A Summary of Activity, Awareness, and Usage Rates
May 2005 RDP and CIOT Mobilization

Illinois

Table of Contents

Summary

Illinois, one of three RDP-enforcement states, experienced a significant 3 percentage point increase in usage in its rural targeted areas during the RDP (2nd highest increase) and a 4 percentage-point increase in these areas during CIOT (3rd highest increase).

Statewide, Illinois experienced a 2 percentage point increase in usage during the RDP (2nd highest increase) and a 3 percentage point increase during CIOT (4th highest)

Activity

Media Activity: Table 1 shows that Illinois was lower than average (in its rural targeted areas) in most indices of media activity during the RDP. It ranked 6th in funds spent per capita and 5th (of 5 states with data) in ads per capita. Of the four states with GRP data (IL, MI, MN, and WI), it ranked fourth, with an average GRP of 400 points.

During the CIOT phase, Illinois had relatively high rankings in nearly every index, ranking 1st in dollars spent (total and per capita); 1st in number of ads aired (4th per capita); and 1st in GRPs (about 672 per market, per week).

As with all the GLR states, there was less evidence of earned media and outreach activity, especially during the RDP. Illinois did report about 200 television and news stories (combined) during CIOT.

Enforcement Activity: Table 2 suggests that Illinois had a strong enforcement effort during the RDP with more than 1700 enforcement zones and more than 9,000 citations for occupant protection violations. It ranked 1st in citations per capita (32 per 10,000 residents); 1st in enforcement zones (6 per 10,000 residents) and second in enforcement hours (18 hours per 10,000 residents).

During the CIOT phase, Illinois had a strong enforcement program as well. It was essentially tied with Michigan for total number of citations issued (about 31,000); 2nd with regard to citations per 10,000 residents (25); and 1st with regard to enforcement zones per capita (2.3 per 10,000 residents). With regard to hours spent, Illinois ranked last (11 per 10,000 residents), but there is likely much variation in how such hours are counted and reported. Overall, the CIOT enforcement effort appeared to be strong.

Changes in Awareness: Figures 1 and 2 suggest that, while there were significant increases in awareness in the rural areas during the RDP, these increases were generally about the same as or below the average increase in the RDP states. This was true for enforcement-related messages, as well as for general safety belt messages. In fact, there were decreases in perceived ticketing and risk or receiving a ticket during the RDP.

Statewide, Figure 3 shows that Illinois experienced significant increases in all indices, general and enforcement-related. A comparison of changes in Figures 3 and 4 suggest that increases in awareness of the CIOT message was less than average across the RDP,

primarily because the baseline recognition rate was so high (81%). Also, as was the case in the rural areas, increases in the perceived number of tickets being issued and the risk of getting a ticket for a safety belt violation were generally lower than average across the RDP (although absolute levels were comparable).

Changes in Usage: Figure 5 shows the changes in usage, rural and statewide, for both phases of the mobilization. It shows a lower baseline rate in the rural areas and a relatively greater rate of increase in these areas, compared to statewide usage. Convergence was greatest during CIOT. Relatively speaking, this suggests a greater impact of the mobilization in the rural areas, compared with the statewide impact.

A Comparison of Changes in Awareness and Changes in Usage:

A. Rural Targeted Areas

1. Usage and General Safety Belt Messages:
Figure 6 shows that there were increases in all indices of usage and awareness in the rural targeted areas. Measures with lower baselines (i.e. general safety belt messages and more than usual number of messages) changed more than measures with high baselines (i.e., usage rates and recognition of CIOT slogan.

Overall, awareness changed to a greater extent than usage but both increased over both phases of the mobilization. There is a suggestion of greater change (from higher levels) during CIOT, compared with RDP. This is particularly the case with regard to recognition of the CIOT slogan and perception of more than usual messages.

2. Usage and Enforcement-related Messages: Figure 7 shows similar trends for enforcement related messages in the rural areas, with greater rates of increase during CIOT than during the RDP in all three awareness measures and a slightly greater rate of increase in the measure of observed usage (although it is not likely significant).

Based on the awareness indices, it appears that the CIOT phase was more visible than the RDP phase in these rural targeted areas. Thus, even though Illinois was one of only three states with a significant increase in rural usage during the RDP, the CIOT phase had an equal or greater impact in terms of both awareness and usage rates.

B. Statewide Changes

1. **Usage and General Safety Belt Messages**:
Figure 8 shows changes in awareness of general safety belt messages that were comparable to those experienced in the rural targeted areas. Because there was no middle (post-RDP) statewide telephone survey, it is not known when these changes occurred. However, based upon surveys in Michigan (which did conduct a post-RDP telephone survey) and based upon DMV surveys, it appears that most of these increases occurred during the CIOT phase. Again, increases in awareness of general messages and more than usual messages (lower baselines) were greater than increases in usage and recognition of

the CIOT slogan (higher baselines). While there is a positive correlation between usage and awareness (both increase), there is much greater change in awareness than in usage.

2. Usage and Enforcement-related Messages:

A similar situation exists with regard to a comparison of changes in usage with changes in awareness of enforcement messages in that the key measure (awareness of special efforts to ticket) increases to a greater extent than usage. However, with regard to the perception of more tickets being issued and perception of risk of getting a ticket, increases are more modest and more comparable to increases in usage. Changes in these last two measures are somewhat inconsistent across the RDP states. In Illinois, however, there definitely is evidence of increases in these perceptions as well as in overall statewide usage.

Changes in Usage Among Various Sub-groups (in Rural Targeted Areas)

Table 3 shows that Illinois experienced comparable changes among both drivers and passengers and that these changes were similar in both phases (although there is a suggestion of greater change during CIOT, compared with the RDP). Overall the increases in both categories were the same as the median increases in rural areas.

Table 4 shows that increases were significant among occupants of both passenger cars and pickup trucks. There is a suggestion that the impact among occupants of pickup trucks is greater (+9 points) than among occupants of passenger cars (+7 points) although this difference is not likely statistically significant.

Figure 10 shows that occupants of pickup trucks had lower baseline usage rates than occupants of passenger cars (67% versus 82%, respectively) and that there *may* have been a greater convergence during the RDP than during CIOT. Most certainly, usage increased significantly among both groups.

Distribution of Changes in Awareness and Usage during the RDP and CIOT

Figure 11 shows the much large increases in awareness, compared with the increases in usage for both the RDP and CIOT phases. During the RDP, usage increased significantly (+3 points) while there were small *decreases* in the perception of more tickets being issued and in the perceived risk of getting a ticket. During CIOT, there appears to have been a greater range in the magnitude of changes, compared with during the RDP.

In summary, Illinois provided evidence of substantial media and enforcement efforts during both phases of the mobilization; significant increases in all measures of awareness, rural and statewide. The CIOT phase may have been the more impacting of the two phases, rural and statewide. However, the presence of enforcement during the RDP appears to have been a significant factor, possibly contributing to the impact in rural areas during both phases. Although speculative, it may be that more effort on earned media and outreach during the RDP would have resulted in an even greater impact.

Table 1
Summary of Indices of Media Activity
RDP and CIOT Phases of the May Mobilization
(ranked by State, from high to low for each index)

Rural Demonstration Program (RDP) Phase				
$ (x1000)	**$/capita**	**# ads**	**ads/10K**	**GRPs/mkt**
MN/300	OH/.44	MI/9840	IN/100	MN/667
OH/288	IN/.18	IN/6591	MI/35	WI/610
MI/242	MN/.18	WI/6009	WI/32	MI/579
IL/170	MI/.09	IL/4877	MN/24	IL/400
WI/150	WI/.08	MN/4086	IL/17	OH (n/a)
IN/121	IL/.06	OH (n/a)	OH (n/a)	IN (n/a)
Click It or Ticket (CIOT) Phase				
$ (x1000)	**$/capita**	**# Ads**	**Ads/10K**	**GRPs/mkt**
IL/846	IL/.07	IL/8122	IN/11.9	IL/672
MI/749	MI/.07	IN/7427	WI/10.9	WI/627
OH/609	MN/.07	WI/6009	MN/10.7	MI/563
MN/350	WI/.06	MI/5548	IL/6.4	OH (n/a)
WI/348	OH/.05	MN/5475	MI/5.5	MN (n/a)
IN/195	IN/.03	OH/4873	OH/4.3	IN (n/a)

Table 2
Enforcement Activity by State: RDP and CIOT Phases

	RDP Phase				CIOT Phase			
	Partic. Orgs	**Enf. Zones**	**Enf. Hours**	**SB/CR Cites**	**Partic. Orgs**	**#EZs (%)***	**Enf. Hours**	**SB/CR Cites**
IL	n/a	1778 EZs	4774	8981 SB 266 CR	196 (59%)	2904 (80%)	14064	30546 SB 873 CR
IN	15 6%	220 EZs (+33 Patrols)	520	1326 SB 39 CR	167 (43%)	1385 (93%)	14393	15093 SB 683 CR
MI	no enforcement during RDP				558 (86%)	781 (60%)	44708	30931 SB 1067 CR
MN					398 (86%)	no EZs	8024	12102 SB 71 CR
OH	n/a	No EZs	1204	857 SB 6 CR	774 (83%)		94791	17025 SB 88 CR
WI	no enforcement during RDP				192 (30%)		32397	10750 SB 262 CR
GLR		**1998 Enf. Zones**	**6,498 Hours**	**11,475 Total**	**2,285 (65%)**	**5,070 (78%)**	**208,377 Hours**	**119,491 Total**

Changes in Awareness

Figure 1
A Summary of Changes in Awareness and Safety Belt Use
Results of Telephone and Observational Surveys:
Rural Targeted Areas in Illinois

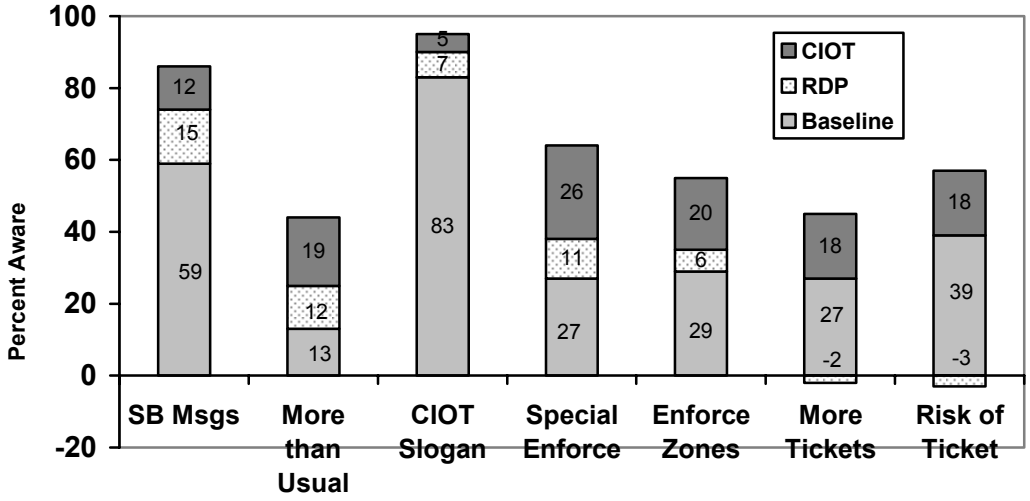
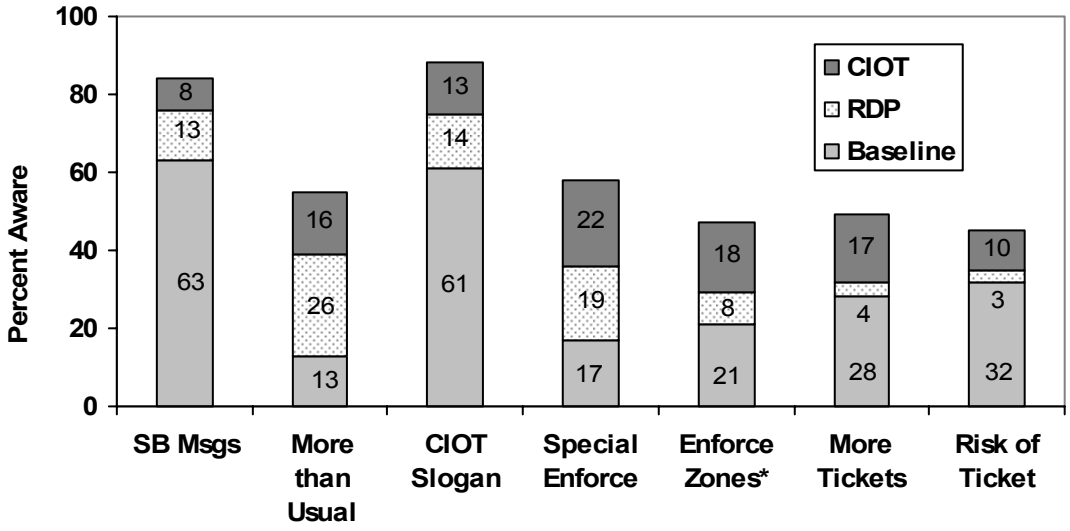


Figure 2
Average Changes in Awareness Indices
Safety Belt and Enforcement-Related Messages
Results of Telephone Surveys: GLR Rural Averages



* enforcement zones used only in IL, IN, and MI

Figure 3
A Summary of Changes in Awareness and Safety Belt Use
Results of Telephone and Observational Surveys:
Statewide in Illinois

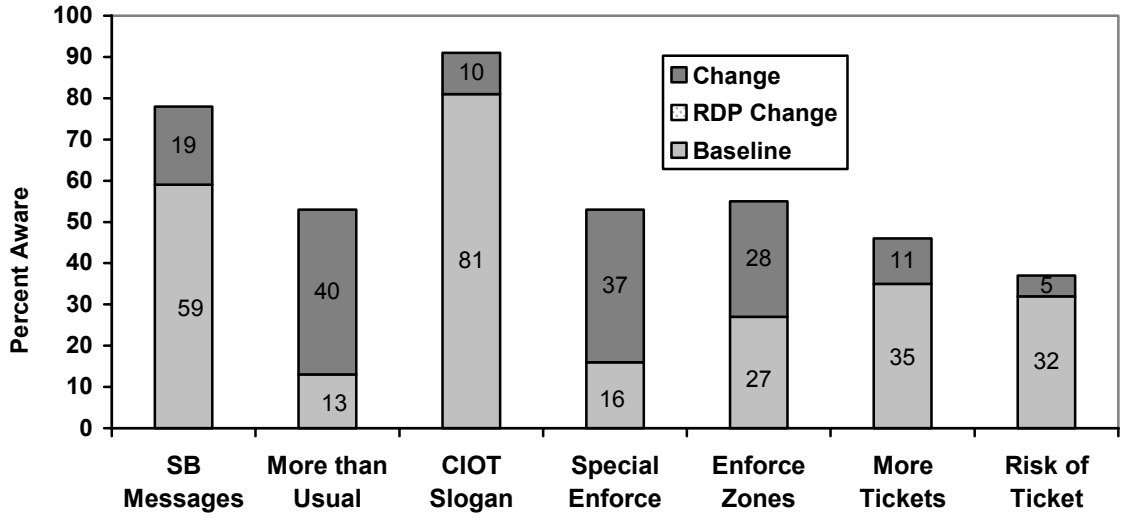
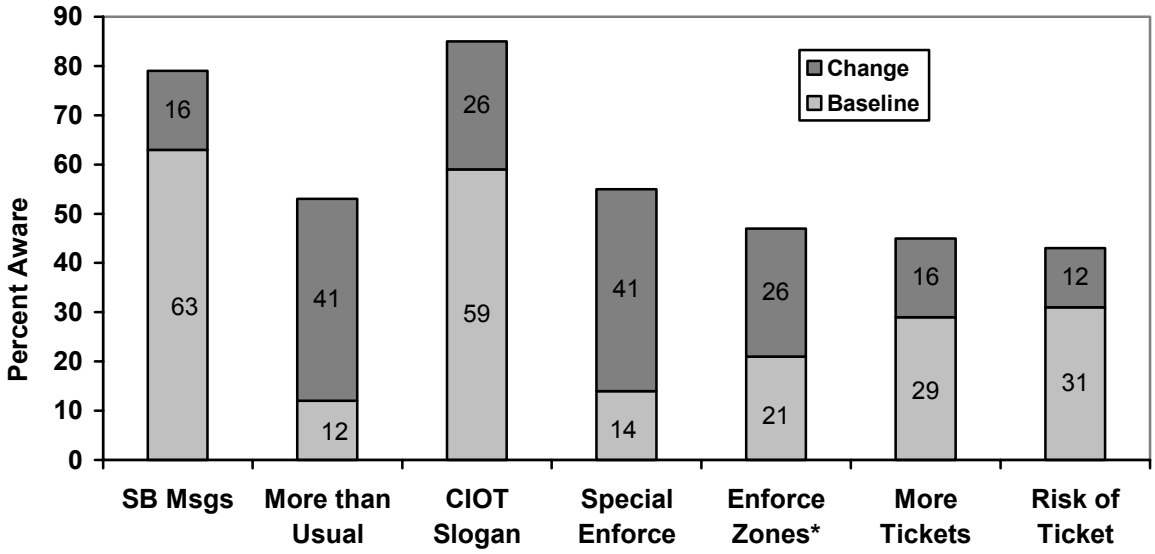


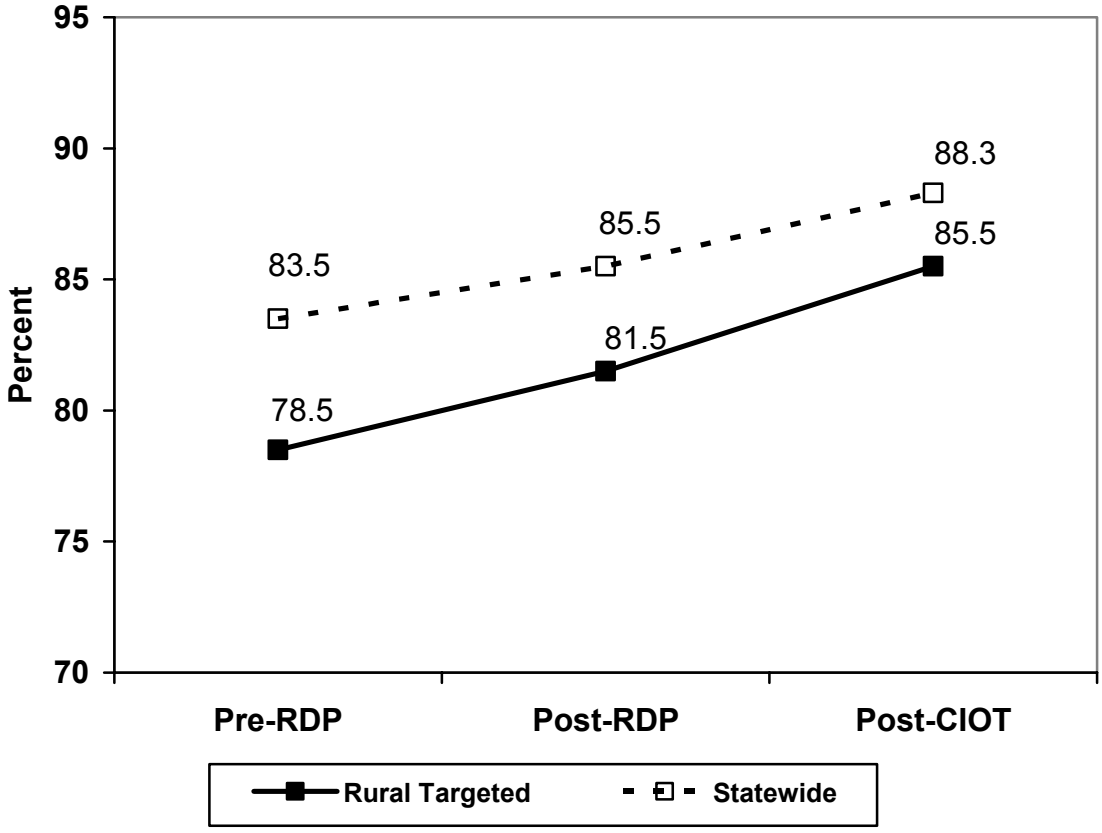
Figure 4
Average Changes in Awareness Indices
Safety Belt and Enforcement-Related Messages
Results of Telephone Surveys: GLR Statewide Averages



* enforcement zones used only in IL, IN, and MI

Changes in Usage

Figure 5
Safety Belt Usage in Illinois
Rural Targeted Areas versus Statewide



Awareness and Usage

Figure 6
Baseline and Change in Awareness of General Safety Belt Messages versus Usage: Illinois/Rural
2005 RDP & CIOT Mobilization

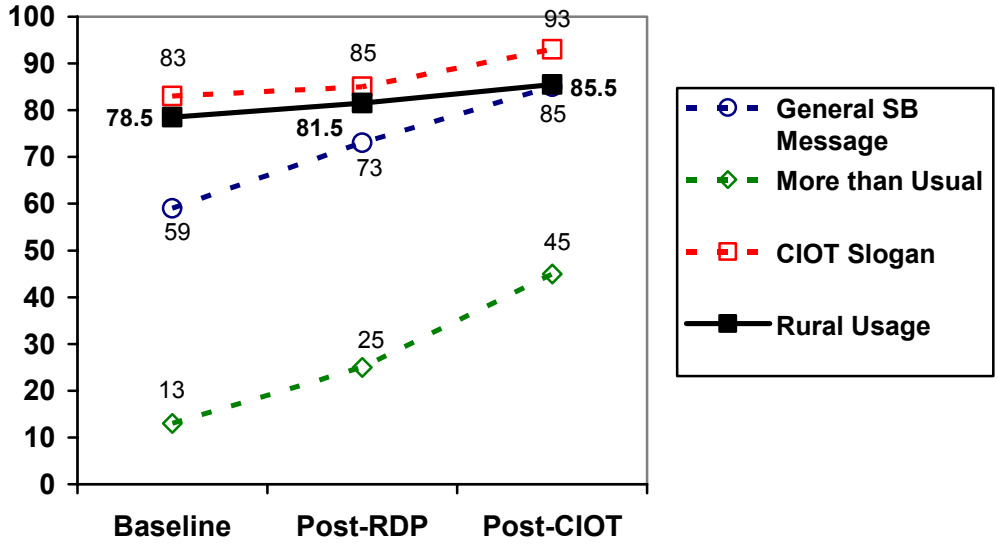


Figure 7
Awareness of Enforcement Messages vs. Usage: Illinois/Rural
2005 RDP & CIOT Mobilization

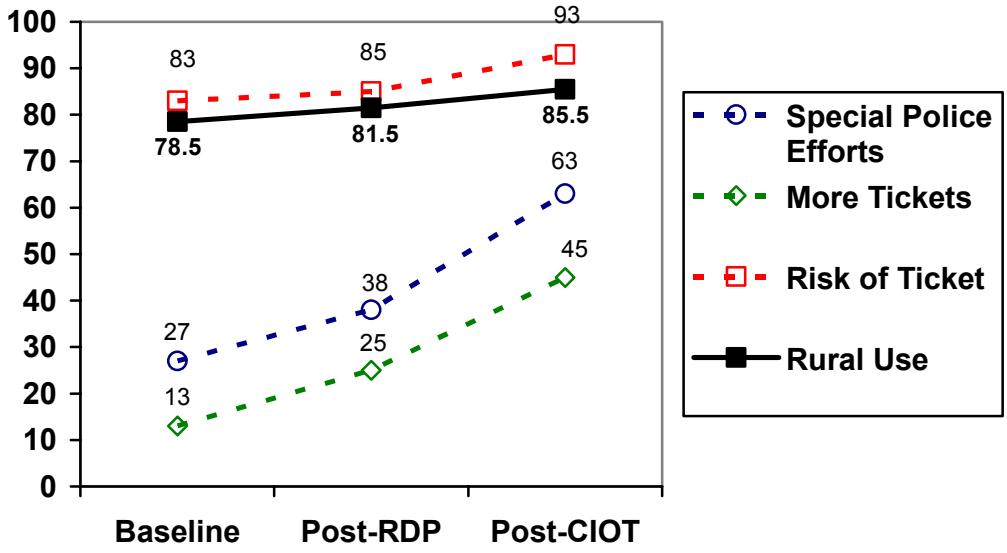


Figure 8
Awareness of General Safety Belt Messages versus Usage: Illinois/Statewide
2005 RDP & CIOT Mobilization

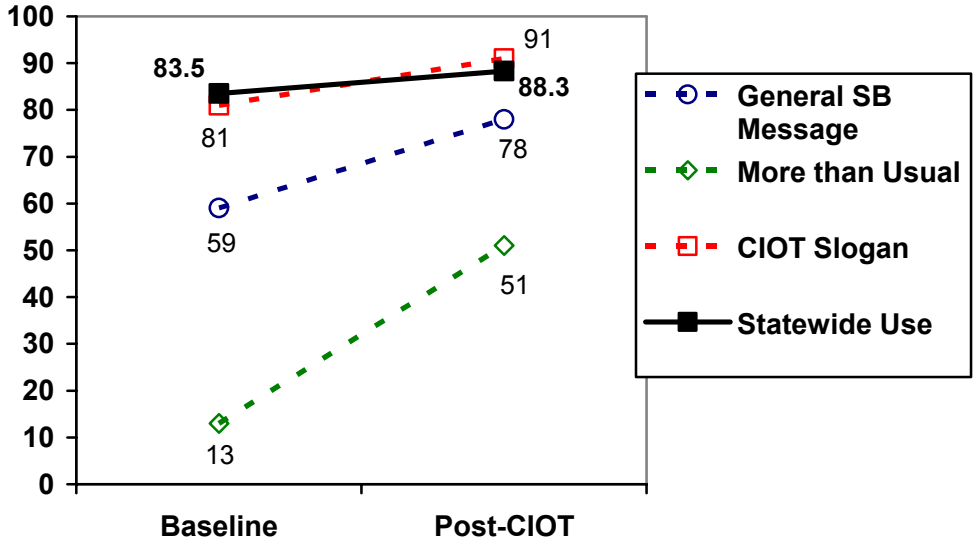
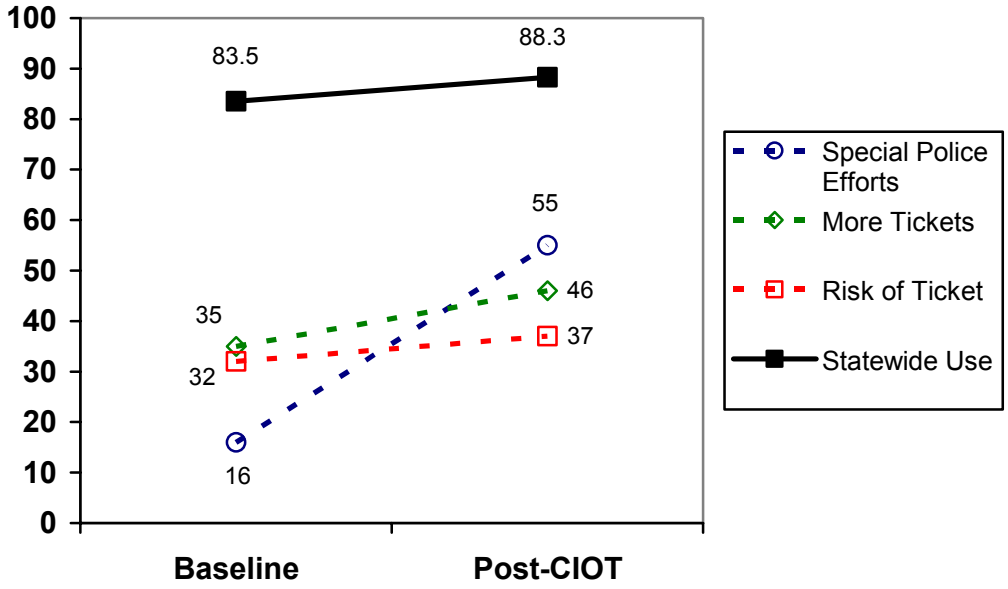


Figure 9
Enforcement Awareness vs. Usage: Illinois/Statewide
2005 RDP & CIOT Mobilization



Usage Changes in Sub-Groups

Table 3
Safety Belt Usage in Rural Targeted Areas
Results of Observational Surveys
Drivers vs. Passengers

State	Percent Usage			Change in Usage		
	W1	W2	W3	w2-w1 RDP	w3-w2 CIOT	Overall
Driver						
IL	79	82	85	+3**	+4**	+7**
IN	62	64	71	+3©	+6**	+9**
MI	88	89	91	+1	+2**	+3**
MN	73	71	74	-2	+3	+1
OH	71	77	81	+5**	+4**	+9**
WI*	68	66	74	-3**	+8**	+6**
Median	72	74	78	+2	+4	+7
Passenger						
IL	79	81	86	+3	+5**	+7**
IN	68	74	77	+5*	+3	+9**
MI	92	89	91	-3*	+3*	0
MN	71	75	77	+5	+1	+6
OH	64	75	81	+12**	+6*	+17**
WI*	65	63	70	-2	+7**	+4*
Median	70	75	79	+4	+4	+7

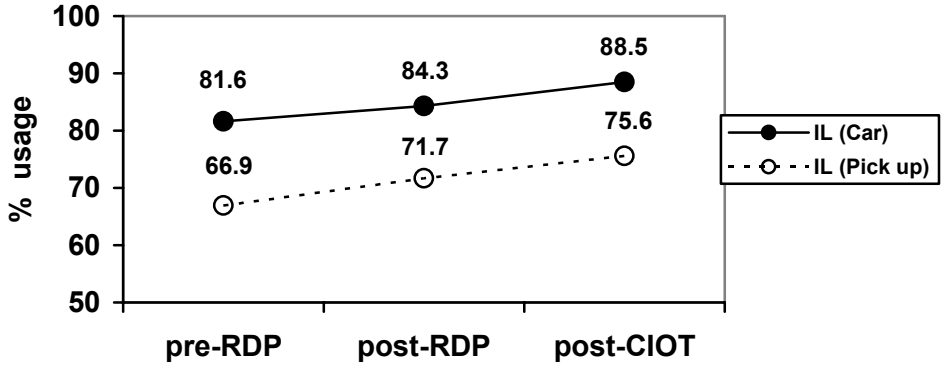
- * signifies $p \leq 0.05$ (chi-square)
- ** signifies $p \leq 0.01$ (chi-square)
- all entries are rounded to nearest percentage point
- Wisconsin data represents all rural markets

Table 4
Safety Belt Usage in Rural Targeted Areas
Results of Observational Surveys
By Vehicle Type

State	Percent Usage			Change in Usage		
	W1	W2	W3	w2-w1 RDP	w3-w2 CIOT	w3-w1 Overall
Passenger Cars						
IL	82	84	89	+3**	+4**	+7**
IN	75	79	84	+4**	+5**	+9**
MI	90	89	90	0	+1	+1
MN	77	77	81	+1	+4	+4
OH	73	80	83	+7**	+4**	+11**
WI*	69	68	75	-1	+7**	+6**
Median	76	80	84	+2	+4	+7
SUVs						
Light Trucks						
IL	67	72	76	+5**	+4**	+9**
IN	33	32	39	-1	+7**	+6**
MI	84	83	88	-1	+4**	+3**
MN	55	63	57	+8	-5	+2
OH	56	64	71	+7*	+7**	+15**
WI*	53	47	58	-5**	+10**	+5*
Median	56	64	65	+2	+6	+6

- * * signifies $p \leq 0.05$ (chi-square test)
- ** signifies $p \leq 0.01$ (chi-square test)
- WI data from all rural markets

Figure 10
Change in Usage rates in Rural Targeted Areas
Passenger Cars vs. Pickup Trucks in Illinois



Distribution of Awareness and Usage Rate Changes

Figure 11
Changes in Awareness and Observed SB Use
During the RDP and CIOT Phases
Rural Targeted Areas in Illinois