

February 2013

**Evaluation of the 2012 Labor Day
Drive Sober or Get Pulled Over Campaign**

August 1 - September 3, 2012

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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., Sustained Traffic Enforcement Program and Local Alcohol Program projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion survey of Illinois licensed drivers, this report evaluates the impact the *Drive Sober or Get Pulled Over* (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 2012 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.

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Executive Summary

Drive Sober or Get Pulled Over is the new alcohol slogan. It 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 *Drive Sober or Get Pulled Over* 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 2012 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 3, 2012. There were 157 local law enforcement agencies and the Illinois State Police which participated in the statewide campaign. Seventy-two of the 157 grant-funded agencies and 48 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 seven press conferences (Chicago, Rockford, Rock Island, Peoria, Springfield, Alton and Marion) throughout the state on August 29, 2012
2. Law enforcement agencies participating in the Labor Day campaign reported 100 print stories, 13 radio stories, and 8 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 2012 campaign: 104 announcements were made; 56 banners were displayed; 356 posters/flyers were distributed; 14 presentations were given; 247 press releases were issued; and 29 public access messages were made.
4. IDOT/DTS spent \$670,134 on broadcast television, cable, radio, and the internet to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 17 and ending September 3, 2012.

ENFORCEMENT

6. One hundred fifty-seven (157) local law enforcement agencies and all Illinois State Police (ISP) districts participated and provided complete enforcement activities for the 2012 Labor Day alcohol mobilization. A total of 127 roadside safety checks (RSCs) and 1,342 saturation patrols were conducted during the August 17 to September 3, 2012 enforcement period. Seventy-two of the 157 grant-funded agencies and 48 non-funded agencies submitted additional citation information as part of an incentive program.
7. Local law enforcement and ISP logged a total of 19,772 patrol hours and issued 19,534 citations. One citation was written every 60.7 minutes of enforcement.
8. Local law enforcement and ISP issued 741 DUI and alcohol-related citations. One DUI/alcohol-related citation was written every 26.7 hours of enforcement. An additional 671 DUIs (461 by grant-funded agencies and 210 by non-funded agencies) were written by agencies participating in the incentive program.

9. A total of 7,419 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 2.7 patrol hours. An additional 1,993 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 “*Drive Sober or Get Pulled*” Over campaign conducted a total of 19,772 patrol hours and issued 19,534 citations at a total cost of \$1,158,263.02. On average, citations were written every 60.7 minutes of enforcement at a cost of \$59.29 per citation, or \$58.58 per patrol hour. Furthermore, these agencies wrote 741 DUIs during the campaign, which comprised 3.8 percent of total citations issued.
11. Sixteen (16) holiday mobilization plus grantees issued one citation every 67.3 minutes of patrol. The cost per citation for these agencies was \$44.55 and cost per patrol hour was \$39.70. One hundred and nineteen regular grantees issued one citation for every 56.9 minutes of patrol. The cost per citation for these agencies was \$50.33 and the cost per patrol hour was \$53.12. Twenty-two grantees with multiple grants issued one citation for every 59.4 minutes of patrol. The cost per citation for these agencies was \$55.32 and the cost per patrol hour was \$55.92. The Illinois State Police issued one citation every 84.1 minutes of patrol. The cost per citation for the ISP was \$131.62 and cost per patrol hour was \$93.93.
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?”, 65 percent of recent drinkers indicated the likelihood of being stopped is somewhat likely, very likely, or almost certain.
14. More than 72 percent of those surveyed in September reported seeing “about the same police presence on the roads they normally travel”, while almost 21 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 26.4 percent during the September survey. About 27 percent in the June survey indicated that they were more likely to be stopped by police after drinking.
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 26 percent in June to 30

percent in September. In southern Illinois, this percentage decreased from almost 30 percent in June to 22 percent in September.

Roadside Safety-Checks

17. In the Chicago suburbs, awareness levels of roadside safety checks slightly increased from 35 percent in April to 40 percent in September. In southern Illinois, this percentage decreased from 35 percent in April percent to 30 percent in September.
18. Most September respondents were aware of roadside safety checks attribute their awareness to television (32%), friends/relatives (27%), radio (22%) and newspapers (22%). Those respondents who heard about roadside safety-checks via television, newspaper, or radio learned most from news stories verses advertisements (64 percent versus 22 percent for newspapers; 56 percent versus 48 percent for television; and 74 percent versus 34 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 48.7 percent in the Chicago metro regions and about 41 percent for the downstate regions.
20. The percentage of respondents who indicated having personally seen roadside safety checks decreased from 49 percent in June to 45 percent in the September survey.

Awareness of "DUI" Roadside Safety Check.

21. Twenty-nine percent of respondents in September 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."
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," increased from 60 percent in June to almost 70 percent in September. There was an increase of awareness in the downstate counties from 58 percent in June to 71 percent in September. Awareness of messages focusing on alcohol-impaired driving slightly increased in the Chicago metro area from 60 percent in June to 69 percent in September.

Awareness of the *You Drink & Drive. You Lose* and *Drive Sober or Get Pulled Over* Slogans

23. In June of 2003, 55 percent of those surveyed were familiar with the "You Drink & Drive. You Lose." (YDDYL) slogan. The September 2012 survey indicated the awareness level of those familiar with the slogan was about 74 percent. Awareness of this slogan peaked in September 2010 at 82 percent.
24. In September 2012, awareness of the most recent slogan, "Drive Sober or Get Pulled Over", was at 45.7 percent. Awareness of this slogan in June 2012 was at 35.9 percent.
25. From April 2012 to September 2012, survey results show awareness levels for the YDDYL slogan increased. In the Chicago metro area, awareness of the YDDYL slogan increased from 69.5 percent in April to 72.3 percent in June to 72.8 percent in September. In downstate areas, awareness of the message increased from 68.9 percent in April to 72.9 percent in June to 75.0 percent in September.

Evaluation of the 2012 Labor Day *Drive Sober or Get Pulled Over* Campaign August 1 - September 3, 2012

Introduction

Drive Sober or Get Pulled Over 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 *Drive Sober or Get Pulled Over* 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 *Drive Sober or Get Pulled Over* mobilization includes the following components:

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

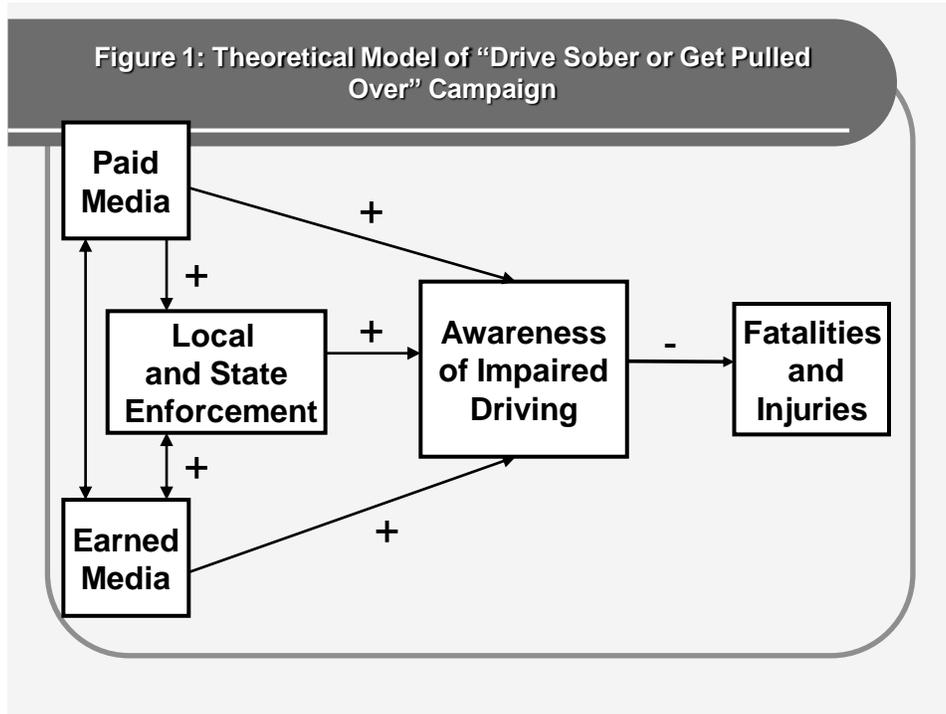
The 2012 Labor Day *Drive Sober or Get Pulled Over* mobilization was conducted from August 1 to September 3, 2012 with a special focus on impaired driving.

Drive Sober or Get Pulled Over Program Model

Drive Sober or Get Pulled Over 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 as 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 *Drive Sober or Get Pulled Over* 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 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 model.



Alcohol / Motor Vehicle Related Injuries and Fatalities

The relationship between drunk driving and fatalities has been well documented in the literature (FARS, 2009). 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.

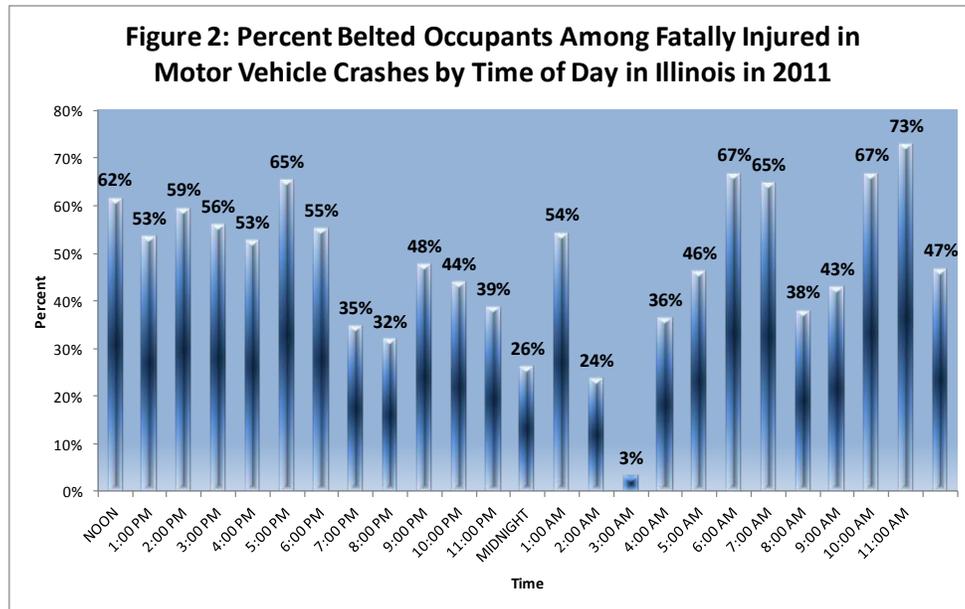
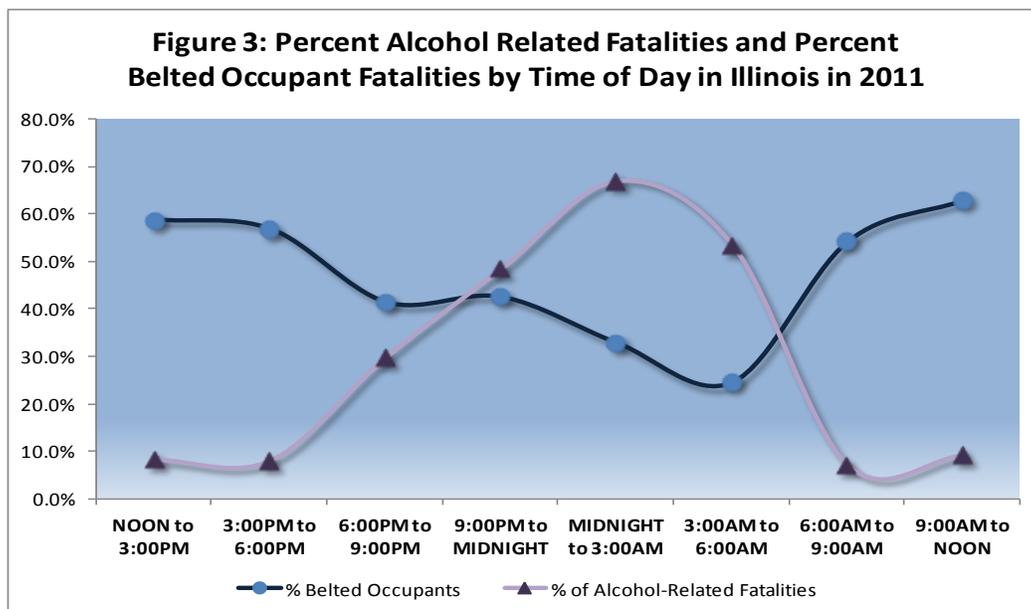


Figure 3 depicts the percentage of belted occupants and the percentage of alcohol related fatalities by time of day. According to this graph, there is a negative relationship between the percentage of belted occupants and the percentage of alcohol related deaths, especially during nighttime hours. This 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 2012 Labor Day *Drive Sober or Get Pulled Over* campaign. The objectives of this report are:

- To provide a summary of earned and paid media activities prior to and following the Labor Day *Drive Sober or Get Pulled Over* 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 *Drive Sober or Get Pulled Over* 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.

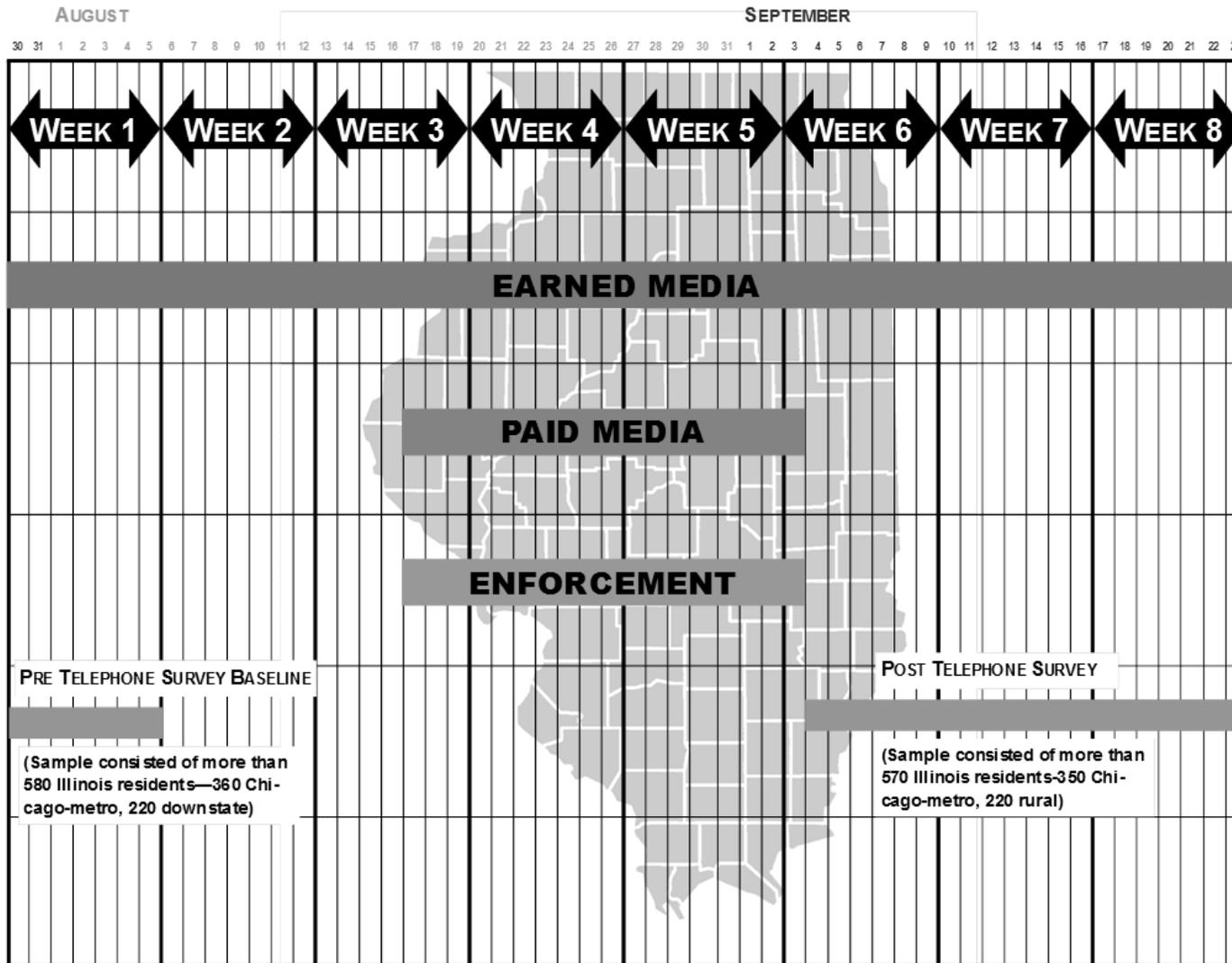
2012 Labor Day *Drive Sober or Get Pulled Over* Campaign in Illinois: Timeline of Activities

In August 2012, IDOT Division of Traffic Safety launched a statewide *Drive Sober or Get Pulled Over* 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**, *Drive Sober or Get Pulled Over* activities began August 1 and concluded September 3, 2012. The following activities took place during the campaign:

IDOT/DTS held seven press conferences (Chicago, Rockford, Rock Island, Peoria, Springfield, Alton and Marion) throughout the state on August 29, 2012.

- July 2012: Pre-mobilization statewide telephone public opinion surveys were conducted during July 2012.
- August 1 – September 26, 2012: Earned media was obtained, including seven press conferences held August 29 in Chicago, Rockford, Rock Island, Peoria, Springfield, Alton and Marion.
- August 17 – September 3, 2012: Paid media advertisements promoting *Drive Sober or Get Pulled Over* ran from August 17 to September 3. Highly publicized strict enforcement of the impaired driving laws was conducted from August 17 to September 3.
- September 4 – 30, 2012: Post statewide telephone public opinion surveys were conducted from September 4th to 30th.

Diagram 1: 2012 *Drive Sober or Get Pulled Over* Campaign Timeline



Note: The pre-telephone survey was conducted during July 2012.

MEDIA & ENFORCEMENT RESULTS

Media

Earned Media

IDOT/DTS held seven press conferences (Chicago, Rockford, Rock Island, Peoria, Springfield, Alton and Marion) throughout the state on August 29, 2012. **Table 1** lists the earned media items obtained during the *Drive Sober or Get Pulled Over* campaign by media markets which conducted press conferences, as well as the articles and stories generated from the publicity.

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	75	5	1	82	46	249	14	180	24	67
Metro East	7	1	0	3	2	0	0	15	1	8
Moline	4	3	1	0	0	69	0	11	1	2
Paducah	2	0	0	0	0	0	0	1	0	2
Springfield /Champaign	5	1	1	13	4	38	0	15	2	243
Peoria	3	2	3	5	3	0	0	9	0	2
Rockford	3	0	1	1	0	0	0	13	1	0
Media Markets which did not conduct a press conference	1	1	0	0	1	0	0	3	0	1
TOTAL	100	13	8	104	56	356	14	247	29	325

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 100 print stories, 13 radio stories, and 8 TV news stories were generated as a result of the *Drive Sober or Get Pulled Over* enforcement efforts. Furthermore, the following earned media items were generated during the 2012 *Drive Sober or Get Pulled Over* campaign: 104 announcements were made; 56 banners were displayed; 356 posters/flyers were distributed; 14 presentations were given; 247 press releases were issued; and 29 public access messages were made.

Paid Media

Paid alcohol enforcement messages are aired repeatedly during the *Drive Sober or Get Pulled Over* campaign publicity period. Messages are focused on enforcement, reminding motorists to

not drink and drive. *Drive Sober or Get Pulled Over* paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively. Paid media targeted the *Drive Sober or Get Pulled Over* 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 \$670,134 on broadcast television, cable and radio to promote the National *Drive Sober or Get Pulled Over* campaign beginning August 17 and ending September 3, 2012. Table 3 lists the cost of paid media by media market for the *Drive Sober or Get Pulled Over* campaign.

**Table 2: Labor Day *Drive Sober or Get Pulled Over* Campaign
Cost of Paid Media by Media Market**

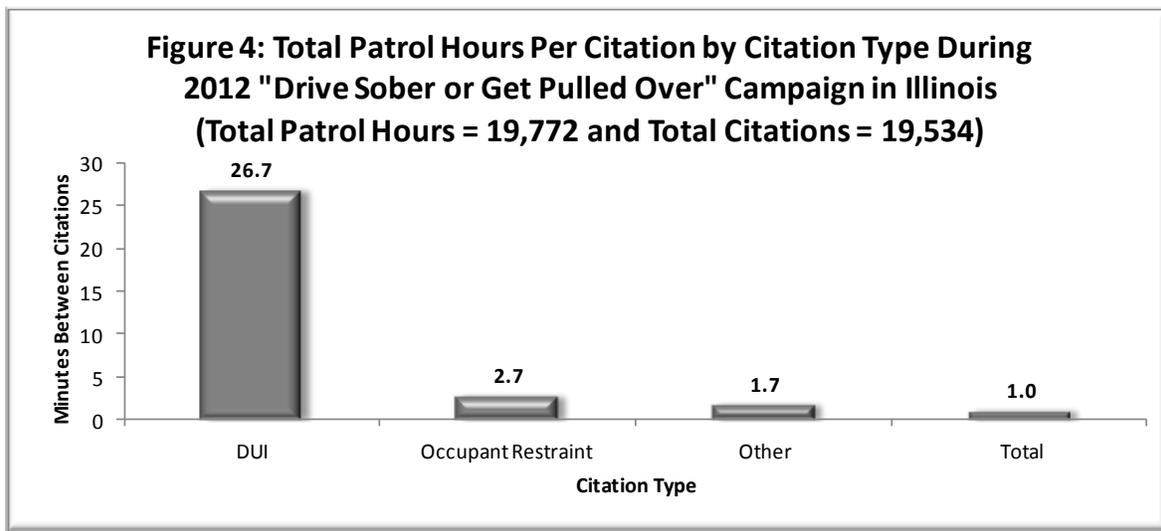
Media Market	Dollars Spent – TV	Ads Ran - TV	Dollars Spent – Radio	Ads Ran - Radio	Total Dollars Spent	Total Ads Ran
Chicago	\$ 243,367.00	2,364	\$ 176,094.00	2,792	\$ 419,461.00	5,156
Davenport	\$ 5,500.00	836	\$ 9,596.00	768	\$ 15,096.00	1,604
Marion	\$ 4,327.00	74	\$ 7,073.00	859	\$ 11,400.00	933
Metro East	\$ 22,251.00	760	\$ 47,216.00	1,540	\$ 69,467.00	2,300
Peoria	\$ 9,308.00	1,312	\$ 11,420.00	2,112	\$ 20,728.00	3,424
Quincy	\$ 0.00	859	\$ 2,949.47	0	\$ 2,949.47	859
Rockford	\$ 8,977.00	1,066	\$ 11,992.00	1,374	\$ 20,969.00	2,440
Springfield	\$ 16,699.00	1,526	\$ 9,200.40	1,254	\$ 25,899.40	2,780
Total TV & Radio	\$ 310,429.00	8,797	\$ 275,541.00	10,699	\$ 585,969.87	16,716
Alternative Media	N/A	N/A	N/A	N/A	\$ 84,164.00	See Below ¹
Total Dollars Spent	N/A	N/A	N/A	N/A	\$670,133.87	N/A

¹ Alternative media includes in-theatre ads, Illinois Network Radio, and online banner ads.

Enforcement

The *Drive Sober or Get Pulled Over* Labor Day enforcement campaign lasted two weeks. During this period, zero-tolerance enforcement focusing on alcohol violations was carried out statewide. One hundred fifty-seven (157) local law enforcement agencies and all ISP districts participated in the 2012 Labor Day alcohol mobilization. Seventy-two of the 157 grant-funded agencies and 48 non-funded agencies submitted additional citation information to participate in the incentive program. A total of 127 roadside safety checks and 1,342 saturation patrols were conducted during the August 17 to September 5, 2012 enforcement period.

Local law enforcement and ISP logged a total of 19,772.0 patrol hours and issued 19,534 citations during the campaign. One citation was written every 60.7 minutes of enforcement. Local law enforcement and ISP issued a combined total of 741 DUI citations, an average of one DUI citation written every 26.7 patrol hours. A total of 7,419 citations were issued for safety belt and child passenger safety seat violations resulting in an average of one occupant restraint violation written every 2.7 patrol hours. **Figure 4** depicts the number of hours of Labor Day patrol hours per citation by citation type.



Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide alcohol enforcement, covering 98 of Illinois' 102 counties. ISP conducted 2,690.5 hours of enforcement including 39 roadside safety checks and 54 saturation patrols. Of the total 1,920 citations issued by the ISP, one hundred and four (104) were DUI and alcohol-related citations and 254 were safety belt and child safety

seat citations. On average ISP wrote one DUI for every 25.9 patrol hours and one safety belt / child safety seat citation for every 10.6 patrol hours.

Local Enforcement

One hundred fifty-seven (157) local police agencies which were grant-funded through DTS participated in the *Drive Sober or Get Pulled Over* enforcement campaign. These agencies conducted a total of 17,081.5 hours on Labor Day enforcement, conducting 88 roadside safety checks and 1,288 saturation patrols. **Figure 5** features a map identifying the number of agencies that conducted enforcement during the *Drive Sober or Get Pulled Over* campaign by county. A total of 17,614 citations were written by local law enforcement agencies, or one citation was written every 58.2 minutes of enforcement. Six hundred thirty-seven (637) DUI citations were issued, or one DUI was written for every 26.8 patrol hours. In addition, 7,165 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 2.4 patrol hours.

Earned Enforcement

There were an additional 48 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like radar detectors and breathalyzers. There were 78 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 2,664 DUI, safety belt and child safety seat citations, and sworn reports during the campaign (2,059 citations were issued by the grant-funded agencies and 605 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=157)	Illinois State Police	Statewide Total	Grant Funded Agencies that Participated in the Incentive Program (n=78)	Earned Enforcement Agencies that Participated in the Incentive Program (n=48)	
1	2	3	4	5	6	7
Number of Enforcement Hours	17,081.5	2,690.5	19,772.0			
Number of Roadside Safety Checks	88	39	127			
Number of Saturation Patrols	1,288	54	1,342			
Total Citations	17,614	1,920	19,534	2,059	605	22,198
One Citation Written Every X Minutes of Enforcement	58.2	84.1	60.7			
Number of DUI & Alcohol Related Citations	637	104	741	461	210	1,412
DUI / Alcohol Related Citation Written Every X Hours	26.8	25.9	26.7			
Safety Belt / Child Safety Seat Citations	7,165	254	7,419	1,598	395	9,412
Safety Belt / Child Safety Seat Citations Every X Hours	2.4	10.6	2.7			

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Column 1: Lists the types of enforcement activities conducted during the *Drive Sober or Get Pulled Over* campaign.

Column 2: The Local Police Agencies includes all DTS grantees

Column 3: The ISP includes all enforcement conducted by the Illinois State Police during the *Drive Sober or Get Pulled Over* campaign.

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

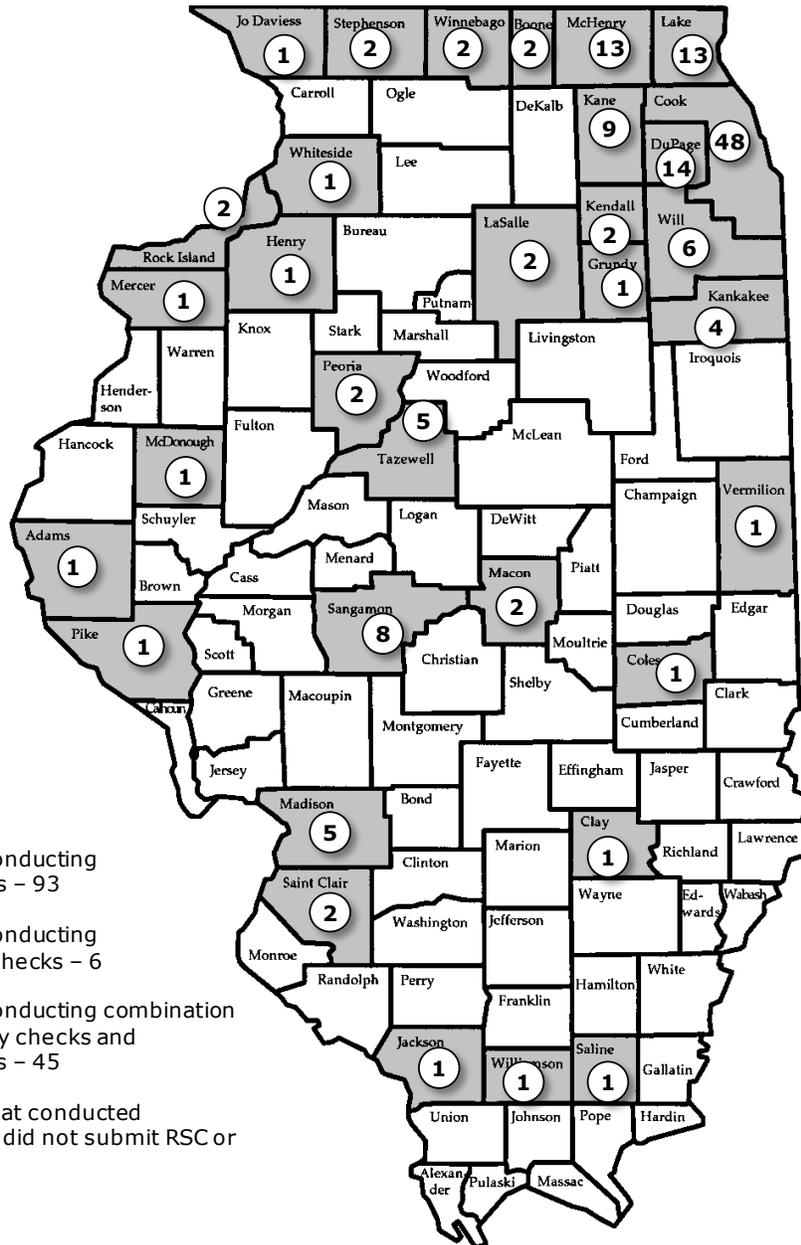
Column 5: Includes only citation information from grant funded agencies which participated in the *Drive Sober or Get Pulled Over* incentive program.

Column 6: Includes only citation information for non-funded agencies which participated in the *Drive Sober or Get Pulled Over* 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.

FIGURE 5

Map of Agency Participation by County During the 2012 “Drive Sober or Get Pulled Over” Campaign



Total agencies conducting saturation patrols – 93

Total agencies conducting roadside safety checks – 6

Total agencies conducting combination of roadside safety checks and saturation patrols – 45

Total agencies that conducted enforcement but did not submit RSC or SatPat info – 13

This map displays the total agencies which conducted Roadside Safety Checks (RSCs) &/or Saturation Patrols (SPs) by county during the 2012 “Drive Sober or Get Pulled Over” campaign. Each circle represents the total agencies which conducted enforcement in that particular county.

Cost / Effectiveness Analysis of *Drive Sober or Get Pulled Over* 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 *Drive Sober or Get Pulled Over* campaign.

A cost / effectiveness analysis was performed for those agencies participating in the *Drive Sober or Get Pulled Over* campaign.

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, one hundred and nineteen (119) year-round DTS grantees, 22 DTS grantees with multiple grants, and 16 holiday mobilization grantees were included in this cost / effectiveness analysis. These agencies conducted a total of 19,772.0 patrol hours and issued 19,534 citations during enforcement at a total cost of \$1,158,263.02. On average, one citation was written for every 60.7 minutes during enforcement at an average cost of \$59.29 per citation, or \$58.58 per patrol hour. Furthermore, the emphasis of the *Drive Sober or Get Pulled Over* campaign was to reduce the drunk driving. A total of 741 DUIs were written by these agencies, which comprised 3.8 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 2,690.5 patrol hours during the enforcement period and issued 1,920 citations at cost of \$252,708.58, or \$93.93 per patrol hour. One citation was written every 84.1 minutes, an average cost of \$131.62 per citation. ISP issued 104 DUIs comprising 5.4 percent of all their citations issued during the campaign.

Local Police Agencies

A total of 16 agencies were holiday mobilization grantees, 119 agencies had only one regular grant with DTS, and 22 agencies had multiple grants with DTS. Of the 22 agencies with multiple grants, these agencies had 44 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 16 holiday mobilization grantees included in this analysis worked a total of 1,169.3 patrol hours and wrote 1,042 citations at a cost of \$46,418.01, or \$39.70 per patrol hour. On average, one citation was written every 67.3 minutes during statewide enforcement at a cost of \$44.55 per citation. The holiday mobilization plus grantees issued 53 DUIs, which comprised 5.1 percent of all their citations issued during the campaign.

One hundred and nineteen (119) regular grantees contributed 10,949.8 patrol hours to the campaign, issuing 11,556 citations. Regular grantees issued one citation every 56.9 minutes of patrol at a cost of \$50.33 per citation or \$53.12 per patrol hour. These regular grantees issued 385 DUIs, which comprised 3.3 percent of all their citations issued during the campaign.

The remaining 22 agencies with multiple grants conducted 4,962.5 patrol hours and issued 5,016 citations during the mobilization. These agencies issued one citation every 59.4 minutes of patrol at a cost of \$55.32 per citation or \$55.92 per patrol hour. These agencies issued 199 DUIs, which comprised 4.0 percent of all their citations issued during the campaign.

Table 4: Enforcement Activities and Associated Costs by Type of Grantee

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	2,690.5	1,920	104	5.4%	84.1	\$131.62	\$93.93	\$252,708.58
Holiday Mobilization Grantees (n=16) ¹	1,169.3	1,042	53	5.1%	67.3	\$44.55	\$39.70	\$46,418.01
Regular Grantees with Single Grants (n=119) ²	10,949.8	11,556	385	3.3%	56.9	\$50.33	\$53.12	\$581,630.29
Regular Grantees with Multiple Grants (n=22) ³	4,962.5	5,016	199	4.0%	59.4	\$55.32	\$55.92	\$277,506.14
Total	19,772.0	19,534	741	3.8%	60.7	\$59.29	\$58.58	\$1,158,263.02

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 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: 4 LAP & 115 STEP.

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 Grantfork Police Department \$930 for conducting 61.5 patrol hours resulting in a cost of \$15.12 per patrol hour. On the other hand, the Burnham Police Department was reimbursed \$2,721 for conducting 36.0 patrol hours resulting in a cost of \$75.59 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed the Burnham Police Department \$2,721 for writing 115 citations resulting in a cost of \$23.66 per citation issued. On the other hand, the Hampshire Police Department was reimbursed \$1,559 for issuing five citations resulting in a cost of \$311.73 per citation issued. Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, the Burnham Police Department issued 115 citations over 61.0 patrol hours resulting in one citation written for every 18.8 minutes of patrol. On the other hand, the Hampshire Police Department issued only five citations over 39.0 patrol hours resulting in one citation issued for every 468.0 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 *Drive Sober or Get Pulled Over* 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

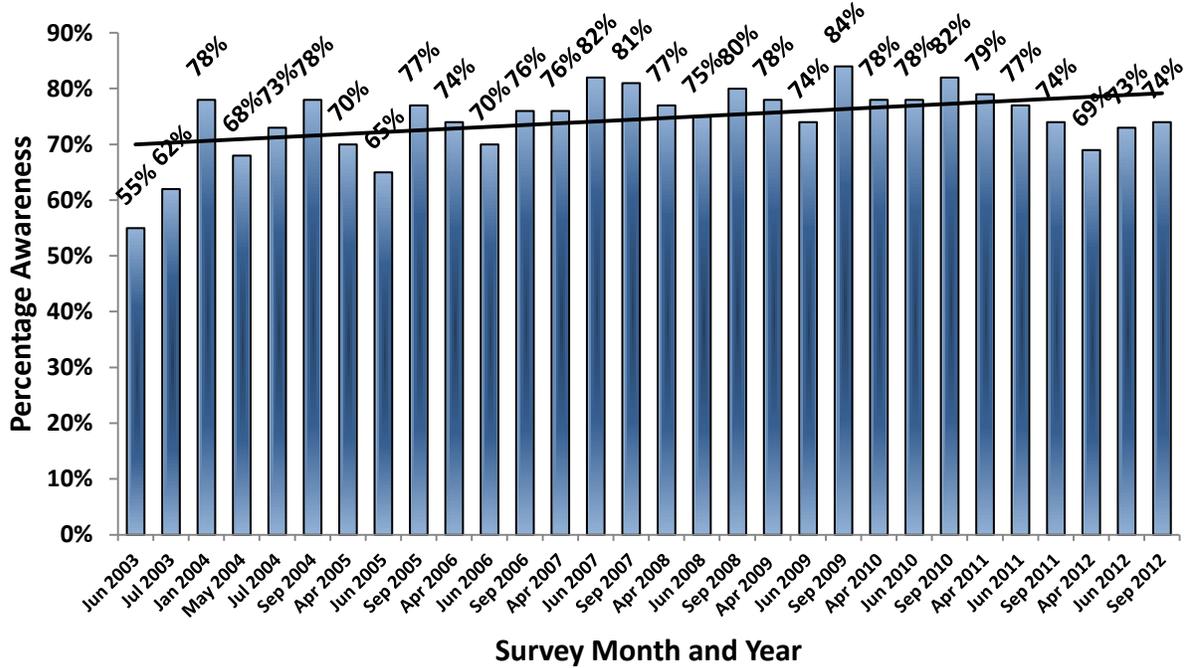
Telephone surveys showed that the percent of people who indicated that "in the past (thirty) days, they had read, seen, or heard anything about alcohol-impaired driving in Illinois," increased statewide from 60 percent in June to almost 70 percent in September. This change was evident among those surveyed in the downstate areas where awareness rose from 58 percent in June to 71 percent in September. In the Chicago area, awareness of those messages increased from 60 percent in June to 69 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 twelve to thirteen selected traffic safety slogans in June and sixteen selected traffic safety slogans in September. Nine slogans related to drinking and driving. Awareness of the "Drive Sober or Get Pulled Over" slogan increased from 35.9 percent in June to 45.7 percent in September. Awareness of the "Drunk Driving. Over the Limit. Under Arrest." slogan slightly decreased from 31.0 percent in June to 29.1 percent in September. Awareness of the "You Drink and Drive. You Lose." slogan increased from 69.3 percent in June 2012 to 73.6 percent in September 2012.

Awareness of the *You Drink & Drive. You Lose.* Slogan: 2003 - 2012

In June of 2003, 55 percent of those surveyed were familiar with the YDDYL slogan. This awareness level peaked in the September 2010 survey at 82 percent. During the prior two years (2011 and 2012), awareness of this slogan has remained around 74 percent. **Figure 6** displays the awareness of the YDDYL slogan from 2003 to 2012.

**Figure 6: Awareness of You Drink & Drive. You Lose. Slogan in Illinois
(June 2003 through September 2012)**



Awareness of the *Drive Sober or Get Pulled Over* Slogan: 2012

The *Drive Sober or Get Pulled Over* slogan is the new national slogan for alcohol awareness. It was recently incorporated into Illinois’s Labor Day enforcement campaign within the last couple of years. In 2012, awareness of this slogan prior to the start of the campaign was at 35.9 percent. Awareness of this slogan increased to 45.7 percent in September.

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

STATEWIDE TELEPHONE SURVEY

ILLINOIS STATEWIDE LABOR DAY 2012 ALCOHOL IMPAIRED DRIVING ENFORCEMENT CAMPAIGN SURVEYS

Conducted for:



November 1, 2012
Summary Report

Results from the June and September 2012 Surveys
(Supplemented with Selected Findings from the April 2012 Survey)

Conducted by the:

UNIVERSITY OF
ILLINOIS
SPRINGFIELD

Survey Research Office
Center for State Policy & Leadership

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The observations and comments are those of the author and do not necessarily reflect the views of the University of Illinois or the Illinois Department of Transportation.

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 April through September, 2012 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.³

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 4 – September 30, 2012, with 529 licensed drivers (504-579). Field interviewing for the June statewide survey was conducted from June 4 through July 3 with 588 licensed drivers (567-610). And, field

³ 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.

interviewing for the April survey was conducted from April 3 through May 22, 2011, also with 626 licensed drivers (609-642).⁴

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.

2012 Seat Belt	Post-Test / Pre-Test <u>April 2012</u>	2012 DUI DUI Pre-Test <u>June 2012</u>	Post-Test <u>September 2012</u>
<i>TOTAL</i>	626*	588*	529*
Chicago metro area**	356	365	350
<i>City of Chicago</i>	172	168	158
<i>Chicago suburban counties</i>	184	197	192
Downstate counties**	270	223	219
<i>North/central Illinois</i>	166	131	118
<i>Southern Illinois</i>	104	92	101

*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 both the Chicago metro area and the downstate counties sample roughly in half so that, if necessary, we could also analyze by City of Chicago, Chicago suburbs, north/central Illinois, and southern Illinois.

The sampling errors for the statewide results for all three surveys are +/- 4 percentage points (+/- 3.9% for April; +/- 4.0 % for June; and +/- 4.3% for September) at the 95th confidence level.⁵ 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.⁶ Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was about 10 minutes for the April survey, 12 minutes for the June survey, and 14 minutes for the September survey.

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.⁷ No other weighting has been applied.

⁴ 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.

⁵ The sampling errors (and completion numbers) presented here are based on the average between partial and full completion numbers.

⁶ Prior to 2009, 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. If such is not available, the licensed driver with the next birthday is requested. Substitute licensed drivers are accepted.

⁷ The age categories used for weighting purposes are: up to 29 years old; 30s; 40s; 50s; 60s; and 70 and older. The statewide proportions for each age category were informed by data on the age distribution of Illinois licensed drivers provided by IDOT's Division of Traffic Safety. This is the sixth 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

Comments on Results

In the results that follow, **we focus on those questions most pertinent to the DUI initiative surrounding the 2012 Labor Day weekend.** We also focus on the statewide and regional (Chicago metro area vs. downstate) results, and on selected results for respondents who had an alcoholic drink in the past 30 days, specifically highlighting the results and changes that occurred in and between the 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, and sometimes make comparisons with similar surveys conducted prior to 2012.⁸ In this summary report, percentages have often been rounded to integers, and percentage changes (i.e., +/- % within parentheses) refer to percentage point changes unless specifically noted.⁹

The Excel file. The full results are presented in the **IDOT 2012 Labor Day DUI Survey Tables** file (an Excel file) compiled for the project. Included on the two worksheets are results for:

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

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

Demographic characteristics of the June and September samples. Before reporting the DUI-related results, it is worth noting that the weighted June and September 2012 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. All other differences between the two samples are less sizeable.

- Number of adult children in household. The September sample reports lower levels of adult children living in the household with only 22.4 percent having one adult child (16 and over) in household compared to 25.7 percent in the June sample.

that the interviewing protocol directs interviewers to ask to speak to the youngest licensed driver three-quarters of the time. This is the fourth year that education level has been used in the weighting of responses.

⁸ Relevant questions in the April 2011 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.

⁹ When the decimal is .5, we round to the even integer (except when this would be misleading to the reader – e.g., when reporting differences between two groups). Decimals are sometimes reported when percentage numbers are small and they add to understanding of changes/differences.

- Employment status. The September sample saw fewer retired individuals (22.8 percent compared to 26.2 percent in June sample) and a slightly larger percent of individuals who reported being employed full time (35.7 percent) and not working right now (12.9 percent).
- Hispanic/Latino. Despite not including a Spanish-language component to the September survey, the sample includes a slightly larger percent of Hispanic/Latino respondents (9.3 percent compared to 7.3 percent in June, and 4.7 percent in April 2012). We are increasingly being cognizant of contacting this typically under-represented population group.

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.”¹⁰ 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, 53 percent of the September respondents reported having had any alcoholic drink in the past thirty days, somewhat more than June (51.2 percent). *During the remaining portions of this report, we sometimes refer to those who indicated having any alcoholic drink in the past thirty days as “drinkers” or “recent drinkers” and their counterparts as “non-drinkers.”*

Examining the more specific responses, about one in eight September respondents (12percent) reported drinking *at least* several days a week (including every day), slightly more than in June (9.3 percent). More than one in five September respondents (23.8 percent) reported drinking either “once a week or less” or “only on weekends,” more than the 18.9 percent who reported this in June. However, about one in six September respondents (17 percent) reported drinking only on celebrations or special occasions, fewer than in June (24 percent). Just over half of the September respondents (53 percent) reported having had a drink in the past thirty days, which is consistent with the 51.2 percent reported in June.

Among those who indicated having an alcoholic drink in the past 30 days, just over one in five of the September respondents (22 percent) indicated drinking at least several days a week (including every day). However, less than 2 percent of the September respondents indicated drinking every day, this

¹⁰ 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.

is a big jump in %, is 22 and 2 the current numbers? staying constant from the June sample. September respondents were more likely to report drinking “several days a week” as compared to June respondents while a larger percentage of June respondents reported drinking only on “special occasions.”

Regional results. In the September survey, the percent of Chicago metro area respondents decreased slightly from the June survey (55.8 percent as compared to 58.4 percent in June) while a larger percent of downstate respondents reported having had an alcoholic beverage in September (47.6 percent) than in June (38.6 percent). This may be a result of the increased percent of male respondents in the downstate September sample. The number of downstate individuals who reported never having a drink in the past 30 days decreased by 10 percentage points between the June and September surveys.

For the Chicago metro area, the percent who indicated drinking any alcoholic drink in the past 30 days declined somewhat, from 58.4 percent in June to 55.8 percent in September. The noticeable difference comes from the “special occasion” drinkers, which decreased by more than 12 percentage points from 28.1 percent in June to 15.8 percent in September. In addition, the September survey saw slight increases in the percent of individuals who reported drinking alcoholic beverages “several days a week” (6.6 percent to 11.5 percent), “once a week or less (10.4 percent to 12.4 percent), or only on weekends (11.3 percent to 13.8 percent).

For downstate, all categories of drinking behaviors saw an increase from June to September, except for those individuals who report drinking “everyday” in the past 30 days. The starkest increase is the 4 percentage point increase in those individuals who report drinking exclusively on weekends. Less than 3 percent of respondents reported this behavior in June while 6.9 percent reported it in the September survey. Yet, as previously mentioned, these changes may be a result of increased male respondents in the downstate sample.

Drinking and driving. *“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [Of those who indicated they drank alcoholic beverages in the past thirty days.]* In 2011, nearly three in ten (29 percent) reported they had driven a motor vehicle within two hours after drinking during this time period. This percent was higher than the respective portion of such drivers who said so in the June 2011 survey. In the 2012 June and September surveys, we see numbers more consistent with the June 2011 survey than the September 2011 survey. One in four drinkers reported driving a motor vehicle within two hours after drinking in June 2012 (25.3 percent). In the September 2012 survey, this percent decreased slightly to 23 percent. This translates to 74 individuals in the September sample who drove within two hours of drinking an alcoholic beverage.

Regional results. In September, the regional differences in the percent of *drinkers* who reported having recently driven within two hours after drinking an alcoholic beverage are negligible. Consistently in 2012 we see decreases in the percent of individuals who report driving within two hours of consuming alcohol.

Number of times. *“About how many times [in this time period] did you drive within two hours after drinking?” [For the 13percent 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.]*

Approximately one-third of those who had driven a motor vehicle within two hours of drinking in the recent past reported they had done this behavior once in the June survey. Thirty-three of the June respondents in this subgroup reported that this behavior had occurred one time and 27.3 percent said that it had occurred twice. In September, this decreased to 31.7 percent of subgroup respondents reporting that it had occurred once and 27 percent reporting that it had occurred twice. Seventeen percent of respondents in the September sample said that it had occurred 10 or more times. However, it should be noted that the results here are based on about 70 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10 percent). Perhaps, the only inference that can be made from this data is that almost 60 percent of those individuals who reported driving within two hours of having an alcoholic beverage, reported doing so less than twice. Chicago area respondents report doing this at a slightly higher rate than their downstate counterparts.

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 12-13 percent of total sample members who indicated they had driven within two hours of drinking in the past month.]*

When we examine this behavior even more closely, we find that in both the June 2012 and September 2012 surveys, more than one-third of respondents report driving after consuming one alcoholic beverage (34.2 percent in June and 34.1 percent in September). Again, it should be noted that these results are based on about 70 respondents in each of the two survey comparison groups (i.e., the sampling error for each subgroup is more than +/- 10 percent). There was a sharp increase in the percent of individuals who reported having five or more drinks. In June, less than one percent of respondents reported having five or more drinks. In September, ten percent of individuals reported having five or more drinks in their most recent occasion of driving after drinking. When examining the regional differences, the difference between the June and September surveys is mostly found in the downstate sample. This may, therefore, be a result of a sampling frame which included more male respondents in the downstate September survey.

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.]*

In the September survey, more than nine of ten (93.3 percent) *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. Two percent (2 percent) said they had done this once, and 4.4 percent report doing it more than once.

For the most part, the June results are similar. For June, 95.7 percent report doing this “never,” 1.6 percent report doing it “once,” and 2.3 percent report doing it more than once.

By region, we find about 92 percent *of relevant* Chicago metro area respondents reported never doing this in both surveys, and about 96 percent *of relevant* downstate respondents reported such in the September survey and almost all of the June downstate respondents reported “never,” (99.4 percent).

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.]*

According to the June and September 2012 survey, drinking and driving is occurring at a less frequent rate or steady rate as compared to three months ago. In fact, less than one percent of respondents in the June or September survey report drinking and driving “more often” now than three months. Interestingly, 10.9 percent of September respondents report engaging in this behavior less often. This is almost a six percentage point increase from 5.2 percent in the June survey.

By region. In September, the percent of *respective* respondents who report “never drive after drinking” is equitable in the Chicago area and downstate subsamples. Approximately two-thirds of respondents in both the Chicago area and downstate subsamples report never drinking and driving. The September survey indicates a four-percentage point decrease in the percent of individuals who report drinking and driving the same amount as three months ago across both Chicago and downstate subsamples. In fact, the September survey also sees a five percentage point increase of those who report engaging in this type of behavior “less often.” Almost ten percent of downstate respondents report drinking and driving less often now as compared to three months ago, as compared to the 3.1 percent in June 2012.

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 frequency question, this time regarding how likely it is that a driver who had been drinking will be stopped, compared to three months ago.¹¹ (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.*¹²

Of relevant September respondents statewide, about one in ten (10.6 percent) report that being stopped by police would be “almost certain,” 25.6 percent report that it would be “very likely,” and 27.9 percent report that it would be “somewhat likely.” This equals almost 65 percent of respondents who believe that they would either be somewhat likely, very likely, or almost certain to get stopped by a police officer if they drank too much to drive safely. Seven percent believe that it is

¹¹ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹² In each of the 3 surveys, about 2 to 4 percent said “don’t know” or refused to answer. In addition, another 20 to 22 percent were coded as “not drinking so they cannot relate to the question” (20 percent for April, 22 percent for June, and 22 percent for September). So, 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.

somewhat unlikely and 4.3 percent report that it is very unlikely. A slightly larger percent of individuals in the September survey report being stopped as either somewhat unlikely or very unlikely than in the June survey (7.8 percent combined in June as compared to 11.6 percent in September).

Among recent drinkers who gave a substantive response, the percent who indicated that their likelihood of being stopped is “almost certain” continues the trend upward. In June 2011, only 6.2 percent reported that getting stopped was “almost certain.” This nearly doubled from June to September 2011 (11.5 percent). The 2012 results continue this upward trajectory with 17.1 percent reporting in the April survey that getting stopped is almost certain, 17 percent reported the same in the June survey, and 14 percent in the September survey. Over the past year, the percent of individuals who believe that they would almost certainly get stopped if they drove after drinking too much has more than doubled from 6.2 percent in June 2011 to 14 percent in September 2012.

In terms of regions – and among those giving substantive responses, the combined percent who said “almost certain” or “very likely” is equitable in the Chicago metro area as compared to the downstate sample. Thirteen percent of Chicago respondents report that getting stopped after drinking too much and driving is almost certain and 23.6 percent report that it is “very likely.” This is compared to 6.4 percent in the downstate sample who believe that it is almost certain and 29.1 percent who report that it is very likely. If you exclude those whose response is either “don’t know” or “not related,” there is a decrease of those who believe getting stopped is almost certain in the downstate sample. Less than 10 percent of those in this small subsample believe that they will almost certainly get stopped by a police officer after drinking too much and driving. Yet, it is important to note that the margin of response error for this small subgroup is quite high.

Among recent drinkers, approximately one in ten “recent drinkers” report that they would almost certainly be stopped by police if they drove after drinking too much. This is slightly lower than the overall percentage for the entire sample (14 percent).

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?”

Nearly three-quarters (72.4 percent) of the September respondents reported seeing police “about the same” on the roads they normally drive compared with three months ago, while about one in five (20.9 percent) said they see police “more often” and less than 5 percent said “less often.”

Overall, the June results differ only slightly here, with the largest difference being the slightly fewer June proportion who said they see police “about the same” now (68.4 percent vs 72.4 percent in September). And overall, the April results are very close to the September results.

Among recent drinkers, one in five report that they see police on the roads they normally drive more often (21.1 percent), 4.5 percent report seeing police less often, and 73.7 percent report that they see about the same amount of police on the roads they drive.

By region, the percent who said they see police “more often” compared to three months ago shows a decline from June to September. In the Chicago metro area, 25 percent of respondents report seeing police on the road more often in June 2012 and 22.1 percent report the same in September 2012. Downstate shows the opposite trend with a slight uptick from 17.3 percent in June to 18.9 percent in September.

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, about one in four (26.4 percent) of the statewide respondents said that a driver who had been drinking is “more likely to be stopped” compared to three months ago, about forty percent fewer than who said this likelihood is “about the same” (66 percent). Hardly anyone (1.1 percent) said “less likely to be stopped,” and more than 6 percent did not offer an opinion.

The percent who said “more likely to be stopped” decreased slightly from 30.2 percent in April 2012 but steady from the 26.9 percent reported in June 2012.

Among recent drinkers, the proportion of individuals who believe that a driver is more likely to be stopped is lower than the overall sample. Twenty-one percent of drinkers think that a driver who had been drinking is more likely to be stopped by the police. This is consistent with the June results. Just over one in twenty said they are “more likely” to be stopped by police (21 percent in June and 21 percent in September), and about seven in ten said this likelihood is “about the same” (71 percent in June and 76 percent in September). The percent who said the likelihood is “less likely” dropped a bit, from nearly 2 percent in June to less than 1 percent in September.

By region, the findings and trends for the proportion saying a driver who has been drinking is “more likely to be stopped by police” are slightly different in the two regions. In the Chicago metro area, nearly 30 percent say this in the September survey, and somewhat fewer are found in the June survey (26 percent). However, the trend is in the opposite direction in the downstate sample with 29.6 percent reporting this in the June survey and only 21.7 percent in the September survey.

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.¹³

Evaluations of penalties for first time 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 51.7 percent to 18.5 percent, a large plurality of the September statewide respondents reported the penalties for first offenders are “about right” as opposed to “too lenient.” Less than six percent said (5.4 percent) they were “too harsh,” and nearly one-quarter (24 percent) did not express an opinion. (These results are quite close to those found in the September 2011 survey with a slightly larger proportion reporting that the penalties were about right and a slightly smaller proportion reporting that they were too lenient).

Among drinkers, the margin saying penalties are “about right” over “too lenient” is 53 percent to 15 percent. Eight percent (8.1) say “too harsh.” And, nearly one in four (23.7 percent) don't know or do not express an opinion.

Results by region. Somewhat more downstate than Chicago metro area respondents said the penalties are “too lenient” (21.7 percent vs. 12.8 percent). More Chicago metro area than downstate respondents did not express an opinion (26.5 percent vs. 21 percent). In both regions, a plurality of respondents said the penalties are “about right,” but a higher proportion reported this in the downstate sample (59.8 percent) than in the Chicago sample (47 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?”*

For penalties for repeat offenders, opinion is more divided with 37 percent saying penalties are “too lenient” and 38.6 percent who believe the penalties are “about right.” Less than 2 percent believe the penalties are “too harsh,” while 22.6 percent either don't know or did not answer.

Across the past four years of September surveys, the proportion saying “about right” has been consistently increasing (28 percent in 2009; 33 percent in 2010; 36 percent in 2011; 38 percent in 2012) while the proportion saying “too lenient” has been consistently decreasing (48 percent in 2009; 46 percent in 2010; 40 percent in 2011; 37 percent in 2012).

Among recent drinkers, a plurality of 41 percent in the most recent September 2012 survey said that penalties are “about right” compared to more than one-third (34.7 percent) who said they are “too lenient.” Very few said “too harsh” (1.6 percent), while 22.7 percent did not offer an opinion.

For the recent drinkers, plurality opinion here has switched from “too lenient” to “about right” in the last year. Further, as was the case for the statewide results as a whole, we find consistent increases here in the percent saying the penalties are “about right” across the last four years (27 percent in 2009; 35 percent in 2010; 40 percent in 2011; 41 percent in 2012) and consistent

¹³ These questions were asked for the first time in the 2004 surveys.

decreases in the percent saying “too lenient” but a slight uptick in this year’s survey (49 percent in 2009; 43 percent in 2010; 33 percent in 2011; 34 percent in 2012).

By region. A larger proportion of Chicago area respondents report that the penalties for repeat offenders are too lenient as compared to downstate respondents. Almost forty percent (39.5) of Chicago area respondents report that penalties are too lenient, while 33 percent of downstate respondents report the same. This is compared to around 39 percent of both subsamples reporting that penalties are “about right.” About 3 percent of downstate respondents report that penalties are too harsh while less than one percent of Chicago respondents reported this in the September survey.

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.¹⁴

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 32.9 percent in the September survey, down from 36 percent in June, but both proportions are up from the 21.5 percent in April.¹⁵

Among recent drinkers, awareness of roadside safety checks is 34 percent which is four percentage points higher than the 30 percent reported in September 2011.

Analysis by region. The level of reported awareness of roadside safety checks in September is greater downstate than in the Chicago area (40 percent vs. 30 percent). This was not the case with the June survey with approximately 35 percent of respondents in both regions expressing awareness.

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 (32 percent) followed by friends and relatives (27 percent), radio (25 percent), and then newspapers (22 percent). The only major difference in exposure from the June survey is

¹⁴ 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.

¹⁵ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

the decline in newspaper exposure (24.9 percent to 22.3 percent) and the increase in radio exposure (19.5 percent to 24.8 percent). In fact, radio exposure more than doubled from the April 2012 survey (10.9 percent) to the September 2012 survey (24.8 percent).

Among all relevant 2012 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 (64 percent to 22 percent in September; 79 percent to 27 percent in June). *For those who mentioned television*, exposure through news stories is also more common than exposure through advertisements for the September and June surveys (56 percent to 48 percent in September; 74 percent to 36 percent in June). *For those who mentioned radio*, we find these percentages to be closer with the September survey indicating that exposure was more likely from advertisements than news stories (74 percent to 34 percent).

By region. An analysis of the September 2012 survey by region shows that a plurality of relevant Chicago area respondents and downstate respondents were exposed through television (51 percent vs. 46 percent).

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 much higher in the 2012 surveys than in the 2011 surveys. Across the three 2011 surveys, approximately 40 percent respondents said they had personally seen roadside safety checks. This increased to almost 53 percent in April 2012, 49 percent in June 2012, and 45 percent in September 2012. This averages about 49 percent of all respondents who had personally seen a roadside safety check in the past thirty days.

By region. The percent of individuals who report personally seeing roadside safety checks differs between regions. Chicago area respondents report a much higher rate of personally seeing the roadside safety checks in the 2012 surveys than their downstate counterparts. In fact, the June 2012 survey found that 64 percent of Chicago area respondents reported personally seeing the roadside safety check (of those who have awareness). This decreased to 48.7 percent in the September survey. Slightly less than 37 percent of downstate respondents reported seeing roadside safety checks in the April and June 2012 surveys, but 41.4 percent of downstate respondents reported personally seeing roadside safety checks in the September survey.

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,” almost half of the September respondents reported that they had (47 percent). This is down slightly from 54 respondents in June and 58 percent of respondents in April.

Calculated on the basis of all sample members, we find the proportion who reported going through a roadside check was consistent across all three 2012 surveys. Six percent of all April respondents reported going through a roadside check, 8.9 percent of June respondents, and 7 percent of September respondents.

By region. Among those who had personally seen a roadside check, the proportion who reported actually going through a check in the Chicago area increased slightly from April to June (58 percent to 60 percent). The September proportion is consistent with the proportion in the June survey (60 percent). Different results are found within the downstate subsample. There was a sharp decrease in the proportion of individuals in the downstate region who have personally gone through a roadside check from 57 percent in April to 38 percent in June to 27 percent in September. Altogether, the proportion of downstate individuals who reported going through a roadside check decreased by half from April to September.

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,*” is 29 percent. This is slightly higher than the 24 percent of the September 2011 respondents but consistent with the September 2010 survey (27%) and the September 2009 survey (29%).

Among recent drinkers, almost one-third of respondents reported hearing or seeing anything about police setting up these kinds of roadside checks. This is slightly higher than the 26 percent in September 2011.

By region. Downstate respondents express more awareness of these types of roadside checks than their Chicago area counterparts. One-third (33.5 percent) of downstate respondents express awareness of these checks compared to 26.4 percent of Chicago area respondents.

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*” is just over 16 percent. This is higher than the 14 percent reported in September 2011, but lower than that found in 2010 (19 percent) or 2009 (18 percent). These results translate into just over 4 percent of all sample members for the recent September 2012 survey.

By region -- for those who have heard of the roadside checks, we find that one-fifth (22 percent) of the Chicago area respondents indicated going through roadside checks compared to less than half this proportion for downstate respondents (8.2 percent). *When translated into an incidence based on all sample members,* we find a small difference (5.8 percent for the Chicago area; 2.7 percent for downstate).

Among recent drinkers, less than 14 percent report personally going through a roadside check. This accounts for 4.1 percent of the total sample.

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,*” is more than two-thirds (69.4 percent) in the September 2012 survey, somewhat more than the 60 percent reported this in the June and April surveys.

Among recent drinkers, awareness of these messages shows a similar increase 67 percent in September 2011 to 71.7 percent in 2012.

By region. In the Chicago metro area, we find a small increase in reported exposure to these messages from June to September (60 percent to 69 percent), both up from 59 percent in April. Downstate, we find a larger increase from June to September (58 percent to 71 percent).

Sources of messages. *Of those who had seen or heard such messages,* by far the greatest exposure source in September is found for television (76 percent). This was followed by billboards/bus signs (57 percent). Then, in descending order, came radio (43 percent), posters (34 percent), newspapers (31 percent), and friends/relatives (22.1 percent).

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 (81 percent vs 25 percent). For radio, relevant respondents more frequently identified advertisements rather than news stories (80 percent for ads vs 38 percent), and the same is true for television (74 percent for ads vs 44 percent).¹⁶

For recent drinkers who indicated awareness of these messages in the September survey, we also find that television is the most frequent source of exposure (75 percent) followed by billboards/bus signs (51 percent). These are followed by radio (45 percent), posters/bumper stickers (38 percent), newspapers (26 percent), and friends/relatives (14 percent). We consistently see declines in awareness from newspapers.

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 (75 percent) followed by exposure through billboards or bus signs (58 percent). Next are exposure through radio (48 percent), posters or bumper stickers (31 percent), and newspapers (28 percent).

¹⁶ 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.

For the downstate area, exposure through television is most frequent (79 percent) followed by exposure through billboards or bus signs (55 percent), posters (40 percent), newspapers (37 percent), and radio (46 percent). Newspaper awareness is higher among the downstate sample while radio awareness is higher among Chicago area respondents.

Reported trend in number of messages. *Those who said they were exposed to messages about alcohol impaired driving (75 percent in the September sample, 73 percent of the June sample, and 74 percent of the April sample) 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, 18.6 percent of the statewide respondents said the number of messages they had seen/heard was “more than usual,” down from 24 percent in June and also slightly less than in April (21 percent). Over three-quarters of the September respondents (77 percent) said the number is “about the same,” up from 69 percent in June and also slightly higher than the 75 percent in April. And, although always infrequent, the percent who said “less than usual” ranges only from a low of just over 1 percent in April to nearly 6 percent in June.

Among recent drinkers who had seen/heard of these messages, the proportion saying “more than usual” in the September survey was slightly less than the proportion of the total sample, 16.9 percent.

By region. The Chicago metro area percentage who indicated the number of messages they had seen was “more than usual” increased slightly from 23 percent in April to 24 percent in June and to 26 percent in September. However, the downstate sample saw a sharp increase from April to June (17.7 percent to 25.3 percent) but then a sharp decline to 6.7 percent in September.

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 12 and 13 selected slogans, respectively, while September respondents were asked about 16 slogans. Nine of the latter are related to drinking and driving, with three 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”)¹⁷ **“Drunk driving. Over the limit. Under arrest.”** and the newest, **“Drive sober or get pulled over,”** which was initiated during the recent Labor Day campaign.

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 three most recent slogans which are in non-italic bold.

¹⁷ 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 the most recent telephone surveys.

Table S-1: Awareness Levels in September 2012

Order	Slogan	Sept level
1	Click It or Ticket	91.5%
2	<i>Friends don't let friends drive drunk</i>	80.1%
3	You drink and drive. You lose.	73.6%
4	<i>Drive smart. Drive sober.</i>	58.7%
5	Start seeing motorcycles	55.6%
6	<i>Police in Illinois arrest drunk drivers</i>	46.8%
7	Drive sober or get pulled over	45.7%
8	Buckle Up America	44.9%
9	<i>Cells phones save lives. Pull over and report a drunken driver</i>	33.8%
10	Drunk driving. Over the limit. Under arrest	29.1%
11	<i>Drink and drive? Police in Illinois have your number</i>	25.8%
12	Children in back	18.4%
13	<i>Wanna drink and drive, police in Illinois will show you the bars .</i>	15.8%
14	Rest area = text area	14.1%
15	55 still the law for trucks in Chicago area	13.3%
16	CSA 2010: Get the facts, know the law – what's your score?	8.5%

Table S-1 shows that the “*You drink and drive. You lose*” slogan ranks third in awareness level, at nearly three-quarters (74 percent). The newest slogan, “Drive sober or get pulled over,” moved up and is currently in 7th position with 45.7 percent aware, an 8 percentage point increase from 2011. And, this is followed by “Drunk driving. Over the limit. Under arrest,” which has 29.1 percent awareness.

Further analyses of three DUI-related slogans. We focus here on the three slogans used in the most recent campaigns: “You drink and drive. You lose”; “Drunk driving. Over the limit. Under arrest”; and the newest slogan, “Drive sober or get pulled over.” (See Table S-2. For the results for “recent drinkers,” see the Excel tables).

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

<i>Region</i>	<i>April 2012 Survey</i>	<i>June Pre- test</i>	<i>April to June diff.*</i>	<i>Sept Post-Test 2012</i>	<i>June to Sept. diff.*</i>	<i>Total Diff.</i>
Slogan: You drink and drive. You lose.						
STATEWIDE	69.3%	72.5%	+3.2%	73.6%	+1.1%	+4.3%
Chicago Metro	69.5%	72.3%	+2.8%	72.8%	+.5%	+3.3%
Downstate	68.9%	72.9%	+4.0%	75.0%	+2.1%	+6.1%
Slogan: Drunk driving. Over the limit. Under arrest.						
STATEWIDE	33.7%	31.0%	-2.7%	29.1%	-1.9%	-4.6%
Chicago Metro	33.0%	30.1%	-2.9%	28.9%	-1.2%	-4.1%
Downstate	34.9%	32.6%	-2.3%	29.4%	-3.2%	-5.5%
Slogan: Drive sober or get pulled over.						
STATEWIDE	33.5%	35.9%	+2.4%	45.7%	+9.8%	+12.2%
Chicago Metro	32.8%	33.3%	+.5%	42.4%	+9.1%	+9.6%
Downstate	34.6%	40.4%	+5.8%	51.4%	+11.0%	+16.8%

*These are percentage point increases/decreases.

April to September 2012 trends. Statewide, reported awareness of the **“You drink and drive. You lose” slogan** increases slightly from April to September with 69 percent awareness in April to 74 percent awareness in September.

Among recent drinkers, the awareness level for this slogan is higher proportionally among drinkers with 79 percent reporting awareness in the September survey.

By region. In September, awareness of this slogan is pretty close to the same in the Chicago metro area and downstate in April with awareness growing more downstate in the September survey (75 percent) than in the Chicago Metro (72.8 percent).

Statewide, reported awareness of the **“Drunk driving. Over the limit. Under arrest” slogan** decreased slightly from 33.7 percent in April to 29.1 percent in September. The decrease occurred gradually with June also noting a 2 percentage point decrease from April.

Among recent drinkers, the awareness level is consistent with the general sample at 28.5 percent.

By region. For both April and September, awareness of this slogan is somewhat to slightly greater in the downstate counties than in the Chicago metro region (32.6 percent vs 30.1 percent in April; 29.4 percent vs 28.9 percent in September).

Statewide, reported awareness of the **“Drive sober or get pulled over” slogan** continues to increase. In the September 2011 survey, awareness was at 37 percent. It dropped slightly in April

2012 and then saw a sharp increase over the campaign period with more than 45 percent of the sample expressing awareness in the September survey.

Among recent drinkers, the awareness level among drinkers is consistent with awareness of the general population in the September survey (44.2 percent vs 45 percent).

For this slogan, there are big differences *between the two regions*. The September survey indicates a trend of higher awareness among downstate sample as compared to the Chicago metro sample.

The 2002 through 2012 trends. Tables S-3A and B present awareness information for numerous selected traffic safety slogans for both seat belt and DUI campaigns from 2002 to the most recent 2012 survey. The three DUI-related slogans focused upon above are in bold.

Table Slogans – 3A; Awareness of Selected Traffic Safety Slogans, April 2002 through September 2012

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03	Jan '04	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05	Apr '06	Jun '06	Sept '06	Apr '07	Jun '07	Sept '07
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%	84%	91%	88%	89%	94%	90%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%	86%	82%	80%	84%	84%	83%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%	74%	70%	76%	76%	82%	81%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%	54%	60%	56%	60%	64%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%	49%	45%	49%	50%	52%	53%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%	50%	50%	46%	na	na	na
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	48%	47%	44%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%	37%	34%	39%	na	na	na
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%	20%	19%	21%	29%	24%	27%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%	23%	24%	22%	31%	37%	34%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%	22%	19%	19%	20%	17%	19%
55 still the law for trucks in Chicago area	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Rest Area = Text Area	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na
CSA 2010: Get the Facts, Know the Law – What's your score?	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na	na

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

Table Slogans – 3A continued

Slogan	Apr '07	Jun '07	Sept '07	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11	Apr '12	Jun '12	Sept '12
Click It or Ticket	89%	94%	90%	89%	91%	92%	88%	91%	90%	93%	93%	92%	90%	93%	91%	88%	91%	91%
Friends don't let friends drive drunk	84%	84%	83%	80%	83%	83%	80%	79%	75%	77%	83%	82%	75%	76%	80%	73%	76%	80%
You drink and drive. You lose	76%	82%	81%	77%	75%	80%	78%	74%	84%	78%	78%	82%	79%	77%	74%	69%	73%	74%
Drive smart, drive sober	60%	64%	57%	59%	55%	57%	58%	51%	52%	54%	56%	55%	50%	49%	54%	52%	50%	59%
Police in Illinois arrest drunk drivers*	50%	52%	53%	52%	49%	50%	51%	46%	44%	55%	51%	53%	46%	46%	48%	45%	46%	47%
Start Seeing Motorcycles	na	34%	49%	46%	46%	51%	47%	50%	52%	56%								
Buckle Up America	48%	47%	44%	38%	46%	44%	43%	44%	42%	43%	39%	47%	38%	43%	40%	42%	41%	45%
Drive sober or get pulled over	na	20%	37%	34%	36%	46%												
Drunk driving. Over the limit. Under arrest.	29%	24%	27%	26%	26%	35%	33%	29%	41%	36%	40%	38%	33%	34%	33%	34%	31%	29%
Cell phones save lives. Pull over and report a drunk driver.	31%	37%	34%	35%	31%	30%	31%	27%	26%	37%	35%	33%	36%	29%	30%	29%	31%	34%
Drink and drive? Police in Illinois have your number	20%	20%	19%	22%	20%	20%	23%	23%	20%	22%	27%	21%	24%	23%	18%	23%	23%	26%
Wanna drink and drive, police in Illinois will show you the bars*	23%	26%	20%	23%	22%	16%	27%	26%	25%	20%	21%	25%	24%	19%	18%	19%	19%	16%
Children in back	20%	17%	19%	18%	18%	13%	20%	14%	17%	19%	14%	20%	21%	15%	17%	19%	20%	18%
55 still the law for trucks in Chicago area	na	14%	na	na	17%	18%	12%	13%										
Rest Area = Text Area	na	16%	na	na	16%	14%	14%	14%										
CSA 2010: Get the Facts, Know the Law – What's your score?	na	8%	na	na	8%	7%	7%	8%										

*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
Bartonville	44.00	35	6	17.1%	0	0.0%	75.4	\$48.43	\$38.52	\$1,694.88
Bradley	108.00	35	18	51.4%	2	5.7%	185.1	\$82.72	\$26.81	\$2,895.16
Burnham	36.00	115	61	53.0%	1	0.9%	18.8	\$23.66	\$75.59	\$2,721.16
Carbondale	55.75	52	19	36.5%	4	7.7%	64.3	\$39.68	\$37.01	\$2,063.15
Grantfork	61.50	14	2	14.3%	1	7.1%	263.6	\$66.44	\$15.12	\$930.13
Hampshire	39.00	5	0	0.0%	0	0.0%	468.0	\$311.73	\$39.97	\$1,558.67
Harwood Heights	93.00	90	16	17.8%	1	1.1%	62.0	\$35.50	\$34.35	\$3,194.80
Highland Park	40.00	62	8	12.9%	2	3.2%	38.7	\$35.06	\$54.35	\$2,173.80
Kankakee	107.00	67	2	3.0%	4	6.0%	95.8	\$87.14	\$54.56	\$5,838.33
Kankakee County	144.00	147	17	11.6%	0	0.0%	58.8	\$43.56	\$44.47	\$6,403.56
Kewanee	81.00	18	8	44.4%	1	5.6%	270.0	\$173.79	\$38.62	\$3,128.13
Lincolnshire	96.00	119	12	10.1%	10	8.4%	48.4	\$48.00	\$59.50	\$5,712.22
Ottawa	50.00	112	10	8.9%	12	10.7%	26.8	\$20.64	\$46.23	\$2,311.30
River Grove	96.00	76	51	67.1%	2	2.6%	75.8	\$33.33	\$26.38	\$2,532.72
Round Lake Heights	18.00	16	9	56.3%	3	18.8%	67.5	\$35.00	\$31.11	\$560.00
Southern View	100.00	79	0	0.0%	10	12.7%	75.9	\$34.18	\$27.00	\$2,700.00
HOLIDAY MOBILIZATION ONLY GRANTS TOTAL	1,169.25	1042	239	22.9%	53	5.1%	67.3	\$44.55	\$39.70	\$46,418.01

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Column 1: Participating law enforcement agency
 Column 2: Number of patrol hours conducted during enforcement period
 Column 3: Total number of citations written by law enforcement agency during statewide enforcement period
 Column 4: Total number of occupant protection violations written by law enforcement agency during the statewide enforcement period
 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 enforcement period
 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
LAP	Charleston	54.00	21	6	28.6%	3	14.3%	154.3	\$146.56	\$56.99	\$3,077.66
LAP	Macon County	184.00	103	2	1.9%	8	7.8%	107.2	\$64.55	\$36.14	\$6,648.98
LAP	Sangamon County	81.00	50	1	2.0%	14	28.0%	97.2	\$231.65	\$142.99	\$11,582.33
LAP	Springfield	248.00	69	4	5.8%	24	34.8%	215.7	\$117.66	\$32.74	\$8,118.64
STEP	Addison	118.00	57	5	8.8%	6	10.5%	124.2	\$122.61	\$59.23	\$6,988.83
STEP	Algonquin	109.00	137	107	78.1%	1	0.7%	47.7	\$46.13	\$57.99	\$6,320.37
STEP	Alton	544.00	513	205	40.0%	10	1.9%	63.6	\$51.85	\$48.89	\$26,597.22
STEP	Arlington Heights	100.00	171	6	3.5%	2	1.2%	35.1	\$24.25	\$41.47	\$4,147.36
STEP	Barrington	36.00	35	1	2.9%	3	8.6%	61.7	\$53.34	\$51.86	\$1,866.96
STEP	Bartlett	110.00	114	46	40.4%	3	2.6%	57.9	\$59.00	\$61.14	\$6,725.66
STEP	Belvidere	153.00	72	5	6.9%	9	12.5%	127.5	\$103.87	\$48.88	\$7,478.37
STEP	Berwyn	177.00	361	279	77.3%	4	1.1%	29.4	\$25.73	\$52.48	\$9,289.73
STEP	Blue Island	29.00	65	49	75.4%	0	0.0%	26.8	\$21.31	\$47.77	\$1,385.24
STEP	Boone County	142.00	91	40	44.0%	5	5.5%	93.6	\$64.27	\$41.19	\$5,848.64
STEP	Brookfield	56.00	67	18	26.9%	1	1.5%	50.1	\$47.64	\$57.00	\$3,192.16
STEP	Buffalo Grove	72.00	311	95	30.5%	4	1.3%	13.9	\$14.21	\$61.37	\$4,418.84
STEP	Campton Hills	63.00	53	1	1.9%	0	0.0%	71.3	\$31.37	\$26.39	\$1,662.45
STEP	Carpentersville	90.00	68	5	7.4%	7	10.3%	79.4	\$81.39	\$61.50	\$5,534.70
STEP	Chatham	64.00	56	41	73.2%	0	0.0%	68.6	\$57.33	\$50.16	\$3,210.51
STEP	Chicago Ridge	72.00	70	55	78.6%	1	1.4%	61.7	\$56.55	\$54.98	\$3,958.69
STEP	Clarendon Hills	52.00	70	54	77.1%	0	0.0%	44.6	\$46.31	\$62.34	\$3,241.93
STEP	Collinsville	215.00	291	98	33.7%	4	1.4%	44.3	\$36.54	\$49.45	\$10,631.73
STEP	Columbia	49.00	40	3	7.5%	0	0.0%	73.5	\$67.74	\$55.30	\$2,709.66
STEP	Countryside	51.00	46	16	34.8%	2	4.3%	66.5	\$23.19	\$20.92	\$1,066.88
STEP	Crystal Lake	90.00	161	34	21.1%	6	3.7%	33.5	\$28.58	\$51.12	\$4,601.06

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
STEP	Danville	84.00	95	16	16.8%	3	3.2%	53.1	\$40.51	\$45.81	\$3,848.39
STEP	Downers Grove	153.00	119	74	62.2%	3	2.5%	77.1	\$79.27	\$61.66	\$9,433.28
STEP	East Dundee	37.00	45	5	11.1%	1	2.2%	49.3	\$26.77	\$32.56	\$1,204.77
STEP	East Hazel Crest	59.00	87	37	42.5%	27	31.0%	40.7	\$25.70	\$37.89	\$2,235.61
STEP	East Moline	109.00	75	34	45.3%	3	4.0%	87.2	\$70.53	\$48.53	\$5,289.63
STEP	Edwardsville	62.00	84	13	15.5%	5	6.0%	44.3	\$36.88	\$49.97	\$3,098.01
STEP	Elk Grove Village	130.50	301	204	67.8%	4	1.3%	26.0	\$22.03	\$50.82	\$6,632.45
STEP	Evanston	121.00	163	91	55.8%	2	1.2%	44.5	\$42.92	\$57.82	\$6,995.99
STEP	Flora	110.00	48	18	37.5%	3	6.3%	137.5	\$91.34	\$39.86	\$4,384.40
STEP	Forest Park	61.00	49	23	46.9%	2	4.1%	74.7	\$72.66	\$58.36	\$3,560.21
STEP	Franklin Park	64.00	94	39	41.5%	2	2.1%	40.9	\$40.53	\$59.52	\$3,809.47
STEP	Freeport	62.00	46	10	21.7%	4	8.7%	80.9	\$54.46	\$40.41	\$2,505.16
STEP	Gilberts	32.00	21	17	81.0%	0	0.0%	91.4	\$77.47	\$50.84	\$1,626.80
STEP	Grandview	40.00	29	19	65.5%	1	3.4%	82.8	\$27.59	\$20.00	\$800.00
STEP	Granite City	80.00	68	17	25.0%	2	2.9%	70.6	\$40.57	\$34.48	\$2,758.50
STEP	Grundy County	84.00	95	71	74.7%	2	2.1%	53.1	\$46.89	\$53.03	\$4,454.89
STEP	Gurnee	140.25	154	86	55.8%	3	1.9%	54.6	\$54.79	\$60.17	\$8,438.38
STEP	Harrisburg	119.00	83	24	28.9%	0	0.0%	86.0	\$55.97	\$39.04	\$4,645.48
STEP	Hebron	30.00	34	7	20.6%	1	2.9%	52.9	\$33.88	\$38.40	\$1,152.00
STEP	Hinsdale	66.00	133	102	76.7%	5	3.8%	29.8	\$33.00	\$66.50	\$4,388.85
STEP	Homewood	54.00	88	77	87.5%	2	2.3%	36.8	\$34.99	\$57.01	\$3,078.78
STEP	Jerome	183.00	92	51	55.4%	1	1.1%	119.3	\$45.60	\$22.92	\$4,195.19
STEP	Jo Daviess County	11.00	9	1	11.1%	1	11.1%	73.3	\$49.11	\$40.18	\$442.03
STEP	Johnsburg	12.00	5	0	0.0%	0	0.0%	144.0	\$81.62	\$34.01	\$408.12
STEP	Joliet	149.00	100	29	29.0%	0	0.0%	89.4	\$190.83	\$128.07	\$19,082.53
STEP	Kendall County	61.00	82	65	79.3%	0	0.0%	44.6	\$38.48	\$51.73	\$3,155.63
STEP	Lake in the Hills	58.00	63	8	12.7%	2	3.2%	55.2	\$60.10	\$65.29	\$3,786.58

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
STEP	Lake Villa	42.00	32	16	50.0%	1	3.1%	78.8	\$51.64	\$39.34	\$1,652.40
STEP	Lake Zurich	99.00	81	33	40.7%	5	6.2%	73.3	\$76.98	\$62.98	\$6,235.20
STEP	Leland Grove	36.00	31	19	61.3%	0	0.0%	69.7	\$46.19	\$39.78	\$1,432.00
STEP	Lemont	62.00	44	26	59.1%	2	4.5%	84.5	\$68.87	\$48.88	\$3,030.46
STEP	Lincolnwood	50.00	52	38	73.1%	0	0.0%	57.7	\$67.27	\$69.96	\$3,497.81
STEP	Lisle	24.00	12	0	0.0%	1	8.3%	120.0	\$117.94	\$58.97	\$1,415.28
STEP	Lockport	69.00	63	38	60.3%	1	1.6%	65.7	\$66.41	\$60.64	\$4,184.05
STEP	Lombard	121.00	106	59	55.7%	3	2.8%	68.5	\$64.82	\$56.78	\$6,870.50
STEP	Lyons	66.00	88	5	5.7%	2	2.3%	45.0	\$32.47	\$43.29	\$2,857.29
STEP	Macomb	90.00	71	39	54.9%	2	2.8%	76.1	\$59.21	\$46.71	\$4,203.97
STEP	Marengo	8.00	6	0	0.0%	0	0.0%	80.0	\$79.16	\$59.37	\$474.98
STEP	Mattoon	48.50	25	7	28.0%	2	8.0%	116.4	\$94.89	\$48.91	\$2,372.16
STEP	Maywood	67.00	36	29	80.6%	0	0.0%	111.7	\$102.47	\$55.06	\$3,688.96
STEP	McHenry	120.00	153	51	33.3%	2	1.3%	47.1	\$43.89	\$55.96	\$6,715.27
STEP	McHenry County	138.00	138	11	8.0%	3	2.2%	60.0	\$53.11	\$53.11	\$7,329.44
STEP	Midlothian	96.00	190	113	59.5%	0	0.0%	30.3	\$24.53	\$48.55	\$4,660.33
STEP	Momence	32.00	40	34	85.0%	0	0.0%	48.0	\$21.23	\$26.54	\$849.20
STEP	Morton	89.00	76	46	60.5%	0	0.0%	70.3	\$48.29	\$41.24	\$3,670.21
STEP	Morton Grove	68.00	48	44	91.7%	0	0.0%	85.0	\$80.71	\$56.97	\$3,873.96
STEP	Naperville	147.00	171	23	13.5%	15	8.8%	51.6	\$63.66	\$74.06	\$10,886.67
STEP	Niles	48.00	53	18	34.0%	2	3.8%	54.3	\$61.53	\$67.94	\$3,261.23
STEP	North Aurora	44.00	47	3	6.4%	0	0.0%	56.2	\$54.61	\$58.33	\$2,566.63
STEP	North Pekin	34.00	44	0	0.0%	1	2.3%	46.4	\$22.93	\$29.67	\$1,008.78
STEP	Oak Forest	163.00	238	228	95.8%	0	0.0%	41.1	\$28.00	\$40.89	\$6,664.55
STEP	Oak Lawn	147.50	203	132	65.0%	7	3.4%	43.6	\$43.18	\$59.43	\$8,765.62
STEP	Oak Park	66.00	77	32	41.6%	0	0.0%	51.4	\$54.93	\$64.08	\$4,229.24
STEP	Orland Park	208.00	154	111	72.1%	1	0.6%	81.0	\$86.10	\$63.75	\$13,259.25

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
STEP	Oswego	191.00	329	262	79.6%	1	0.3%	34.8	\$30.85	\$53.15	\$10,150.83
STEP	Palatine	135.00	111	50	45.0%	9	8.1%	73.0	\$83.83	\$68.93	\$9,305.26
STEP	Palos Heights	97.00	83	59	71.1%	5	6.0%	70.1	\$53.73	\$45.97	\$4,459.47
STEP	Park City	48.00	102	44	43.1%	2	2.0%	28.2	\$26.10	\$55.46	\$2,662.06
STEP	Peoria	33.00	59	4	6.8%	5	8.5%	33.6	\$36.82	\$65.83	\$2,172.24
STEP	Pike County	62.00	18	2	11.1%	3	16.7%	206.7	\$165.80	\$48.14	\$2,984.43
STEP	Plainfield	195.00	269	162	60.2%	1	0.4%	43.5	\$49.10	\$67.74	\$13,208.91
STEP	Prairie Grove	48.00	38	1	2.6%	9	23.7%	75.8	\$51.98	\$41.15	\$1,975.29
STEP	Quincy	192.00	114	25	21.9%	5	4.4%	101.1	\$81.71	\$48.52	\$9,315.39
STEP	River Forest	58.00	75	38	50.7%	2	2.7%	46.4	\$46.43	\$60.04	\$3,482.31
STEP	Riverdale	68.00	193	179	92.7%	0	0.0%	21.1	\$22.21	\$63.04	\$4,286.76
STEP	Riverside	52.00	70	15	21.4%	0	0.0%	44.6	\$46.48	\$62.58	\$3,253.93
STEP	Rock Island	163.00	166	98	59.0%	9	5.4%	58.9	\$44.21	\$45.02	\$7,338.12
STEP	Rockford	48.00	29	0	0.0%	6	20.7%	99.3	\$79.23	\$47.87	\$2,297.76
STEP	Rolling Meadows	64.00	118	41	34.7%	0	0.0%	32.5	\$41.84	\$77.15	\$4,937.41
STEP	Roselle	132.00	130	22	16.9%	3	2.3%	60.9	\$46.44	\$45.74	\$6,037.38
STEP	Round Lake	4.00	2	0	0.0%	0	0.0%	120.0	\$80.74	\$40.37	\$161.48
STEP	Schaumburg	146.00	110	28	25.5%	6	5.5%	79.6	\$93.91	\$70.75	\$10,329.55
STEP	Sherman	8.00	3	3	100.0%	0	0.0%	160.0	\$102.72	\$38.52	\$308.16
STEP	Shorewood	36.00	40	13	32.5%	0	0.0%	54.0	\$46.54	\$51.71	\$1,861.61
STEP	South Barrington	48.00	48	16	33.3%	1	2.1%	60.0	\$45.21	\$45.21	\$2,169.95
STEP	South Elgin	145.00	209	60	28.7%	2	1.0%	41.6	\$18.30	\$26.38	\$3,825.62
STEP	Spring Grove	40.00	18	0	0.0%	0	0.0%	133.3	\$100.81	\$45.37	\$1,814.62
STEP	St. Charles	72.00	50	27	54.0%	3	6.0%	86.4	\$88.52	\$61.47	\$4,425.84
STEP	Stephenson County	52.00	29	2	6.9%	4	13.8%	107.6	\$77.78	\$43.38	\$2,255.57

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
STEP	Sterling	6.00	5	2	40.0%	0	0.0%	72.0	\$58.84	\$49.03	\$294.19
STEP	Summit	79.00	84	47	56.0%	3	3.6%	56.4	\$51.93	\$55.21	\$4,361.92
STEP	Tazewell County	396.00	236	16	6.8%	12	5.1%	100.7	\$64.47	\$38.42	\$15,215.57
STEP	Tinley Park	108.00	82	73	89.0%	0	0.0%	79.0	\$78.93	\$59.93	\$6,472.44
STEP	Waukegan	133.00	174	106	60.9%	1	0.6%	45.9	\$49.01	\$64.12	\$8,528.59
STEP	West Chicago	183.00	236	70	29.7%	2	0.8%	46.5	\$48.89	\$63.05	\$11,537.92
STEP	Westchester	22.00	62	37	59.7%	2	3.2%	21.3	\$62.08	\$174.94	\$3,848.72
STEP	Wheeling	114.00	166	57	34.3%	3	1.8%	41.2	\$43.12	\$62.78	\$7,157.10
STEP	Williamson County	40.00	17	2	11.8%	1	5.9%	141.2	\$83.21	\$35.37	\$1,414.60
STEP	Winnebago County	130.00	148	3	2.0%	18	12.2%	52.7	\$43.16	\$49.14	\$6,388.21
STEP	Winthrop Harbor	44.00	66	18	27.3%	2	3.0%	40.0	\$30.13	\$45.19	\$1,988.33
STEP	Wonder Lake	12.00	6	0	0.0%	2	33.3%	120.0	\$39.95	\$19.98	\$239.70
STEP	Wood Dale	70.00	76	30	39.5%	6	7.9%	55.3	\$50.00	\$54.29	\$3,799.99
STEP	Woodridge	71.00	70	0	0.0%	4	5.7%	60.9	\$63.96	\$63.06	\$4,477.16
STEP	Woodstock	91.00	82	18	22.0%	7	8.5%	66.6	\$67.25	\$60.60	\$5,514.73
LAP GRANTS SUBTOTAL		567.00	243	13	5.3%	49	20.2%	140.0	\$121.10	\$51.90	\$29,427.61
STEP GRANTS SUBTOTAL		10,382.75	11,313	5,086	45.0%	336	3.0%	55.1	\$48.81	\$53.18	\$552,202.68
REGULAR GRANTS SUBTOTAL		10,949.75	11,556	5,099	44.1%	385	3.3%	56.9	\$50.33	\$53.12	\$581,630.29

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Column 1: Type of grant that agency had
 Column 2: Participating law enforcement agency
 Column 3: Number of patrol hours conducted during enforcement period
 Column 4: Total number of citations written by law enforcement agency during statewide enforcement period
 Column 5: Total number of occupant protection violations written by law enforcement agencies during the statewide enforcement period
 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 enforcement period
 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: LAP – Local Alcohol Program & STEP – Sustained Traffic 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
MINI	Cahokia	20.00	28	8	28.6%	0	0.0%	42.9	\$32.19	\$45.07	\$901.40
STEP	Cahokia	68.00	80	11	13.8%	0	0.0%	51.0	\$41.13	\$48.39	\$3,290.35
MINI	Calumet City	68.00	20	2	10.0%	0	0.0%	204.0	\$185.60	\$54.59	\$3,712.08
STEP	Calumet City	101.00	58	20	34.5%	1	1.7%	104.5	\$96.80	\$55.59	\$5,614.41
LAP	Carol Stream	116.00	130	48	36.9%	12	9.2%	53.5	\$57.51	\$64.45	\$7,476.38
STEP	Carol Stream	120.00	123	25	20.3%	12	9.8%	58.5	\$55.23	\$56.61	\$6,793.22
LAP	Chicago	480.00	364	48	13.2%	21	5.8%	79.1	\$75.39	\$57.17	\$27,441.60
STEP	Chicago	483.00	334	39	11.7%	23	6.9%	86.8	\$82.67	\$57.17	\$27,613.11
LAP	Chicago Heights	23.00	17	0	0.0%	1	5.9%	81.2	\$70.94	\$52.44	\$1,206.04
STEP	Chicago Heights	319.00	869	866	99.7%	2	0.2%	22.0	\$14.21	\$38.72	\$12,350.42
LAP	Cook County	133.00	131	2	1.5%	16	12.2%	60.9	\$62.72	\$61.78	\$8,216.31
STEP	Cook County	116.00	113	91	80.5%	0	0.0%	61.6	\$62.80	\$61.17	\$7,096.12
MINI	Creve Coeur	32.00	37	0	0.0%	2	5.4%	51.9	\$21.41	\$24.75	\$792.00
STEP	Creve Coeur	100.00	97	8	8.2%	2	2.1%	61.9	\$28.80	\$27.94	\$2,793.80
LAP	Decatur	126.00	68	1	1.5%	12	17.6%	111.2	\$124.18	\$67.02	\$8,444.37
STEP	Decatur	162.00	100	3	3.0%	6	6.0%	97.2	\$91.45	\$56.45	\$9,144.65
LAP	East Peoria	50.00	32	0	0.0%	0	0.0%	93.8	\$88.19	\$56.44	\$2,822.00
STEP	East Peoria	88.00	49	10	20.4%	0	0.0%	107.8	\$85.07	\$47.37	\$4,168.34
LAP	Elgin	165.00	230	1	0.4%	11	4.8%	43.0	\$54.46	\$75.91	\$12,524.77
STEP	Elgin	282.00	386	125	32.4%	4	1.0%	43.8	\$47.15	\$64.54	\$18,200.40
MINI	Elmhurst	38.00	33	0	0.0%	4	12.1%	69.1	\$64.91	\$56.37	\$2,142.07
STEP	Elmhurst	49.00	49	9	18.4%	5	10.2%	60.0	\$59.87	\$59.87	\$2,933.62
MINI	Grayslake	16.00	8	0	0.0%	0	0.0%	120.0	\$122.58	\$61.29	\$980.64
STEP	Grayslake	68.00	66	22	33.3%	4	6.1%	61.8	\$60.74	\$58.95	\$4,008.72
MINI	Hillside	77.00	83	20	24.1%	0	0.0%	55.7	\$53.34	\$57.50	\$4,427.49
STEP	Hillside	49.00	71	53	74.6%	0	0.0%	41.4	\$36.27	\$52.55	\$2,575.06
MINI	McCullom Lake	45.00	24	3	12.5%	0	0.0%	112.5	\$46.88	\$25.00	\$1,125.00
STEP	McCullom Lake	38.00	59	19	32.2%	0	0.0%	38.6	\$18.65	\$28.96	\$1,100.58

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
MINI	Park Ridge	42.00	23	3	13.0%	0	0.0%	109.6	\$106.93	\$58.56	\$2,459.46
STEP	Park Ridge	96.00	94	16	17.0%	1	1.1%	61.3	\$64.35	\$63.01	\$6,049.16
MINI	Peru	40.00	9	0	0.0%	0	0.0%	266.7	\$164.44	\$37.00	\$1,480.00
STEP	Peru	39.00	29	17	58.6%	2	6.9%	80.7	\$62.91	\$46.78	\$1,824.36
LAP	Skokie	133.50	141	34	24.1%	8	5.7%	56.8	\$57.73	\$60.98	\$8,140.24
STEP	Skokie	161.00	122	36	29.5%	0	0.0%	79.2	\$75.19	\$56.97	\$9,172.80
LAP	So. Chicago Hts.	57.00	48	2	4.2%	3	6.3%	71.3	\$30.32	\$25.53	\$1,455.20
STEP	So. Chicago Hts.	40.00	68	66	97.1%	0	0.0%	35.3	\$15.58	\$26.48	\$1,059.12
LAP	St. Clair County	217.00	105	7	6.7%	18	17.1%	124.0	\$148.86	\$72.03	\$15,630.81
STEP	St. Clair County	282.00	135	112	83.0%	3	2.2%	125.3	\$75.02	\$35.91	\$10,127.78
MINI	Streamwood	35.00	102	9	8.8%	3	2.9%	20.6	\$19.18	\$55.88	\$1,955.90
STEP	Streamwood	28.00	27	1	3.7%	2	7.4%	62.2	\$62.73	\$60.49	\$1,693.68
LAP	Villa Park	60.00	92	2	2.2%	4	4.3%	39.1	\$35.43	\$54.33	\$3,259.68
STEP	Villa Park	48.00	57	1	1.8%	4	7.0%	50.5	\$51.49	\$61.14	\$2,934.69
LAP	Will County	152.00	143	14	9.8%	10	7.0%	63.8	\$102.05	\$96.01	\$14,593.47
STEP	Will County	100.00	162	73	45.1%	3	1.9%	37.0	\$35.65	\$57.75	\$5,774.84
MINI GRANTS SUBTOTAL		413.00	367	45	12.3%	9	2.5%	67.5	\$54.43	\$48.37	\$19,976.04
LAP GRANTS SUBTOTAL		1,712.50	1501	159	10.6%	116	7.7%	68.5	\$74.09	\$64.94	\$111,210.87
STEP GRANTS SUBTOTAL		2,837.00	3148	1623	51.6%	74	2.4%	54.1	\$46.48	\$51.58	\$146,319.23
AGENCIES WITH MULTIPLE GRANTS TOTAL		4,962.50	5,016	1,827	36.4%	199	4.0%	59.4	\$55.32	\$55.92	\$277,506.14

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Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during enforcement period

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

Column 5: Total number of occupant protection violations written by law enforcement agency during the statewide enforcement period

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 enforcement period

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: MINI – Holiday Mobilization Grant Enforcement Program; LAP – Local Alcohol Program; STEP – Sustained Traffic 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 GRANTS TOTAL	1,582.3	1,409	284	20.2%	62	4.4%	67.4	\$47.12	\$41.96	\$66,394.05
REGULAR GRANTS TOTAL	15,499.3	16,205	6,881	42.5%	575	3.5%	57.4	\$51.78	\$54.14	\$839,160.39
ILLINOIS STATE POLICE TOTAL	2,690.5	1,920	254	13.2%	104	5.4%	84.1	\$131.62	\$93.93	\$252,708.58
GRAND TOTAL	19,772.0	19,534	7,419	38.0%	741	3.8%	60.7	\$59.29	\$58.58	\$1,158,263.02

- Column 1: Type of grant that agency had
- Column 2: Number of patrol hours conducted during enforcement period
- Column 3: Total number of citations written by law enforcement agencies during statewide enforcement period
- Column 4: Total number of occupant protection violations written by law enforcement agencies during the statewide enforcement period
- 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 enforcement period
- 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