



Seat Belt Usage

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



September 28, 2018.

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INTRODUCTION

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 seatbelt use campaign, utilizing a research methodology in compliance with the National Highway Traffic Safety Administration (NHTSA) requirements. This report presents the results of the survey, which was conducted between August 22 and September 23, 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 stratified probabilistic sample. It uses geographic strata according to the number of active licenses by region. 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 sample error is $\pm 4.4\%$ with a confidence level at 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 253 males (50.6%) and 247 females (49.4%). The median age of the sample was 51 years, the average 50 years, the youngest participant 18 years old and the oldest was 86 years old.

Gender of the interviewee

	Freq.	%
Male	253	50.6%
Female	247	49.4%
Total	500	100.0%

N=500.

Age

	Freq.
16 to 24 years	33
25 to 34 years	72
35 to 44 years	67
45 to 59 years	168
60 or older years	155
Does not say	5
Total	500
Mean	50
Median	51
Minimum	18
Maximum	86

N=500.

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

How many people live in your household, including yourself?

Mean	3
Median	3
Minimum	1
Maximum	8

N=495. Three did not respond.

One out of four participants (24.2%) have a high school diploma, while one out of three (30.0%) has a bachelor's degree. The median academic degree of the sample was between "some years of college" and "associate's degree". Almost 70% of the sample has some college education.

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

	Freq.	%
High School or less	38	7.6%
High School Diploma	121	24.2%
Associate Degree or some years of college	138	27.6%
Bachelor's Degree	150	30.0%
Master's Degree	47	9.4%
Doctorate Degree	5	1.0%
Does not say	1	0.2%
Total	500	100.0%

N=500.

Almost half (42.4%) of the participants are currently "working full time", while one out of ten (9.8%) are working "part time". Also, one out of four (27.8%) are "retired / pensioner".

What is your current occupational status?

	Freq.	%
Working full time	212	42.4%
Retired / Pensioner	139	27.8%
Working part time	49	9.8%
Homemaker	38	7.6%
Working and studying	33	6.6%
Unemployed	12	2.4%
Only studying	8	1.6%
Other	7	1.4%
Does not say	2	0.4%
Total	500	100.0%

N=500.

Half (50.6%) of our participants are married and almost three out of ten (26.2%) is single.

Civil status

	Freq.	%
Married	253	50.6%
Single	131	26.2%
Divorced	58	11.6%
Widowed	28	5.6%
Cohabiting	24	4.8%
Does not say	6	1.2%
Total	500	100.0%

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	143	28.6%
\$15,001-\$25,000	91	18.2%
\$25,001-\$35,000	64	12.8%
\$35,001-\$50,000	43	8.6%
\$50,001-\$75,000	30	6.0%
\$75,001 or more	24	4.8%
Does not say	105	21.0%
Total	500	100.0%

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (78%) drive their vehicles “every day”. While only three percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	390	78.0%
Almost every day	52	10.4%
Several times a week	44	8.8%
Once a week	14	2.8%
Total	500	100.0%

N=500.

“Regular cars” is the most frequent vehicle used among participants (half), followed by “SUV” preferred by three of every 10. One out of 10 participants reported the use of “pick-up truck”, “truck”, “minivan”, “van” or “motorbike”.

¿What type of vehicle do you drive most frequently?

	Freq.	%
Regular car	278	55.6%
SUV	157	31.4%
Pick-up truck or truck	48	9.6%
Mini van	8	1.6%
Van	4	0.8%
Other	4	0.8%
Does not know / Does not say	1	0.2%
Total	500	100.0%

N=500.

In a typical weekday the median amount of time participants spend driving was two hours, with some respondents driving as much as 16 hours. In a typical weekend day two hours is the median amount of time participants spend driving, with respondents driving as much as 16 hours. The minimum time reported on week days was 5 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	2 hours 46 minutes
Median	2 hours
Minimum	5 minutes
Maximum	16 hours

N=499. Note: One 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 20 minutes
Median	2 hours
Minimum	Does not drive
Maximum	16 hours

N=490. Note: Ten did not respond.

On weekdays, almost six of every 10 participants (57.4%) drive to “work”, followed by “Shopping” 48% while one out of 3 go to “medical appointments”. On weekends, the most frequent driving activity is “visiting family and friends” (50.2%) while “work” drops to 11.2%. “Shopping” was done on weekends by half of the participants.

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

	Freq.	%
Work	287	57.4%
Shopping (grocery store, etc.)	240	48.0%
Medical appointments	174	34.8%
School / College	131	26.2%
Visiting family and friends	118	23.6%
Entertainment (movie theater, the beach, the park, etc.)	45	9.0%
Traveling around different places and spending most of the time inside the vehicle	31	6.2%
Other	23	4.6%
Church	13	2.6%
Total	500	-

N=500. Note: 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	251	50.2%
Entertainment (movie theater, the beach, the park, etc.)	242	48.4%
Shopping (grocery store, etc.)	241	48.2%
Traveling around different places and spending most of the time inside the vehicle	161	32.2%
Work	56	11.2%
Church	52	10.4%
Medical appointments	44	8.8%
Other	17	3.4%
Does not drive on weekends	13	2.6%
School / College	10	2.0%
Total	500	-

N=500. Note: 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 10, in which 10 was defined as very good, 19.8% of the participants rate driving in Puerto Rico as “five”. The most frequent score selected by three out of ten participants was “very bad”, and only 1.4% rated driving 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	144	28.8%
2	39	7.8%
3	55	11.0%
4	40	8.0%
5	99	19.8%
6	43	8.6%
7	37	7.4%
8	29	5.8%
9	2	0.4%
10 - Very good	7	1.4%
Does not know / Does not say	5	1.0%
Total	500	100.0%

N=500.

“Road conditions” is the main issue of concern for safety on the roads of Puerto Rico identified by seven out of ten participants. However, 66.4% mentioned “distracted drivers” as their secondary concern, while one out of four indicated “drunk driven” 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.	%
Road conditions	363	72.6%
Distracted drivers	332	66.4%
Speed	234	46.8%
Drunk drivers	134	26.8%
Lane cutters	98	19.6%
Drivers running red lights	68	13.6%
Stray animals	67	13.4%
Riders on horsebacks	54	10.8%
Cyclists on the road	52	10.4%
Pedestrians	16	3.2%
Motorbikes	9	1.8%
Other	46	9.2%
Total	500	-

N=500. Note: 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.	%
Road conditions	215	43.0%
Distracted drivers	124	24.8%
Speed	80	16.0%
Drunk drivers	31	6.2%
Drivers running red lights	12	2.4%
Stray animals	11	2.2%
Lane cutters	7	1.4%
Riders on horsebacks	6	1.2%
Cyclists on the road	5	1.0%
Pedestrians	1	0.2%
Motorbikes	0	0.0%
Other	8	1.6%
Total	500	-

N=500. Note: 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? (Second priority)

	Freq.	%
Distracted drivers	144	28.8%
Road conditions	90	18.0%
Speed	70	14.0%
Drunk drivers	52	10.4%
Lane cutters	39	7.8%
Cyclists on the road	22	4.4%
Stray animals	19	3.8%
Riders on horsebacks	17	3.4%
Drivers running red lights	17	3.4%
Pedestrians	4	0.8%
Motorbikes	3	0.6%
Other	17	3.4%
Total	500	-

N=500. Note: 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? (Third priority)

	Freq.	%
Speed	84	16.8%
Distracted drivers	64	12.8%
Road conditions	58	11.6%
Lane cutters	52	10.4%
Drunk drivers	51	10.2%
Drivers running red lights	39	7.8%
Stray animals	37	7.4%
Riders on horsebacks	31	6.2%
Cyclists on the road	25	5.0%
Pedestrians	11	2.2%
Motorbikes	6	1.2%
Other	21	4.2%
Total	500	-

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

SEAT BELT USAGE

More than nine out of 10 participants (93.4%) “Always” use their seat belt when driving a motor vehicle, while only 5.6% use it “almost always” or “sometimes”. Accordingly, only 1% of the participants “rarely” or “never” use their seat belts when driving a motor vehicle. No statistical difference was found by gender, type of vehicle or age, and the use of seat belt while driving a motor vehicle.

How often do you wear the seat belt when you drive a motor vehicle?

	Freq.	%
Always	467	93.4%
Almost always	24	4.8%
Sometimes	4	0.8%
Rarely	3	0.6%
Never	2	0.4%
Total	500	100.0%

N=500.

When participants are in the front passenger seat, 97.2% wear their seat belts “always” or “almost always”, while 2.4% indicated to use it “sometimes,” “rarely” or “never”.

How often do you wear the seat belt when you ride on the front passenger seat?

	Freq.	%
Always	465	93.0%
Almost always	21	4.2%
Sometimes	5	1.0%
Rarely	4	0.8%
Never	3	0.6%
Does not know / Does not say	2	0.4%
Total	500	100.0%

N=500.

A different behavior was reported when participants ride on the back passenger seat. Seven out of ten indicated that they “always” or “almost always” wear the seat belt when they are on the back passenger seat, while one out of four use it “sometimes,” “rarely” or “never”.

How often do you wear the seat belt when you ride on the back passenger seat?

	Freq.	%
Always	316	63.2%
Almost always	35	7.0%
Sometimes	54	10.8%
Rarely	36	7.2%
Never	44	8.8%
Does not know / Does not say	15	3.0%
Total	500	100.0%

N=500.

14.2% of the participants think that it is “very likely” or “likely” they will receive a traffic fine for not wearing the seat belt. Meanwhile, 85.4% consider it would be “unlikely” or “very unlikely” to happen. No statistical difference was found by gender, type of vehicle or age, and the likelihood of getting a traffic ticket for not wearing a seat belt.

How likely is it that you get a traffic ticket for not wearing your safety seat belt?

	Freq.	%
Very likely	29	5.8%
Likely	42	8.4%
Unlikely	67	13.4%
Very unlikely	360	72.0%
Does not know / Does not say	2	0.4%
Total	500	100.0%

N=500.

Only one out of four participants (28.4%) said that they knew how much the fine for driving without using the seatbelt is. The median amount was around \$100.

Do you know how much money is the fine for driving without using the seatbelt?

	Freq.	%
Yes	142	28.4%
No	358	71.6%
Total	500	100.0%

N=500.

Could you tell me how much money is the fine for driving without using a seatbelt?

	Freq.	%
\$25.00	1	0.7%
\$50.00	28	19.7%
\$60.00	2	1.4%
\$75.00	3	2.1%
\$100.00	62	43.7%
\$150.00	11	7.7%
\$200.00	9	6.3%
\$250.00	14	9.9%
\$300.00	1	0.7%
\$500.00	8	5.6%
Does not know / Does not say	3	2.1%
Total	142	100.0%

N=142.

In the last 12 months, 98% of the participants responded that they have not received a traffic fine for driving without wearing a seat belt. The other 2% did received a traffic fine for not wearing the seat belt while driving. From that 2%, most of the participants received only one fine while one participant received as many as six.

During the last 12 months, have you gotten a traffic ticket for driving without wearing a seat belt?

	Freq.	%
Yes	10	2.0%
No	490	98.0%
Total	500	100.0%

N=500.

How many times in the last 12 months have you gotten a traffic ticket for driving without wearing a seat belt?

	Freq.
1	6
2	3
7	1
Total	10
Mean	2
Median	1
Minimum	1
Maximum	7

n=10. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving without wearing a seat belt.

The 94.2% of the participants indicate that the passengers they have when they are driving “always” or “almost always” use their seat belts. The other 4.4% of the participants reported their passengers “sometimes”, “rarely” or “never” use their seat belts.

When you are driving a vehicle with passengers present, how often do the passengers wear their seat belts?

	Freq.	%
Always	422	84.4%
Almost always	49	9.8%
Sometimes	10	2.0%
Rarely	7	1.4%
Never	5	1.0%
Does not know / Does not say	7	1.4%
Total	500	100.0%

N=500.

Almost seven out of 10 participants (67.0%) did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seat belts. For the other 31.2% that did remember a campaign, “local TV” was the most frequent medium (67.9%) from where they get notice of the campaign. Almost one out of three (30.8%) of these participants hear the campaigns on the radio.

During the last 30 days, do you remember seeing, reading, or hearing any messages related to a campaign encouraging the use of seat belts?

	Freq.	%
Yes	156	31.2%
No	335	67.0%
Does not know	9	1.8%
Total	500	100.0%

N=500.

How did you hear, see, or read the message about the use of safety seat belts?

	Freq.	%
Local TV	106	67.9%
Radio	48	30.8%
Newspaper	26	16.7%
Billboards or posters at bus stops or other public places	19	12.2%
Social media	13	8.3%
Cable TV and/or satellite	13	8.3%
Other internet websites	11	7.1%
Magazine	2	1.3%
Movie theater	2	1.3%
Other	3	1.9%
Total	156	-

n=156. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore an 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 seat belts.

One in three (34.0%) of these participants remembered a slogan or phrase related to the seat belts campaigns. The most frequent campaign, remembered by one out of three (35.8%) of these participants was "if you do not buckle, you pay", followed by "amárrate a la vida" with 17.0%.

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

	Freq.	%
Yes	53	34.0%
No	101	64.7%
Does not know	2	1.3%
Total	156	100.0%

n=156. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of seat belts.

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

	Freq.	%
Si no te amarras, pagas	19	35.8%
Amárrate a la vida	9	17.0%
Si no lo usas, pagas	3	5.7%
El cinturón salva vidas	2	3.8%
\$450 si el pasajero no tiene cinturón de seguridad	1	1.9%
Es muy bueno andar con el cinturón puesto. Así evitamos tragedias.	1	1.9%
Maneja con precaución	1	1.9%
Para su seguridad maneje con el cinturón puesto	1	1.9%
Por su seguridad use el cinturón	1	1.9%
Protege tu vida con el cinturón de seguridad	1	1.9%
Proteja su vida	1	1.9%
Salve su vida	1	1.9%
Si guías no tomes	1	1.9%
Si no te amarras pagas con tu vida	1	1.9%
Si no te amarras pagas las consecuencias	1	1.9%
Si no te pones el cinturón sufres en un accidente	1	1.9%
Si no te pones el cinturón, vas a la cárcel.	1	1.9%
Si te amarras	1	1.9%
Si te amarras, proteges a los tuyos	1	1.9%
Si tomas paga. Una mujer policía lo dice	1	1.9%
Sino te abrochas el cinturón serás arrestado	1	1.9%
Tal día habrá campaña de seguridad. Va a haber bloqueo	1	1.9%
Usa el cinturón porque vas a ser multado	1	1.9%
Use el cinturón, si no....	1	1.9%
Abróchate el cinturón	1	1.9%
si no te amarras mueres	1	1.9%
Usar el cinturón, protege la vida.	1	1.9%
No recuerda	1	1.9%
Total	53	-

n=53. Note: 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 seat belts.

Those campaigns were rated by 81.1% of these participants with five or four points in a scale of one to five in which five “means very effective” and one “not at all effective”. However, 3.8% scored with one or two points, while 15.1% scored with three points.

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 seat belts?

	Freq.	%
1 - Not at all effective	1	1.9%
2	1	1.9%
3	8	15.1%
4	11	20.8%
5 - Very effective	32	60.4%
Total	53	100.0%

n=53. Note: n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of seat belts.

Seven of every 10 participants (69.6%) did not remember about Puerto Rico's Police Department officers giving traffic tickets to people who did not wear seat belts. No statistical difference was found by gender, type of vehicle or age, and remembering seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving traffic tickets to people who did not wear the seat belt.

During the last 30 days, do you remember seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving traffic tickets to people who did not wear the seat belt?

	Freq.	%
Yes	144	28.8%
No	348	69.6%
Does not know	8	1.6%
Total	500	100.0%

N=500.