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Evaluation of the 2010 Illinois “Click It or Ticket” Campaign

April 19 – June 13, 2010

For more information please contact:

Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

1340 N. 9th St.

Springfield, Illinois 62702

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

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

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

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during the May 2010 mobilization in Illinois. Safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

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

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Executive Summary

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

The 2010 Memorial Day CIOT was conducted April 19 to June 14, 2010. One hundred ninety local law enforcement agencies and all 22 districts of the Illinois State Police participated in the statewide safety belt campaign. The following materials include results of an in-depth evaluation (process, impact and outcome) of the CIOT campaign.

ENFORCEMENT

1. During statewide and rural CIOT campaigns local law enforcement agencies and the ISP logged a total of 35,484 enforcement hours and wrote 52,737 citations, 30,682 (58.2%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket every 69.4 minutes throughout the May campaign. Overall, one citation was written every 40.4 minutes of statewide and rural enforcement. In addition, one hundred forty-four agencies which had grants through DTS issued 38,296 occupant restraint citations as a part of the incentive program. There were also 87 earned enforcement agencies which issued 5,891 occupant restraint citations as a part of the incentive program.
2. One citation was written by the ISP every 36.7 minutes of enforcement, while the local agencies wrote one citation for every 42.2 minutes of enforcement. For the ISP, of the citations issued during the enforcement, 8,015 (45.9%) were safety belt violations and child safety seat violations. For the local agencies, of the 35,265 citations issued during enforcement, 22,667 (64.3%) were safety belt and child safety seat violations.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

3. The agencies included in the CIOT cost / effectiveness analysis conducted a total of 35,484 patrol hours and issued 52,737 citations during CIOT statewide and rural enforcements at a total cost of \$1,993,367. On average, citations were written every 40.4 minutes during enforcement at a cost of \$37.80 per citation, or \$56.18 per patrol hour.
4. Ninety-nine (99) holiday mobilization grantees (those local agencies that were funded to conduct enforcement during the CIOT campaign) issued one citation every 38.8 minutes. The cost per citation for these agencies was \$28.89 and cost per patrol hour was \$44.71. Fifty-five regular grantees issued one citation every 47.7 minutes. The cost per citation for these agencies was \$43.56 and cost per patrol hour was \$54.78. Thirty-nine grantees with multiple grants issued one citation every 42.4 minutes of patrol. The cost per citation for these agencies was \$36.92 and the cost per patrol hour was \$52.30. The

Illinois State Police issued one citation every 36.7 minutes. The cost per citation for the ISP was \$42.12 and cost per patrol hour was \$68.94.

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

MEDIA

6. During the May mobilization campaigns, Illinois spent a total of \$794,109 on paid media. A total of 7,339 television and 8,935 radio advertisements ran during the campaigns to promote CIOT. Alternative media included electronic boards and announcements placed along highways and at gas stations across the state.
7. On May 25, 2010, nine media events were held at 8:00 p.m. in Chicago, Rockford, Moline, Peoria, Springfield, Quincy, Decatur, Alton and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to increase awareness of the nighttime CIOT message across the state.
8. Twenty-two press conferences held around the state helped to spread the CIOT message to the traveling public. The most common type of earned media obtained for CIOT was in the form of print news stories. A total of 138 stories related to CIOT ran across the state. Throughout the campaign, 22 radio news stories were aired; 105 print news stories ran; and 11 television news stories aired.

STATEWIDE OBSERVATIONAL SURVEY

9. The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2010 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey.
10. During the pre-mobilization survey, there were 41,569 front seat occupants observed at 50 locations. During the post mobilization survey, there were 136,674 front seat occupants observed at 258 locations statewide in this survey.
11. Of the total of 136,674 front seat occupants observed, almost 93 percent were observed wearing safety belts. The safety belt usage rate for passengers increased from 91.2 percent from during the pre-mobilization to 92.1 percent during the post mobilization. The safety belt usage rate for drivers increased from 91.5 percent during the pre-mobilization to 92.6 percent during the post mobilization.
12. Based on region, the safety belt usage rate increased by 2.9 percentage points for the collar counties from 91.3 percent during the pre-mobilization survey to 94.2 percent during the post mobilization survey. The safety belt usage rate for the downstate

counties increased from 91.4 percent to 92.5 percent resulting in an increase in 1.1 percentage points. On the other hand, the safety belt usage rate for Cook County, excluding the city of Chicago, resulted in a 2.1 percentage point decrease from 93.1 percent to 91.0 percent. The city of Chicago had a decrease in safety belt use from 90.2 percent to 88.0 percent.

13. Based on road type, on Interstate Highways the safety belt usage rate increase by 2.7 percentage points; on U.S./Illinois Highways the safety belt usage rate increased by 0.7 percentage point; and on residential roads the safety belt usage rate increased by 0.3 percentage point.
14. Observations of drivers and passengers in cars (excluding pickup trucks) showed that the safety belt usage rate increased from 92.2 percent to 93.1 percent. The safety belt usage rate for drivers of passenger cars increased from 92.3 percent to 93.1 percent. The safety belt usage rate for passengers increased from 92.0 percent to 92.8 percent.
15. Observations of drivers and passengers in pickup trucks showed that the safety belt usage rate increased from 84.4 percent to 87.7 percent. The safety belt usage rate for drivers of pickup trucks increased from 84.5 percent to 88.0 percent. The safety belt usage rate for passengers decreased from 84.0 percent to 86.5 percent.

RURAL OBSERVATIONAL SURVEY

16. There were 5,866 vehicles observed during the pre-mobilization, of which, 4,426 were passenger cars and 1,440 were pickup trucks. During the post mobilization, there were 6,293 total vehicles observed, of which, 4,709 were passenger cars and 1,584 were pickup trucks.
17. The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 89.1 percent during the pre-mobilization to 91.9 percent during the post mobilization.
18. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.7 percent and the Rockford media market had the second highest usage rate at 91.2 percent. The seat belt usage rate in the Peoria media market was 88.7 percent, while the lowest seat belt usage rate was in the Champaign media market at 78.9 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 8.6 percentage points in the Champaign media market. The Peoria, Rockford, and St. Louis media markets had increases in safety belt use of 1.6 percentage points, 1.4 percentage points, and 1.3 percentage points respectively.
19. On residential roads, there was an increase from 86.6 percent during the pre-mobilization to 89.6 percent during the post mobilization. On U.S./IL Highways, the safety belt usage rate increased from 90.3 percent during the pre-mobilization to 92.8 percent during the post mobilization.
20. The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.1 percent during the pre-mobilization to 93.5 percent during the post

mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

21. The safety belt usage rate for pickup trucks increased from 82.8 percent during the pre-mobilization to 86.9 percent during the post-mobilization resulting in a 4.1 percentage point increase.
22. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.7 percent and the Rockford media market had the second highest usage rate at 91.2 percent. The seat belt usage rate in the Peoria media market was 88.7 percent, while the lowest seat belt usage rate was in the Champaign media market at 78.9 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 8.6 percentage points in the Champaign media market. The Peoria, Rockford, and St. Louis media markets had increases in safety belt use of 1.6 percentage points, 1.4 percentage points, and 1.3 percentage points respectively.

NIGHTTIME OBSERVATIONAL SURVEY

23. During the pre campaign survey, there were 10,272 observations during the day and 2,507 observations during the night. After the statewide campaign (media and enforcement) a total of 11,154 occupants observed during the day and 2,569 occupants observed during night.
24. Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (87.5 percent at night versus 92.1 percent at day during pre campaign and 89.8 percent at night versus 92.5 percent at day during post campaign), differences of 4.6 and 2.7 percentage points respectively. As expected, the post campaign usage rate difference between nighttime and daytime was smaller than that of the pre campaign usage rate difference.
25. Based on vehicle type, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post mobilization periods.
26. The seat belt use figures reported here cannot necessarily be considered descriptive of the entire State of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole State.

STATEWIDE TELEPHONE SURVEY

Awareness of messages to encourage people to wear seat belts

27. The percent of people who indicated that, "in the past thirty days," they had "seen or heard any messages that encourage people to wear their seat belts" increased from 62 percent in the April pre-test survey to 72 percent at the time of the June post-test survey.

28. Those who had seen or heard messages encouraging people to wear seat belts were asked whether "the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual." The statewide percent of these respondents choosing "more than usual" increased from 16 percent in April to 24 percent in June.
29. Of those June respondents who had seen or heard messages encouraging seat belt use, most respondents indicated exposure through billboards / road signs (81%) and television (64%). Radio accounted for 38 percent of exposure, newspapers accounted for 15 percent of exposure, followed by friends / relatives (14%).

Awareness of *Click It or Ticket* slogan

30. The 2010 April awareness level started at 93 percent, just missing its highest awareness level in June of 2007. And, as we have seen, it maintained this level in the June survey. Focusing on the recent seat belt campaign slogan of "Click It or Ticket," we find the June awareness levels for this slogan are extremely similar across the three analysis regions – all at 93 percent.

Seat Belt Awareness and Enforcement

30. The statewide percent who indicated that, "in the past thirty days," they had "seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations" increased by 14 percent points from April to June, going from 18 percent in the April survey to nearly one-third (32%) in the June survey.
31. Individuals aware of special seat belt enforcement report hearing about it via television (39%) and radio and newspapers (30% and 24%, respectively). Fewer of them expressed being exposed through friends and relatives (18%).
32. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agree to any extent is stable at 33 percent in both surveys. At the same time, the percent who disagree to any extent declined from 17 percent in April to 11 percent in June. An accompanying increase is found in those who indicated they don't know or did not answer (50% to 56%).
33. The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be "very likely" increased just slightly, from 43 percent in April to 45 percent in June. Combined with an increase in those who said "somewhat likely," we find that the total percent who indicated either "very likely" or "somewhat likely" increased from just under 70 percent in April to 75 percent in June. The total percent who indicated either "very unlikely" or "somewhat unlikely" decreased from 24 percent in April to 21 percent in June.

Evaluation of the 2010 Illinois “Click It or Ticket” Campaign

Introduction / Background

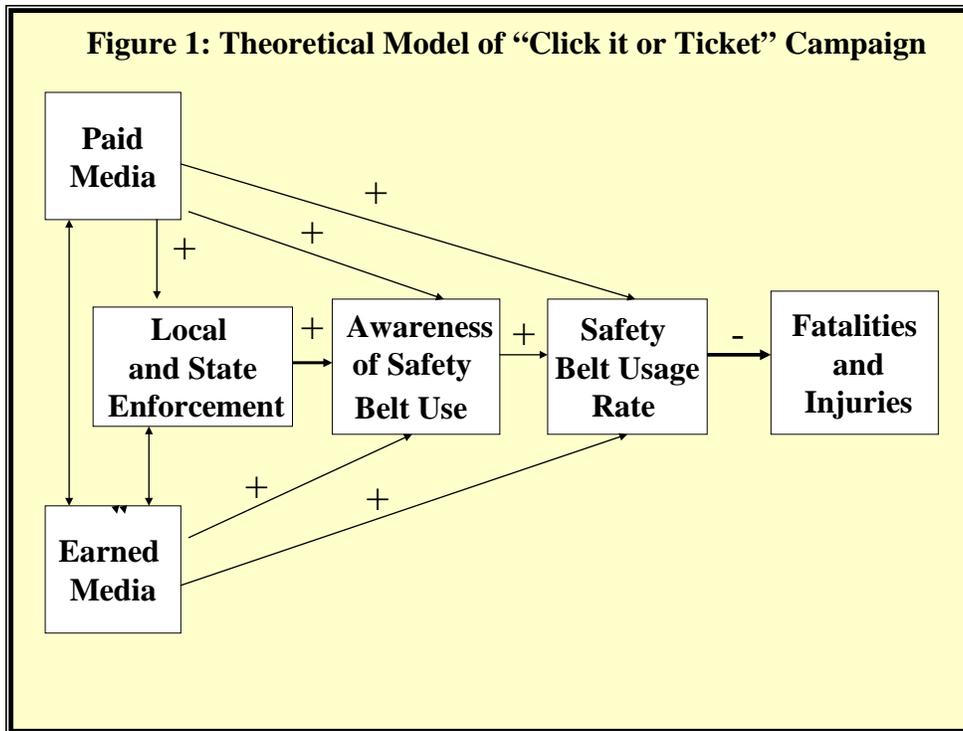
“Click It or Ticket” (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform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

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

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

The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public’s awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

Figure 1 shows the components of a CIOT model.

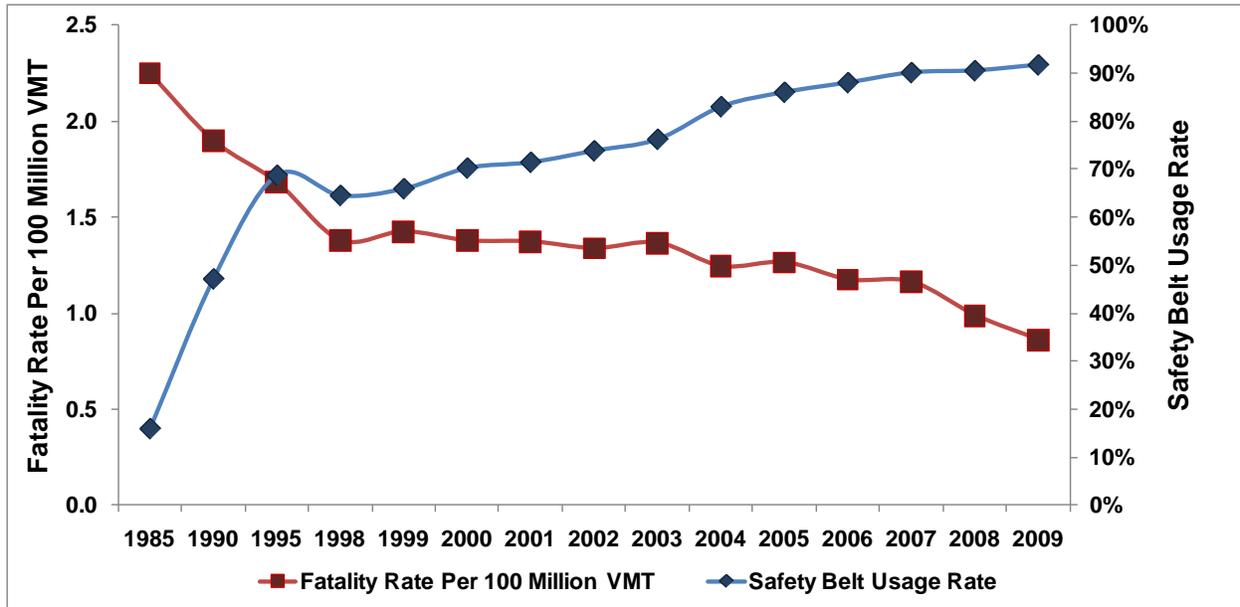


Safety Belt Use / Motor Vehicle Related Injuries and Fatalities

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

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by almost 76 percentage points, peaking at 92.6 percent in June 2010. At the same time period, the fatality rate decreased from 2.2 in 1985 to 0.86 in 2009.

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



Earned Media

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

Paid Media

Safety belt enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, "Click It or Ticket". CIOT paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively.

Enforcement

Enforcement campaigns usually last two weeks. During this period, zero-tolerance enforcement focusing on safety belt violations is carried out statewide. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

The current CIOT model indicates that an intense paid media and earned media to publicize the safety belt enforcement campaign has strong impact on how the enforcement activities are conducted. Then the enforcement activities (e.g., issuing tickets, encouraging people to wear their safety belts), along with additional media activities, will have a strong positive effect on the safety belt usage rate and public awareness of the benefits of wearing belts. Finally, the increase in the safety belt usage rate and increase in the public awareness of the safety belt laws and benefits of wearing belts will have strong negative effect on motor vehicle related fatalities and injuries. The higher safety belt usage rate is associated with the lower motor vehicle related fatalities and injuries.

Implementing CIOT Campaigns in Illinois in May / June 2010

In May 2010, Illinois Department of Transportation, Division of Traffic Safety launched statewide and rural CIOT campaigns. In coordination with the National Highway Traffic Safety Administration (NHTSA) and county and local law enforcement agencies, the program set out to increase safety belt and child safety use across the state by means of a highly publicized enforcement campaign of the state's mandatory safety belt law.

The Division of Traffic Safety conducted two statewide CIOT campaigns during the month of May 2010 with special emphasis on increasing safety belt usage among Illinois' rural population. Rural Illinois was again the focus of the statewide CIOT, which took place from May 14 – May 31. The Illinois State Police (ISP) also participated in both campaigns as part of their *Occupant Restraint Enforcement Patrol* and *Special Traffic Enforcement Program*. The purpose of this report is to evaluate these statewide CIOT campaigns.

Report Objectives

1. To increase safety belt use statewide in Illinois, especially in rural areas.
2. To determine the safety belt usage rate in Illinois through the use of pre and post observational surveys, with special emphasis on select rural communities.
3. To determine Illinois residents' views and opinions regarding safety belts, the safety belt law, safety belt enforcement, and safety belt programs through the use of pre and post telephone surveys.
4. To evaluate the impact of the CIOT campaigns on safety belt use.

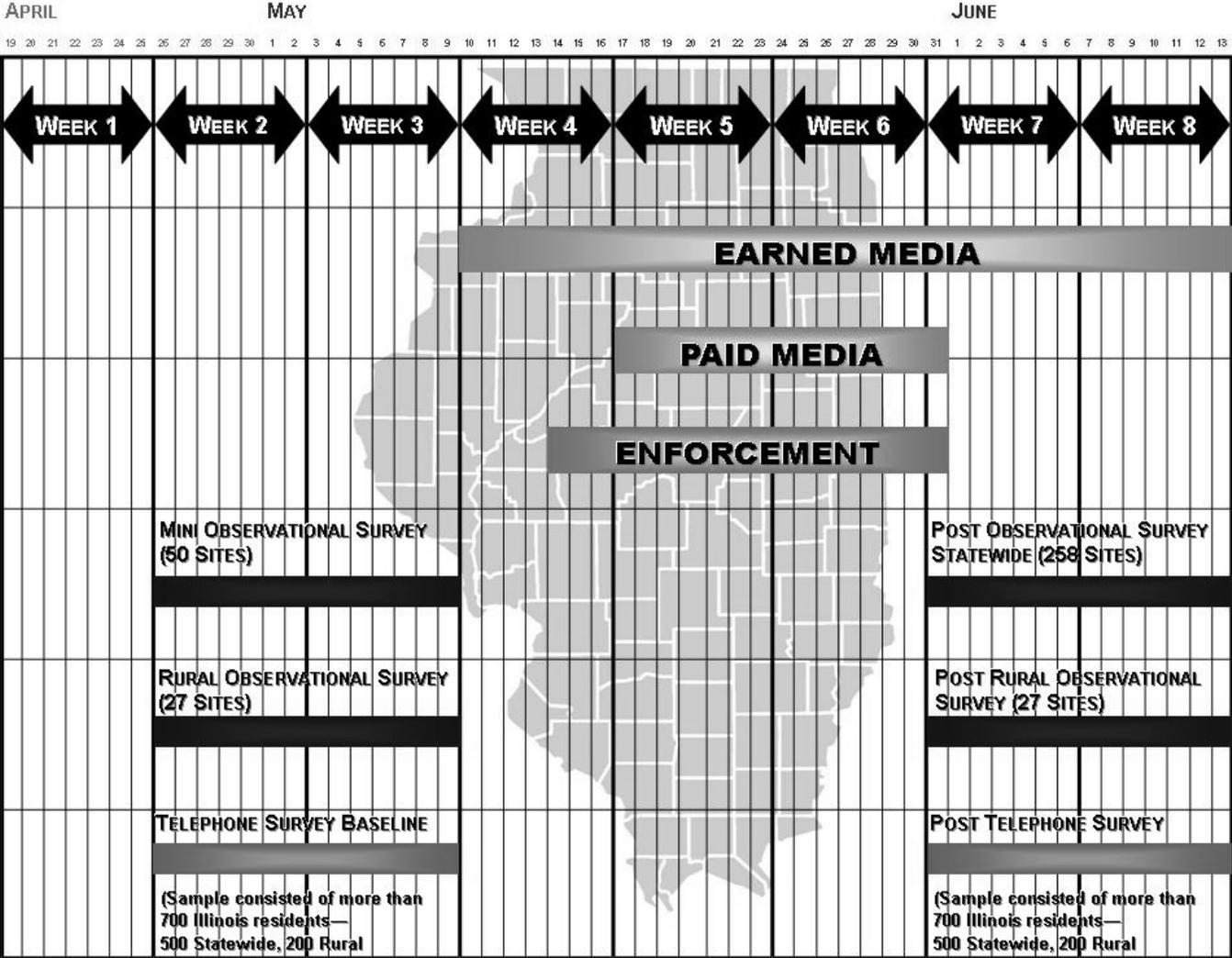
Implementation of CIOT in Illinois

Timeline of Activities

A timeline of campaign activities appears in **Diagram 1**. CIOT activities began April 19 and concluded June 14, 2010. The following activities took place over this eight week period as part of the statewide and rural CIOT campaigns:

- Week 1 (April 19 – April 25, 2010): This week marked the start of the “Click It or Ticket” campaign.
- Week 2 & 3 (April 26 - May 9, 2010): Highly publicized strict enforcement of the safety belt laws began as part of the CIOT campaign, as well as earned media; Pre-CIOT safety belt observation and telephone surveys were conducted.
- Week 4 (May 10 – May 16, 2010): Paid media advertisements promoting the statewide CIOT ran on television and radio statewide; earned media continued.
- Week 5 & 6 (May 14 – May 31, 2010): Statewide including rural CIOT enforcement began to strictly enforce the safety belt law; paid media advertisements promoting the statewide including rural CIOT ran on television and radio statewide; earned media continued.
- Weeks 7 & 8 (June 1 – June 14, 2010): Post statewide and rural as well as nighttime CIOT observational surveys were conducted; telephone surveys were conducted.

Diagram 1 2010 Illinois "Click It or Ticket" Timeline



Special Emphasis on Rural Communities

Increasing safety belt use among high-risk rural drivers and passengers represents a considerable challenge. The states in the Great Lakes Region agreed to work cooperatively in 2005 – 2006 on a Region-wide “Rural Demonstration Project” designed to increase safety belt use in rural areas¹. Although the “Rural Demonstration Project” was completed in 2006, some of the Great Lakes Region’s states, including Illinois, extended their strong commitment to increase safety belt use rates in rural areas, which are significantly overrepresented in crashes and fatalities, and consider this a major objective in achieving our overall occupant protection program goals.

In order to effectively address the challenge of increasing safety belt use among high risk rural drivers and passengers, a comprehensive program was developed to include three critical components: 1) a focused outreach and media campaign; 2) high visibility enforcement; and 3) a quantifiable evaluation component.

Rural Population

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

¹ The states in the Great Lakes Region consist of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin

Methods of Evaluation

In this report, both process and outcome evaluations methods were used to assess the impact of statewide and rural CIOT campaigns on safety belt use and related issues in Illinois.

Process Evaluation

The CIOT model pairs public information and education campaign with highly visible enforcement (such as SBEZs) to encourage safety belt use. Media and community outreach are the vehicles by which public information and education are shared with Illinois motorists. The rural CIOT campaign included targeted media and outreach directed at motorists living and traveling within the five Illinois rural media markets. The rural CIOT was followed by a second round of media and enforcement as the statewide CIOT commenced, giving rural motorists a “one-two punch” of safety belt education and enforcement. The CIOT process evaluation consists of three components: enforcement, paid media, and earned media.

Enforcement

Local police agencies and the Illinois State Police participated in two rounds of CIOT enforcement: statewide and rural. CIOT enforcement activities included SBEZs and saturation patrols focused on occupant restraint violations. The local police agencies and state police participated in nighttime enforcement during the CIOT campaign.

Paid & Earned Media

Two types of media are enlisted to inform and educate the public about the importance of safety belt use. ***Paid media*** consists of advertising which has been purchased and strategically placed. Examples of paid media are television and radio ads. ***Earned media*** is free media publicity, such as newspaper, television, or radio news stories, as well as community outreach activities.

DTS has Occupant Protection Coordinators (OPCs) who focus on generating earned media for CIOT. In addition to earned media, the OPCs also perform outreach activities to spread the CIOT message to targeted groups in the community. Outreach activities include preparing media releases and distributing printed materials and incentive items, such as posters, pencils and key chains on which the CIOT message is displayed, to promote safety belt use. Outreach also includes partnering with other state agencies, state and local community groups and businesses to inform and educate the public about safety belt use and the CIOT campaign.

Outcome Evaluation

The CIOT outcome evaluation consists of pre and post safety belt observational and public opinion surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated by the Evaluation Unit at the Division of Traffic Safety.

From April 26 to June 13, 2010 the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois motorists. The main purpose of these surveys was to evaluate the impact of the statewide and rural CIOT campaigns on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the rural and statewide mobilizations:

1. Statewide Observational Safety Belt Surveys (includes special focus on rural and nighttime enforcement)
2. Statewide Telephone Surveys

Observational Safety Belt Survey

Statewide

The safety belt usage rate survey was a statistical (multi-stage random) observational survey conducted statewide prior to and following the CIOT campaign. The first survey was a mini-survey (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-survey were selected from the 258 sites used in the annual safety belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration's requirements.

Rural

The pre and post observational surveys among rural communities included 27 sites. The survey design for the rural observational survey sites was similar to the statewide observational survey.

Nighttime

In order to validate pre and post nighttime observations, daytime observations were included in this survey. Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. During the first two weeks of May

2010, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2010 CIOT high-visibility enforcement program.

Telephone Survey

Two telephone surveys were conducted before and after the CIOT campaign by the Survey Research Office at the University of Illinois. The state was stratified into the Chicago metro area and the remaining Illinois counties, known as “Downstate.” Random samples of telephone numbers were purchased for each of the four stratified regions and each telephone number was called a maximum of six times, at differing times of the week and day.

The telephone surveys were conducted in order to evaluate the impact of the statewide and rural CIOT campaigns on safety belt issues. Safety belt issues surveyed include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, primary safety belt law, and safety belt related media programs and slogans.

RESULTS OF ENFORCEMENT ACTIVITIES
(STATEWIDE includes Rural Areas)

Results of Enforcement Activities

Table 1 provides enforcement activities for both statewide and rural CIOTs. The main enforcement activities include enforcement hours, number of safety belt zones conducted, total citations, number of safety belt and child safety seat citations, other citations, as well as two performance indicators (citations written per minute and safety belt and child safety seat citations per minute). These two indicators also were used to assess the progress made by local agencies.

Statewide Enforcement

One hundred ninety-three (193) local law enforcement agencies and all 22 districts of the Illinois State Police (ISP) participated in statewide CIOT enforcement activities, logging a total of 35,484 enforcement hours and issuing 52,737 citations, 30,682 (58.2%) of which were safety belt and child safety seat citations. On average, police wrote one safety belt citation or child safety seat ticket for every 69.4 minutes³ of patrol throughout the May campaign. Overall, one citation was written for every 40.4 minutes of patrol³. There were an additional 87 “earned enforcement” agencies (non-funded) that participated in the DTS incentive program for prizes, like cameras, radar detectors and breathalizers. There were 144 grant-funded agencies that participated in the DTS incentive program, as well. These grant-funded agencies would be eligible to buy equipment after they qualified for an award. To be eligible for the prizes, these agencies were required to start issuing safety belt and child safety seat citations before actual enforcement began. They were only required to submit total number of safety belt and child safety seat citations they issued. The agencies which participated in the incentive program issued a total of 44,187 safety belt and child safety seat citations (38,296 citations were issued by the grant-funded agencies and 5,891 were issued by the earned enforcement agencies).

Illinois State Police Enforcement

All Illinois State Police Districts participated in statewide CIOT enforcement, covering 98 of Illinois' 102 counties. ISP conducted 10,674.5 hours of enforcement including 2,055 SBEZs. A total of 17,472 citations were issued by the ISP, 45.9% (8,015) of which were safety belt and child safety seat violations. On average ISP wrote one safety belt / child safety seat citation for every 36.7 minutes of patrol.

³ This calculation only includes agencies that submitted both total patrol hours and total citations issued.

Local Enforcement

One hundred ninety-three local police agencies were funded to participate in CIOT enforcement. A total of 1,670 SBEZs and 2,055 saturation patrols were conducted. Local officers logged 24,809.3 patrol hours and issued 35,265 citations. One citation was issued every 42.2 minutes by local officers during statewide enforcement. Over 64 percent of the citations issued (22,667) were safety belt and child safety seat violations. One safety belt / child safety seat citation was issued every 65.7 minutes of enforcement. In addition, one hundred forty-four agencies which had grants through DTS issued 38,296 occupant restraint citations as a part of the incentive program. There were also 87 earned enforcement agencies which issued 5,891 occupant restraint citations as a part of the incentive program.

TABLE 1: TOTAL ENFORCEMENT RESULTS

| Selected Enforcement Activities | Funded Agencies that Participated and Submitted Complete Enforcement Data | | | Agencies that Participated and Submitted only Safety Belt and Child Safety Seat Data for the Incentive Program | | GRAND TOTAL |
|---|---|--------------------------------------|---------------------------------------|--|--|-------------|
| | Local Agency Total N=193 | State Police Total N=22 Districts | Statewide Total ⁴ N=215 | Grant Funded Agencies Participated in an Incentive Program N=144 | Earned Enforcement Agencies Participated in an Incentive Program N=87 | |
| Number of Enforcement Hours | 24,809.3 | 10,674.5 | 35,483.8 | NA | NA | NA |
| Number of Safety Belt Enforcement Zones | 1,670 | 2,055 | 3,725 | NA | NA | NA |
| Number of Saturation Patrols | 1,812 | 142 | 1,954 | NA | NA | NA |
| Total Citations | 35,265 | 17,472 | 52,737 | 38,296 | 5,891 | 96,924 |
| Number of Safety Belt and Child Safety Seat Citations | 22,667 | 8,015 | 30,682 | 38,296 | 5,891 | 74,869 |
| Number of Other Citations | 12,598 | 9,457 | 22,055 | NA | NA | NA |
| Minutes Per Citation ⁴ | 42.2 | 36.7 | 40.4 | NA | NA | NA |
| Safety Belt Citations and Child Safety Seat Citations Per Minute ⁴ | 65.7 | 79.9 | 69.4 | NA | NA | NA |

* Note that the total citations issued by all agencies, including earned enforcement agencies was 96,924.

⁴ These performance indicators were calculated based on the data from those agencies which submitted both patrol hours and citation information.

**COST / EFFECTIVENESS ANALYSIS
OF ENFORCEMENT ACTIVITIES**

Cost / Effectiveness Analysis of Enforcement Activities

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

Tables 2 and 3 summarize enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (local, state, and other types) for selected three groups. In addition, **Tables 12-15** in **Appendix A** provide detailed enforcement activities and their associated costs by agency and grant type. These tables also include frequency and percent distributions of occupant protection and DUI citations for each grantee.

Statewide Enforcement Activities

The agencies included in the CIOT cost / effectiveness analysis conducted a total of 35,484 patrol hours and issued 52,737 citations during CIOT statewide and rural enforcements at a total cost of \$1,993,367. On average, one citation was written every 40.4 minutes during enforcement at a cost of \$37.80 per citation, or \$56.18 per patrol hour.

Table 2: Statewide Enforcement Activities and Associated Costs

| Enforcement | Patrol Hours | Total Citations | Citations Written Every X Minutes | Approximated Cost Per Citation | Approximated Cost Per Patrol Hour | Approximated Total Cost |
|-------------|--------------|-----------------|-----------------------------------|--------------------------------|-----------------------------------|-------------------------|
| Statewide | 35,483.8 | 52,737 | 40.4 | \$37.80 | \$56.18 | \$1,993,367 |

Grant Type / Agency Enforcement Activities

Illinois State Police

ISP conducted 10,674.5 patrol hours during statewide enforcement and issued 17,472 citations at cost of \$735,921, or \$68.94 per patrol hour. One citation was written every 36.7 minutes, an average cost of \$42.12 per citation. (See **Table 15** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of August 23, 2010, a total of 193 law enforcement agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic

Safety. A total of 99 agencies were solely holiday mobilization safety belt enforcement zone grantees, 55 agencies had only one regular grant with DTS, and 39 agencies had multiple grants with DTS. Of these 38 agencies, they had 81 grants with DTS. (See **Tables 12-14** in **Appendix A**).

Memorial Holiday Mobilization Grantees

The 99 holiday mobilization grantees included in this analysis worked a total of 8,263.3 patrol hours and wrote 12,787 citations at a cost of \$369,412, or \$44.71 per patrol hour. On average, one citation was written every 38.8 minutes during statewide enforcement at a cost of \$28.89 per citation. (See **Table 12** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

Fifty-five (55) regular grantees contributed 6,051.3 patrol hours to the campaign, issuing 7,611 citations. Regular grantees issued one citation every 47.7 minutes at a cost of \$43.56 per citation or \$54.78 per patrol hour. (See **Table 13** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

The remaining 39 grantees with multiple grants conducted 10,494.8 patrol hours and they issued 14,867 citations during the CIOT mobilization. These agencies issued one citation every 42.4 minutes of patrol at a cost of \$36.92 per citation or \$52.30 per patrol hour. (See **Table 14** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

A summary of statewide ISP and local enforcement activities and associated costs by grant type is listed in **Table 3**.

Table 3: Statewide Enforcement Activities and Associated Costs by Agency / Grant Type

| Agency / Grant Type | Patrol Hours | Total Citations | Citations Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
|---|---------------------|------------------------|--|--------------------------|-----------------------------|--------------------|
| IL State Police | 10,674.5 | 17,472 | 36.7 | \$42.12 | \$68.94 | \$735,921 |
| SBEZ Grantees Only (n=99) | 8,263.3 | 12,787 | 38.8 | \$28.89 | \$44.71 | \$369,412 |
| Regular Grantees Only (n=55) (38 IMAGE, 4 LAP, 10 MAP, 3 TLEP) | 6,051.3 | 7,611 | 47.7 | \$43.56 | \$54.78 | \$331,507 |
| Regular Grantees with Multiple Grants (n=39) (refer to Appendix A Table 15 for the types of grants each agency had) | 10,494.8 | 14,867 | 42.4 | \$36.92 | \$52.30 | \$548,853 |
| Total | 35,483.9 | 52,737 | 40.4 | \$37.65 | \$55.96 | \$1,985,693 |

Limitations of the Enforcement Data

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

For example, based on cost per patrol hour, DTS reimbursed the Grantfork Police Department for \$375.00 for conducting 25 patrol hours resulting in \$15.00 per patrol hour. On the other hand, Hinsdale Police Department got reimbursed \$4,607 for conducting 83 patrol hours resulting in \$71.99 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Hometown Police Department \$2,480 for writing 631 citations resulting in a cost of \$3.93 per citation issued. On the other hand, Marseilles Police Department's cost per citation was \$316.27 (they were reimbursed \$3,479 for only issuing 11 citations). Finally, there were great discrepancies for total citations written per minutes of patrol conducted. In one case, Montgomery Police Department issued 410 citations over 35 patrol hours resulting in one citation written for every 5.1 minutes of

patrol. On the other hand, Marseilles issued only 11 citations over 100 patrol hours. This resulted in one citation written for every 546 minutes of patrol (see **Table 12** in **Appendix A**).

Future plan

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

**PAID MEDIA
&
EARNED MEDIA / COMMUNITY OUTREACH**

Paid Media & Earned Media / Community Outreach

Paid Media Activities

During the May mobilization campaigns, Illinois spent a total of \$794,109 on paid media that consisted of repeating the safety belt enforcement message of *Click it or Ticket* during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive a ticket. CIOT paid advertisement campaigns lasted two weeks. Almost 49 percent of the total paid media purchased (\$387,942) were television advertisements and about 45 percent of the total media purchased (\$361,167) were radio advertisements. The remaining \$45,000 of the media budget was spent on alternative media. Over sixteen thousand television and radio advertisements ran during the campaign to promote CIOT. The breakdown of paid media spots appears in **Table 4**.

Table 4: Number of Paid Advertising Spots and Dollars Spent for *Click It or Ticket*

| Media Market | Dollars Spent – TV | Ads Ran - TV | Dollars Spent – Radio | Ads Ran - Radio | Total Dollars Spent | Total Ads Ran |
|-----------------------------|----------------------|--------------|-----------------------|-----------------|----------------------|------------------|
| Chicago | \$ 303,078.00 | 1,950 | \$ 301,569.00 | 5,597 | \$ 604,647.00 | 7,547 |
| Davenport | \$ 10,190.00 | 624 | \$ 4,045.00 | 152 | \$ 14,235.00 | 776 |
| Peoria | \$ 12,995 | 273 | \$ 9,899.00 | 491 | \$ 22,894.00 | 764 |
| Springfield | \$ 18,499.50 | 1,814 | \$ 16,482.00 | 1,141 | \$ 34,981.50 | 2,955 |
| Rockford | \$ 12,500.00 | 483 | \$ 8,934.00 | 332 | \$ 21,434.00 | 815 |
| Quincy | \$ 3,959.00 | 464 | \$ 737.75 | 156 | \$ 4,696.75 | 620 |
| Marion | \$ 9,720.00 | 1,270 | \$ 4,499.88 | 616 | \$ 14,219.88 | 1,886 |
| Metro East | \$ 17,000.00 | 461 | \$ 15,001.00 | 450 | \$ 32,001.00 | 911 |
| Total TV & Radio | \$ 387,941.50 | 7,339 | \$ 361,167.63 | 8,935 | \$ 749,109.13 | 16,274 |
| Alternative Media | N/A | N/A | N/A | N/A | \$ 45,000.00 | See Note* |
| Total Dollars Spent | N/A | N/A | N/A | N/A | \$794,109.13 | N/A |

*Note: Alternative media included electronic boards and announcements placed along highways and at gas stations across the state.

Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. DTS coordinated statewide media events and public forums to promote CIOT and distributed CIOT banners to all participating CIOT police agencies. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the statewide CIOT campaign. Law enforcement agencies were directed to the Buckle Up Illinois website (<http://www.buckleupillinois.org/Getinvolved.asp>) for pre and post media advisories, posters, paycheck stuffers, a roll-call video, web banner, email blast, opinion editorial, Saved by the Safety Belt application, Be a Buckle Buddy information and an order form. Occupant Protection Coordinators (OPCs) employed by DTS and located throughout the state, extensively promoted the campaign through community outreach.

On May 17, 2010, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Memorial Day CIOT and the enforcement initiative “Click It or Ticket.” The “Click It or Ticket” initiative was designed to get motorists to wear their safety belts. Safety belt enforcement was to be conducted at safety belt enforcement zones both during the day and night.⁵

Twenty-two press conferences held around the state helped to get the CIOT message out to the traveling public. Of the three most common forms of media (print, radio, and television), the most common type of earned media obtained for CIOT was in the form of print news stories. A total of 138 stories related to CIOT ran across the state. Throughout the campaign, 22 radio news stories were aired; 105 print news stories ran; and 11 television news stories aired (see **Table 5**).

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print, but are also credited with some additional methods by which to alert their communities of the CIOT campaign. In addition to hanging the DTS provided CIOT banners and community road signs, law enforcement agencies and the Regional Occupant Protection Coordinators asked local businesses to put the CIOT message on their outdoor message boards and to hang posters indoors, others taped public service announcements, and put notices on city web sites and local cable public access channels. **Table 5** lists the type and number of earned media items obtained for the CIOT campaigns by the participating local enforcement agencies.

⁵ This information was part of the Illinois State Police’s press releases issued on 17 May 2010. The actual press release can be found at <http://www.isp.state.il.us/media/pressdetails.cfm?ID=497>.

For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 204 such announcements in communities across the state. In addition, 101 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 5** shows, local enforcement agencies issued 334 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 105 print news stories, 22 radio news stories, and 11 television news stories all dealing with the CIOT campaign. Please refer to **Table 5** for a complete listing of earned media items obtained for the Memorial Day CIOT campaign.

| Table 5: Number of Earned Media Items Obtained for <i>Click It or Ticket</i> | |
|---|------------------------|
| Earned Media Items | Number of items |
| Press releases issued | 334 |
| Print news stories | 105 |
| Radio news stories | 22 |
| Television news stories | 11 |
| Press conferences | 21 |
| Posters / fliers | 2,759 |
| Outdoor message board announcements | 204 |
| CIOT Banners | 101 |
| Web page postings / announcements | 150 |
| Local cable public access messages | 78 |
| Presentations | 61 |
| Other | 4,254 |

Community Outreach

Seven Occupant Protection Coordinators (OPCs), located across the state, worked to spread the CIOT message through community outreach. Outreach activities included distribution of printed materials—posters, bottle tags and payroll stuffers as well as distribution of incentive items--key chains and awareness bracelets with the “Click It or Ticket” message. The OPCs attended health fairs, malls and drivers education classes, partnered with local businesses including race tracks and gas stations and conducted radio interviews to alert and educate the community about the CIOT campaign. A summary list of community outreach activities appears in Table 6. Examples of outreach activities include:

- The occupant protection website (www.buckleupillinois.org) was updated to include new CIOT information for law enforcement and traffic safety advocates to use during the CIOT mobilization. An e-mail was sent to law enforcement agencies and Child Passenger Safety technicians throughout the state alerting them to check the website for information. Included in the e-mail were print files for posters, paycheck stuffers, sample press release, op-ed article, e-mail blast, proclamation, web banner and presentations to use about belt use for different age groups.
- Included on the website was an order form that allowed law enforcement agencies and traffic safety advocates to order materials such as posters, pencils, clickers, bumper stickers, bag clips, insurance card holders to distribute in their community. We filled over 50 orders during the campaign.
- Over 1,000 CIOT posters were distributed statewide. The posters were displayed in police agencies, restaurants, businesses, schools and health departments.
- The DTS partnered with Casey's General Store for the 2010 CIOT mobilization. They displayed CIOT bottle tags on soda, water and beer bottles. All 377 stores in Illinois participated. They displayed almost 38,000 bottle tags with the CIOT message on them.
- E-mail blasts containing CIOT information were sent to over 90,000 people in Illinois. Including Northern Illinois University students and staff, the Illinois Department of Transportation, CPS technicians and Law Enforcement.
- A poster contest was held in central Illinois with 500 child care providers. The children were asked to develop posters with a safety/buckle up message. Each provider received a CIOT activity packet as well (songs, activity ideas, etc.).
- The CIOT message was posted on websites including: the Illinois Traffic Safety Leaders website, Chamber of Commerce websites in Southern Illinois and the Northern Illinois University and Illinois State Police facebook pages.
- 4,000 paycheck stuffers were distributed in central Illinois in bank statements to customers of a local bank and McLean County employees.
- Over 90,000 incentive items, bumper stickers, static clings, bag clips, visor clips, lanyards, pencils, clickers, insurance card holders and awareness bracelets, promoting safety belt use were distributed throughout the month of May. Other distribution sites included health and safety fairs, shopping centers, malls, athletic events, schools, etc.
- Several OPCs submitted letters and articles to local newspapers, newsletters and electronic newsletters reminding readers and employers to buckle up.
- The OPCs worked diligently to persuade local businesses to display CIOT messages on their marquee signs. Area chamber of commences helped recruit businesses to spread the message. Some of the agencies that displayed the message included: raceways, restaurants, banks, gas stations and convention centers.
- Almost 2,000 pizza box stickers were distributed in northern Illinois. These stickers were given to local pizza restaurants, to place on their pizza boxes when they delivered a pizza. The sticker says "Click It or Ticket" and "\$55 it's a lot of pizza or 1 safety belt

ticket.” Almost 20,000 napkins were distributed in northern and central Illinois. These napkins were given to local restaurants and bars, to give to customers. The napkins had the CIOT logo on them.

- Some OPCs had a postage message printed on all out-going mail. The postage was labeled, “Buckle Up, Save Lives.”

Media Events

On May 25, 2010, nine media events were held at 8:00 p.m. in Chicago, Rockford, Moline, Peoria, Springfield, Quincy, Decatur, Alton and Marion to increase awareness of the statewide CIOT campaign and to raise awareness of safety belt enforcement. This year DTS worked with state and local law enforcement to increase awareness of the nighttime CIOT message across the state. Each press event was held in conjunction with a nighttime safety belt enforcement zone. These events were organized by DTS Law Enforcement Liaisons and Occupant Protection Coordinators. Speakers representing the Illinois Department of Transportation, the National Highway Safety Administration, the Illinois State Police and local law enforcement were present.

Table 6: CIOT Earned Media and Community Outreach Activities

| Activity | Number |
|--|---------------|
| <i>Click It or Ticket</i> Incentive items (key chains, magnets, etc) | 96,092 |
| Bottle Tags Distributed | 34,700 |
| Posters Distributed | 1,257 |
| Email Announcements | 92,279 |
| Incentive Distribution Sites | 498 |
| Health Fair Booths / Presentations | 16 |
| Outdoor Message Boards | 16 |
| <i>Click It or Ticket</i> Banners | 61 |
| Payroll Stuffers Distributed | 4000 |
| Radio Interviews | 4 |
| Outreach Articles Printed in Local Newspapers | 9 |
| Outreach Articles Printed in Company / Agency Newsletters | 2 |
| CIOT Website Hits on www.buckleupillinois.org in May | 8,176 |

SAFETY BELT SURVEYS

Statewide Observational Safety Belt Surveys

Survey Design

The recent safety belt surveys were statistical (multi-stage random) observational surveys conducted statewide during May and June 2010 on both high volume state highways and low volume local roads and residential streets. The pre-mobilization survey was a mini-survey (50 sites), while the post mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys were selected from the 258 sites used in the annual safety belt usage survey. The survey provided a statistically representative sample of the state as a whole. The survey design was based on the National Highway Traffic Safety Administration's requirements and had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and outboard passengers) of passenger cars (cars, sport utility vehicles, taxis, and vans) and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways, and a random sample of residential streets within selected areas.

During the pre-mobilization survey, there were 41,309 front seat occupants observed at 50 locations. During the post mobilization survey, there were 136,674 front seat occupants observed at 258 locations statewide in this survey. For more information on survey design, refer to the original report entitled "Design of the New Safety Belt Usage Survey in Illinois", Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994. (Available at: http://www.dot.il.gov/trafficsafety/appliedsampling_files/frame.htm)

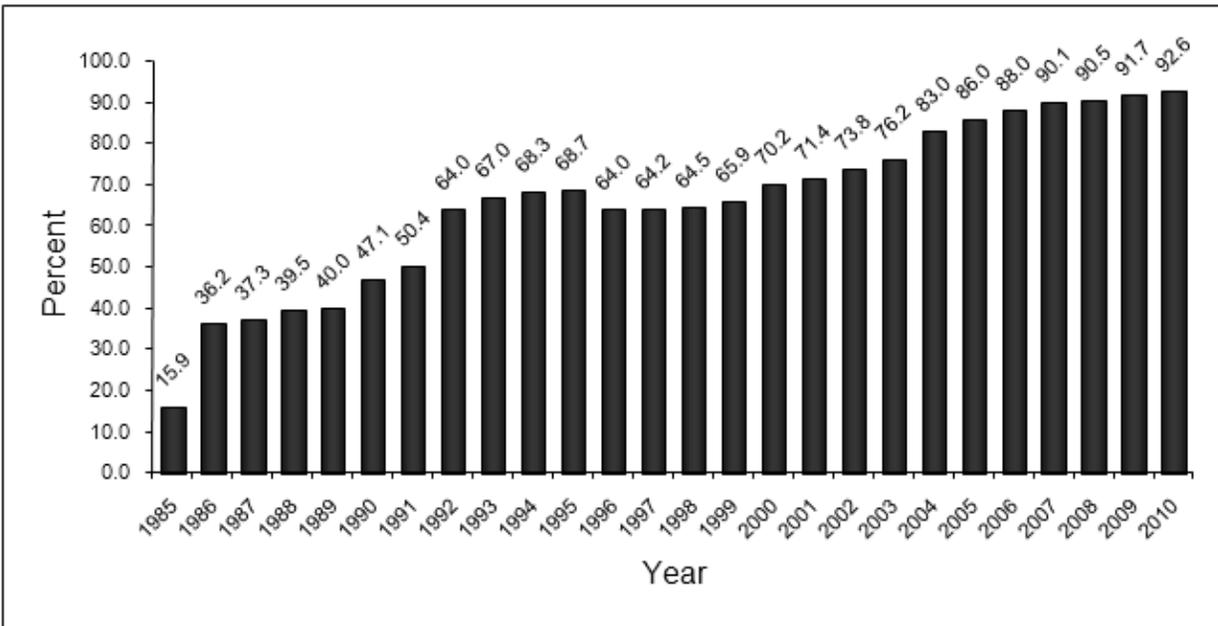
Historical Trends

Currently the state of Illinois has a primary belt law, which became effective on July 3rd, 2003 after the bill was signed into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1st, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicles were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987, the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3rd, 2003.

Illinois' first safety belt survey was conducted in April 1985, prior to the safety belt law becoming effective on July 1st, 1985. The data from the first survey became a baseline from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the first safety belt law became effective, the observed usage rate increased to 36.2 percent. Since that time, the usage rate has gradually increased, peaking in June 2010 at a level of almost 93 percent. The safety belt usage rate in Illinois has increased over 76 percentage points since the first survey was conducted in April 1985 (see **Figure 4**). It should be noted that the 1998 through 2010 safety belt surveys include pickup truck drivers and passengers who tend to have significantly lower usage rates than the front seat occupants of passenger cars.

Figure 4: Front Seat Occupant Restraint Usage Rate: Comparison of Historical Survey Results*



*Note: 1998 through 2010 safety belt usage rates include pickup truck drivers and passengers.

Safety Belt Usage Rates Statewide During the 2009 “Click It or Ticket” Campaign

Tables 7, 8 and 9 and **Figures 5, 6 and 7** show results of the safety belt survey conducted at 50 sites during May 2010 and 258 sites during June 2010. **Column 1** shows the safety belt usage rate prior to the CIOT mobilization. **Columns 2 and 3** show safety belt usage rates following the CIOT mobilization. It should be noted that the sites from column 2 were extracted from the statewide survey sites in column 3. Columns 4 and 5 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted, road types, and vehicle types. There were 41,569 front seat occupants observed during the pre-mobilization survey and 136,674 were observed during the post-mobilization survey.

Table 7 and **Figure 5** shows the safety belt usage rate for combined passenger cars and pickup trucks. Of the total of 136,674 front seat occupants observed, almost 93 percent were observed wearing safety belts. The safety belt usage rate for passengers increased from 91.2 percent from during the pre-mobilization to 92.1 percent during the post mobilization. The safety belt usage rate for drivers increased from 91.5 percent during the pre-mobilization to 92.6 percent during the post mobilization. Based on region, the safety belt usage rate increased by 2.9 percentage points for the collar counties from 91.3 percent during the pre-mobilization survey to 94.2 percent during the post mobilization survey. The safety belt usage rate for the downstate counties increased from 91.4 percent to 92.5 percent resulting in an increase in 1.1 percentage points. On the other hand, the safety belt usage rate for Cook County, excluding the city of Chicago, resulted in a 2.1 percentage point decrease from 93.1 percent to 91.0 percent. The city of Chicago had a decrease in safety belt use from 90.2 percent to 88.0 percent. Based on road type, on Interstate Highways the safety belt usage rate increase by 2.7 percentage points; on U.S./Illinois Highways the safety belt usage rate increased by 0.7 percentage point; and on residential roads the safety belt usage rate increased by 0.3 percentage point.

Table 8 and **Figure 6** presents safety belt use information for drivers and passengers of passenger cars excluding pickup trucks. The safety belt usage rate increased from 92.2 percent to 93.1 percent. The safety belt usage rate for drivers of passenger cars increased from 92.3 percent to 93.1 percent. The safety belt usage rate for passengers increased from 92.0 percent to 92.8 percent. Based on region, the safety belt usage rate for the collar counties increased by 2.6 percentage points. The usage rate for the downstate counties increased by 0.6 percentage point. The safety belt usage rate for Cook County, excluding the city of Chicago, decreased by 2.2

percentage points from 93.4 percent to 91.2 percent. The safety belt usage rate for the city of Chicago decreased by 2.3 percentage points from 90.7 percent to 88.4 percent.

Table 9 and **Figure 7** shows safety belt use patterns for pickup truck drivers and passengers. During the pre-mobilization survey, only 84.4 percent were observed wearing their safety belts. During the post mobilization, the safety belt usage rate increased to 87.7 percent resulting in a 3.3 percentage point increase in safety belt use. The safety belt usage rate for drivers increased by 3.5 percentage points from 84.5 percent during the pre-mobilization to 88.0 percent during the post mobilization. The safety belt usage rate for passengers increased by 2.5 percentage points from 84.0 percent during pre-mobilization to 86.5 percent during post mobilization. Based on region, the safety belt usage rate in the collar counties increased by 5.2 percentage points from 83.9 percent during pre-mobilization to 89.1 percent during post mobilization. The safety belt usage rate in the downstate counties increased by 2.5 percentage points. In Cook County, excluding the city of Chicago, the safety belt usage rate increased by 0.8 percentage point from 88.5 percent during the pre-mobilization to 89.3 during the post mobilization. On the other hand, the safety belt usage rate for the city of Chicago decreased by 1.9 percentage points. Based on road type, the safety belt usage rate increased by 4.5 percentage points on Interstate highways. The safety belt usage rate increased on residential roads and U.S./Illinois Highways by 3.2 percentage points and 2.3 percentage points respectively.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 26th-June 14th, 2010) (All Vehicles²)

| Selected Characteristics | Pre-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Statewide Survey) | % Change/ Pre and Post Mini-Surveys | % Change/ Pre Mini-Survey and Post Statewide Surveys |
|--------------------------|---|---|---|-------------------------------------|--|
| | (1) | (2) | (3) | | |
| | April 26 th -May 9 th N=41,569 | June 1 st -June 14 th N=43,487 | | (4) | (5) |
| Total Usage Rate | | | | | |
| Total | 91.5% | 94.3% | 92.6% | 2.8% | 1.1% |
| Drivers | 91.5% | 94.3% | 92.6% | 2.8% | 1.1% |
| Passengers | 91.2% | 94.3% | 92.1% | 3.1% | 0.9% |
| Region | | | | | |
| Chicago | 90.2% | 88.6% | 88.0% | -1.6% | -2.2% |
| Cook County | 93.1% | 92.4% | 91.0% | -0.7% | -2.1% |
| Collar County | 91.3% | 96.4% | 94.2% | 5.1% | 2.9% |
| Downstate | 91.4% | 94.4% | 92.5% | 3.0% | 1.1% |
| Road Type | | | | | |
| Interstate | 92.9% | 97.6% | 95.6% | 4.7% | 2.7% |
| US/IL Highways | 91.1% | 92.6% | 91.8% | 1.5% | 0.7% |
| Residential | 90.6% | 91.6% | 90.9% | 1.0% | 0.3% |
| Vehicle Type | | | | | |
| Passenger Car | 92.2% | 94.7% | 93.1% | 2.5% | 0.9% |
| Pickup Truck | 84.4% | 90.7% | 87.7% | 6.3% | 3.3% |

1) All mini-surveys include 50 sites and last survey includes 258 sites.
 2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 26th-June 14th, 2010) (Passenger Cars²)

| Selected Characteristics | Pre-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Statewide Survey) | % Change/ Pre and Post Mini-Surveys | % Change/ Pre Mini-Survey and Post Statewide Surveys |
|--------------------------|---|---|---|-------------------------------------|--|
| | (1) | (2) | (3) | | |
| | April 26 th -May 9 th N=37,524 | June 1 st -June 14 th N=43,487 | | (4) | (5) |
| Total Usage Rate | | | | | |
| Total | 92.2% | 94.7% | 93.1% | 2.5% | 1.9% |
| Drivers | 92.3% | 94.6% | 93.1% | 2.3% | 2.2% |
| Passengers | 92.0% | 94.8% | 92.8% | 2.8% | 0.1% |
| Region | | | | | |
| Chicago | 90.7% | 88.9% | 88.4% | -1.8% | -2.3% |
| Cook County | 93.4% | 92.5% | 91.2% | -0.9% | -2.2% |
| Collar County | 92.2% | 97.0% | 94.8% | 4.8% | 2.6% |
| Downstate | 93.0% | 94.9% | 93.6% | 1.9% | 0.6% |
| Road Type | | | | | |
| Interstate | 93.6% | 98.0% | 96.2% | 4.4% | 2.6% |
| US/IL Highways | 92.1% | 93.7% | 92.7% | 1.6% | 0.6% |
| Residential | 91.3% | 91.9% | 91.4% | 0.6% | 0.1% |

- 1) All mini-surveys include 50 sites and last survey includes 258 sites.
- 2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

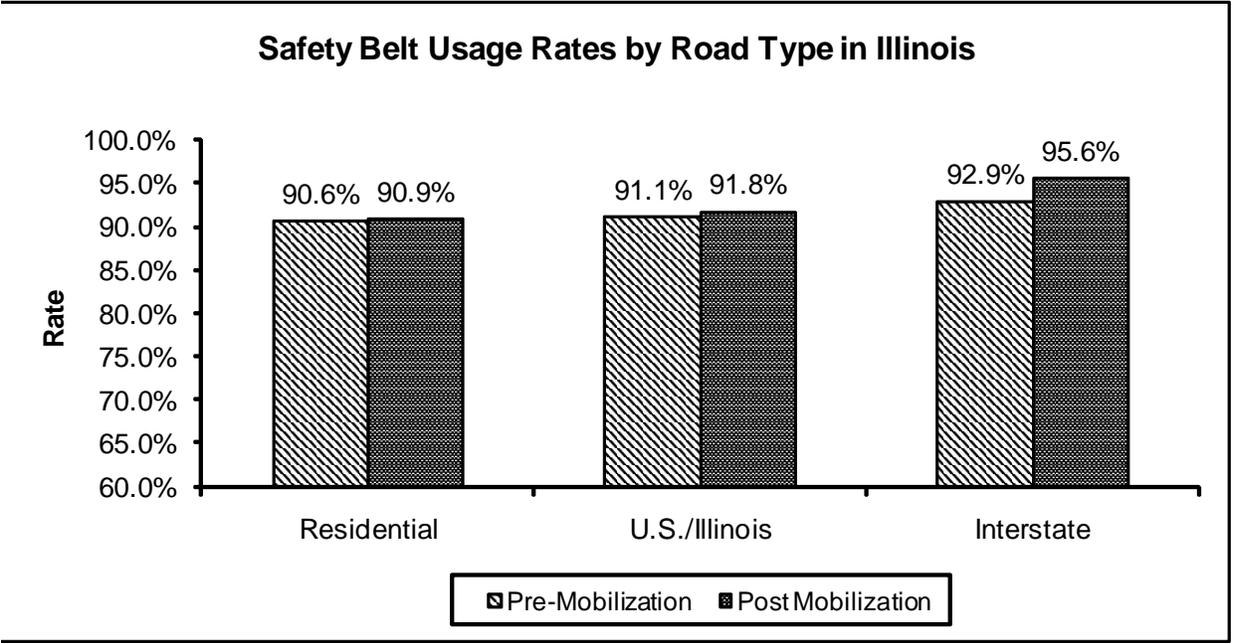
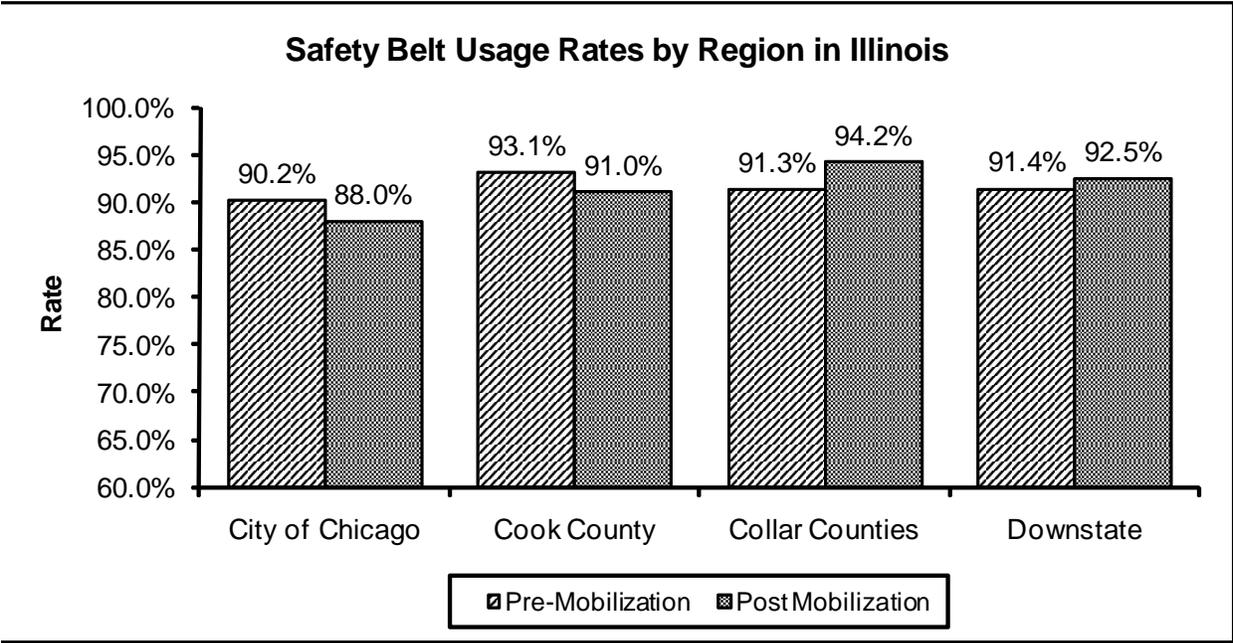
Table 9: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the *Click it or Ticket* Campaign (April 26th-June 14th, 2010) (Pickup Trucks²)

| Selected Characteristics | Pre-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Mini-survey) | Post-Mobilization Survey (Statewide Survey) | % Change/ Pre and Post Mini-Surveys | % Change/ Pre Mini-Survey and Post Statewide Surveys |
|--------------------------|--|--|---|-------------------------------------|--|
| | (1) | (2) | (3) | | |
| | April 26 th -May 9 th N=4,045 | June 1 st -June 14 th N=4,339 | | N=14,351 | (4) |
| Total Usage Rate | | | | | |
| Total | 84.4% | 90.7% | 87.7% | 6.3% | 3.3% |
| Drivers | 84.5% | 90.8% | 88.0% | 6.3% | 3.5% |
| Passengers | 84.0% | 89.9% | 86.5% | 5.9% | 2.5% |
| Region | | | | | |
| Chicago | 80.7% | 83.7% | 78.8% | 3.0% | -1.9% |
| Cook County | 88.5% | 91.0% | 89.3% | 2.5% | 0.8% |
| Collar County | 83.9% | 91.2% | 89.1% | 7.3% | 5.2% |
| Downstate | 84.6% | 91.5% | 87.1% | 6.9% | 2.5% |
| Road Type | | | | | |
| Interstate | 86.9% | 94.4% | 91.4% | 7.5% | 4.5% |
| US/IL Highways | 82.7% | 83.7% | 85.0% | 1.0% | 2.3% |
| Residential | 82.9% | 88.5% | 86.1% | 5.6% | 3.2% |

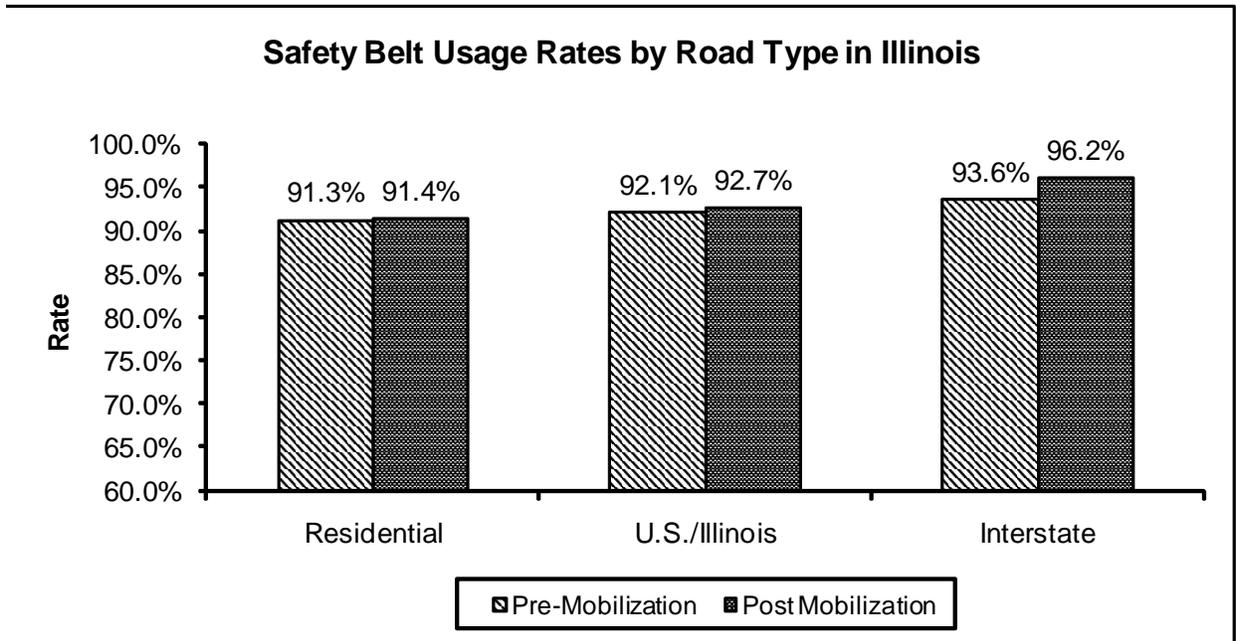
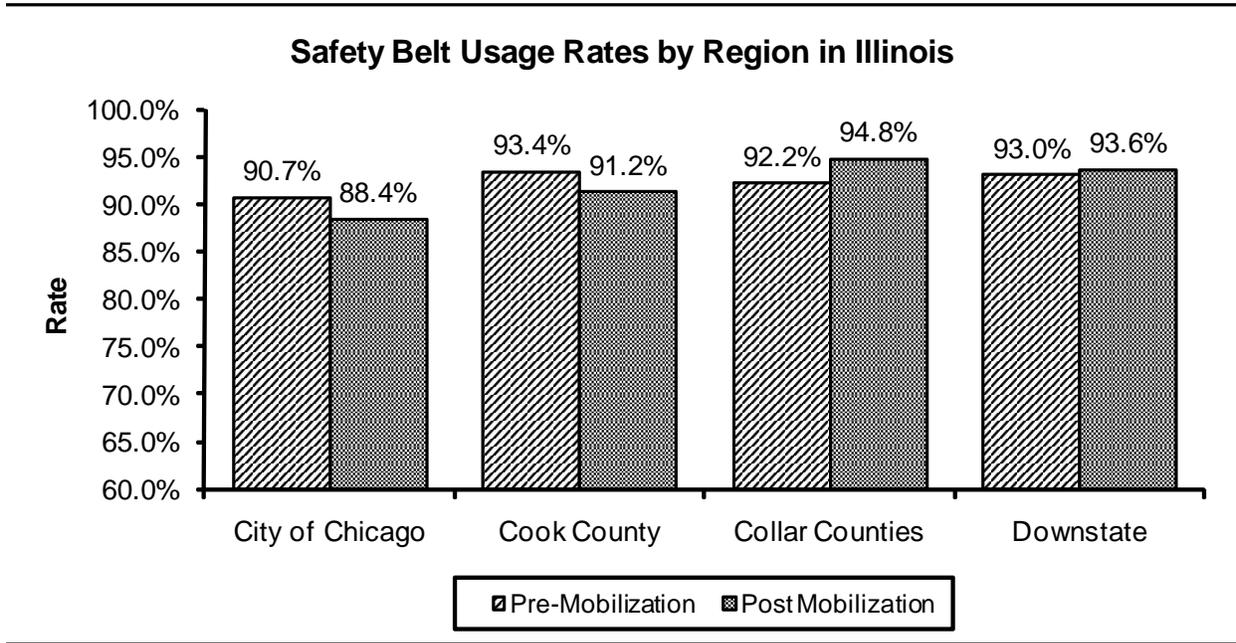
35

- 1) All mini-surveys include 50 sites and last survey includes 258 sites.
- 2) Large trucks are excluded.

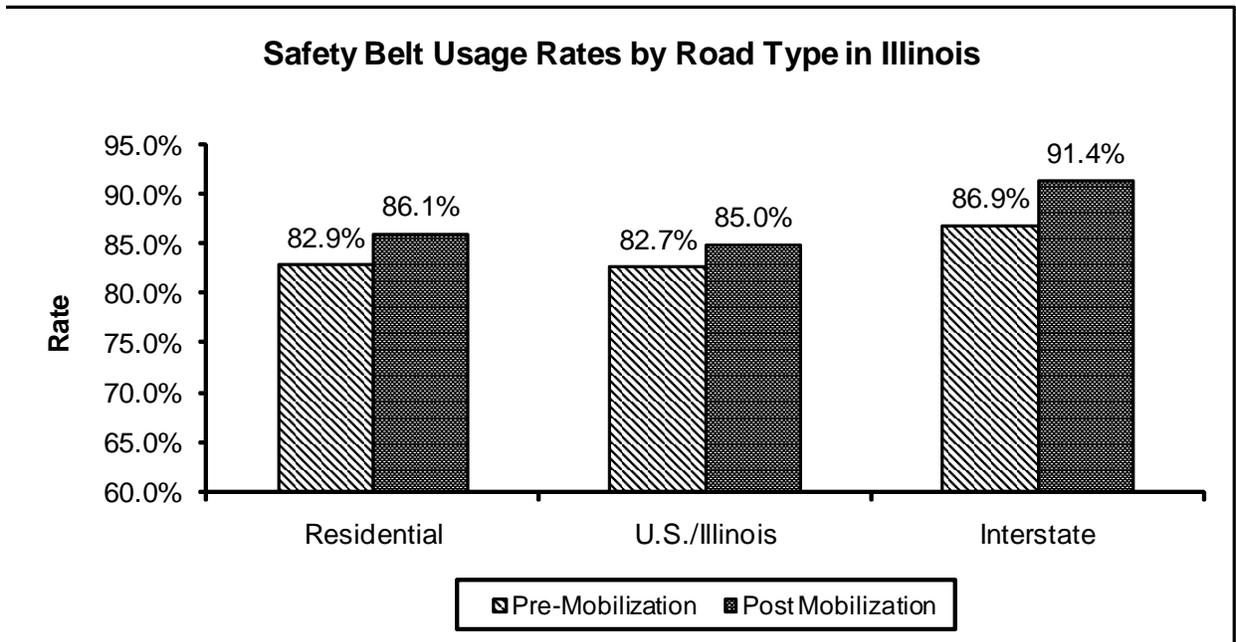
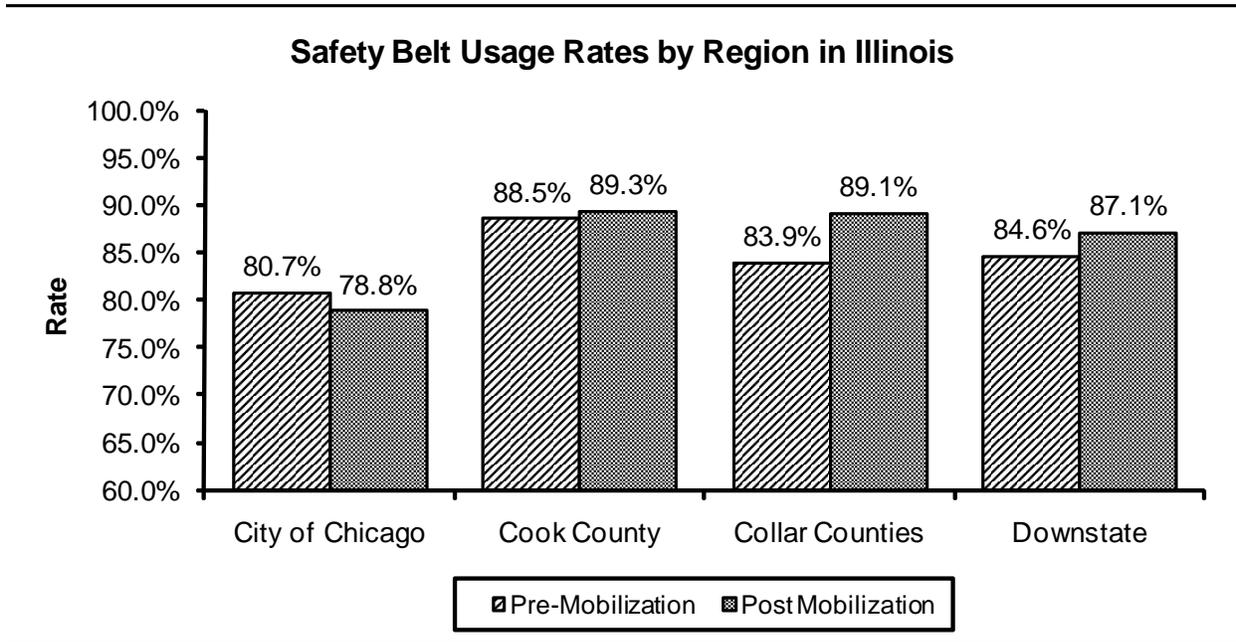
**Figure 5
Overall Safety Belt Usage Rates in Illinois**



**Figure 6
Passenger Car Safety Belt Usage Rates in Illinois**



**Figure 7
Pickup Truck Safety Belt Usage Rates in Illinois**



Rural Observational Safety Belt Surveys

Survey Design

The recent safety belt survey was a statistical (multi-stage random) observational survey conducted within selected rural media markets on both high volume rural and low volume local roads and residential streets. The survey design was similar to the design of the statewide safety belt survey. The following steps were to select our 30 rural sites (later we reduced to 27 sites after we dropped Quincy, Evansville and Terre Haute media markets where three sites were located) to conduct the observational safety surveys:

1. Identified the counties within the selected media markets.
2. Combined all counties in to each media market (excluding Cook County and the Collar Counties).
3. Ranked each county in those media markets by total rural population (highest to lowest).
4. Added rural populations for each selected media market.
5. Computed proportions of each media market's rural population in comparison with the total rural population of the state (excluding Cook County and the Collar Counties) (FORMULA: selected media market's rural population/total state rural population)
6. Multiplied each proportion by 30 (30 represents the number of sites being conducted for this Rural Observational Survey).
7. Selected counties within each media market (selected 2 highest counties for media markets with 5 or more sites and only selected one (the highest) county for media markets with 3 or less sites), using the proportion to size method.
8. Inventoried all census tracts within the selected counties and randomly selected census tracts using the proportion to size method.
9. Inventoried the census blocks within the selected census tracts and selected a sample of blocks using the proportion to size method.
10. Identified these blocks on maps and determined types of roads within the selected blocks.
11. Selected road segments based on the types of roads (the majority of the IL/state county roads and high volume residential streets with the selected blocked were chosen to be surveyed).

Safety Belt Usage Rates in Rural Areas during the 2010 *Click It or Ticket* Campaign

Table 10 shows safety belt usage rates in rural areas throughout the State of Illinois during the 2010 “Click It or Ticket” campaign. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from April 26th to May 9th, while the post mobilization surveys were conducted from June 1st to 14th. The selected characteristics include the total safety belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 5,866 vehicles observed during the pre-mobilization, of which, 4,426 were passenger cars and 1,440 were pickup trucks. During the post mobilization, there were 6,293 total vehicles observed, of which, 4,709 were passenger cars and 1,584 were pickup trucks.

The safety belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 89.1 percent during the pre-mobilization to 91.9 percent during the post mobilization. Based on seating position, the usage rate for drivers and passengers was very similar in the post mobilization survey. The safety belt usage rate for drivers increased from 89.0 percent during the pre-mobilization to 91.9 percent during the post mobilization. The safety belt usage rates for passengers increased from 89.5 percent during the pre-mobilization to 91.7 percent during the post mobilization. Based on media market, during the pre-mobilization survey, the St. Louis media market had the highest usage rate at 94.7 percent and the Rockford media market had the second highest usage rate at 91.2 percent. The seat belt usage rate in the Peoria media market was 88.7 percent, while the lowest seat belt usage rate was in the Champaign media market at 78.9 percent. During the post mobilization survey, the St. Louis media market had the highest usage rate followed by the Rockford, Peoria, and Champaign media markets. The safety belt usage rate increased by 8.6 percentage points in the Champaign media market. The Peoria, Rockford, and St. Louis media markets had increases in safety belt use of 1.6 percentage points, 1.4 percentage points, and 1.3 percentage points respectively. On residential roads, there was an increase from 86.6 percent during the pre-mobilization to 89.6 percent during the post mobilization. On U.S./IL Highways, the safety belt

usage rate increased from 90.3 percent during the pre-mobilization to 92.8 percent during the post mobilization.

The safety belt usage rate for passenger cars, which excludes pickup trucks, increased from 91.1 percent during the pre-mobilization to 93.5 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The safety belt usage rate for pickup trucks increased from 82.8 percent during the pre-mobilization to 86.9 percent during the post-mobilization resulting in a 4.1 percentage point increase. Based on seating position, the safety belt usage rate for drivers increased by 3.9 percentage points and for passengers the safety belt usage rate increased by 4.6 percentage points. During the pre-mobilization survey, the St. Louis media market had the highest seat belt usage rate at 91.9 percent. The seat belt usage rate in the Rockford media market was 85.3 percent and in the Peoria media market the seat belt usage rate was 81.4 percent. During the pre-mobilization survey, the media market which had the lowest seat belt usage rate was Champaign at 68.6 percent. During the post mobilization, the St. Louis media market had the highest usage rate at 93.5 percent. The Peoria and Rockford media markets had usage rates of 85.6 percent and 85.4 percent respectively. The Champaign media market had the lowest usage rate at 80.6 percent. The safety belt usage rate for pickup truck occupants in the Champaign media market increased by 12.0 percentage points and in the Peoria media market the safety belt usage rate increased by 4.2 percentage points. The safety belt usage rate for the St. Louis media market increased by 1.6 percentage points. The safety belt usage rate in the Rockford media market stayed about the same from the pre-mobilization to post mobilization. Based on road type, the safety belt usage rate for pickup truck occupants on residential roads increased from 77.4 percent during the pre-mobilization survey to 84.6 percent during the post mobilization survey resulting in a percentage point decrease of 7.2. The seat belt usage rate on U.S./IL Highways increased from 85.5 percent during the pre-mobilization survey to 87.9 percent during the post mobilization survey resulting in a percentage point increase of 2.4.

**Table 10: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois
During the 2010 "Click It or Ticket" Rural Campaign**

| Selected Characteristics | (All Vehicles ²) | | | (Passenger Cars ³) | | | (Pickup Trucks ⁴) | | |
|--------------------------|------------------------------|----------------------------|---------------------------------|--------------------------------|----------------------------|---------------------------------|-------------------------------|----------------------------|---------------------------------|
| | Pre-Mobilization Survey 1 | Post Mobilization Survey 2 | % Change Pre and Post Surveys 3 | Pre-Mobilization Survey 4 | Post Mobilization Survey 5 | % Change Pre and Post Surveys 6 | Pre-Mobilization Survey 7 | Post Mobilization Survey 8 | % Change Pre and Post Surveys 9 |
| | Apr. 26th - May 9th | Jun. 1st-14th | | Apr. 26th - May 9th | Jun. 1st-14th | | Apr. 26th - May 9th | Jun. 1st-14th | |
| | N=5,866 | N=6,293 | N=4,426 | N=4,709 | N=1,440 | N=1,584 | | | |
| Total Usage Rate | 89.1% | 91.9% | 2.8% | 91.1% | 93.5% | 2.4% | 82.8% | 86.9% | 4.1% |
| Drivers | 89.0% | 91.9% | 2.9% | 91.1% | 93.7% | 2.6% | 82.7% | 86.6% | 3.9% |
| Passengers | 89.5% | 91.7% | 2.2% | 91.0% | 92.9% | 1.9% | 83.8% | 88.4% | 4.6% |
| Media Market | | | | | | | | | |
| Champaign | 78.9% | 87.5% | 8.6% | 82.5% | 90.1% | 7.6% | 68.6% | 80.6% | 12.0% |
| Peoria | 88.7% | 90.3% | 1.6% | 91.2% | 91.9% | 0.7% | 81.4% | 85.6% | 4.2% |
| Rockford | 91.2% | 92.6% | 1.4% | 92.6% | 94.2% | 1.6% | 85.3% | 85.4% | 0.1% |
| St. Louis | 94.7% | 96.0% | 1.3% | 95.8% | 97.1% | 1.3% | 91.9% | 93.5% | 1.6% |
| Road Type | | | | | | | | | |
| Residential | 86.6% | 89.6% | 3.0% | 89.6% | 91.2% | 1.6% | 77.4% | 84.6% | 7.2% |
| US/IL Highways | 90.3% | 92.8% | 2.5% | 91.8% | 94.5% | 2.7% | 85.5% | 87.9% | 2.4% |

- 1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.
- 2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.
- 3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.
- 4) Large trucks are excluded from the columns for pickup trucks.

Nighttime Observational Safety Belt Surveys

Survey Design

Division of Traffic Safety at IDOT conducted a non-scientific nighttime observational survey in order to: 1) determine the safety belt usage rate at night; and 2) measure the impact of the May CIOT campaign on the nighttime safety belt usage rate. Historically, it has been documented in the previous studies (NHTSA, 2007), that the night safety belt usage rate is significantly lower than the daytime usage rate. During the first two weeks of May 2010, observations were made at 15 sites, once during the day between 7 a.m.-6:30 p.m., and again at night between 9:00 p.m. and 11:00 pm during the same day. Then the daytime and the nighttime surveys again were conducted immediately following the May – June 2010 *CIOT* high-visibility enforcement program. The determination of these 15 observational sites was based on the following criteria:

1. Safety belt enforcement zones were conducted around these sites
2. Sites had adequate light for observation at night.
3. There was a high volume of traffics in these sites
4. The daytime survey was conducted between 7:00AM - 6:30PM when the light was adequate for observation and the nighttime survey was conducted between 9:00PM - 11:00PM
5. The survey observations were restricted to front seat occupants (drivers and passengers) of cars, sport utility vehicles, taxis, vans and pickup trucks.
6. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.

Safety Belt Usage Rates at Nighttime during the 2010 “Click It or Ticket” Campaign

Table 11 shows safety belt survey results for both daytime and nighttime during the pre and post campaign. During the pre campaign survey, there were 10,272 observations during the day and 2,507 observations during the night. After the statewide campaign (media and enforcement), a total of 11,154 occupants were observed during the day and 2,569 occupants were observed during night.

Overall, during the pre and post campaign, the nighttime usage rate was slightly lower than the daytime usage rate (87.5 percent at night versus 92.1 percent at day during pre campaign and 89.8 percent at night versus 92.5 percent at day during post campaign), differences of 4.6 and 2.7 percentage points respectively. As expected, the post campaign usage rate difference

between nighttime and daytime was smaller than that of the pre campaign usage rate difference.

Based on vehicle type, the safety belt usage rate was lower at night than during the day across passenger cars and pickup trucks during the pre and post mobilization periods. Similar to the overall usage rate, the post campaign usage rate difference between daytime and nighttime for both passenger cars and pickup trucks was smaller than that of the pre-campaign usage rate differences.

The safety belt use figures reported here cannot necessarily be considered descriptive of the entire state of Illinois. The survey is not based on a probabilistic design since there was no weighting of the site-by-site results, necessary to make the data representative of the whole state. However, there is similarity of the current findings to a representative daytime and nighttime safety belt use study conducted in other states such as Connecticut and New Mexico, suggesting that the findings may mirror what is taking place in Illinois.

Table 11: Safety Belt Usage Rates Based on Daytime and Nighttime Pre and Post Mobilization Surveys in Illinois During the 2010 *Click It or Ticket* Campaign

| Selected Characteristics | Pre-Mobilization Survey | Pre-Mobilization Survey | Post Mobilization Survey | Post Mobilization Survey | % Change Pre and Post Daytime Surveys | % Change Pre and Post Nighttime Surveys |
|--------------------------|-------------------------|-------------------------|--------------------------|--------------------------|---------------------------------------|---|
| | Daytime | Nighttime | Daytime | Nighttime | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| | Apr. 26th - May 9th | | Jun. 1st-14th | | | |
| | N=10,272 | N=2,507 | N=11,154 | N=2,569 | | |
| Total Usage Rate | 92.1% | 87.5% | 92.5% | 89.8% | 0.4% | 2.3% |
| Drivers | 92.5% | 88.0% | 92.9% | 89.7% | 0.4% | 1.7% |
| Passengers | 89.9% | 84.4% | 89.9% | 90.2% | 0.0% | 5.8% |
| Vehicle Type | | | | | | |
| Passenger Car | 92.6% | 88.6% | 93.3% | 90.3% | 0.7% | 1.7% |
| Pickup Truck | 89.6% | 79.0% | 87.7% | 86.0% | -1.9% | 7.0% |

TELEPHONE SURVEYS

**The Illinois Statewide 2010 Memorial Day Weekend
Seat Belt Enforcement and Media Campaign Surveys**

Conducted for



Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: April, 2010 and June, 2010
Preliminary Excel Tables submitted: August 3, 2010
Summary Report Submitted: August 23, 2010

Written by

Richard Schuldt, Director, UIS/SRO

With assistance from

Mark Winland, Interviewing Lab Manager

Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois Springfield to conduct several statewide telephone surveys from April through September, 2010. The first survey was conducted in April (actually, very late March through late April) prior to the Memorial Day weekend (herein called the April survey), and the second was conducted in June (actually early June through early July), after the Memorial Day weekend (herein called the June survey). A third survey was contracted for 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 2010 Memorial Day weekend. The June survey included a full set of both seat belt and DUI-related questions as will the September survey. The September survey will take place after a DUI enforcement campaign that occurs in a time period surrounding the 2010 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.

Our focus for this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the April “pre-test” and the June “post-test” surveys.

Methodology

The sampling methodology for the April and June surveys consisted of two components. One was a sample of the statewide general public, stratified by region and screened for licensed drivers. The targeted completion number for this component was 500 respondents in each survey. The other component was a sample of a subset of the “downstate” public, defined here as the “targeted rural sample,” or simply the “rural sample.” Again, we screened for licensed drivers. The targeted completion number for this supplemental component was 200 respondents in each survey.⁶ The sampling methodology for each component was conducted as it had been in the past for these pre/post enforcement/media campaign surveys.

⁶ In 2005 and 2006, the “rural sample” was surveyed in April, May and June. Starting in 2007, the decision was made to supplement the statewide April/May pre-test and June post-test surveys with a supplemental “rural sample.” The results for the “rural” sample/counties (to be explained below) are reported in this report (as has been the case starting in 2007) rather than presented in a separate report, as was the case in 2005 and 2006.

For the statewide sample, 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).

For the “targeted rural sample,” the counties defined as “rural” were identified, and a random sample of telephone numbers within this aggregate area was purchased. More specifically, “rural Illinois” includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.: and Harrisburg-Paducah, Ky.

Actual field interviewing for the April survey was conducted from March 29 – April 23, 2010 with about 800 licensed drivers (771-817). Field interviewing for the June survey was conducted from June 2 through July 8, also with about 800 licensed drivers (796-842).⁷

The numbers of completions for each stratification and sample group are presented below for both the April and June surveys. Respective estimated sampling errors at the 95 percent confidence level are also presented for those samples/geographic areas which are the focus of this report. It should be noted that area-related results reported in this summary have been weighted to correct for the intentional over/under-representation of the respective regions.

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.⁸ Replacements were accepted if that designated household member was not available. The average (median) length of the completed interviews was 10 minutes for the April survey and 12 minutes for the June survey.

⁷ 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.

⁸ In earlier surveys, we asked to speak to the youngest licensed driver 75 percent of the time – and the driver with the next birthday the other quarter. Because we were finding an increasing under-representation of males and the youngest licensed drivers, we adopted the current screen of always initially asking for the youngest male licensed driver. This practice accords with recent Pew Research studies.

Respondent Numbers and Sampling Errors

| | 2010 Seat Belt Pre-Test <u>April</u> | 2010 Seat Belt Post-Test <u>June</u> | estimated sampling <u>errors**</u> |
|---|--|--|--|
| <i>TOTAL surveyed</i> | 794* | 819 | |
| Statewide sample | 579 | 585 | +/- 4.1 |
| Chicago metro area ^a | 344 | 322 | +/- 5.3 to 5.5% |
| <i>City of Chicago</i> | <i>171</i> | <i>162</i> | |
| <i>Chicago suburban counties</i> | <i>173</i> | <i>160</i> | |
| Downstate counties ^b | 235 | 267 | +/- 6.0 to 6.4% |
| <i>North/central Illinois</i> | <i>117</i> | <i>126</i> | |
| <i>Southern Illinois</i> | <i>118</i> | <i>141</i> | |
| <i>Targeted rural supplement</i> | 214 | 229 | |
| Total “targeted rural counties” ^c | 392 | 429 | +/- 4.8 to 5.0% |

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

** Estimated sampling errors at the 95 percent confidence level

^a The City of Chicago here is over-represented in order to gain a sufficient number of minority respondents, if further analysis here is desired. Generally, the Chicago metro area is roughly divided approximately equally between the City of Chicago, the Cook County suburbs and the “collar county” suburbs.

^b The target for the downstate counties sample was to obtain roughly half of them in north/central Illinois and the other half from southern Illinois (rural southern and Metro East). This was done so that we could do further analysis by north/central vs. southern Illinois if desired.

^c Includes relevant results (counties) from the “downstate” portion of the statewide sample.

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and gender, and a more representative sample in terms of age category and education level.⁹ The results for the “rural counties” consist of those from the targeted rural supplement as well as interviews from the statewide sample from relevant “rural” counties. For these “rural county” results, the results were weighted by region (north/central vs. southern), gender, age and education.

⁹ The age categories used for weighting purposes are: up to 29 years old; 30s and 40s; and 50 and older. The statewide proportions for each age category were derived from data on the age distribution of Illinois licensed drivers provided by IDOT’s Division of Traffic Safety. This is the fifth year that age has been used in the weighting of the results, and its usage was driven by the fact that we consistently under-represent the youngest drivers despite the fact that the interviewing protocol directed interviewers to ask to speak to the youngest licensed driver three-quarters of the time through 2008 and every time in 2009 and 2010. It is the third year that we have used an education weight.

Comments on Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative conducted surrounding Memorial Day weekend, 2010. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June surveys (the seat belt initiative “pre-test” and “post-test” surveys). In this summary report, percentages have sometimes been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.¹⁰

Terminology and general format of the results to follow. Within each section, we first comment on the statewide results and changes. Then we look at the results and changes for: the Chicago metro area; the downstate respondents in the statewide sample; and respondents in the “targeted rural counties.” Note that the latter includes relevant counties from the downstate portion of the statewide survey as well as the supplementary rural sample.¹¹

The Excel file. The full results are presented in the **IDOT 2010 Mem Day Seat Belt State 3Regions Tables** file (an Excel file) compiled for the project. Separate worksheets are included for:

- the statewide results
- the statewide regional results for *the metro Chicago area* and *“downstate”*
- and the results for *the “targeted rural counties”*

These worksheets contain results for each of the two surveys and include the percentage point changes from the April to the June surveys.¹² They also include a demographic portrait of the group(s) being analyzed.

Time frame in recall question wording. The time frame in the recall questions in the April survey and the June survey is that of “the past 30 days.”

Demographic comparisons of the April and June samples. Before reporting the seat belt-related results, it is worth noting that the statewide April and June 2010 samples are very similar across a variety of demographic characteristics. Of course, through our weighting scheme, we were assured of similarity between the two samples for region, gender, age (in terms of 3 categories) and education level.

Within this context of overall similarity (and generally reinforcing this), the biggest differences here are minor and are found for the following:

- the June respondent sample has fewer who are in their 30s (13% vs. 18% for April) and more who are in their 40s (26% vs. 21%)
- more June than April respondents say they live in a small town (20% vs. 16%)

¹⁰ When the decimal is .5, we generally round to the even integer. However, we make minor adjustments to this rule when it would create more confusion than clarity.

- more June than April respondents reported being employed full-time (42% vs. 38%)
- fewer June than April respondents reported being Hispanic (4% vs. 8%)

Because results for “targeted rural counties” are based on the supplemental rural sample as well as relevant counties of the downstate portion of the statewide sample, it is also worth comparing the April and June demographics for the respondents from the “targeted rural counties” (derived from the statewide portion as well as from the supplemental portion). Again, it is not surprising that we find a great deal of similarity across the characteristics by which we weighted. This includes area of state (north/central vs. southern Illinois), gender, age (in terms of 3 categories), and education level.

Within this context of overall similarity, we find the following relatively minor differences:

- the June respondent sample has more who report one household member who is of driving age (25% vs. 19%) while the April respondent sample has more who report two such household members (58% vs. 52%)
- more June than April respondents say they live in a medium-sized city (29% vs. 25%)
- more June than April respondents reported being employed full-time (44% vs. 40%) or part-time (11% vs. 7%) while fewer of them reported being a homemaker (4% vs. 8%)
- fewer June than April respondents reported being in households with incomes of less than \$30,000/year (16% vs. 24%) while more of them reported being in households with incomes of more than \$75,000/year (27% vs. 23%)

RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the reported statewide incidence for wearing seat belts is very similar in the April and June surveys. Just over 90 percent in both surveys (91% and 92%) say they wear a seat belt “all of the time,” and another 5 percent in both surveys say they wear one “most of the time.”¹³

In the metro Chicago area, the percent who indicated wearing their seat belt “all the time” is 93 to 94 percent in both surveys. Another 3 to 5 percent said they wear one “most of the time.”

In the downstate sample portion, the percent who indicated wearing their seat belt “all the time” increased just slightly – from just over 88 percent to nearly 90 percent. Meanwhile, the percent who said “most of the time” declined slightly – from just over 8 percent to just under 6 percent.

And, in the “targeted rural counties,” the percent who indicated wearing their seat belt “all the time” is stable at about 90 percent while the percent who said “most of the time” decreased slightly from nearly 9 percent to just under 6 percent.

When was the last time you did not wear your seat belt when driving? The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) increased slightly, from 76 percent in April to nearly 80 percent in June. Meanwhile, the percent who said “within the last day” was cut in half – from nearly 10 percent in April to just under 5 percent in June.

In the metro Chicago area, the percent who indicated “more than a year ago” (or said they always wear one) increased slightly from 80 percent in April to 83 percent in June. And, a decrease is found in the percent who either said in the last day or past week (nearly 13 percent in April to under 8 percent in June).

In the downstate sample portion, the percent who indicated “more than year ago” (or said they always wear a seat belt) also increased slightly, from 69 percent in April to 73 percent in June. The percent who said “in the last day” was more than cut in half, going from nearly 13 percent in April to just over 5 percent in June.

And, in the “targeted rural counties,” the percent who indicated “more than a year ago” (or said they always wear a seat belt) is quite stable at 74 to 75 percent in the two surveys, as is the percent who said “within the last day” -- at 6 percent in both surveys. The percent who said “within the past week” does show a decline from nearly 12 percent in April to 7 percent in June.

¹³ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason given by statewide respondents in both the April and June surveys was that the respondent was driving a short distance (55-58% of relevant respondents in the two surveys). The next most frequent reason is that the respondent forgot or was distracted (23% in both surveys). The only other reason in the two surveys which received a proportion in the double-digits was that relating to comfort/convenience/medical reasons in April (15%).

In each of the three area regions being analyzed, the most frequent reason given for not wearing a seat belt is that the respondent was driving a short distance or driving in town. Generally, about 50 to 60 percent of all relevant respondents offered this response, with the exceptions being the downstate respondents in the June survey where this percentage climbs to 76 percent and the Chicago area respondents in the April survey where this percent was a lower 42 percent.

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Here, the April and June results are very similar. The statewide percent who indicated their use of seat belts has increased over the past 30 days is 3 percent in both April and June; virtually no one said their use decreased; and the percent who said their use stayed the same is 96-97 percent.

In the metro Chicago area, the percent who indicated their use of seat belts had increased over the past 30 days is 2-3 percent in both surveys while the percent who said their use had stayed the same is 97-98 percent.

In the downstate sample portion, the percent who indicated their use of seat belts had increased declined slightly, from nearly 6 percent in April to under 4 percent in June. The percent who said their use had stayed the same increased slightly, from just under 94 percent in April to nearly 96 percent in June.

And, in the “targeted rural counties,” the percent who indicated their use of seat belts had increased declined slightly, from 5 percent in April to nearly 3 percent in June. The percent who said their use had stayed the same increased slightly, from 93 percent in April to nearly 97 percent in June.

Have you ever received a ticket for not wearing a seat belt? The statewide percent who indicated having ever received a ticket for not wearing a seat belt is about 14 percent in both the April and the June surveys.

In the metro Chicago area, the percent who indicated they have ever received a ticket for not wearing a seat belt is about 14 percent in both surveys.

In the downstate sample portion, the percent who indicated they have ever received a ticket for not wearing a seat belt is about 13 percent in both surveys.

And, in the “targeted rural counties,” the percent who indicated they have ever received a ticket for not wearing a seat belt is 14 to 15 percent in both surveys.

When riding in a car as passenger, how often do you wear your seat belt? The reported incidence of wearing a seat belt while a passenger in a car is similar in both surveys. The percent who said they use their passenger seat belts “all of the time” is 85 to 87 percent while nearly 10 percent in both surveys said “most of the time.” About 2 percent in both surveys said “some of the time” while about 2 to 3 percent said “rarely” or “never.”

In each of the regions (the metro Chicago area; downstate; and “targeted rural” counties), the results do not depart much from the statewide results reported above.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Over 95 percent of the statewide respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (96-97%).

By region. The awareness level is at least 95 percent in all regions in both surveys. It more than 97 percent for Chicago metro area respondents and for respondents in the “rural targeted” counties in the June survey.

Primary enforcement: awareness and opinions. According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle? Just over eight of ten (83%) statewide April respondents indicated that police can stop a vehicle just for a seat belt violation, and this awareness of primary enforcement increased to 86 percent in the June survey.

In the metro Chicago area, the percent who indicated being aware of primary enforcement increased from nearly 82 percent in the April survey to 88 percent in the June survey.

In the downstate sample portion, the percent who indicated being aware of primary enforcement declined slightly -- from 85 percent in April to 82 percent in June.

And, in the “targeted rural counties,” the percentage who indicated being aware of primary enforcement increased slightly -- from nearly 82 percent in the April survey to just over 85 percent in the June survey.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The statewide percent who believe police should be allowed to stop a vehicle for seat violations without another traffic law violation increased a bit – from 72 percent in April to 75 percent in June.

In the metro Chicago area, the size of this increase was a bit greater – going from just over 71 percent in April to nearly 78 percent in June.

In the downstate sample portion, there was a slight decrease in this proportion – from 72 percent in April to 70 percent in June.

And, in the “targeted rural counties,” the percent who believe police should have primary enforcement powers decreased slightly -- from just over 73 percent in the April survey to just under 70 percent in the June survey.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Over nine in ten statewide respondents in both surveys indicated that they believe it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats (93-94%).

In the metro Chicago area, this percentage is in the 92 to 93 percent range. In the downstate sample portion, this percentage is in the 94 to 96 percent range. And, in the “targeted rural counties,” this percentage is also in the 94 to 96 percent range.

Attitudes about wearing seat belts

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

Agree/disagree: Seat belts are just as likely to harm you as help you. The statewide percent who disagree (to any extent) with this statement increased slightly from just under 62 percent in April to nearly 66 percent in June.

In the metro Chicago area, the total disagree percentage increases from almost 63 percent in April to nearly 67 percent in June. And, nearly all of this is a function of the increase in the percent who “strongly disagree” (43 percent to 47 percent).

In the downstate sample portion, the total percent who disagree increased from 60 percent in April to nearly 64 percent in June. While the percent who strongly disagree actually declined (44% to just under 40%), the increase in those who somewhat disagree more than made up for this (16% to 24%).

In the “rural counties,” the total percent who disagree increased from 59 percent in April to 64 percent in June. The percent who “strongly disagree” increased from 42 percent in April to 46 percent in June.

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Statewide, the percent who “strongly agree” that they would want to have their seat belt on if they were in an accident is 85 to 87 percent in both surveys. The proportion who agree to any extent is in the 94 to 96 percent range.

In the metro Chicago area, the proportion who “strongly agree” with the statement is 85 to 87 percent in both surveys, and the percent who agree to any extent is 95 to 96 percent.

In the downstate sample portion, the proportion who “strongly agree” increased from just under 84 percent in April to 88 percent in June. And, the total percent who agree to any extent increased from nearly 92 percent in April to over 97 percent in June.

And, in the “targeted rural counties,” the proportion who “strongly agree” also increased – from 84 percent in April to just over 88 percent in June. The total proportion who agree is in the 95 to 97 percent range for both surveys.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The percent of statewide respondents who “strongly disagree” with this statement declined slightly from nearly 72 percent in April to just under 69 percent in June. Meanwhile, the percent who disagree at all (either strongly or somewhat) is quite stable, in the 88 to 98 percent range.

In the metro Chicago area, the percent who “strongly disagree” increased just slightly, from just over 69 percent in April to just under 71 percent in June. The total percent who disagreed is in the 87 to 88 percent range for both surveys.

In the downstate sample portion, the percent who “strongly disagree” declined from 76 percent in April to 65 percent in June. However, the percent who “somewhat disagree” increased from 13 percent in April to 26 percent in June. So, the total percent who disagree actually increased just slightly, from just under 90 percent in April to 91 percent in June.

In the “rural counties,” the percent who “strongly disagree” declined from nearly 76 percent in April to just under 69 percent in June. However, the percent who “somewhat disagree” increased by a comparable amount -- from just under 15 percent in April to 21 percent in June. So, the total percent who disagree is stable at about 90 percent.

Perceptions of and attitudes toward seat belt law enforcement

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

The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be “very likely” increased just slightly, from 43 percent in April to 45 percent in June. Combined with an increase in those who said “somewhat likely,” we find that the total percent who indicated either “very likely” or “somewhat likely” increased from just under 70 percent in April to 75 percent in June. The total percent who indicated either “very unlikely” or “somewhat unlikely” decreased from 24 percent in April to 21 percent in June.

In the metro Chicago area, the percent who said “very likely” increased from nearly 38 percent in April to 46 percent in June. Combined with a slight decrease for those who said “somewhat likely,” we find that the total percent who said “very” or “somewhat” likely increased from 66 percent in April to 73 percent in June. The percent who said “very unlikely”

dropped from nearly 17 percent in April to just over 12 percent in June, while the percent who said “somewhat unlikely” was stable at 11 percent.

In the downstate sample portion, the percentage who said “very likely” decreased from 54 percent in April to 42 percent in June. Since this was accompanied by a corresponding increase in the percent who said “somewhat likely” (22% to 37%), the total percent who said either “very” or “somewhat” likely actually increased just slightly, from 77 percent to 79 percent in June. The percent who said either “somewhat” or “very” like is in the 15 to 17 percent range for both surveys.

And, in the “targeted rural counties,” the percentage who said “very likely” decreased just a bit, from 51 percent in April to 48 percent in June. Since this was accompanied by a 5 percentage-point increase in the percent who said “somewhat likely,” the total percent who said either “very” or “somewhat” likely increased slightly, from 77 percent in April to nearly 80 percent in June. The total percent who said either “very” or “somewhat” unlikely is in the 15 to 16 percent range for both surveys.

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Statewide, the percent who strongly disagree with this statement decreased from 31 percent in April to 24 percent in June. But, this was accompanied by a 4 percentage-point increase in the percent who “somewhat” disagreed. So, the percent who disagreed to any extent (strongly or somewhat) decreased only from 49 percent in April to just under 47 percent in June. The percent who agreed (to any extent) also decreased a bit, from 27 percent in April to 23 percent in June, while the percent who did not know (or did not answer) increased from nearly 24 percent in April to 30 percent in June.

In the metro Chicago area, the percent who disagree to any extent with this is 46 to 47 percent in both April and June. Meanwhile, the percent who agree to any extent declined from nearly 30 percent in April to 24 percent in June while the percent who don’t know or did not answer increased from 23 percent to nearly 30 percent.

In the downstate sample portion, the proportion who disagree to any extent decreased a bit from 53 percent in April to 48 percent in June. The percent who strongly disagree actually decreased by nearly 14 percentage points (from 39% to 26%) while the percent who somewhat disagree increased from 14 percent to 22 percent. The percent who agree to any extent was quite similar in both surveys (22% in April and 20% in June) while the percent who did not know or did not answer increased from 25 percent in April to 32 percent in June.

In the “targeted rural counties,” about half of the respondents disagreed to any extent with this statement in both surveys (49% in April vs. 51% in June). Meanwhile, the percent who agreed to any extent declined somewhat -- from 26 percent in April to 22 percent in June -- while the percent who don’t know or did not answer is in the range of 25 to 27 percent in both surveys.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, the total proportion who agree to any extent is stable at 33 percent in both surveys. At the same time, the percent who disagree to any extent

declined from 17 percent in April to 11 percent in June. An accompanying increase is found in those who indicated they don't know or did not answer (50% to 56%).

In the metro Chicago area, the percent who agree to any extent is also stable – at 31 percent in both surveys. And similar to the statewide trend, a decrease is found in the percent who disagreed to any extent (20% to 12%) while an accompanying increase occurred for those who don't know or did not answer (49% to 57%).

In the downstate sample portion, the total percent who agree is also stable at about 37 percent in both surveys. Here, there is also substantial stability in the total percent who disagree to any extent (11% and 9%) and in the percent who don't know or did not answer (52% and 54%).

In the "targeted rural counties," the percent who "strongly agree" increased from nearly 20 percent in April to 25 percent in June, as did the total percent who agreed to any extent (36% to 42%). Stability is found in the proportion who disagreed to any extent (11% in both surveys). And, the proportion who don't know or didn't answer decreased somewhat, from 52 percent in April to 47 percent in June.

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

Agree/disagree: It is important for police to enforce the seat belt laws. Results for this importance-of-enforcement question are quite similar in the April and June surveys – with about two-thirds "strongly" agreeing (65% in April and 68% in June) and nearly nine in ten expressing any degree of agreement (89% in both surveys). About one in ten disagree in both surveys, with 5 to 7 percent "strongly" disagreeing.

In the metro Chicago area, the patterns are the same as the statewide patterns described above. About two-thirds (65% in April and 68% in June) expressed strong agreement, while nearly nine in ten expressed any degree of agreement (89% in both surveys). Any degree of disagreement was expressed by about one in ten (9-10%), with 5 to 7 percent expressing strong disagreement.

In the downstate sample portion, we again see the same patterns. About two-thirds (65% in April and 68% in June) expressed strong agreement, while nearly nine in ten expressed any degree of agreement (87% in April and 89% in June). Any degree of disagreement was expressed by about one in ten (10-11%), with 6 to 8 percent expressing strong disagreement.

In the "targeted rural counties," the same basic patterns also occur. About two-thirds (66% in April and 68% in June) expressed strong agreement, while about nine in ten expressed any degree of agreement (90% in April and 92% in June). Any degree of disagreement was expressed by slightly fewer than in the other areas (7-9%).

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? It should be noted that this question came near the end of the set of interview questions that related to seat belts.

For the statewide results, the percent who said it is "very important" increased from 60 percent in April to 66 percent in June. But, with the decline in those who said "fairly important," the total percent who said either "very" or "fairly" important is quite stable at about 79 to 80 percent.

In the metro Chicago area, we see the statewide pattern repeated. The percent who said it is "very important" increased from 61 percent in April to 68 percent in June. But, with the decline in those who said "fairly important," the total percent who said either "very" or "fairly" important is quite stable at about 81 to 82 percent.

In the downstate sample portion, the percent who said "very important" increased somewhat, from just under 58 percent in April to almost 63 percent in June. And, with no change in the percent who said "fairly" important (16% in both surveys), we find that the percent who said either "very" or "fairly" important also increased somewhat, from 73 percent in April to nearly 79 percent in June. Here, it should also be noted that a decline is seen from April to June in the percent who said this enforcement is "not that important" (13% to 7%).

In the "targeted rural counties," the percent who said this enforcement is "very" important is stable at about 59 to 60 percent while the percent who said it is "fairly" important shows a modest increase, from 17 to 22 percent. The result is a modest increase in those who said this enforcement is either "very" or "somewhat" important (77% to 82%).

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

Awareness of special police efforts to ticket for seat belt violations. The statewide percent who indicated that, "*in the past thirty days,*" they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" increased by 14 percent points from April to June, going from 18 percent in the April survey to nearly one-third (32%) in the June survey.

In the metro Chicago area, the percent who indicated seeing/hearing special efforts doubled, going from just over 16 percent in April to 33 percent in June.

In the downstate sample portion, this percent increased from 22 percent in April to 31 percent in June.

And, in the "targeted rural counties," this percent increased from nearly 20 percent in April to 34 percent in June.

Of those June respondents who indicated having seen or heard of these special efforts, more statewide respondents reported being exposed to them through television (39%) than

through radio (30%) or the newspaper (24%). Fewer of them expressed being exposed through friends and relatives (18%).¹⁴

Those exposed through television and radio were much more likely to be exposed through commercials than through news stories (for television, 78% and 28%, respectively; for radio, 73% and 26%). The reverse is true for those exposed through newspapers (75% for news stories and 25% for commercials).

For these June metro Chicago respondents who have seen/heard, exposure through television (38%) is higher than that through radio (24%). At lower levels are exposure through friends/relatives (18%) and newspapers (16%).

For these June respondents in the downstate sample who have seen/heard, exposure through radio (45%), newspapers (42%), and television (42%) are close – followed by exposure through friends/relatives (18%).

For these June respondents in “targeted rural counties,” who have seen/heard, exposure through television (53%) is most frequent followed by exposure through newspapers (37%) and radio (32%). Exposure through friends/relatives (17%) follows.

In these rural counties, those exposed through both television and radio are more likely to report being exposed through commercials than through news stories (62% vs. 46% for television; 57% vs. 44% for radio). But for newspapers, exposure through news stories is far more prevalent than through commercials (77% vs. 26%).

(While the numbers of relevant respondents are fewer in the Chicago metro area and among the downstate respondents, the general patterns between news story and commercial exposure through the three mass media sources hold.)

Awareness of police working at night to enforce seat belt laws. The statewide percent who indicated that, “*in the past thirty days,*” they had “*seen or heard anything about police in your community working at night to enforce the seat belt laws*” increased just slightly from almost 10 percent in April to 12 percent in June.

In the metro Chicago area, the percent who indicated seeing/hearing anything here increased just slightly from 12 percent in April to 14 percent in June.

In the downstate sample portion, this percent increased slightly, from nearly 6 percent in April to just over 8 percent in June.

And, in the “targeted rural counties,” this percent more than doubled, going from nearly 6 percent in April to 14 percent in June.

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” increased from nearly one-quarter (24%) in April to just over 40 percent in June (41%).¹⁵

¹⁴ We focus here on the June respondents since this was the seat belt “post-test” survey.

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.”

In the metro Chicago area, the percent who indicated seeing/hearing anything about setting up safety checks increased substantially, going from 22 percent in April to nearly 40 percent in June (39%).

In the downstate sample portion, this percent also increased substantially, going from 27 percent in April to 44 percent in June.

And, in the “targeted rural counties,” this percent again increased substantially, going from 25 percent in April to 45 percent in June.

Of those June respondents who indicated being aware of roadside safety checks, statewide respondents show only an 8 percentage-point difference between the source most and least frequently mentioned: television (26%), radio (26%), newspapers (24%) and friends and relatives (18%).

For all mass media sources, those who were exposed through news stories surpassed those exposed through advertisements (60% vs. 43% for television; 71% vs. 49% for radio; and 82% vs. 19% for newspapers).

For these June metro Chicago respondents who were aware of roadside safety checks, exposure through television (24%) and radio (23%) are somewhat more frequently than exposure through friends/relatives (18%) and newspapers (16%).

For these June respondents in the downstate sample who are aware of these checks, exposure through newspapers (37%) leads followed by exposure through radio (30%) and television (29%). Exposure through friends/relatives (18%) trails.

And for these June respondents in “targeted rural counties” who are aware of these checks, exposure through television (36%) is followed by exposure through newspapers (31%). This is followed by exposure through friends/relatives (25%) and then radio (22%).

For those exposed through the three mass media sources in these rural counties, exposure through news stories is more prevalent than through commercials for each of these sources. The prevalence of news stories over commercials is particularly apparent for newspapers (85% vs. 18%), but its prevalence is also clearly seen for both television (71% vs. 32%) and radio (69% vs. 34%).

(While caution should be exercised because of the small number of respondents, the prevalence of news stories over commercials here is also the case for relevant respondents in the downstate sample. Even fewer relevant respondents are found in the Chicago metro area for these results.)

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had **personally seen such checks** decreased a bit from 56 percent in April to 49 percent in June. [It should be noted that a decline from April to June, in some sense, would not be surprising here because the June post-test results come from a broader awareness base.]

For these respondents who had seen/heard about checks in the metro Chicago area, the percent who indicated personally seeing these checks decreased from 68 to 58 percent.

For these respondents who had seen/heard about checks in the downstate sample portion, the percent who indicated personally seeing these checks decreased slightly from just over 37 percent in April to just over 34 percent in June.

And, for these respondents who had seen/heard about checks in the “rural counties,” the percent who indicated personally seeing these checks increased some from 35 percent in April to 40 percent in June.

When the reports of actually seeing a roadside check are based on all sample members (and not just those who are aware of such), we find that the statewide percent who have seen a roadside safety check increased from just over 13 percent in April to 20 percent in June.

Based on all sample members, the increase in the percent who have seen a roadside safety check is from 15 percent in April to 22 percent in June for the Chicago metro area. For the downstate sample portion, the increase is from 10 percent in April to 15 percent in June. And, for the “targeted rural counties,” the increase is from 9 percent in April to 18 percent in June.

When *those who had personally seen a roadside check* were asked **whether they have “personally been through a roadside check in the past thirty days, either as a driver or as a passenger,”** the statewide results show an increase from 57 percent in the April survey to 64 percent in the June survey.

In terms of total sample members, this translates into a small percentage-point increase in the statewide percent who said they had personally been through a roadside check, from just under 8 percent in April to nearly 10 percent in June.

By region – and again in terms of total sample members, the proportion who reported personally going through a road-side safety check: increases from just over 10 percent to nearly 13 percent in the Chicago metro region; increases slightly from nearly 4 percent to just over 5 percent for downstate respondents; and increases from 3 percent to just over 7 percent for the “targeted rural counties.”

Awareness of messages to encourage people to wear seat belts. The statewide percent who indicated that, *“in the past thirty days,”* they had *“seen or heard any messages that encourage people to wear their seat belts”* increased from 62 percent in the April pre-test survey to 72 percent in the June post-test survey – an increase of 10 percentage points.

In the Chicago metro region, the percent who indicating hearing/seeing these messages increased from 61 percent in April to 73 percent in June – an increase of 12 percentage points.

In the downstate sample, the percent who had seen/heard these messages increased from almost 63 percent in April to 70 percent in June – an increase of 7 percentage points.

And, in the “targeted rural counties,” this percent increased from 63 percent in April to 72 percent in June – an increase of 9 percentage points.

Of those June respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (64%) than radio (38%). And fewer indicated exposure through newspapers (15%) and friends/relatives (14%). However, reported exposure was greatest through billboards / road signs (81%).¹⁶

For those statewide respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (89% vs. 19% for television; 89% vs. 16% for radio). For newspapers, the balance is closer (53% for advertisements vs. 43% for news).

For these June metro Chicago respondents who had seen/heard these messages, exposure through billboards/road signs (83%) is greater than exposure through television (66%). Following is exposure through the radio (39%) and then, far back, exposure through friends/relatives (16%) and newspapers (12%).

For these June respondents in the downstate sample who had seen/heard these messages, exposure through billboards/road signs (78%) is greater than exposure through television (60%). Distantly following is exposure through radio (34%), the newspapers (20%), and exposure through friends/relatives (9%).

For these June respondents in “rural counties” who had seen/heard these messages, exposure through billboards/road signs (71%) is somewhat more than exposure through television (62%). Distantly following is exposure through the radio (35%), then through newspapers (22%), and then through friends/relatives (15%).

In each of the three regions analyzed, as in the state as a whole, those who indicated exposure through television and radio were far more likely to say they had been exposed to these messages through advertisements than through news stories. Those who indicated exposure through newspapers were just somewhat more likely to say they had been exposed through advertisements than through news stories.

*Those who had seen or heard messages encouraging people to wear seat belts were asked **whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.”** The statewide percent of *these respondents* choosing “more than usual” increased from 16 percent in April to 24 percent in June.*

The metro Chicago percent of these respondents choosing “more than usual” nearly doubled, going from 15 percent in April to 28 percent in June.

The percent of these respondents in the downstate sample choosing “more than usual” decreased from 17 percent in April to 13 percent in June.

And, the percent of these respondents in “targeted rural counties” choosing “more than usual” increased from nearly 14 percent in April to 23 percent in June.

¹⁶ In contrast to some of the earlier surveys, the 2010 surveys explicitly asked about exposure through billboards / road signs because this source had, by far, been the most frequently-mentioned “other” source in this question.

Awareness of other activities that encouraged people to wear seat belts. The statewide percent who indicated that, “in the past thirty days,” they had seen or heard other activities that encouraged people to wear their seat belts borders is 9 to 10 percent in both surveys. For both the Chicago metro area, this percentage is nearly 10 percent in both surveys. For the “targeted rural counties,” this percentage is in the range of 10 to 12 percent. And, for respondents in the downstate sample, this percentage is in the lower range of 5 to 7 percent.

Awareness of selected traffic safety slogans

The statewide June results and April-to-June 2010 trends. Respondents were asked about their awareness of twelve selected traffic safety “slogans,” presented in a random order. Two relate to seat belts, with one being the recent campaign slogan of “Click It or Ticket.”

We first list the statewide June seat belt “post-test” awareness levels for these slogans in Table Slogans-1, presented in order of awareness. As seen in this table, the recent seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with 93 percent expressing awareness. The other seat belt slogan, “Buckle Up America,” was eighth in awareness, with 39 percent expressing awareness. It should also be noted that the DUI-related slogan currently being used in Illinois, “You drink and drive. You lose,” is third in awareness, at just over three-quarters (78%). Continuing to be of interest, a slogan which has not recently been used – “Friends don’t let friends drive drunk” – ranks second in awareness, here with over eight in ten (83%) expressing awareness.

Table Slogans-1. Awareness Levels in June 2010

| Order | Slogan | June level |
|-------|--|--------------|
| 1 | Click It or Ticket | 93.2% |
| 2 | Friends don’t let friends drive drunk | 82.9% |
| 3 | You drink and drive. You lose. | 77.6% |
| 4 | Drive smart. Drive sober. | 55.5% |
| 5 | Police in Illinois arrest drunk drivers | 50.8% |
| 6 | Start seeing motorcycles | 49.2% |
| 7 | Drunk Driving. Over the Limit. Under Arrest | 39.6% |
| 8 | Buckle Up America | 39.3% |
| 9 | Cells phones save lives. Pull over and report a drunken driver | 34.8% |
| 10 | Drink and drive? Police in Illinois have your number | 26.6% |
| 11 | Wanna drink and drive, police in Illinois will show you the bars ... | 20.8% |
| 12 | Children in back | 14.3% |

We next list the slogans in order of the statewide April-to-June awareness percentage point change in Table Slogans-2. In this table, we see that awareness of the “Click It or Ticket”

slogan is very stable from April to June – at 93 percent. For the other seat belt slogan (not currently in use), awareness declined somewhat from April to June (43% to 39%).

In this Table, we see that only one slogan has a double-digit percentage point increase from April to June, that of “Start seeing motorcycles” (34% to 49%, an increase of 16%). Three other slogans show increases of 4 to nearly 6 percentage points. When expressed in terms of their potential increase (i.e., 100% minus the April level), the greatest proportional increases are found for the top two slogans in Table Slogans-2.

Table Slogans-2. Change in Awareness Levels, April to June 2010

| Slogan | April | June | Change | Change as % of potential |
|---|--------------|-------------|---------------|---------------------------------|
| Friends Don't Let Friends Drive Drunk | 77.1% | 82.9% | 5.8% | 25.3% |
| Start seeing motorcycles | 33.5% | 49.2% | 15.7% | 23.6% |
| Drink and Drive? Police in Illinois have your number. | 21.5% | 26.6% | 5.1% | 6.5% |
| Drunk Driving. Over the Limit. Under Arrest. | 35.6% | 39.6% | 4.0% | 6.2% |
| Drive smart, drive sober. | 53.6% | 55.5% | 1.9% | 4.1% |
| Click It or Ticket | 93.0% | 93.2% | 0.2% | 2.9% |
| Wanna drink and drive? Police in Illinois will show you the bars. | 20.1% | 20.8% | 0.7% | 0.9% |
| You Drink and Drive. You Lose | 78.4% | 77.6% | -0.8% | --- |
| Cell phones save lives. Pull over and report a drunk driver. | 36.9% | 34.8% | -2.1% | --- |
| Buckle Up America | 42.7% | 39.3% | -3.4% | --- |
| Police in Illinois Arrest Drunk Drivers. | 55.0% | 50.8% | -4.2% | --- |
| Children in Back | 19.4% | 14.3% | -5.1% | --- |

Regional April and June results for the “Click It or Ticket” slogan. Focusing on the recent seat belt campaign slogan of “Click It or Ticket,” we find the June awareness levels for this slogan are extremely similar across the three analysis regions – all at 93 percent. Virtually the same can be said about the April awareness levels as well – at 93 percent except for a slightly higher level of nearly 95 percent in the “targeted rural counties,” a difference not at all significant.

The 2002 through 2010 trends. We have pre-test and post-test information for media and enforcement campaigns going back to the calendar year of 2002. The full cross-sectional trend results are presented in Table Slogans-3.¹⁷

Focusing on the “Click It or Ticket” slogan, the first campaign -- surrounded by the April and June 2002 surveys -- was associated with an increase in awareness from 41 percent to 71 percent. By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test.

It had again declined to 67 percent in the April 2003 pre-test and then increased substantially to 85 percent in the June 2003 post-test, after the Memorial Day holiday campaign. A July 2003 survey shows only a slight decline in awareness to 83 percent, and a small increase in awareness then occurred between mid-summer of 2003 and the January 2004 survey (87%).

By April 2004, this awareness had declined slightly, back basically to the mid-summer 2003 level (84%). Awareness increased to 90 percent in July 2004, after the late Spring 2004 campaign, and then declined only slightly to 88 percent in the September 2004 survey.

By April of 2005, awareness had declined to 81 percent but then jumped to 91 percent, its highest level thus far, in June – after the Memorial Day Weekend 2005 campaign. By September of 2005, awareness had declined somewhat, to 87 percent (about the level found in September 2004).

By April of 2006, awareness had again declined somewhat from the previous Fall to 84 percent. After the Memorial Day Weekend 2006 campaign, it then increased again to 91 percent in June. And by September 2006, awareness had declined somewhat, to 88 percent.

Thus, *for the three years from 2004 through 2006,* there was a similar pattern for the “Click It or Ticket” slogan: awareness dropped from the high 80-percent level (87-88%) in the previous Fall/Winter to the low-to-mid 80 percent level in the Spring just prior to the Memorial Day campaign (81-84%) – and then increased to about 90 percent soon after this campaign (90-91%).

However, in April of 2007, awareness of the slogan started at a level just slightly ahead (basically on par) with the level of the previous Fall (89% vs. 88%). Awareness then increased to its highest level measured yet, 94 percent, in the June 2007 survey, after the Memorial Day media/enforcement campaign. It then decreased to 90 percent in September.

In both calendar year 2008 and 2009, the April awareness level began at nearly 90 percent (89% in April 2008 and 88% in April 2009) and then rose slightly to just over or at 90 percent in the June and September surveys (to 91% and 92% in 2008; and to 91% and 90% in 2009).

¹⁷ In the following, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. Also note that through 2005, survey results were weighted by region and gender but not by age category. In 2006 and 2007, the survey results are also weighted by age category. Starting in 2008, an education weight adjustment was also made.

The 2010 April awareness level started at 93 percent, just missing its highest awareness level in June of 2007. And, as we have seen, it maintained this level in the June survey.

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

| Slogan | Apr '02 | Jun '02 | Nov '02 | Dec '02 | Apr I '03 | Jun '03 | July '03 | Jan '04 | Apr I '04 | July '04 | Sept '04 | Apr '05 | Jun '05 | Sept '05 |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Click It or Ticket | 41% | 71% | 67% | 71% | 67% | 85% | 83% | 87% | 84% | 90% | 88% | 81% | 91% | 87% |
| You drink and drive. You lose | na | na | na | na | na | 55% | 62% | 78% | 68% | 73% | 78% | 70% | 65% | 77% |
| Friends don't let friends drive drunk | na | na | na | na | na | 89% | 89% | 86% | 85% | 90% | 85% | 86% | 82% | 80% |
| Drive smart, drive sober | 61% | 62% | 58% | 62% | 65% | 67% | 66% | 68% | 65% | 67% | 63% | 60% | 57% | 57% |
| Police in Illinois arrest drunk drivers* | 40% | 39% | 33% | 36% | 29% | 48% | 50% | 54% | 51% | 55% | 54% | 53% | 47% | 51% |
| Buckle Up America | 60% | 60% | 53% | 54% | 48% | 53% | 55% | 53% | 52% | 64% | 51% | 52% | 45% | 45% |
| Drunk driving. Over the limit. Under arrest. | na |
| Cell phones save lives. Pull over and report a drunk driver. | 36% | 41% | 45% | 44% | 39% | 46% | 42% | 40% | 43% | 46% | 36% | 35% | 40% | 37% |
| Wanna drink and drive, police in Illinois will show you the bars* | 40% | 39% | 33% | 36% | 29% | 24% | 30% | 30% | 27% | 30% | 28% | 29% | 21% | 25% |
| Drink and drive? Police in Illinois have your number | na | na | na | na | na | 22% | 24% | 26% | 24% | 24% | 22% | 22% | 19% | 18% |
| Children in back | 20% | 25% | 19% | 21% | 22% | 24% | 25% | 24% | 20% | 26% | 20% | 20% | 22% | 18% |

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

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

| Slogan | Apr '05 | Jun '05 | Sept '05 | Apr '06 | Jun '06 | Sept '06 | Apr '07 | Jun '07 | Sept '07 | Apr '08 | Jun '08 | Sept '08 | Apr '09 | Jun '09 | Sept '09 | Apr '10 | Jun '10 |
|---|---------|---------|----------|---------|---------|----------|---------|---------|----------|---------|---------|----------|---------|---------|----------|---------|---------|
| Click It or Ticket | 81% | 91% | 87% | 84% | 91% | 88% | 89% | 94% | 90% | 89% | 91% | 92% | 88% | 91% | 90% | 93% | 93% |
| You drink and drive. You lose | 70% | 65% | 77% | 74% | 70% | 76% | 76% | 82% | 81% | 77% | 75% | 80% | 78% | 74% | 84% | 78% | 78% |
| Friends don't let friends drive drunk | 86% | 82% | 80% | 86% | 82% | 80% | 84% | 84% | 83% | 80% | 83% | 83% | 80% | 79% | 75% | 77% | 83% |
| Drive smart, drive sober | 60% | 57% | 57% | 54% | 60% | 56% | 60% | 64% | 57% | 59% | 55% | 57% | 58% | 51% | 52% | 54% | 56% |
| Police in Illinois arrest drunk drivers* | 53% | 47% | 51% | 49% | 45% | 49% | 50% | 52% | 53% | 52% | 49% | 50% | 51% | 46% | 44% | 55% | 51% |
| Start Seeing Motorcycles | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | 34% | 49% |
| Buckle Up America | 52% | 45% | 45% | 50% | 50% | 46% | 48% | 47% | 44% | 38% | 46% | 44% | 43% | 44% | 42% | 43% | 39% |
| Drunk driving. Over the limit. Under arrest. | na | na | na | na | na | na | 29% | 24% | 27% | 26% | 26% | 35% | 33% | 29% | 41% | 36% | 40% |
| Cell phones save lives. Pull over and report a drunk driver. | 35% | 40% | 37% | 37% | 34% | 39% | 31% | 37% | 34% | 35% | 31% | 30% | 31% | 27% | 26% | 37% | 35% |
| Wanna drink and drive, police in Illinois will show you the bars* | 29% | 21% | 25% | 23% | 24% | 22% | 23% | 26% | 20% | 23% | 22% | 16% | 27% | 26% | 25% | 20% | 21% |
| Drink and drive? Police in Illinois have your number | 22% | 19% | 18% | 20% | 19% | 21% | 20% | 20% | 19% | 22% | 20% | 20% | 23% | 23% | 20% | 22% | 27% |
| Children in back | 20% | 22% | 18% | 22% | 19% | 19% | 20% | 17% | 19% | 18% | 18% | 13% | 20% | 14% | 17% | 19% | 14% |

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

APPENDIX A
Statewide Enforcement Activities and Associated Costs

TABLE 12: HOLIDAY MOBILIZATION GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|----------------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|-------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Addison | 216.0 | 369 | 261 | 70.7% | 2 | 0.5% | 35.1 | \$27.51 | \$47.00 | \$10,152.00 |
| Algonquin | 142.0 | 232 | 210 | 90.5% | 0 | 0.0% | 36.7 | \$32.59 | \$53.25 | \$7,561.42 |
| Arlington Heights | 80.0 | 93 | 93 | 100.0% | 0 | 0.0% | 51.6 | \$52.20 | \$60.68 | \$4,854.40 |
| Barrington | 66.0 | 78 | 33 | 42.3% | 2 | 2.6% | 50.8 | \$48.56 | \$57.39 | \$3,788.02 |
| Barrington Hills | 60.0 | 34 | 13 | 38.2% | 0 | 0.0% | 105.9 | \$86.80 | \$49.18 | \$2,951.05 |
| Bellwood | 60.5 | 282 | 258 | 91.5% | 0 | 0.0% | 12.9 | \$7.33 | \$34.17 | \$2,067.29 |
| Braidwood | 24.0 | 39 | 0 | 0.0% | 4 | 10.3% | 36.9 | \$18.59 | \$30.21 | \$725.06 |
| Broadview | 94.3 | 125 | 125 | 100.0% | 0 | 0.0% | 45.2 | \$40.97 | \$54.34 | \$5,121.15 |
| Buffalo Grove | 160.0 | 194 | 119 | 61.3% | 15 | 7.7% | 49.5 | \$48.74 | \$59.10 | \$9,456.00 |
| Bunker Hill | 84.0 | 30 | 28 | 93.3% | 2 | 6.7% | 168.0 | \$78.20 | \$27.93 | \$2,346.00 |
| Burr Ridge | 76.0 | 69 | 68 | 98.6% | 0 | 0.0% | 66.1 | \$58.03 | \$52.69 | \$4,004.06 |
| Canton | 77.0 | 71 | 18 | 25.4% | 2 | 2.8% | 65.1 | \$40.56 | \$37.40 | \$2,880.00 |
| Champaign Co. | 32.0 | 53 | 53 | 100.0% | 0 | 0.0% | 36.2 | \$38.34 | \$63.50 | \$2,032.00 |
| Channahon | 44.0 | 37 | 16 | 43.2% | 2 | 5.4% | 71.4 | \$55.89 | \$47.00 | \$2,068.00 |
| Clarendon Hills | 120.0 | 228 | 199 | 87.3% | 1 | 0.4% | 31.6 | \$29.13 | \$55.34 | \$6,641.28 |
| College of DuPage | 80.0 | 107 | 44 | 41.1% | 0 | 0.0% | 44.9 | \$29.16 | \$39.00 | \$3,119.72 |
| Countryside | 36.0 | 18 | 8 | 44.4% | 0 | 0.0% | 120.0 | \$113.09 | \$56.55 | \$2,035.68 |
| Crystal Lake | 32.0 | 20 | 20 | 100.0% | 0 | 0.0% | 96.0 | \$74.81 | \$46.76 | \$1,496.20 |
| Crystal Lake Park District | 76.0 | 65 | 39 | 60.0% | 1 | 1.5% | 70.2 | \$35.94 | \$30.74 | \$2,336.20 |
| Des Plaines | 253.0 | 586 | 569 | 97.1% | 2 | 0.3% | 25.9 | \$25.91 | \$60.00 | \$15,180.63 |
| Dupo | 40.0 | 94 | 68 | 72.3% | 0 | 0.0% | 25.5 | \$14.60 | \$34.30 | \$1,371.96 |
| East Hazel Crest | 48.0 | 134 | 115 | 85.8% | 2 | 1.5% | 21.5 | \$14.33 | \$40.00 | \$1,920.00 |

TABLE 12: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|-------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Elk Grove Village | 278.0 | 387 | 376 | 97.2% | 0 | 0.0% | 43.1 | \$42.15 | \$58.68 | \$16,313.22 |
| Evanston | 107.0 | 213 | 102 | 47.9% | 1 | 0.5% | 30.1 | \$29.31 | \$58.35 | \$6,243.30 |
| Fairmont City | 54.5 | 68 | 24 | 35.3% | 0 | 0.0% | 48.1 | \$20.52 | \$25.60 | \$1,395.38 |
| Flora | 100.0 | 46 | 14 | 30.4% | 3 | 6.5% | 130.4 | \$80.44 | \$37.00 | \$3,700.30 |
| Forest Park | 107.0 | 329 | 321 | 97.6% | 2 | 0.6% | 19.5 | \$12.69 | \$39.03 | \$4,176.00 |
| Frankfort | 60.0 | 45 | 27 | 60.0% | 0 | 0.0% | 80.0 | \$57.91 | \$43.43 | \$2,605.86 |
| Grandview | 30.0 | 43 | 33 | 76.7% | 1 | 2.3% | 41.9 | \$13.60 | \$19.50 | \$585.00 |
| Grantfork | 25.0 | 28 | 11 | 39.3% | 0 | 0.0% | 53.6 | \$13.39 | \$15.00 | \$375.00 |
| Grayslake | 113.0 | 106 | 82 | 77.4% | 2 | 1.9% | 64.0 | \$59.55 | \$55.86 | \$6,311.94 |
| Gurnee | 95.0 | 228 | 167 | 73.2% | 1 | 0.4% | 25.0 | \$22.92 | \$55.00 | \$5,225.00 |
| Hampton | 20.0 | 6 | 0 | 0.0% | 0 | 0.0% | 200.0 | \$81.00 | \$24.30 | \$486.00 |
| Harwood Heights | 24.0 | 42 | 42 | 100.0% | 0 | 0.0% | 34.3 | \$29.37 | \$51.40 | \$1,233.67 |
| Hinsdale | 64.0 | 83 | 82 | 98.8% | 1 | 1.2% | 46.3 | \$55.51 | \$71.99 | \$4,607.36 |
| Hometown | 124.0 | 631 | 361 | 57.2% | 0 | 0.0% | 11.8 | \$3.93 | \$20.00 | \$2,480.00 |
| Itasca | 40.0 | 74 | 73 | 98.6% | 0 | 0.0% | 32.4 | \$29.95 | \$55.41 | \$2,216.59 |
| Jackson County | 84.0 | 99 | 85 | 85.9% | 0 | 0.0% | 50.9 | \$28.45 | \$33.53 | \$2,816.51 |
| Jerome | 270.0 | 493 | 232 | 47.1% | 10 | 2.0% | 32.9 | \$15.46 | \$28.24 | \$7,624.15 |
| Kane County | 120.0 | 144 | 114 | 79.2% | 0 | 0.0% | 50.0 | \$44.07 | \$52.88 | \$6,345.77 |
| Kankakee | 96.0 | 176 | 63 | 35.8% | 8 | 4.5% | 32.7 | \$26.69 | \$48.93 | \$4,697.21 |
| Kankakee County | 120.0 | 112 | 37 | 33.0% | 2 | 1.8% | 64.3 | \$43.49 | \$40.60 | \$4,871.40 |
| Kenilworth | 16.0 | 12 | 12 | 100.0% | 0 | 0.0% | 80.0 | \$72.51 | \$54.38 | \$870.14 |
| Kincaid | 15.0 | 55 | 35 | 63.6% | 0 | 0.0% | 16.4 | \$8.48 | \$31.10 | \$466.50 |

TABLE 12: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-----------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|-------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Kirkland | 204.0 | 73 | 67 | 91.8% | 1 | 1.4% | 167.7 | \$92.47 | \$33.09 | \$6,750.14 |
| LaGrange | 96.0 | 200 | 178 | 89.0% | 0 | 0.0% | 28.8 | \$27.84 | \$58.00 | \$5,568.00 |
| Leland Grove | 141.0 | 365 | 245 | 67.1% | 4 | 1.1% | 23.2 | \$8.83 | \$22.87 | \$3,224.07 |
| Lemont | 125.0 | 172 | 121 | 70.3% | 4 | 2.3% | 43.6 | \$36.34 | \$50.00 | \$6,250.00 |
| Lisle | 104.0 | 217 | 166 | 76.5% | 0 | 0.0% | 28.8 | \$27.96 | \$58.35 | \$6,068.40 |
| Lockport | 72.0 | 146 | 127 | 87.0% | 0 | 0.0% | 29.6 | \$23.15 | \$46.95 | \$3,380.55 |
| Marengo | 43.0 | 41 | 29 | 70.7% | 0 | 0.0% | 62.9 | \$46.14 | \$43.99 | \$1,891.66 |
| Maroa | 96.0 | 36 | 17 | 47.2% | 1 | 2.8% | 160.0 | \$91.22 | \$34.21 | \$3,284.00 |
| Marseilles | 100.0 | 11 | 5 | 45.5% | 0 | 0.0% | 545.5 | \$316.27 | \$34.79 | \$3,479.00 |
| McHenry County | 134.0 | 116 | 71 | 61.2% | 2 | 1.7% | 69.3 | \$59.42 | \$51.44 | \$6,892.60 |
| McLean County | 36.0 | 102 | 61 | 59.8% | 0 | 0.0% | 21.2 | \$13.59 | \$38.50 | \$1,386.00 |
| Menard County | 43.0 | 26 | 8 | 30.8% | 1 | 3.8% | 99.2 | \$41.35 | \$25.00 | \$1,075.00 |
| Mercer County | 53.0 | 36 | 6 | 16.7% | 0 | 0.0% | 88.3 | \$42.69 | \$29.00 | \$1,537.00 |
| Milledgeville | 48.0 | 6 | 3 | 50.0% | 0 | 0.0% | 480.0 | \$242.24 | \$30.28 | \$1,453.44 |
| Montgomery | 35.0 | 410 | 35 | 8.5% | 17 | 4.1% | 5.1 | \$4.36 | \$51.11 | \$1,788.83 |
| Morton Grove | 305.0 | 546 | 526 | 96.3% | 0 | 0.0% | 33.5 | \$32.77 | \$58.66 | \$17,891.30 |
| Murphysboro | 113.0 | 114 | 90 | 78.9% | 4 | 3.5% | 59.5 | \$29.43 | \$29.69 | \$3,355.16 |
| Naperville | 77.0 | 144 | 126 | 87.5% | 0 | 0.0% | 32.1 | \$32.12 | \$60.06 | \$4,625.00 |
| NorrIdge | 22.0 | 36 | 23 | 63.9% | 0 | 0.0% | 36.7 | \$37.22 | \$60.90 | \$1,339.80 |
| North Aurora | 168.0 | 371 | 151 | 40.7% | 5 | 1.3% | 27.2 | \$24.22 | \$53.48 | \$8,985.09 |
| North Pekin | 51.0 | 90 | 36 | 40.0% | 0 | 0.0% | 34.0 | \$12.26 | \$21.64 | \$1,103.78 |
| North Riverside | 80.0 | 171 | 166 | 97.1% | 0 | 0.0% | 28.1 | \$23.72 | \$50.70 | \$4,055.92 |

TABLE 12: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|-------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Ottawa | 60.0 | 54 | 2 | 3.7% | 5 | 9.3% | 66.7 | \$45.82 | \$41.23 | \$2,474.05 |
| Peoria | 63.0 | 63 | 35 | 55.6% | 2 | 3.2% | 60.0 | \$45.27 | \$45.27 | \$2,852.29 |
| Peoria Heights | 74.0 | 47 | 32 | 68.1% | 1 | 2.1% | 94.5 | \$58.98 | \$37.46 | \$2,772.00 |
| Peru | 90.0 | 56 | 25 | 44.6% | 1 | 1.8% | 96.4 | \$57.86 | \$36.00 | \$3,240.00 |
| Piatt County | 40.0 | 32 | 30 | 93.8% | 0 | 0.0% | 75.0 | \$39.24 | \$31.39 | \$1,255.64 |
| Pike County | 88.0 | 15 | 2 | 13.3% | 1 | 6.7% | 352.0 | \$207.09 | \$35.30 | \$3,106.40 |
| Pinckneyville | 72.0 | 59 | 27 | 45.8% | 3 | 5.1% | 73.2 | \$35.00 | \$28.68 | \$2,064.96 |
| Plainfield | 242.0 | 377 | 372 | 98.7% | 2 | 0.5% | 38.5 | \$27.82 | \$43.33 | \$10,486.67 |
| Prairie Grove | 30.0 | 29 | 24 | 82.8% | 1 | 3.4% | 62.1 | \$36.21 | \$35.00 | \$1,050.00 |
| Prospect Heights | 109.0 | 79 | 56 | 70.9% | 1 | 1.3% | 82.8 | \$78.58 | \$56.96 | \$6,208.16 |
| Raleigh | 24.0 | 7 | 6 | 85.7% | 0 | 0.0% | 205.7 | \$64.29 | \$18.75 | \$450.00 |
| Richton Park | 104.0 | 287 | 171 | 59.6% | 1 | 0.3% | 21.7 | \$17.42 | \$48.08 | \$5,000.00 |
| River Grove | 40.0 | 114 | 106 | 93.0% | 2 | 1.8% | 21.1 | \$17.54 | \$50.00 | \$2,000.00 |
| Rockford | 40.0 | 55 | 41 | 74.5% | 1 | 1.8% | 43.6 | \$31.29 | \$43.02 | \$1,720.93 |
| Roselle | 33.0 | 33 | 13 | 39.4% | 1 | 3.0% | 60.0 | \$48.48 | \$48.48 | \$1,600.00 |
| Rosemont | 48.0 | 62 | 57 | 91.9% | 0 | 0.0% | 46.5 | \$43.42 | \$56.08 | \$2,691.96 |
| Round Lake Park | 104.0 | 332 | 299 | 90.1% | 8 | 2.4% | 18.8 | \$13.72 | \$43.81 | \$4,555.96 |
| Sherman | 16.0 | 3 | 1 | 33.3% | 0 | 0.0% | 320.0 | \$127.81 | \$23.97 | \$383.44 |
| Spaulding | 66.0 | 24 | 13 | 54.2% | 0 | 0.0% | 165.0 | \$82.60 | \$30.04 | \$1,982.46 |
| Spring Grove | 93.0 | 74 | 62 | 83.8% | 2 | 2.7% | 75.4 | \$43.43 | \$34.55 | \$3,213.48 |
| St. Clair County | 96.0 | 177 | 104 | 58.8% | 6 | 3.4% | 32.5 | \$26.09 | \$48.11 | \$4,618.24 |
| Steger | 24.0 | 32 | 15 | 46.9% | 1 | 3.1% | 45.0 | \$28.14 | \$37.52 | \$900.48 |

TABLE 12: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|--|----------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|---------------------|
| Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost |
| | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| Stickney | 33.0 | 22 | 22 | 100.0% | 0 | 0.0% | 90.0 | \$77.91 | \$51.94 | \$1,713.95 |
| Streamwood | 72.0 | 99 | 98 | 99.0% | 0 | 0.0% | 43.6 | \$38.94 | \$53.54 | \$3,854.94 |
| Tazewell County | 59.0 | 59 | 27 | 45.8% | 0 | 0.0% | 60.0 | \$36.39 | \$36.39 | \$2,147.27 |
| Thornton | 48.0 | 30 | 28 | 93.3% | 0 | 0.0% | 96.0 | \$49.36 | \$30.85 | \$1,480.80 |
| Warren | 98.0 | 54 | 24 | 44.4% | 1 | 1.9% | 108.9 | \$50.65 | \$27.91 | \$2,735.34 |
| Warrensburg | 72.0 | 35 | 5 | 14.3% | 0 | 0.0% | 123.4 | \$42.69 | \$20.75 | \$1,494.10 |
| Wauconda | 24.0 | 27 | 10 | 37.0% | 0 | 0.0% | 53.3 | \$49.65 | \$55.86 | \$1,340.54 |
| West Dundee | 40.0 | 60 | 50 | 83.3% | 0 | 0.0% | 40.0 | \$28.20 | \$42.29 | \$1,691.76 |
| Western Springs | 40.0 | 165 | 115 | 69.7% | 1 | 0.6% | 14.5 | \$7.42 | \$30.60 | \$1,224.00 |
| Woodridge | 76.0 | 178 | 117 | 65.7% | 2 | 1.1% | 25.6 | \$23.07 | \$54.04 | \$4,106.88 |
| Woodstock | 136.0 | 240 | 227 | 94.6% | 0 | 0.0% | 34.0 | \$32.73 | \$57.76 | \$7,855.68 |
| Holiday Mobilization Grants Total | 8,263.3 | 12,787 | 9,123 | 71.3% | 148 | 1.2% | 38.8 | \$28.89 | \$44.71 | \$369,411.54 |

- Column 1: Participating law enforcement agency
- Column 2: Number of patrol hours conducted during CIOT enforcement
- Column 3: Total number of citations written by law enforcement agency during statewide CIOT enforcement
- Column 4: Total number of occupant protection violations (seat belt and child safety seat) written by law enforcement agency during statewide CIOT enforcement
- Column 5: Percentage of total citations that were occupant protection violations
- Column 6: Total number of DUI arrests written by law enforcement agency during statewide CIOT enforcement
- Column 7: Percentage of total citations that were DUI arrests
- Column 8: Number of minutes it took to write a citation = 60 / Number of citations per hour
- Column 9: Cost per citation = Total Cost / Number of Citations
- Column 10: Cost per patrol hour = Total Cost / Number of Patrol Hours
- Column 11: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

**TABLE 13: REGULAR GRANTEES WITH SINGLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|-------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| IMAGE | Berwyn | 131.0 | 270 | 192 | 71.1% | 0 | 0.0% | 29.1 | \$26.77 | \$55.17 | \$7,227.40 |
| IMAGE | Blue Island | 85.0 | 124 | 100 | 80.6% | 0 | 0.0% | 41.1 | \$27.95 | \$40.78 | \$3,466.27 |
| IMAGE | Brookfield | 97.0 | 115 | 79 | 68.7% | 0 | 0.0% | 50.6 | \$55.75 | \$66.09 | \$6,410.80 |
| IMAGE | Burnham | 106.0 | 370 | 335 | 90.5% | 0 | 0.0% | 17.2 | \$10.88 | \$37.99 | \$4,027.00 |
| IMAGE | Campton Hills | 102.0 | 120 | 48 | 40.0% | 1 | 0.8% | 51.0 | \$29.07 | \$34.20 | \$3,488.80 |
| IMAGE | Caseyville | 45.0 | 69 | 47 | 68.1% | 2 | 2.9% | 39.1 | \$23.77 | \$36.45 | \$1,640.25 |
| IMAGE | Collinsville | 177.0 | 142 | 68 | 47.9% | 11 | 7.7% | 74.8 | \$61.41 | \$49.27 | \$8,720.08 |
| IMAGE | Flossmoor | 59.0 | 104 | 89 | 85.6% | 0 | 0.0% | 34.0 | \$31.66 | \$55.82 | \$3,293.14 |
| IMAGE | Freeport | 125.0 | 115 | 55 | 47.8% | 0 | 0.0% | 65.2 | \$46.21 | \$42.51 | \$5,313.92 |
| IMAGE | Grundy County | 132.0 | 200 | 92 | 46.0% | 1 | 0.5% | 39.6 | \$39.44 | \$59.76 | \$7,888.75 |
| IMAGE | Hoffman Estates | 183.0 | 261 | 182 | 69.7% | 0 | 0.0% | 42.1 | \$39.61 | \$56.49 | \$10,338.20 |
| IMAGE | Jo Daviess County | 153.0 | 128 | 51 | 39.8% | 0 | 0.0% | 71.7 | \$45.79 | \$38.31 | \$5,861.19 |
| IMAGE | Johnsburg | 62.0 | 47 | 29 | 61.7% | 0 | 0.0% | 79.1 | \$56.83 | \$43.08 | \$2,670.96 |
| IMAGE | Justice | 84.0 | 100 | 95 | 95.0% | 0 | 0.0% | 50.4 | \$53.24 | \$63.38 | \$5,324.20 |
| IMAGE | Kendall County | 205.0 | 241 | 137 | 56.8% | 2 | 0.8% | 51.0 | \$48.36 | \$56.85 | \$11,654.25 |
| IMAGE | Matteson | 102.0 | 172 | 97 | 56.4% | 1 | 0.6% | 35.6 | \$35.40 | \$59.69 | \$6,088.00 |
| IMAGE | Maywood | 204.0 | 39 | 32 | 82.1% | 0 | 0.0% | 313.8 | \$257.49 | \$49.23 | \$10,042.15 |
| IMAGE | McHenry | 99.0 | 134 | 22 | 16.4% | 5 | 3.7% | 44.3 | \$53.93 | \$72.99 | \$7,226.04 |
| IMAGE | Midlothian | 64.0 | 128 | 122 | 95.3% | 1 | 0.8% | 30.0 | \$22.60 | \$45.21 | \$2,893.40 |
| IMAGE | Moline | 127.0 | 164 | 76 | 46.3% | 2 | 1.2% | 46.5 | \$34.53 | \$44.59 | \$5,663.49 |
| IMAGE | Oak Forest | 32.0 | 58 | 41 | 70.7% | 1 | 1.7% | 33.1 | \$31.11 | \$56.39 | \$1,804.48 |
| IMAGE | Oak Lawn | 142.0 | 175 | 129 | 73.7% | 2 | 1.1% | 48.7 | \$50.96 | \$62.81 | \$8,918.80 |

TABLE 13: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|--------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| IMAGE | O'Fallon | 107.0 | 64 | 49 | 76.6% | 0 | 0.0% | 100.3 | \$83.54 | \$49.97 | \$5,346.79 |
| IMAGE | Olympia Fields | 100.0 | 165 | 76 | 46.1% | 2 | 1.2% | 36.4 | \$31.94 | \$52.70 | \$5,269.80 |
| IMAGE | Orland Park | 212.0 | 474 | 419 | 88.4% | 3 | 0.6% | 26.8 | \$28.95 | \$64.73 | \$13,723.66 |
| IMAGE | Oswego | 95.0 | 173 | 89 | 51.4% | 0 | 0.0% | 32.9 | \$33.08 | \$60.24 | \$5,723.04 |
| IMAGE | Park Ridge | 222.0 | 315 | 205 | 65.1% | 0 | 0.0% | 42.3 | \$28.30 | \$40.16 | \$8,914.86 |
| IMAGE | Pekin | 108.0 | 96 | 76 | 79.2% | 0 | 0.0% | 67.5 | \$54.00 | \$48.00 | \$5,184.00 |
| IMAGE | Riverdale | 122.0 | 389 | 372 | 95.6% | 0 | 0.0% | 18.8 | \$14.02 | \$44.72 | \$5,455.25 |
| IMAGE | Riverside | 16.0 | 25 | 25 | 100.0% | 0 | 0.0% | 38.4 | \$39.29 | \$61.39 | \$982.24 |
| IMAGE | Rock Island County | 93.5 | 80 | 4 | 5.0% | 3 | 3.8% | 70.1 | \$61.99 | \$53.04 | \$4,959.24 |
| IMAGE | Rolling Meadows | 110.0 | 183 | 86 | 47.0% | 1 | 0.5% | 36.1 | \$38.12 | \$63.41 | \$6,975.10 |
| IMAGE | Swansea | 105.0 | 186 | 67 | 36.0% | 3 | 1.6% | 33.9 | \$28.20 | \$49.96 | \$5,245.56 |
| IMAGE | Tinley Park | 106.0 | 152 | 132 | 86.8% | 2 | 1.3% | 41.8 | \$35.73 | \$51.23 | \$5,430.38 |
| IMAGE | Willowbrook | 88.0 | 148 | 34 | 23.0% | 4 | 2.7% | 35.7 | \$36.86 | \$62.00 | \$5,455.90 |
| IMAGE | Wilmette | 134.0 | 150 | 48 | 32.0% | 2 | 1.3% | 53.6 | \$58.22 | \$65.18 | \$8,733.55 |
| IMAGE | Winnetka | 97.0 | 87 | 39 | 44.8% | 0 | 0.0% | 66.9 | \$69.68 | \$62.50 | \$6,062.50 |
| IMAGE | Yorkville | 90.0 | 91 | 47 | 51.6% | 1 | 1.1% | 59.3 | \$51.35 | \$51.92 | \$4,673.01 |
| LAP | Charleston | 50.0 | 52 | 15 | 28.8% | 2 | 3.8% | 57.7 | \$23.12 | \$24.04 | \$1,202.00 |
| LAP | Sangamon County | 90.0 | 44 | 0 | 0.0% | 6 | 13.6% | 122.7 | \$160.99 | \$78.71 | \$7,083.72 |
| LAP | Springfield | 226.0 | 71 | 4 | 5.6% | 33 | 46.5% | 191.0 | \$181.21 | \$56.93 | \$12,866.19 |
| LAP | Wheeling | 161.0 | 165 | 54 | 32.7% | 7 | 4.2% | 58.5 | \$57.54 | \$58.97 | \$9,494.84 |
| MAP | Bloomington | 29.0 | 52 | 4 | 7.7% | 5 | 9.6% | 33.5 | \$32.42 | \$58.13 | \$1,685.77 |
| MAP | Boone County | 70.0 | 74 | 0 | 0.0% | 10 | 13.5% | 56.8 | \$51.63 | \$54.58 | \$3,820.35 |

TABLE 13: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|-------------------------|-------------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|--------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| MAP | Carbondale | 97.0 | 52 | 2 | 3.8% | 3 | 5.8% | 111.9 | \$73.56 | \$39.43 | \$3,825.19 |
| MAP | Edwardsville | 50.8 | 54 | 3 | 5.6% | 4 | 7.4% | 56.4 | \$46.09 | \$49.04 | \$2,488.59 |
| MAP | Lake in the Hills | 40.0 | 36 | 1 | 2.8% | 6 | 16.7% | 66.7 | \$66.98 | \$60.28 | \$2,411.19 |
| MAP | Lake Zurich | 40.0 | 78 | 41 | 52.6% | 7 | 9.0% | 30.8 | \$34.86 | \$67.97 | \$2,718.94 |
| MAP | Richmond | 37.0 | 64 | 8 | 12.5% | 4 | 6.3% | 34.7 | \$18.40 | \$31.83 | \$1,177.79 |
| MAP | South Elgin | 42.0 | 69 | 0 | 0.0% | 7 | 10.1% | 36.5 | \$38.18 | \$62.73 | \$2,634.63 |
| MAP | Sterling | 40.0 | 24 | 0 | 0.0% | 3 | 12.5% | 100.0 | \$90.32 | \$54.19 | \$2,167.69 |
| MAP | Troy | 48.0 | 39 | 1 | 2.6% | 7 | 17.9% | 73.8 | \$62.69 | \$50.94 | \$2,445.07 |
| TLEP | DeKalb | 194.0 | 231 | 105 | 45.5% | 0 | 0.0% | 50.4 | \$44.33 | \$52.78 | \$10,239.26 |
| TLEP | Stephenson Co. | 203.0 | 225 | 83 | 36.9% | 0 | 0.0% | 54.1 | \$69.66 | \$77.21 | \$15,674.46 |
| TLEP | Winnebago County | 312.0 | 227 | 14 | 6.2% | 9 | 4.0% | 82.5 | \$94.60 | \$68.83 | \$21,474.41 |
| IMaGE GRANTS SUBTOTAL | | 4,321.5 | 6,054 | 3,886 | 64.2% | 50 | 0.8% | 42.8 | \$37.68 | \$52.78 | \$228,096.45 |
| LAP GRANTS SUBTOTAL | | 527.0 | 332 | 73 | 22.0% | 48 | 14.5% | 95.2 | \$92.31 | \$58.15 | \$30,646.75 |
| MAP GRANTS SUBTOTAL | | 493.8 | 542 | 60 | 11.1% | 56 | 10.3% | 54.7 | \$46.82 | \$51.39 | \$25,375.21 |
| TLEP GRANTS SUBTOTAL | | 709.0 | 683 | 202 | 29.6% | 9 | 1.3% | 62.3 | \$69.38 | \$66.84 | \$47,388.13 |
| REGULAR GRANTS SUBTOTAL | | 6,051.3 | 7,611 | 4,221 | 55.5% | 163 | 2.1% | 47.7 | \$43.56 | \$54.78 | \$331,506.54 |

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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 YDDYL enforcement

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

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

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

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

Column 8: Percentage of total citations that were DUI arrests

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

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

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

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

Program Descriptions:

IMaGE – Integrated Mini-Grant Enforcement Program

LAP – Local Alcohol Program

MAP – Mini-Grant Alcohol Program

TLEP – Traffic Law Enforcement Program

**TABLE 14: REGULAR GRANTEES WITH MULTIPLE GRANTS
ENFORCEMENT AND ASSOCIATED COSTS**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|-----------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| HM | Alton | 510 | 917 | 576 | 62.8% | 7 | 0.8% | 33.4 | \$24.16 | \$43.44 | \$22,154.40 |
| IMAGE | Alton | 200 | 310 | 172 | 55.5% | 3 | 1.0% | 38.7 | \$22.56 | \$34.97 | \$6,993.40 |
| MAP | Alton | 46 | 62 | 7 | 11.3% | 5 | 8.1% | 44.5 | \$39.13 | \$52.73 | \$2,425.75 |
| HM | Bartlett | 125 | 145 | 143 | 98.6% | 1 | 0.7% | 51.7 | \$47.92 | \$55.59 | \$6,948.20 |
| MAP | Bartlett | 46 | 69 | 0 | 0.0% | 5 | 7.2% | 40.0 | \$41.73 | \$62.60 | \$2,879.47 |
| HM | Belvidere | 133 | 144 | 64 | 44.4% | 2 | 1.4% | 55.4 | \$37.67 | \$40.78 | \$5,424.19 |
| IMAGE | Belvidere | 130 | 132 | 110 | 83.3% | 0 | 0.0% | 59.1 | \$46.40 | \$47.11 | \$6,124.49 |
| HM | Cahokia | 45 | 57 | 22 | 38.6% | 1 | 1.8% | 47.4 | \$37.89 | \$48.00 | \$2,160.00 |
| IMAGE | Cahokia | 107 | 157 | 41 | 26.1% | 1 | 0.6% | 40.9 | \$32.26 | \$47.33 | \$5,064.59 |
| HM | Calumet City | 344 | 249 | 205 | 82.3% | 1 | 0.4% | 82.9 | \$42.22 | \$30.56 | \$10,512.78 |
| IMAGE | Calumet City | 117 | 145 | 131 | 90.3% | 1 | 0.7% | 48.4 | \$42.09 | \$52.16 | \$6,103.01 |
| HM | Carol Stream | 483 | 860 | 660 | 76.7% | 6 | 0.7% | 33.7 | \$31.04 | \$55.26 | \$26,691.40 |
| IMAGE | Carol Stream | 75 | 228 | 184 | 80.7% | 1 | 0.4% | 19.7 | \$21.26 | \$64.64 | \$4,848.26 |
| HM | Carpentersville | 36 | 74 | 68 | 91.9% | 0 | 0.0% | 29.2 | \$31.59 | \$64.94 | \$2,337.74 |
| MAP | Carpentersville | 42 | 47 | 1 | 2.1% | 3 | 6.4% | 53.6 | \$54.27 | \$60.73 | \$2,550.73 |
| HM | Chicago | 1201 | 2463 | 2112 | 85.7% | 3 | 0.1% | 29.3 | \$28.59 | \$58.63 | \$70,416.00 |
| LAP | Chicago | 300 | 430 | 14 | 3.3% | 14 | 3.3% | 41.9 | \$38.63 | \$55.37 | \$16,611.00 |
| HM | Chicago Heights | 130 | 284 | 273 | 96.1% | 1 | 0.4% | 27.5 | \$20.02 | \$43.73 | \$5,684.55 |
| LAP | Chicago Heights | 51 | 38 | 2 | 5.3% | 5 | 13.2% | 80.5 | \$52.62 | \$39.20 | \$1,999.44 |
| HM | Cook County | 180 | 222 | 187 | 84.2% | 0 | 0.0% | 48.6 | \$42.75 | \$52.73 | \$9,491.40 |
| LAP | Cook County | 51 | 65 | 0 | 0.0% | 12 | 18.5% | 47.1 | \$43.26 | \$55.13 | \$2,811.63 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|---------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| HM | Creve Coeur | 36 | 55 | 10 | 18.2% | 3 | 5.5% | 39.3 | \$15.52 | \$23.71 | \$853.68 |
| MAP | Creve Coeur | 32 | 25 | 3 | 12.0% | 2 | 8.0% | 76.8 | \$41.03 | \$32.05 | \$1,025.74 |
| HM | Danville | 52 | 76 | 49 | 64.5% | 1 | 1.3% | 41.1 | \$35.33 | \$51.63 | \$2,684.88 |
| IMAGE | Danville | 28 | 194 | 63 | 32.5% | 0 | 0.0% | 8.7 | \$5.85 | \$40.50 | \$1,134.00 |
| HM | Decatur | 68 | 87 | 3 | 3.4% | 13 | 14.9% | 46.9 | \$30.86 | \$39.48 | \$2,684.88 |
| IMAGE | Decatur | 149 | 142 | 77 | 54.2% | 4 | 2.8% | 63.0 | \$48.83 | \$46.54 | \$6,934.32 |
| LAP | Decatur | 63 | 29 | 1 | 3.4% | 7 | 24.1% | 130.3 | \$72.75 | \$33.49 | \$2,109.87 |
| HM | East Moline | 32 | 35 | 21 | 60.0% | 0 | 0.0% | 54.9 | \$40.13 | \$43.90 | \$1,404.72 |
| IMAGE | East Moline | 83 | 75 | 15 | 20.0% | 2 | 2.7% | 66.4 | \$69.44 | \$62.75 | \$5,208.08 |
| IMAGE | East Peoria | 117 | 188 | 87 | 46.3% | 1 | 0.5% | 37.3 | \$36.47 | \$58.59 | \$6,855.60 |
| LAP | East Peoria | 168 | 152 | 0 | 0.0% | 20 | 13.2% | 66.3 | \$60.93 | \$55.13 | \$9,261.08 |
| HM | Elgin | 140 | 165 | 145 | 87.9% | 0 | 0.0% | 50.9 | \$47.24 | \$55.67 | \$7,793.88 |
| IMAGE | Elgin | 123 | 282 | 14 | 5.0% | 1 | 0.4% | 26.2 | \$17.88 | \$40.99 | \$5,041.64 |
| LAP | Elgin | 85 | 125 | 10 | 8.0% | 20 | 16.0% | 40.8 | \$39.43 | \$57.99 | \$4,929.15 |
| HM | Elmhurst | 158 | 228 | 189 | 82.9% | 1 | 0.4% | 41.6 | \$29.06 | \$41.93 | \$6,625.28 |
| MAP | Elmhurst | 50 | 56 | 1 | 1.8% | 8 | 14.3% | 53.6 | \$54.14 | \$60.64 | \$3,031.75 |
| HM | Hickory Hills | 24 | 40 | 40 | 100.0% | 0 | 0.0% | 36.0 | \$30.66 | \$51.11 | \$1,226.56 |
| IMAGE | Hickory Hills | 104 | 154 | 154 | 100.0% | 0 | 0.0% | 40.5 | \$34.63 | \$51.28 | \$5,332.62 |
| HM | Hillside | 94 | 181 | 158 | 87.3% | 1 | 0.6% | 31.2 | \$29.60 | \$56.99 | \$5,356.80 |
| IMAGE | Hillside | 89 | 117 | 68 | 58.1% | 1 | 0.9% | 45.6 | \$51.31 | \$67.45 | \$6,003.00 |
| HM | Homewood | 52 | 73 | 49 | 67.1% | 0 | 0.0% | 42.7 | \$36.78 | \$51.63 | \$2,684.59 |
| IMAGE | Homewood | 100 | 169 | 167 | 98.8% | 0 | 0.0% | 35.5 | \$30.81 | \$52.06 | \$5,206.07 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|---------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| HM | Joliet | 319 | 350 | 138 | 39.4% | 1 | 0.3% | 54.7 | \$59.24 | \$65.00 | \$20,735.00 |
| IMAGE | Joliet | 140 | 104 | 75 | 72.1% | 0 | 0.0% | 80.8 | \$98.67 | \$73.30 | \$10,262.00 |
| HM | Lombard | 105 | 179 | 141 | 78.8% | 0 | 0.0% | 35.2 | \$35.34 | \$60.24 | \$6,325.20 |
| MAP | Lombard | 7 | 10 | 1 | 10.0% | 1 | 10.0% | 42.0 | \$42.17 | \$60.24 | \$421.68 |
| HM | Macon County | 68 | 89 | 62 | 69.7% | 0 | 0.0% | 45.8 | \$36.67 | \$48.00 | \$3,264.00 |
| LAP | Macon County | 189 | 151 | 50 | 33.1% | 15 | 9.9% | 75.1 | \$48.38 | \$38.65 | \$7,305.50 |
| HM | Morton | 50 | 63 | 60 | 95.2% | 0 | 0.0% | 47.6 | \$38.04 | \$47.93 | \$2,396.50 |
| MAP | Morton | 38 | 54 | 5 | 9.3% | 3 | 5.6% | 42.2 | \$46.41 | \$65.96 | \$2,506.38 |
| HM | Niles | 103 | 166 | 148 | 89.2% | 1 | 0.6% | 37.2 | \$36.06 | \$58.12 | \$5,986.70 |
| MAP | Niles | 38 | 54 | 35 | 64.8% | 2 | 3.7% | 42.2 | \$47.28 | \$67.18 | \$2,553.00 |
| HM | Palatine | 178 | 87 | 67 | 77.0% | 1 | 1.1% | 122.8 | \$120.94 | \$59.11 | \$10,522.00 |
| MAP | Palatine | 54 | 42 | 11 | 26.2% | 5 | 11.9% | 77.1 | \$84.21 | \$65.49 | \$3,536.66 |
| HM | Palos Heights | 352 | 262 | 242 | 92.4% | 0 | 0.0% | 80.6 | \$62.78 | \$46.73 | \$16,448.82 |
| MAP | Palos Heights | 52 | 35 | 14 | 40.0% | 6 | 17.1% | 89.1 | \$95.17 | \$64.06 | \$3,330.90 |
| IMAGE | Quincy | 138 | 145 | 39 | 26.9% | 0 | 0.0% | 57.1 | \$42.33 | \$44.48 | \$6,137.98 |
| MAP | Quincy | 42 | 38 | 0 | 0.0% | 2 | 5.3% | 66.3 | \$51.12 | \$46.25 | \$1,942.50 |
| HM | Rock Island | 48 | 78 | 76 | 97.4% | 0 | 0.0% | 36.9 | \$25.88 | \$42.05 | \$2,018.59 |
| MAP | Rock Island | 42 | 67 | 2 | 3.0% | 8 | 11.9% | 37.6 | \$28.16 | \$44.93 | \$1,886.88 |
| HM | Schaumburg | 160 | 170 | 155 | 91.2% | 0 | 0.0% | 56.5 | \$57.76 | \$61.37 | \$9,819.55 |
| IMAGE | Schaumburg | 144 | 146 | 130 | 89.0% | 1 | 0.7% | 59.2 | \$63.29 | \$64.17 | \$9,240.14 |
| HM | Shorewood | 60 | 67 | 50 | 74.6% | 1 | 1.5% | 53.7 | \$42.36 | \$47.30 | \$2,837.87 |
| IMAGE | Shorewood | 144 | 228 | 186 | 81.6% | 1 | 0.4% | 37.9 | \$32.77 | \$51.89 | \$7,471.80 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--------------|-------------|-------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|---------------|-------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| HM | Skokie | 165 | 375 | 283 | 75.5% | 0 | 0.0% | 26.4 | \$24.92 | \$56.64 | \$9,345.60 |
| LAP | Skokie | 122.5 | 221 | 19 | 8.6% | 5 | 2.3% | 33.3 | \$31.34 | \$56.54 | \$6,926.15 |
| HM | St. Charles | 82 | 82 | 57 | 69.5% | 0 | 0.0% | 60.0 | \$56.60 | \$56.60 | \$4,641.20 |
| MAP | St. Charles | 54 | 35 | 3 | 8.6% | 4 | 11.4% | 92.6 | \$81.48 | \$52.81 | \$2,851.75 |
| HM | Summit | 200 | 254 | 230 | 90.6% | 0 | 0.0% | 47.2 | \$26.72 | \$33.93 | \$6,786.27 |
| IMAGE | Summit | 90 | 99 | 16 | 16.2% | 1 | 1.0% | 54.5 | \$47.28 | \$52.01 | \$4,680.60 |
| HM | Villa Park | 70 | 105 | 54 | 51.4% | 3 | 2.9% | 40.0 | \$35.50 | \$53.24 | \$3,727.08 |
| MAP | Villa Park | 40.75 | 46 | 1 | 2.2% | 4 | 8.7% | 53.2 | \$51.58 | \$58.22 | \$2,372.45 |
| HM | Waukegan | 206 | 337 | 298 | 88.4% | 1 | 0.3% | 36.7 | \$33.28 | \$54.44 | \$11,213.94 |
| LAP | Waukegan | 223 | 302 | 5 | 1.7% | 36 | 11.9% | 44.3 | \$53.87 | \$72.96 | \$16,269.34 |
| HM | Westchester | 46 | 65 | 44 | 67.7% | 1 | 1.5% | 42.5 | \$38.22 | \$54.00 | \$2,483.98 |
| IMAGE | Westchester | 85 | 83 | 60 | 72.3% | 0 | 0.0% | 61.4 | \$67.16 | \$65.58 | \$5,574.20 |
| HM | Will County | 147.5 | 121 | 68 | 56.2% | 1 | 0.8% | 73.1 | \$61.50 | \$50.45 | \$7,441.97 |
| LAP | Will County | 141 | 154 | 22 | 14.3% | 13 | 8.4% | 54.9 | \$36.12 | \$39.45 | \$5,562.45 |
| HM | Wood Dale | 99 | 188 | 164 | 87.2% | 1 | 0.5% | 31.6 | \$30.54 | \$58.00 | \$5,742.00 |
| MAP | Wood Dale | 53 | 69 | 16 | 23.2% | 8 | 11.6% | 46.1 | \$38.60 | \$50.26 | \$2,663.63 |

TABLE 14: (continued)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|--|--------|-----------------|-----------------|--|----------------------------------|-------------|---------------|----------------------------------|-------------------|----------------|---------------------|
| Grantee Type | Agency | Total Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Hour | Total Cost |
| | | | | Occupant Protection Violations | % Occupant Protection Violations | DUI Arrests | % DUI Arrests | | | | |
| HOLIDAY MOBILIZATION GRANTS SUBTOTAL | | 6,301.5 | 9,393 | 7,311 | 77.8% | 52 | 0.6% | 40.3 | \$34.59 | \$51.55 | \$324,872.20 |
| IMaGE GRANTS SUBTOTAL | | 2,163.0 | 3,098 | 1,789 | 57.7% | 18 | 0.6% | 41.9 | \$36.87 | \$52.80 | \$114,215.80 |
| LAP GRANTS SUBTOTAL | | 1,393.5 | 1,667 | 123 | 7.4% | 147 | 8.8% | 50.2 | \$44.26 | \$52.95 | \$73,785.61 |
| MAP GRANTS SUBTOTAL | | 636.8 | 709 | 100 | 14.1% | 66 | 9.3% | 53.9 | \$50.75 | \$56.50 | \$35,979.27 |
| AGENCIES WITH MULTIPLE GRANTS TOTAL | | 10,494.8 | 14,867 | 9,323 | 62.7% | 283 | 1.9% | 42.4 | \$36.92 | \$52.30 | \$548,852.88 |

Column 1: Type of grant that agency had

Column 2: Participating law enforcement agency

Column 3: Number of patrol hours conducted during YDDYL enforcement

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

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

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

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

Column 8: Percentage of total citations that were DUI arrests

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

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

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

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

Program Descriptions:

IMaGE – Integrated Mini-Grant Enforcement Program

LAP – Local Alcohol Program

MAP – Mini-Grant Alcohol Program

MINI – Holiday Campaign Mini-Grant

TABLE 15: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

| 1 | 2 | 3 | 4 | | | | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
|-----------------------------------|----------------|-----------------|--|---------------------------------|-------------|---------------|----------------------------------|-------------------|----------------------|----------------|---|----|----|
| Grant Type | # Patrol Hours | Total Citations | Frequency and % Distributions of Occupant Protection and DUI Citations | | | | Citation Written Every X Minutes | Cost Per Citation | Cost Per Patrol Hour | Total Cost | | | |
| | | | Occupant Protection Violations | % Occupant Restraint Violations | DUI Arrests | % DUI Arrests | | | | | | | |
| HOLIDAY MOBILIZATION GRANTS TOTAL | 14,564.8 | 22,180 | 16,434 | 74.1% | 200 | 0.9% | 39.4 | \$31.30 | \$47.67 | \$694,283.74 | | | |
| REGULAR GRANTS TOTAL | 10,244.6 | 13,085 | 6,233 | 47.6% | 394 | 3.0% | 47.0 | \$42.45 | \$54.22 | \$555,487.22 | | | |
| ILLINOIS STATE POLICE TOTAL | 10,674.5 | 17,472 | 8,015 | 45.9% | 206 | 1.2% | 36.7 | \$42.12 | \$68.94 | \$735,921.10 | | | |
| GRAND TOTAL | 35,483.90 | 52,737 | 30,682 | 58.2% | 800 | 1.5% | 40.4 | \$37.65 | \$55.96 | \$1,985,692.06 | | | |

Column 1: Type of grant that agency had

Column 2: Number of patrol hours conducted during CIOT enforcement

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

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

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

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

Column 7: Percentage of total citations that were DUI arrests

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

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

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

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

