-quarter (24%) said once a week or less or only on weekends, and about one-fifth (20%) said only on special occasions. Just over half (51%) said they never had a drink in this time period. *For downstate*, we find a bit more than one in ten (12%) saying *at least* once a week, nearly one-fifth (19%) saying once a week or less or only on weekends, and 15 percent saying only on special occasions. Just over half (51%) of the downstate respondents said they never drank in this time period.

For Chicago metro area respondents, the biggest differences from June to September are the sizeable increase in the percent who reported never drinking in the past 30 days (41% to 51%) and the decline in the percent who reported drinking only on celebrations/special occasions

¹ For this report, the Chicago metro area includes the City of Chicago, the rest of Cook County, and the “collar counties” of Lake, McHenry, Kane, DuPage and Will.

² The only exception here is the slightly higher September percent found for “only on weekends” (11%, up from 8% in June). However, at the same time, there is a decrease from June to September in the percent who reported “once a week or less,” a category quite close to the “only on weekend” response in terms of frequency.

(20% to 14%). For downstate respondents, the biggest differences from June to September are the modest decline in the percent who reported drinking at least several days a week (16% to 12%) and the accompanying increase in the percent who reported drinking only on celebrations/special occasions (10% to 15%).

Drinking and driving. *“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [For the 53% (June) and 47% (September) who indicated they drank alcoholic beverages in the past thirty days.]* About three in ten (31%) of the 47 percent of September respondents who reported drinking alcoholic beverages in the recent past reported they had driven a motor vehicle within two hours after drinking during this time period. This is slightly higher than the respective proportion of such drivers who said so in June (27%), but it should be noted that the June proportion is from a somewhat larger pool of relevant respondents (recent drinkers). *For the entire samples*, these results translate into just over 14 percent who did so in both the June and September surveys.

Regional results. In September, the percent of *drinkers* who reported having recently driven within two hours after drinking an alcoholic beverage is somewhat less in the Chicago metro area (29%) than in downstate (36%). In June, the difference in these percentages was smaller (26% for the Chicago metro area and 29% for downstate). Responding drinkers in both areas show an increase from June to September, with the Chicago metro area difference being small (+2.5%) and the downstate difference³ being more sizeable (+6.6%).

When these regional results are translated into proportions of all sample members, we find that the percent who reported that, in the past thirty days, they had driven within two hours after drinking drops slightly from June to September in the Chicago metro area -- from just under 15 percent to just under 14 percent (14.7% in June; 13.5% in September). Meanwhile, downstate, this proportion increases from just over 13 percent in June to just over 16 percent in September (13.3% and 16.3%, respectively).

Number of times. *“About how many times [in this time period] did you drive within two hours after drinking?” [For the approximate 14% of total sample members in each survey who had an alcoholic beverage in the recent past and who indicated they had driven a motor vehicle after drinking during this time.]*

For those who had driven a motor vehicle within two hours of drinking in the recent past, over four in ten (42%) of the September respondents reported doing so once, nearly three in ten reported doing it twice (29%) and about one in six (17%) reported doing it three or four times. Hardly any reported doing it more than this. Just over one in ten (11%) indicated they did not know or did not answer the question.

The statewide comparison for September and June shows no consistent trend. For example, fewer September than June respondents indicated doing so once (42% vs. 48%), about the same number reported doing it twice (28-29%), more September respondents indicated doing so three or four times (17% vs. 11%), and fewer September respondents indicated doing so more than this (0.8% vs. 4.3%). Slightly more September than June respondents did not know or did not answer the question (11% vs. 8%). And, it should be noted that these results are based on fewer than 100 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10%).

Number of drinks on last occasion. *“On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the approximate 14% of total sample members who indicated they had driven within two hours of drinking in the past month.]*

About one-third (33%) of the relevant respondents in the September survey reported having had one drink, about the same number (35%) reported having had two drinks, about one in seven (14%) reported having had three or four drinks, and nearly as many (13%) reported having had five or more drinks. About one in twenty (6%) did not know or did not answer the question.

Compared to June, the biggest differences are found for: the proportion who reported having had three or four drinks – which shows a drop from 28 percent in June to 14 percent in September; and for the proportion who reported having had five or more drinks – which shows an increase from 4 percent in June to nearly 13 percent in September. Again, it should be noted that these results are based on fewer than 100 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10%).

Frequency drive when too much to drink. *“About how many times [in this time period] did you drive when you thought you had too much to drink?” [For those who indicated they have had an alcoholic drink in the past 30 days – 53% of the June sample and 47% of the September sample.]*

In the September survey, just over nine in ten (91%) of those asked the question (those who indicated they had drunk an alcoholic drink in the past thirty days) reported never having had too much to drink when they drove in the past thirty days. Less than 4 percent said they had once while the remaining 6 percent said they did not know or did not answer.

In June, just over eight in ten (82%) of the relevant respondents reported never driving when they had had too much to drink in the past thirty days while 5 percent said they had once and 2 percent said they had more than twice. Just over one in ten (11%) of the relevant June respondents reported they did not know or did not answer the question.

Within each region, we find an increase from June to September in the proportion who reported never having driven after drinking too much so in the past 30 days. This increase is greater in the Chicago metro area (82% to 92%) than in downstate (83% to 88%). Accompanying this are declines in both the proportion who reported driving after drinking too much at least once and in the proportion who indicated they did not know or did not answer – with downstate changes being less than those found in the Chicago metro area.

Assessed trend in personal drinking and driving. *“Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For those who indicated they have had an alcoholic drink in the past 30 days – 53% of the June sample and 47% of the September sample.]*

Overall, the results for *relevant* respondents are very similar for both the September and June surveys. The percent who said they “never drive after drinking” is nearly two-thirds (66% in September, 65% in June), and about 20 percent in both surveys said they are now drinking “about the same.” The proportion saying they are drinking “less often” is around 10 percent in both surveys (11% in June, 9% in September), and hardly any in both surveys said they are now drinking “more often.”

By region. In September, the percent of relevant respondents who said they “never drive after drinking” is higher in the Chicago metro area than it is downstate (68% vs. 60%). But in June, this percentage was similar in both areas (66% for the Chicago area; 67% for downstate).

Chicago area results in June and September are quite similar, with about two-thirds in each survey reporting they never drive after drinking, around one-fifth reporting they do so “about the same” (22% in June, 19% in September), and about 7 to 8 percent saying they do so “less often.” Very few reported doing so “more often” while the proportion who did not know or did not answer increased from just over 2 percent in June to nearly 5 percent in September.

Downstate, there was a decrease from June to September among relevant respondents in the proportion who reported never driving after drinking (67% to 60%) and also a decrease in the proportion who indicated doing so “less often” (17% to 12%). At the same time, there was an increase in the proportion who indicated doing so “about the same” (14% to 22%). No one or hardly any downstate respondent said “more often” while the proportion who said they did not know or did not answer increased a bit from just over 2 percent in June to just over 4 percent in September.

Perceptions of and attitudes about police presence and enforcement

Perceptions of DUI enforcement. Three questions in the interview solicited respondents’ perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). And, in the third question, respondents were asked another relative question, this time regarding how likely it is that a driver who had been drinking will be stopped, compared to three months ago.¹ (Also see the next section for questions specifically relating to roadside checks.)

Police enforcement of drinking laws -- a hypothetical, personalized-wording question. *“If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”* For the results of this question, *we will focus on the results for those respondents who gave a substantive answer to the question.*²

Of relevant September respondents statewide, about 16 percent said that being stopped by police would be “almost certain,” and nearly one-third (32%) said it would be “very likely.” Almost three in ten (28%) said it would be “somewhat likely,” while nearly one in four (24%) said it would be either “somewhat unlikely” (16%) or “very unlikely” (8%).

The proportion who indicated either “almost certain” or “very likely” is 48 percent in September, higher than the 42 percent who said so in June and about the same as the proportion who said so in April. The proportion who indicated either “somewhat unlikely” or “very unlikely” shows consecutive increases from April to September, although the June to September increase here is small (16% in April to 22% in June to 24% in September).

¹ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

² In each of the 3 surveys, about 2 to 3% said “don’t know” or refused to answer. In June and September, another 28-29% were coded as “not drinking so they cannot relate to the question,” but this was a lower 18% for the April survey. For future surveys of this sort, it might be better not to personalize the question. That is, instead of asking, “if you drove after having too much to drink . . .,” it might be better to ask respondents how likely police are to stop drivers who do this behavior. This is in line with the wording of the third question in this section. However, our wording is based on suggested federal guidelines here.

*Among recent drinkers who gave a substantive response,*¹ the percent who indicated that their likelihood of being stopped is either “almost certain” or “very likely” increases slightly from June to September (37% to 40%, respectively). And, the percent who indicated this chance is either “somewhat unlikely” or “very unlikely” actually increases a bit more (23% to 28%). At the same time, the percent who said “somewhat likely” decreased from just over 40 percent in June to 32 percent in September.

In terms of regions, about 70 percent of the respondents in both the Chicago area and the downstate area gave a substantive response in each of the two surveys. *Among those giving substantive responses,* the combined percent who said “almost certain” or “very likely” is slightly higher downstate than in Chicago for both the June and September surveys. In both regions, this proportion increases by about 6 percentage points from June to September (just over 40% to just under 47% for the Chicago metro area; just under 45% to just under 51% for downstate). However, divergent regional trends are seen in the combined percent who said either “somewhat unlikely” or “very unlikely.” Here, we find an increase from June to September for the Chicago area (22% to 26%) and a decrease downstate (just under 23% to 18.5%).

Police presence on roads. “ Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same? “

About 70 percent of the September respondents reported seeing police “about the same” on the roads they normally drive compared with three months ago, while nearly one-quarter (24%) said they see police “more often” and 5 percent said “less often.”

Slightly more June than September respondents reported seeing police on the roads they normally drive “more often” (28% vs. 24%) compared with three months ago while slightly more September respondents reported seeing them “about the same” (70% vs. 65%). The April results are quite close to the most recent September results.

Among recent drinkers, the percent who said they see police “more often” decreased from 26 percent in June to 22 percent in September. But, the percent who said they see police “less often” also decreased (4.4% to 1.7%). The percent who said they see police “about the same” increased from 68 percent in June to 76 percent in September.

By region, the percent who said they see police “more often” compared to three months ago is just over one-quarter in the Chicago metro area for both the June (28%) and September (27%) surveys. And, other results in this region are similar as well. For downstate, the percentage who said they see police “more often” drops from 30 percent in June to under one-fifth (18%) in September – while the percent who said they see them “about the same” increases from 62 percent to 77 percent.

Police enforcement of drinking laws -- comparative, general evaluation. “ Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?”

In September, the statewide percent who said “more likely to be stopped” is one-third (33%) while the proportion who said “about the same” is about six in ten (60%). Few said “less

¹ Interestingly, some respondents who indicated having had a drink in the past 30 days responded that they do not drink so cannot answer the question (15% in June; 17% in September). It is likely that some, if not many, of these respondents were indicating that they never drink and drive so they could not answer the question. These respondents are omitted from the results reported in this section.

likely” (2%). The September proportion (33%) who said “more likely to be stopped” is a bit greater than the June proportion (29%) who said so; it is just slightly less than the April proportion who said so (35%).

Among drinkers, we find a modest increase from June to September in the percent who said “more likely to be stopped by police” (26% to 31%) and an accompanying decrease in the percent who said that this likelihood “is about the same” (68% to 64%).

By region, the percent who said that a driver who had been drinking is “more likely” to be stopped by police compared to three months ago increased slightly in the Chicago metro area from June to September (just under 29% to just under 32%). A larger increase in this percentage occurred for downstate respondents (just under 30% to just under 36%).

Evaluations of penalties given to DUI offenders

Two questions in the interview solicited respondents’ evaluations of the penalties given to DUI offenders. One dealt with first offenders, and the other dealt with repeat offenders.¹

Evaluations of penalties for first offenders. “Do you think the penalties given to drivers your area who are guilty of their first offense for alcohol-impaired driving are: too lenient, too harsh, or about right?”

By a margin of 45 percent to 26 percent, a plurality of the September statewide respondents reported the penalties for first offenders are “about right” as opposed to “too lenient.” Only 7 percent said they were “too harsh,” and over one in five (22%) did not express an opinion.

Compared to the June results, slightly more September respondents said the penalties were “about right” (45% vs. 42%) while slightly fewer said they were “too lenient” (26% vs. 29.5%). In each survey, about 7 percent said they were “too harsh.”

Among drinkers, the overall June and September results do not differ much. However, we do find a small decrease in the percent saying penalties are “too lenient” (24% to 20%). This is accompanied by an even smaller increase in the percent saying penalties are “about right” (48% to 50%). In both surveys, about 8 to 9 percent said penalties are “too harsh” while about one-fifth (20%) did not express an opinion.

Analysis by region. Results in the Chicago metro area show that the percent who said penalties are “too lenient” declined somewhat from June to September, from 29 percent to 24 percent. Accompanying increases were spread across the other response categories. Downstate results show an increase from June to September in the percentage saying penalties are “about right,” going from just over 42 percent to just over 47 percent. In this region, the percent who said “too lenient” is stable at about 30 percent.

Evaluations of penalties for repeat offenders. “Do you think the penalties given to repeat offenders of alcohol-impaired driving are: too lenient, too harsh, or about right?”

The results are virtually reversed when we move from the question about penalties given for first offenders to this question about repeat offenders. Here, by a margin of 48 percent to 28 percent, a plurality of the September respondents is found to believe that penalties are “too

¹ These questions were asked for the first time in the 2004 surveys.

lenient” as opposed to “about right.” Hardly any (1%) said “too harsh” while over one in five (23%) did not express an opinion.

Only small differences are found between the September and June surveys. The proportion who chose “too lenient” is virtually the same in both surveys while relatively small differences of about 4 percentage points are found in the proportions choosing “about right” (32% in June to 28% in September) and those who did not express an opinion (just over 18% in June to nearly 23% in September).

Among recent drinkers, the percent who said that these penalties are “too lenient” is a sizeable plurality in both the June and September surveys (47% in June and 49% in September). The percent who said the penalties are “about right” declined from 34 percent in June to 27 percent in September, while the percent not expressing an opinion increased from 17 percent to 22 percent. Few in either survey said the penalties are “too harsh” (2%).

Analysis by region. For the Chicago metro area, the percent who said “too lenient” declined somewhat from June to September – from 46 percent to 41 percent. At the same time, those who did express an opinion increased from nearly 22 percent in June to nearly 28 percent in September.

For downstate respondents, we find a sizeable increase in the percent who said penalties are “too lenient” – from just over 50 percent in June to 61 percent in September. At the same time, we find a sizeable decrease in the percentage who said penalties are “about right” – dropping from 35 percent in June to 24 percent in September.

Roadside safety checks

Respondents were asked about their awareness and experience with roadside safety checks in general. Later in the survey instrument, they were asked about their awareness and experience with safety checks whose primary purpose was to check for alcohol-impaired driving.

It should be noted that this departs a bit from the national survey template. This was done intentionally for reasons of obtaining comparable Illinois trend data and because Illinois roadside checks are somewhat different than those in many other states.¹

General roadside safety-check questions

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” is about one-third in both September and June (nearly 34% in each), up from 24 percent in April.²

¹ In terms of obtaining comparable data, we had asked the general roadside check question in surveys for the past several years. The wording itself is a bit different from the national template because of the nature of Illinois roadchecks, checking vehicles which pass through a roadcheck for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

² For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Among recent drinkers, awareness of roadside safety checks is about 35 to 36 percent in both the June and September surveys. (No comparable data is available for the April survey because the frequency-of-drinking question was not asked in that survey.)

Analysis by region. The level of reported awareness of roadside safety checks is about the same in the Chicago area in both June (32%) and September (33%), and both are up from the 22 percent level found in April.

In the downstate region, reported awareness of these checks decreased slightly from nearly 39 percent in June to just under 35 percent in September. However, both are higher than the 27 percent awareness found in April.

Sources of awareness. *Of those who had seen or heard anything about roadside safety checks*, the September percentages for those who had seen/heard about them through the various sources is greatest for television (40%) followed by newspapers (32%) and then radio (22%) and friends and relatives (22%).

Among all relevant 2009 statewide respondents, *those who mentioned newspapers* were far more likely to say they had heard of the safety checks from news stories than from advertisements (86% vs. 35% in September; 72% vs. 31% in June). *For those who mentioned television*, exposure through news stories is also far more common than exposure through advertisements for both the September and June surveys (78% vs. 30% for September; 72% vs. 43% for June). *For those who mentioned radio*, we find that a majority were exposed through news stories in September (67% vs. 46% for advertisements) while exposure through advertisements in June and April surpassed that found for news stores (59% vs. 38% for June, and a closer 58% vs. 47% for April).

Among recent drinkers who reported awareness of the roadside checks in the September survey, exposure through newspapers (36%) and television (35%) were most frequent. Following were exposure through radio (17%) and friends and relatives (14%). About one-tenth (11%) reported an other source.

An analysis of the *regional source-of-exposure results for September respondents who were aware of these roadside checks* finds that relevant Chicago area respondents most frequently identify exposure through television (36%) followed, about equally, by each of the remaining sources asked about: friends and relatives (24%); radio (22%); and newspapers (21%) – with another one-tenth mentioning some other source.

For downstate respondents in September, more than half reported being exposed through newspapers (54%) while just less than half reported being exposed through television (46%). Fewer indicated exposure through radio (22%) and through friends and relatives (22%). About one in six (16%) mentioned some other source.

Personally seeing roadside checks. *Of those who had seen or heard anything about roadside safety checks*, the statewide percent who indicated they had personally seen such checks is slightly more in June (nearly 44%) than in September (just over 39%). The April proportion is virtually the same as that found in September.

Among those recent drinkers who were aware of roadside safety checks, the incidence of personally seeing a check decreases from 49 percent in June to 36 percent in September.

Analysis among those who were aware of roadside safety checks by region. The percent of applicable respondents who said they had personally seen a check dropped from 55 percent in

June to 46 percent in September in the metro Chicago area. This percentage was much lower but stable from June to September in the downstate area (about 28%). In the Chicago area, the April result is about midway between the June and September results while downstate. Downstate, the April result is lower than that for the June and September results.¹

When these results are based on all sample members (and not just those aware), we find the percent who have seen a roadside safety check increased from just under one in ten in April (9.4%) to nearly 15 percent in June (14.8%), with a slight decline to just over 13 percent in September (13.2%).

Among all sample members who are recent drinkers, the percent who said they had personally seen a roadside safety check declines from just under 18 percent in June to just under 13 percent in September.

Analysis by region. Again, when the percent is based on all sample members (and not just those who were aware), the percent of Chicago metro area respondents who reported personally seeing a roadside check is quite stable at 17 percent in June and 15 percent in September – both higher than the 11 percent found in April.

The same trend is seen downstate. Here, this percentage is at 11 percent in June and almost 10 percent in September – both higher than the 6 percent found in April.

Personally going through a roadside check. *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,” a majority of about 55 to 56 percent said they had been through a check on both the June and September surveys, up from 43 percent of relevant April survey respondents.

Calculated on the basis of all sample members, this translates into just over 7 percent who said they have recently been through a roadside check in the September survey (7.2%), slightly less than that for the June survey (8.2%) but more than that for the April survey (4%).

Among recent drinkers who had personally seen a roadside check, the percent who said they had actually gone through a check decreased somewhat from 62 percent in June to 46 percent in September. *Based on all sample members who are recent drinkers*, the percent who indicated having gone through a check was cut about in half from June to September, from 11 percent to just under 6 percent.

By region. Among those who had personally seen a roadside check, the proportion who reported actually going through a check is 56 to 57 percent in the Chicago metro area in the June and September surveys, up from 42 percent in April. For downstate respondents, this proportion ranges from 47 percent in April to 53 percent in September, with the June result midway between the two.

When the percentage of *all sample members* who indicated having gone through a safety check in the past thirty days is examined, we find that – for the Chicago metro area -- this incidence increased from just under 5 percent in April to almost 10 percent in June and then declined slightly to just under 9 percent in September (4.7% to 9.8% to 8.6%). The same trend is found downstate but at lower levels (2.8% to 5.4% to 5%).

¹ In the initial question about personally seeing a roadside check, the downstate April percentage who said they had seen a check is on par with the 28% level for June and September. However, far more April respondents did not confirm their response in the follow-up question, thus lowering this level to 22%.

Drinking-related roadside check questions (later in the interview)

Awareness of “DUI” roadside safety checks. The percent who indicated that, “*in the past (thirty) days,*” they had “*seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,*” increased from just over one in five in June (22%) to almost three in ten in September (29%).

Among recent drinkers, the results show a modest increase in awareness from June to September (25% to 30%).

By region. Among Chicago metro area respondents, the proportion who reported hearing about these kinds of roadside checks increased from 19 percent in June to 27 percent in September. Among downstate respondents, this increase was smaller but at higher levels – from 27 percent in June to 32 percent in September.

Personally going through these roadside checks. *Of those who had seen/heard of such roadside checks,* the percent of those who indicated “*having personally gone through [these] checks*” decreased by 4 percentage points, going from just over 20 percent in the June survey to just under 20 percent in the September survey (22% to 18%). This translates into about 5 percent of all sample members for both the June and September surveys.

Among recent drinkers who had seen/heard of these checks, the proportion who indicated they personally had gone through them declined from almost one in five in June (19%) to just under 13 percent in September. *Translated into percentages for the entire recent drinker group,* we find the percent who indicated they had personally gone through a check declined only slightly – by about 1 percentage point -- from June to September (4.7% to 3.8%).

By region -- for those who have heard of the roadside checks, we see a decrease from June to September in the percent who indicated they personally went through such checks in the Chicago area (27% to 14%) but an increase in this proportion downstate (17% to 25%). *When translated into an incidence based on all sample members,* we do not find much difference in the Chicago metro area incidence (5.1% and 3.7%) but we do find an increase in the downstate incidence, from 4.5 percent in June to just over 8 percent in September.

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” stood at about 64 percent in both the June and September surveys. In April, this percent was nearly three-quarters (74%).

Among recent drinkers, awareness of these messages was found to decrease from June to September, by a sizeable amount (69.5% to 59%).

By region. In the Chicago metro area, we actually find a modest decrease in reported exposure to these messages from June to September, from 64 percent to 59 percent. In contrast, the downstate results show an increase from two-thirds (67%) in June to just less than three-quarters (73%) in September.

Sources of messages. *Of those who had seen or heard such messages,* by far the greatest exposure source in both September and June is found for television (78% in September and 82% in June).

In September, television was followed by billboards/bus signs (52%), then by newspapers (34%), posters/bumper stickers (33%) and radio (32%). Friends/relatives (18%) came next followed by brochures (12%).

In June, television was followed by billboards/bus signs (46%), then by radio (39%), newspapers (36%) and posters/bumper stickers (32%). As above, friends/relatives (21%) followed and then came brochures/pamphlets (13%).

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or story, or something else. For newspapers, relevant respondents were primarily exposed through news stories rather than commercials (84% vs. 29% in September and 89% vs. 25% in June). For radio, relevant respondents more frequently identified advertisements rather than news stories in both surveys (71% for ads vs. 42% for news in September; 71% for ads vs. 50% for news in June). And the same is true for television (74% for ads vs. 50% for news in September and 68% for ads vs. 50% for news in June).¹

For recent drinkers who indicated awareness of these messages in the September survey, we also find television, by far, to be the most frequent source of exposure (76%). TV is followed by billboards/bus signs (52%) and then newspapers (38%), radio (33%) and posters/bumper stickers (33%). Friends/relatives (20%) as a source are next and finally brochures/pamphlets (10%). About one in twenty of these respondents mentioned an other source.

The following presents September *results by region* and *based on those who are aware of any messages.*

For the Chicago area, exposure through television is most frequent (83%) followed by exposure through billboards or bus signs (52%). Next are posters or bumper stickers (36%) and radio (35%) followed by and newspapers (29%). Following this are friends and relatives (22%) and brochures or pamphlets (11%). About 7 percent mentioned an other source.

For the downstate area, exposure through television is most frequent (81%) followed by exposure through billboards or bus signs (54%) and newspapers (43%). Following are exposure through radio (28%) and posters and bumper stickers (27%). These are followed by brochures or pamphlets (12%) and friends and relatives (12%). About one in twenty (6%) mentioned an other source.

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving (about 64% of the June and September respondents and 74% of the April respondents) were asked whether "the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty) days is more than usual, fewer than usual, or about the same as usual."*

In September, the statewide percent saying "about the same as usual" is just over 70 percent (71%). Of the remaining respondents, those who said "more than usual" outdistances those who said "less than usual" by more than a five-to-one margin (24% vs. 4%).

The September percent who said "about the same" is 6 percentage points lower than the respective June percent, while the September percent who said "more than usual" is just over 5 percentage points greater than that in June. The April results are very close to the September results.

¹ Note that percentage results for commercials and news stories can add to more than 100 percent because respondents could indicate they were exposed through both types.

Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” increased from June to September (17% to 24%) while the proportion saying “about the same as usual” declined (78% to 71%). Few said “less than usual” in either survey (3%-4%).

By region. Again, among respondents who had seen/heard of these messages, the Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” increased slightly from 23 percent in June to 27 percent in September (25% said so in April) while the percent who said “about the same” shows a modest decrease from 72 percent in June to just under 68 percent in September (69% said so in April).

For applicable downstate respondents, the percent saying “more than usual” increased from 12 percent in June to 17 percent in September (less than the 20% who said so in April). Just over three-quarters of the downstate respondents said “about the same” in September (76%), down from 84 percent in June (and about the same as the 75% in April).

Awareness of selected traffic safety slogans

The question. Respondents were asked about their awareness of selected traffic safety “slogans,” asked in a random order. April and June respondents were asked about 16 selected slogans while September respondents were asked about 11 slogans. Eight are related to drinking and driving, with two of the eight having been used in recent media campaigns: **“You drink and drive. You lose.”** (or its variant, “You drink. You drive. You lose”);¹ and **“Drunk driving. Over the limit. Under arrest.”**

The September results. The following Table S-1 presents the most recent September results, ordered by level of awareness. The DUI-related slogans are in italics, except for the two most recent slogans which are in non-italic bold.

This table shows that the *“You drink and drive. You lose”* slogan ranks second in awareness level, at more than 80 percent. The only slogan above this in awareness is “Click It or Ticket” (at 90%). The more recent slogan, “Drunk driving. Over the limit. Under arrest” is seventh in awareness, at just over 40 percent.

Further analyses for two DUI-related slogans: “You Drink and Drive. You Lose” and “Drunk driving. Over the limit. Under arrest.” We focus here on the two major slogans used in recent campaigns, “You drink and drive. You lose,” and on the more recent “Drunk driving. Over the limit. Under arrest” slogan. (See Table S-2.)

April to September trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** declined nearly 5 percentage points from April (78%) to June (just over 73%). From June to September, awareness then increased by 10 percentage points – to just under 84 percent.

¹ It appears that the wording of the first of these slogans has alternated over the years and over varying formats and communication modes between “You drink and drive, you lose” and “You drink. You drive. You lose.” Currently, both variants of this slogan can be seen in Illinois. We have used the first wording for the 2007 through 2009 telephone surveys.

Among recent drinkers, the awareness level increased from 78 percent in June, a level higher than that for the state as a whole, to 83 percent in September, a level comparable to the state as a whole.

The levels of awareness and trends for this slogan *in the two regions* are quite similar and, thus not surprisingly, do not differ much from the statewide levels and trends just described. Both regions show about a 5 percentage point decline in awareness from April to June (78% to 73% for the Chicago area, and 79% to 74% for downstate) and then a sizeable increase of around 10 percentage points from June to September (73% to 83% for the Chicago area, and 74% to 85% for downstate).

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest”** slogan declined about 4 percentage points from April (33%) to June (29%). From June to September, awareness then increased by nearly 12 percentage points, up to nearly 41 percent.

Among recent drinkers, the awareness level increased from 27 percent in June to 39 percent in September, both of which are just slightly lower than the awareness levels for the state as a whole.

For this slogan, there are differences in the trends *in the two regions*. In the Chicago area, awareness of this slogan was at about the same level in both April and June (about 31% in both surveys) and then increased to nearly 37 percent in September. In downstate Illinois, awareness of this slogan declined by about 10 percentage points from April to June (36% to 25%) but then increased by a substantial 24 percentage points, to 49 percent, in September.

The 2002 through 2009 trends. Because there were media/enforcement campaigns going back to calendar year 2002 for which we have awareness information for numerous selected traffic safety slogans and for both seat belt-related and DUI-related campaigns, it is worth presenting the full cross-sectional trend results. These are presented in Tables S-3A and S-3B, according to level of awareness in the September 2009 survey (and then by the June 2009 level of awareness if not asked in September). The two DUI-related slogans focused upon above are in bold. The September 2009 results show the highest awareness levels recorded in this series for each of these two slogans.

Table S-1: Awareness Levels in September 2009

Order	Slogan	Sept level
1	Click It or Ticket	90.4%
2	You drink and drive. You lose.	83.5%
3	<i>Friends don't let friends drive drunk</i>	74.9%
4	<i>Drive smart. Drive sober.</i>	52.2%
5	<i>Police in Illinois arrest drunk drivers</i>	44.1%
6	Buckle Up America	42.5%
7	Drunk driving. Over the limit. Under arrest	40.7%
8	<i>Cells phones save lives. Pull over and report a drunken driver</i>	25.7%
9	<i>Wanna drink and drive, police in Illinois will show you the bars</i>	24.8%
10	<i>Drink and drive? Police in Illinois have your number</i>	20.3%
11	Children in back	16.9%

**Table S-2
Awareness of Two DUI-Related Slogans***

Region	April 2009 Survey	June Pre- test	April to June diff.*	Sept Post-Test 2009	June to Sept. diff.*	Total Diff.
Slogan: You drink and drive. You lose.						
STATEWIDE	78.2%	73.5%	-4.7%	83.5%	+10.0%	+5.3%
Chicago Metro	77.8%	73.2%	-4.6%	82.6%	+9.4%	+4.8%
Downstate	79.3%	73.9%	-5.4%	85.4%	+11.5%	+6.1%
Slogan: Drunk driving. Over the limit. Under arrest.						
STATEWIDE	32.9%	28.8%	-4.1%	40.7%	+11.9%	+7.8%
Chicago Metro	31.5%	30.6%	-0.9%	36.7%	+6.1%	+5.2%
Downstate	35.7%	25.4%	-10.3%	49.0%	+23.6%	+13.3%

*These are percentage *point* increases/decreases.

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through September 2009
(April 2002 through September 2005 Portion)

Slogan	Apr '02	Jun' 02	Nov '02	Dec '02	Apr 1 '03	Jun' 03	July '03	Jan '04	Apr 1 '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%	12%	8%	10%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%

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

Table Slogans - 3
Awareness of Selected Traffic Safety Slogans, April 2002 through September 2009
(April 2005 through September 2009 Portion)

Slogan	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09
Click It or Ticket	81%	91%	87%	84%	91%	88%	89%	94%	90%	89%	91%	92%	88%	91%	90%
You drink and drive. You lose	70%	65%	77%	74%	70%	76%	76%	82%	81%	77%	75%	80%	78%	74%	84%
Friends don't let friends drive drunk	86%	82%	80%	86%	82%	80%	84%	84%	83%	80%	83%	83%	80%	79%	75%
Drive smart, drive sober	60%	57%	57%	54%	60%	56%	60%	64%	57%	59%	55%	57%	58%	51%	52%
Police in Illinois arrest drunk drivers*	53%	47%	51%	49%	45%	49%	50%	52%	53%	52%	49%	50%	51%	46%	44%
Buckle Up America	52%	45%	45%	50%	50%	46%	48%	47%	44%	38%	46%	44%	43%	44%	42%
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	29%	24%	27%	26%	26%	35%	33%	29%	41%
Cell phones save lives. Pull over and report a drunk driver.	35%	40%	37%	37%	34%	39%	31%	37%	34%	35%	31%	30%	31%	27%	26%
Wanna drink and drive, police in Illinois will show you the bars*	29%	21%	25%	23%	24%	22%	23%	26%	20%	23%	22%	16%	27%	26%	25%
Drink and drive? Police in Illinois have your number	22%	19%	18%	20%	19%	21%	20%	20%	19%	22%	20%	20%	23%	23%	20%
Children in back	20%	22%	18%	22%	19%	19%	20%	17%	19%	18%	18%	13%	20%	14%	17%
Drive hammered, get nailed	37%	32%	38%	37%	39%	41%	38%	41%	39%	30%	35%	37%	35%	30%	---
Step away from your vehicle	14%	13%	16%	17%	12%	14%	12%	12%	14%	10%	15%	14%	14%	13%	---
Smart motorists always respect trucks	10%	8%	7%	12%	10%	6%	9%	10%	12%	10%	11%	6%	9%	10%	---
Checkpoint Strikeforce	12%	8%	10%	10%	10%	7%	8%	5%	8%	10%	7%	6%	12%	7%	---
Operation A-B-C	4%	5%	3%	5%	5%	3%	3%	6%	5%	2%	4%	4%	5%	3%	---

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

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 5: HOLIDAY MOBILIZATION ONLY GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Addison	128	183	19	10.4%	18	9.8%	42.0	\$29.38	\$42.00	\$5,376.00
Barrington	37	39	1	2.6%	2	5.1%	56.9	\$54.07	\$57.00	\$2,108.84
Barrington Hills	84	61	3	4.9%	1	1.6%	82.6	\$85.95	\$62.42	\$5,242.90
Colona	100	48	2	4.2%	6	12.5%	125.0	\$125.00	\$60.00	\$6,000.00
Countryside	30	13	6	46.2%	1	7.7%	138.5	\$129.15	\$55.97	\$1,678.95
Crete	37	20	6	30.0%	2	10.0%	111.0	\$103.60	\$56.00	\$2,072.00
Crystal Lake	72	62	1	1.6%	2	3.2%	69.7	\$48.65	\$41.89	\$3,016.21
Crystal Lake Park District	90	37	2	5.4%	2	5.4%	145.9	\$56.02	\$23.03	\$2,072.88
Des Plaines	137	147	15	10.2%	6	4.1%	55.9	\$52.77	\$56.62	\$7,756.98
East Moline	65	74	3	4.1%	4	5.4%	52.7	\$33.97	\$38.67	\$2,513.57
Elgin	93	63	9	14.3%	2	3.2%	88.6	\$79.63	\$53.94	\$5,016.81
Flora	105	31	3	9.7%	8	25.8%	203.2	\$127.68	\$37.70	\$3,958.00
Fox River Grove	36	7	0	0.0%	0	0.0%	308.6	\$162.89	\$31.67	\$1,140.24
Fulton	22.5	3	0	0.0%	1	33.3%	450.0	\$260.93	\$34.79	\$782.78
Fulton County	98	36	0	0.0%	3	8.3%	163.3	\$80.22	\$29.47	\$2,888.06
Grundy County	64	24	4	16.7%	8	33.3%	160.0	\$108.38	\$40.64	\$2,601.04
Hampton	27	17	2	11.8%	2	11.8%	95.3	\$36.81	\$23.18	\$625.83
Harwood Heights	60	40	9	22.5%	1	2.5%	90.0	\$58.70	\$39.13	\$2,347.95
Highland Park	60	38	6	15.8%	4	10.5%	94.7	\$88.34	\$55.95	\$3,356.80
Itasca	28	83	0	0.0%	15	18.1%	20.2	\$16.02	\$47.49	\$1,329.60
Jerome	61	39	0	0.0%	4	10.3%	93.8	\$35.22	\$22.52	\$1,373.77
Johnsburg	47	13	0	0.0%	1	7.7%	216.9	\$135.74	\$37.54	\$1,764.57
Kankakee	120	115	3	2.6%	4	3.5%	62.6	\$45.71	\$43.81	\$5,257.21
Kewanee	48	20	0	0.0%	1	5.0%	144.0	\$79.80	\$33.25	\$1,596.00
Lake Bluff	35	14	0	0.0%	1	7.1%	150.0	\$140.43	\$56.17	\$1,965.99

TABLE 5: (Continued)

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Lake Villa	50.5	20	0	0.0%	3	15.0%	151.5	\$100.05	\$39.62	\$2,000.96
Leland Grove	64	135	74	54.8%	1	0.7%	28.4	\$12.60	\$26.58	\$1,700.84
Lemont	73	58	9	15.5%	0	0.0%	75.5	\$54.55	\$43.34	\$3,164.12
Lincolnwood	55	22	5	22.7%	2	9.1%	150.0	\$130.93	\$52.37	\$2,880.35
Lombard	71	38	3	7.9%	1	2.6%	112.1	\$100.85	\$53.98	\$3,832.33
Marseilles	120	36	9	25.0%	6	16.7%	200.0	\$115.97	\$34.79	\$4,174.80
Mattoon	27	10	1	10.0%	2	20.0%	162.0	\$102.00	\$37.78	\$1,020.00
McHenry	30	29	0	0.0%	2	6.9%	62.1	\$54.24	\$52.43	\$1,572.85
McLean County	71	79	0	0.0%	1	1.3%	53.9	\$42.45	\$47.24	\$3,353.90
Mendota	68	30	3	10.0%	0	0.0%	136.0	\$76.21	\$33.62	\$2,286.28
Mercer County	228	146	2	1.4%	2	1.4%	93.7	\$33.09	\$21.19	\$4,830.55
Niles	36	41	15	36.6%	1	2.4%	52.7	\$53.84	\$61.32	\$2,207.40
North Aurora	48	54	9	16.7%	3	5.6%	53.3	\$45.69	\$51.40	\$2,467.26
Oak Lawn	43	39	0	0.0%	4	10.3%	66.2	\$56.69	\$51.41	\$2,210.74
Palos Hills	45	79	2	2.5%	8	10.1%	34.2	\$34.07	\$59.80	\$2,691.20
Piatt County	40	27	0	0.0%	4	14.8%	88.9	\$41.69	\$28.14	\$1,125.60
Pike County	88	25	2	8.0%	3	12.0%	211.2	\$99.41	\$28.24	\$2,485.24
Plainfield	70	34	0	0.0%	2	5.9%	123.5	\$108.81	\$52.85	\$3,699.40
Prairie Grove	15	4	0	0.0%	1	25.0%	225.0	\$126.88	\$33.83	\$507.50
Richmond	59	75	4	5.3%	5	6.7%	47.2	\$21.24	\$27.00	\$1,593.00
Steger	28	21	5	23.8%	2	9.5%	80.0	\$48.11	\$36.08	\$1,010.24
Sterling	36	110	29	26.4%	4	3.6%	19.6	\$11.29	\$34.50	\$1,242.02
Thayer	36	17	2	11.8%	2	11.8%	127.1	\$39.53	\$18.67	\$672.00
Warrensburg	48	33	0	0.0%	2	6.1%	87.3	\$43.97	\$30.23	\$1,451.06
Washington	16	3	0	0.0%	1	33.3%	320.0	\$151.23	\$28.36	\$453.68
West Dundee	30	18	1	5.6%	3	16.7%	100.0	\$77.80	\$46.68	\$1,400.40
Westchester	60	82	21	25.6%	6	7.3%	43.9	\$36.27	\$49.57	\$2,974.12

TABLE 5: (Continued)

Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
Western Springs	32	60	0	0.0%	2	3.3%	32.0	\$23.91	\$44.84	\$1,434.88
Wonder Lake	32	39	0	0.0%	1	2.6%	49.2	\$15.55	\$18.95	\$606.48
HOLIDAY MOBILIZATION ONLY GRANTS TOTAL	3,304	2,591	290	6.7%	173	6.7%	76.5	\$52.06	\$40.83	\$134,892.18

Column 1: Participating law enforcement agency

Column 2: Number of patrol hours conducted during YDDYL enforcement

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

Column 4: Total number of occupant protection violations written by law enforcement agency during the statewide YDDYL enforcement

Column 5: Percentage of total citations that were Occupant Protection violations citations

Column 6: Total number of DUIs written by law enforcement agency during the statewide YDDYL enforcement

Column 7: Percentage of total citations that were DUIs

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 6: REGULAR GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Algonquin	78	170	98	57.6%	0	0.0%	27.5	\$36.08	\$78.64	\$6,133.60
IMAGE	Bartonville	127	134	23	17.2%	0	0.0%	56.9	\$33.82	\$35.69	\$4,532.17
IMAGE	Belvidere	216	306	99	32.4%	0	0.0%	42.4	\$35.55	\$50.36	\$10,876.95
IMAGE	Berwyn	219	689	488	70.8%	0	0.0%	19.1	\$11.43	\$35.96	\$7,874.40
IMAGE	Blue Island	77	170	76	44.7%	0	0.0%	27.2	\$23.51	\$51.90	\$3,996.64
IMAGE	Brookfield	104.5	142	48	33.8%	0	0.0%	44.2	\$38.79	\$52.72	\$5,508.79
IMAGE	Canton	100	104	29	27.9%	3	2.9%	57.7	\$40.02	\$41.62	\$4,162.41
IMAGE	Collinsville	201	250	122	48.8%	4	1.6%	48.2	\$38.44	\$47.81	\$9,608.99
IMAGE	Flossmoor	100	165	89	53.9%	0	0.0%	36.4	\$35.21	\$58.10	\$5,809.64
IMAGE	Freeport	141	184	63	34.2%	0	0.0%	46.0	\$34.75	\$45.34	\$6,393.14
IMAGE	Grayslake	69.5	61	33	54.1%	2	3.3%	68.4	\$61.06	\$53.59	\$3,724.36
IMAGE	Hickory Hills	104	187	85	45.5%	0	0.0%	33.4	\$29.80	\$53.59	\$5,572.88
IMAGE	Hoffman Estates	143	301	182	60.5%	0	0.0%	28.5	\$35.18	\$74.04	\$10,588.14
IMAGE	Homewood	94	158	75	47.5%	1	0.6%	35.7	\$36.97	\$62.13	\$5,840.54
IMAGE	Jo Daviess Co.	25	25	1	4.0%	0	0.0%	60.0	\$21.11	\$21.11	\$527.66
IMAGE	Justice	134	203	83	40.9%	0	0.0%	39.6	\$30.91	\$46.83	\$6,275.39
IMAGE	Madison	154	210	99	47.1%	0	0.0%	44.0	\$25.55	\$34.84	\$5,365.80
IMAGE	Matteson	102	148	114	77.0%	0	0.0%	41.4	\$42.68	\$61.93	\$6,317.09
IMAGE	Midlothian	128	263	110	41.8%	0	0.0%	29.2	\$20.27	\$41.66	\$5,331.93
IMAGE	Millstadt	46	24	13	54.2%	0	0.0%	115.0	\$73.96	\$38.59	\$1,775.06
IMAGE	Oak Forest	79	158	61	38.6%	1	0.6%	30.0	\$33.73	\$67.46	\$5,328.95
IMAGE	O'Fallon	188	249	104	41.8%	0	0.0%	45.3	\$45.72	\$60.56	\$11,384.57
IMAGE	Olympia Fields	93	273	81	29.7%	0	0.0%	20.4	\$19.79	\$58.10	\$5,402.85
IMAGE	Oswego	218.5	422	171	40.5%	2	0.5%	31.1	\$29.31	\$56.60	\$12,367.57
IMAGE	Park Ridge	159	178	106	59.6%	0	0.0%	53.6	\$54.02	\$60.47	\$9,614.93
IMAGE	Prospect Heights	90	251	146	58.2%	1	0.4%	21.5	\$27.88	\$77.75	\$6,997.85
IMAGE	Riverdale	62	201	165	82.1%	0	0.0%	18.5	\$15.76	\$51.08	\$3,167.13

TABLE 6: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Riverside	283	305	79	25.9%	1	0.3%	55.7	\$54.92	\$59.19	\$16,750.77
IMAGE	Rock Falls	179	183	36	19.7%	0	0.0%	58.7	\$35.66	\$36.45	\$6,524.90
IMAGE	Westmont	190	229	77	33.6%	1	0.4%	49.8	\$49.47	\$59.62	11327.8
IMAGE	Willowbrook	112	215	66	30.7%	0	0.0%	31.3	\$33.51	\$64.33	\$7,205.09
IMAGE	Wilmette	135	171	61	35.7%	0	0.0%	47.4	\$47.99	\$60.78	\$8,205.97
IMAGE	Winnetka	96	98	47	48.0%	0	0.0%	58.8	\$56.38	\$57.55	\$5,524.98
LAP	Robinson	88	105	2	1.9%	5	4.8%	50.3	\$37.25	\$44.45	\$3,911.65
LAP	Springfield	236	69	3	4.3%	25	36.2%	205.2	\$178.74	\$52.26	\$12,333.05
LAP	St. Clair Co.	84	38	1	2.6%	7	18.4%	132.6	\$149.29	\$67.53	\$5,672.92
LAP	Waukegan	254	359	3	0.8%	33	9.2%	42.5	\$44.46	\$62.84	\$15,961.27
LAP	Wheeling	152	189	1	0.5%	15	7.9%	48.3	\$45.38	\$56.43	\$8,577.48
MAP	Boone Co.	84	110	0	0.0%	7	6.4%	45.8	\$29.50	\$38.63	\$3,244.96
MAP	Carpentersville	45	27	0	0.0%	8	29.6%	100.0	\$88.37	\$53.02	\$2,386.00
MAP	Edwardsville	61	42	1	2.4%	8	19.0%	87.1	\$64.31	\$44.28	\$2,701.13
MAP	Glendale Heights	48	45	0	0.0%	6	13.3%	64.0	\$63.44	\$59.48	\$2,854.92
MAP	Lake in the Hills	26	25	0	0.0%	4	16.0%	62.4	\$39.37	\$37.86	\$984.24
MAP	Rockton	30	19	0	0.0%	3	15.8%	94.7	\$46.82	\$29.65	\$889.54
MAP	Spring Grove	28	26	0	0.0%	3	11.5%	64.6	\$46.59	\$43.26	\$1,211.40
MAP	Streamwood	45	49	2	4.1%	5	10.2%	55.1	\$51.52	\$56.10	\$2,524.55
MAP	Troy	27	22	1	4.5%	3	13.6%	73.6	\$54.76	\$44.62	\$1,204.75
MAP	Wood Dale	51	70	12	17.1%	6	8.6%	43.7	\$43.04	\$59.07	\$3,012.65
SEP	Champaign	147	346	4	1.2%	0	0.0%	25.5	\$19.36	\$45.56	\$6,697.46
SEP	Glen Carbon	41	62	27	43.5%	0	0.0%	39.7	\$23.07	\$34.89	\$1,430.44
SEP	Lansing	68	140	0	0.0%	0	0.0%	29.1	\$27.67	\$56.97	\$3,873.83
SEP	Pekin	116	233	59	25.3%	0	0.0%	29.9	\$21.99	\$44.17	\$5,123.42
SEP	Peoria County	116	220	0	0.0%	0	0.0%	31.6	\$22.80	\$43.24	\$5,015.93
SEP	Sangamon Co.	266	450	10	2.2%	1	0.2%	35.5	\$22.31	\$37.74	\$10,038.37
SEP	Tazewell Co.	225	346	10	2.9%	1	0.3%	39.0	\$33.25	\$51.13	\$11,503.61

TABLE 6: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
TLEP	DeKalb	142	175	79	45.1%	1	0.6%	48.7	\$28.36	\$34.95	\$4,962.90
TLEP	Winnebago Co.	163	189	16	8.5%	11	5.8%	51.7	\$121.52	\$140.90	\$22,966.48
IMaGE GRANTS SUBTOTAL		4,247.5	6,827	3,130	45.8%	16	0.2%	37.3	\$33.11	\$53.21	\$226,018.94
LAP GRANTS SUBTOTAL		814	760	10	1.3%	85	11.2%	64.3	\$61.13	\$57.07	\$46,456.37
MAP GRANTS SUBTOTAL		445	435	16	3.7%	53	12.2%	61.4	\$48.31	\$47.22	\$21,014.14
SEP GRANTS SUBTOTAL		979	1,797	110	6.1%	2	0.1%	32.7	\$24.31	\$44.62	\$43,683.06
TLEP GRANTS SUBTOTAL		305	364	95	26.1%	12	3.3%	50.3	\$76.73	\$91.57	\$27,929.38
REGULAR GRANTS SUBTOTAL		6,790.5	10,183	3361	33.0%	168	1.6%	40.0	\$35.85	\$53.77	\$365,101.89

- 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 written by law enforcement agencies during the statewide YDDYL enforcement
- Column 6: Percentage of total citations that were occupant protection violations
- Column 7: Total number of DUIs written by law enforcement agency during the statewide YDDYL enforcement
- Column 8: Percentage of total citations that were DUI citations
- Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 10: Cost per citation = Total Cost / Number of Citations
- Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions: IMAGE – Integrated Mini-Grant Enforcement Program; LAP – Local Alcohol Program; MAP – Mini-Grant Alcohol Program; SEP – Speed Enforcement Program; and TLEP – Traffic Law Enforcement Program

TABLE 7: REGULAR GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Alton	125	145	13	9.0%	6	4.1%	51.7	\$44.53	\$51.66	\$6,456.97
MAP	Alton	38	38	3	7.9%	4	10.5%	60.0	\$49.78	\$49.78	\$1,891.55
MINI	Alton	124	105	4	3.8%	8	7.6%	70.9	\$54.54	\$46.19	\$5,727.02
SEP	Alton	124	255	4	1.6%	0	0.0%	29.2	\$22.43	\$46.13	\$5,720.00
MINI	Arlington Heights	121	108	3	2.8%	3	2.8%	67.2	\$63.59	\$56.76	\$6,867.96
SEP	Arlington Heights	128	279	0	0.0%	0	0.0%	27.5	\$27.45	\$59.84	\$7,659.43
MAP	Bartlett	61	92	0	0.0%	6	6.5%	39.8	\$37.26	\$56.20	\$3,428.16
SEP	Bartlett	79	195	0	0.0%	1	0.5%	24.3	\$21.71	\$53.58	\$4,233.14
LAP	Buffalo Grove	111	119	1	0.8%	15	12.6%	56.0	\$54.88	\$58.83	\$6,530.55
SEP	Buffalo Grove	87	186	0	0.0%	0	0.0%	28.1	\$29.26	\$62.55	\$5,442.18
IMAGE	Burnham	48	73	24	32.9%	0	0.0%	39.5	\$25.56	\$38.87	\$1,865.93
SEP	Burnham	42	104	5	4.8%	0	0.0%	24.2	\$19.58	\$48.48	\$2,036.33
IMAGE	Cahokia	105	164	39	23.8%	1	0.6%	38.4	\$30.92	\$48.30	\$5,071.23
MINI	Cahokia	86	90	12	13.3%	5	5.6%	57.3	\$38.11	\$39.89	\$3,430.19
MINI	Calumet City	375	41	1	2.4%	0	0.0%	548.8	\$388.81	\$42.51	\$15,941.25
MINI	Calumet City	360	212	165	77.8%	1	0.5%	101.9	\$72.19	\$42.51	\$15,303.60
SEP	Calumet City	268	773	1	0.1%	2	0.3%	20.8	\$8.36	\$24.11	\$6,461.75
IMAGE	Carol Stream	135	270	204	75.6%	3	1.1%	30.0	\$16.87	\$33.74	\$4,554.92
MINI	Carol Stream	100	108	19	17.6%	8	7.4%	55.6	\$70.68	\$76.33	\$7,633.02
MINI	Carol Stream	145	176	56	31.8%	5	2.8%	49.4	\$43.17	\$52.40	\$7,597.90
SEP	Carol Stream	80	235	57	24.3%	1	0.4%	20.4	\$19.38	\$56.94	\$4,554.92
LAP	Chicago	256	283	20	7.1%	8	2.8%	54.3	\$52.63	\$58.18	\$14,894.08
MINI	Chicago	616	294	6	2.0%	40	13.6%	125.7	\$121.52	\$58.00	\$35,728.00
SEP	Chicago	672	1118	4	0.4%	1	0.1%	36.1	\$29.81	\$49.60	\$33,332.67
LAP	Chicago Heights	13	6	0	0.0%	1	16.7%	130.0	\$107.79	\$49.75	\$646.76
MINI	Chicago Heights	22	42	28	66.7%	1	2.4%	31.4	\$24.02	\$45.85	\$1,008.78
LAP	Cook County	97	127	7	5.5%	18	14.2%	45.8	\$41.30	\$54.07	\$5,244.71
MINI	Cook County	36	47	0	0.0%	2	4.3%	46.0	\$29.87	\$39.00	\$1,404.00
SEP	Cook County	336	756	0	0.0%	0	0.0%	26.7	\$23.88	\$53.74	\$18,056.67

TABLE 7: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Danville	132	260	149	57.3%	0	0.0%	30.5	\$29.81	\$58.72	\$7,750.76
SEP	Danville	176	331	32	9.7%	0	0.0%	31.9	\$23.35	\$43.92	\$7,730.41
IMAGE	Decatur	78	63	4	6.3%	5	7.9%	74.3	\$94.88	\$76.64	\$5,977.58
SEP	Decatur	164	380	2	0.5%	0	0.0%	25.9	\$21.91	\$50.76	\$8,324.61
MINI	East Hazel Crest	26	41	39	95.1%	0	0.0%	38.0	\$21.69	\$34.20	\$889.22
MINI	East Hazel Crest	24	29	3	10.3%	0	0.0%	49.7	\$30.66	\$37.05	\$889.22
SEP	East Hazel Crest	122	132	0	0.0%	0	0.0%	55.5	\$10.84	\$11.73	\$1,431.37
IMAGE	East Peoria	105	160	111	69.4%	0	0.0%	39.4	\$34.38	\$52.38	\$5,500.09
SEP	East Peoria	112	312	18	5.8%	0	0.0%	21.5	\$19.14	\$53.32	\$5,972.31
MAP	Elmhurst	41	59	0	0.0%	0	0.0%	41.7	\$46.94	\$67.55	\$2,769.50
MINI	Elmhurst	48	53	3	5.7%	3	5.7%	54.3	\$48.85	\$53.94	\$2,589.28
SEP	Elmhurst	60	145	0	0.0%	0	0.0%	24.8	\$23.22	\$56.12	\$3,367.00
IMAGE	Evanston	125	163	85	52.1%	0	0.0%	46.0	\$34.89	\$45.49	\$5,686.76
MINI	Evanston	99	115	69	60.0%	1	0.9%	51.7	\$49.45	\$57.44	\$5,686.76
IMAGE	Gurnee	140	185	87	47.0%	0	0.0%	45.4	\$34.89	\$46.11	\$6,455.29
MAP	Gurnee	47.5	53	2	3.8%	1	1.9%	53.8	\$62.98	\$70.27	\$3,337.70
IMAGE	Hinsdale	94	96	68	70.8%	0	0.0%	58.8	\$65.03	\$66.41	\$6,242.50
MAP	Hinsdale	41	37	0	0.0%	5	13.5%	66.5	\$67.44	\$60.86	\$2,495.38
IMAGE	Joliet	144	264	9	3.4%	1	0.4%	32.7	\$34.83	\$63.86	\$9,195.53
MINI	Joliet	95	151	2	1.3%	0	0.0%	37.7	\$37.30	\$59.28	\$5,631.78
IMAGE	Kendall County	150	211	77	36.5%	0	0.0%	42.7	\$37.45	\$52.68	\$7,901.40
SEP	Kendall County	58	99	16	16.2%	0	0.0%	35.2	\$32.98	\$56.30	\$3,265.22
MAP	Lake Zurich	44	154	70	45.5%	8	5.2%	17.1	\$19.51	\$68.28	\$3,004.36
MINI	Lake Zurich	58	154	70	45.5%	8	5.2%	22.6	\$22.08	\$58.63	\$3,400.36
LAP	Macon County	144	142	3	2.1%	19	13.4%	60.8	\$42.55	\$41.96	\$6,042.45
MINI	Macon County	92	76	16	21.1%	11	14.5%	72.6	\$41.16	\$34.00	\$3,128.00
IMAGE	McHenry County	147	174	37	21.3%	1	0.6%	50.7	\$62.32	\$73.77	\$10,843.56
MINI	McHenry County	92	41	0	0.0%	2	4.9%	134.6	\$101.78	\$45.36	\$4,173.11
MAP	Morton	47	55	0	0.0%	5	9.1%	51.3	\$43.84	\$51.30	\$2,411.03
MINI	Morton	6	0	0	0.0%	0	0.0%	0.0	\$0.00	\$38.34	\$230.04

TABLE 7: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
IMAGE	Orland Park	141	336	225	67.0%	3	0.9%	25.2	\$28.31	\$67.45	\$9,511.02
MINI	Orland Park	48	45	11	24.4%	1	2.2%	64.0	\$58.50	\$54.84	\$2,632.37
MINI	Ottawa	48.5	15	0	0.0%	3	20.0%	194.0	\$118.06	\$36.51	\$1,770.88
SEP	Ottawa	47	69	12	17.4%	0	0.0%	40.9	\$25.88	\$37.99	\$1,785.63
IMAGE	Palatine	144	242	119	49.2%	1	0.4%	35.7	\$38.03	\$63.91	\$9,203.19
MAP	Palatine	55	40	11	27.5%	5	12.5%	82.5	\$83.54	\$60.76	\$3,341.67
MINI	Palatine	41	15	8	53.3%	2	13.3%	164.0	\$167.53	\$61.29	\$2,513.02
MAP	Palos Heights	42	31	13	41.9%	4	12.9%	81.3	\$93.29	\$68.86	\$2,892.07
MINI	Palos Heights	56	59	23	39.0%	5	8.5%	56.9	\$36.66	\$38.62	\$2,162.90
IMAGE	Peoria	134	321	140	43.6%	0	0.0%	25.0	\$30.02	\$71.91	\$9,635.54
SEP	Peoria	119	215	26	12.1%	0	0.0%	33.2	\$25.37	\$45.84	\$5,454.48
MINI	Peoria Heights	18	11	0	0.0%	0	0.0%	98.2	\$56.00	\$34.22	\$616.02
SEP	Peoria Heights	52	104	0	0.0%	0	0.0%	30.0	\$20.85	\$41.71	\$2,168.66
IMAGE	Quincy	144	197	90	45.7%	0	0.0%	43.9	\$33.78	\$46.21	\$6,653.95
MAP	Quincy	42	39	1	2.6%	4	10.3%	64.6	\$48.24	\$44.80	\$1,881.49
MINI	Rock Island	21	13	0	0.0%	3	23.1%	96.9	\$72.75	\$45.03	\$945.70
SEP	Rock Island	68	233	0	0.0%	0	0.0%	17.5	\$13.96	\$47.84	\$3,252.84
MINI	Rockford	18	18	0	0.0%	1	5.6%	60.0	\$54.20	\$54.20	\$975.66
MINI	Rockford	48	53	2	3.8%	2	3.8%	54.3	\$17.52	\$19.34	\$928.50
MINI	Roselle	85	65	2	3.1%	7	10.8%	78.5	\$65.38	\$50.00	\$4,250.00
SEP	Roselle	68	144	1	0.7%	0	0.0%	28.3	\$24.31	\$51.47	\$3,500.00
IMAGE	Schaumburg	144	159	4	2.5%	0	0.0%	54.3	\$65.05	\$71.83	\$10,343.39
MINI	Schaumburg	83	78	26	33.3%	0	0.0%	63.8	\$62.88	\$59.09	\$4,904.43
SEP	Schaumburg	80	162	0	0.0%	0	0.0%	29.6	\$28.50	\$57.71	\$4,617.15
LAP	Skokie	160.3	220	5	2.3%	11	5.0%	43.7	\$39.67	\$54.46	\$8,727.22
MINI	Skokie	260	198	25	12.6%	7	3.5%	78.8	\$71.51	\$54.46	\$14,159.60
MAP	St. Charles	60	43	4	9.3%	6	14.0%	83.7	\$70.28	\$50.37	\$3,022.13
MINI	St. Charles	30	17	1	5.9%	0	0.0%	105.9	\$96.76	\$54.83	\$1,644.90
SEP	St. Charles	72	141	6	4.3%	0	0.0%	30.6	\$24.84	\$48.64	\$3,502.08

TABLE 7: (continued)

Grant Type	Agency	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11	12
TLEP	Stephenson Co.	341.5	223	76	34.1%	3	1.3%	91.9	\$57.00	\$37.22	\$12,711.70
SEP	Stephenson Co.	94	185	1	0.5%	0	0.0%	30.5	\$33.64	\$66.21	\$6,223.81
MINI	Summit	40	18	1	5.6%	6	33.3%	133.3	\$103.09	\$46.39	\$1,855.60
SEP	Summit	68	210	2	1.0%	0	0.0%	19.4	\$12.35	\$38.15	\$2,594.30
IMAGE	Tinley Park	114	148	54	36.5%	0	0.0%	46.2	\$46.76	\$60.71	\$6,920.89
MINI	Tinley Park	21	11	2	18.2%	1	9.1%	114.5	\$97.80	\$51.23	\$1,075.83
IMAGE	Villa Park	101.3	165	17	10.3%	8	4.8%	36.8	\$43.68	\$71.18	\$7,206.98
MINI	Villa Park	74.5	110	18	16.4%	6	5.5%	40.6	\$31.83	\$47.00	\$3,501.50
LAP	Will County	144	169	22	13.0%	14	8.3%	51.1	\$31.81	\$37.33	\$5,375.52
MINI	Will County	53	32	2	6.3%	4	12.5%	99.4	\$88.69	\$53.55	\$2,838.15
SEP	Will County	240	518	13	2.5%	2	0.4%	27.8	\$25.31	\$54.63	\$13,112.20
IMaGE GRANTS SUBTOTAL		2,450.3	3,796	1,556	41.0%	29	0.8%	38.7	\$37.67	\$58.35	\$142,977.48
LAP GRANTS SUBTOTAL		925.3	1,066	58	5.4%	86	8.1%	52.1	\$44.52	\$51.30	\$47,461.29
MAP GRANTS SUBTOTAL		518.5	641	104	16.2%	48	7.5%	48.5	\$47.54	\$58.78	\$30,475.04
MINI GRANTS SUBTOTAL		3,470	2,641	617	23.4%	146	5.5%	78.8	\$65.90	\$50.15	\$174,034.55
SEP GRANTS SUBTOTAL		3,416	7,281	200	2.7%	7	0.1%	28.1	\$22.50	\$47.95	\$163,799.16
TLEP GRANTS SUBTOTAL		341.5	223	76	34.1%	3	1.3%	91.9	\$57.00	\$37.22	\$12,711.70
AGENCIES WITH MULTIPLE GRANTS TOTAL		11,121.5	15,648	2611	16.7%	319	2.0%	42.6	\$36.52	\$51.38	\$571,459.22

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 written by law enforcement agency during the statewide YDDYL enforcement
 Column 6: Percentage of total citations that were occupant protection violations
 Column 7: Total number of DUIs written by law enforcement agency during the statewide YDDYL enforcement
 Column 8: Percentage of total citations that were DUI citations
 Column 9: Number of minutes it took to write a citation = 60 / Number of citations per hour
 Column 10: Cost per citation = Total Cost / Number of Citations
 Column 11: Cost per patrol hour = Total Cost / Number of Patrol Hours
 Column 12: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions: IMAGE – Integrated Mini-Grant Enforcement Program; LAP – Local Alcohol Program; MAP – Mini-Grant Alcohol Program; MINI – Holiday Mobilization Grant Enforcement Program ; SEP – Speed Enforcement Program; and TLEP – Traffic Law Enforcement Program

TABLE 8: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

Grant Type	Total Hours	Total Citations	Occupant Protection Violation	% Occupant Protection Violations	DUI	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7	8	9	10	11
HOLIDAY MOBILIZATION ONLY GRANTS TOTAL	6,774	5,232	907	17.3%	319	6.1%	77.7	\$59.05	\$45.60	\$308,926.73
REGULAR GRANTS TOTAL	14,442.1	23,190	5,355	23.1%	341	1.5%	37.4	\$32.88	\$52.80	\$762,256.56
ILLINOIS STATE POLICE TOTAL	7,353	6,070	2,215	36.5%	298	4.9%	84.2	\$95.55	\$78.88	\$580,006.18
GRAND TOTAL	28,569.1	34,492	8,477	24.6%	958	2.8%	49.7	\$47.88	\$57.81	\$1,651,189.47

- 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 agencies during statewide CIOT enforcement
- Column 4: Total number of occupant protection violations written by law enforcement agencies during the statewide YDDYL enforcement
- Column 5: Percentage of total citations that were occupant protection violations
- Column 6: Total number of DUIs written by law enforcement agencies during the statewide YDDYL enforcement
- Column 7: Percentage of total citations that were DUI citations
- 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