TECHNICAL REPORT

April 2009

Evaluation of the 2008 Thanksgiving *Click It or Ticket* Campaign in Illinois

November 1 – December 7, 2008

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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 of 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 among African American and Hispanic minorities in the City of Chicago and rural residents during the November – December 2008 mobilization in Illinois. The 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 Safety Projects and Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 3215 Executive Park Drive, Springfield, Illinois 62794-9245.

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Executive Summary

Click It or Ticket (CIOT) is a high 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 runs 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 2008 Thanksgiving CIOT was conducted from November 5 – December 9, 2008. **The populations of interest for this campaign were African American and Hispanic minorities in the City of Chicago and rural residents in Illinois.** One hundred fifty-one (151) local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

1. IDOT/DTS spent $323,519 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 17 through November 30, 2008.

2. A total of 9,323 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 5,951 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 3,372 spots aired in Downstate Illinois targeting the rural population.

3. On November 17, 2008 the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign featured NASCAR drivers which reminded motorists to buckle up.

4. Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of television, radio, and print. They also worked with local businesses and schools to get the *Click It or Ticket* message out there.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

5. ISP, the Chicago Police Department, and 150 local law enforcement agencies participating in CIOT logged a combined total of 21,016 enforcement hours and conducted 3,695 safety belt enforcement zones, and 560 saturation patrols.

6. Participating local agencies and ISP issued a total 31,985 citations during the campaign, 19,494 (60.9%) of which were safety belt and child safety seat citations. Overall, one citation was written every 39.4 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 64.7 minutes throughout the campaign.

7. Focusing on safety belt enforcement among African American and Hispanic populations, the City of Chicago logged 1,700 patrol hours and conducted 130 SBEZs and four saturation patrols. A total of 3,498 citations were issued, 2,240 (64.0%) of which were safety belt / child safety seat violations. One citation was written every 29.2 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 45.5 minutes during the Thanksgiving campaign.

8. Fifty four (54) rural law enforcement agencies conducted 4,939 hours of enforcement, conducting 390 SBEZs and 211 saturation patrols. These agencies wrote a total of 5,904 citations, 2,268 of which were safety belt / child restraint violations. One ticket was written every 50.2 minutes of rural enforcement. On average, one occupant restraint violation was cited every 130.6 minutes in these rural areas.

9. Ninety-six (96) non-rural law enforcement agencies conducted 9,569 hours of enforcement, conducting 933 SBEZs and 345 saturation patrols. These agencies wrote a total of 14,346 citations, 8,959 of which were safety belt / child restraint violations. One ticket was written every 40.0 minutes of enforcement. On average, one occupant restraint violation was cited every 64.1 minutes in these areas.

10. ISP conducted 4,808 hours of enforcement and 2,242 SBEZs. A total of 8,237 citations were issued by ISP, 73.2 percent (6,027) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 35.0 minutes and one safety belt / child safety seat citation every 47.9 minutes during CIOT.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

11. A total of 26 mini-grantees, 77 year-round DTS grantees, 21 DTS grantees with multiple grants, and the ISP were included in a cost / effectiveness study for this campaign. On average, one citation was written every 39.4 minutes during enforcement at a cost of $37.78 per citation, or $57.51 per patrol hour.

12. ISP conducted 4,808 patrol hours during statewide enforcement and issued 8,237 citations at cost of $342,224, or $71.18 per patrol hour. ISP wrote one citation for every 35.0 minutes, an average cost of $41.55 per citation.

13. Twenty-six (26) grantees funded specifically for this campaign wrote an average of one citation every 45.3 minutes during enforcement at a cost of $32.84 per citation, or $43.54 per patrol hour.

14. Seventy-seven (77) regular grantees with single grants wrote an average of one citation every 45.9 minutes during enforcement at a cost of $41.69 per citation, or $54.47 per patrol hour.

15. Twenty-one (21) regular grantees with multiple grants contributed 6,153 patrol hours to the campaign, issuing 10,559 citations. These grantees issued one citation every 35.0 minutes at a cost of $32.45 per citation or $55.70 per patrol hour.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Rural Areas

16. Surveys were conducted in 27 sites across four rural media markets. A total of 5,565 vehicles were observed during the pre-mobilization survey, including 4,175 passenger cars and 1,390 pickup trucks. During the post mobilization survey, a total of 5,114 vehicles were observed at the same sites, including 3,903 passenger cars and 1,211 pickup trucks.

17. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 86.7 percent during the pre-mobilization to 90.2 percent during the post mobilization.

18. Results of the pre-mobilization survey indicate the St. Louis market had the highest usage rate for all vehicles, followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. From pre-mobilization to post mobilization, Champaign had the highest percentage point increase in safety belt use (an increase of 5.7 percentage points). The Peoria market had an increase of 3.7 percentage points; the Rockford media market had an increase of 2.4 percentage points; and the St. Louis media market had an increase of 0.6 percentage point.

19. Passenger cars in the St. Louis rural media market had the highest safety belt usage rates during both the pre and post mobilization surveys (96.2 percent during the pre-mobilization survey and 97.3 percent during the post mobilization survey). Although the St. Louis media market had the highest safety belt usage rates, the Champaign media market had the largest increase in safety belt use from 77.4 percent during the pre-mobilization to 83.6 percent during the post mobilization (an increase of 6.2 percentage points).

20. Pickup trucks in the St. Louis rural media market had the highest safety belt usage rates during both the pre and post mobilization surveys (95.6 percent during the pre-mobilization survey and 94.6 percent during the post mobilization survey). Although the St. Louis media market had the highest safety belt usage rates for pickup truck occupants, the Rockford media market had the largest increase in safety belt use from 73.2 percent during the pre-mobilization to 79.4 percent during the post mobilization (an increase of 6.2 percentage points). On residential roads, belt use in pick-up trucks increased from 76.9 percent during the pre-mobilization survey to 82.9 percent during the post mobilization survey, an increase of 6.0 percentage points.

Minority Areas

21. Surveys were conducted at 24 sites in Chicago minority communities (12 African American and 12 Hispanic communities).There were 5,026 vehicles observed during the pre-mobilization, of which, 4,599 were passenger cars and 427 were pickup trucks. During the post mobilization, there were 4,826 total vehicles observed, of which, 4,486 were passenger cars and 340 were pickup trucks.

22. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.8 percent during the pre-mobilization to 81.2 percent during the post mobilization.

23. The seat belt usage rate for drivers of all vehicles increased from 80.5 percent during the pre-mobilization to 83.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 72.3 percent during the pre-mobilization to 75.7 percent during the post mobilization, an increase of 3.4 percent. In the Hispanic Communities, the seat belt usage rate increased from 76.8 percent during the pre-mobilization to 80.5 percent during the post mobilization, an increase of 3.7 percent age points. In the African-American Communities, the seat belt usage rate increased from 80.1 percent to 81.7 percent.

24. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased from 81.1 percent during the pre-mobilization to 83.1 percent, an increase of 2.0 percentage points. In Hispanic Communities, the seat belt usage rate increased from 80.1 percent during the pre-mobilization survey to 82.5 percent during the post mobilization survey, an increase of 2.4 percentage points. In the African-American Communities, the seat belt usage rate increased by 1.6 percentage points from 81.8 percent during the pre-mobilization to 83.4 percent during the post-mobilization.

25. For passengers in pickup trucks the seat belt usage rate increased from 53.2 percent during the pre-mobilization to 57.4 percent, an increase of 4.2 percentage points. In Hispanic Communities, the seat belt usage rate increased from 47.3 percent during the pre-mobilization survey to 50.8 percent during the post mobilization survey, an increase of 3.5 percentage points. In the African-American Communities, the seat belt usage rate increased by 2.2 percentage points from 58.6 percent during the pre-mobilization to 60.8 percent during the post-mobilization.

RURAL AND MINORITY TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

26. The percentage 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” showed a fifteen percentage point increase among minorities, from 59 percent in November to 74 percent in December. A four percentage point increase occurred in the rural population, where awareness increased from 64 percent in November to 68 percent in December.

27. Of those December respondents who had seen or heard messages encouraging seat belt use, far more respondents indicated exposure through television (77%) than radio (44%) in minority communities, as well as in rural communities (61% television and 35% radio).

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 percent of these respondents choosing “more than usual” increased from 19 percent among minorities in November to 38 percent in December (a 19 percentage point increase). In rural areas this number increased from 5 percent to 18 percent.

Awareness of *Click It or Ticket* slogan

29. The *Click It or Ticket* slogan had an 89.2 percent level of awareness in minority communities in November, which increased to 90.8 percent in December. In rural areas the CIOT slogan had an 89.6 level of awareness in November, which increased to 93.2 percent in December. Over nine out of ten respondents in both surveys were aware of the *Click It or Ticket* slogan when surveyed in December.

Awareness to Seat Belt Efforts and Enforcement

30. Awareness of special police efforts to ticket for seat belt violations. The percent of minorities 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 from 26 percent in November to 36 percent in December. Rural awareness increased by 18 percentage points from 19 percent to 37 percent.

31. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of minority respondents with "strong agreement" to this statement was 26 percent in both November and December. In rural areas, however, those with "strong agreement" to this statement rose from 23 percent to 27 percent.

32. 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? The percent of minority respondents who answered "very" or "somewhat" likely to this question was just under 75 percent in both November and December. The opinion of rural residents increased from 74 percent in November to 77 percent in December.

Evaluation of the 2008 Thanksgiving *Click It or Ticket* Campaign in Illinois

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign from November 1 to December 7, 2008. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois' rural population and the African American and Hispanic population in the city of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the results of this campaign.

The *Click It or Ticket* Model

CIOT is a high 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 was 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.

Experience across the nation clearly demonstrates that high seat 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 seat 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. A new 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 seat belts. Safety belt enforcement zones (SBEZs) are conducted by the local and state

police departments throughout the state where motorists are stopped and checked for seat 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.

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.

Earned Media

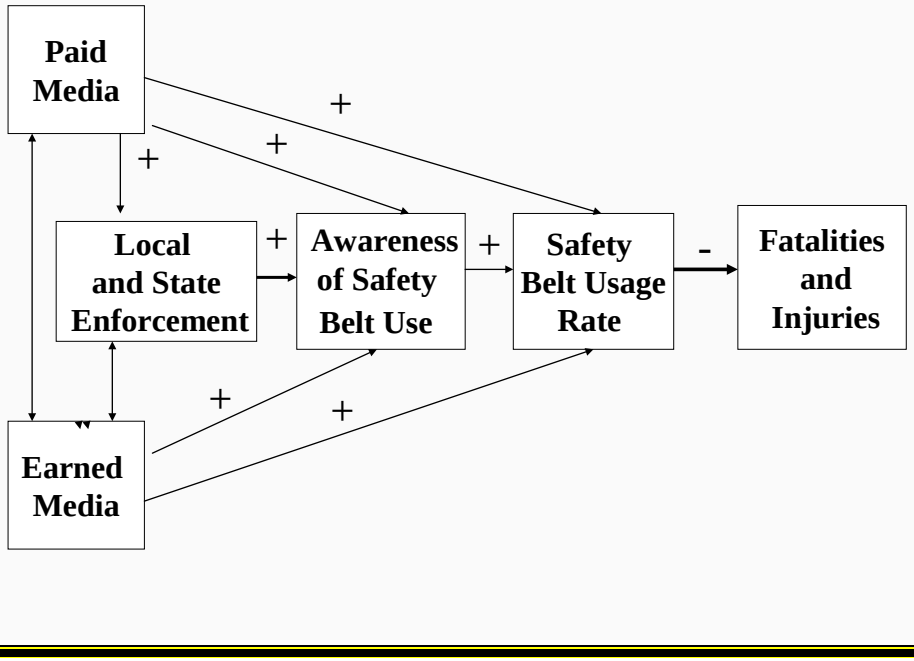
Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and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

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.

Figure 1 shows the components of a CIOT model. The current CIOT model indicates that an intense paid media and earned media campaign 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.

Figure 1: Theoretical Model of "Click it or Ticket" Campaign

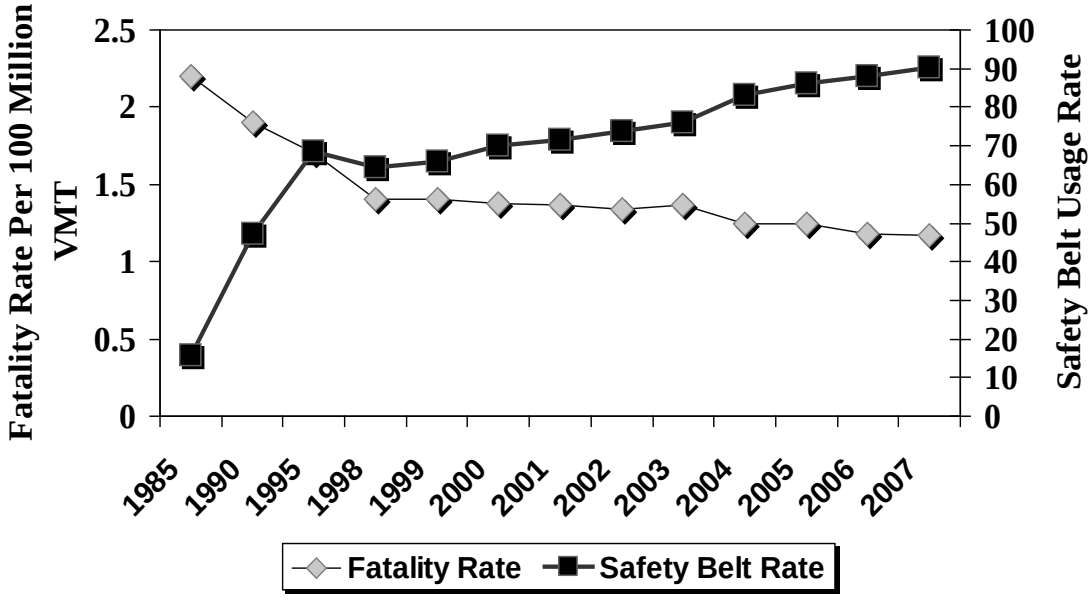


Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt use and fatalities 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 fatalities are measured by fatality rate 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 about 72 percentage points, peaking at 90.5 percent in June 2008. At the same time period, the fatality rate decreased from 2.2 in 1985 to 1.16 in 2007.

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



Report Objectives

1. To evaluate the impact of the “Click or Ticket" campaign on safety belt use.
2. To determine the actual rate of seat belt usage in selected rural and minority communities in Illinois through the use of pre and post observational surveys.
3. To determine rural and minority Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.
4. To report enforcement activities and associated costs.

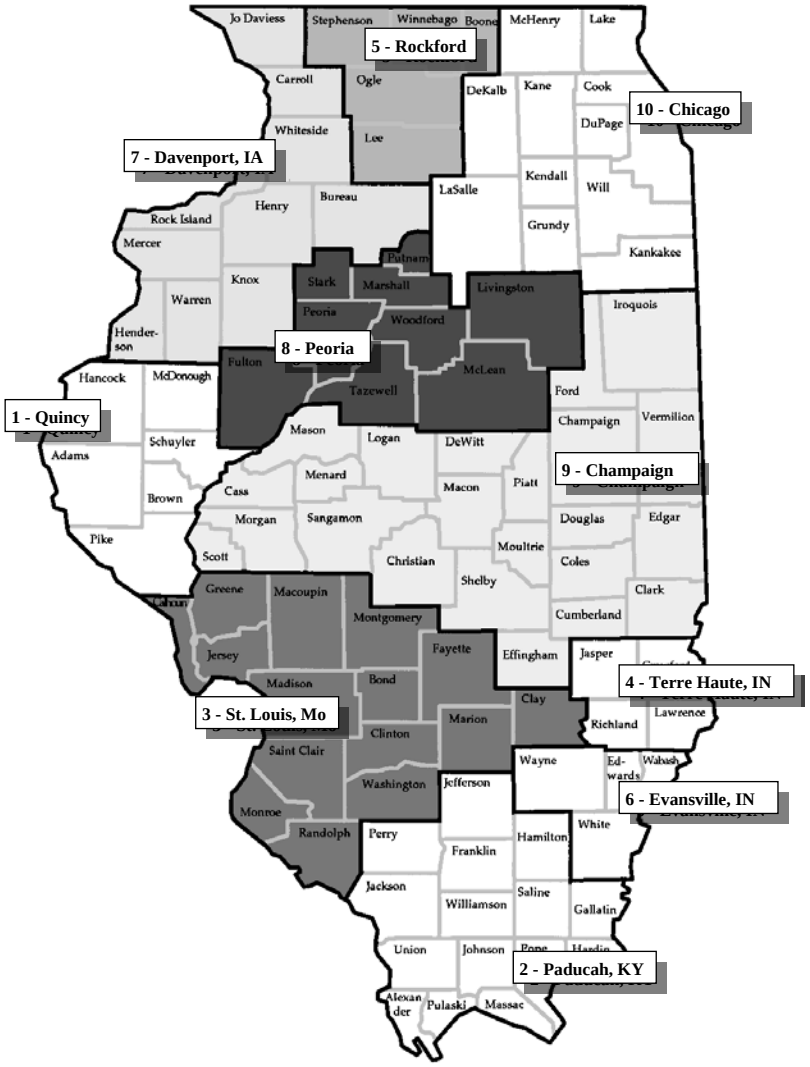
Implementation of the 2008 Thanksgiving *Click It or Ticket* Campaign

The Illinois Department of Transportation, Division of Traffic Safety launched a statewide CIOT campaign coinciding with the Thanksgiving holiday that was specifically designed to increase safety belt usage among Illinois’ rural population and the African American and Hispanic population in the City of Chicago.

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 this campaign. The Illinois media markets, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis areas, are displayed in **Figure 3**.

Figure 3: State of Illinois Media Markets[1]



Note: The highlighted regions comprise the rural media markets.

[1] Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Minority Population

The city of Chicago has the highest percentage of African American and Hispanic populations in the State of Illinois. For this reason, the African American and Hispanic communities within the Chicago city limits were chosen as the minority population of interest for this campaign. Based on United States census data, the ten communities housing the most African Americans in the city of Chicago were identified, as well as the ten communities in the city housing the largest Hispanic populations. **Table 1** and **Table 2** list the top ten African-American and Hispanic minority communities in terms of percent population. A map displaying the top ten African American and Hispanic communities in the city of Chicago is displayed in **Figure 4**.

Table 1: Top 10 African-American Communities in Chicago

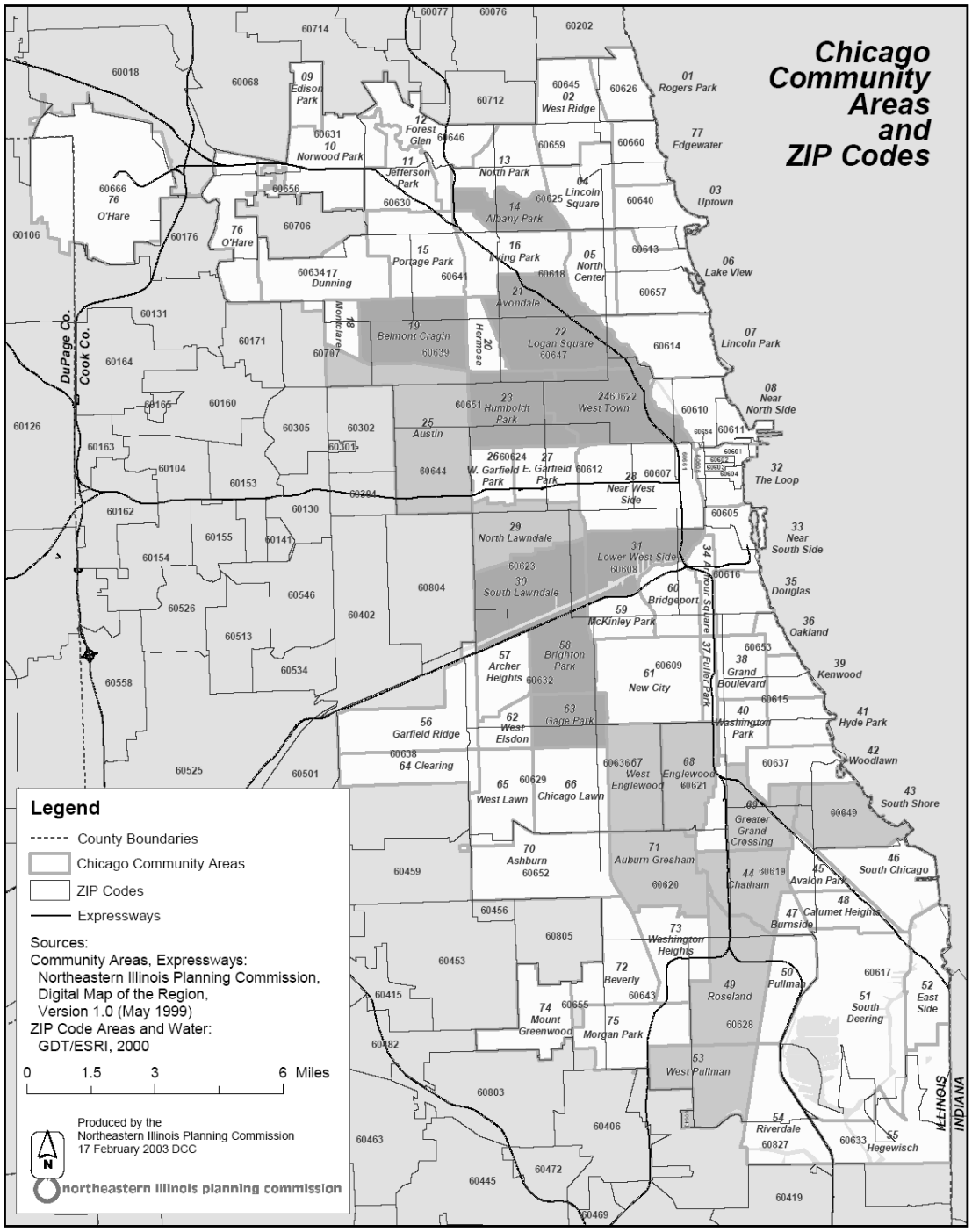
Selected Communities	Community Population (A)	Percent Population (B)	Community African American Population (C)	Percent African American Population (D)
Austin	117,527	4.1	105,369	10.0
South Shore	61,556	2.1	59,405	5.6
Auburn Gresham	55,928	1.9	54,862	5.2
Roseland	52,723	1.8	51,568	4.9
West Englewood	45,282	1.6	44,271	4.2
Englewood	40,222	1.4	39,352	3.7
North Lawndale	41,768	1.4	39,164	3.7
Greater Grand Cros	38,619	1.3	37,779	3.6
Chatham	37,275	1.3	36,538	3.5
West Pullman	36,649	1.3	34,277	3.3
Total Chicago Population (based on 77 Communities)	**2,896,016**		**1,053,739**	

Columns A and C are self explanatory.
Column B is calculated by dividing population of each community by the total population.
Column D is calculated by dividing the total African-American population of each community by the total population of African-Americans.

Table 2: Top 10 Hispanic Communities in Chicago				
Selected Communities	Community Population (A)	Percent Population (B)	Community Hispanic Population (C)	Percent Hispanic Population (D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	6.8
West Town	87,435	3.0	40,966	5.4
Lower West Side	44,031	1.5	39,144	5.2
Brighton Park	44,912	1.6	34,409	4.6
Humboldt Park	65,836	2.3	31,607	4.2
Gage Park	39,193	1.4	31,079	4.1
Albany Park	57,655	2.0	26,741	3.5
Avondale	43,083	1.5	26,700	3.5
Total Chicago Population (based on 77 Communities)	**2,896,016**		**753,644**	

Columns A and C are self explanatory.
Column B is calculated by dividing the population of each community by the total population.
Column D is calculated by dividing the total Hispanic population of each community by the total population of Hispanics.

Figure 4: Top 10 African American and Hispanic Communities in the City of Chicago



Evaluation Activities

The evaluation program components used during this campaign were based on pre and post safety belt observational surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated and conducted by the Evaluation Unit at the Division of Traffic Safety.

During November and December of 2008, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the *Click It or Ticket* campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One rural observational safety belt survey (27 sites)
2. One observational safety belt survey of Chicago minority communities (24 sites)
3. Telephone survey of rural residents
4. Telephone survey of minority residents

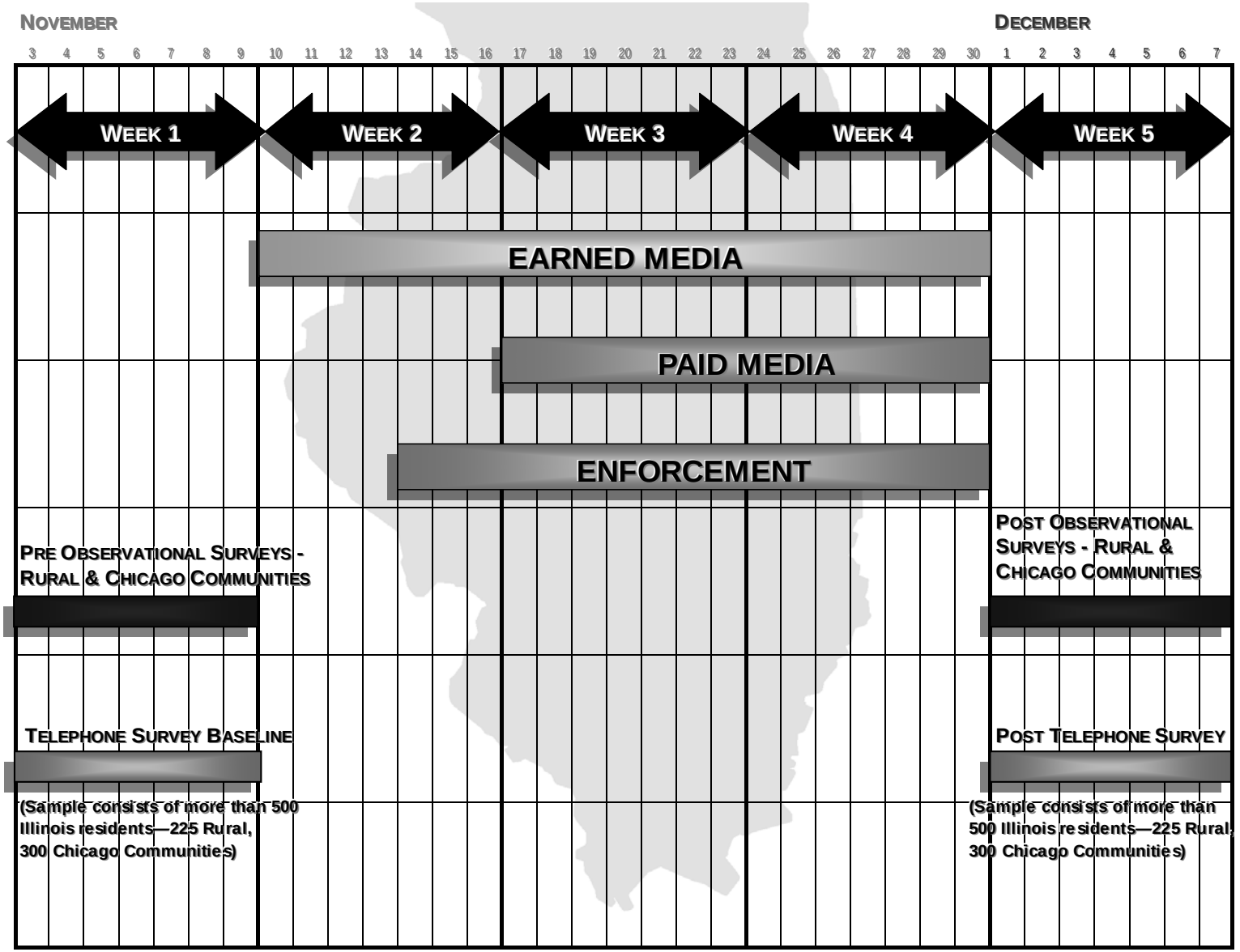
The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

Timeline of Activities

The five-week CIOT campaign started November 3rd and ended December 7th, 2008. A timeline of campaign activities appears in **Diagram 1.** During the five week campaign, the following activities took place:

- Week 1 (November 3 – November 9): Observational safety belt surveys were conducted and baseline data on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected.
- Week 2 (November 10 – 16): In Week 2 *earned* media, free advertising about the campaign, was obtained.
- Week 3 and Week 4: (November 17 – November 30): Highly publicized strict enforcement of the safety belt laws was conducted from November 14 through November 30. Paid media advertisements promoting the CIOT campaign ran on television and radio from November 17 through November 30. Earned media continued.
- Week 5: (December 1 – December 7): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Diagram 1
2008 Illinois Thanksgiving "Click It or Ticket" Timeline



MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Media Results of *Click It or Ticket* Activities

Paid Media Activities

During the Thanksgiving CIOT, Illinois spent a total of $323,519 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 ran from November 17 – November 30. About 48 percent of the total paid media purchased ($154,240) were television advertisements. About 45 percent ($146,550) of the media budget was spent on radio advertisements. The remaining 7 percent ($22,728) was spent on internet advertisements.

Over nine thousand television and radio advertisements ran during the campaign to promote ClOT. Most of the paid media was geared toward the Chicago media market to get the ClOT message out to the selected minority communities. The remaining ads were placed in the rural communities. The breakdown of paid media spots and cost information appears in **Table 3**.

Table 3: Number of Paid Advertising Spots 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 (Minority Communities)	$ 128,952.94	4,660	$ 121,554.00	1,291	$ 250,506.94	5,951
Downstate (Rural)	$ 25,287.36	1,963	$ 24,996.10	1,409	$ 50,283.46	3,372
Total TV & Radio	**$ 154,240.30**	**6,623**	**$ 146,550.10**	**2,700**	**$ 300,790.40**	**9,323**
Internet	**N/A**	**N/A**	**N/A**	**N/A**	**$ 22,728.01**	**See Note***
Total Dollars Spent	**N/A**	**N/A**	**N/A**	**N/A**	**$323,518.41**	**N/A**

*Note: Internet advertising was done through the following websites: Facebook, My Space, WKSC-Webpage, WFLD-Webpage, and Comcast.net. It was estimated that more than 14 million ad impressions (website hits with the CIOT banner) occurred during the CIOT campaign.

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. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the Thanksgiving CIOT campaigns.

On November 17, 2008, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT. The public service announcements made during the campaign featured NASCAR drivers which reminded motorists to buckle up.[2]

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 4**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 85 such announcements in communities across the state. In addition, 19 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 246 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 77 print news stories, 13 radio news stories, and 8 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

Table 4: Number of Earned Media Items Obtained for Click It or Ticket

Standard Earned Media	Number of items	Additional Earned Media	Number of items
Press releases issued	246	Outdoor message board announcements	85
Print news stories	77	CIOT Banners	27
Radio news stories	13	Web page postings / announcements	40
Television news stories	9	Local cable public access messages	28
Press conferences	8	Presentations	37
Posters / fliers	519	Other	1,774

[2] This information was part of the Illinois State Police's press release issued on 17 Nov. 2008. The actual press release can be found at **http://www.isp.state.il.us/media/pressdetails.cfm?ID=450.**

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Enforcement Results of *Click It or Ticket* Activities

A total of 151 local law enforcement agencies and the Illinois State Police participated in the Thanksgiving CIOT. Agencies participating consisted of local law enforcement agencies, all 22 districts of the Illinois State Police, and the Chicago Police Department, whose enforcement efforts concentrated on targeted minority areas of the city. Local agencies included 151 police departments and county sheriffs' offices, *mini grantees*, funded specifically for this Thanksgiving CIOT. Of the 151 local agencies funded, 54 were located in the targeted rural media markets. It should be noted that this year's local grantees include 14 speed grantees that tend to focus on speed enforcement activities rather than other traffic safety violations, such as safety belt and child safety seat.

Table 5 provides a summary of enforcement activities for the Thanksgiving CIOT. The main enforcement activities include enforcement hours, number of Safety Belt Enforcement Zones (SBEZs) and saturation patrols conducted, total citations, number of safety belt and child safety seat citations, and "other" citations. Two indicators, citations written per minute and safety belt and child safety seat citations written per minute, are also included.

Combined Enforcement

ISP and 151 local law enforcement agencies participating in CIOT logged a combined total of 21,016 enforcement hours and conducted 3,695 safety belt enforcement zones, and 560 saturation patrols. Participating agencies wrote a total 31,985 citations during the campaign, 19,494 (60.9%) of which were safety belt and child safety seat citations. Overall, one citation was written every 39.4 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 64.7 minutes throughout the campaign.

Minority Enforcement

The City of Chicago logged 1,700 patrol hours and conducted 130 SBEZs and four saturation patrols in targeted minority areas during CIOT enforcement. A total of 3,498 citations were issued, 2,240 (64.0%) of which were safety belt / child safety seat violations. One citation was written every 29.2 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 45.5 minutes during the Thanksgiving campaign.

Rural Enforcement

Fifty-four law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 4,939 hours of enforcement, conducting 390 SBEZs and 211 saturation patrols. These agencies wrote a total of 5,904 citations, 2,268 of which were safety belt / child restraint violations. One ticket was written every 50.2 minutes of rural enforcement. On average one occupant restraint violation was cited every 130.6 minutes in these rural areas.

Non-Rural Media Market Enforcement

Ninety-six (96) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 9,569 hours of enforcement, conducting 933 SBEZs and 345 saturation patrols. These agencies wrote a total of 14,346 citations, 8,959 of which were safety belt / child restraint violations. One ticket was written every 40.0 minutes of enforcement. On average one occupant restraint violation was cited every 64.1 minutes in these areas.

Illinois State Police Enforcement

ISP conducted 4,808 hours of enforcement and 2,242 SBEZs. A total of 8,237 citations were issued by ISP, 73.2 percent (6,027) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 35.0 minutes and one safety belt / child safety seat citation every 47.9 minutes during CIOT.

Table 5: 2008 Thanksgiving *Click It or Ticket* Enforcement Results

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=54)	Non-Rural Media Market Thanksgiving Grantees (n=96)	ISP	Total (Combined Enforcement) (n=152)
1	2	3	4	5	6
Number of Enforcement Hours	1,700.0	4,938.5	9,569.3	4,808.0	21,015.8
Number of Safety Belt Enforcement Zones	130	390	933	2,242	3,695
Number of Saturation Patrols	4	211	345	0	560
Total Citations	3,498	5,904	14,346	8,237	31,985
Number of Safety Belt and Child Safety Seat Citations	2,240	2,268	8,959	6,027	19,494
Number of Other Citations	1,258	3,636	5,387	2,210	12,491
Citation Written Every X Minutes	29.2	50.2	40.0	35.0	39.4
Safety Belt / Child Safety Seat Citation Written Every X Minutes	45.5	130.6	64.1	47.9	64.7

Column 1: Lists the types of enforcement activities conducted during the CIOT campaign.
Column 2: The City of Chicago (Minority Areas) includes all DTS funded Chicago Police Department grants (mini and year-long) that focused enforcement efforts in minority areas.
Column 3: Rural Media Market Thanksgiving Grantees includes all DTS funded Enforcement Agencies that were located in the selected Rural Media Markets.
Column 4: Non-Rural Media Market Thanksgiving Grantees includes all DTS funded enforcement agencies that were NOT located in the selected Rural Media Markets.
Column 5: The ISP includes all enforcement conducted by the Illinois State Police during the CIOT campaign.
Column 6: Total (Combined Enforcement) combines the information from the City of Chicago (Minority Areas) (column 2), Rural Media Market Thanksgiving Grantees (column 3), Non-Rural Media Market Thanksgiving Grantees (column 4), and ISP (column5).

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 to local agencies, as well as estimated costs incurred by ISP, were used to calculate cost per hour of enforcement and cost per citation during the Thanksgiving CIOT.

In this section, a cost / effectiveness analysis was performed for the following groups:

1. Illinois State Police
2. Thanksgiving (Mini) Grantees
3. DTS "Regular" Grantees with Single Grants
4. DTS "Regular" Grantees with Multiple Grants

Table 6 summarizes 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 (ISP, Thanksgiving (mini) grantees, regular grantees with single grants, and regular DTS grantees with multiple grants). In addition, **Tables 9-12** 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.

Combined Enforcement Activities

A total of 26 mini Thanksgiving grantees, 77 year-round DTS grantees, 21 DTS grantees with multiple grants, and the ISP were included in this cost / effectiveness analysis.[3] The agencies included in the CIOT cost / effectiveness analysis conducted a total of 20,950 patrol hours and issued 31,889 citations during Thanksgiving CIOT enforcement at a total cost of $1,204,866.81. On average, one citation was written every 39.4 minutes during enforcement at a cost of $37.78 per citation, or $57.51 per patrol hour.

Illinois State Police

ISP conducted 4,808 patrol hours during statewide enforcement and issued 8,237 citations at cost of $342,224, or $71.18 per patrol hour. One citation was written every 35.0 minutes, an

[3] Note that only claims submitted to and processed by DTS were included in this analysis.

average cost of $41.55 per citation. (See **Table 12** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.)

Local Police Agencies

As of March 26, 2009, a total of 124 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 26 agencies were solely Safety Belt Enforcement Zone grantees, 77 agencies had only one regular grant with DTS, and 21 agencies had multiple grants with DTS. The 21 agencies with multiple grants had 46 grants with DTS. (See **Tables 9-11**.)

Thanksgiving (MINI) Grantees

The 26 grantees funded specifically for Thanksgiving enforcement and included in this analysis conducted a total of 2,206 patrol hours and issued 2,925 citations during CIOT. One citation was written every 45.3 minutes during enforcement at a cost of $32.84 per citation, or $43.54 per patrol hour. As expected, a large proportion of the citations (73.4 percent) were safety belt and child safety seat citations and less than one percent of the written citations were DUI arrests. The enforcement cost for Thanksgiving mini grantees was $96,046.03. (See **Table 9** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Single Grants

Seventy-seven (77) regular grantees contributed 7,783 patrols hours to the campaign, issuing 10,168 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 45.9 minutes at a cost of $41.69 per citation or $54.47 per patrol hour. (See **Table 10** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Regular Grantees with Multiple Grants

Twenty-one (21) regular grantees with multiple grants contributed 6,153 patrols hours to the campaign, issuing 10,559 citations. These grantees issued one citation every 35.0 minutes at a cost of $32.45 per citation or $55.70 per patrol hour. Overall, all single and multiple IMAGE and TLEP grantees had significantly higher percentage of occupant protection citations than the other type of grantees, such as MAP, LAP, and SEP which tend to focus on alcohol and speed enforcement activities. (See **Table 11** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.)

Table 6: Statewide Enforcement Activities and Associated Costs						
Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7
IL State Police	4,808.0	8,237	35.0	$41.55	$71.18	$342,224.13
Thanksgiving Mini-Grantees (n=26)[1]	2,206.0	2,925	45.3	$32.84	$43.54	$96,046.03
Regular Grantees with Single Grants (n=77)[2]	7,783.0	10,168	45.9	$41.69	$54.47	$423,907.66
Regular Grantees with Multiple Grants (n=21)[3]	6,152.8	10,559	35.0	$32.45	$55.70	$342,688.99
Total	**20,949.8**	**31,889**	**39.4**	**$37.78**	**$57.51**	**$1,204,866.81**

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 the cost per patrol hour, DTS reimbursed the Rock Island Police Department $808.08 for conducting 45.0 patrol hours resulting in $17.96 per patrol hour. On the other hand, the Barrington Police Department was reimbursed $2,304.08 for conducting 36.0 patrol hours resulting in $64.00 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed McLean County $557.64 for writing 46 citations resulting in a cost of $12.12 per citation. On the other hand, Flora was reimbursed $2,889.80 for issuing 27 citations resulting in a cost of $107.03 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, Itasca issued 78 citations over 20.0 patrol hours resulting in one citation written for every 15.4 minutes of patrol. On the other hand, Flora only

[1] The Mini-Grantees category includes only those agencies which received funding to conduct safety belt enforcement zones during the Thanksgiving mobilization.

[2] The Regular Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS. The total number for each grant is as follows: 47 IMaGE, 7 LAP, 14 MAP, 6 SEP, 3 TLEP). Please refer to **Table 10** in **Appendix A** for a detailed listing of agencies by grant type.

[3] Regular Grantees with Multiple Grants includes those agencies which received funding for multiple grants from DTS. Please refer to **Table 11** in **Appendix A** for the types of grants each agency had.

issued 27 citations over 80.0 patrol hours resulting in one citation written for every 177.8 minutes of patrol (see **Table 9**).

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 of 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.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Safety Belt Usage Rates in Rural Areas during Nov. & Dec. 2008

Table 7 shows safety belt usage rates in rural areas throughout the State of Illinois during the November and December 2008 Safety Belt Enforcement Zones (SBEZs). 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 November 1st to 14th, while the post mobilization surveys were conducted from December 1st to 7th. The selected characteristics include the total seat 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 5,565 vehicles observed during the pre-mobilization, of which, 4,175 were passenger cars and 1,390 were pickup trucks. During the post mobilization, there were 5,114 total vehicles observed, of which, 3,903 were passenger cars and 1,211 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 86.7 percent during the pre-mobilization to 90.2 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 86.7 percent during the pre-mobilization to 90.2 percent during the post mobilization. The seat belt usage rates for passengers increased from 86.6 percent during the pre-mobilization to 90.4 percent during the post mobilization. Based on media market, the St. Louis media market had the highest usage rates followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate increased by 5.7 percentage points in the Champaign media market, 3.7 percentage points in the Peoria media market, 2.4 percentage points in the Rockford media market, and 0.6 percentage point in the St. Louis media market. On residential roads, there was an increase from 82.8 percent during the pre-mobilization to 88.0 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 88.5 percent during the pre-mobilization to 91.4 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 87.6 percent during the pre-mobilization to 91.3 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 seat belt usage rate for pickup trucks increased from 83.9 percent during the pre-mobilization to 86.6 percent during the post-mobilization. Based on seating position, passengers had a higher seat belt usage rate than drivers. On the other hand, drivers had a slightly higher percentage point increase in belt use (an increase of 2.9 percentage points) than passengers (a 1.7 percentage point increase) from pre-mobilization to post mobilization. The St. Louis media market had the highest usage rate followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate in the Rockford media market increased by 6.2 percentage points. The seat belt usage rates in the Peoria and Champaign media markets increased by 5.2 percentage points and 2.9 percentage points respectively. On the other hand, the seat belt usage rate for pickup truck occupants in the St. Louis media market decreased by 1.0 percentage point. On residential roads, seat belt use in pickup trucks increased from 76.9 percent during the pre-mobilization to 82.9 percent during the post mobilization. On U.S./IL Highways, seat belt use in pickup trucks decreased from 86.7 percent during pre-mobilization to 88.4 percent during post mobilization.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2008)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6	7	8	9
	Nov. 1st-14th	Dec. 1st-7th		Nov. 1st-14th	Dec. 1st-7th		Nov. 1st-14th	Dec. 1st-7th	
	N=5,565	N=5,114		N=4,175	N=3,903		N=1,390	N=1,211	
Total Usage Rate	**86.7%**	**90.2%**	**3.5%**	**87.6%**	**91.3%**	**3.7%**	**83.9%**	**86.6%**	**2.7%**
Drivers	86.7%	90.2%	3.5%	87.9%	91.4%	3.5%	83.1%	86.0%	2.9%
Passengers	86.6%	90.4%	3.8%	86.4%	91.0%	4.6%	87.1%	88.8%	1.7%
Media Market									
Champaign	76.2%	81.9%	5.7%	77.4%	83.6%	6.2%	72.0%	74.9%	2.9%
Peoria	86.6%	90.3%	3.7%	87.9%	91.5%	3.6%	82.1%	87.3%	5.2%
Rockford	87.1%	89.5%	2.4%	89.6%	91.3%	1.7%	73.2%	79.4%	6.2%
St. Louis	95.9%	96.5%	0.6%	96.2%	97.3%	1.1%	95.6%	94.6%	-1.0%
Road Type									
Residential	82.8%	88.0%	5.2%	84.5%	89.4%	4.9%	76.9%	82.9%	6.0%
US/IL Highways	88.5%	91.4%	2.9%	89.2%	92.4%	3.2%	86.7%	88.4%	1.7%

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.

Safety Belt Usage Rates in Chicago Minority Communities During Nov. & Dec. 2008

Table 8 shows safety belt usage rates in Chicago communities during the November and December 2008 Safety Belt Enforcement Zones (SBEZs). 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. The pre-mobilization surveys were conducted from November 1st to 14th, while the post mobilization surveys were conducted from December 1st to 7th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (Hispanic or African American). There were 5,026 vehicles observed during the pre-mobilization, of which, 4,599 were passenger cars and 427 were pickup trucks. During the post mobilization, there were 4,826 total vehicles observed, of which, 4,486 were passenger cars and 340 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.8 percent during the pre-mobilization to 81.2 percent during the post mobilization. The seat belt usage rate for drivers increased by 2.9 percentage points from 80.5 percent during the pre-mobilization to 83.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 72.3 percent during the pre-mobilization to 75.7 percent during the post mobilization resulting in an increase of 3.4 percentage points. Based on community type, seat belt use was higher in African American communities in comparison to Hispanic communities. In the Hispanic communities, the seat belt usage rate increased from 76.8 percent during the pre-mobilization to 80.5 percent during the post mobilization. In the African American communities, the seat belt usage rate increased by 1.6 percentage points from 80.1 percent during the pre-mobilization to 81.7 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 81.1 percent during the pre-mobilization to 83.1 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 82.8 percent during the pre-mobilization to 85.0 percent during the post-mobilization resulting in a 2.2 percentage point increase. For passengers the seat belt usage rate increased by 2.2 percentage points from 75.9 percent during the pre-mobilization to 78.1 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 80.1 percent during the pre-

mobilization survey to 82.5 percent during the post mobilization survey. In the African American communities, the seat belt usage rate increased by 1.6 percentage points from 81.8 percent during the pre-mobilization to 83.4 percent during the post mobilization.

The seat belt usage rate for pickup trucks, excluding large trucks, increased from 53.2 percent during the pre-mobilization to 57.4 percent during the post mobilization survey. Based on seating position, for drivers, the seat belt usage rate increased by 5.7 percentage points from 57.3 percent to 63.0 percent. For passengers, the seat belt usage rate increased by 6.5 percentage points from 33.3 percent during the pre-mobilization to 39.8 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 47.3 percent during the pre-mobilization survey to 50.8 percent during the post mobilization survey resulting in a 3.5 percentage point increase. In the African American communities, the seat belt usage rate increased by 2.2 percentage points from 58.6 percent during the pre-mobilization to 60.8 percent during the post mobilization.

Table 2: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2008)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6	4	5	6
	Nov. 1st-14th	Dec. 1st-7th		Nov. 1st-14th	Dec. 1st-7th		Nov. 1st-14th	Dec. 1st-7th	
	N=5,026	N=4,826		N=4,599	N=4,486		N=427	N=340	
Total Usage Rate	**78.8%**	**81.2%**	**2.4%**	**81.1%**	**83.1%**	**2.0%**	**53.2%**	**57.4%**	**4.2%**
Drivers	80.5%	83.4%	2.9%	82.8%	85.0%	2.2%	57.3%	63.0%	5.7%
Passengers	72.3%	75.7%	3.4%	75.9%	78.1%	2.2%	33.3%	39.8%	6.5%
Community Type									
Hispanic	76.8%	80.5%	3.7%	80.1%	82.5%	2.4%	47.3%	50.8%	3.5%
African American	80.1%	81.7%	1.6%	81.8%	83.4%	1.6%	58.6%	60.8%	2.2%

1) The Chicago Community Surveys include 12 sites conducted in African American Commnuities and 12 sites conducted in Hispanic Communities.
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.
Note: Pickup trucks and their usage rates for the Chicago communities were excluded due to the small sample size.

RURAL TELEPHONE SURVEY

The Illinois "Rural" 2008 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

UIS

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

Summary Report
Field Interviewing: October-November / December, 2008
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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 two telephone surveys of "rural Illinois" before and after Thanksgiving, 2008. The earlier survey was conducted in late October to mid-November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in late-November and December, beginning immediately after the campaign.

For the purpose of these surveys, "rural Illinois" is actually a subset of what is known as "downstate" Illinois. 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-Paduccah, Ky.

Methodology

The sampling methodology consisted of treating all included "rural" Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included "rural" area counties.[1]

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in May and June of 2008. (These were supplemented with respondents in relevant counties from an accompanying statewide sample.) Earlier cross-sectional surveys of these rural counties had been conducted in April, mid-May, and June as well as before and after Thanksgiving in 2005, 2006 and 2007.

The actual field interviewing for the November survey was conducted from October 18 – November 11, 2008 with over 260 licensed drivers (n = 261-268).[2] The field interviewing for the December survey was conducted from November 29 – December 27, 2008 -- with about 250 licensed drivers (n = 245-258). [3]

[1] Pre and post Thanksgiving surveys were also conducted in targeted areas of the City of Chicago. Results for these can be found in a separate report.

[2] While interviewing was conducted 14 days in October and 11 days in November, we will refer to this earlier survey as the November survey.

[3] With regard to the range of n for both time periods, there is normally some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

At the 95th percent confidence level, the sampling errors for the two surveys are both about +/- 6.0 percent.[4] The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.[5] The average length of the completed interview was about 12 minutes for both surveys.

Comments on Results

In the following, we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the two surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age and education categories. No other weighting has been applied.[6] Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[7] The recall time frame in the questions in both surveys is the same – that of 30 days.

The full results are presented in the accompanying **IDOT 2008 Pre/Post "Rural Illinois" Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the rural surveys, subgroup results (such as by gender or age group) are not presented. (Note that similar reports and survey table results for these "rural" counties were prepared for the Memorial Day Weekend campaigns of 2005, 2006 and 2007 and for the Thanksgiving campaigns of 2005, 2006 and 2007.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2008 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristics.

It should be remembered that the results are weighted by a combination of gender, age (3 categories) and education. Thus, not surprisingly, the distributions on these characteristics are

[4] The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers. The sampling error for the November survey is +/- 6.0%, and that for the December survey is +/- 6.2%.

[5] In previous surveys, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represent the youngest respondents, we changed the procedures here to mimic those used in Pew Research surveys.

[6] For age, we weight by three categories (up to 29; 30s and 40s; 50 and over). For education, we weight by less than high school, high school diploma (or GED), post high school education, and 4-year college degree or more. (For these surveys, the education distribution in the November survey was acceptable without additional weighting.) We used census data and past surveys as guides here. The important point is that we basically equalize these demographic characteristics between the November and December surveys so that other differences cannot be attributed to differences in these particular demographic characteristics.

[7] When the decimal is .5, we round to the even integer.

similar. For the full age distribution categories, however, we do find that the December weighted sample has somewhat fewer respondents in their 30s (12% vs. 16%) and more in their 40s (28% vs. 20%) than does the November sample.

In addition, we find that the December weighted sample has somewhat more part-time employees (nearly 12% vs. 6% for November), has somewhat more households with 3 members who are 16 or over (15% vs. 11%) and has somewhat more who did not answer the household income question (nearly 21% vs. 14%). The December sample also has somewhat more who report they live in a middle-sized city (nearly 27% vs. 23%) and fewer who report they live in a small town (40% vs. nearly 45%). Differences for all other demographic characteristic categories are smaller than these and can be found in the comparisons in the Excel file tables.

SUMMARY OF 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 incidence of those who reported wearing their seat belt "all of the time" is 94 percent in December, up from 89 percent in November. This was accompanied by a decline in the proportion who reported wearing a seat belt "most of the time" (9% to 5%).[8]

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 somewhat from November to December, going from just over three-quarters to almost 80 percent (76% to over 79%). The percent who indicated not having worn a seat belt "within the last day" decreased somewhat, from nearly 7 percent to just over 3 percent (6.7% to 3.3%).

When asked "*why they did not wear a seat belt the last time*," the most frequent reason in both surveys is that the respondent was driving a short distance (57% of those giving a reason in November and 43% in December). The next most frequent reason was that the respondent "forgot" or was distracted (nearly 18% in November, increasing to 31% in December).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage are very similar in the two surveys, with about 2 percent saying their usage had increased, none saying their usage had decreased, and nearly 98 percent saying their usage had not changed.

Have you ever received a ticket for not wearing a seat belt? The percent who indicated having ever received a ticket for not wearing a seat belt is 15 percent for the November survey, a somewhat higher proportion than the one-tenth who indicated such in December (10%).

When riding in a car as passenger, how often do you wear your seat belt? Overall, the frequency with which respondents report wearing seat belts as passengers is very similar in November and December. In both surveys, around 85 percent of the respondents said they use their passenger seat belts "all of the time" while another approximate one-tenth said "most of the time." The proportion who reported a frequency less than this is 4 to 5 percent.

[8] 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.

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? The proportion who indicated being aware that Illinois has a law requiring adults to wear seat belts is nearly 98 percent in December, slightly higher than that found in November (96%).

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?*** The proportion of respondents who indicated that police can stop a vehicle just for a seat belt violation is nearly 84 percent in December, slightly lower than that found in November (nearly 87%).

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The proportion who said that police should be allowed to stop a vehicle for seat violations without another traffic law violation increased from about two-thirds (68%) in November to nearly three-quarters in December (74%).

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? In both surveys, about 93 percent of the respondents are found to believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats.

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed 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. In both November and December, just under two-thirds of the respondents disagreed with this statement. However, this masks a change in the intensity of disagreement which did occur – with the proportion who strongly disagree increasing from 43 percent to 51 percent while the proportion who "somewhat" disagreed declined from 23 percent to 15 percent. Meanwhile, the proportion who agreed with the statement was 27 to nearly 30 percent, with little difference in intensity (strong agreement at 12-13%; agreeing somewhat at 15-17%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. The proportion who agreed with this statement increased just slightly, from just over 92 percent in November to nearly 95 percent in December. A greater increase is found in the proportion who strongly agreed, increasing from 82 percent in November to 87 percent in December. In each survey, disagreement is in the 3 to 4 percent range.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The agree/disagree results for this statement are very similar in November and December – with about 88 percent disagreeing and about 9 to 10 percent agreeing. About seven in ten strongly disagree with this statement in both surveys.

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? From November to December, the percent who said "very likely" increased somewhat from 49 percent to 53 percent. Accompanied by a small decline in the proportion who said "somewhat likely," the percent who said either "very likely" or "somewhat likely" increased only from just under to just over three-quarters (74% to 77%). Meanwhile, the proportion who said either "somewhat" or "very unlikely" was just less than one in five in both surveys (19% in November and 17% in December).

Agree/disagree: Police in your community generally will <u>not</u> bother to write tickets for seat belt violations. Overall, there are only minor changes in the response distributions from November to December. But, the proportion who disagree with this statement does decline a bit from 50 percent in November to 46 percent in November. While the proportion who agree is very stable at about 26 to 27 percent, the proportion who strongly agree does increase slightly from nearly 9 percent to just over 12 percent.

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent who said they agree with this statement increased substantially from November to December, going from 37 percent to 50 percent. The proportion who strongly agreed increased by nearly 4 percentage points (23% to 27%), while the proportion who agreed "somewhat" increased by 9 percent points (14% to 23%). The largest decline, that of 9 percentage points, is found for those who said they don't know (nearly 52% to just over 42%). The proportion who disagreed declined by about 4 percentage points (11% to just over 7 %).

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 and other opinion questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. The proportion who agreed with this statement increased from nearly 84 percent in November to over 90 percent (91%) in December, with an even larger percentage-point increase found for those who strongly agree (60% to 70%). The proportion who disagreed was more than cut in half from November to December, dropping from 14 percent to 6 percent.

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? For this question, which came near the end of the set of interview questions that related to seat belts, the results show a sizeable increase from November to December in the percent who said "very important," increasing from nearly 58 percent to just over 66 percent. With another approximate one in five saying "fairly

important" in both surveys, the percent who said either "very" or "fairly" important increased from 77 percent in November to 86 percent in December. Declines occurred both for those saying "somewhat important" (14% to 9%) and for those saying "not that important" (9% to 5%).

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

Awareness of special police efforts to ticket for seat belt violations. The 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*" shows a substantial increase of more than 18 percentage points from November to December (nearly 19% to just over 37%).[9]

Of those December respondents who indicated having seen or heard of these special efforts, exposure through television (40%) was most prevalent followed by exposure through newspapers (30%), radio (29%) and then friends/relatives (27%).[10]

For relevant December respondents, those exposed through newspapers and television were more apt to be exposed through news stories rather than advertisements (74% vs. 32% for newspapers; and a closer 67% vs. 53% for television). Those exposed through radio were much more likely to be exposed to advertisements than news stories (79% vs. 32%).[11]

Awareness of police working at night to enforce seat belt law. The 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 law*" shows an increase from nearly 7 percent in November to 12 percent in December.[12]

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 by more than 16 percent points, from nearly 24 percent in November to just over 40 percent in December.[13]

Of those December respondents who indicated being aware of roadside safety checks, exposure through the various sources really does not differ much: newspapers (36%) and television (36%), followed by friends/relatives (32%) and then radio (28%).

For relevant respondents in the December survey, those exposed through newspapers were more likely to say they had been exposed through news stories than through advertisements and the same is true for television but to a far lesser extent (72% vs. 38% for newspapers; 69%

[9] This December post-test level is somewhat lower than that found for the June 2008 post-test (44% for "all rural counties").

[10] We focus here on the December respondents since this was the "post-test" survey.

[11] Again, we focus on the December results because this was the survey after the enforcement and media campaign.

[12] This December post-test level is somewhat lower than that found for the June 2008 post-test after the Memorial Day enforcement campaign (20% for "all rural counties").

[13] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks." The December awareness level (40%) is somewhat less than the June post-test level (49% for "all rural counties") while the November awareness level is very similar to the May pre-test level.

vs. 50% for television). For radio, exposure through news stories and advertisements is equivalent (57% for news vs. 56% for advertisements). (Caution should be exercised here because these results are based on only 28 to 37 respondents. But, the pattern is similar to that found for the questions relating to hearing/seeing special efforts by police to ticket drivers.)

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks increased somewhat from 36 percent in November to 44 percent in December.

[It should be noted that a decline, in some sense, is not surprising here because the December post-test results come from a somewhat broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. And this is the case here, as in nearly every such survey we have taken in the past.]

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 percent who have seen a roadside safety check basically doubled from almost 9 percent in November to nearly 18 percent in December.[14]

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 results show a small decline from 61 percent in November to 52 percent in December. However, the results for the November survey are based on a very limited number of respondents (n=23 here). *In terms of total sample members*, these results translate into a two-fold increase from November to December in the percent who indicated they had been through a safety check (from just over 3% to 8%).[15]

Awareness of messages to encourage people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had "*seen or heard any messages that encourage people to wear their seat belts*" shows only a small increase from November to December, increasing from 64 percent to 68 percent.[16]

Of those December respondents who had seen or heard such messages, more rural respondents indicated exposure through television (61%) than through radio (35%) or newspapers (24%). Fewer yet indicated exposure through friends/relatives (16%). Just under one-third (32%) indicated exposure through another source, with billboards or road signs being by far the most common mention here (25%).[17]

For relevant December respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (79% vs. 34% for television; 84% vs. 29% for radio). Those exposed through newspapers were

[14] The December level here (18%) is nearly as high as the June 2008 post-test percent (20%). Pre-test results for November and May were also close (9-10%).

[15] These November and December results are very consistent with their respective pre- and post-test tests from the May and June surveys.

[16] Again, these results are not far from the results found in the earlier pre- and post-test surveys in May and June (just over 62% to 69%).

[17] This is based on 79% of the 32% who said "other." In the June 2008 version of the survey, when the source of billboards/road signs was explicitly asked about, this source actually solicited the largest percentage, even outdistancing television. We will once again add it to the Spring version of the questionnaire.

somewhat more likely to say they were exposed through news stories than advertisements (62% vs. 55%).

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 percent *of these respondents* choosing "more than usual" increased substantially, from nearly 5 percent in November to just over 18 percent in December.

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts is under one in ten in November (8%) and just over one in ten in December (12%).

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety "slogans," asked in a random order. Two relate to seat belts.

The December results. The December seat belt "post-test" awareness levels are presented in Table Slogans-1 (see below). As seen in this table, the "Click It or Ticket" slogan has the highest awareness level, with over nine out of ten (93%) aware of the slogan. The second and third place slogans have awareness levels greater than 80 percent ("Friends don't let friends drive drunk" at 86% and "You drink and drive. You lose" at nearly 84%). The other seat belt slogan, "Buckle Up America," has an awareness level of over 40 percent (44%) and takes sixth place in awareness.

The November to December change results. Also presented in Table Slogans-1 are: the percentage point changes from November to December for these slogans; and the November-to-December increases expressed as a percent of total potential increase (not relevant for decreases in awareness).[18] A positive change represents an increase in awareness from November to December.

As seen in this table, the "Click It or Ticket" slogan shows a very modest, even small, increase in awareness from November to December of nearly 4 percentage points. This is lower than many of the other absolute gains in awareness, and far behind those found for "Police in Illinois arrest drunk drivers" and "Wanna drink and drive? Police in Illinois will show you the bars," both of which had gains of just over 10 percentage points.

But, *expressed in terms of potential awareness increase*, we actually find that the very modest percentage point increase of just over 3 percentage points for the "Click It or Ticket Slogan" is actually an increase of more than half (nearly 53%) of its total potential increase. And, this is the largest potential increase gain, somewhat more than the 42 percent-of-potential gain for the second place slogan, "Friends don't let friends drive drunk."

[18] The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

Table: Slogans-1
December Awareness Level, and November to December Change

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**93.2%**	**+3.6%**	***+52.9%***
2	Friends don't let friends drive drunk ……..…..	86.3%	+5.7%	*+41.6%*
3	You drink and drive. You lose. ……..…….	83.5%	+4.5%	*+27.3%*
4	Police in Illinois arrest drunk drivers ……..….	59.1%	+10.8%	*+26.4%*
5	Drive smart. Drive sober. ……..…..	58.3%	-2.1%	-----
6	**Buckle Up America ……..….. **	**44.0%**	**+6.0%**	***+10.7%***
7	Wanna drink and drive? Police in Illinois will show you the bars …….....	41.3%	+10.0%	*+17.0%*
8	Drive hammered, get nailed. …….....	37.2%	+0.3%	*+0.5%*
9	Cells phones save lives. Pull over and report a drunk driver ….....	30.8%	-7.6%	-----
10	Drunk Driving. Over the Limit, Under Arrest*	30.1%	+4.1%	*+5.9%*
11	Drink and drive? Police in Illinois have your number …...….....	27.4%	+0.7%	*+1.0%*
12	Children in back ……...…….	18.1%	+4.1%	*+5.0%*
13	Step away from your vehicle ……..…….	14.0%	+2.6%	*+3.0%*
14	Smart motorists always respect trucks ……..…....	10.7%	+2.4%	*+2.7%*
15	Checkpoint Strikeforce ……..…..	7.7%	-0.6%	-----
16	Operation A-B-C ……..…	3.5%	-0.5%	-----

The April 2005 to December 2008 change results for "Click It or Ticket." Surveys of the "rural" Illinois counties were conducted five times during both 2005 and 2006 and four times during both 2007 and 2008. Awareness results for the "Click It or Ticket" slogan are presented below in Table Slogans-2 for these 18 surveys. (Note that the 2005 results below were weighted only by gender while the 2006 and 2007 results were weighted by both gender and age category and the 2008 results by gender, age and education.)

As seen below, the campaigns in 2005 began with awareness in the low-to-mid 80-percent level and were followed by awareness nearly at, or over, the 90 percent level. The campaigns in 2006 began with awareness about the 90 percent level and were followed by awareness in 93 to 95 percent level. For both campaigns in 2007 (Memorial Day and

Thanksgiving), awareness began in the upper-80 percent level and ended just over 92 percent. And, for both campaigns in 2008, awareness began nearly at 90 percent and ended at 92 to 93 percent.

Table: Slogans-2
Awareness Levels for "Click It or Ticket" Slogan,
April 2005 through December 2007 Surveys

Survey	2005	2006	2007[19]	2008[20]
April	82.6%	89.6%	-----	-----
May	85.3%	91.5%	88.6%	89.6%
June	93.3%	95.1%	92.5%	92.0%
November	85.0%	91.3%	86.7%	89.6%
December	89.0%	93.2%	92.4%	93.2%

[19] May and June 2007 figures are those from all relevant "rural" counties. This includes the actual rural sample and relevant respondents from the statewide sample.
[20] May and June 2008 figures are those from all relevant "rural" counties. This includes the actual rural sample and relevant respondents from the statewide sample.

CHICAGO MINORITY TELEPHONE SURVEY

The Illinois Chicago Targeted Area 2008 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

UIS

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

Summary Report

Field Interviewing: November / December, 2009
Report: March, 2009
Excel Tables Provided: February, 2009

Written by
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The principal investigator was Richard Schuldt, Director of the UIS Survey Research Office. Mark Winland, Manager of the Survey Research Office Interviewing Laboratory, managed and supervised data collection activities and assisted in coding and table preparation. Any opinions, findings and/or conclusions expressed in this publication are those of the author(s) and do not necessarily reflect the views of the sponsors or the University.

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 two telephone surveys of targeted areas in the City of Chicago in November and December, 2008.[1] The November survey was conducted prior to a seat belt enforcement / media campaign that occurred in these areas surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among those groups with the lowest incidence of seat belt usage.[2] More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.[3]

Methodology

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2008, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed from the northern area than from the southern area. The rationale for this stemmed from an initial goal, established going into the 2005 surveys, of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African American and

[1] Pre and post Thanksgiving surveys were also conducted for "rural Illinois," defined for this purpose as most of the "downstate" Illinois counties. Results can be found in a separate report. Similar pre and post Thanksgiving surveys for targeted areas of Chicago and "rural Illinois" were also conducted in 2005, 2006 and 2007.

[2] See a more complete rationale for this in "Proposed Work Plan for November 7th – December 11th 'Click It or Ticket' Campaign," a work plan developed by IDOT, Fall 2005.

[3] In the actual sampling design, Albany Park was not included in the zip code areas for the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations).

Hispanic racial/ethnic groups.[4] In practice, the goal over the years was quickly modified to obtain more than the 150 African American and Hispanic respondents and attempt to obtain 75 Hispanic respondents, which nearly all would come from the northern area. These African American and Hispanic respondents were to be the focus of these surveys for the reason presented earlier.

An initial demographic analysis of the neighborhoods suggested that a southern grouping of these neighborhoods could be identified that was very contiguous and that was nearly all African American in racial/ethnic composition. A northern grouping could also be identified that was also quite contiguous but more diverse in terms of racial/ethnic composition. Despite the fact that the populations of the northern and southern areas are approximately the same, the goal of obtaining more northern than southern area survey completions stemmed from researchers' desire to increase the number of Hispanic respondents above that which would result if an equal number of respondents were obtained from each area (north and south).

After the north/south area neighborhood stratification, zip code areas were then identified which most closely approximated these two areas.[5] For each of the two areas (north and south), randomly-generated telephone samples were purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. These samples were generated by first selecting those telephone prefixes which were most congruent with the pre-defined zip code areas.[6] So, in essence, the sample was one which was determined by telephone prefixes and was stratified into a northern sub-sample and a southern sub-sample.[7]

Actual field interviewing for the November survey was conducted from October 18 through November 14, 2008 with over 400 licensed drivers (n = 421-444).[8] Just over 300 of these respondents were either African American or Hispanic (n = 305, 226 African American and 79 Hispanic respondents, with 30 of these interviews conducted in Spanish). The field interviewing for the December survey was conducted from November 29 to December 30, 2008, with over 400 licensed drivers (n = 432-470). Just over 300 of these respondents were either African American or Hispanic (n = 303, 217 African American and 86 Hispanic respondents, with 19 interviews conducted in Spanish). (By design, about two-thirds of the completions were

[4] The initial goal was modified because of the diversity of the northern area (see the paragraph below). And, we accomplished this latter goal in both 2008 surveys, by increasing the proportion interviewed in the northern region by a greater amount than we had in comparable surveys conducted in 2007.

[5] The identified zip code areas were somewhat more closely contiguous to the targeted area for the southern sampling area than for the northern sampling area.

[6] For Survey Sampling, Inc. (SSI), the default procedure is to include a telephone prefix within a zip code area (or areas) if a majority of the listed numbers of the prefix are within the geographic boundary of the zip code area(s).

[7] We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code toward the end of the interview. This screening was not done because our primary goal here was <u>not</u> to interview respondents within specific zip code areas; rather it was to use the identification of neighborhoods, zip code areas, and telephone prefixes as an efficient way to reach a randomly-selected sample of African American and Hispanic respondents. An analysis of past years' respondents showed that the residential zip codes of respondents "outside" the originally defined zip code areas were in contiguous areas and exclusion of these "outside" respondents would have resulted in a less efficient design (i.e., would have excluded some of the African American and Hispanic respondents we were interested in interviewing).

[8] Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question. Race/ethnicity was asked toward the end of the interview, and no attrition from that point until the end of the interview occurred for respondents who answered this question.

from the north targeted area and the remaining approximate one-third were from the south targeted area in both surveys.)

At the 95th percent confidence level, the sampling errors for the results pertaining to African American and Hispanic respondents are just slightly higher than +/- 5.6 percent for both the November and December surveys. These are the respondents who are the focus on this report. In addition, for most questions we have commented on and/or presented the results for all respondents. These results have sampling errors of +/- 4.7 and 4.6 percent for the November and December surveys, respectively.[9]

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers first asked to speak with the youngest male licensed driver who was at home. If not available, they asked to speak with the youngest female licensed driver who was at home.[10] The average length of the completed interview was about 11 to 12 minutes.

Comments on Results

In the following "Summary of Results," we summarize the results for seat belt-related questions asked of African American and Hispanic respondents and focus on describing the changes that occurred between the November and December surveys. We also present or comment upon the results for all respondents.

For both surveys, the total results (including non-minority respondents) have been weighted by north/south stratification area, gender, and age and education distributions.[11] Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[12] The recall time frame in the questions in both surveys is the same – that of 30 days.

The full results for the combined African American and Hispanic respondents and for all respondents in the targeted areas are presented in the accompanying **IDOT Chicago 2008 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project.

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

[10] In previous surveys, interviewers asked to speak with the youngest licensed driver 75 percent of the time. For the other 25 percent, interviewers asked to speak to a licensed driver who was male/female (varying at random) and who had the next birthday. Because we consistently over-represent females and under-represented the youngest respondents, we changed the procedures here to mimic those used in Pew Research surveys.

[11] Results have been weighted to reflect the fact that the estimated populations in the northern and southern stratification regions are approximately equal. We also weighted to reflect a gender distribution that is somewhat more female than male. And, we weighted the results to make the age and education level distributions similar between the November and December surveys. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, we used a three-category age distribution of 16-17% for the 16-29 age group, about 40% for those in their 30s/40s, and about 40% for those 50 and over. For the education level weighting, we used a four-category distribution of 7-8% for less than a high school education; about 22% for a high school diploma/GED; about one-third for some post high school education; and about one-third for education beyond a four-year degree.)

[12] When the decimal is .5, we round to the even integer.

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth comparing the November and December 2008 samples on selected driving and demographic characteristics. Most of these comparisons are summarized below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Race/ethnicity.* The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that we did obtain about the required number of African American and Hispanic respondents in the two surveys (305 in November and 303 in December). And, we did reach the targeted number of Hispanic completions in both surveys (79 in November and 86 in December).[13]

  For the weighted results across <u>*all*</u> respondents, the composition of the responding samples by race/ethnicity is about 60 percent African American, 16 percent Hispanic and 16 percent white. *Among only African American and Hispanic respondents*, this translates into a composition of nearly 80 percent African American and just over 20 percent Hispanic.

The following comparison focuses on weighted results for the African-American and Hispanic respondents, also the focus of the substantive results that follow.

- *Gender.* Both the November and December African American and Hispanic respondents are about 55 percent female and 44 percent male.
- *North/south targeted area.* While the weighting across all respondents results in about equal numbers in the north and south areas, the composition in both surveys is 56-57 percent for the southern area and 43-44 percent for the northern area when we focus on African American and Hispanic respondents.
- *Age of respondent.* The December weighted sample has slightly more respondents in their 30s/40s (40% vs. 37% for November) and slightly fewer respondents 50 and over (41% vs. 44%)[14]
- *Education level.* In both surveys, slightly less than one-tenth have less than a high school education, about one-quarter have a high school diploma/GED, nearly four in ten have some post high school education, and about one-quarter have a four-year college degree.
- *Number of individuals of driving age in household.* More December than November African American and Hispanic respondents reported having two household individuals of driving age (38% vs. 30%) while slightly fewer December respondents

[13] Throughout the past four years of these surveys, we have had more difficulty obtaining the targeted number of Hispanic completions (even given our initial analysis of the race/ethnic composition of the relevant areas). Possible reasons for this are: 1) the initial sampling methodology was based on full population numbers while the survey population was that of licensed drivers; 2) a possible lower incidence of driver licenses among the driving aged Hispanic population in this area; 3) possible differences in telephone availability; and 4) differences in response rates. For this year's surveys, we increased the total number of completions (north and south), with an accompanying increase in the proportion coming from the north area. This allowed us to reach our targeted Hispanic completion numbers.

[14] A more refined analysis here (in terms of more age categories) actually shows the age distribution to be very close in November and December.

reported having one individual of driving age (34% vs. 37%) and more than three individuals of driving age (13.5% vs. nearly 17%).

- *Employment status.* The December African American and Hispanic sample has somewhat more respondents who are not working (14% vs. 9%) and somewhat fewer respondents who are full-time employees (37% vs. 42%).
- *Household income.* Here, the largest differences are found in the lower December proportion whose annual household income is $30,000+ to $45,000 (12% vs. 16%) and the higher December proportions whose annual incomes are $45,000+ to $60,000 (17% vs. 13%) and more than $100,000 (nearly 9% vs. nearly 5%). Altogether, across the full income-level distribution, these are not large differences.

SUMMARY OF RESULTS

The following summarizes the substantive results of the November and December surveys. It focuses on results for the African American and Hispanic respondents. As indicated previously, we focus on these respondents because past research has indicted less seat belt usage among minority respondents. For most questions, results for all respondents are also reported and/or commented upon.[15]

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 incidence of seat belt usage among African American and Hispanic respondents actually declined from November to December, from nearly 93 percent to just over 84 percent saying "all of the time." Meanwhile, the percent who said "most of the time" increased from just over 4 percent in November to nearly 11 percent in December.[16] So, the total proportion who said either "all of the time" or "most of the time" declined just slightly, from 97 percent to 95 percent. [For all respondents in the targeted area, the results for "all of the time" declined from 92% to 87% while the proportion saying "most of the time" increased from just over 4% to nearly 9%.]

When was the last time you did not wear your seat belt when driving? The percent of African American and Hispanic respondents 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) was very stable in November and December, at just under three-quarters (just over 74% in both surveys).

At the other extreme, the percent of these respondents who reported not wearing a seat belt "within the last day" was also stable, at about 5 percent in both surveys. [For all respondents, just over three-quarters in both surveys reported "more than year ago"/"always wear one." The results for "in the last day" are just over 4% for both surveys.]

When asked "*why they did not wear a seat belt the last time*," the most frequent reasons given by African American and Hispanic respondents was that respondents were driving a short distance (35-37% in the two surveys) followed by they "forgot" (22-25% in the two surveys). [The same two kinds of reasons are most prevalent for all respondents in the targeted area.]

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage over the past 30 days (increased, decreased, or stayed the same) are very similar in the November and December surveys for African American and Hispanic respondents. The percent who said "increased" is just under 10 percent while the percent who said "stayed the same" is just under 90 percent in both surveys. [The results for all respondents differ only slightly here.]

[15] The results for all respondents are nearly always very close to those for African American and Hispanic respondents.

[16] 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.

Have you ever received a ticket for not wearing a seat belt? The percent of African American and Hispanic respondents who indicated having ever received a ticket for not wearing a seat belt was about 13 percent in November and nearly 17 percent in December. [For all respondents in the targeted areas, the results go from about 11% to just over 15%.]

When riding in a car as passenger, how often do you wear your seat belt? The percent of African American and Hispanic respondents who reported they use their passenger seat belts "all of the time" decreased slightly from 86 percent in November to just over 83 percent in December. At the same time, the percent who reported wearing a passenger seat belt "most of the time" was nearly 8 percent in both surveys. [The results for all respondents are quite stable between November and December, with about 83% saying "all the time" accompanied by a slight decline of 11% to 9% in those saying "most of the time."]

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? About 98 percent of African American and Hispanic respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts. [Reported knowledge for all respondents is virtually the same, about 98%.]

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?*** The percent of African American and Hispanic respondents who indicated awareness of primary enforcement decreased somewhat, from 90 percent in November to 85 percent in December. At the same time, the percent who indicated that the police must see another offense first increased from just over 2 to just over 8 percent. [The same basic trends, but with slightly less change, are found for all respondents in the targeted area.]

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The percent of African American and Hispanic respondents who expressed the opinion that police should be allowed to stop a vehicle for seat violations without another traffic law violation decreased from 83 percent in November to 74 percent in December while opposition to this increased (16% to 23%). [The results for all respondents show a decrease in support from nearly 80% to just over 73% and an increase in opposition from 19% to nearly 23%.]

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? Support for having a law making this illegal is well over 90 percent in both surveys among African-American and Hispanic respondents (nearly 96% in November and nearly 93% in December). Opposition increased slightly from 3 percent to nearly 6 percent. [For all respondents in both surveys, support is about 94% and opposition is about 4%.]

Attitudes about wearing seat belts

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

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent of African American and Hispanic respondents who disagreed (to any extent) with this statement increased from under one-half in November to well more than half in December (47% to 55%). [This increase is 52 percent to nearly 58 percent for all respondents in the targeted areas.]

Agree/disagree: If you were in an accident, you would want to have your seat belt on. For both November and December, 95 to 96 percent of African American and Hispanic respondents indicated they agreed with this statement, with "strong" agreement at just over 86 percent in November and nearly 84 percent in December. [Results for the entire targeted areas differ only slightly.]

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. For the final agree/disagree question in this set, we find that 57 to 58 percent of African-American and Hispanic respondents "strongly disagree" in both surveys – with the total percent who disagree at 80 percent in November and 76 percent in November. [For all respondents, the percent who "strongly disagree" is about 3 percentage points greater in both surveys, and the total percent who disagree is about 2 percentage points greater in both surveys.]

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? The percent of African American and Hispanic respondents who answered "very likely" to this question increased from half (50%) in November to 58 percent in November. But since this was accompanied by a decrease of about the same magnitude in those who answered "somewhat likely" (23% in November to 16% in December), the total percent who said either "very" or "somewhat" likely is about the same in both surveys at just under three-quarters. In both surveys, about 7 to 8 percent answered "somewhat unlikely" and another 12 to 13 percent said "very unlikely" – for total unlikely proportion of one-fifth in both surveys.

[All respondents in the targeted areas show a smaller increase in the proportion who said "very likely" (46% to 51%) and also a smaller decrease in the proportion who said "somewhat likely" (22% to just over 18%). As was the case above, little change is found in the total proportions who said likely (about 68-69%) and unlikely (nearly 25%) in both surveys.]

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Among African American and Hispanic respondents, the percent who said they "strongly disagree" with this statement (meaning they believe police will bother to write tickets) is very similar in both surveys (just over 28% in both surveys). And, the percent who disagreed to any extent is also very similar in both surveys, at just over 44 to 46 percent.

[For all respondents in the targeted areas, both the percentages who "strongly disagree" (25-27%) and the percentage who disagree to any extent (just over 41%) are also very similar in both the November and December surveys.]

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of African American and Hispanic respondents who agreed to any extent with this statement increased only slightly from November to December (just over 41% to nearly 44%). And, the percent who expressed "strong agree[ment]" was stable at just over one-quarter (26%).

[For all respondents, total agreement is at 39 percent in both surveys while strong agreement is expressed by 24 percent in both surveys.]

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. The percent who said they "strongly agree" with this statement decreased just slightly from November to December among African American and Hispanic respondents (just over 72% to nearly 70%). With the percent who "somewhat agree" stable at 22 percent, the total percent who agree is slightly higher in November than in December (almost 95% vs. almost 92%).

[Results for all respondents show 69 to 70 percent who "strongly agree" in both surveys. Total agreement is just over 92 percent in November and a slightly lower 90 percent in December.]

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? For this question, which came near the end of the set of interview questions that related to seat belts, the percent of African American and Hispanic respondents who said they believe it is "very important" is stable at three-quarters in both surveys. At the same time, the proportion who said it is "fairly important" declined from 15 percent in November to 10 percent in December. Thus, the total proportion who indicated either "very" or "fairly" important shows this same percentage point decline, from 90 percent in November to 85 percent in December.

[For all respondents, the trends are pretty much the same but the proportions who say "very important" are just slightly lower: nearly 72 percent in November to 73 percent in December.]

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

Awareness of special police efforts to ticket for seat belt violations. The percent of African American and Hispanic respondents 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*" shows an increase from 26 percent in November to 36 percent in December. [An increase of nearly 23% to nearly 30% is found among all respondents in the targeted area.]

Of those December respondents who indicated having seen or heard of these special efforts, somewhat more African American and Hispanic respondents reported being exposed to them through television (56%) than through friends and relatives (nearly 40%). Exposure through radio (nearly 30%) and newspapers (21%) was lower. About one in three (31%) identified various other sources.[17] [Findings for all respondents do not differ substantially here.]

For relevant African American and Hispanic December respondents, those exposed through television and radio were more likely to be exposed through commercials rather than news stories (77% vs. 48% for television; 66% vs. 47% for radio). The reverse is found for newspapers (79% through news vs. 56% through commercials).[18] (For a cautionary note here, see the footnote below.)

Awareness of police working at night to enforce seat belt law. The percent of African American and Hispanic respondents 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 law*" shows a small increase from nearly 16 percent in November to 20 percent in December. [For all respondents, the increase is less, from nearly 16 percent to 18 percent.]

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 modestly from 33 percent in November to nearly 39 percent in December.[19] [The increase for all respondents in the targeted areas is nearly 30 percent to nearly 35 percent.]

Of those December African American and Hispanic respondents who indicated being aware of roadside safety checks, the exposure level through television (41%) is on par with exposure through friends and relatives (40%). Exposure was lower through radio (26%) and even lower for newspapers (18%). [The findings are not far different for all respondents in the targeted areas.]

For relevant African American and Hispanic December respondents, exposure through television and radio was more frequent for commercials than news stories (68% vs. 44% for television; 70% vs. 36% for radio). For newspapers, given the number of relevant respondents, the proportions are pretty similar (63% through news vs. 50% through commercials for the 21 respondents).

[17] We focus here on the December respondents since this was the "post-test" survey.

[18] However, for the results regarding commercials and/or news stories, the radio results are based on 33 respondents while the newspaper results are based on only 23 respondents.

[19] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks."

Of the African American and Hispanic respondents who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks is the same in November and December – at two-thirds. [The results for all respondents in the targeted areas is just slightly lower in December, at 65%.]

[It should be noted that a modest decline, in some sense, might have been expected here because the December post-test results come from a somewhat broader awareness base. In other words, it would be of no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. But this is not what we find.]

Based on all African American and Hispanic respondents (and not just those who were aware of the roadside checks), we find that just over 22 percent reported seeing a roadside check in the November survey while 26 percent reported such in the December survey. [Among all respondents in the targeted area, 20 percent reported seeing a roadside check in the November survey and nearly 23 did so in the December survey.]

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 results show 61 to 62 percent for relevant African-American and Hispanic respondents in both surveys. [This is very similar for all relevant respondents in the targeted areas.]

Basing the results on all survey respondents, this translates into only a very slight increase in the percent who had been through a roadside check from November to December for African-Americans and Hispanics (14% to 16%). [For all respondents, the proportions are in the nearly 13 to 14 percent range for both surveys.]

Awareness of messages to encourage people to wear seat belts. The percent of African American and Hispanic respondents who indicated that, "*in the past thirty days*," they had "*seen or heard any messages that encourage people to wear their seat belts*" shows a substantial increase from 59 percent in November to 74 percent in December. [For all respondents, this increase is from 58 percent to 70 percent.]

Of those December African American and Hispanic respondents who had seen or heard such messages, far more respondents indicated exposure through television (77%) than radio (44%). Fewer indicated exposure through friends/relatives (32%), and even fewer indicated exposure through newspapers (19%). Nearly three in ten indicated exposure through another source, with billboards or road signs being by far the most common mention here (22%).[20] [All relevant respondents in the targeted areas show just slightly lower exposure levels through all sources but signs (slightly higher) and radio (virtually the same).]

For relevant African American and Hispanic December respondents, those exposed to each of the mass media sources were much more likely to say they were exposed through advertisements than through news stories (83% vs. 33% for television; 85% vs. 37% for radio; and 71% vs. 48% for newspapers).

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 percent *of relevant African*

[20] This is based on 74% of the 29% who said "other." The finding continues to suggest that the "billboard/roadsign" alternative should be specifically asked about (as was done during some of the past surveys).

American and Hispanic respondents choosing "more than usual" doubled from 19 percent in November to 38 percent in December while the percent who said "fewer" was stable at about 7 percent. [This increase was 18 percent to 32 percent for all respondents in the targeted areas.]

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts was nearly 14 percent in both surveys. [For all respondents, this was in the 12 to 13 percent range.]

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety "slogans," asked in a random order. Two relate to seat belts. Our main focus is on the *Click It or Ticket* slogan because this was the slogan used in the Thanksgiving seat belt campaign.

The December results. The December seat belt "post-test" awareness levels for African American and Hispanic respondents are presented above in Table Slogans-1. As seen in this table, the *Click It or Ticket* slogan has the highest December awareness level, with just over nine out of ten (91%) aware of the slogan. Somewhat more than eight in ten reported awareness of the second-place slogan, "Friends don't let friends drive drunk" (84%); and nearly as many reported awareness of the third-place slogan, "You drink and drive. You lose" (79%). About six in ten reported awareness with the fourth place slogan, "Police in Illinois arrest drunk drivers" (60%); and about half reported awareness of the fifth and sixth place slogans, "Drive smart. Drive sober" (53%) and "Buckle up America" (50%), the other seat belt-related slogan. All other slogans had awareness levels less than half.

November to December changes. The *Click It or Ticket* slogan shows only a small increase in awareness among African American and Hispanic respondents from the November survey to the December survey, increasing by less than 2 percentage points. For all the slogans, the greatest percentage point increases are found for three slogans and are in the 5 to 6 percentage point range (for "Friends don't let friends drive drunk"; "Drink and drive? Police in Illinois have your number"; and "Police in Illinois arrest drunk drivers").

In terms of the percent of potential increase, the *Click It or Ticket* slogan shows the second greatest increase, with an increase of nearly 15 percent of its potential.[21] This is behind that of "Friends don't let friends drive drunk" (increase of 26% of its potential) and slightly ahead of "Police in Illinois arrest drunk drivers" (increase of 11% of its potential).

[Among all respondents in the targeted areas, the December awareness level for the *Click It or Ticket* slogan was also nearly 91 percent, up from just over 88 percent in November. The increase of just over 2 percentage points represents 26 percent of its potential increase.]

[21] The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

Table: Slogans-1
December Awareness Level and November-to-December Change among African American and Hispanic Respondents

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**90.8%**	**+1.6%**	***+14.8%***
2	Friends don't let friends drive drunk ……..…..	83.9%	+5.7%	*+26.1%*
3	You drink and drive. You lose. ……...…..	79.0%	-0.4%	-----
4	Police in Illinois arrest drunk drivers ……..….	59.6%	+5.0%	*+11.0%*
5	Drive smart. Drive sober. ……..…..	52.9%	-3.7%	-----
6	**Buckle Up America ……..….. **	**50.4%**	**+0.9%**	***+1.8%***
7	Cell phones save lives. Pull over and report a drunk driver ….....	43.8%	+2.1%	*+3.6%*
8	Drive hammered, get nailed. …….....	36.8%	-1.2%	-----
9	Drunk Driving. Over the Limit, Under Arrest ….....	34.2%	+0.6%	*+0.9%*
10	Drink and drive? Police in Illinois have your number …...….....	32.0%	+5.4%	*+7.4%*
11	Children in back ……....…….	30.4%	-1.4%	-----
12	Wanna drink and drive? Police in Illinois will show you the bars …….....	26.9%	-0.5%	-----
13	Step away from your vehicle ……..…….	25.5%	-0.1%	-----
14	Smart motorists always respect trucks ……..…..	21.6%	+0.5%	*+0.6%*
15	Checkpoint Strikeforce ……..…..	20.9%	+1.9%	*+2.3%*
16	Operation A-B-C ……..…	8.7%	+1.0%	*+1.1%*

Comparison to earlier Thanksgiving 2005 through 2008 results. Table Slogans-2 below presents the awareness level results among African American and Hispanic respondents for the Thanksgiving campaigns over the past four years. The Table shows that the pre- and post-results showed little change for the 2005 and 2008 Thanksgiving campaigns, but awareness in the pre-campaign period began at a higher levels for these campaigns (91.3% for the 2005 campaign and 89.2% for the 2008 campaign). For the 2006 and 2007 Thanksgiving campaigns, awareness in the pre-campaign period stood at about 87 percent and then increased to more than 90 percent in the post-campaign period, with the 2007 change slightly greater than the 2006

change and its post-campaign survey registering the highest awareness level at just over 94 percent.[22]

Table: Slogans-2
Awareness Levels for "Click It or Ticket" Slogan
among African American and Hispanic Respondents,
Thanksgiving Campaigns, 2005 through 2008

Survey	2005	2006	2007	2008
November	91.3%	86.6%	87.5%	89.2%
December	92.2%	92.0%	94.3%	90.8%

[22] Note that there is some variation in the distribution by age category across these years, some of which are due to variations in the age weighting procedures used (e.g., no age weighting in 2005). Experience indicates that equalizing these distributions generally has little effect on the results. Note that the 2008 distribution percentages are about mid-way between the range of percentages in the earlier years.

Percent in ages of:	2008	2007	2006	2005-D	2005-N
16 to 29 …..…..…..	17-18%	17%	17%	21%	16%
30s/40s …..…..…..	37-40%	44%	34%	30%	45%
50 and over …..…	41-44%	30%	40%	49%	39%

APPENDIX A: STATEWIDE ENFORCEMENT ACTIVITIES AND ASSOCIATED COSTS

TABLE 9: MINI-GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Arlington Heights	80.0	112	108	96.4%	3	2.7%	42.9	$40.94	$57.32	$4,585.64
Barrington Hills	72.0	60	40	66.7%	0	0.0%	72.0	$73.82	$61.51	$4,428.97
Barrington	36.0	27	26	96.3%	0	0.0%	80.0	$85.34	$64.00	$2,304.08
Countryside	27.0	49	45	91.8%	0	0.0%	33.1	$28.08	$50.96	$1,376.05
Des Plaines	72.0	160	154	96.3%	0	0.0%	27.0	$27.00	$60.00	$4,320.00
East Hazel Crest	54.0	75	71	94.7%	0	0.0%	43.2	$26.58	$36.91	$1,993.22
Flora	80.0	27	7	25.9%	0	0.0%	177.8	$107.03	$36.12	$2,889.80
Hampton	4.0	3	2	66.7%	0	0.0%	80.0	$31.33	$23.50	$94.00
Itasca	20.0	78	69	88.5%	0	0.0%	15.4	$13.04	$50.84	$1,016.74
Jerome	208.0	346	132	38.2%	7	2.0%	36.1	$16.53	$27.49	$5,718.82
Kincaid	65.0	80	57	71.3%	4	5.0%	48.8	$19.68	$24.23	$1,574.64
Lisle	68.0	52	34	65.4%	0	0.0%	78.5	$69.60	$53.22	$3,619.24
Lombard	224.0	398	342	85.9%	2	0.5%	33.8	$26.30	$46.72	$10,465.43
Marseilles	140.0	69	59	85.5%	0	0.0%	121.7	$70.59	$34.79	$4,870.60
McLean Co.	18.0	46	42	91.3%	0	0.0%	23.5	$12.12	$30.98	$557.64
Monmouth	152.0	90	44	48.9%	2	2.2%	101.3	$81.74	$48.40	$7,356.80
Morton Grove	180.0	145	57	39.3%	1	0.7%	74.5	$69.37	$55.88	$10,058.02
Niles	187.0	415	398	95.9%	1	0.2%	27.0	$24.85	$55.16	$10,314.12
North Aurora	135.0	233	141	60.5%	1	0.4%	34.8	$29.68	$51.23	$6,915.54
Park Forest	117.0	180	111	61.7%	0	0.0%	39.0	$31.00	$47.69	$5,579.79
Peoria Heights	128.0	135	114	84.4%	1	0.7%	56.9	$18.39	$19.40	$2,483.00
Pulaski Co.	45.0	34	9	26.5%	0	0.0%	79.4	$23.77	$17.96	$808.08

TABLE 9: (continued)

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
Rock Island	18.0	25	21	84.0%	0	0.0%	43.2	$28.36	$39.39	$709.05
Warrensburg	56.0	34	13	38.2%	0	0.0%	98.8	$32.65	$19.82	$1,109.96
Western Springs	20.0	52	51	98.1%	1	1.9%	23.1	$17.25	$44.84	$896.80
MINI Grants Total	**2,206.0**	**2,925**	**2147**	**73.4%**	**23**	**0.8%**	**45.3**	**$32.84**	**$43.54**	**$96,046.03**

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 10: REGULAR GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMaGE	Algonquin	124.0	107	84	78.5%	0	0.0%	69.5	$64.98	$56.07	$6,952.48
IMaGE	Bartonville	77.0	9	4	44.4%	0	0.0%	513.3	$246.20	$28.78	$2,215.78
IMaGE	Belvidere	127.0	172	114	66.3%	1	0.6%	44.3	$32.68	$44.26	$5,620.55
IMaGE	Berwyn	117.0	167	133	79.6%	0	0.0%	42.0	$36.69	$52.37	$6,126.72
IMaGE	Blue Island	100.0	247	164	66.4%	0	0.0%	24.3	$18.95	$46.82	$4,681.56
IMaGE	Brookfield	92.0	125	125	100.0%	0	0.0%	44.2	$44.07	$59.88	$5,508.79
IMaGE	Cahokia	105.0	265	43	16.2%	0	0.0%	23.8	$15.67	$39.54	$4,151.71
IMaGE	Canton	94.0	104	55	52.9%	1	1.0%	54.2	$41.11	$45.48	$4,275.02
IMaGE	Collinsville	66.0	81	42	51.9%	2	2.5%	48.9	$38.09	$46.74	$3,084.98
IMaGE	Columbia	86.0	91	75	82.4%	2	2.2%	56.7	$36.51	$38.63	$3,322.40
IMaGE	Danville	136.0	247	192	77.7%	1	0.4%	33.0	$24.24	$44.03	$5,988.45
IMaGE	Evanston	144.0	127	101	79.5%	0	0.0%	68.0	$69.86	$61.61	$8,871.90
IMaGE	Fairmont City	56.0	79	29	36.7%	0	0.0%	42.5	$21.99	$31.02	$1,736.88
IMaGE	Flossmoor	80.0	162	140	86.4%	0	0.0%	29.6	$24.44	$49.48	$3,958.72
IMaGE	Freeport	132.0	97	83	85.6%	0	0.0%	81.6	$69.08	$50.76	$6,700.66
IMaGE	Grayslake	103.5	107	85	79.4%	0	0.0%	58.0	$50.66	$52.37	$5,420.43
IMaGE	Hickory Hills	104.0	172	160	93.0%	0	0.0%	36.3	$28.80	$47.63	$4,953.44
IMaGE	Hoffman Estates	146.0	228	86	37.7%	0	0.0%	38.4	$45.55	$71.13	$10,384.50
IMaGE	Homewood	102.0	123	118	95.9%	0	0.0%	49.8	$40.66	$49.04	$5,001.66
IMaGE	Jo Daviess Co.	43.0	35	4	11.4%	0	0.0%	73.7	$73.17	$59.56	$2,561.10
IMaGE	Justice	129.5	299	258	86.3%	0	0.0%	26.0	$20.48	$47.29	$6,124.05
IMaGE	Kendall Co.	97.5	169	139	82.2%	0	0.0%	34.6	$31.72	$54.97	$5,359.87
IMaGE	Madison	68.0	85	47	55.3%	0	0.0%	48.0	$25.28	$31.60	$2,148.58

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMaGE	Matteson	100.0	115	105	91.3%	0	0.0%	52.2	$49.71	$57.16	$5,716.44
IMaGE	McHenry Co.	144.0	171	143	83.6%	2	1.2%	50.5	$50.68	$60.19	$8,667.03
IMaGE	Midlothian	98.0	252	229	90.9%	2	0.8%	23.3	$16.69	$42.91	$4,204.76
IMaGE	Millstadt	18.0	27	20	74.1%	0	0.0%	40.0	$21.85	$32.78	$589.98
IMaGE	O'Fallon	115.0	71	65	91.5%	0	0.0%	97.2	$95.36	$58.87	$6,770.45
IMaGE	Oak Forest	13.0	21	19	90.5%	0	0.0%	37.1	$33.52	$54.15	$703.92
IMaGE	Olympia Fields	80.0	113	34	30.1%	0	0.0%	42.5	$25.40	$35.88	$2,870.46
IMaGE	Orland Park	116.0	259	249	96.1%	0	0.0%	26.9	$25.63	$57.22	$6,637.40
IMaGE	Oswego	108.0	198	188	94.9%	0	0.0%	32.7	$30.43	$55.78	$6,024.74
IMaGE	Park Ridge	132.0	180	179	99.4%	0	0.0%	44.0	$40.05	$54.61	$7,208.76
IMaGE	Pekin	122.0	91	75	82.4%	0	0.0%	80.4	$53.69	$40.05	$4,885.50
IMaGE	Peoria	113.0	170	107	62.9%	0	0.0%	39.9	$55.29	$83.18	$9,399.71
IMaGE	Prospect Heights	43.0	44	10	22.7%	0	0.0%	58.6	$95.46	$97.68	$4,200.41
IMaGE	Randolph Co.	79.0	49	37	75.5%	0	0.0%	96.7	$59.11	$36.66	$2,896.46
IMaGE	Riverside	50.0	61	55	90.2%	1	1.6%	49.2	$43.49	$53.06	$2,652.97
IMaGE	Rock Falls	47.0	135	57	42.2%	1	0.7%	20.9	$23.75	$68.22	$3,206.44
IMaGE	Schaumburg	143.0	149	140	94.0%	0	0.0%	57.6	$61.67	$64.26	$9,188.48
IMaGE	Tinley Park	122.0	180	175	97.2%	0	0.0%	40.7	$40.12	$59.19	$7,221.37
IMaGE	Vandalia	100.0	50	45	90.0%	1	2.0%	120.0	$63.62	$31.81	$3,180.83
IMaGE	West Chicago	102.0	230	120	52.2%	2	0.9%	26.6	$29.99	$67.62	$6,897.53
IMaGE	Westmont	144.5	237	211	89.0%	0	0.0%	36.6	$35.18	$57.70	$8,337.77
IMaGE	Wheaton	144.0	253	245	96.8%	0	0.0%	34.2	$33.92	$59.59	$8,581.08
IMaGE	Willowbrook	96.0	206	204	99.0%	1	0.5%	28.0	$27.76	$59.57	$5,719.08
IMaGE	Winnetka	97.0	100	70	70.0%	0	0.0%	58.2	$55.45	$57.16	$5,544.90
LAP	Elgin	146.0	219	13	5.9%	42	19.2%	40.0	$40.83	$61.24	$8,941.73

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
LAP	Macon Co.	145.0	104	8	7.7%	19	18.3%	83.7	$56.76	$40.71	$5,903.10
LAP	Sangamon Co.	156.0	65	0	0.0%	20	30.8%	144.0	$128.37	$53.49	$8,344.17
LAP	Springfield	227.0	44	1	2.3%	13	29.5%	309.5	$222.14	$43.06	$9,774.32
LAP	St. Clair County	338.0	177	8	4.5%	36	20.3%	114.6	$121.74	$63.75	$21,548.40
LAP	Waukegan	222.0	170	2	1.2%	41	24.1%	78.4	$78.47	$60.09	$13,339.86
LAP	Wheeling	141.0	196	3	1.5%	12	6.1%	43.2	$41.79	$58.09	$8,191.25
MAP	Boone County	49.0	49	0	0.0%	7	14.3%	60.0	$50.42	$50.42	$2,470.41
MAP	Carpentersville	50.0	50	2	4.0%	5	10.0%	60.0	$55.01	$55.01	$2,750.45
MAP	Creve Coeur	26.0	21	0	0.0%	3	14.3%	74.3	$61.39	$49.59	$1,289.22
MAP	Edwardsville	44.0	52	0	0.0%	8	15.4%	50.8	$36.99	$43.71	$1,923.29
MAP	Elmhurst	50.0	53	1	1.9%	7	13.2%	56.6	$62.58	$66.33	$3,316.74
MAP	Glendale Heights	48.0	45	2	4.4%	5	11.1%	64.0	$58.60	$54.94	$2,637.04
MAP	Lake in the Hills	50.0	63	0	0.0%	7	11.1%	47.6	$47.15	$59.41	$2,970.71
MAP	Lake Zurich	44.0	50	8	16.0%	5	10.0%	52.8	$55.76	$63.36	$2,787.79
MAP	Palos Heights	36.0	31	14	45.2%	3	9.7%	69.7	$73.44	$63.24	$2,276.61
MAP	Rockton	26.0	18	0	0.0%	6	33.3%	86.7	$81.73	$56.58	$1,471.08
MAP	Spring Grove	41.0	37	0	0.0%	4	10.8%	66.5	$47.73	$43.07	$1,766.03
MAP	Streamwood	45.0	81	1	1.2%	3	3.7%	33.3	$32.51	$58.52	$2,633.37
MAP	Troy	17.0	18	2	11.1%	4	22.2%	56.7	$39.14	$41.45	$704.59
MAP	Wood Dale	44.0	30	1	3.3%	5	16.7%	88.0	$86.92	$59.26	$2,607.51
SEP	Champaign	125.0	321	1	0.3%	0	0.0%	23.4	$19.09	$49.03	$6,128.61
SEP	Clarendon Hills	40.0	105	9	8.6%	0	0.0%	22.9	$22.94	$60.22	$2,408.77
SEP	Lincolnwood	108.5	181	1	0.6%	0	0.0%	36.0	$36.06	$60.15	$6,526.45
SEP	Moline	216.0	446	22	4.9%	0	0.0%	29.1	$21.60	$44.60	$9,634.31

TABLE 10: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
SEP	Roselle	73.0	174	5	2.9%	0	0.0%	25.2	$20.45	$48.75	$3,558.74
SEP	Stickney	17.0	45	1	2.2%	0	0.0%	22.7	$24.26	$64.23	$1,091.89
TLEP	DeKalb	177.0	300	91	30.3%	1	0.3%	35.4	$31.88	$54.03	$9,563.80
TLEP	Stephenson Co.	161.5	247	62	25.1%	2	0.8%	39.2	$44.39	$67.89	$10,964.39
TLEP	Winnebago Co.	264.0	116	4	3.4%	1	0.9%	136.6	$171.78	$75.48	$19,926.33
IMaGE GRANTS SUBTOTAL		4,656.0	6,660	5,063	76.0%	17	0.3%	41.9	$37.01	$52.93	$246,456.70
LAP GRANTS SUBTOTAL		1,375.0	975	35	3.6%	183	18.8%	84.6	$77.99	$55.30	$76,042.83
MAP GRANTS SUBTOTAL		570.0	598	31	5.2%	72	12.0%	57.2	$52.85	$55.45	$31,604.84
SEP GRANTS SUBTOTAL		579.5	1,272	39	3.1%	0	0.0%	27.3	$23.07	$50.64	$29,348.77
TLEP GRANTS SUBTOTAL		602.5	663	157	23.7%	4	0.6%	54.5	$61.02	$67.14	$40,454.52
REGULAR GRANTS SUBTOTAL		7,783.0	10,168	5,325	52.4%	276	2.7%	45.9	$41.69	$54.47	$423,907.66

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
SEP – Speed Enforcement Program
TLEP – Traffic Law Enforcement Program

TABLE 11: REGULAR GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMaGE	Alexander County	49.0	45	7	15.6%	1	2.2%	65.3	$32.75	$30.08	$1,473.86
MINI	Alexander County	72.0	54	0	0.0%	0	0.0%	80.0	$23.61	$17.71	$1,274.80
IMaGE	Alton	125.0	276	185	67.0%	3	1.1%	27.2	$22.91	$50.58	$6,322.71
MAP	Alton	42.0	46	4	8.7%	8	17.4%	54.8	$49.01	$53.68	$2,254.47
MINI	Alton	70.0	140	124	88.6%	2	1.4%	30.0	$22.12	$44.24	$3,097.05
SEP	Alton	112.0	262	3	1.1%	0	0.0%	25.6	$21.10	$49.35	$5,527.52
MAP	Bartlett	49.0	102	0	0.0%	12	11.8%	28.8	$25.37	$52.81	$2,587.82
SEP	Bartlett	89.0	212	0	0.0%	0	0.0%	25.2	$21.14	$50.34	$4,480.62
IMaGE	Bradley	104.0	173	101	58.4%	0	0.0%	36.1	$31.90	$53.07	$5,519.18
MINI	Bradley	22.0	14	10	71.4%	0	0.0%	94.3	$69.71	$44.36	$975.91
LAP	Buffalo Grove	263.0	135	8	5.9%	25	18.5%	116.9	$125.44	$64.39	$16,934.57
SEP	Buffalo Grove	80.0	182	0	0.0%	0	0.0%	26.4	$26.45	$60.17	$4,813.45
IMaGE	Calumet City	123.0	134	123	91.8%	0	0.0%	55.1	$43.73	$47.65	$5,860.44
MINI	Calumet City	207.0	172	157	91.3%	0	0.0%	72.2	$56.52	$46.96	$9,721.31
IMaGE	Carol Stream	123.0	234	197	84.2%	2	0.9%	31.5	$34.36	$65.36	$8,039.89
MAP	Carol Stream	60.0	167	120	71.9%	5	3.0%	21.6	$18.81	$52.36	$3,141.87
MINI	Carol Stream	60.0	167	120	71.9%	5	3.0%	21.6	$18.81	$52.36	$3,141.87
LAP	Chicago	384.0	850	37	4.4%	19	2.2%	27.1	$27.69	$61.28	$23,532.25
MINI	Chicago	1,316.0	2648	2181	82.4%	0	0.0%	29.8	$30.46	$61.28	$80,646.98
LAP	Chicago Heights	42.0	43	0	0.0%	8	18.6%	58.6	$44.87	$45.94	$1,929.46
MINI	Chicago Heights	114.0	227	186	81.9%	0	0.0%	30.1	$20.72	$41.26	$4,703.07
IMaGE	Decatur	132.0	207	87	42.0%	3	1.4%	38.3	$34.11	$53.49	$7,060.88
SEP	Decatur	56.0	111	3	2.7%	0	0.0%	30.3	$23.83	$47.24	$2,645.25

TABLE 11: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMaGE	East Peoria	108.0	175	116	66.3%	0	0.0%	37.0	$30.60	$49.59	$5,355.75
SEP	East Peoria	112.0	310	8	2.6%	0	0.0%	21.7	$18.47	$51.11	$5,724.55
IMaGE	Gurnee	131.0	168	108	64.3%	0	0.0%	46.8	$37.02	$47.48	$6,219.85
MAP	Gurnee	43.5	62	10	16.1%	2	3.2%	42.1	$37.03	$52.77	$2,295.59
IMaGE	Joliet	142.0	235	166	70.6%	0	0.0%	36.3	$35.11	$58.11	$8,251.73
MINI	Joliet	224.0	428	321	75.0%	0	0.0%	31.4	$29.47	$56.30	$12,611.18
MAP	Morton	46.0	49	0	0.0%	4	8.2%	56.3	$46.77	$49.82	$2,291.57
MINI	Morton	18.0	12	12	100.0%	0	0.0%	90.0	$57.79	$38.53	$693.50
IMaGE	Palatine	144.0	36	32	88.9%	1	2.8%	240	$237.34	$59.34	$8,544.36
MAP	Palatine	55.0	53	2	3.8%	5	9.4%	62.3	$63.01	$60.71	$3,339.27
MINI	Palatine	196.0	137	121	88.3%	1	0.7%	85.8	$85.34	$59.65	$11,691.40
IMaGE	Quincy	130.0	201	55	27.4%	0	0.0%	38.8	$34.09	$52.71	$6,851.80
MAP	Quincy	36.0	36	4	11.1%	4	11.1%	60.0	$43.11	$43.11	$1,551.91
IMaGE	Riverdale	127.5	433	342	79.0%	0	0.0%	17.7	$13.48	$45.78	$5,837.36
SEP	Riverdale	39.0	117	13	11.1%	0	0.0%	20.0	$17.32	$51.96	$2,026.39
LAP	Skokie	257.8	356	11	3.1%	12	3.4%	43.4	$40.99	$56.61	$14,591.52
MINI	Skokie	170.0	407	257	63.1%	0	0.0%	25.1	$23.21	$55.57	$9,446.34
MAP	St. Charles	38.0	18	1	5.6%	4	22.2%	126.7	$125.20	$59.31	$2,253.59
MINI	St. Charles	103.0	214	206	96.3%	0	0.0%	28.9	$27.42	$56.96	$5,866.81
IMaGE	Villa Park	97.5	201	63	31.3%	6	3.0%	29.1	$28.10	$57.93	$5,648.58
MINI	Villa Park	64.0	136	57	41.9%	4	2.9%	28.2	$25.67	$54.56	$3,491.74
LAP	Will County	90.5	101	4	4.0%	6	5.9%	53.8	$81.10	$90.51	$8,191.08
MINI	Will County	86.0	73	68	93.2%	0	0.0%	70.7	$57.92	$49.16	$4,227.89

TABLE 11: (continued)

1	2	3	4	5	6	7	8	9	10	11	12
				Frequency and % Distributions of Occupant Protection and DUI Citations							
Grantee Type	Agency	Total Hours	Total Citations	Occupant Protection Violations	% Occupant Protection Citations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Hour	Total Cost
IMaGE GRANTS SUBTOTAL		1,536.0	2,518	1,582	62.8%	16	0.6%	36.6	$32.16	$52.73	$80,986.39
LAP GRANTS SUBTOTAL		1,037.3	1,485	60	4.0%	70	4.7%	41.9	$43.89	$62.84	$65,178.88
MAP GRANTS SUBTOTAL		369.5	533	141	26.5%	44	8.3%	41.6	$36.99	$53.36	$19,716.09
MINI GRANTS SUBTOTAL		2,722.0	4,829	3,820	79.1%	12	0.2%	33.8	$31.39	$55.69	$151,589.85
SEP GRANTS SUBTOTAL		488.0	1,194	27	2.3%	0	0.0%	24.5	$21.12	$51.68	$25,217.78
AGENCIES WITH MULTIPLE GRANTS TOTAL		6,152.8	10,559	5,630	53.3%	142	1.3%	35.0	$32.45	$55.70	$342,688.99

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
SEP – Speed Enforcement Program

TABLE 12: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8	9	10	11
			Frequency and % Distributions of Occupant Protection and DUI Citations							
Grant Type	# Patrol Hours	Total Citations	Seat Belt Citations	% Occupant Restraint Violations	DUI Arrests	% DUI Arrests	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
REGULAR GRANTS TOTAL	11,213.8	15,898	7,135	44.9%	406	2.6%	42.3	$38.68	$54.84	$615,006.80
MINI GRANTS TOTAL	4,928.0	7,754	5,967	77.0%	35	0.5%	38.1	$31.94	$50.25	$247,635.88
ILLINOIS STATE POLICE TOTAL	4,808.0	8,237	5,827	70.7%	55	0.7%	35.0	$41.55	$71.18	$342,224.13
GRAND TOTAL	20,949.8	31,889	18,929	59.4%	496	1.6%	39.4	$37.78	$57.51	$1,204,866.81

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