

Puerto Rico: Impact of the Car Seat Campaign

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



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INTRODUCTION

In December of 2018, 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 from January 15 through February 19, 2019.

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 258 males (51.6%) and 242 females (48.4%). The median and average age of the sample was 48 years old, the youngest participant had 17 years and the oldest was 92 years old.

Gender of the interviewee

	Freq.	%
Male	258	51.6%
Female	242	48.4%
Total	500	100.0%

N=500.

Age

	Freq.
16 to 24	49
25 to 34	86
35 to 44	81
45 to 59	145
60 or older	137
Does not know	2
Total	500
Mean	48
Median	48
Minimum	17
Maximum	92

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=490. 10 did not respond.

One out of four participants (26.2%) had a bachelor's degree, while three out of ten (28.0%) had an associate degree or some years of college. The median academic degree of the sample was an associate degree or some years of college while more than 67% of the sample had some college education.

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

	Freq.	%	
High School or less	37	7.4%	
High School Diploma	120	24.0%	
Associate Degree or some years of college	140	28.0%	MEDIAN
Bachelor's Degree	131	26.2%	
Master's Degree	50	10.0%	
Doctorate Degree	16	3.2%	
Does not say	6	1.2%	
Total	500	100.0%	

N=500.

Almost half (45.6%) of the participants are currently "working full time", while ten percent are "working part time". Also, one out of four (24.0%) are "retired / pensioner".

What is your current occupational status?

	Freq.	%
Working full time	228	45.6%
Retired / Pensioner	120	24.0%
Working part time	51	10.2%
Housekeeper	38	7.6%
Working and studying	32	6.4%
Only studying	14	2.8%
Unemployed	9	1.8%
Other	5	1.0%
Does not say	3	0.6%
Total	500	100.0%

N=500.

Almost half (48.2%) of our participants are married and one out of three (32.6%) is single.

Civil status

	Freq.	%
Married	241	48.2%
Single	163	32.6%
Divorced	35	7.0%
Widowed	29	5.8%
Cohabiting	27	5.4%
Does not say	5	1.0%
Total	500	100.0%

N=500.

The median household income was between “\$15,001 and \$25,000” per year.

What is your annual household income?

	Freq.	%
Up to \$15,000	126	25.2%
\$15,001-\$25,000	104	20.8%
\$25,001-\$35,000	55	11.0%
\$35,001-\$50,000	55	11.0%
\$50,001-\$75,000	26	5.2%
\$75,001 or more	21	4.2%
Does not say	113	22.6%
Total	500	100.0%

MEDIAN

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (73.6%) drive their vehicles “every day”. While only three percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	368	73.6%
Almost every day	73	14.6%
Several times a week	44	8.8%
Once a week	15	3.0%
Total	500	100.0%

N=500.

“Regular cars” is the most frequent vehicle used among participants (57.8%), followed by “SUV” (29%). Also, almost one out of ten (9.2%) reported the use of a “pick-up truck or trucks”.

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

	Freq.	%
Regular car	289	57.8%
SUV	145	29.0%
Pick-up truck or truck	46	9.2%
Mini van	12	2.4%
Van	4	0.8%
Motorbike	2	0.4%
Other	1	0.2%
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. In a typical weekend two hours and thirteen minutes was the average amount of time participants spend driving. The minimum time reported on weekdays 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 51 minutes
Median	2 hours
Minimum	5 minutes
Maximum	14 hours

N=485. 15 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 13 minutes
Median	2 hours
Minimum	Does not drive
Maximum	15 hours

N=476. 24 did not respond.

On weekdays, more than 6 of every 10 participants (61.0%) drive to "work", followed by "medical appointments" (32.6%) and "shopping" (32.4%). On weekends, the most frequent driving activity was "visiting family and friends" (45.2%) while "work" drops to 14.8%. Also, "shopping" was done on weekends by four out of ten participants (37.2%).

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

	Freq.	%
Work	305	61.0%
Medical appointments	163	32.6%
Shopping (grocery store, etc.)	162	32.4%
Son / grandson or dependent school	98	19.6%
Visiting family and friends	78	15.6%
School / College	64	12.8%
Entertainment (movie theater, the beach, the park, etc.)	38	7.6%
Traveling around different places and spending most of the time inside the vehicle	25	5.0%
Errands	9	1.8%
Church	9	1.8%
Pharmacy	5	1.0%
Gym	3	0.6%
Other	17	3.4%
Total	500	-

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	226	45.2%
Entertainment (movie theater, the beach, the park, etc.)	219	43.8%
Shopping (grocery store, etc.)	186	37.2%
Traveling around different places and spending most of the time inside the vehicle	106	21.2%
Work	74	14.8%
Church	51	10.2%
Medical appointments	14	2.8%
Errands	10	2.0%
School / College	7	1.4%
Does not drive on weekends	7	1.4%
Gym	2	0.4%
Other	25	5.0%
Total	500	-

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, 10.8% of the participants rate driving in Puerto Rico as “four”. The most frequent score selected by three out of ten participants (28.8%) was “very bad”, and only 1.0% 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	144	28.8%	
2	38	7.6%	
3	44	8.8%	
4	54	10.8%	MEDIAN
5	109	21.8%	
6	36	7.2%	
7	43	8.6%	
8	19	3.8%	
9	5	1.0%	
10 - Very good	5	1.0%	
Does not know / Does not say	3	0.6%	
Total	500	100.0%	

N=500.

“Road conditions” was the main issue of concern for safety on the roads of Puerto Rico identified by seven out of ten participants (69.8%). However, 55.6% mentioned “distracted drivers” as their secondary concern, while two out of five (43.4%) 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.	%
Road conditions	349	69.8%
Distracted drivers	278	55.6%
Speed	217	43.4%
Drunk drivers	129	25.8%
Lane cutters	117	23.4%
Drivers running red light	72	14.4%
Riders on horsebacks	42	8.4%
Stray animals	38	7.6%
Pedestrians	22	4.4%
Cyclists on the road	21	4.2%
Motorbikes	16	3.2%
Other	131	26.2%
Total	500	-

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.	%
Speed	217	43.4%
Distracted drivers	126	25.2%
Drunk drivers	73	14.6%
Road conditions	67	13.4%
Pedestrians	5	1.0%
Riders on horsebacks	3	0.6%
Cyclists on the road	2	0.4%
Motorbikes	1	0.2%
Other	1	0.2%
Does not say	5	1.0%
Total	500	100.0%

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.	%
Road conditions	175	35.0%
Distracted drivers	128	25.6%
Drunk drivers	56	11.2%
Lane cutters	41	8.2%
Riders on horsebacks	17	3.4%
Drivers running red light	14	2.8%
Pedestrians	9	1.8%
Motorbikes	9	1.8%
Cyclists on the road	8	1.6%
Stray animals	5	1.0%
Other	25	5.0%
Does not say	13	2.6%
Total	500	100.0%

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.	%
Road conditions	107	21.4%
Lane cutters	76	15.2%
Drivers running red light	58	11.6%
Stray animals	33	6.6%
Distracted drivers	24	4.8%
Riders on horsebacks	22	4.4%
Cyclists on the road	11	2.2%
Pedestrians	8	1.6%
Motorbikes	6	1.2%
Other	105	21.0%
Does not say	50	10.0%
Total	500	100.0%

N=500.

CAR SEAT PROTECTION FOR MINORS BETWEEN 0 AND 8 YEARS

Almost one quarter (23.2%) of the participants 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	116	23.2%
No	383	76.6%
Does not know	1	0.2%
Total	500	100.0%

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 (51.5%) and (50.3%) respectably said they "never" use the car seat. Also, it's important to highlight that three out of ten said that they "always" used the car seat with a minor ether when driving or traveling. When analyze by participants that are responsible for a child, more than three out of four said that they always use the car seat.

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

Frequency	Responsible for a children		Not responsible for a children		Total	
	Freq.	%	Freq.	%	Freq.	%
Always	99	85.34%	55	14.36%	154	30.86%
Almost always	7	6.03%	6	1.57%	13	2.61%
Sometimes	2	1.72%	4	1.04%	6	1.20%
Rarely	4	3.45%	14	3.66%	18	3.61%
Never	3	2.59%	254	66.32%	257	51.50%
Does not know / Does not say	1	0.86%	50	13.05%	51	10.22%
Total	116	100.00%	383	100.00%	499	100.00%
Median	Always		Never			

N=499. 1 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>	Responsible for a children		Not responsible for a children		Total	
	Freq.	%	Freq.	%	Freq.	%
Always	89	76.72%	63	16.45%	152	30.46%
Almost always	13	11.21%	8	2.09%	21	4.21%
Sometimes	2	1.72%	1	0.26%	3	0.60%
Rarely	3	2.59%	13	3.39%	16	3.21%
Never	7	6.03%	244	63.71%	251	50.30%
Does not know / Does not say	2	1.72%	54	14.10%	56	11.22%
Total	116	100.00%	383	100.00%	499	100.00%
Median	Always		Never			

N=499. 1 did not respond.

Of the 500 participants, 159 (31.8%) said they travel with at least one children, while the total amount of minors was 249 ranging between 0 and 8 years old. On average, the participants indicated to travel with two children in the car.

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

Mean	2 children
Median	1 children
Minimum	1 children
Maximum	8 children
Sum	249 children

n=159 people that travel with children. In total there are 249 children.

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		Does not know / Does not apply		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
0	14	9.8%	1	1.2%	1	6.3%	1	16.7%	17	6.8%
1	17	11.9%	2	2.4%	0	0.0%	1	16.7%	20	8.0%
2	24	16.8%	2	2.4%	0	0.0%	1	16.7%	27	10.8%
3	19	13.3%	1	1.2%	0	0.0%	0	0.0%	20	8.0%
4	15	10.5%	6	7.1%	0	0.0%	0	0.0%	21	8.4%
5	17	11.9%	13	15.5%	0	0.0%	0	0.0%	30	12.0%
6	9	6.3%	21	25.0%	3	18.8%	1	16.7%	34	13.7%
7	6	4.2%	12	14.3%	5	31.3%	0	0.0%	23	9.2%
8	9	6.3%	18	21.4%	7	43.8%	2	33.3%	36	14.5%
9	13	9.1%	8	9.5%	0	0.0%	0	0.0%	21	8.4%
Total	143	100.0%	84	100.0%	16	100.0%	6	100.0%	249	100.0%

n=249.

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 50 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
Age	N= 338	67.6%	7 years	7 years	8 years
Weight	N= 99	19.8%	55 pounds	50 pounds	60 pounds
Height	N= 49	9.8%	44 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.	%
1	2	1.7%	0	0.0%	2	0.6%
2	0	0.0%	2	0.9%	2	0.6%
3	3	2.6%	8	3.6%	11	3.3%
4	12	10.4%	23	10.3%	35	10.4%
5	13	11.3%	28	12.6%	41	12.1%
6	10	8.7%	35	15.7%	45	13.3%
7	10	8.7%	25	11.2%	35	10.4%
8	46	40.0%	66	29.6%	112	33.1%
9	2	1.7%	8	3.6%	10	3.0%
10	7	6.1%	17	7.6%	24	7.1%
11	3	2.6%	2	0.9%	5	1.5%
12	6	5.2%	9	4.0%	15	4.4%
13	1	0.9%	0	0.0%	1	0.3%
Total	115	100.0%	223	100.0%	338	100.0%
Mean	7 years					
Median	7 years					
Mode	8 years					

N=338.

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

<i>Pounds</i>	Travel with children		Does not travel with children		Total	
	Freq.	%	Freq.	%	Freq.	%
10	0	0.0%	1	1.9%	1	1.0%
15	0	0.0%	1	1.9%	1	1.0%
24	1	2.2%	0	0.0%	1	1.0%
25	0	0.0%	1	1.9%	1	1.0%
30	2	4.3%	2	3.8%	4	4.0%
35	2	4.3%	2	3.8%	4	4.0%
38	0	0.0%	1	1.9%	1	1.0%
40	10	21.7%	10	18.9%	20	20.2%
45	2	4.3%	2	3.8%	4	4.0%
50	9	19.6%	8	15.1%	17	17.2%
53	1	2.2%	0	0.0%	1	1.0%
60	9	19.6%	13	24.5%	22	22.2%
70	2	4.3%	3	5.7%	5	5.1%
75	0	0.0%	1	1.9%	1	1.0%
80	1	2.2%	3	5.7%	4	4.0%
85	2	4.3%	1	1.9%	3	3.0%
90	0	0.0%	1	1.9%	1	1.0%
100	5	10.9%	3	5.7%	8	8.1%
Total	46	100.0%	53	100.0%	99	100.0%
Mean	55 pounds					
Median	50 pounds					
Mode	60 pounds					

N=99.

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>	Travel with children		Does not travel with children		Total	
	<i>Freq.</i>	<i>%</i>	<i>Freq.</i>	<i>%</i>	<i>Freq.</i>	<i>%</i>
24	0	0.0%	2	6.9%	2	4.1%
29	0	0.0%	1	3.4%	1	2.0%
36	4	20.0%	11	37.9%	15	30.6%
41	2	10.0%	1	3.4%	3	6.1%
48	9	45.0%	12	41.4%	21	42.9%
54	3	15.0%	1	3.4%	4	8.2%
56	0	0.0%	1	3.4%	1	2.0%
60	1	5.0%	0	0.0%	1	2.0%
66	1	5.0%	0	0.0%	1	2.0%
Total	20	100.0%	29	100.0%	49	100.0%
Mean	44 inches					
Median	48 inches					
Mode	48 inches					

N=49.

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 50 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 booster?

	<i>Freq</i>	<i>%</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>
Age	N= 268	53.6%	7 years	7 years	5 years
Weight	N= 87	17.4%	55 pounds	50 pounds	50 pounds
Height	N= 38	7.6%	45 inches	48 inches	48 inches

According to what you know, at what age can a child be changed to a booster seat?

Age	Travel with children		Does not travel with children		Total	
	Freq.	%	Freq.	%	Freq.	%
1	2	2.2%	1	0.6%	3	1.1%
2	0	0.0%	3	1.7%	3	1.1%
3	0	0.0%	4	2.2%	4	1.5%
4	12	13.3%	15	8.4%	27	10.1%
5	25	27.8%	27	15.2%	52	19.4%
6	13	14.4%	28	15.7%	41	15.3%
7	9	10.0%	16	9.0%	25	9.3%
8	13	14.4%	34	19.1%	47	17.5%
9	6	6.7%	21	11.8%	27	10.1%
10	6	6.7%	14	7.9%	20	7.5%
11	0	0.0%	2	1.1%	2	0.7%
12	3	3.3%	13	7.3%	16	6.0%
13	1	1.1%	0	0.0%	1	0.4%
Total	90	100.0%	178	100.0%	268	100.0%
Mean	7 years					
Median	7 years					
Mode	5 years					

N=268.

According to what you know, at what age can a child be changed to a booster seat?

Pounds	Travel with children		Does not travel with children		Total	
	Freq.	%	Freq.	%	Freq.	%
20	1	2.4%	2	4.4%	3	3.4%
25	2	4.8%	1	2.2%	3	3.4%
30	2	4.8%	0	0.0%	2	2.3%
35	1	2.4%	2	4.4%	3	3.4%
39	1	2.4%	0	0.0%	1	1.1%
40	6	14.3%	5	11.1%	11	12.6%
45	5	11.9%	1	2.2%	6	6.9%
47	0	0.0%	1	2.2%	1	1.1%
50	9	21.4%	11	24.4%	20	23.0%
55	1	2.4%	1	2.2%	2	2.3%
60	6	14.3%	8	17.8%	14	16.1%
61	1	2.4%	0	0.0%	1	1.1%
65	1	2.4%	1	2.2%	2	2.3%
70	1	2.4%	5	11.1%	6	6.9%
80	3	7.1%	2	4.4%	5	5.7%
90	0	0.0%	1	2.2%	1	1.1%
100	2	4.8%	4	8.9%	6	6.9%
Total	42	100.0%	45	100.0%	87	100.0%
Mean	55 pounds					
Median	50 pounds					
Mode	50 pounds					

N=87.

According to what you know, at what age can a child be changed to a booster seat?

<i>Inches</i>	Travel with children		Does not travel with children		Total	
	Freq.	%	Freq.	%	Freq.	%
24	0	0.0%	1	4.5%	1	2.6%
36	6	37.5%	3	13.6%	9	23.7%
41	1	6.3%	1	4.5%	2	5.3%
42	1	6.3%	0	0.0%	1	2.6%
48	7	43.8%	13	59.1%	20	52.6%
50	1	6.3%	0	0.0%	1	2.6%
55	0	0.0%	1	4.5%	1	2.6%
60	0	0.0%	3	13.6%	3	7.9%
Total	16	100.0%	22	100.0%	38	100.0%
Mean	45 inches					
Median	48 inches					
Mode	48 inches					

N=58.

More than half (67.6%) 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 four (25.6%) didn't know which agency was responsible.

Could you tell me which is the agency where the installation of protective seats for minors in Puerto Rico is inspected or installed?

	Freq.	%
Fire Department	338	67.6%
Puerto Rico Department of Transportation and Public Works	15	3.0%
PR Police	13	2.6%
Other	4	0.8%
Commission for Traffic Safety (CST)	2	0.4%
Does not know	128	25.6%
Total	500	100.0%

N=500.

During the past 12 months 1.2% of the participants indicated that they have gotten a police fine for not using the car seat. Of those, the maximum amount of tickets was 4 while the average was 2 tickets in a period of 12 months.

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

	Freq.	%
Yes	6	1.2%
No	467	93.4%
Does not know	27	5.4%
Total	500	100.0%

N=500.

How many times have you being given a ticket in the last 12 months for not using the car seat?

Tickets	Freq.
1	2
2	3
4	1
Total	6
Mean	2
Median	2
Minimum	1
Maximum	4

N=6.

Two out of three participants (66.7%) 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 ticket for not using a car seat when traveling with children between the ages of 0 to 8?

	Freq.	%	
Very likely	13	8.2%	
Likely	14	8.8%	
Unlikely	24	15.1%	
Very unlikely	106	66.7%	MEDIAN
Does not know / Does not say	2	1.3%	
Total	159	100.0%	

n=159 that travel with children.

Regarding the awareness of media campaigns to encourage the use of a car seat for children aged 0 to 8, one out of three participants (33.2%) 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	166	33.2%
No	331	66.2%
Does not know	3	0.6%
Total	500	100.0%

N=500.

Among those that recalled the campaign, "local TV" (71.1%), "radio" (27.7%) and "social media" (17.5%) 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	118	71.1%
Radio	46	27.7%
Social media	29	17.5%
Newspaper	18	10.8%
Cable TV and/or satellite	10	6.0%
Billboards or posters at bus stops or other public places	8	4.8%
Other internet websites	6	3.6%
Magazine	2	1.2%
Movie theater	1	0.6%
Other	9	5.4%
Total	166	-

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= 166.

Two out of ten participants (19.9%) 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	33	19.9%
No	131	78.9%
Does not know	2	1.2%
Total	166	100.0%

n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of car seat. n=166.

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.	%
Proteger la vida	12	36.4%
Abrocha y protege la vida	3	9.1%
Amárrate a la vida	2	6.1%
A los que amas los proteges	1	3.0%
Asiento protector	1	3.0%
Bomberos deben instalar e inspeccionar el asiento protector	1	3.0%
Eran unos muñequitos	1	3.0%
Es un comercial que tiene un bebe e indica que no puede salir sin el cinturón	1	3.0%
Hay que usar el cinturón	1	3.0%
Mira papa para la seguridad de tus hijos	1	3.0%
Muchos accidentes	1	3.0%
Multas	1	3.0%
No muevas tu carro hasta no oír el click	1	3.0%
Proteger los niños	1	3.0%
Seguridad para niños	1	3.0%
Si lleva un menor debe estar amarrado en su asiento protector	1	3.0%
Si no lo usas te dan un ticket	1	3.0%
Si usas asiento protector previenes el accidente	1	3.0%
Si utiliza el asiento protector está salvando la vida de los niños	1	3.0%
Abrocharse	1	3.0%
Pasa por los bomberos	1	3.0%
Protege la vida de sus hijos	1	3.0%
Serás multado	1	3.0%
Total	33	-

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=33.

Four out of ten participants (40.4%) that recalled the campaign said that the message was “very effective” and only 7.8% 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 effective at all	13	7.8%
2	12	7.2%
3	27	16.3%
4	38	22.9%
5 - Very effective	67	40.4%
Does not know / Does not say	9	5.4%
Total	166	100.0%

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=166.

Four out of ten participants (41.0%) 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 18.1% 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)	68	41.0%
Puerto Rico Police	30	18.1%
Puerto Rico Department of Transportation and Public Works	26	15.7%
Fire Department	21	12.7%
Highway Authority	1	0.6%
Other	3	1.8%
Does not know	17	10.2%
Total	166	100.0%

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=166.

Almost one out of four (23.2%) 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	116	23.2%
No	378	75.6%
Does not know	6	1.2%
Total	500	100.0%

N=500.

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