

**The Illinois Statewide Spring / Summer / Fall 2004
Alcohol Impaired Driving Enforcement Campaign Surveys**

Conducted for



**Illinois Department
of Transportation**

Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: May / July / September, 2004

Report: October / November, 2004

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Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct three statewide telephone surveys from May through September/October, 2004. The first survey was conducted in May prior to the Memorial Day weekend, the second in July after the July 4th weekend, and the third in September/early October after the Labor Day weekend (herein called the September survey).

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

Methodology

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

Actual field interviewing for the May survey was conducted from May 6 – May 23, 2004 with over 600 licensed drivers (604-623). Field interviewing for the July survey was conducted from July 6 – July 28, 2004 with over 700 licensed drivers (723-747). And, field interviewing for the September survey was conducted from September 7 to October 10, 2004, again with over 700 licensed drivers (718-754).¹

The sampling error for the May statewide results is +/- 4.0 percent (at the 95th confidence level). The sampling error for both the July and September statewide results is just over +/- 3.6%.² The error for subgroups in all surveys is, of course, larger. The numbers of completions for each stratification group are presented below for each of the three surveys. It should be noted that statewide results have been weighted to correct for the intentional over/under-representation of the respective regions.

	<u>May 2004</u>	<u>2004 DUI Pre-Test July 2004</u>	<u>2004 DUI Post-Test Sept. 2004</u>
<i>TOTAL</i>	<i>614</i>	<i>735</i>	<i>736</i>
Chicago metro area	359	419	416
<i>City of Chicago</i>	<i>188</i>	<i>198</i>	<i>190</i>
<i>Chicago suburban counties</i>	<i>171</i>	<i>221</i>	<i>226</i>
Downstate counties	255	317	321
<i>North/central Illinois</i>	<i>140</i>	<i>166</i>	<i>162</i>
<i>Southern Illinois</i>	<i>115</i>	<i>151</i>	<i>159</i>

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger

¹ 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. It should be noted that the September survey took longer to complete than the July survey because about 4000 additional calls were needed to obtain virtually the same completion numbers.

² The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was just over 10 minutes for the May survey (median = 11 minutes) and somewhat under 15 minutes for the July and September surveys (median = 13-14 minutes).

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

Comments on Results

In the results that follow, we focus on those questions most pertinent to the DUI initiative conducted surrounding Labor Day weekend, 2004. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the July and September surveys (the DUI initiative “pre-test” and “post-test” surveys). However, for the statewide results, we at times comment on the May results when they appear to add understanding to the later results/changes.⁴ In this summary report, percentages have been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.⁵

The full results are presented in the accompanying **IDOT 2004 Statewide Survey Tables** (an Excel file) compiled for the project. Separate worksheets are included for: the statewide results; regional results; results by gender; results by age group (three categories of up to 29, 30s and 40s, and 50 and over); results by race (white/non-white); and relevant results for those who had an alcoholic drink in the recent past. The worksheet for the statewide results includes the percentage point changes from the May to July surveys and changes from the July to September surveys. Subgroup worksheets also contain the statewide results.⁶

Time frame in question wording. The question wording for particular questions in each of the surveys is the same, with one exception. In both May and September, the “time frame” in selected questions [such as, have you seen a certain kind of message in the last (time period)] is “in the past 30 days.” In the July survey, this was changed to “in the past 60 days” and several times explicitly included the fact that this time period included both the Memorial Day and July 4th weekends.

Demographic characteristics of the July and September samples. Before reporting the seat belt-related results, it is worth noting that the July and September 2004 samples, overall, are

³ Despite the fact that the interviewer asks to speak to the youngest licensed driver three-quarters of the time, it appears the surveys still under-represents the youngest drivers. In addition, it appears the surveys somewhat over-represents licensed drivers with at least a four-year college education and somewhat under-represents those with at most a high school education. Neither has been corrected for in these results, but there is a good-to-great deal of consistency in the distributions across all three surveys (with the largest differences noted below). Thus, trends/changes between any two surveys or across the three surveys generally cannot be attributable to changes in these characteristics.

⁴ The full array of DUI-related questions was not asked in the May 2004 survey.

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

⁶ Virtually all relevant results in this Table, statewide and by the selected demographic characteristics, were provided to the Department on October 14, 2004, just four days after the completion of the September survey.

very similar with regard to most demographic characteristics. The largest difference is found for education level, where the September sample is found to have fewer respondents in the two lowest education levels than the July sample (20.2% vs. 24.0% for high school diploma/GED and 4.0% vs. 6.0% for less than this), while the latter has more with some post high school education (37.6% vs. 31.3%).⁷ The September sample also contains somewhat fewer respondents of Hispanic/Latino origin than does the July sample (5.4% vs. 8.6%), and has somewhat fewer in the youngest age group (13.1% vs. 15.9% for those up to 29 years of age) and somewhat more in the oldest age group (45.6% vs. 42.9% for those 50 and over).⁸ Comparisons on other demographic characteristics are found in the accompanying tables.

THE RESULTS

A note on the comparison time periods

Note that, for the July 2004 survey, respondents were asked to report on behaviors and exposure to selected messages in the past sixty days, a time period that includes both the Memorial Day and July 4th holidays. For the September 2004 survey, the wording reverted back to the usual thirty day time period that was used in the May 2004 survey as well as similar surveys in the past couple years.⁹ September respondents were thus reporting for a time period that included only one holiday (Labor Day) and a shorter period of time.

Behaviors relating to drinking and driving

Frequency of drinking. *“How often did you drink alcoholic beverages in the past (thirty days/two months)?”* Statewide, very few September respondents reported drinking every day while about one in ten (10%) reported drinking *at least* several days a week. Nearly one-quarter (24%) reported drinking either “once a week or less” or “only on weekends.” One-fifth (20%) reported drinking only on celebrations or special occasions, and more than four of ten (43%) reported not having had a drink in the recent past. *During the remaining portions of this report, we sometimes refer to those who indicated ever having drunk in the past thirty/sixty days as “drinkers.”*

About the same number of September and July respondents reported drinking *at least* several times a week (10.5% in September vs. 11.5% in July). Somewhat more September than July respondents reported drinking “once a week or less” or “only on weekends” (24% vs. 17%) while fewer September than July respondents reported “never” drinking during the time span (43% vs. 48%). The proportion saying “only on celebrations or special occasions” is only slightly less in September than it was in July (20.0% vs. 22.1%).

The September 2004 results show that more than one in ten respondents in the two Chicago area regions (14.5% in City of Chicago; 11.2% in Chicago suburbs) reported drinking *at*

⁷ Interestingly, the September education results are more similar to the May education results for those with a high school diploma/GED or less (24%) and more similar to the July results for those with a four-year college degree (~37%). At the same time, the May and July results are more similar in the percent for those with some post high school education compared to the September results (~31% for May and July vs. 38% for September).

⁸ The May sample was composed of 7.7% who reported being of Hispanic/Latino origin. Of the three surveys, the May sample contained the greatest percentage up to 29 years of age (17.6%) and the fewest in the oldest age group (40.9% who were 50 and over). The percent 30 to 49 years of age is similar across all three surveys (~40%).

⁹ The July time period wording change was made to capture changes associated with the seat belt enforcement / media campaign that occurred around the time period of the Memorial Day weekend.

least several times a week, compared to less than one in ten for north/central Illinois (7.2%) and southern Illinois (5.3%). At the other end of the scale, the percent who reported “never” drinking is greatest in southern Illinois (58%) followed by north/central Illinois (50%), Chicago suburbs (39%), and the City of Chicago (35%). Similar percentages in the two Chicago metro regions reported drinking “once a week or less” or “only on weekends” (~25%), just slightly ahead of north/central Illinois (22%) and somewhat more than southern Illinois (18%). The same pattern is basically found for those who said they drink only on special occasions or during special occasions (23% for City of Chicago; 20% for Chicago suburbs; 18% for north/central Illinois; and 16% for southern Illinois).

In terms of those who said they drink at least several times a week, there is a small increase from July to September in the City of Chicago (+5.5%) and a small decrease in the Chicago suburbs (-4.2%). Very little change is found in the downstate regions here. For those who said they drink once a week or less (including only on weekends), there are increases for three of the regions (ranging from +8.9% in the Chicago suburbs and +8.4% in north/central Illinois to +6.5% in the City of Chicago), but a very small decrease in southern Illinois (-3.4%). The percent who indicated drinking only on special occasions (or celebrations) declined slightly in three of the regions (about -3% in each) and remained stable in north/central Illinois. And, in terms of those who said they “never” drink, sizeable decreases are found for both the City of Chicago (-10%) and north/central Illinois (-8.3%). A very small decrease is found for the Chicago suburbs (-3.1%) while a small increase is found for southern Illinois (+5.3%).

Drinking and driving. *“Have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?” [For the approximate 50 to 54 percent who indicated they drank alcoholic beverages in the past thirty/sixty days.]* Almost three in ten September respondents (29%) who drank alcoholic beverages in the recent past reported they had driven a motor vehicle within two hours after drinking during this time period. This is somewhat lower than the one-third of such drivers who said so in July (34%).

In September, the percent of *drinkers* who reported having recently driven within two hours after drinking an alcoholic beverage is greatest in southern Illinois (35%) and lowest in the City of Chicago (24%), with percentage in the other two regions between the two (32% in the Chicago suburbs and 28% in north/central Illinois). The July-to-September change in this percentage is greatest for the City of Chicago, where we see a decrease of 9 percentage points.

Number of times. *“About how many times [in this time period] did you drive within two hours after drinking?” [For the 16-17% of total sample members who had an alcoholic beverage in the recent past and who indicated they had driven a motor vehicle after drinking.]* For those who had driven a motor vehicle within two hours of drinking in the recent past, more September than July respondents indicated doing so once (41.2% vs. 29.1%), and slightly more September respondents also reported doing so five or more times (9.4% vs. 6.6%). Fewer September respondents reported do so either two times (29.1% vs. 40.3%) or three or four times (20.4% vs. 24.2%).

Number of drinks on last occasion. *“On the most recent occasion (driving within two hours of drinking), about how many drinks did you have?” [For the 16-17% of total sample members who indicated they had driven within two hours of drinking.]* The pattern in the September and July surveys is much like that above. More relevant September than July respondents reported having had one drink (38.4% vs. 26.1%), and slightly more September respondents also reported having had five or more drinks (13.3% vs. 8.2%). Fewer September respondents reported having had two drinks (28.6% vs. 43.1%), and

slightly fewer September respondents also reported having had three or four drinks (19.8% vs. 22.7%).

Frequency drive when too much to drink. *“About how many times [in this time period] did you drive when you thought you had too much to drink?” [For the approximate 50 to 54 percent of total sample members who indicated they drank alcoholic beverages in the past thirty/sixty days.]* In both surveys, about 94 to 95 percent of those asked the question (those who drank in the past thirty/sixty days) reported never having had too much to drink when they drove in the past thirty/sixty days while nearly 5 to 6 percent reported they had.

Reports of *never* having done so in the past thirty days are slightly more frequent in the suburban Chicago area (98%) than for the other three regions (93-95%).

Assessed trend in personal drinking and driving. *“Compared to three months ago, are you now driving after drinking: more often, less often, or about the same?” [For the approximate 50 to 54 percent who indicated they drank alcoholic beverages in the past thirty/sixty days.]* Virtually no one in either survey reported that they now drink and drive “more often” than they did three months ago, while the proportion who said they drive after drinking “less often” is slightly lower in September than in July (7.9% vs. 10.7%). The September proportion who said they do so “about the same” is lower than the July proportion (21% vs. 32%), with the difference basically made up by the almost two-thirds of September respondents who reported they never drive after drinking, higher than the one-half who said so in July (65% vs. 51%).

In September, the percent of “drinking” respondents who said they “never” drive after drinking is highest in the City of Chicago (71%) followed by the Chicago suburbs and north/central Illinois (64% and 62%, respectively) and then southern Illinois (57%). On the other hand, the percent who said they are driving after drinking “less often” is greatest in southern Illinois (14%) followed by the Chicago suburbs and north/central Illinois (8.8% and 7.5%) and then by City of Chicago respondents (4.7%). The percent who said they are doing such “about the same” is somewhat lower in the Chicago metro regions (19-20%) than in the two downstate regions (24-27%).

From July to September, substantial increases in the percent of “drinking” respondents who said they “never” drive after drinking are found for both the Chicago suburbs (+19%) and the City of Chicago (+15%). For the suburbs, this is accompanied by a substantial decrease in those who said they are doing such “the same” (-20%); for the City of Chicago, the decrease is spread between those who said they are doing such “less often” (-8%) -- and “about the same” (-5%).

Perceptions of and attitudes about police presence and enforcement

Perceptions of DUI enforcement. Three questions in the interview solicited respondents’ perceptions about general police presence on roads and police enforcement of DUI laws. In the first question, respondents were asked how likely it is they would be stopped if they drove after having too much to drink. In the second question, respondents were asked about the relative frequency they see police on the roads they drive (compared to three months ago). And, in the third question, respondents were asked another relative question, this time being how

likely it is that a driver who had been drinking will be stopped, compared to three months ago¹⁰ (Also see the next section for questions specifically relating to roadside checks.)

Police enforcement of drinking laws -- a hypothetical, personalized-wording question. *“If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer?”* For the results of this question, we will focus on the results for those respondents who gave a substantive answer to the question.¹¹

Of relevant September respondents statewide, just over one-tenth (11%) reported being stopped by police would be “almost certain,” and another one-quarter (25%) said it would be “very likely.” Nearly four in ten (38%) said it would be “somewhat likely,” while about half this number (19%) said it was “somewhat unlikely.” Just over one in twenty (6%) said it was “very unlikely.”

These September results are quite similar to the July results, with the July survey showing only slightly more respondents saying “somewhat likely” (+3.0%) and slightly fewer saying “almost certain” (-2.4%). However, it should be noted that the earlier May survey shows somewhat greater proportions of relevant respondents saying it is “almost certain” or “very likely” that they would be stopped (43% vs. 38% and 36% in the two more recent surveys).

For recent drinkers, the September results do not depart much from the statewide results. More specifically, nearly one in ten (9%) reported that being stopped would be “almost certain,” and one-quarter said “very likely.” Over one-third (36%) said “somewhat likely” while nearly three in ten said either “somewhat unlikely” (23%) or “very unlikely” (6%). These results are quite similar to the July results for recent drinkers.

In terms of regions, the September percent who said it would be either “almost certain” or “very likely” that they would be stopped is about the same in all regions but the City of Chicago at 37 to 38 percent. For the City of Chicago, it is just less than one-third (32%). At the same time, the percent who said “almost certain” is actual slightly higher in the City of Chicago (13.7%) than it is in the other regions (10-12.5%).

From July to September, the largest change in the top two categories is the decline of more than 5 percentage points found in the Chicago suburbs for those who said “almost certain.” By region -- from July to September, City of Chicago respondents show a decline in the percent who said either “very likely” or “somewhat likely” (-7.6%) and an increase of about the same amount for those who said either “somewhat” or “very unlikely” (7.4%). Chicago suburban respondents show a decline in the percent who said “almost certain” (-5.6%), an increase in those who said either “very” or “somewhat likely” (+10.1%, with +8% in the “somewhat” category), and a decrease in those who said “somewhat” or “very unlikely” (-4.5%, with 3.9% for the “somewhat” category). Southern Illinois respondents show an increase in those who said either “very” or “somewhat likely” (+6.4%) and a decrease in those who said either “somewhat” or “very unlikely” (-5%). North/central Illinois respondents show a small decrease in those who said “very unlikely” (-3.4%).

¹⁰ Because of possible question order effects here, we kept the order of these questions the same as in the national survey template.

¹¹ Across the three surveys, about 2% said “don’t know” or refused to answer. However, more respondents in the July DUI pre-test survey as in the September DUI post-test survey or the earlier May 2004 survey were coded as “not drinking so they cannot relate to the question” (26% vs. 17% and 14%). For future surveys of this sort, it might be better not to personalize the question. That is, instead of asking, “if you drove after having too much to drink ...,” it might be better to ask respondents how likely police are to stop drivers who do this behavior. This is in line with the wording of the third question in this section.

Police presence on roads. “ *Compared with three months ago, do you see police on the roads you normally drive more often, less often, or about the same?* “ Just over three-quarters (78%) of the September respondents reported seeing police “about the same” on the roads they normally drive, while just less than one in five (18%) said they police “more often” and a few (2.7%) said “less often.” Compared to July, this represents a small increase in the proportion who said “about the same” (+2.7%). The September results also show a small percentage point decrease from July in the proportion who said “less often” (-2.8%, but from a base of 5.5% in the July survey).

For those respondents who reported having had an alcoholic beverage in the recent past, the September results are very close to the statewide results reported above and do not depart much from the July results for recent drinkers.

In September – by region, the largest percent who said they see police “more often” is found for the City of Chicago (21%) followed closely by the Chicago suburbs (18%) and again closely by north/central Illinois (16%). The lowest percent was for southern Illinois (10%). Not surprisingly, the reverse trend is found for the percent who said “about the same” (73% to 78% and 80% to 86%). Compared to July, the largest changes are found for southern Illinois, where there was a decrease of almost 10 percentage points for those who said “more often” and an increase of more than that for those who said “about the same.”

Police enforcement of drinking laws -- comparative, general evaluation. “ *Compared to three months ago, do you think a driver who had been drinking is now more likely to be stopped by police, less likely to be stopped, or is this about the same?*” Statewide, the results are very similar in the September and July DUI surveys, and also for the earlier May survey. In each case, about three in ten (28-30%) said “more likely” while just over six in ten (62-64%) said “about the same” while only a few said “less likely to be stopped” (2.1-3.3%).

For those respondents who have had a drink within the past thirty/sixty days, the September responses are very similar to those reported above for all statewide respondents. They are also quite similar to the July responses for those reporting recent drinking. However, it should be noted that the July percent who said the likelihood is “about the same” reached 69 percent, a figure that departs from the statewide results described above.

By region, the September results show similar results for all regions but southern Illinois. For these regions, about three in ten respondents said they are “more likely to be stopped,” about six in ten said “about the same,” and about 3 percent said “less likely.” For southern Illinois, just over three-quarters (78%) said “about the same” while fewer than one in five (17%) said “more likely to be stopped.” Southern Illinois respondents also showed the largest change from July to September, with a decrease of more than 10 percentage points for those who said “more likely to be stopped” (-13%) and an increase of about the same amount for those who said “about the same” (+14%).

Evaluations of penalties given to DUI offenders

Two questions in the interview solicited respondents’ evaluations of the penalties given to DUI offenders. One dealt with first offenders, and the other dealt with repeat offenders. These were asked for the first time in the January 2004 survey.

Evaluations of penalties for first offenders. *“Do you think the penalties given to drivers your area who are guilty of their first offense for alcohol-impaired driving are: too lenient, too harsh, or about right?”* By a four to three margin, a plurality of the September statewide respondents reported the penalties for first offenders are “about right” as opposed to “too lenient” (40% vs. 31%). Only one in twenty (5%) said they were “too harsh,” and nearly one-quarter (24%) did not express an opinion. In July, the percentages of respondents saying penalties are “about right” and “too lenient” were nearly identical (34% vs. 33%).

The September results for those who have had a drink in the past thirty days are quite similar, with only slightly more of this group saying the penalties are “about right” (42%) and slightly fewer saying they are “too lenient” (29%).

In three of the four regions, a plurality of the September respondents believe that the penalties for first time offenders are “about right” (49.5% vs. 26% for “too lenient” in north/central Illinois; 43% vs. 31% in the City of Chicago; and 40% vs. 31% in southern Illinois). In the Chicago suburbs, the percent who said “too lenient” slightly outnumbers the percent who said “about right” (34% to 32%).

Evaluations of penalties for repeat offenders. *“Do you think the penalties given to repeat offenders of alcohol-impaired driving are: too lenient, too harsh, or about right?”* For this question about repeat offenders, a sizeable plurality of September respondents (46%) said the penalties are “too lenient” while about three in ten (31%) said “about right” and hardly any (2%) said “too harsh.” Just over one in five (22%) did not express an opinion. In July, the differences were greater – with a slight majority saying “too lenient” (50%) and just over one in five (21%) saying “about right.” More July than September respondents did not express an opinion (27% vs. 22%).

The September results for those who have had a drink in the past thirty days are very similar to the statewide September results (46% “too lenient” vs. 30% “about right”). The July percent who said “too lenient” is basically the same (47%), but – as was the case for statewide respondents, fewer July respondents said “about right” (21%) and somewhat more did not express an opinion (31%).

Few differences across regions are present in the September results, with a plurality to a slight majority in each region saying “too lenient”: 51% vs. 30% for “about right” in southern Illinois; 45% vs. 28-29% for both Chicago metro regions; and 46% vs. 36% in north/central Illinois.

Roadside safety checks

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

It should be noted that this departs a bit from the national survey template. This was done intentionally for reasons of obtaining comparable Illinois trend data and because Illinois roadside checks are somewhat different than those in many other states.¹²

¹² In terms of obtaining comparable data, we had asked the general roadside check question for the past several surveys. The wording itself is a bit different from the national template because of the nature of Illinois roadchecks, checking vehicles which pass through a roadcheck for all possible traffic violations. To make the Illinois data comparable, we added a later question which asked about road safety checks which appeared to be primarily

General roadside safety-check questions

In interpreting July-to-September change here, it should be noted that there was a sizeable increase from *May 2004* to July 2004 in the percent who had seen/heard about roadside checks in the past thirty/sixty days (31% in May to 61% in July).¹³

Awareness of roadside safety checks. The percent who indicated that, “*in the past (thirty/sixty) days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” declined from just over six in ten in July to less than half in September (61% to 46%). This is still substantially higher than the almost one-third (31%) who indicated such in May.¹⁴ The results are about the same for those respondents who indicated drinking alcohol in the past thirty/sixty days.

For September, somewhat more respondents in the two Chicago metro regions indicated seeing a roadside check than did downstate respondents (51% for City of Chicago and 47% for Chicago suburbs compared to 42-43% in the two downstate regions). Substantial July-to-September decreases are apparent in three of the regions (-16% pts. to -21% pts.). Only a small decrease is apparent for the City of Chicago (-4%). The September awareness levels are substantially higher than the May levels for the two Chicago metro regions (51% vs. 34% for the City and 47% vs. 25% for the suburbs) and for north/central Illinois (43% vs. 33%) but slightly lower than the July level for southern Illinois (42% vs. 45%).

Sources of awareness. *Of those who had seen or heard anything about roadside safety checks,* the percent who indicated being exposed through television (44% and 48% for July and September, respectively) is higher than the percent who indicated the other three major sources: friends and relatives (32% and 26%); newspapers (24% and 29%); and radio (26% and 23%). For both television and newspapers, substantially more exposure in both July and September surveys is found for news stories/programs than for commercials/advertisements. For radio, the percent who indicated exposure through both news stories and advertisements is similar in September.

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had personally seen such checks also shows a decline from July to September (52% to 42%).¹⁵ Here, the September result is basically the same as that for May.

The results for those who indicated drinking alcohol in the past thirty/sixty days are quite similar.

For those who were aware of roadside safety checks, the percent who had personally seen a check is highest in the two Chicago metro regions (50% for City, 45% for suburbs), followed by southern Illinois (40%) and then north/central Illinois (31%). Here, decreases of 9 to 14 percentage points are apparent across the regions from July to September.

targeted for alcohol-impaired driving. We believe these questions reflect the actual situation in Illinois while also giving us comparable data.

¹³ The May 2004 survey was the “pre-test” survey for the Memorial Day seat belt initiative. For these results, see the Fall 2004 Seat Belt Initiative Report.

¹⁴ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

¹⁵ Again, we used the final percent after a follow-up question to confirm the meaning of “roadside safety checks.”

When these results are based on all sample members (and not just those aware), we find the percent who have seen a roadside safety check decreased from almost one-third in July to about one in five in September (32% to 20%). The September result is still higher than the result for May (13%). For recent drinkers, the July to September decrease is virtually the same (34% to 21%).

Again, when the percent is based on all sample members (and not just those who were aware), the September percent who reported personally seeing a roadside check is about one-quarter in the City of Chicago (25%), just over one-fifth in the Chicago suburbs (21%) and one in seven to one in six for the two downstate regions (17% for southern Illinois and 13% for north/central Illinois.) These represent decreases of 12 to 16 percentage points from July in three of the regions and a decrease of about half as much for the City of Chicago (-7%).

When those who had personally seen a roadside check, were asked whether they have “personally been through a roadside check in the past (thirty/sixty) days, either as a driver or as a passenger,” the results across all three surveys are very similar, with about one-half of these respondents saying they had. Calculated on the basis of all sample members, this translates into about one in twenty who said they have recently been through a roadside check in the May survey (6%), about one in six for the July survey (16%), and about one in ten for the September survey (10%).

For those who indicated drinking recently and who had seen a safety check, the percent who said they had actually gone through a check declined somewhat from 50 percent in July to 38 percent in September. Based on all recent drinkers, the percent who indicated having gone through a check is about one in six for both July and September (16-17%).

When the percentage of all sample members who indicated having gone through a safety check in the past thirty days is examined for the September survey, we find the highest incidence in the City of Chicago (17%) followed by the Chicago suburbs and southern Illinois (10% and 9%), with north/central Illinois trailing (5%). For the City of Chicago, this percent is not far from its respective July result (19%); for the other regions, the declines are more substantial (from 16% to 10% for the Chicago suburbs; 12% to 5% for north/central Illinois; and 16% to 9% for southern Illinois).

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

Awareness of “DUI” roadside safety checks. The percent who indicated that, *“in the past (thirty/sixty) days,”* they had *“seen or heard anything about the police setting up roadside safety checks that were used primarily to check for alcohol impaired driving,”* was very stable, at just over one-third, in both the July and September surveys (35% and 34%). The results are also stable at only a slightly higher level for those respondents who indicated drinking alcohol in the recent past (37% in July and 36% in September).

Slightly more than one-third (34-37%) of the respondents reported awareness in all but the north/central Illinois region, where the awareness was just less than one-third (30%). These results reflect an increase in awareness for the City of Chicago (+7%) and very small decreases in awareness in the other three regions (-3 to 4%).

Of those who had seen/heard of such roadside checks, the percent of those who indicated *“having personally gone through [these] checks”* is virtually the same in the July and September surveys (16.8% and 16.0%). For recent drinkers, there is a small decline in this percent (17% to 13%).

For the statewide results, this amounts to just over 5 percent of *all sample members* in both the July and September surveys (5.8% and 5.4%), and the results for recent drinkers are not much different. In September, we find the highest regional incidence is found for the City of Chicago (8.1%) followed by north/central Illinois and the Chicago suburbs (5.0% and 4.7%, respectively) and then southern Illinois (3.5%).

Messages about alcohol-impaired driving

Awareness of messages about alcohol-impaired driving. The percent who indicated that, “*in the past (thirty/sixty) days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois,*” increased somewhat, from two-thirds in July to nearly three-quarters (74%) in September. In May, it was just over two-thirds (68%). For recent drinkers, reported awareness increased from 70 percent in the July survey to 76 percent in September.

In September, the awareness level does not differ much by region, ranging from a high of 77 percent in the City of Chicago (and 76% in southern Illinois) to a low of about 72 to 73 percent in north/central Illinois and the Chicago suburbs. The September awareness levels are 9 to 11 percentage points more than the July levels for all regions but north/central Illinois, where awareness was generally stable from July to September.

Sources of messages. *Of those who had seen or heard such messages,* by far the greatest exposure source in both September and July is found for television (78% in September, 82% in July). In both surveys, the same additional four sources have exposure percentages that are within ten percentage points of each other: *for September,* billboards/bus signs (47%), newspapers (43%), radio (42%), and posters/bumper stickers (37%); *and for July,* billboards/bus signs (55%), radio (48%), newspapers (46%), and posters/bumper stickers (46%). In both surveys, friends/relatives trail all the previously-identified exposure sources (18% and 26%, for September and July) followed by brochures/pamphlets (15% and 18%).

Respondents who said they were exposed through television, radio, or newspapers were asked whether this was through a commercial/advertisement, through a news program or story, or something else. The results show that television-exposure is divided about equally between advertisements and news stories, radio exposure was about equal in July but is tilted toward advertisements in September, and newspaper exposure is primarily through news stories.

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

For television, September exposure among those who have seen/heard messages is at 90 percent in the City of Chicago and almost 80 percent in the Chicago suburbs (78%). It is about 70 percent in the two downstate regions (71% in southern Illinois and 67% in north/central Illinois). This reflects a decrease of about 10 percentage points from the July results in the two downstate regions.

For radio, September exposure is very similar across all four regions (41 to 45%). Small decreases (-6 to 7%) are found for all regions but the City of Chicago from July to September.

For newspapers, September exposure is about 40 percent in the two Chicago metro regions and slightly to somewhat more in the two downstate regions (44% for north/central and 49% for southern Illinois). Small decreases are found from July to September (-4 to 6% for all but north/central Illinois).

For billboards or bus signs, the September exposure percentage is similar across the four regions, ranging from 44 to 46 percent in the two Chicago regions to 48 to 49 percent in the two downstate regions. Decreases of just over 10 percentage points are found in all regions but the Chicago suburbs from July to September.

For posters or bumper stickers, the September exposure percentages are similar in all regions but the Chicago suburbs, where the exposure percent is somewhat higher (34-36% vs. 40%). For all but the suburbs, this represents a decrease of about 10 percentage points from July to September, and a decrease of about half this much for the suburbs.

For brochures or pamphlets, the September exposure percentage is highest in the City of Chicago, at about one-fifth (21%), followed by the Chicago suburbs (15%) and southern Illinois (14%), and then north/central Illinois (8%). This represents a decrease of almost 10 percentage points in southern Illinois, and a decrease of about half this amount in north/central Illinois.

For friends or relatives, the September exposure is about one-fifth to one-quarter for three regions (19% to 25%) and somewhat lower in the Chicago suburbs (13%). This represents a July-to-September decrease of more than 10 percentage points for the Chicago suburbs (-12%) and a decrease of about half this much for both the City of Chicago (-7.6%) and southern Illinois (-6.6%).

Reported trend in number of messages. Those who said they were exposed to messages about alcohol impaired driving (about two-thirds to three-quarters of the respondents) were asked whether “the number of messages that [they] have seen or heard about alcohol impaired driving in the past (thirty/sixty) days is more than usual, fewer than usual, or about the same as usual.” In September, the statewide percent of these respondents saying “more than usual” was nearly one-quarter (24%), actually somewhat less than that found in July (29%) and about the same found in May. About seven of ten September respondents (70%) said “about the same as usual,” a small increase from that found in July (65%) and a small decrease from the May result (74%). The July and September proportions who said “fewer than usual” (4% and 5%) are actually greater than that found in May (2%).

For those respondents who reported drinking alcohol in the recent past, the results are very similar from July to September – with about 27 percent saying “more than usual,” about two-thirds (67-68%) saying “about the same as usual,” and one in twenty saying “less than usual” (4-5%).

The September results in all four regions are very similar. The number who said “more than usual” ranges only from 21 to 25 percent, and the number who said “about the same as usual” ranges from a low of 66 percent in the City of Chicago to about 70 percent in the Chicago suburbs and north/central Illinois and to 74 percent in southern Illinois. While only slightly more, the percent who said “fewer than usual” in the two Chicago regions is still double that found in the two downstate regions (6.0% and 6.5% vs. 3.5% and 2.3%). For the percent who said “more than usual,” there was a decline of more than 10 percentage points in southern Illinois (-13%) and a decline of about half his amount in north/central Illinois (-7%). A smaller decline occurred in the two Chicago metro regions (-4%).

Awareness of selected traffic safety slogans

The September results and recent trends. Respondents were asked about their awareness of eighteen selected traffic safety “slogans,” asked in a random order. Ten relate to seat belts. The following Table S-1 presents the results, ordered by the sizes of the difference in

awareness from the July to September 2004 surveys. The table also presents the May to July differences. The ten slogans clearly related to DUI are in italics, with two particularly noted in non-italic bold, “**You drink and drive. You lose**” and “**Drive hammered, get nailed.**” The latter slogan was the focus of the 2003 July 4th campaign while the former slogan was the focus of the more recent campaigns.¹⁶

Table: Slogans - 1
Awareness of Selected Traffic Safety Slogans: January / July / September, 2004

<i>Slogans</i>	<i>May 2004- Survey</i>	<i>July Pre- test</i>	<i>May to July Diff.*</i>	<i>Sept. Post- test</i>	<i>July to Sept Diff.*</i>
You drink and drive. You lose	68%	73%	+4%	78%	+6%
<i>Step away from your vehicle</i>	<i>13%</i>	<i>14%</i>	<i>+1%</i>	<i>16%</i>	<i>+1%</i>
<i>Don't pull a stupid driving trick</i>	<i>10%</i>	<i>6%</i>	<i>-3%</i>	<i>7%</i>	<i>+0%</i>
<i>Police in Illinois arrest drunk drivers</i>	<i>51%</i>	<i>55%</i>	<i>+4%</i>	<i>54%</i>	<i>-1%</i>
<i>Wanna drink and drive, police in Illinois will show you the bars</i>	<i>27%</i>	<i>30%</i>	<i>+2%</i>	<i>28%</i>	<i>-1%</i>
<i>Checkpoint Strikeforce</i>	<i>10%</i>	<i>9%</i>	<i>-0%</i>	<i>8%</i>	<i>-1%</i>
<i>Smart motorists always respect trucks</i>	<i>12%</i>	<i>10%</i>	<i>-2%</i>	<i>9%</i>	<i>-1%</i>
<i>Click It or Ticket</i>	<i>84%</i>	<i>90%</i>	<i>+5%</i>	<i>88%</i>	<i>-2%</i>
<i>Operation A-B-C</i>	<i>6%</i>	<i>6%</i>	<i>+0%</i>	<i>5%</i>	<i>-2%</i>
<i>Drink and drive? Police in Illinois have your number</i>	<i>24%</i>	<i>24%</i>	<i>-0%</i>	<i>22%</i>	<i>-2%</i>
<i>Team DUI</i>	<i>16%</i>	<i>10%</i>	<i>-5%</i>	<i>8%</i>	<i>-2%</i>
<i>Drive smart, drive sober</i>	<i>65%</i>	<i>67%</i>	<i>+2%</i>	<i>63%</i>	<i>-4%</i>
<i>Help promote wreck-less driving. Don't hang out in the no zone</i>	<i>12%</i>	<i>12%</i>	<i>-0%</i>	<i>8%</i>	<i>-4%</i>
<i>Friends don't let friends drive drunk</i>	<i>85%</i>	<i>90%</i>	<i>+5%</i>	<i>85%</i>	<i>-5%</i>
Drive hammered, get nailed	45%	46%	+1%	41%	-5%
<i>Children in back</i>	<i>20%</i>	<i>26%</i>	<i>+6%</i>	<i>20%</i>	<i>-6%</i>
<i>Cell phones save lives. Pull over and report a drunk driver</i>	<i>43%</i>	<i>46%</i>	<i>+3%</i>	<i>36%</i>	<i>-10%</i>
<i>Buckle Up America</i>	<i>52%</i>	<i>64%</i>	<i>+12%</i>	<i>51%</i>	<i>-13%</i>

*Differences are based on actual differences, not the rounded integer results presented. These are percentage point increases/decreases.

¹⁶ The previous variant of this slogan is “You drink and drive, you lose.” This wording was used through the January 2004 survey and was changed starting in May 2004.

An examination of the most recent July to September differences shows only one slogan with a sizeable increase in awareness, *that of “You drink and drive. You lose”* (+6%). An earlier 4 percentage point from May to July accompanies the most recent gain, for a total gain of 10 percentage points from May to September – from 68 percent to 78 percent in September. Further examination shows that this was also the slogan with the largest May to September awareness increase. In fact, it was only one of the slogans with a sizeable increase over the entire time span.

In terms of September results, awareness of the slogan, *“You drink and drive. You Lose,”* is the third-best known slogan, behind the slogans of: *“Click It or Ticket”* at 88 percent (up from 84 percent in May); and *“Friends don’t let friends drive drunk”* at 85 percent (stable from May, a decline of 5% from July).

Focusing on this major slogan in the recent 2004 Labor Day holiday initiative, “You drink and drive. You lose,” for our regional analysis, the September 2004 survey results show awareness levels of just over 80 percent for north/central Illinois (82%) and just under 80 percent for the other three regions (77% for each). [See Table S-2.] From July to September, we find increases in awareness of 7 to 8 percentage points for the two Chicago metro regions and an increase of half this size for north/central Illinois. At the same time, we find a decrease in awareness of 4 percentage points for southern Illinois from July to September. However, from May to September, we find increases in the awareness level of this slogan of 13 to 14 percentage points in southern Illinois as well as the Chicago suburbs – and increases of about half this amount in the City of Chicago and north/central Illinois.

Table S-2
Awareness of Major DUI Slogan of 2004 Labor Day Weekend Campaign,
“You drink, you drive, you lose”*

<i>Region</i>	<i>May 2004- Survey</i>	<i>July Pre- test</i>	<i>May to July diff.*</i>	<i>Sept Post-Test 2004</i>	<i>July to Sept. diff.*</i>	<i>Total Diff.</i>
STATEWIDE	68%	73%	+4%	78%	+5%	+10%
City of Chicago	70%	70%	-1%	77%	+7%	+6%
Chicago suburbs	62%	69%	+7%	77%	+8%	+14%
North/central Illinois	76%	79%	+2%	82%	+4%	+6%
Southern Illinois	65%	81%	+16%	77%	-4%	+13%

The 2002 through 2004 trends. Because there were media/enforcement campaigns going back to calendar year 2002 for which we have pre-test and post-test information for numerous selected traffic safety slogans, it is worth presenting the full cross-sectional trend results. These are presented in Table S-3, according to level of awareness in the September 2004 survey. The two most recent DUI-related slogans are in bold; other DUI-related slogans are in italics.

Table: Slogans - 2
Awareness of Selected Traffic Safety Slogans,
April 2002 through September 2004

Slogan	April 2002 Pre-test	June 2002 Post-test	Nov 2002 Pre-test	Dec 2002 Post-test	May 2003 Pre-test	June 2003 Post-test	July 2003	January 2004	May 2004 Pre-Test	July 2004 Post-test	Sept 2004
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%
<i>Friends don't let friends drive drunk</i>	na	na	na	na	na	89%	89%	86%	85%	90%	85%
You drink, you drive, you lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%
<i>Drive smart, drive sober</i>	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%
<i>Police in Illinois arrest drunk drivers*</i>	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%
<i>Cell phones save lives. Pull over and report a drunk driver.</i>	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%
<i>Wanna drink and drive, police in Illinois will show you the bars*</i>	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%
<i>Drink and drive? Police in Illinois have your number</i>	na	na	na	na	na	22%	24%	26%	24%	24%	22%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%
<i>Step away from your vehicle</i>	na	na	na	na	na	na	16%	na	13%	14%	16%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%
<i>Team DUI</i>	na	na	na	na	na	na	10%	na	16%	10%	8%
Help promote wreck-less driving. Don't hang out in the no zone	9%	12%	8%	8%	10%	9%	12%	10%	12%	12%	8%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%
Stupid driving tricks	6%	6%	5%	6%	5%	7%	7%	6%	10%	6%	7%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%

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