



**Illinois Department  
of Transportation**

**ILLINOIS STATEWIDE  
LABOR DAY 2020  
WEEKEND SEATBELT  
ENFORCEMENT AND  
MEDIA CAMPAIGN  
SURVEYS**

*Report prepared  
for The Bureau of  
Safety Programs  
and Engineering  
by the Survey  
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## Introduction

The Illinois Department of Transportation, Bureau of Safety Programs and Engineering, contracted with the Survey Research Office (SRO), a unit in the Center for State Policy and Leadership at the University of Illinois Springfield, to conduct three statewide telephone surveys from May through September 2020. The first survey, conducted from May 7th through May 20th, and completed prior to the Memorial Day weekend, (hereinafter referred to as the Pre-Memorial Day survey) provides baseline results for examining the effect of the Memorial Day weekend media campaign. SRO collected responses for the second survey (hereinafter referred to as the Post-Memorial Day survey) from May 26th through June 3rd, 2020. The Post-Memorial Day survey serves to show any attitudinal and media awareness differences following the Memorial Day weekend media campaign. The third survey was conducted after Labor Day (and is thus referred to as the Post-Labor Day Survey) from September 8th through September 18th.

The Pre-Memorial Day survey focuses on questions related to seatbelt use. The Post-Memorial Day survey includes the full set of questions regarding seatbelt use and also includes questions related to drinking and driving, which is the focus of the Labor Day media campaign, as well as the September survey. Thus, the Pre-Memorial Day survey serves as a “pre-test” for the Memorial Day seat belt enforcement and media campaign and the Post-Memorial Day survey serves as a “post-test” for this campaign. Similarly, the Post-Memorial Day survey serves as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign. The focus of this report is the Memorial Day weekend media and enforcement campaign. Thus, we analyze and compare the results from the Post-Memorial and Post-Labor Day surveys.

<b>IDOT Survey Analysis</b>		
<b>Pre-Memorial Day Survey</b>	<b>Post-Memorial Day Survey</b>	<b>Post-Labor Day Survey</b>
Seat-belt related questions	Seat-belt related questions Drinking and driving questions	Drinking and driving questions
Pre-test	Post-test Pre-test	Post-test

## Methodology

The University of Illinois Springfield Survey Research Office is dedicated to the principles of transparency in research and is a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative. Membership entails adherence to AAPOR's code of ethics<sup>1</sup> as well as a commitment to promoting understanding of survey methodology and how it relates to survey quality. For more information about project methodology, please contact the UIS Survey Research Office at [sro@uis.edu](mailto:sro@uis.edu).

### Sampling Frame

The results in this survey are based on responses from individuals who took the survey online at a specified web address. Such respondents are known as a “panel”. Upon navigating to the website, individuals were presented with language that described the purpose of the study and informed them of their rights as human subjects. Respondents were provided contact information for the study's principal investigator and the UIS human subjects officer. UIS partnered with Marketing Systems Group, who provided the panel. The goal was to have at least 500 completions in each of the three surveys. There were 560 respondents for the Pre-Memorial Day Survey, 581 respondents for the Post-Memorial Day survey, and 590 respondents for the Post-Labor Day survey. Quotas were utilized to improve the comparison between the sample population and the population of Illinois, according to the U.S. Census Bureau. The targets for the statewide quotas is outlined below in **Table 1**. Where quotas were not met, and in line with previous iterations of this survey, a standard statistical procedure known as post-stratification weighting was utilized. The data for the 2020 Memorial Day and Labor Day Surveys are weighted using Illinois population parameters provided by the U.S. Census Bureau. The parameters used for weighting in the survey are: sex, age, race, region, and education. Minimum and maximum weights were used such that one weighted case cannot count for less than 0.60 cases (meaning the case represents just under two-thirds of a case) or more than 2.67 cases (meaning the case represents just under three cases). All analysis in the report and accompanying spreadsheets are based on the weighted responses.

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<sup>1</sup> The American Association for Public Opinion Research. (2015). The code of professional ethics and practices. Retrieved from: [http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR\\_Code\\_Accepted\\_Version\\_11302015.aspx](http://www.aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics/AAPOR_Code_Accepted_Version_11302015.aspx)

## Demographics

Table 1. Demographics (percent)<sup>2</sup>

	Illinois Population <sup>3</sup>	Pre-Memorial Day Weighted Population	Post-Memorial Day Weighted Population	Post-Labor Day Weighted Population
<b>Gender</b>				
Male	49	49	49	49
Female	51	51	51	51
<b>Age</b>				
18-24 years old	12	12	12	12
25-34 years old	18	18	18	18
35-44 years old	17	17	17	17
45-59 years old	26	26	26	26
60-74 years old	18	18	18	18
75 years or older	8	8	8	8
<b>Race/Ethnicity<sup>4</sup></b>				
White	62	62	62	62
Black or African American	14	14	14	14
Asian/ Pacific Islander	5	5	5	5
Hispanic	17	17	17	17
Other	2	2	2	2
<b>Education</b>				
HS diploma or less	37	37	37	37
Some college	22	22	22	22
2-year college degree	8	8	8	8
4-year college degree or higher	33	33	33	33
<b>Region</b>				
City of Chicago	20	20	20	20
Chicago Suburbs	45	45	45	45
Downstate Illinois	35	35	35	35

<sup>2</sup> Totals may not add up to 100 due to rounding.

<sup>3</sup> Gender, age, education, and race/ethnicity categories are derived from the U.S. Census Bureau American Community Survey 2013 -2017 5-Year Estimates.

<sup>4</sup> Respondents could identify as more than one race/ethnicity.

# Results

## Notes about this Section

In the following results, we focus on those questions most pertinent to the DUI initiative surrounding the 2020 Labor Day weekend. We also focus on the statewide and regional (Chicago metro area vs. downstate) results and on selected results for respondents who had an alcoholic drink in the past 30 days. Here, we specifically highlight the results and changes that occurred in and between the Post-Memorial Day and Post-Labor Day surveys (the DUI initiative “pre-test” and “post-test” surveys). We incorporate the Pre-Memorial results when they appear to add understanding to the later results and sometimes make comparisons with similar surveys conducted by SRO prior to 2020.<sup>5</sup> In this summary report, percentages have often been rounded for clarity and space. The results section includes an executive summary at the start, graphs of post-Labor Day and prior surveys for comparison, and a complete topline report comparing post-Memorial Day and post-Labor Day results for all questions in the survey.

One last remaining note is about the impact of the COVID-19 pandemic on these results. During the Pre-Memorial Day fielding, Illinois was under state government mandated travel restrictions. This continued the week after Memorial Day, which were lifted midway through data collection and were not present during the Post-Labor Day fielding period. Therefore it’s possible these restrictions impacted results of the survey in notable but unknowable ways.

## The Excel file:

In addition to Appendix A, the full results are presented in the IDOT 2020 Labor Day Seat Belt file (an MS Excel file) compiled for the project. Separate worksheets are included for the statewide results, and the regional results (Chicago metro; downstate; rural areas). These worksheets contain results for each of the two surveys and include the percentage point changes from the Post-Memorial Day to the Post-Labor Day surveys.

## Time frame in recall question wording

The time frame in the recall questions in both the Pre-Memorial survey and the Post-Memorial survey is that of “the past 30 days.”

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<sup>5</sup> Relevant questions in the Pre-Memorial Day survey that can be compared were those which asked about: awareness and experience with roadside checks in general; awareness of messages regarding DUI; assessed likelihood of being stopped by a police officer if they had too much to drink to drive safely; evaluations of police presence on highways they usual drive compared with 3 months ago; and evaluations of the likelihood of a driver who had been drinking will be stopped by police compared with 3 months ago.

# Executive Summary

## What percent of respondents drink alcohol?

Approximately two-thirds of statewide respondents to the 2020 post-Memorial Day (64.4%) and post-Labor Day (64.9%) surveys report drinking alcohol on at least special occasions or more frequently in the past 30 days. This is similar to the 2019 surveys where 60.8% and 67.7% of respondents reported drinking at least on special occasions.

## What percent of all respondents report drinking and driving?

Analysis of reported drinking and driving behavior between the 2020 surveys (post-Memorial Day and post-Labor Day), shows statewide respondents report consistent rates of driving within two hours of drinking alcohol in the past 30 days. In both cases, just over 13% of respondents reported this behavior. Significantly more variation occurred in the 2019 surveys where reported drinking and driving increased from 13.6% to 18.3%. Comparison between the years in the post-Labor Day survey shows approximately a 25% decrease in reported drinking and driving behavior statewide.

Additional analysis by region shows much more variation in the results. The 2020 surveys shows slight *increases* in reported drinking and driving behavior between surveys for Chicago respondents (1.4 percentage points) but *decreases* for both downstate (2 percentage points) and rural (1.7 percentage points) respondents. On a positive note, when compared to the previous year, reported drinking and driving behavior by each region decreased. Specifically, Chicago respondents decreased by 16%, downstate respondents decreased 35% and rural respondents also decreased 16%.

Reported drinking and driving	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	13.6%	18.3%	13.7%	13.9%
Chicago Metro Area	13.4%	17.1%	13.0%	14.4%
Downstate Illinois	13.9%	20.1%	15.1%	13.1%
Rural Illinois	15.1%	16.7%	15.8%	14.1%

## What percent of those who report drinking alcohol report drinking and driving in the previous 30 days?

A deeper analysis of *only* respondents who reported drinking alcohol revealed interesting reported drinking and driving behavior. For those who reported drinking alcohol, little variation occurred statewide in the 2020 surveys, as 21.4% and 21.3% also reported driving within 2 hours of that drink. However, by region, much more variation occurred. The number of Chicago respondents who reported drinking as well as driving within 2 hours of that drink *increased* 15% (3.2 percentage points), while the same downstate and rural respondents *decreased* 25% each.

Those who reported drinking and also reported drinking and driving in the past 30 days	2020 post-Memorial Day	2020 post-Labor Day
Statewide	21.4%	21.3%
Chicago Metro Area	19.3%	22.5%
Downstate Illinois	25.4%	19.5%
Rural Illinois	24.9%	19.2%

### What is the reported frequency of drinking and driving?

To examine the reported frequency of drinking and driving, analysis of the 13% of statewide respondents who reported driving within 2 hours of drinking alcohol was conducted to see how often they did so. This analysis shows 52.9% report doing so more than once in the post-Memorial Day survey compared to 59.8% in the post-Labor Day survey. When compared to the previous year, a notable *decrease* is evident as 72.3% report doing so more than once in the 2019 post-Memorial Day survey and 68.9% report doing so in the 2019 post-Labor Day survey. Added variation occurs when frequency of drinking and driving is examined by respondent's region. The number of respondents who report driving within 2 hours of drinking more than one time *increased* from post-Labor Day 2019 by 3% for Chicago metro respondents in the post-Labor Day 2020, while it *decreased* by 41% for downstate and rural respondents.

Respondents who drive after drinking and do so more than once	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	72.3%	68.9%	52.9%	59.8%

### How often do those who report driving after drinking do so after *multiple* drinks?

Examination of those who reported drinking more than a single drink within 2 hours of driving shows dramatic and sustained reduction over time. For example, statewide respondents reported driving after having more than 1 alcoholic beverage far less often, down from 73.2% in 2018, to 66.5% in 2019 to 53.5% in 2020. This is a 27% *decrease* in reported behavior over a 2-year period. Analysis within the current year and survey period also finds a *decrease* of 8% in this behavior. The lower amounts of alcohol consumption when drinking and driving is also consistent across the three regions of the state in 2020. However, it is more noticeable in downstate (-28%) and rural Illinois (-32%) than in the Chicago metro area (-2%).



Respondents who drove within 2 hours of drinking and had more than 1 drink	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	55.1%	66.5%	58.1%	53.5%
Chicago Metro Area	56.3%	58.9%	62.0%	60.6%
Downstate Illinois	53.1%	80.0%	54.4%	39.1%
Rural Illinois	54.5%	62.7%	56.7%	38.6%

**Are Illinoisans drinking and driving more, less or about the same?**

Just under half (46.3%) of respondents in the post Labor-Day survey who reported drinking and driving said they were doing so *less* often. This is approximately *7% increase* in respondents who report drinking and driving *less* often between the 2020 surveys. When compared year-over-year, there is approximately a *60% increase* in respondents reporting they are drinking and driving *less* often. Additional analysis by region once again shows regional variance. Between the 2020 post-Memorial Day and 2020 post-Labor Day surveys, the number of respondents in the Chicago Metro area that reported drinking and driving less often *decreased* by 9%, while the number of respondents downstate and in rural Illinois that reported drinking and driving less often *increased* by 27% and 41% respectively.

Respondents who report drinking and driving less often	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	27.9%	26.1%	43.3%	46.3%

**Do Illinoisans believe they will be stopped by police for driving while intoxicated?**

A high level of statewide respondents in both the 2020 post-Memorial Day (86.6%) and 2020 post-Labor Day (86.1%) report a belief that a person who drove drunk would be stopped by police. There is little variation at the regional level, therefore more useful comparison is to previous years. As seen in the table below, belief has increased from 79.3% of respondents in the 2018 post-Memorial Day survey to 86.1% of respondents in the 2020 post-Labor Day survey. At the state level then there are consistent increases in the belief that a person who drinks and drives would be stopped by police year after year.

Respondents who believe drunk drivers would be stopped by police	2018 post-Memorial Day	2018 post-Labor Day	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	79.3%	80.7%	83.4%	83.5%	86.6%	86.1%

Related to this, respondents were also asked if a person who drove drunk was more likely, less likely, or about as likely to be stopped by police compared to three months prior. In 2020, fewer respondents reported believing this post-Labor Day, after the DUI

enforcement campaign. While odd, this holds true in each of the previous 2 iterations of the surveys in 2018 and 2019. In 2018, there was a 7.5 percentage point decrease, in 2019 there was a 4.5 percentage point decrease, and in 2020 there was a 4.9 percentage point decrease in the number of respondent who believe drunk drivers are more likely to be stopped by the police than three months prior. These results suggest that while at the state level there is consistent within year drops in reported beliefs around changes in the chance a person who drinks and drives will be stopped there are consistent increases year after year in the post-Labor Day Surveys. Further, considering nearly 90% of respondents in 2020 report a high likelihood a person who drinks and drives will be stopped there is a potential ceiling effect. In short, people may think the odds someone will be stopped are so high there isn't much room for improvement.

Respondents who believe drunk drivers are <i>more likely</i> to be stopped by the police than 3 months prior	2018 post-Memorial Day	2018 post-Labor Day	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	32.9%	25.4%	35.7%	31.2%	38.1%	33.2%

### How aware of alcohol impaired driving are Illinoisans?

About half of all respondents (45.8%) in the 2020 post-Labor Day survey indicated that, “*in the past thirty days,*” they had “*read, seen or heard anything about alcohol impaired driving in Illinois.*” This is down 12.1 percentage points (or 21%) from the 2020 post-Memorial Day survey. Unfortunately, this continues a statewide pattern (also seen in both 2018 and 2019) where fewer respondents report exposure to content around alcohol impaired driving in Illinois after the DUI enforcement campaigns. Additional analysis by region shows this pattern largely holds at the regional level, with exposure only increasing in one region, rural Illinois, in one year, 2019. Additional analysis of those who report drinking and driving in the past 30 days shows a noticeable increase in awareness of alcohol impaired driving content. In 2020, respondents who report driving after drinking also report having read, seen or heard anything about alcohol-impaired driving in higher numbers (48.7%) than those who did not drink at all in the prior 30 days (40%). A difference also exists between this two groups in 2019. It is possible that those who drink alcohol may be more likely to notice and remember exposure to information about alcohol-impaired driving since it potentially applies to them compared to non-drinkers.

Respondents indicating in the past 30 days they had read, seen or heard anything about alcohol impaired driving in Illinois	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	58.2%	56.6%	57.9%	45.8%
Statewide Respondents who report drinking and driving in the past 30 days	60%	58.4%	62.6%	48.7%
Statewide Respondents who never drank alcohol in the past 30 days	56%	53.0%	49.4%	40.0%

Additionally, the surveys ask those who have indeed read, seen or heard anything about alcohol impaired driving in Illinois in the past 30 days whether those messages have increased, decreased or stayed the same. Statewide, 11.5% of respondents who report having read, seen or heard anything also report an increase in those messages post-Memorial Day, while 13.3% of those respondents report an increase in messages post-Labor Day. This small but consistent increase after the DUI enforcement campaigns is also seen when broken down by region. Additional analysis of those who report drinking and driving in the past 30 days shows they (16%) are much more likely to report an increase in messages about alcohol impaired driving in the past 30 days than those who did not drink at all (8.6%). This again suggests that those who drink alcohol may pay more attention to information around alcoholic-impaired driving than non-drinkers.

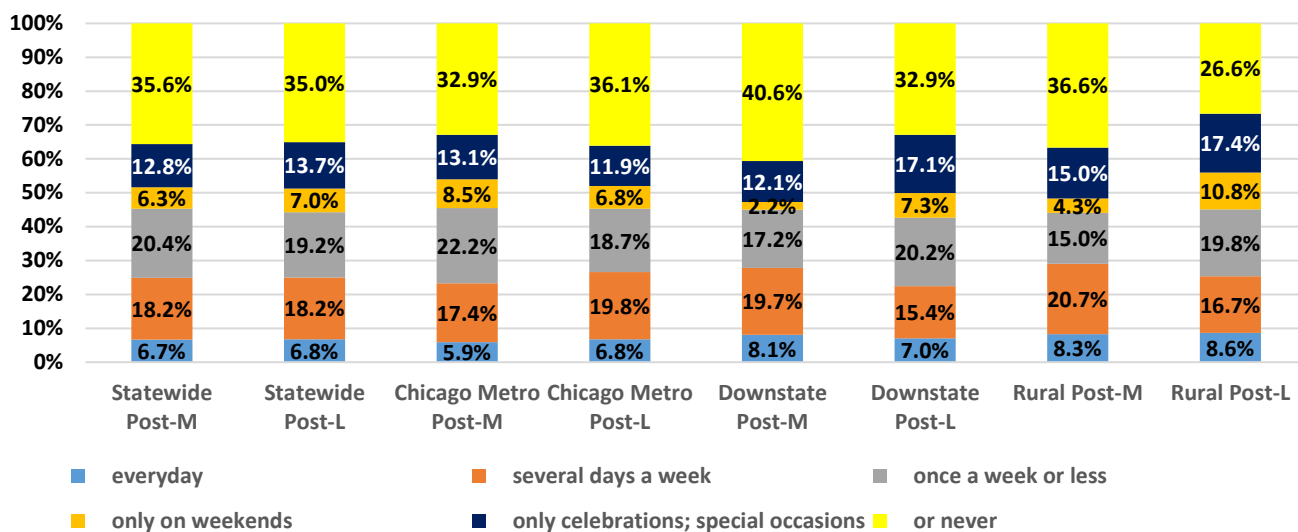
Respondents who report an increase in what they read, seen or heard related to alcohol impaired driving in the past 30 days	2019 post-Memorial Day	2019 post-Labor Day	2020 post-Memorial Day	2020 post-Labor Day
Statewide	15.4%	15.3%	11.5%	13.3%
Chicago Metro Area	15.0%	15.3%	10.8%	13.5%
Downstate Illinois	18.4%	15.3%	13.0%	12.9%
Rural Illinois	19.4%	9.0%	14.9%	13.2%
Statewide Respondents who report drinking and driving in the past 30 days	17.1%	18.2%	15.1%	16.0%
Statewide Respondents who never drank alcohol in the past 30 days	14.8%	9.4%	5.0%	8.6%

## What are the major take-aways?

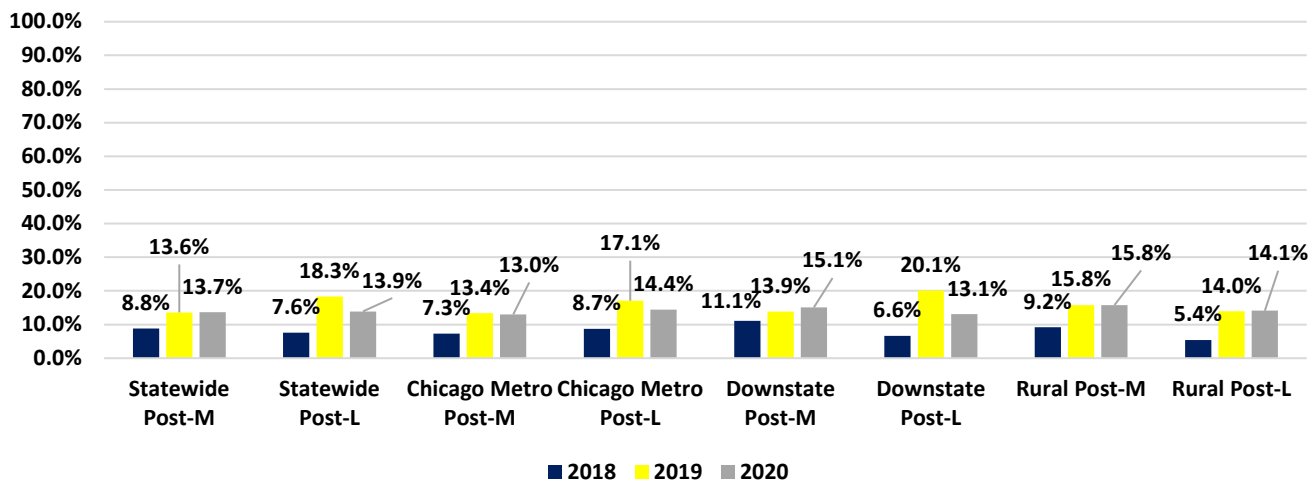
In sum, the picture painted in 2020 is a positive one across the state and in key regions of the state. Compared to post-Labor Day 2019, fewer statewide respondents across both surveys in 2020 report drinking and driving. This holds for the Chicago Metro, downstate, and rural Illinois. Relatedly, more drivers self-report decreases in their own recent drinking and driving behavior post-Labor Day 2020 than post-Memorial Day 2020. 2020 also saw an improvement in this area from 2019. Further, respondents statewide, downstate, and in rural areas report drinking and driving fewer times in the past 30 days when compared 2019. Additionally, post-Labor Day 2020 respondents report having less to drink when they do drink and drive compared to post-Memorial Day. This also continues a downward trend in alcoholic beverages consumed before drinking and driving from 2018 and 2019. In 2020, there is also a widespread belief that a person who drinks and drives would be stopped by police, improving on rates in 2018 and 2019. Finally, there is a consistent pattern across recent years that respondents who report drinking alcohol are more likely to report exposure to information around alcohol-impaired driving and that they have noticed an increase in their exposure in the past 30 days. These combined results suggest that those who drink alcohol may be more likely to notice and remember exposure to information about alcohol-impaired driving since it potentially applies more to them compared to non-drinkers.

## Behaviors Relating to Drinking and Driving

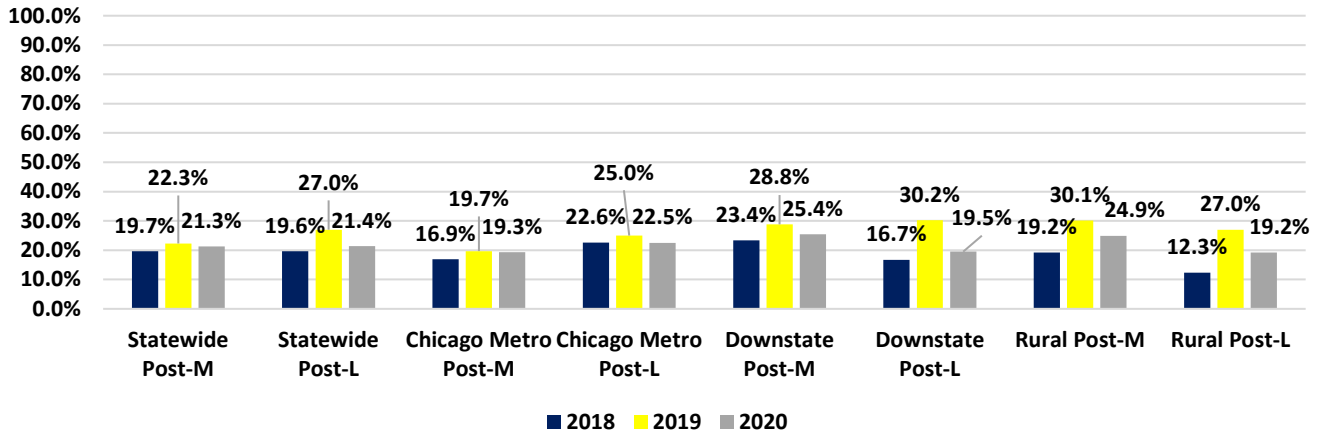
**Figure 1. The Percent of Respondents Self-Reported Frequency of Drinking Alcohol**



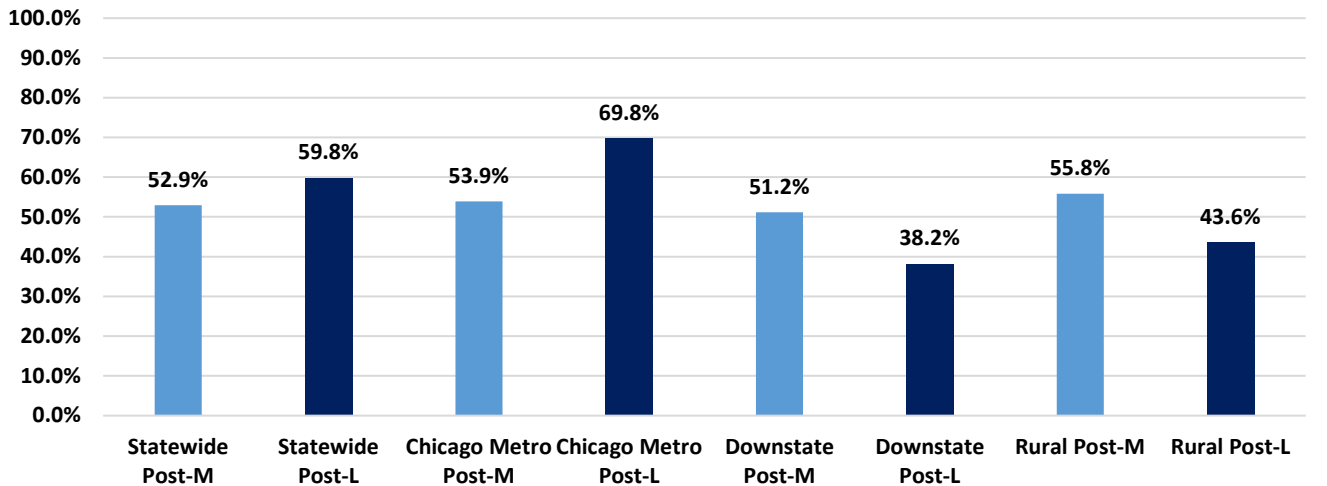
**Figure 2. Of all 2018 to 2020 respondents, the percent who report they have driven within two hours of drinking alcoholic beverages in the past 30 days**



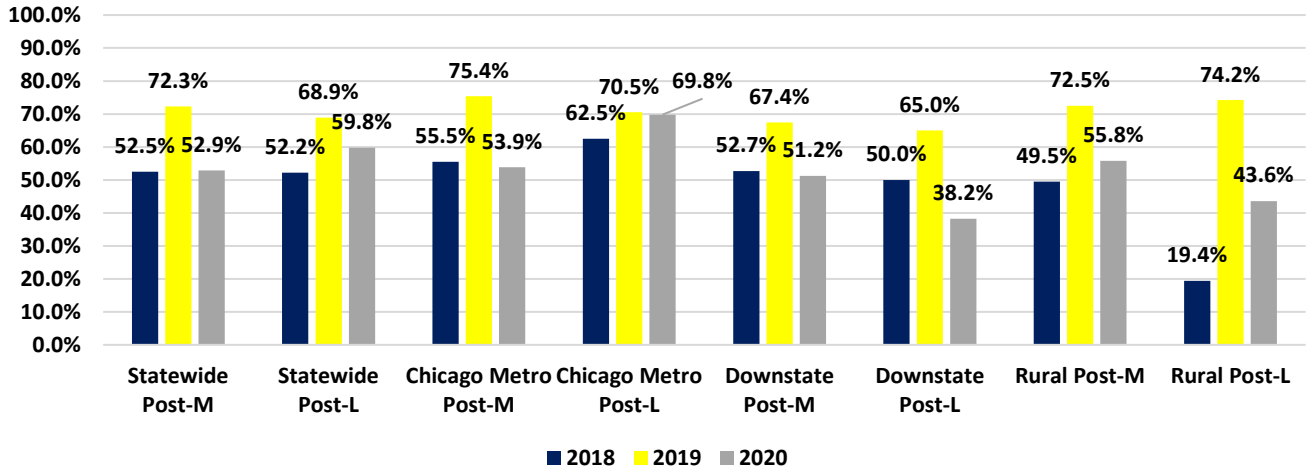
**Figure 3. Of those respondents in 2018 to 2020 who drink alcohol, the percent who report they have driven within two hours of drinking alcoholic beverages in the past 30 days**



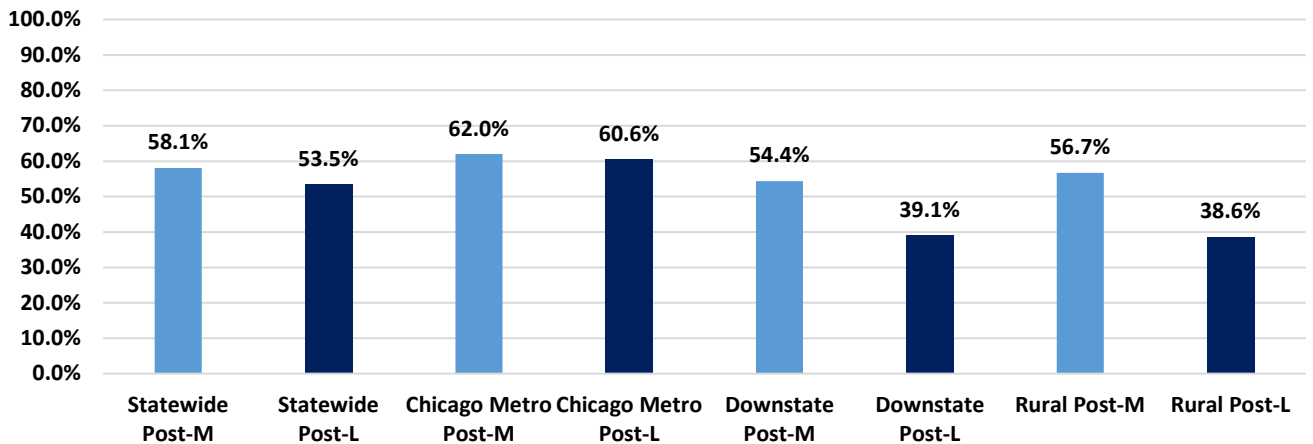
**Figure 4. Of those who say they've driven within two hours of drinking alcohol, the percent of 2020 respondents who report doing so more than once**



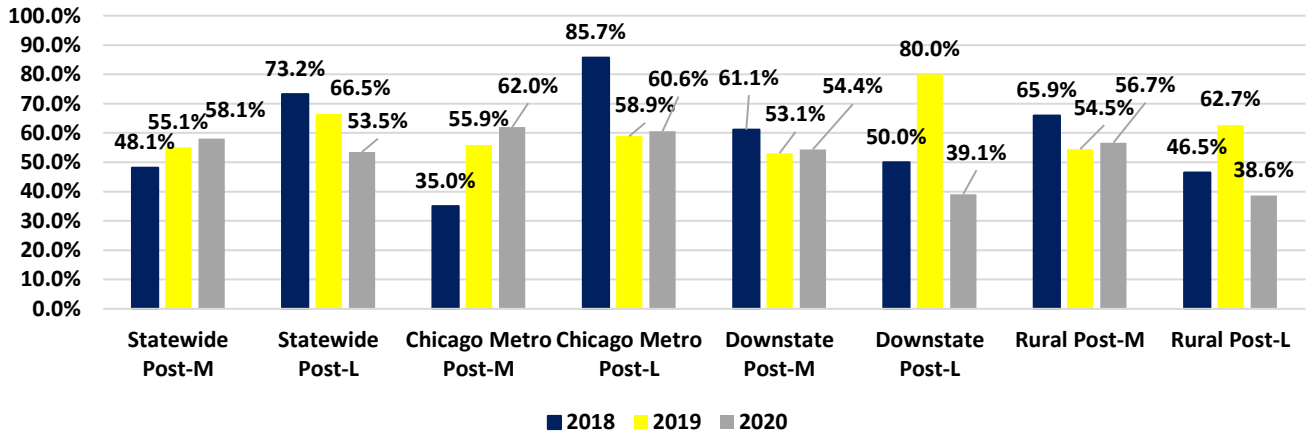
**Figure 5. Of those who say they've driven within two hours of drinking alcohol, the percent of respondents who report doing so more than once from 2018 to 2020**



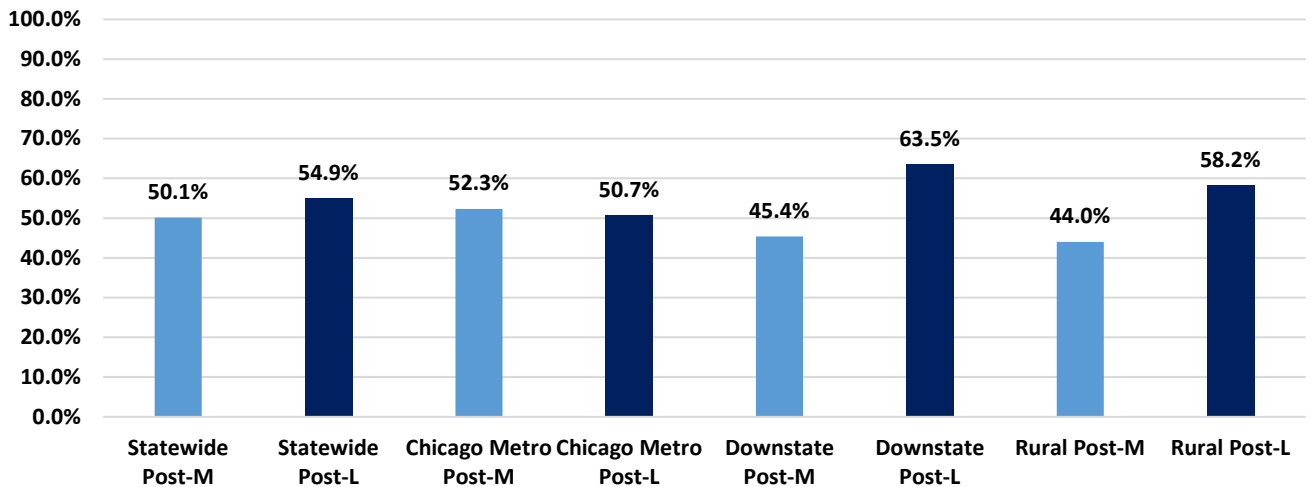
**Figure 6. Of those who report having drunk alcohol within two hours of driving, the percent of 2020 respondents who report having more than one drink before the most recent occasion**



**Figure 7. Of those who report having drunk alcohol within two hours of driving, the percent of respondents who report having more than one drink before the most recent occasion for 2018 to 2020**

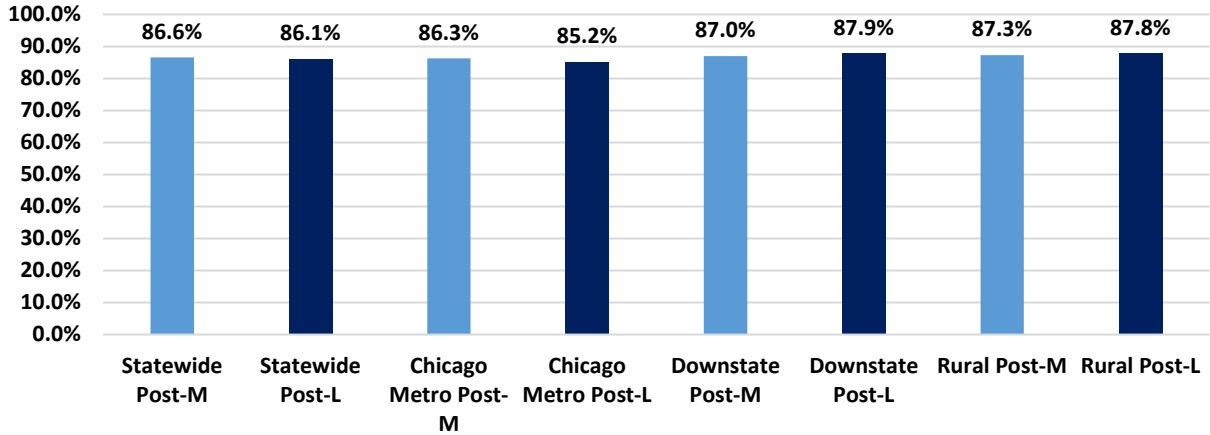


**Figure 7. Of those who report drinking alcohol, the percent of 2020 respondents who say they have not driven when they thought they had too much to drink in the past 30 days**

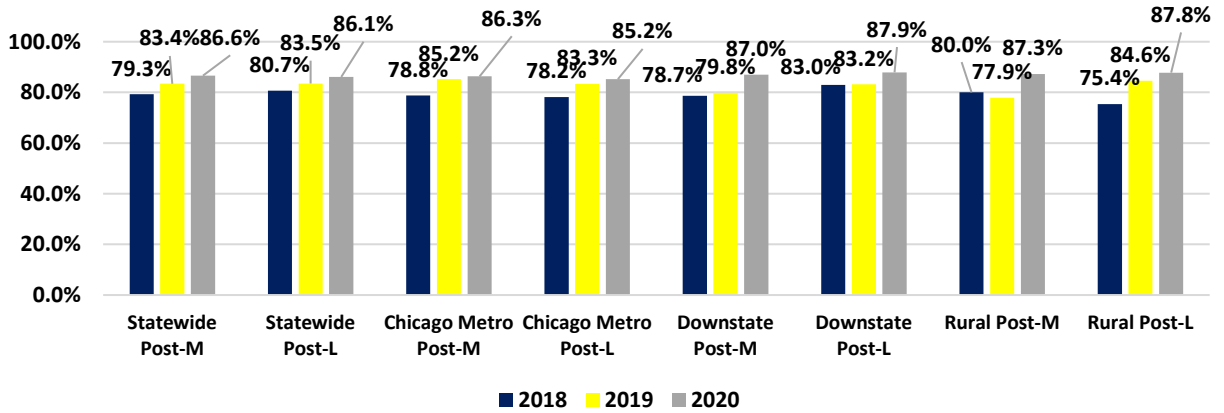




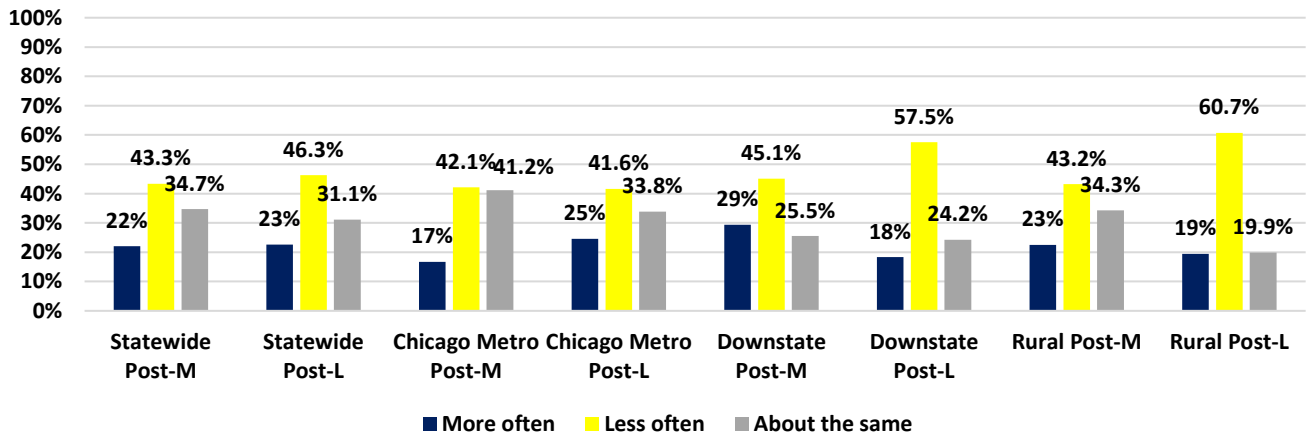
**Figure 8. Percent who say it is "likely" or "almost certain" they would be stopped by a police officer if they drove after having too much to drink**



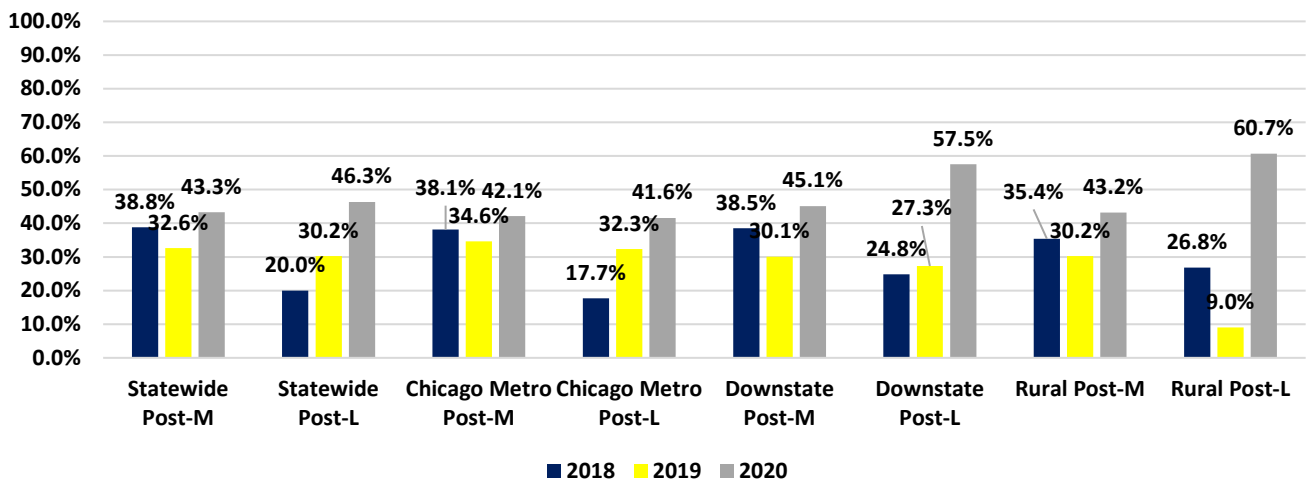
**Figure 9. Percent who say it is "likely" or "almost certain" they would be stopped by a police officer if they drove after having too much to drink, 2018 to 2020**



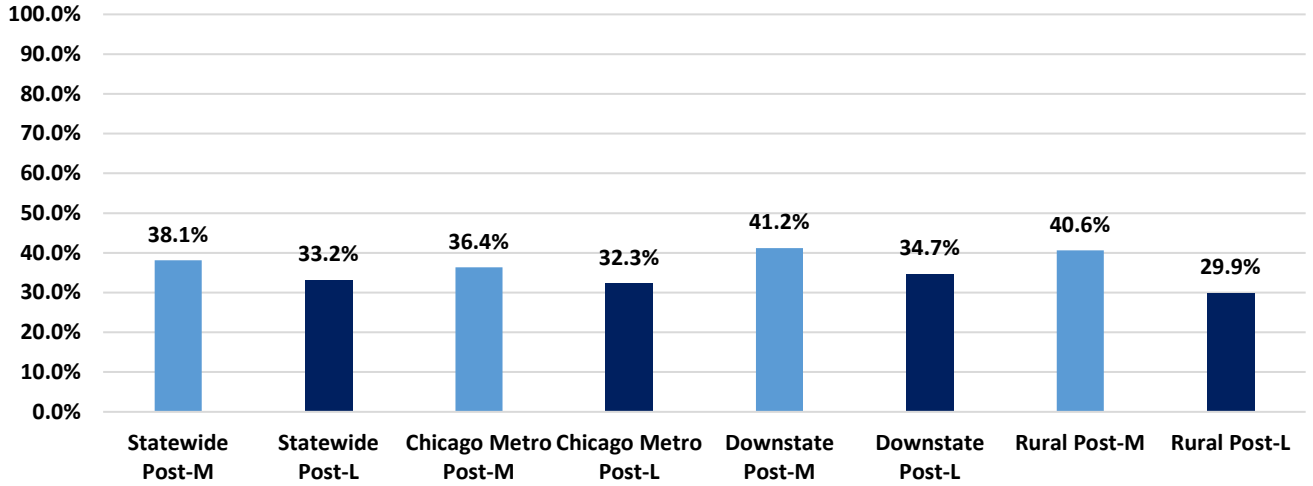
**Figure 10. Of those 2020 respondent who report drinking and driving, the percent who report doing so "more often", "less often" or "about the same amount" than they were three months ago**



**Figure 11. Of those respondents who report drinking and driving, the percent who report doing so "less often" than they were three months ago, 2018-2020**



**Figure 12. The percent of 2020 respondents who report a driver who drinks and drives is more likely to be stopped by the police compared to three months ago**



**Figure 13. The percent of 2018 to 2020 respondents who report a driver who drinks and drives is more likely to be stopped by the police compared to three months ago**

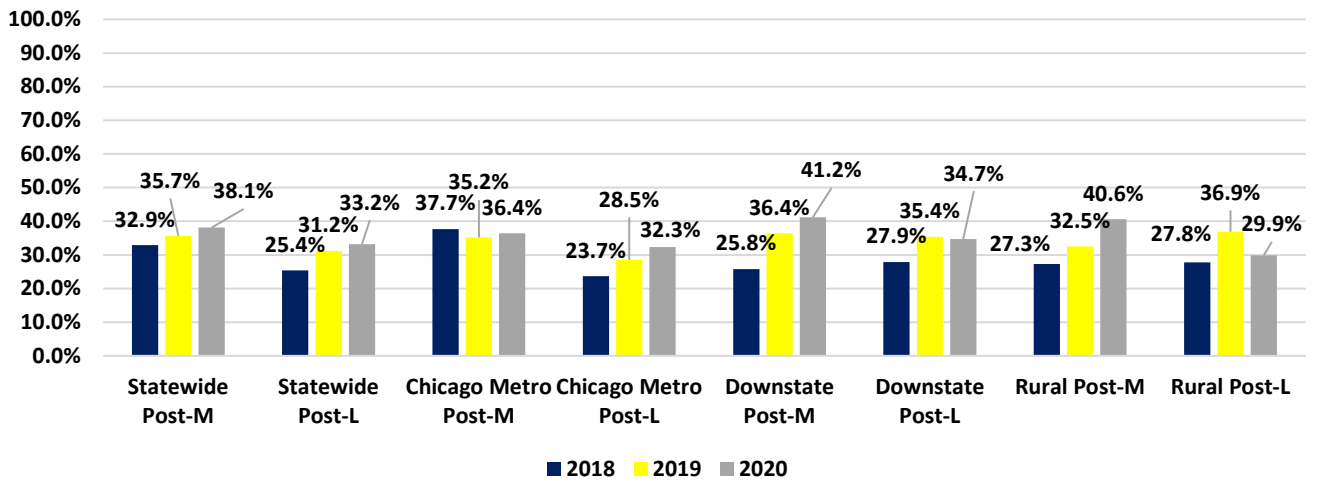


Figure 14. Percent of respondents who report seeing more police on roads they normally drive compared to three months prior

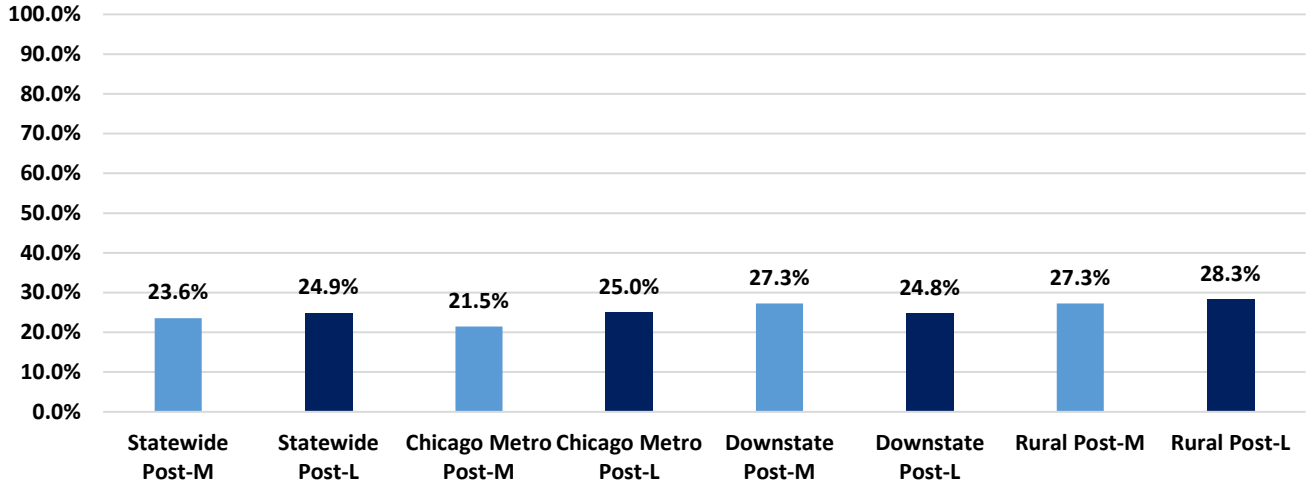
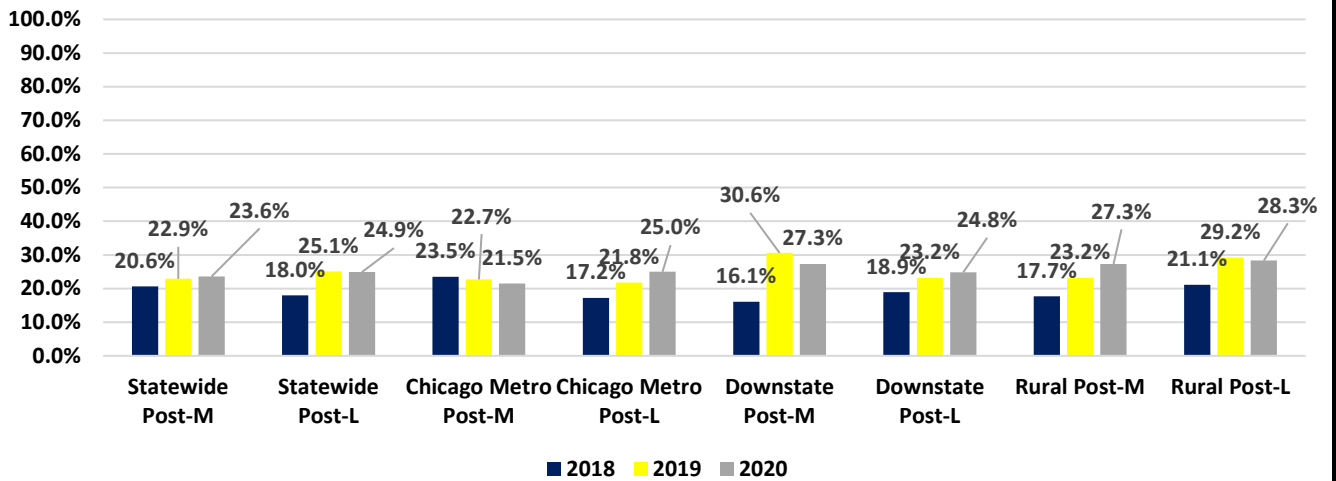
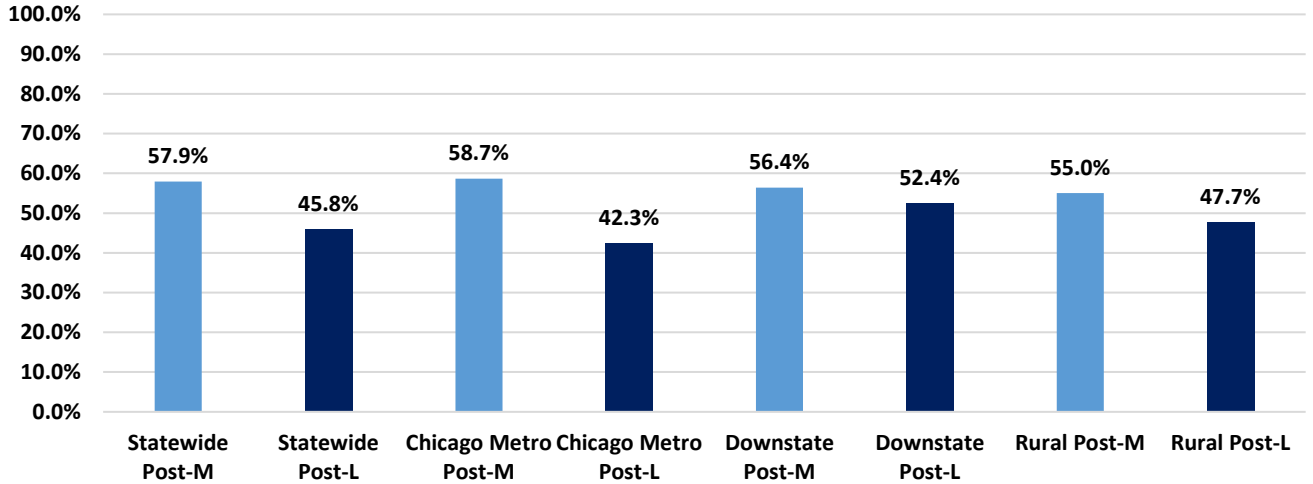


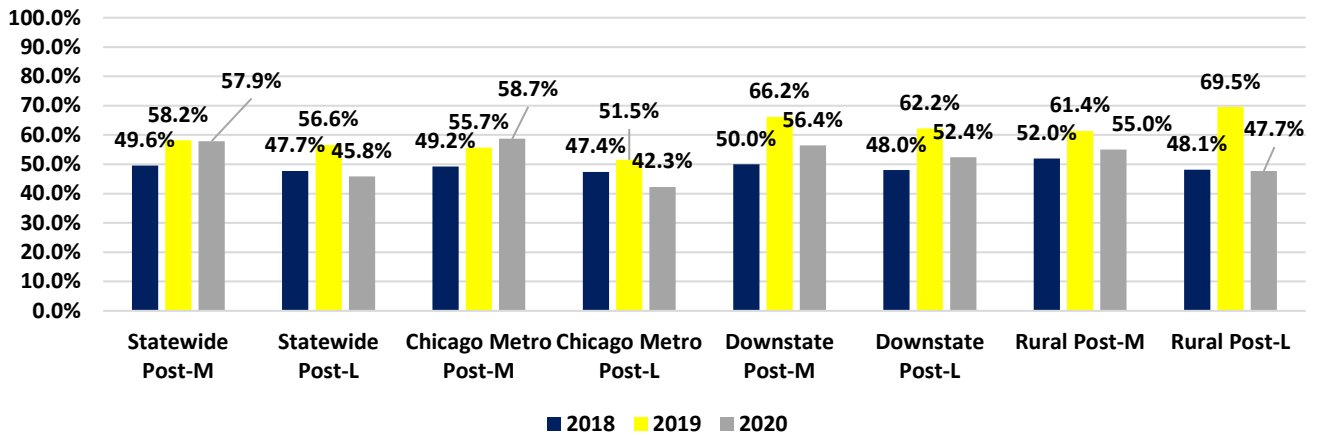
Figure 15. Percent of respondents who report seeing more police on roads they normally drive compared to three months prior, 2018-2020



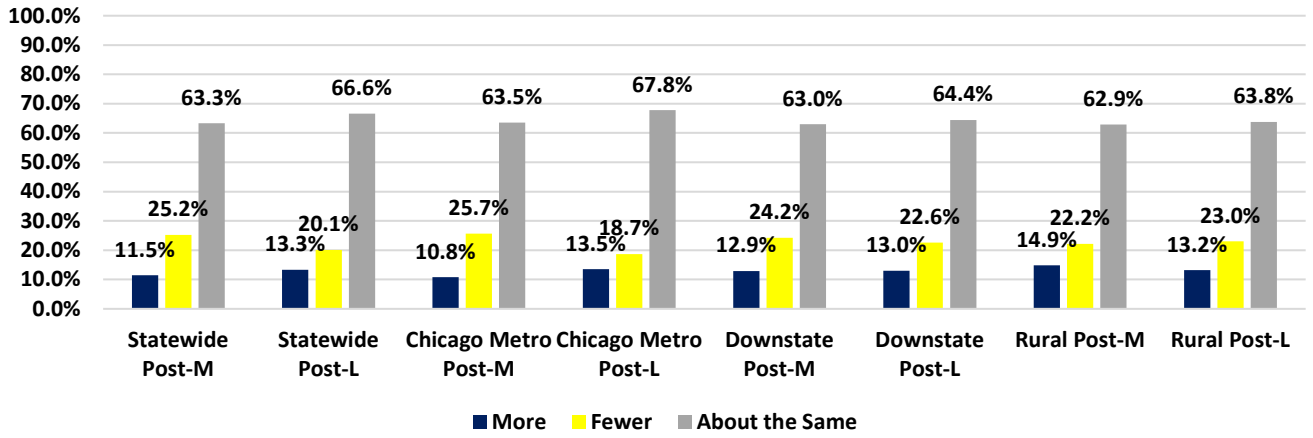
**Figure 16. The percent of statewide 2020 respondents who report reading, seeing, or hearing anything about alcohol impaired driving in Illinois in the past 30 days**



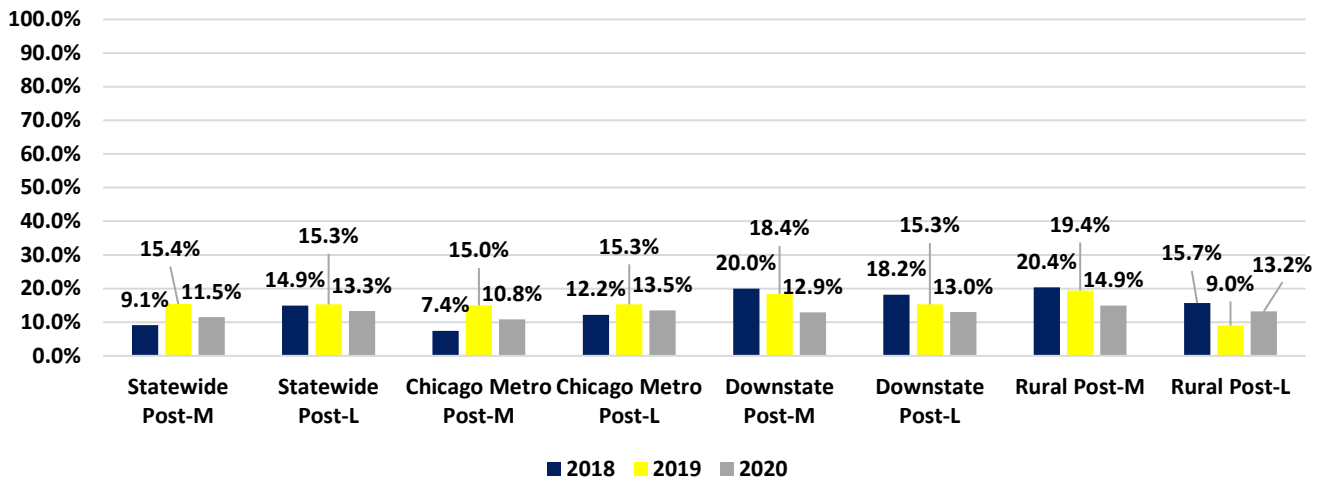
**Figure 17. The percent of statewide 2018 to 2020 respondents who report reading, seeing, or hearing anything about alcohol impaired driving in Illinois in the past 30 days**



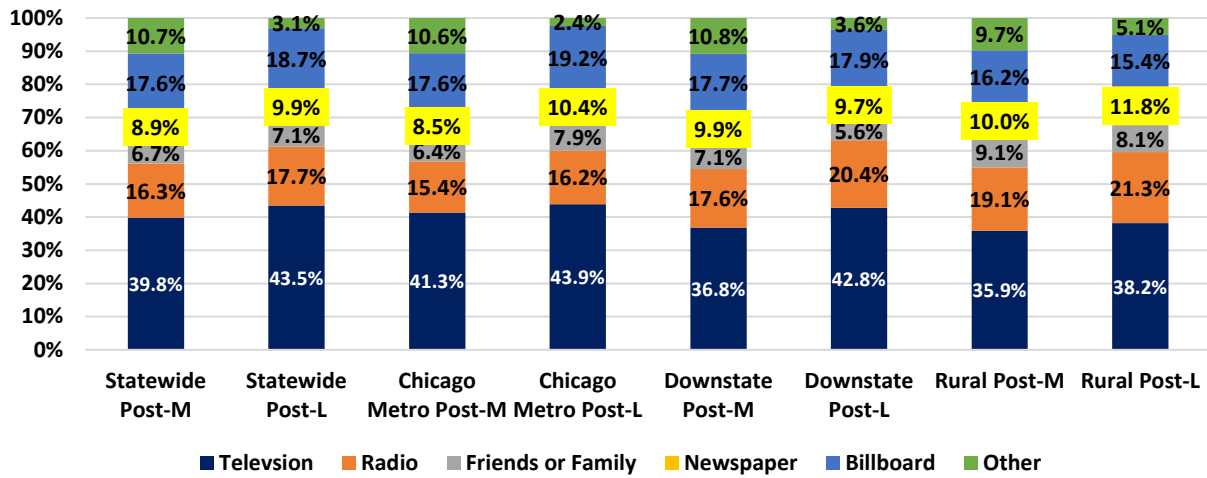
**Figure 18. The percent of 2020 respondents who say the number of messages related to alcohol impaired driving in the past 30 days is more than usual, fewer, or about the same**



**Figure 19. The percent of 2018 to 2020 respondents who say the number of messages related to alcohol impaired driving in the past 30 days is more than usual**

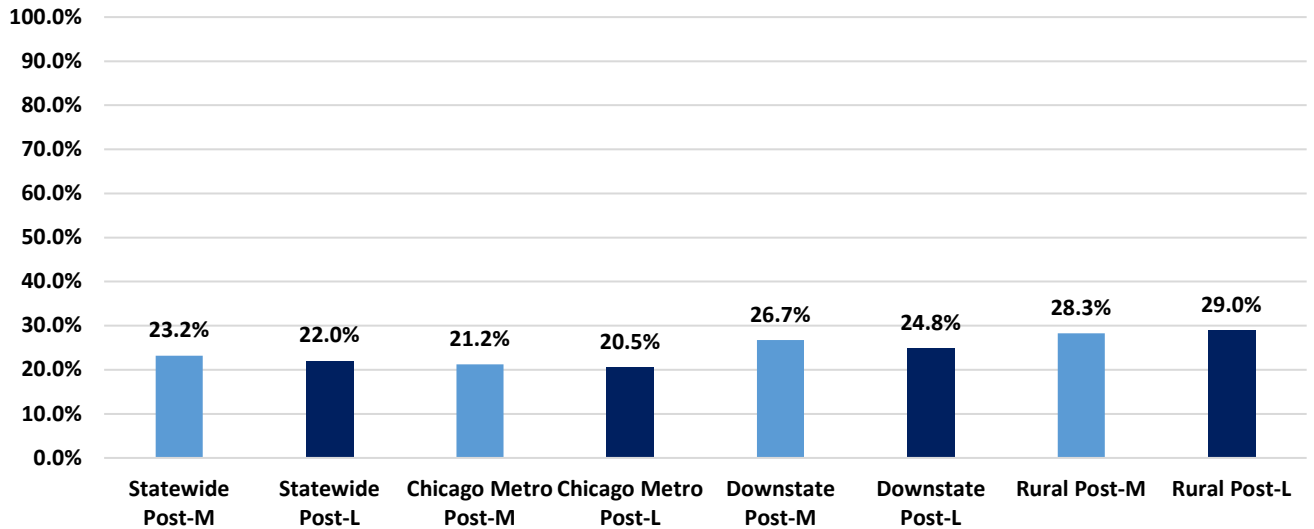


**Figure 20. Through what medium 2020 respondents saw or heard alcohol impaired driving related message**

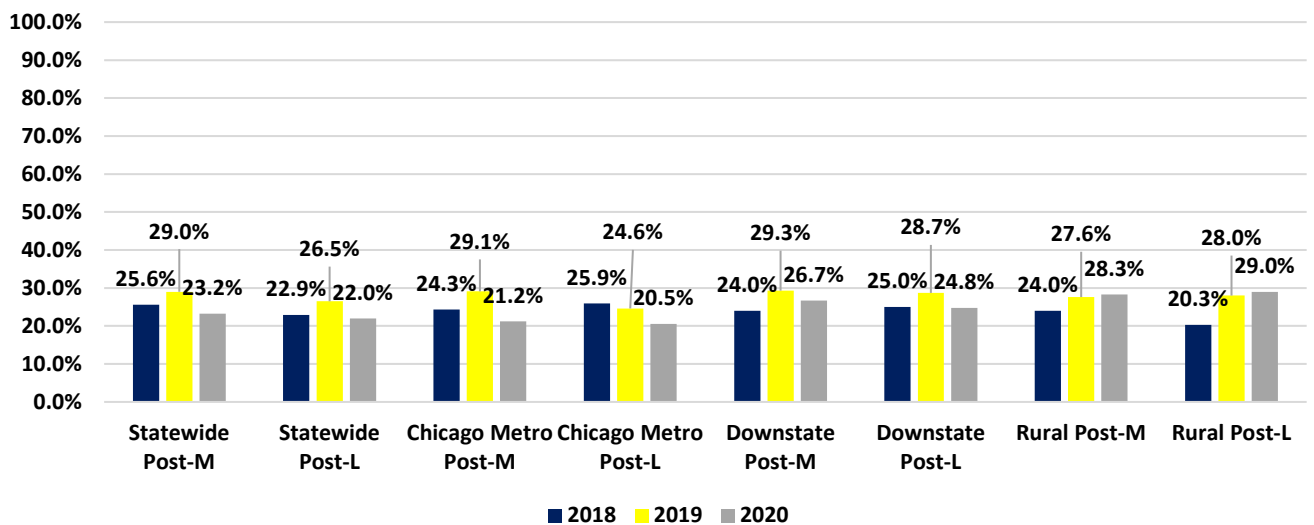


## Roadside Safety Checks

**Figure 21. Percent of 2020 respondents who report seeing or hearing about police setting up road safety checks**

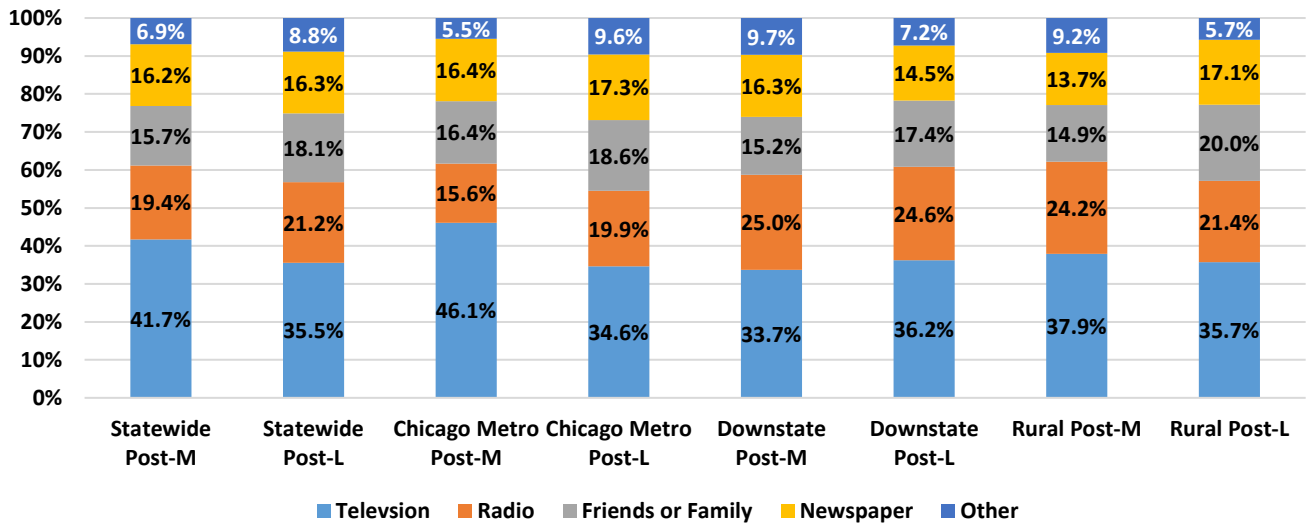


**Figure 22. Percent of 2018 to 2020 respondents who report seeing or hearing about police setting up road safety checks**

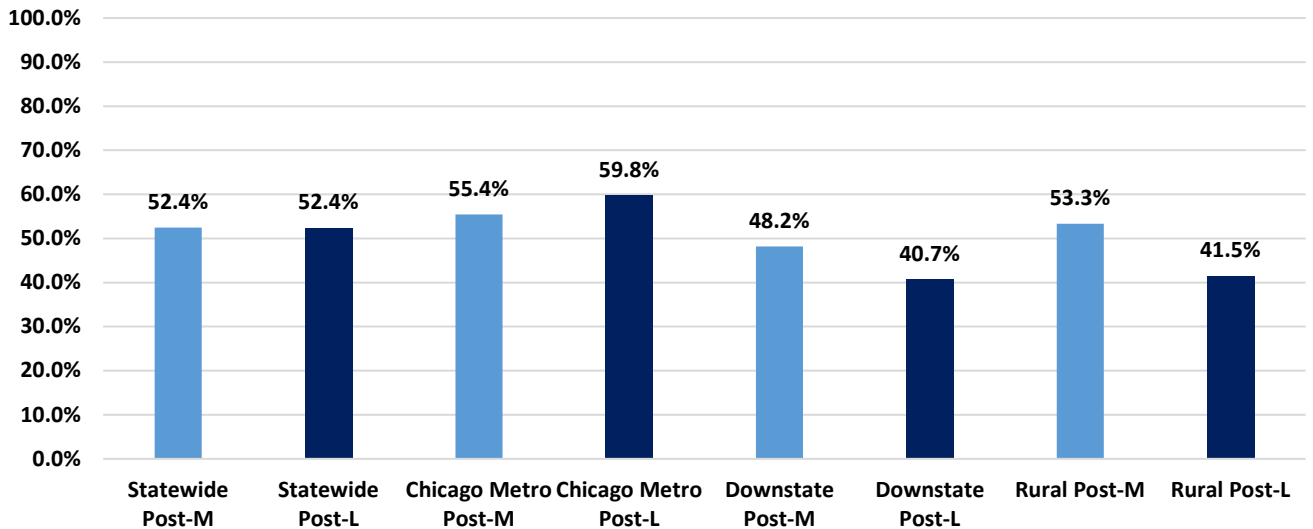




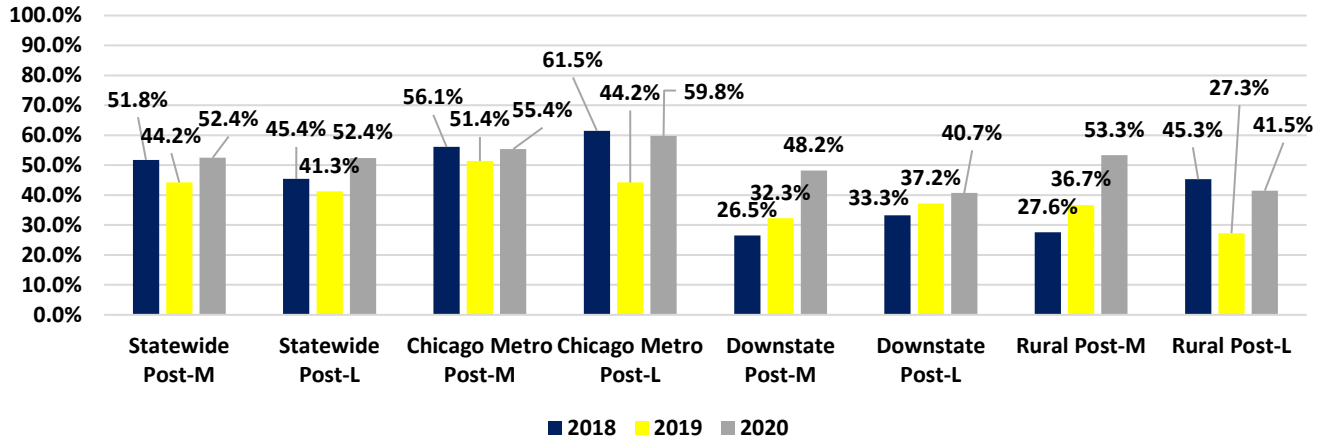
**Figure 23. Through what medium 2020 respondents saw or heard about roadside safety checks**



**Figure 24. Percent of 2020 respondents who report personally seeing roadside checks**



**Figure 25. Percent of 2018 to 2020 respondents who report personally seeing roadside checks**



## Media Campaign Slogans

### Historical Tables for Media Campaign Slogans

Table 2. Percent of respondents reporting awareness of various IDOT slogans from 2002 to 2003

Slogan	Apr '02	Jun '02	Nov '02	Dec '02	April '03	Jun '03	July '03
Click It or Ticket	41%	71%	67%	71%	67%	85%	83%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%
You drink and drive. You Lose	na	na	na	na	na	55%	62%
Start Seeing Motorcycles	na	na	na	na	na	na	na
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%
Drive Sober or Get Pulled Over	na	na	na	na	na	na	na
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na	na
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%
Children in back	20%	25%	19%	21%	22%	24%	25%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%

Table 3. Percent of respondents reporting awareness of various IDOT slogans from 2004 to 2005

Slogan	April '04	July '04	Sept '04	Apr '05	Jun '05	Sept '05
Click It or Ticket	84%	90%	88%	81%	91%	87%
Friends don't let friends drive drunk	85%	90%	85%	86%	82%	80%
You drink and drive. You Lose	68%	73%	78%	70%	65%	77%
Start Seeing Motorcycles	na	na	na	na	na	na
Drive smart, drive sober	65%	67%	63%	60%	57%	57%
Police in Illinois arrest drunk drivers*	51%	55%	54%	53%	47%	51%
Buckle Up America	52%	64%	51%	52%	45%	45%
Drive Sober or Get Pulled Over	na	na	na	na	na	na
Drunk driving. Over the limit. Under arrest.	na	na	na	na	na	na
Cell phones save lives. Pull over and report a drunk driver.	43%	46%	36%	35%	40%	37%
Drink and drive? Police in Illinois have your number	24%	24%	22%	22%	19%	18%
Children in back	20%	26%	20%	20%	22%	18%
Wanna drink and drive, police in Illinois will show you the bars*	27%	30%	28%	29%	21%	25%

**Table 4. Percent of respondents reporting awareness of various IDOT slogans from 2006 to 2007**

<b>Slogan</b>	<b>Apr '06</b>	<b>Jun '06</b>	<b>Sept '06</b>	<b>Apr '07</b>	<b>Jun '07</b>	<b>Sept '07</b>
<b>Click It or Ticket</b>	<b>84%</b>	<b>91%</b>	<b>88%</b>	<b>89%</b>	<b>94%</b>	<b>90%</b>
<b>Friends don't let friends drive drunk</b>	<b>86%</b>	<b>82%</b>	<b>80%</b>	<b>84%</b>	<b>84%</b>	<b>83%</b>
<b>You drink and drive. You Lose</b>	<b>74%</b>	<b>70%</b>	<b>76%</b>	<b>76%</b>	<b>82%</b>	<b>81%</b>
<b>Start Seeing Motorcycles</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>
<b>Drive smart, drive sober</b>	<b>54%</b>	<b>60%</b>	<b>56%</b>	<b>60%</b>	<b>64%</b>	<b>57%</b>
<b>Police in Illinois arrest drunk drivers*</b>	<b>49%</b>	<b>45%</b>	<b>49%</b>	<b>50%</b>	<b>52%</b>	<b>53%</b>
<b>Buckle Up America</b>	<b>50%</b>	<b>50%</b>	<b>46%</b>	<b>na</b>	<b>na</b>	<b>na</b>
<b>Drive Sober or Get Pulled Over</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>na</b>
<b>Drunk driving. Over the limit. Under arrest.</b>	<b>na</b>	<b>na</b>	<b>na</b>	<b>48%</b>	<b>47%</b>	<b>44%</b>
<b>Cell phones save lives. Pull over and report a drunk driver.</b>	<b>37%</b>	<b>34%</b>	<b>39%</b>	<b>na</b>	<b>na</b>	<b>na</b>
<b>Drink and drive? Police in Illinois have your number</b>	<b>20%</b>	<b>19%</b>	<b>21%</b>	<b>29%</b>	<b>24%</b>	<b>27%</b>
<b>Children in back</b>	<b>22%</b>	<b>19%</b>	<b>19%</b>	<b>20%</b>	<b>20%</b>	<b>19%</b>
<b>Wanna drink and drive, police in Illinois will show you the bars*</b>	<b>23%</b>	<b>24%</b>	<b>22%</b>	<b>31%</b>	<b>37%</b>	<b>34%</b>

Table 5. Percent of respondents reporting awareness of various IDOT slogans from 2008 to 2009

Slogan	Apr '08	Jun '08	Sept '08	Apr '09	Jun '09	Sept '09
Click It or Ticket	89%	91%	92%	88%	91%	90%
Friends don't let friends drive drunk	80%	83%	83%	80%	79%	75%
You drink and drive. You Lose	77%	75%	80%	78%	74%	84%
Start Seeing Motorcycles	na	na	na	na	na	na
Drive smart, drive sober	na	na	57%	58%	51%	52%
Police in Illinois arrest drunk drivers*	59%	55%	50%	51%	46%	44%
Buckle Up America	52%	49%	44%	43%	44%	42%
Drive Sober or Get Pulled Over	na	na	na	na	na	na
Drunk driving. Over the limit. Under arrest.	38%	46%	35%	33%	29%	41%
Cell phones save lives. Pull over and report a drunk driver.	na	na	30%	31%	27%	26%
Drink and drive? Police in Illinois have your number	26%	26%	20%	23%	23%	20%
Children in back	35%	31%	13%	20%	14%	17%
Wanna drink and drive, police in Illinois will show you the bars*	22%	20%	16%	27%	26%	25%

**Table 6. Percent of respondents reporting awareness of various IDOT slogans from 2010 to 2011**

Slogan	Apr '10	Jun '10	Sept '10	Apr '11	Jun '11	Sept '11
Click It or Ticket	93%	93%	92%	90%	93%	91%
Friends don't let friends drive drunk	77%	83%	82%	75%	76%	80%
You drink and drive. You Lose	78%	78%	82%	79%	77%	74%
Start Seeing Motorcycles	34%	49%	46%	46%	51%	47%
Drive smart, drive sober	54%	56%	55%	50%	49%	54%
Police in Illinois arrest drunk drivers*	55%	51%	53%	46%	46%	48%
Buckle Up America	43%	39%	47%	38%	43%	40%
Drive Sober or Get Pulled Over	na	na	na	na	20%	37%
Drunk driving. Over the limit. Under arrest.	36%	40%	38%	33%	34%	33%
Cell phones save lives. Pull over and report a drunk driver.	37%	35%	33%	36%	29%	30%
Drink and drive? Police in Illinois have your number	22%	27%	21%	24%	23%	18%
Children in back	19%	14%	20%	21%	15%	17%
Wanna drink and drive, police in Illinois will show you the bars*	20%	21%	25%	24%	19%	18%

Table 7. Percent of respondents reporting awareness of various IDOT slogans from 2012 to 2014

Slogan	Apr '12	Jun '12	Apr '13	Jun '13	Apr '14	Jun '14
Click It or Ticket	88%	91%	88%	92%	88%	87%
Friends don't let friends drive drunk	73%	76%	80%	73%	72%	72%
You drink and drive. You Lose	69%	72%	70%	73%	67%	66%
Start Seeing Motorcycles	50%	52%	59%	57%	52%	61%
Drive smart, drive sober	52%	50%	55%	51%	46%	44%
Police in Illinois arrest drunk drivers*	45%	46%	51%	49%	44%	48%
Buckle Up America	42%	41%	42%	46%	32%	44%
Drive Sober or Get Pulled Over	34%	36%	45%	42%	48%	45%
Drunk driving. Over the limit. Under arrest.	34%	31%	31%	28%	20%	23%
Cell phones save lives. Pull over and report a drunk driver.	29%	31%	30%	31%	25%	27%
Drink and drive? Police in Illinois have your number	23%	23%	25%	18%	17%	22%
Children in back	19%	20%	20%	18%	19%	23%
Wanna drink and drive, police in Illinois will show you the bars*	19%	19%	27%	18%	18%	21%



**Table 8. Percent of respondents reporting awareness of various IDOT slogans from 2015 to 2017**

Slogan	Apr '15	Jun '15	Apr '16	Jun '16	Apr '17	Jun '17
Click It or Ticket	88%	90%	86%	88%	86%	87%
Friends don't let friends drive drunk	72%	76%	71%	73%	68%	72%
You drink and drive. You Lose	60%	71%	64%	66%	69%	70%
Start Seeing Motorcycles	52%	65%	53%	57%	58%	60%
Drive smart, drive sober	43%	56%	50%	48%	56%	55%
Police in Illinois arrest drunk drivers*	40%	47%	33%	37%	38%	39%
Buckle Up America	38%	47%	29%	36%	37%	35%
Drive Sober or Get Pulled Over	46%	57%	29%	36%	60%	60%
Drunk driving. Over the limit. Under arrest.	19%	22%	19%	23%	28%	26%
Cell phones save lives. Pull over and report a drunk driver.	26%	35%	25%	30%	28%	28%
Drink and drive? Police in Illinois have your number	19%	20%	15%	16%	19%	20%
Children in back	19%	20%	16%	12%	19%	21%
Wanna drink and drive, police in Illinois will show you the bars*	18%	22%	12%	21%	25%	21%

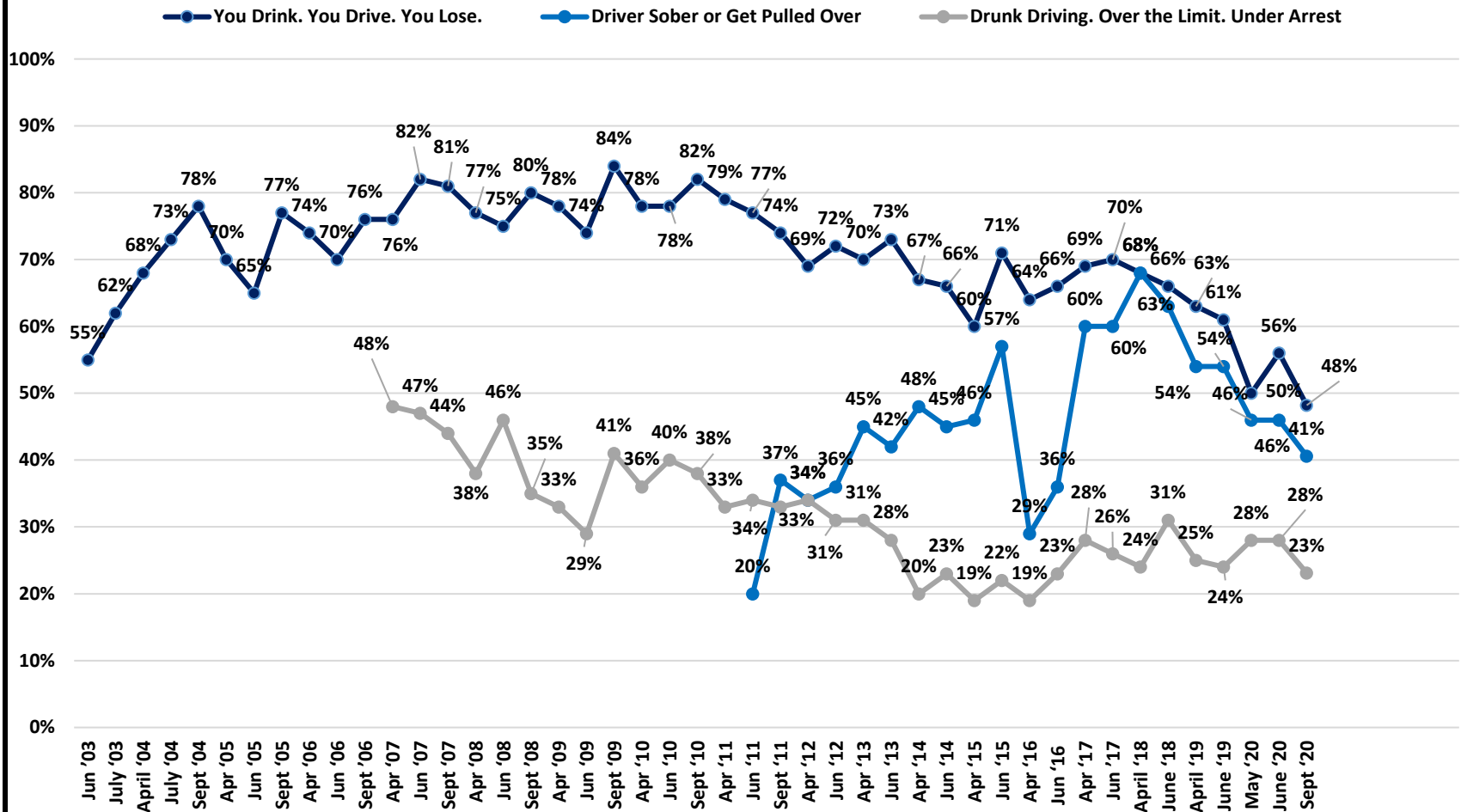
**Table 9. Percent of respondents reporting awareness of various IDOT slogans from 2018 to 2019**

<b>Slogan</b>	<b>April '18</b>	<b>June '18</b>	<b>April '19</b>	<b>June '19</b>
<b>Click It or Ticket</b>	<b>90%</b>	<b>89%</b>	<b>76%</b>	<b>82%</b>
<b>Friends don't let friends drive drunk</b>	<b>72%</b>	<b>67%</b>	<b>68%</b>	<b>70%</b>
<b>You drink and drive. You Lose</b>	<b>68%</b>	<b>66%</b>	<b>63%</b>	<b>61%</b>
<b>Start Seeing Motorcycles</b>	<b>63%</b>	<b>61%</b>	<b>50%</b>	<b>51%</b>
<b>Drive smart, drive sober</b>	<b>64%</b>	<b>59%</b>	<b>54%</b>	<b>54%</b>
<b>Police in Illinois arrest drunk drivers*</b>	<b>34%</b>	<b>38%</b>	<b>49%</b>	<b>48%</b>
<b>Buckle Up America</b>	<b>28%</b>	<b>38%</b>	<b>36%</b>	<b>37%</b>
<b>Drive Sober or Get Pulled Over</b>	<b>68%</b>	<b>63%</b>	<b>54%</b>	<b>54%</b>
<b>Drunk driving. Over the limit. Under arrest.</b>	<b>24%</b>	<b>31%</b>	<b>25%</b>	<b>24%</b>
<b>Cell phones save lives. Pull over and report a drunk driver.</b>	<b>24%</b>	<b>30%</b>	<b>26%</b>	<b>25%</b>
<b>Drink and drive? Police in Illinois have your number</b>	<b>12%</b>	<b>19%</b>	<b>19%</b>	<b>22%</b>
<b>Children in back</b>	<b>16%</b>	<b>23%</b>	<b>20%</b>	<b>19%</b>
<b>Wanna drink and drive, police in Illinois will show you the bars*</b>	<b>16%</b>	<b>23%</b>	<b>26%</b>	<b>29%</b>

Table 10. Percent of respondents reporting awareness of various IDOT slogans in 2020

Slogan	May '20	June '20	September '20
Click It or Ticket	69%	74%	68%
Friends don't let friends drive drunk	61%	65%	57%
You drink and drive. You Lose	50%	56%	48%
Start Seeing Motorcycles	39%	46%	40%
Drive smart, drive sober	47%	50%	45%
Police in Illinois arrest drunk drivers*	46%	51%	48%
Buckle Up America	42%	43%	38%
Drive Sober or Get Pulled Over	46%	46%	41%
Drunk driving. Over the limit. Under arrest.	28%	28%	23%
Cell phones save lives. Pull over and report a drunk driver.	28%	26%	26%
Drink and drive? Police in Illinois have your number	27%	23%	22%
Children in back	26%	25%	21%
Wanna drink and drive, police in Illinois will show you the bars*	33%	31%	31%

Figure. Percent of respondent reported awareness of three main alcohol-impaired slogans from June 2003 to September 2020



# Appendix A: 2020 Post-Labor Day Result Toplines

How often do you drive a motor vehicle?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Almost daily	54.4%	61.3%	54.5%	61.3%	54.1%	61.2%	57.9%	62.8%
A few days a week	33.0%	28.0%	33.9%	28.2%	31.3%	27.4%	27.6%	27.2%
A few days a month	6.8%	5.0%	5.8%	4.5%	8.6%	5.9%	8.4%	5.2%
A few days a year	2.0%	2.0%	2.1%	1.8%	1.9%	2.2%	1.8%	1.3%
Never/almost never	3.8%	4.0%	3.7%	4.3%	4.1%	3.3%	4.3%	3.5%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Type of vehicle drive most often

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Car	69.3%	69.4%	71.8%	71.5%	64.7%	65.4%	61.9%	63.3%
Van or minivan	4.8%	4.8%	3.9%	6.0%	6.5%	2.5%	7.3%	2.5%
Motorcycle	0.4%	10.0%	0.6%	0.1%	0.0%	0.0%	0.6%	0.3%
Pickup truck	4.7%	5.0%	3.3%	3.0%	7.3%	8.7%	9.1%	9.7%
Sport utility vehicle (SUV)	18.5%	18.3%	18.6%	16.8%	18.2%	21.1%	17.8%	20.5%
Other type of truck	0.0%	0.0%	1.7%	2.5%	3.3%	2.3%	3.1%	3.8%
Other / combination	2.3%	2.4%	71.8%	71.5%	64.7%	65.4%	61.9%	63.3%

About how many miles do you drive each year?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Fewer than 5,000 miles	47.8%	45.6%	43.5%	49.5%	55.9%	38.4%	56.4%	38.9%
5,000 to 10,000	26.5%	26.9%	30.5%	25.0%	19.3%	30.2%	19.5%	26.8%
10,000+ to 14,000	5.1%	8.6%	5.9%	10.2%	3.6%	11.1%	5.4%	10.8%
14,000+ to 20,000	10.9%	9.7%	11.3%	8.2%	10.3%	12.3%	9.1%	16.4%
More than 20,000	9.5%	9.2%	8.8%	7.1%	10.9%	8.0%	9.6%	7.1%

**Estimated miles/week on local streets and roads**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
No miles	3.1%	6.2%	2.8%	6.4%	3.7%	5.9%	3.3%	8.5%
Up to 10 miles	19.5%	18.9%	18.2%	17.6%	22.1%	21.5%	19.8%	21.2%
11 to 50 miles	42.6%	37.1%	42.3%	35.3%	43.1%	40.4%	40.8%	39.4%
51 to 100 miles	15.8%	20.4%	16.9%	19.9%	13.8%	21.0%	15.6%	21.1%
Over 100 miles	18.9%	17.4%	19.8%	20.8%	17.3%	11.2%	20.4%	9.8%

**Estimated miles/week on interstates and tollroads**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
No miles	39.2%	43.3%	36.8%	41.2%	43.7%	47.2%	28.6%	46.1%
Up to 10 miles	15.2%	17.1%	14.5%	19.0%	16.6%	13.7%	13.2%	13.0%
11 to 50 miles	21.5%	19.7%	23.3%	21.8%	18.1%	15.5%	29.5%	15.3%
51 to 100 miles	9.5%	8.2%	11.0%	7.0%	6.7%	10.6%	11.0%	13.8%
Over 100 miles	14.6%	11.7%	14.5%	11.0%	14.8%	13.0%	17.7%	11.8%

**Estimated miles/week on other highways (like two-lane and four-lane with access)**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
No miles	36.0%	38.1%	38.5%	39.5%	31.2%	35.5%	28.6%	31.6%
Up to 10 miles	18.0%	19.7%	19.3%	19.9%	15.7%	19.4%	13.2%	16.2%
11 to 50 miles	25.3%	25.1%	22.8%	26.1%	29.7%	23.1%	29.5%	26.4%
51 to 100 miles	9.0%	7.8%	8.2%	5.2%	10.6%	12.9%	11.0%	15.4%
Over 100 miles	11.7%	9.3%	11.1%	9.3%	12.8%	9.1%	17.7%	10.4%

**Do the seat belts in the front seat of your vehicle go across your shoulder only, across your lap only, or across both your shoulder and lap?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Across shoulder	19.6%	19.3%	20.7%	21.3%	17.5%	15.5%	20.0%	13.1%
Across lap	3.2%	2.9%	2.6%	2.5%	4.5%	3.6%	5.3%	4.4%
Across both	76.0%	77.7%	75.7%	76.2%	76.5%	80.5%	72.9%	82.0%
Has no belts	1.2%	10.0%	1.1%	0.0%	1.5%	0.4%	1.8%	0.5%

**When driving, how often do you wear your seat belt (composite of shoulder & lap)?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
All of the time	88.5%	91.3%	90.0%	92.5%	85.7%	89.2%	83.7%	90.3%
Most of the time	7.4%	6.5%	6.3%	5.9%	9.4%	7.7%	9.4%	5.0%
Some of the time	2.5%	1.6%	2.2%	80.0%	2.9%	3.1%	3.4%	4.3%
Rarely	1.5%	0.5%	1.4%	0.8%	1.6%	0.0%	3.6%	0.4%
Never	0.2%	0.0%	90.0%	92.5%	0.4%	0.0%	0.0%	0.0%

**When was the last time you did not wear your seat belt when driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Within the past day	8.4%	10.3%	8.0%	10.7%	9.2%	9.5%	10.8%	8.2%
Within the past week	7.2%	7.1%	6.2%	8.4%	9.1%	4.6%	8.7%	5.0%
Within the past month	4.5%	4.4%	4.3%	3.3%	4.9%	6.6%	6.9%	7.0%
Within the past year	4.8%	2.9%	4.1%	2.9%	6.1%	2.8%	6.4%	3.1%
More than a year ago (always wear)	75.0%	75.3%	77.3%	74.8%	70.7%	76.4%	67.2%	76.7%

**Why did you not wear your seat belt?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Short distance/ In town	8.4%	10.3%	41.4%	39.0%	41.3%	37.4%	48.2%	44.7%
Forgot/distracted/lazy	7.2%	7.1%	14.5%	19.4%	19.8%	26.7%	16.6%	9.7%
Not convenient/ comfortable/medical	4.5%	4.4%	8.1%	3.1%	3.0%	8.7%	3.2%	7.9%
Not in habit/ just didn't/ don't like them	4.8%	2.9%	7.2%	8.5%	7.3%	6.2%	6.2%	8.6%
In a hurry	75.0%	75.3%	11.2%	8.5%	11.9%	7.1%	11.3%	9.9%
Not believe in law	8.4%	10.3%	3.0%	0.0%	5.5%	1.7%	5.6%	2.3%
Afraid of seat belts/ Not safe	7.2%	7.1%	0.9%	0.0%	1.7%	0.0%	0.0%	0.0%
Other	4.5%	4.4%	6.7%	9.7%	2.9%	3.5%	3.5%	4.4%
Don't know	4.8%	2.9%	6.9%	11.9%	6.6%	8.8%	5.3%	12.6%

**In the past 30 days, has your use of seat belts when driving increased, decreased, or stayed the same?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Increased	13.3%	9.0%	12.3%	9.8%	15.0%	7.5%	16.3%	5.5%
Decreased	4.8%	4.7%	4.7%	4.7%	4.9%	3.9%	6.4%	6.3%
Stayed the Same	82.0%	86.6%	83.0%	85.5%	80.0%	88.6%	77.2%	88.3%

**When riding in the front seat of a car as passenger, how often do you wear your seat belt?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
All of the time	86.5%	88.4%	87.4%	87.6%	84.9%	90.0%	84.1%	88.3%
Most of the time	7.2%	7.3%	6.3%	7.4%	8.9%	7.0%	9.0%	7.3%
Some of the time	3.7%	2.6%	3.4%	2.4%	4.2%	3.0%	4.4%	3.5%
Rarely	2.3%	1.4%	2.7%	2.2%	1.6%	0.0%	2.5%	1.0%
Never	0.3%	0.3%	0.2%	0.5%	0.4%	0.0%	0.0%	0.0%

**When riding in the back seat of a car as passenger, how often do you wear your seat belt?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
All of the time	58.4%	64.0%	58.7%	64.1%	57.8%	63.9%	54.1%	56.6%
Most of the time	16.5%	14.6%	16.9%	14.5%	15.9%	14.7%	16.9%	13.5%
Some of the time	11.0%	8.9%	10.9%	8.1%	11.1%	10.5%	13.1%	14.1%
Rarely	9.4%	8.7%	8.1%	9.2%	11.6%	7.8%	12.0%	10.7%
Never	4.7%	3.7%	5.3%	4.0%	3.5%	3.1%	3.8%	5.1%
Don't sit there	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**As far as you know, does Illinois have a law requiring adults to use seat belts?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	96.0%	97.7%	95.5%	98.6%	97.0%	95.9%	96.9%	96.9%
No	4.0%	2.3%	4.5%	1.4%	3.0%	4.1%	3.1%	3.1%

**As far as you know, does Illinois have a law requiring adults riding in the back seat to use seat belts?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	76.6%	78.4%	76.1%	79.2%	77.6%	77.0%	76.4%	74.0%
No	23.4%	21.6%	23.9%	20.8%	22.4%	23.0%	23.6%	26.0%



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?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Very likely	45.8%	43.6%	48.7%	43.5%	40.5%	43.6%	43.7%	43.3%
Somewhat likely	31.4%	32.8%	27.1%	33.8%	39.4%	31.1%	33.8%	31.9%
Somewhat unlikely	16.3%	15.5%	18.1%	15.5%	12.9%	15.5%	16.6%	16.3%
Very unlikely	6.5%	8.1%	6.0%	7.2%	7.2%	9.8%	5.9%	8.5%

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?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Can stop just for seat belt violation	73.6%	77.5%	76.8%	78.5%	67.8%	75.7%	69.0%	75.3%
Must see other offense first	13.3%	12.3%	11.1%	9.6%	17.5%	17.4%	19.2%	14.5%
Don't Know	13.0%	10.2%	12.1%	11.9%	14.7%	6.9%	11.8%	10.2%

In your opinion, *should* police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Should be allowed	74.4%	78.3%	76.2%	79.7%	71.1%	75.7%	66.8%	75.8%
Should not be allowed	25.6%	21.7%	23.8%	20.3%	28.9%	24.3%	33.2%	24.2%

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?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Should be illegal	87.1%	87.9%	87.9%	88.3%	85.6%	87.0%	85.5%	84.7%
Should not be illegal	12.9%	12.1%	12.1%	11.7%	14.4%	13.0%	14.5%	15.3%

Have you ever received a ticket for not wearing seat belts?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	17.3%	15.6%	14.3%	13.8%	22.9%	19.0%	23.0%	21.5%
No	82.7%	84.4%	85.7%	86.2%	77.1%	81.0%	77.0%	78.5%

**Agree/disagree: Seat belts are just as likely to harm you as help you.**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Strongly agree	12.1%	9.7%	10.0%	10.1%	15.8%	8.9%	15.0%	9.3%
Somewhat agree	23.0%	15.3%	21.5%	14.8%	25.6%	16.3%	22.7%	17.6%
Somewhat disagree	30.7%	35.5%	30.5%	33.5%	31.0%	39.5%	31.0%	39.8%
Strongly disagree	34.3%	39.4%	37.9%	41.6%	27.6%	35.3%	31.3%	33.3%
<i>Total agree</i>	<i>35.1%</i>	<i>25.0%</i>	<i>31.5%</i>	<i>24.9%</i>	<i>41.4%</i>	<i>25.2%</i>	<i>37.7%</i>	<i>26.9%</i>
<i>Total disagree</i>	<i>65.0%</i>	<i>74.9%</i>	<i>68.4%</i>	<i>75.1%</i>	<i>58.6%</i>	<i>74.8%</i>	<i>62.3%</i>	<i>73.1%</i>

**Agree/disagree: If you were in an accident, you would want to have your seat belt on.**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Strongly agree	65.5%	70.1%	68.8%	73.5%	59.4%	63.6%	61.2%	61.6%
Somewhat agree	29.1%	22.5%	27.6%	19.2%	32.1%	28.5%	30.5%	28.0%
Somewhat disagree	4.5%	4.7%	2.6%	3.5%	8.1%	6.9%	7.8%	7.5%
Strongly disagree	0.8%	2.8%	1.0%	3.8%	0.4%	1.0%	0.5%	3.0%
<i>Total agree</i>	<i>94.6%</i>	<i>92.6%</i>	<i>96.4%</i>	<i>92.7%</i>	<i>91.5%</i>	<i>92.1%</i>	<i>91.7%</i>	<i>89.6%</i>
<i>Total disagree</i>	<i>5.3%</i>	<i>7.5%</i>	<i>3.6%</i>	<i>7.3%</i>	<i>8.5%</i>	<i>7.9%</i>	<i>8.3%</i>	<i>10.5%</i>

**Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Strongly agree	10.1%	11.0%	10.8%	10.8%	8.7%	11.4%	9.3%	11.4%
Somewhat agree	32.7%	29.7%	33.0%	32.0%	32.2%	25.5%	35.6%	30.3%
Somewhat disagree	37.3%	44.0%	37.0%	43.9%	37.8%	44.4%	32.8%	41.4%
Strongly disagree	19.9%	15.2%	19.2%	13.3%	21.4%	18.7%	22.3%	17.0%
<i>Total agree</i>	<i>42.8%</i>	<i>40.7%</i>	<i>43.8%</i>	<i>42.8%</i>	<i>40.9%</i>	<i>36.9%</i>	<i>44.9%</i>	<i>41.7%</i>
<i>Total disagree</i>	<i>57.2%</i>	<i>59.2%</i>	<i>56.2%</i>	<i>57.2%</i>	<i>59.2%</i>	<i>63.1%</i>	<i>55.1%</i>	<i>58.4%</i>

**Agree/disagree: It is important for police to enforce the seat belt laws.**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Strongly agree	41.8%	44.1%	44.0%	43.9%	37.8%	44.5%	39.8%	45.5%
Somewhat agree	41.0%	38.0%	40.8%	40.4%	41.3%	33.6%	39.9%	34.7%
Somewhat disagree	13.4%	14.0%	12.1%	12.7%	15.6%	16.5%	16.0%	15.1%
Strongly disagree	3.8%	3.8%	3.0%	3.0%	5.2%	5.4%	4.4%	4.7%
<i>Total agree</i>	<i>82.8%</i>	<i>82.1%</i>	<i>84.8%</i>	<i>84.3%</i>	<i>79.1%</i>	<i>78.1%</i>	<i>79.7%</i>	<i>80.2%</i>
<i>Total disagree</i>	<i>17.2%</i>	<i>17.8%</i>	<i>15.1%</i>	<i>15.7%</i>	<i>20.8%</i>	<i>21.9%</i>	<i>20.4%</i>	<i>19.8%</i>

**Agree/disagree: Putting on a seat belt makes you worry more about being in an accident**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Strongly agree	7.9%	6.8%	9.5%	8.0%	5.2%	4.5%	5.6%	6.3%
Somewhat agree	13.5%	11.8%	13.4%	12.7%	13.9%	10.2%	15.3%	11.8%
Somewhat disagree	26.8%	22.4%	22.1%	18.8%	35.5%	29.1%	32.1%	29.7%
Strongly disagree	51.7%	59.0%	55.1%	60.5%	45.5%	56.2%	46.9%	52.2%
<i>Total agree</i>	<i>21.4%</i>	<i>18.6%</i>	<i>22.9%</i>	<i>20.7%</i>	<i>19.1%</i>	<i>14.7%</i>	<i>20.9%</i>	<i>18.1%</i>
<i>Total disagree</i>	<i>78.5%</i>	<i>81.4%</i>	<i>77.2%</i>	<i>79.3%</i>	<i>81.0%</i>	<i>85.3%</i>	<i>79.0%</i>	<i>81.9%</i>

**Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Strongly agree	12.2%	10.8%	12.8%	11.8%	11.1%	9.0%	13.1%	8.9%
Somewhat agree	26.8%	22.9%	27.0%	20.5%	26.4%	27.2%	26.4%	25.6%
Somewhat disagree	47.7%	52.3%	46.1%	52.7%	50.5%	51.4%	46.9%	55.0%
Strongly disagree	13.3%	14.0%	14.1%	14.9%	12.0%	12.3%	13.6%	10.4%
<i>Total agree</i>	<i>39.0%</i>	<i>33.7%</i>	<i>39.8%</i>	<i>32.3%</i>	<i>37.5%</i>	<i>36.2%</i>	<i>39.5%</i>	<i>34.5%</i>
<i>Total disagree</i>	<i>61.0%</i>	<i>66.3%</i>	<i>60.2%</i>	<i>67.6%</i>	<i>62.5%</i>	<i>63.7%</i>	<i>60.5%</i>	<i>65.4%</i>

**In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	21.0%	17.3%	19.3%	15.1%	24.2%	21.4%	25.5%	23.1%
No	79.0%	82.7%	80.7%	84.9%	75.8%	78.6%	74.5%	76.9%

**If seen or heard of special effort to ticket drivers: Did you see or hear about this special effort:**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
On TV	40.5%	46.3%	41.2%	45.6%	39.8%	49.2%	38.8%	45.0%
On Radio	19.5%	20.3%	15.8%	17.9%	24.0%	22.3%	23.8%	23.3%
From Friends or Family	13.5%	8.9%	12.2%	9.8%	14.4%	7.5%	15.0%	8.3%
Read in Newspaper	16.0%	16.1%	18.4%	19.5%	14.5%	10.4%	15.0%	15.0%
<i>From Other Sources</i>	10.5%	8.3%	12.2%	7.3%	7.2%	10.5%	7.5%	8.3%

**In the past 30 days, have you seen or heard anything about police in your community working at night to enforce the seat belt law?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	17.2%	14.0%	15.4%	14.8%	20.5%	12.5%	20.7%	15.2%
No	84.8%	86.0%	84.6%	85.2%	79.5%	87.5%	79.3%	84.8%

**In the past 30 days, have you seen or heard anything about the police setting up roadside safety checks where they stop to check drivers and vehicles?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	27.3%	24.4%	26.3%	22.8%	29.1%	27.5%	31.5%	34.0%
No	72.7%	75.6%	73.7%	77.2%	70.9%	72.5%	68.5%	66.0%

**To check -- if yes, have seen/heard to first question: By roadside safety check, we mean a place where police check drivers and vehicles that pass through to check for compliance with existing laws. Let me confirm, is this the type of safety check that you have seen or heard about in the past 30 days?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	84.8%	90.1%	80.6%	90.1%	91.8%	90.1%	89.8%	85.3%
No	15.2%	9.9%	19.4%	9.9%	8.2%	9.9%	10.2%	14.7%

**Final percent that have seen / heard about roadside safety checks in past 30 days.**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	23.2%	22.0%	21.2%	20.5%	26.7%	24.8%	28.3%	29%

**If seen or heard of roadside checks in past 30 days: Did you see or hear about these checks ...**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
On TV	41.7%	35.5%	46.1%	34.6%	33.7%	36.2%	37.9%	35.7%
On Radio	19.4%	21.2%	15.6%	19.9%	25.0%	24.6%	24.2%	21.4%
From Friends or Family	15.7%	18.1%	16.4%	18.6%	15.2%	17.4%	14.9%	20.0%
Read in Newspaper	16.2%	16.3%	16.4%	17.3%	16.3%	14.5%	13.7%	17.1%
From Other Sources	6.9%	8.8%	5.5%	9.6%	9.7%	7.2%	9.2%	5.7%

**Of those who have heard of roadside checks: In the past 30 days, have you personally seen police doing roadside safety checks?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	55.5%	57.0%	60.6%	64.4%	48.2%	45.4%	55.4%	50.3%
No	44.5%	43.0%	39.4%	35.6%	51.8%	54.6%	44.6%	49.7%

**To check -- if have personally seen: Again, by roadside safety check, we mean a place where police check drivers and vehicles that pass through to check for compliance with existing laws. Let me just confirm, is this the type of safety check that you personally saw in the past 30 days?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	94.5%	91.9%	91.5%	92.9%	100.0%	89.6%	96.2%	82.5%
No	5.5%	8.1%	8.5%	7.1%	0.0%	10.4%	3.8%	17.5%

**Of those who have heard of roadside checks: Final percent that have personally seen roadside safety check in past 30 days.**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	52.4%	52.4%	55.4%	59.8%	48.2%	40.7%	53.3%	41.5%
As a percent of the total sample	12.1%	11.5%	11.8%	12.3%	12.9%	32.3%	15.1%	24.9%

**Of those who have personally seen a check: Have you personally been through a road-side safety check in the past 30 days, either as a driver or as a passenger?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	84.2%	73.9%	87.2%	92.9%	79.0%	67.7%	78.8%	75.1%
No	15.8%	26.1%	12.8%	7.1%	21.0%	32.3%	21.2%	24.9%
Yes, based on total sample	6.4%	6.0%	6.5%	7.4%	6.2%	13.1%	11.9%	18.7%

**In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	43.1%	43.4%	40.7%	39.0%	47.6%	51.7%	49.7%	51.8%
No	56.9%	56.6%	59.3%	61.0%	52.4%	48.3%	50.3%	47.2%

***If seen/heard messages encouraging seat belt use in past 30 days: Would you say that the number of messages that you have seen or heard in the past 30 days is ...***

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
More than usual	21.8%	22.6%	22.2%	24.3%	21.1%	20.2%	24.5%	20.4%
Fewer than usual	15.8%	19.8%	15.0%	19.3%	17.2%	20.7%	19.6%	20.6%
Same as usual	62.4%	57.5%	62.8%	56.4%	61.7%	59.1%	55.8%	58.9%

**If seen or heard messages that encourage people to wear seat belts in past 30 days: Did you see or hear about these messages ...**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
On TV	41.7%	40.5%	43.2%	42.4%	36.8%	37.6%	36.8%	35.9%
On Radio	17.2%	19.3%	20.2%	16.6%	20.2%	23.6%	22.0%	26.2%
From Friends or Family	7.9%	6.4%	11.1%	7.8%	10.4%	4.3%	10.6%	4.8%
Read in Newspaper	10.3%	9.5%	10.2%	9.5%	9.2%	9.6%	9.9%	9.7%
Billboard/Road Sign	17.9%	20.7%	13.5%	20.3%	18.4%	21.5%	16.3%	19.3%
<i>From Other Sources</i>	4.8%	3.6%	1.6%	3.4%	4.9%	3.2%	4.2%	4.1%

**Have you seen other types of activities that have seen or heard in past 30 days that encouraged people to wear seat belts?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	25.1%	22.3%	27.2%	22.4%	21.8%	22.3%	28.1%	27.9%

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Extremely important	37.1%	43.9%	40.3%	45.8%	31.2%	40.1%	34.8%	43.8%
Very important	29.8%	28.2%	29.1%	28.9%	31.1%	27.0%	26.6%	22.6%
Moderately important	18.4%	16.3%	16.7%	15.4%	21.5%	18.0%	21.0%	18.0%
Slightly important	9.1%	6.6%	8.8%	4.9%	9.6%	9.6%	12.0%	12.2%
Not at all important	5.6%	5.1%	5.1%	5.0%	6.6%	5.3%	5.5%	3.4%
Extremely or Very	0.0%	0.0%	69.4%	74.7%	62.3%	67.1%	61.4%	66.4%
Slightly or Not at All	66.9%	72.1%	13.9%	9.9%	16.2%	14.9%	17.5%	15.6%

**Do you recall hearing, or seeing, the following slogans in the past 30 days? (% yes)**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Police in Illinois Arrest Drunk Drivers	50.7%	48.0%	50.7%	46.8%	50.7%	50.4%	55.5%	54.4%
Wanna drink and drive? Police in Illinois will show you the bars	30.7%	30.8%	31.4%	30.2%	29.3%	31.9%	30.6%	36.1%
Friends Don't Let Friends Drive Drunk	64.8%	57.1%	61.9%	57.4%	70.1%	56.5%	69.9%	58.8%
Click It or Ticket	73.6%	67.9%	71.8%	67.2%	76.7%	69.1%	77.7%	70.8%
Buckle Up, America	42.7%	38.1%	42.6%	41.4%	43.0%	31.9%	45.6%	36.4%
Children in Back	24.8%	20.6%	22.6%	21.9%	28.8%	18.3%	32.1%	24.8%
Cell phones save lives. Pull over and report a drunk driver	26.2%	26.3%	26.8%	27.8%	25.1%	23.5%	28.2%	27.4%
Drive smart, drive sober	50.0%	44.6%	49.5%	44.5%	50.9%	44.9%	55.5%	48.7%
You Drink and Drive, You Lose	55.5%	48.2%	56.7%	48.5%	53.3%	47.7%	56.6%	55.0%
Drink and Drive? Police in Illinois have your number	23.4%	21.7%	22.7%	22.5%	24.8%	20.0%	23.7%	22.2%
Drunk Driving. Over the Limit. Under Arrest	28.4%	23.1%	26.3%	22.7%	32.3%	23.7%	36.6%	27.1%
Start Seeing Motorcycles	46.0%	39.6%	36.7%	34.5%	63.3%	49.1%	61.3%	51.3%
Driver sober or get pulled over	45.6%	40.6%	43.5%	42.7%	49.4%	36.7%	49.9%	40.4%

**Do you use a cell phone or other mobile device while driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	22.0%	14.9%	20.2%	15.1%	25.3%	14.5%	29.2%	16.5%
No	78.0%	85.1%	79.8%	84.9%	74.7%	85.5%	70.8%	83.5%



**What type of cell phone/mobile device do you currently use while driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Hands-free	75.5%	65.0%	74.3%	63.2%	77.3%	69.6%	77.0%	58.2%
Hand-held	21.1%	31.0%	22.7%	33.3%	18.7%	26.0%	18.8%	36.5%
Neither	3.5%	3.8%	3.0%	3.4%	4.1%	4.4%	4.2%	5.3%

**On an average trip, how often do you use a hand-held cell phone/or other mobile device to make calls while driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Always	23.6%	17.4%	30.1%	15.6%	11.8%	21.9%	22.2%	32.9%
Sometimes	31.3%	34.0%	36.7%	32.2%	21.8%	38.5%	18.1%	47.3%
Seldom	28.0%	39.9%	27.8%	40.0%	28.4%	39.7%	38.5%	10.9%
Never	17.1%	8.7%	5.3%	12.2%	37.9%	0.0%	22.2%	32.9%

**On an average trip, how often do you use a hand-held cell phone/ or other mobile device to text while driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Always	14.0%	15.7%	21.9%	14.4%	0.0%	19.1%	9.2%	6.5%
Sometimes	41.6%	27.4%	52.7%	24.7%	21.8%	34.2%	22.2%	29.3%
Seldom	25.6%	46.2%	16.5%	46.0%	41.9%	46.7%	31.8%	64.3%
Never	18.8%	10.7%	8.0%	14.9%	36.3%	0.0%	36.9%	0.0%

**Currently, Illinois has a law requiring all drivers not to text when they drive. In your opinion, should police be allowed to stop a vehicle for just texting while driving, when no other traffic laws are broken?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Should be allowed	86.1%	86.9%	85.7%	87.0%	86.9%	86.4%	89.2%	87.3%
Should not be allowed	13.9%	13.1%	14.3%	13.0%	13.1%	13.1%	10.8%	12.7%

**Do you favor or oppose allowing police to stop and ticket motorists for just using a hand held cell phone/mobile device while they drive?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Favor	88.0%	87.8%	89.2%	88.5%	85.7%	86.4%	87.5%	85.9%
Oppose	12.0%	12.2%	10.8%	11.5%	14.3%	13.6%	12.5%	14.1%

**In the past days, have you read, seen, or heard anything about alcohol impaired driving in Illinois? (By alcohol impaired driving, we mean driving that is affected by drinking too many alcohol beverages.)**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	57.9%	45.8%	58.7%	42.3%	56.4%	52.4%	55.0%	47.7%
No	42.1%	54.2%	41.3%	57.7%	43.6%	47.6%	45.0%	52.3%

**Would you say that the number of messages you have seen or heard about alcohol impaired driving in the past thirty days is...**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
More than usual	11.5%	13.3%	10.8%	13.5%	12.9%	13.0%	14.9%	13.2%
Fewer than usual	25.2%	20.1%	25.7%	18.7%	24.2%	22.6%	22.2%	23.0%
About the same as usual	63.3%	66.6%	63.5%	67.8%	63.0%	64.4%	62.9%	63.8%

***If read, seen or heard messages about alcohol impaired driving in the past 30 days: Did you see or hear about these messages...***

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
On TV	39.8%	43.5%	41.3%	43.9%	36.8%	42.8%	35.9%	38.2%
On Radio	16.3%	17.7%	15.4%	16.2%	17.6%	20.4%	19.1%	21.3%
From Friends or Family	6.7%	7.1%	6.4%	7.9%	7.1%	5.6%	9.1%	8.1%
Read in Newspaper	8.9%	9.9%	8.5%	10.4%	9.9%	9.7%	10.0%	11.8%
Billboard/Road Sign	17.6%	18.7%	17.6%	19.2%	17.7%	17.9%	16.2%	15.4%
From Other Sources	10.7%	3.1%	10.6%	2.4%	10.8%	3.6%	9.7%	5.1%

**In the past 30 days have you read seen, or heard anything about police setting up roadside safety checks that were primarily used to check for alcohol-impaired driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	22.4%	21.4%	21.8%	18.8%	23.5%	26.2%	28.5%	30.0%
No	77.6%	78.6%	78.2%	81.2%	76.5%	73.8%	71.5%	70.0%

**During this time period have you personally gone through roadside safety checks whose primary purpose seemed to be to check for alcohol-impaired driving?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	17.8%	15.0%	18.6%	14.6%	25.4%	15.9%	18.6%	18.6%
No	82.2%	85.0%	81.4%	85.4%	74.6%	84.1%	81.4%	81.4%

**If you drove after having too much to drink to drive safely, how likely do you think you are to be stopped by a police officer? Would you say this is:**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Almost certain	25.6%	25.0%	26.8%	24.2%	23.5%	26.5%	26.9%	27.2%
Very likely	28.1%	30.8%	27.1%	30.7%	29.9%	31.1%	29.7%	28.0%
Somewhat likely	26.1%	23.0%	25.8%	21.9%	26.6%	24.9%	23.3%	27.0%
Somewhat unlikely	10.4%	11.1%	11.4%	11.4%	8.6%	10.4%	8.6%	10.0%
Very unlikely	2.0%	1.6%	1.2%	1.9%	3.4%	1.0%	3.0%	1.4%
Don't Drink/No Answer	7.8%	8.5%	7.6%	9.8%	8.1%	6.1%	8.5%	6.4%

**Of only those respondents who answered the previous question:**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Almost certain	27.8%	27.3%	29.0%	26.9%	25.5%	28.2%	29.4%	29.1%
Very likely	30.5%	33.7%	29.4%	34.1%	32.5%	33.1%	32.5%	29.9%
Somewhat likely	28.3%	25.1%	28.0%	24.3%	28.9%	26.5%	25.5%	28.8%
Somewhat unlikely	11.3%	12.1%	12.4%	12.7%	9.3%	11.1%	9.4%	10.7%
Very unlikely	2.2%	1.7%	1.3%	2.1%	3.7%	1.1%	3.3%	1.5%

**Compared with three months ago, do you see police on the roads you normally drive:**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
More Often	24.9%	24.9%	21.5%	25.0%	27.3%	24.8%	27.3%	28.3%
Less Often	18.6%	18.6%	19.8%	16.7%	22.9%	22.3%	24.4%	21.7%
Or About the Same	56.4%	56.4%	58.6%	58.3%	49.8%	53.0%	48.3%	50.0%

**Compared to three months ago, do you think a driver who had been drinking is now:**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
More likely to be stopped by police	38.1%	33.2%	36.4%	32.3%	41.2%	34.7%	40.6%	29.9%
Less likely to be stopped	16.8%	13.1%	17.5%	12.2%	15.6%	14.8%	17.6%	18.1%
Or about the Same	45.1%	53.7%	46.1%	55.5%	43.2%	50.4%	41.8%	52.0%

**During the past 30 days, how often did you drink any alcoholic beverages, including beer, wine, or liquor? Would you say you drank alcoholic beverages:**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Everyday	6.7%	6.8%	5.9%	6.8%	8.1%	7.0%	8.3%	8.6%
Several Days a Week	18.2%	18.2%	17.4%	19.8%	19.7%	15.4%	20.7%	16.7%
Once a Week or Less	20.4%	19.2%	22.2%	18.7%	17.2%	20.2%	15.0%	19.8%
Only on Weekends	6.3%	7.0%	8.5%	6.8%	2.2%	7.3%	4.3%	10.8%
Only on special occasions	12.8%	13.7%	13.1%	11.9%	12.1%	17.1%	15.0%	17.4%
Never	35.6%	35.0%	32.9%	36.1%	40.6%	32.9%	36.6%	26.6%

**Total percent who have had alcoholic beverages in last 30 days (including special occasions)**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Percent who had any alcohol in past 30 days	64.4%	64.9%	67.1%	64.0%	59.3%	67.0%	63.3%	73.3%

**(For those who drink) During the past 30 days, have you ever driven a motor vehicle within two hours after drinking alcoholic beverages?**

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Yes	21.3%	21.4%	19.3%	22.5%	25.4%	19.5%	24.9%	19.2%
No	78.7%	78.6%	80.7%	77.5%	74.6%	80.5%	75.1%	80.8%

Those who report driving a motor vehicle within two hours after drinking alcoholic beverages as a percent of the entire sample.

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Total Sample	13.7%	13.9%	13.0%	14.4%	15.1%	13.1%	15.8%	14.1%

About how many times did you do this? (for those who answered)

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Once	47.1%	40.2%	45.2%	30.2%	48.8%	61.8%	44.2%	56.4%
Twice	27.1%	18.5%	30.9%	17.0%	21.3%	20.7%	20.7%	22.0%
Three to Five Times	17.2%	24.4%	19.0%	30.1%	13.8%	12.7%	15.5%	18.3%
More than Five Times	8.6%	16.9%	4.0%	22.7%	16.1%	4.8%	19.6%	3.3%

On the most recent occasion, about how many drinks did you have? (for those who answered)

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
One full drink or less	41.9%	46.5%	38.0%	39.4%	45.6%	60.9%	43.3%	61.4%
Two	23.8%	22.1%	28.6%	22.4%	16.6%	21.6%	11.7%	20.2%
Three to five	19.0%	23.9%	21.4%	24.5%	2.3%	8.2%	17.7%	10.4%
More than five	15.3%	7.5%	12.0%	13.7%	35.5%	9.3%	27.3%	8.0%

(Of those who drink) About how many times in the past 30 days did you drive when you thought you had too much to drink?

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
Never	50.1%	54.9%	52.3%	50.7%	45.4%	63.5%	44.0%	58.2%
Once	11.8%	13.6%	14.3%	12.9%	8.7%	15.1%	9.8%	18.9%
More than Once	38.1%	31.5%	33.4%	36.4%	45.9%	22.2%	46.2%	22.9%

Compared to three months ago, are you now driving after drinking:

Answer	Statewide Pre	Statewide Post	Chicago Metro Pre	Chicago Metro Post	Downstate Pre	Downstate Post	Rural Pre	Rural Post
More Often	18.2%	17.0%	13.3%	19.3%	26.0%	12.4%	19.7%	13.1%
Less Often	35.9%	34.7%	33.5%	32.7%	39.8%	38.9%	37.9%	41.1%
About the same	28.7%	23.2%	32.8%	26.6%	22.4%	16.3%	30.1%	13.4%
Never drink and drive	17.1%	25.1%	20.4%	21.5%	11.8%	32.5%	12.3%	32.4%