

# Puerto Rico: Impact of the Car Seat Campaign

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



February 9, 2018

## TABLE OF CONTENT

|  |          |
|--|----------|
| <b>INTRODUCTION</b> .....                                  | <b>3</b> |
| <b>METHODOLOGY</b> .....                                   | <b>3</b> |
| <b>FINDINGS</b> .....                                      | <b>4</b> |
| DEMOGRAPHIC PROFILE .....                                  | 4        |
| GENERAL DRIVING HABITS.....                                | 7        |
| CAR SEAT PROTECTION FOR MINORS BETWEEN 0 AND 8 YEARS ..... | 12       |

## INTRODUCTION

In December of 2017, the Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired the firm Estudios Técnicos, Inc., to design and conduct a survey to assess the impact of the car seat campaign, utilizing a research methodology in compliance with the National Highway Traffic Safety Administration (NHTSA) requirements. This report presents the results of the survey, conducted through January 1 to 24, 2018.

## METHODOLOGY

A telephone survey was made to residents in Puerto Rico 16 years or older with an active driver's license. The survey used a probabilistic sample. Telephone numbers were randomly chosen among a list of residential and mobile phone numbers generated randomly from a sample based on "Random Digit Dialing" (RDD). Based on the selected sample type, the estimated sampling error is  $\pm 4.4\%$  with a confidence level of 95%.

The research instrument for data collection consisted of a telephone interview using a Computer Assisted Telephone Interviewing System (CATI), by the Estudios Técnicos, Inc. staff.

## FINDINGS

### DEMOGRAPHIC PROFILE

A general demographic profile of the sample follows:

The gender distribution of the sample consisted of 237 males (47.4%) and 263 females (52.6%). The median and average age of the sample was 49 years old, the youngest participant had 18 years and the oldest was 87 years old.

#### Gender of the interviewee

|              | Freq.      | %             |
|--------------|------------|---------------|
| Male         | 237        | 47.4%         |
| Female       | 263        | 52.6%         |
| <b>Total</b> | <b>500</b> | <b>100.0%</b> |

N=500.

#### Age

|                | Freq.      | Freq.       |
|----------------|------------|-------------|
| 16 to 24       | 35         | 7.0%        |
| 25 to 34       | 79         | 15.8%       |
| 35 to 44       | 105        | 21.0%       |
| 45 to 59       | 145        | 29.0%       |
| 60 or older    | 136        | 27.2%       |
| <b>Total</b>   | <b>500</b> | <b>100%</b> |
| <b>Mean</b>    | <b>49</b>  |             |
| <b>Median</b>  | <b>49</b>  |             |
| <b>Minimum</b> | <b>18</b>  |             |
| <b>Maximum</b> | <b>87</b>  |             |

N=500.

The average and median household size was 3 persons, including the participants.

#### How many people live in your household, including yourself?

|                |          |
|----------------|----------|
| <b>Mean</b>    | <b>3</b> |
| <b>Median</b>  | <b>3</b> |
| <b>Minimum</b> | <b>1</b> |
| <b>Maximum</b> | <b>8</b> |

N=496. 4 did not respond.

One out of three participants (34.2%) had a bachelor's degree, while one out of three (26.6%) had an associate degree or some years of college. The median academic degree of the sample was a bachelor's degree while more than 78% of the sample had some college education.

**Could you please tell me the last academic degree you completed?**

|   | Freq.      | %             |        |
|---|------------|---------------|--------|
| High School or less                       | 22         | 4.4%          |        |
| High School Diploma                       | 83         | 16.6%         |        |
| Associate Degree or some years of college | 133        | 26.6%         |        |
| Bachelor's Degree                         | 171        | 34.2%         | MEDIAN |
| Master's Degree                           | 60         | 12.0%         |        |
| Doctorate Degree                          | 30         | 6.0%          |        |
| Does not say                              | 1          | 0.2%          |        |
| <b>Total</b>                              | <b>500</b> | <b>100.0%</b> |        |

N=500.

Half (50.6%) of the participants are currently “working full time”, while seven percent are “working part time”. Also, one out of five (21.8%) are “retired / pensioner”.

**What is your current occupational status?**

|                      | Freq.      | %             |
|----------------------|------------|---------------|
| Working full time    | 253        | 50.6%         |
| Retired / Pensioner  | 109        | 21.8%         |
| Working part time    | 35         | 7.0%          |
| Homemaker            | 35         | 7.0%          |
| Working and studying | 28         | 5.6%          |
| Unemployed           | 18         | 3.6%          |
| Only studying        | 14         | 2.8%          |
| Other                | 8          | 1.6%          |
| <b>Total</b>         | <b>500</b> | <b>100.0%</b> |

N=500.

More than half (53.4%) of our participants are married and one out of four (26.6%) is single.

### Civil status

|              | Freq.      | %             |
|--------------|------------|---------------|
| Married      | 267        | 53.4%         |
| Single       | 133        | 26.6%         |
| Divorced     | 42         | 8.4%          |
| Cohabiting   | 32         | 6.4%          |
| Widowed      | 22         | 4.4%          |
| Does not say | 4          | 0.8%          |
| <b>Total</b> | <b>500</b> | <b>100.0%</b> |

N=500.

The median household income was between "\$25,001 and \$35,000" per year.

### What is your annual household income?

|                   | Freq.      | %             |        |
|-------------------|------------|---------------|--------|
| Up to \$15,000    | 136        | 27.2%         |        |
| \$15,001-\$25,000 | 94         | 18.8%         |        |
| \$25,001-\$35,000 | 52         | 10.4%         | MEDIAN |
| \$35,001-\$50,000 | 62         | 12.4%         |        |
| \$50,001-\$75,000 | 36         | 7.2%          |        |
| \$75,001 or more  | 66         | 13.2%         |        |
| Does not say      | 54         | 10.8%         |        |
| <b>Total</b>      | <b>500</b> | <b>100.0%</b> |        |

N=500.

## GENERAL DRIVING HABITS

Most of the participants of the study (77.8%) drive their vehicles “every day”. While only one percent drive “once a week”.

### How often do you drive a motor vehicle?

|                      | Freq.      | %             |
|----------------------|------------|---------------|
| Every day            | 389        | 77.8%         |
| Almost every day     | 50         | 10.0%         |
| Several times a week | 56         | 11.2%         |
| Once a week          | 5          | 1.0%          |
| <b>Total</b>         | <b>500</b> | <b>100.0%</b> |

N=500.

“Regular cars” is the most frequent vehicle used among participants (6 out of 10), followed by “SUV” (32%). Also, less than five percent (4.8%) reported the use of a “pick-up truck or trucks”.

### ¿What type of vehicle do you drive most frequently?

|                        | Freq.      | %             |
|------------------------|------------|---------------|
| Regular car            | 304        | 60.8%         |
| SUV                    | 160        | 32.0%         |
| Pick-up truck or truck | 24         | 4.8%          |
| Mini van               | 8          | 1.6%          |
| Van                    | 4          | 0.8%          |
| <b>Total</b>           | <b>500</b> | <b>100.0%</b> |

N=500.

In a typical weekday the median amount of time participants spend driving was two hours. In a typical weekend almost two and a half hours was the average amount of time participants spend driving. The minimum time reported on weekdays was 15 minutes while on weekends some participants don't spend any time driving.

**On average, during a typical day of the week, approximately how much time do you spend driving a vehicle?**

|         |                   |
|---------|-------------------|
| Mean    | 3 hours 5 minutes |
| Median  | 2 hours           |
| Minimum | 15 minutes        |
| Maximum | 20 hours          |

N=496. 4 did not respond.

**On average, during a typical day of the weekend, approximately how much time do you spend driving a vehicle?**

|         |                  |
|---------|------------------|
| Mean    | 2 hours 1 minute |
| Median  | 2 hours          |
| Minimum | Does not drive   |
| Maximum | 20 hours         |

N=473. 27 did not respond.

On weekdays, more than 6 of every 10 participants (64.0%) drive to "work", followed by "shopping" (60.2%) while 4 out of 10 "visit family and friends". On weekends, the most frequent driving activity was "visiting family and friends" (57.4%) while "work" drops to 17.6%. Also, "shopping" was done on weekends by more than half of the participants (55.6%).

**During a typical day of the week, to where do you drive or which places do you visit?**

|  | Freq.      | %        |
|--|------------|----------|
| Work   | 320        | 64.0%    |
| Shopping (grocery store, etc.)   | 301        | 60.2%    |
| Visiting family and friends  | 196        | 39.2%    |
| Medical appointments   | 194        | 38.8%    |
| Entertainment (movie theater, the beach, the park, etc.)                           | 113        | 22.6%    |
| School of my children / grandchildren / dependents                                 | 99         | 19.8%    |
| School / College   | 82         | 16.4%    |
| Traveling around different places and spending most of the time inside the vehicle | 59         | 11.8%    |
| Church   | 16         | 3.2%     |
| Other  | 24         | 4.8%     |
| <b>Total</b>   | <b>500</b> | <b>-</b> |

N=500. The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.



**During a typical day of the weekend, to where do you drive or which places do you visit?**

|  | Freq.      | %        |
|--|------------|----------|
| Visiting family and friends  | 287        | 57.4%    |
| Shopping (grocery store, etc.)   | 278        | 55.6%    |
| Entertainment (movie theater, the beach, the park, etc.)                           | 268        | 53.6%    |
| Traveling around different places and spending most of the time inside the vehicle | 187        | 37.4%    |
| Work   | 88         | 17.6%    |
| Church   | 39         | 7.8%     |
| Medical appointments   | 36         | 7.2%     |
| School / College   | 28         | 5.6%     |
| Other  | 28         | 5.6%     |
| <b>Total</b>   | <b>500</b> | <b>-</b> |

N=500. The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

In a scale from one to ten, in which 10 was defined as very good, 12.2% of the participants rate driving in Puerto Rico as "four". The most frequent score selected by one out of four participants (26.6%) was "very bad", and only 0.2% rated the driving experience in Puerto Rico as "very good".

**On a scale from 1 to 10, in which 10 means "very good" and 1 means "very bad", according to your experience, how would you rate driving in Puerto Rico?**

|                              | Freq.      | %             |
|------------------------------|------------|---------------|
| 1 - Very bad                 | 133        | 26.6%         |
| 2                            | 33         | 6.6%          |
| 3                            | 55         | 11.0%         |
| 4                            | 61         | 12.2% MEDIAN  |
| 5                            | 99         | 19.8%         |
| 6                            | 62         | 12.4%         |
| 7                            | 29         | 5.8%          |
| 8                            | 22         | 4.4%          |
| 9                            | 4          | 0.8%          |
| 10 - Very good               | 1          | 0.2%          |
| Does not know / Does not say | 1          | 0.2%          |
| <b>Total</b>                 | <b>500</b> | <b>100.0%</b> |

N=500.

“Distracted drivers” was the main issue of concern for safety on the roads of Puerto Rico identified by six out of ten participants (58%). However, 54% mentioned “drunk drivers” as their secondary concern, while two out of five (43.2%) said “speed” as another main concern.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Total)**

|                            | Freq.      | %        |
|----------------------------|------------|----------|
| Distracted drivers         | 290        | 58.0%    |
| Drunk Drivers              | 270        | 54.0%    |
| Speed                      | 216        | 43.2%    |
| Road conditions            | 205        | 41.0%    |
| Cyclists on the road       | 136        | 27.2%    |
| Pedestrians                | 125        | 25.0%    |
| Riders on horsebacks       | 85         | 17.0%    |
| Motorbikes                 | 82         | 16.4%    |
| Lane cutters               | 36         | 7.2%     |
| Drivers running red lights | 21         | 4.2%     |
| Stray animals              | 7          | 1.4%     |
| Other                      | 18         | 3.6%     |
| <b>Total</b>               | <b>500</b> | <b>-</b> |

N=500. The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (First priority)**

|                            | Freq.      | %             |
|----------------------------|------------|---------------|
| Drunk Drivers              | 98         | 19.6%         |
| Speed                      | 87         | 17.4%         |
| Distracted drivers         | 84         | 16.8%         |
| Road conditions            | 62         | 12.4%         |
| Pedestrians                | 49         | 9.8%          |
| Cyclists on the road       | 46         | 9.2%          |
| Motorbikes                 | 30         | 6.0%          |
| Riders on horsebacks       | 19         | 3.8%          |
| Lane cutters               | 16         | 3.2%          |
| Drivers running red lights | 6          | 1.2%          |
| Stray animals              | 1          | 0.2%          |
| Other                      | 1          | 0.2%          |
| Does not say               | 1          | 0.2%          |
| <b>Total</b>               | <b>500</b> | <b>100.0%</b> |

N=500.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Second priority)**

|                            | Freq.      | %             |
|----------------------------|------------|---------------|
| Drunk Drivers              | 78         | 15.6%         |
| Road conditions            | 75         | 15.0%         |
| Distracted drivers         | 71         | 14.2%         |
| Riders on horsebacks       | 61         | 12.2%         |
| Pedestrians                | 59         | 11.8%         |
| Cyclists on the road       | 48         | 9.6%          |
| Motorbikes                 | 41         | 8.2%          |
| Speed                      | 24         | 4.8%          |
| Lane cutters               | 14         | 2.8%          |
| Drivers running red lights | 10         | 2.0%          |
| Stray animals              | 5          | 1.0%          |
| Other                      | 11         | 2.2%          |
| Does not say               | 3          | 0.6%          |
| <b>Total</b>               | <b>500</b> | <b>100.0%</b> |

N=500.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Third priority)**

|                            | Freq.      | %             |
|----------------------------|------------|---------------|
| Distracted drivers         | 135        | 27.0%         |
| Speed                      | 105        | 21.0%         |
| Drunk Drivers              | 94         | 18.8%         |
| Road conditions            | 68         | 13.6%         |
| Cyclists on the road       | 42         | 8.4%          |
| Pedestrians                | 17         | 3.4%          |
| Motorbikes                 | 11         | 2.2%          |
| Lane cutters               | 6          | 1.2%          |
| Riders on horsebacks       | 5          | 1.0%          |
| Drivers running red lights | 5          | 1.0%          |
| Stray animals              | 1          | 0.2%          |
| Other                      | 6          | 1.2%          |
| Does not say               | 5          | 1.0%          |
| <b>Total</b>               | <b>500</b> | <b>100.0%</b> |

N=500.

## CAR SEAT PROTECTION FOR MINORS BETWEEN 0 AND 8 YEARS

The 21.4% indicated being responsible (father, mother or guardian) of a child between 0 to 8 years old.

### Are you, father, mother, guardian or responsible for a child between 0 to 8 years old?

|               | Freq.      | %             |
|---------------|------------|---------------|
| Yes           | 107        | 21.4%         |
| No            | 391        | 78.2%         |
| Does not know | 2          | 0.4%          |
| <b>Total</b>  | <b>500</b> | <b>100.0%</b> |

N=500.

When ask about the use of the car seat when driving and traveling with a child of 0 to 8 years old, more than half (53.6%) and (57.6%) respectably said they "always" use the car seat. Also, it's important to highlight that more than one in five said that they "never" used the car seat with a minor ether when driving or traveling.

### How often do you use the car seat when you drive a vehicle with a child between 0 to 8 years old?

| <i>Frequency</i>             | Responsible for a children |               | Not responsible for a children |               | Total         |               |
|------------------------------|----------------------------|---------------|--------------------------------|---------------|---------------|---------------|
|                              | Freq.                      | %             | Freq.                          | %             | Freq.         | %             |
| Always                       | 90                         | 84.1%         | 177                            | 45.3%         | 267           | 53.6%         |
| Almost always                | 2                          | 1.9%          | 4                              | 1.0%          | 6             | 1.2%          |
| Sometimes                    | 1                          | 0.9%          | 7                              | 1.8%          | 8             | 1.6%          |
| Rarely                       | 0                          | 0.0%          | 6                              | 1.5%          | 6             | 1.2%          |
| Never                        | 11                         | 10.3%         | 128                            | 32.7%         | 139           | 27.9%         |
| Does not know / Does not say | 3                          | 2.8%          | 69                             | 17.6%         | 72            | 14.5%         |
| <b>Total</b>                 | <b>107</b>                 | <b>100.0%</b> | <b>391</b>                     | <b>100.0%</b> | <b>498</b>    | <b>100.0%</b> |
| <b>Median</b>                | <b>Always</b>              |               | <b>Always</b>                  |               | <b>Always</b> |               |

N=498. 2 did not respond.

### How often do you use the car seat when you travel in a vehicle with a child between 0 to 8 years old?

| <i>Frequency</i>             | <b>Responsible for a children</b> |               | <b>Not responsible for a children</b> |               | <b>Total</b> |               |
|------------------------------|-----------------------------------|---------------|---------------------------------------|---------------|--------------|---------------|
|                              | Freq.                             | %             | Freq.                                 | %             | Freq.        | %             |
| Always                       | 90                                | 84.1%         | 197                                   | 50.4%         | 287          | 57.6%         |
| Almost always                | 1                                 | 0.9%          | 9                                     | 2.3%          | 10           | 2.0%          |
| Sometimes                    | 2                                 | 1.9%          | 5                                     | 1.3%          | 7            | 1.4%          |
| Rarely                       | 1                                 | 0.9%          | 14                                    | 3.6%          | 15           | 3.0%          |
| Never                        | 11                                | 10.3%         | 99                                    | 25.3%         | 110          | 22.1%         |
| Does not know / Does not say | 2                                 | 1.9%          | 67                                    | 17.1%         | 69           | 13.9%         |
| <b>Total</b>                 | <b>107</b>                        | <b>100.0%</b> | <b>391</b>                            | <b>100.0%</b> | <b>498</b>   | <b>100.0%</b> |
| <b>Median</b>                | <b>Always</b>                     |               | <b>Always</b>                         |               |              |               |

N=498. 2 did not respond.

Of the 500 participants, 175 (35%) said they travel with at least one children, while the total amount of minors was 235 ranging between 0 and 8 years old. On average, the participants indicated to travel with one children in the car.

#### Typically, how many children between 0 to 8 years old travel with you in the vehicle?

|         |              |
|---------|--------------|
| Mean    | 1 children   |
| Median  | 1 children   |
| Minimum | 1 children   |
| Maximum | 3 children   |
| Sum     | 235 children |

n=175 people that travel with children. The total amount of children is 235.

In relation to the age of the children and the type of car seat that the child uses in the vehicle, from ages 0 to 4 almost all children use the standard car seat. Once the children are 5 years old participants started to move the children to the booster seat but after ages 6 and up, people tend to have their children either on the booster seat or without any protector seat.

**What is the age of those children traveling with you in the vehicle? / What type of seat does the child use, typically, with you in the vehicle?**

| Age          | Car seat   |               | Booster   |               | None      |               | Total      |               |
|--------------|------------|---------------|-----------|---------------|-----------|---------------|------------|---------------|
|              | Freq.      | %             | Freq.     | %             | Freq.     | %             | Freq.      | %             |
| 0            | 6          | 4.4%          | 0         | 0.0%          | 0         | 0.0%          | 6          | 2.6%          |
| 1            | 44         | 32.1%         | 7         | 9.1%          | 2         | 10.5%         | 53         | 22.7%         |
| 2            | 16         | 11.7%         | 0         | 0.0%          | 0         | 0.0%          | 16         | 6.9%          |
| 3            | 24         | 17.5%         | 3         | 3.9%          | 0         | 0.0%          | 27         | 11.6%         |
| 4            | 17         | 12.4%         | 5         | 6.5%          | 0         | 0.0%          | 22         | 9.4%          |
| 5            | 21         | 15.3%         | 12        | 15.6%         | 1         | 5.3%          | 34         | 14.6%         |
| 6            | 4          | 2.9%          | 15        | 19.5%         | 5         | 26.3%         | 24         | 10.3%         |
| 7            | 3          | 2.2%          | 11        | 14.3%         | 5         | 26.3%         | 19         | 8.2%          |
| 8            | 1          | 0.7%          | 23        | 29.9%         | 6         | 31.6%         | 30         | 12.9%         |
| 9            | 1          | 0.7%          | 1         | 1.3%          | 0         | 0.0%          | 2          | 0.9%          |
| <b>Total</b> | <b>137</b> | <b>100.0%</b> | <b>77</b> | <b>100.0%</b> | <b>19</b> | <b>100.0%</b> | <b>233</b> | <b>100.0%</b> |

n=233, 2 did not respond.

In terms of the participant's knowledge about the age, weight and height needed to use the car seat, the profile is as follows. The median age was 7 years old, the median weight was 55 pounds and the median height was about four feet tall. The next tables also show the perception of those that don't travel with children.

**According to what you know, up to what age, weight or height should a child between 0 and 8 years old use the car seat?**

|               | Freq   | %     | Mean      | Median    | Mode      |
|---------------|--------|-------|-----------|-----------|-----------|
| <b>Age</b>    | N= 305 | 61.0% | 7 years   | 7 years   | 8 years   |
| <b>Weight</b> | N= 114 | 22.8% | 55 pounds | 50 pounds | 50 pounds |
| <b>Height</b> | N= 58  | 11.6% | 43 inches | 48 inches | 48 inches |

**According to what you know, up to what age should a child  
between 0 and 8 years old use the car seat?**

| Age                   | Travel with children |               | Does not travel with children |               | Total      |               |
|-----------------------|----------------------|---------------|-------------------------------|---------------|------------|---------------|
|                       | Freq.                | %             | Freq.                         | %             | Freq.      | %             |
| 2 years               | 2                    | 1.9%          | 1                             | 0.5%          | 3          | 1.0%          |
| 3 years               | 1                    | 1.0%          | 4                             | 2.0%          | 5          | 1.6%          |
| 4 years               | 8                    | 7.7%          | 30                            | 14.9%         | 38         | 12.5%         |
| 5 years               | 22                   | 21.2%         | 37                            | 18.4%         | 59         | 19.3%         |
| 6 years               | 18                   | 17.3%         | 26                            | 12.9%         | 44         | 14.4%         |
| 7 years               | 12                   | 11.5%         | 27                            | 13.4%         | 39         | 12.8%         |
| 8 years               | 24                   | 23.1%         | 45                            | 22.4%         | 69         | 22.6%         |
| 9 years               | 3                    | 2.9%          | 6                             | 3.0%          | 9          | 3.0%          |
| 10 years              | 4                    | 3.8%          | 13                            | 6.5%          | 17         | 5.6%          |
| 11 years              | 0                    | 0.0%          | 1                             | 0.5%          | 1          | 0.3%          |
| 12 years              | 10                   | 9.6%          | 11                            | 5.5%          | 21         | 6.9%          |
| <b>Total</b>          | <b>104</b>           | <b>100.0%</b> | <b>201</b>                    | <b>100.0%</b> | <b>305</b> | <b>100.0%</b> |
| <b>Mean (years)</b>   |                      | <b>7</b>      |                               | <b>7</b>      |            | <b>7</b>      |
| <b>Median (years)</b> |                      | <b>7</b>      |                               | <b>7</b>      |            | <b>7</b>      |
| <b>Mode (years)</b>   |                      | <b>8</b>      |                               | <b>8</b>      |            | <b>8</b>      |

N=305.

**According to what you know, up to what weight should a child  
between 0 and 8 years old use the car seat?**

| <b>Pounds</b>          | <b>Travel with children</b> |               | <b>Does not travel with children</b> |               | <b>Total</b> |               |
|------------------------|-----------------------------|---------------|--------------------------------------|---------------|--------------|---------------|
|                        | <b>Freq.</b>                | <b>%</b>      | <b>Freq.</b>                         | <b>%</b>      | <b>Freq.</b> | <b>%</b>      |
| 11 pounds              | 1                           | 1.7%          | 0                                    | 0.0%          | 1            | 0.9%          |
| 20 pounds              | 0                           | 0.0%          | 1                                    | 1.8%          | 1            | 0.9%          |
| 25 pounds              | 0                           | 0.0%          | 1                                    | 1.8%          | 1            | 0.9%          |
| 30 pounds              | 4                           | 6.8%          | 5                                    | 9.1%          | 9            | 7.9%          |
| 35 pounds              | 1                           | 1.7%          | 3                                    | 5.5%          | 4            | 3.5%          |
| 40 pounds              | 8                           | 13.6%         | 5                                    | 9.1%          | 13           | 11.4%         |
| 45 pounds              | 6                           | 10.2%         | 4                                    | 7.3%          | 10           | 8.8%          |
| 48 pounds              | 1                           | 1.7%          | 0                                    | 0.0%          | 1            | 0.9%          |
| 49 pounds              | 0                           | 0.0%          | 1                                    | 1.8%          | 1            | 0.9%          |
| 50 pounds              | 12                          | 20.3%         | 14                                   | 25.5%         | 26           | 22.8%         |
| 55 pounds              | 3                           | 5.1%          | 3                                    | 5.5%          | 6            | 5.3%          |
| 58 pounds              | 1                           | 1.7%          | 0                                    | 0.0%          | 1            | 0.9%          |
| 60 pounds              | 6                           | 10.2%         | 3                                    | 5.5%          | 9            | 7.9%          |
| 65 pounds              | 1                           | 1.7%          | 0                                    | 0.0%          | 1            | 0.9%          |
| 70 pounds              | 4                           | 6.8%          | 3                                    | 5.5%          | 7            | 6.1%          |
| 75 pounds              | 2                           | 3.4%          | 0                                    | 0.0%          | 2            | 1.8%          |
| 80 pounds              | 4                           | 6.8%          | 7                                    | 12.7%         | 11           | 9.6%          |
| 85 pounds              | 0                           | 0.0%          | 1                                    | 1.8%          | 1            | 0.9%          |
| 90 pounds              | 1                           | 1.7%          | 1                                    | 1.8%          | 2            | 1.8%          |
| 100 pounds             | 3                           | 5.1%          | 3                                    | 5.5%          | 6            | 5.3%          |
| 110 pounds             | 1                           | 1.7%          | 0                                    | 0.0%          | 1            | 0.9%          |
| <b>Total</b>           | <b>59</b>                   | <b>100.0%</b> | <b>55</b>                            | <b>100.0%</b> | <b>114</b>   | <b>100.0%</b> |
| <b>Mean (pounds)</b>   |                             | <b>56</b>     |                                      | <b>55</b>     |              | <b>55</b>     |
| <b>Median (pounds)</b> |                             | <b>50</b>     |                                      | <b>50</b>     |              | <b>50</b>     |
| <b>Mode</b>            |                             | <b>50</b>     |                                      | <b>50</b>     |              | <b>50</b>     |

N=114.



**According to what you know, up to what height should a child between 0 and 8 years old use the car seat?**

| <i>Inches</i> | <b>Travel with children</b> |               | <b>Does not travel with children</b> |               | <b>Total</b> |               |
|---------------|-----------------------------|---------------|--------------------------------------|---------------|--------------|---------------|
|               | <i>Freq.</i>                | <i>%</i>      | <i>Freq.</i>                         | <i>%</i>      | <i>Freq.</i> | <i>%</i>      |
| 24"           | 0                           | 0.0%          | 2                                    | 5.9%          | 2            | 3.4%          |
| 30"           | 2                           | 8.3%          | 1                                    | 2.9%          | 3            | 5.2%          |
| 36"           | 5                           | 20.8%         | 11                                   | 32.4%         | 16           | 27.6%         |
| 38"           | 0                           | 0.0%          | 1                                    | 2.9%          | 1            | 1.7%          |
| 41"           | 0                           | 0.0%          | 1                                    | 2.9%          | 1            | 1.7%          |
| 42"           | 3                           | 12.5%         | 2                                    | 5.9%          | 5            | 8.6%          |
| 48"           | 8                           | 33.3%         | 11                                   | 32.4%         | 19           | 32.8%         |
| 49"           | 1                           | 4.2%          | 0                                    | 0.0%          | 1            | 1.7%          |
| 52"           | 0                           | 0.0%          | 1                                    | 2.9%          | 1            | 1.7%          |
| 53"           | 0                           | 0.0%          | 1                                    | 2.9%          | 1            | 1.7%          |
| 54"           | 3                           | 12.5%         | 1                                    | 2.9%          | 4            | 6.9%          |
| 56"           | 1                           | 4.2%          | 0                                    | 0.0%          | 1            | 1.7%          |
| 60"           | 1                           | 4.2%          | 2                                    | 5.9%          | 3            | 5.2%          |
| <b>Total</b>  | <b>24</b>                   | <b>100.0%</b> | <b>34</b>                            | <b>100.0%</b> | <b>58</b>    | <b>100.0%</b> |
| <b>Mean</b>   |                             | <b>45"</b>    |                                      | <b>42"</b>    |              | <b>43"</b>    |
| <b>Median</b> |                             | <b>48"</b>    |                                      | <b>42"</b>    |              | <b>48"</b>    |
| <b>Mode</b>   |                             | <b>48"</b>    |                                      | <b>36"</b>    |              | <b>48"</b>    |

N=58.

The same question was asked about the use of the booster seat, and the profile is as follows. The median age was 7 years old with a median weight of 60 pounds and a median height of four feet.

**According to what you know, up to what age, weight or height should a child between 0 and 8 years old use the car seat?**

|               | <i>Freq</i> | <i>%</i> | <i>Mean</i> | <i>Median</i> | <i>Mode</i> |
|---------------|-------------|----------|-------------|---------------|-------------|
| <b>Age</b>    | N= 245      | 49.0%    | 7 years     | 7 years       | 8 years     |
| <b>Weight</b> | N= 82       | 16.4%    | 63 pounds   | 60 pounds     | 50 pounds   |
| <b>Height</b> | N= 38       | 7.6%     | 49 inches   | 48 inches     | 48 inches   |

**According to what you know, at what weight can a child between 0 to 8 years old be changed to a booster seat?**

| <i>Pounds</i>          | <b>Travel with children</b> |               | <b>Does not travel with children</b> |               | <b>Total</b> |               |
|------------------------|-----------------------------|---------------|--------------------------------------|---------------|--------------|---------------|
|                        | <b>Fre<br/>q.</b>           | <b>%</b>      | <b>Freq.</b>                         | <b>%</b>      | <b>Freq.</b> | <b>%</b>      |
| 20 pounds              | 1                           | 2.7%          | 0                                    | 0.0%          | 1            | 1.2%          |
| 30 pounds              | 1                           | 2.7%          | 2                                    | 4.4%          | 3            | 3.7%          |
| 33 pounds              | 1                           | 2.7%          | 0                                    | 0.0%          | 1            | 1.2%          |
| 40 pounds              | 3                           | 8.1%          | 2                                    | 4.4%          | 5            | 6.1%          |
| 45 pounds              | 3                           | 8.1%          | 3                                    | 6.7%          | 6            | 7.3%          |
| 48 pounds              | 1                           | 2.7%          | 0                                    | 0.0%          | 1            | 1.2%          |
| 50 pounds              | 4                           | 10.8%         | 14                                   | 31.1%         | 18           | 22.0%         |
| 55 pounds              | 1                           | 2.7%          | 2                                    | 4.4%          | 3            | 3.7%          |
| 60 pounds              | 6                           | 16.2%         | 4                                    | 8.9%          | 10           | 12.2%         |
| 65 pounds              | 3                           | 8.1%          | 1                                    | 2.2%          | 4            | 4.9%          |
| 70 pounds              | 2                           | 5.4%          | 6                                    | 13.3%         | 8            | 9.8%          |
| 80 pounds              | 5                           | 13.5%         | 4                                    | 8.9%          | 9            | 11.0%         |
| 90 pounds              | 1                           | 2.7%          | 3                                    | 6.7%          | 4            | 4.9%          |
| 100 pounds             | 2                           | 5.4%          | 3                                    | 6.7%          | 5            | 6.1%          |
| 101 pounds             | 2                           | 5.4%          | 0                                    | 0.0%          | 2            | 2.4%          |
| 105 pounds             | 0                           | 0.0%          | 1                                    | 2.2%          | 1            | 1.2%          |
| 120 pounds             | 1                           | 2.7%          | 0                                    | 0.0%          | 1            | 1.2%          |
| <b>Total</b>           | <b>37</b>                   | <b>100.0%</b> | <b>45</b>                            | <b>100.0%</b> | <b>82</b>    | <b>100.0%</b> |
| <b>Mean (pounds)</b>   |                             | <b>63</b>     |                                      | <b>62</b>     |              | <b>63</b>     |
| <b>Median (pounds)</b> |                             | <b>60</b>     |                                      | <b>55</b>     |              | <b>60</b>     |
| <b>Mode (pounds)</b>   |                             | <b>60</b>     |                                      | <b>50</b>     |              | <b>50</b>     |

N=82.

**According to what you know, at what height can a child between 0 to 8 years old be changed to a booster seat?**

| <i>Inches</i> | <b>Travel with children</b> |               | <b>Does not travel with children</b> |               | <b>Total</b> |               |
|---------------|-----------------------------|---------------|--------------------------------------|---------------|--------------|---------------|
|               | <i>Freq.</i>                | <i>%</i>      | <i>Freq.</i>                         | <i>%</i>      | <i>Freq.</i> | <i>%</i>      |
| 11"           | 1                           | 7.1%          | 0                                    | 0.0%          | 1            | 2.6%          |
| 24"           | 0                           | 0.0%          | 1                                    | 4.2%          | 1            | 2.6%          |
| 36"           | 3                           | 21.4%         | 0                                    | 0.0%          | 3            | 7.9%          |
| 42"           | 1                           | 7.1%          | 2                                    | 8.3%          | 3            | 7.9%          |
| 48"           | 4                           | 28.6%         | 13                                   | 54.2%         | 17           | 44.7%         |
| 53"           | 0                           | 0.0%          | 1                                    | 4.2%          | 1            | 2.6%          |
| 54"           | 2                           | 14.3%         | 1                                    | 4.2%          | 3            | 7.9%          |
| 60"           | 3                           | 21.4%         | 5                                    | 20.8%         | 8            | 21.1%         |
| 86"           | 0                           | 0.0%          | 1                                    | 4.2%          | 1            | 2.6%          |
| <b>Total</b>  | <b>14</b>                   | <b>100.0%</b> | <b>24</b>                            | <b>100.0%</b> | <b>38</b>    | <b>100.0%</b> |
| <b>Mean</b>   |                             | <b>49"</b>    |                                      | <b>51"</b>    |              | <b>49"</b>    |
| <b>Median</b> |                             | <b>48"</b>    |                                      | <b>48"</b>    |              | <b>48"</b>    |
| <b>Mode</b>   |                             | <b>48"</b>    |                                      | <b>48"</b>    |              | <b>48"</b>    |

N=58.

More than half (55.6%) of the participants said that the agency responsible for the inspection of the protective seats in Puerto Rico is the "Fire Department" while one in every three (34%) didn't know which agency was responsible.

**Could you tell me which agency conducts inspections or installations of the protective seats for minors in Puerto Rico?**

|   | <i>Freq.</i> | <i>%</i>      |
|---|--------------|---------------|
| Fire Department   | 278          | 55.6%         |
| Does not know   | 170          | 34.0%         |
| Puerto Rico Department of Transportation and Public Works | 19           | 3.8%          |
| Puerto Rico Police  | 15           | 3.0%          |
| Commission for Traffic Safety (CST)                       | 14           | 2.8%          |
| Other   | 4            | 0.8%          |
| <b>Total</b>  | <b>500</b>   | <b>100.0%</b> |

N=500.

During the past 12 months 98.6% of the participants indicated that they haven't got a police fine for not using the car seat.

**During the past 12 months, have you been given a fine for not using the car seat?**

|               | Freq.      | %             |
|---------------|------------|---------------|
| Yes           | 0          | 0%            |
| No            | 493        | 98.6%         |
| Does not know | 7          | 1.4%          |
| <b>Total</b>  | <b>500</b> | <b>100.0%</b> |

N=500.

Almost three out of four participants (72.6%) indicated that is “very unlikely” that they get a police fine for not using the car seat when traveling with a child.

**How likely is it that you get a fine for not using a car seat when traveling with children between the ages of 0 to 8?**

|                              | Freq.      | %             |        |
|------------------------------|------------|---------------|--------|
| Very likely                  | 11         | 6.3%          |        |
| Likely                       | 10         | 5.7%          |        |
| Unlikely                     | 26         | 14.9%         |        |
| Very unlikely                | 127        | 72.6%         | MEDIAN |
| Does not know / Does not say | 1          | 0.6%          |        |
| <b>Total</b>                 | <b>175</b> | <b>100.0%</b> |        |

n=175 that travel with children.

Regarding the awareness of media campaigns to encourage the use of a car seat for children aged 0 to 8, almost one out of five participants (18.0%) recalled at least one type of message during the last 30 days.

**During the past 30 days, do you remember having seen, read or heard any message from a campaign to encourage the use of a car seat for children aged 0 to 8?**

|               | Freq.      | %             |
|---------------|------------|---------------|
| Yes           | 90         | 18.0%         |
| No            | 405        | 81.0%         |
| Does not know | 5          | 1.0%          |
| <b>Total</b>  | <b>500</b> | <b>100.0%</b> |

N=500.

Among those that recalled the campaign, “Local TV” (68.9%), “Radio” (35.6%) and “Cable TV and/or satellite” (14.4%) were the main outlets of the participants for hearing, reading or seeing said campaign.

**How did you hear, see, or read the message about the use of car seat?**

|   | Freq.     | %        |
|---|-----------|----------|
| Local TV  | 62        | 68.9%    |
| Radio   | 32        | 35.6%    |
| Cable TV and/or satellite                                 | 13        | 14.4%    |
| Newspaper   | 9         | 10.0%    |
| Social media  | 5         | 5.6%     |
| Other internet websites                                   | 3         | 3.3%     |
| Billboards or posters at bus stops or other public places | 2         | 2.2%     |
| Movie theater   | 2         | 2.2%     |
| Magazine  | 1         | 1.1%     |
| Other   | 4         | 4.4%     |
| <b>Total</b>  | <b>90</b> | <b>-</b> |

The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of car seat. n= 90.

Three out of ten participants (31.1%) that recalled the campaign, remembered slogans or phrases as part of said campaign.

**Do you remember any slogan or phrase you saw, heard, or read as part of the campaign about the use of car seat?**

|               | Freq.     | %             |
|---------------|-----------|---------------|
| Yes           | 28        | 31.1%         |
| No            | 60        | 66.7%         |
| Does not know | 2         | 2.2%          |
| <b>Total</b>  | <b>90</b> | <b>100.0%</b> |

n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of car seat. n=90.

The following table summarizes the slogan recall of the participants:

**Which slogan, slogans, or phrases do you remember regarding this campaign about the use of car seat?**

|  | Freq.     | %        |
|--|-----------|----------|
| Use el asiento protector                               | 4         | 14.3%    |
| Proteger la vida                                       | 3         | 10.7%    |
| Amárrate a la vida                                     | 2         | 7.1%     |
| El asiento protector salva vidas                       | 1         | 3.6%     |
| El cinturón salva vidas, así que ponte el salva vidas  | 1         | 3.6%     |
| Evita accidente en los niños                           | 1         | 3.6%     |
| Nunca se sienten al frente                             | 1         | 3.6%     |
| Ponen al niño en el asiento                            | 1         | 3.6%     |
| Por la seguridad de los tuyos uso el asiento protector | 1         | 3.6%     |
| Protégelos   | 1         | 3.6%     |
| Si no les pongo el asiento protector los maltrato      | 1         | 3.6%     |
| Si no te amarras, pagas.                               | 1         | 3.6%     |
| Usar el asiento adecuado                               | 1         | 3.6%     |
| Other  | 11        | 39.3%    |
| Does not say   | 3         | 10.7%    |
| <b>Total</b>   | <b>28</b> | <b>-</b> |

The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of car seat. n=28.

Four out of ten participants (40.0%) that recalled the campaign said that the message was “very effective” and only 4.4% said it was “not effective at all”.

**On a scale of 1 to 5, in which 5 means “very effective” and 1 means “not effective at all”, how effective do you think is this message you remember seeing, reading, or hearing about the use of car seat?**

|                              | Freq.     | %             |
|------------------------------|-----------|---------------|
| 1 - Not at all effective     | 4         | 4.4%          |
| 2                            | 1         | 1.1%          |
| 3                            | 14        | 15.6%         |
| 4                            | 31        | 34.4%         |
| 5 - Very effective           | 36        | 40.0%         |
| Does not know / Does not say | 4         | 4.4%          |
| <b>Total</b>                 | <b>90</b> | <b>100.0%</b> |

n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of car seat. n=90.

Four out of ten participants (41.1%) indicated that the Commission for Traffic Safety (CST) is the agency responsible for the campaign on the use of car seats for children 0 to 8 years of age, while 17.8% said it was the Puerto Rico Police.

**From the following agencies, which one do you think is responsible for the campaign on the car seat for children 0 to 8 years old that you remember having been exposed?**

|   | Freq.     | %             |
|---|-----------|---------------|
| Commission for Traffic Safety (CST)                       | 37        | 41.1%         |
| Puerto Rico Police  | 16        | 17.8%         |
| Puerto Rico Department of Transportation and Public Works | 9         | 10.0%         |
| Highway Authority   | 7         | 7.8%          |
| Fire Department   | 4         | 4.4%          |
| Auto Insurance Companies                                  | 1         | 1.1%          |
| Other   | 4         | 4.4%          |
| Does not know   | 12        | 13.3%         |
| <b>Total</b>  | <b>90</b> | <b>100.0%</b> |

n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of car seat. n=90.

Only ten percent (10.2%) of the participants indicated that they remember seeing, reading or hearing anything about the Puerto Rico police inflicting fines on people traveling with minors without using the car seat.

**During the past 60 days, do you remember seeing, reading or hearing anything about the Puerto Rico police inflicting fines on people traveling with minors without using the car seat?**

|               | Freq.      | %             |
|---------------|------------|---------------|
| Yes           | 51         | 10.2%         |
| No            | 446        | 89.2%         |
| Does not know | 3          | 0.6%          |
| <b>Total</b>  | <b>500</b> | <b>100.0%</b> |

N=500.

Prepared by:



**T** 787.751.1675    **F** 787.767.2117    **E** [estudios tecnicos@estudios tecnicos.com](mailto:estudios tecnicos@estudios tecnicos.com)  
Domenech 113 Hato Rey PR 00918-3501 | Apartado 12144 San Juan PR 00914-0144