

**Report Date:** April 30, 2014  
**Mobilization 1:** Impaired Driving Crackdown - December 2013  
**Mobilization 2:** Impaired Driving Crackdown - December 2012  
**State(s) in Report (1):** MS  
**State(s) Participating in Mobilization 1 (1):** MS  
**State(s) Participating in Mobilization 2 (1):** MS

	Mobilization 1	Mobilization 2	% Change
<b>Total Agencies</b>			
State Police Patrol Districts	9	9	0.00%
County Sheriffs Police	82	82	0.00%
City/Town Police	165	165	0.00%
Other Agencies	5	5	0.00%
Total Agencies	261	261	0.00%

<b>Participating Agencies</b>			
State Police Patrol Districts	9	9	0.00%
County Sheriffs Police	45	50	11.11%
City/Town Police	90	120	33.33%
Other Agencies	3	3	0.00%
Total Agencies	147	182	23.81%

<b>Reporting Agencies</b>			
State Police Patrol Districts	1	All 9 MHP reported 9	800.00%
County Sheriffs Police	29	31	6.90%
City/Town Police	79	64	-18.99%
Other Agencies	1	0	-100.00%
Total Agencies	110	104	-5.45%

<b>Enforcement Activity</b>			
Total Hours Worked	20,361	7,821	-61.59%
Number of Checkpoints	575	544	-5.39%

<b>Citation Information</b>			
DWI Arrests	1,293	1,279	-1.08%
Safety Restraint Citations	2,251	3,024	34.34%
Child Passenger Citations	514	652	26.85%
Speeding	10,600	12,147	14.59%
Reckless Driving	787	821	4.32%
DUID Arrest Only (Formally known as 'Drugs')	40	614	1,435.00%

**Paid Media Information**

Total Spent by Participating States	\$0.00	\$309,213.00	
TV	\$149,095.00	\$190,044.00	27.47%
Radio	\$85,746.00	\$86,019.00	0.32%
Print	\$3,691.00	\$0.00	-100.00%
Outdoors (Formally known as 'Billboards')	\$43,325.00	\$33,150.00	-23.49%
On-Line (e.g. web advertising)	\$25,000.00	\$0.00	-100.00%

**Earned Media**

Press Conference	3	4	33.33%
TV News	51	45	-11.76%
Radio	50	130	160.00%
Print	110	45	-59.09%
On-Line (e.g. web-advertising)	2	5	150.00%

← Please note that all 9 MHP districts participated and reported - error in NHTSA program will not allow to update- NHTSA has been notified