

Road Safety, Distracted Driving and Cell Phone Usage

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



July 24, 2019

TABLE OF CONTENT

INTRODUCTION	3
METHODOLOGY	3
FINDINGS	3
DEMOGRAPHIC PROFILE	3
GENERAL DRIVING HABITS.....	7
GENERAL QUESTIONS ABOUT DISTRACTION.....	13
Road Safety, Distracted Driving and Cell Phone Usage	14

INTRODUCTION

In May of 2019, the Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired the consulting firm Estudios Técnicos, Inc., to design and conduct a survey to assess the impact of road safety, distracted driving and cell phone usage campaign. This report presents the results of the survey, which was conducted between June 5 and July 11, 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 demographics profile follows:

The gender distribution of the sample consisted of 245 males (49%) and 255 females (51%). The median and average age of the sample was 48 years old. The youngest participant was 17 years old and the oldest was 93 years old.

Gender of the interviewee

	Freq.	%
Male	245	49.0%
Female	255	51.0%
Total	500	100.0%

N=500.

Age

	Freq.
16 to 24 years	47
25 to 34 years	73
35 to 44 years	94
45 to 59 years	154
60 or older years	132
Total	500
Mean	48
Median	48
Minimum	17
Maximum	93

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	9

N=499. One did not respond.

Two out of ten participants (21%) had a high school diploma, while one out of three (36.2%) had a bachelor's degree. The median academic degree of the sample was a "bachelor's degree", while more than 70% of the sample had some college education.

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

	Freq.	%
High School or less	33	6.6%
High School Diploma	105	21.0%
Associate Degree or some years of college	109	21.8%
Bachelor's Degree	181	36.2%
Master's Degree	52	10.4%
Doctorate Degree	20	4.0%
Total	500	100.0%

N=500.

Almost half (48.4%) of the participants are currently "working full time", while 9.2% are working "part time". Also, one out of four (24.4%) is "retired / pensioner".

What is your current occupational status?

	Freq.	%
Working full time	242	48.4%
Retired / Pensioner	122	24.4%
Working part time	46	9.2%
Homemaker	44	8.8%
Working and studying	32	6.4%
Unemployed	8	1.6%
Only studying	5	1.0%
Other	1	0.2%
Total	500	100.0%

N=500.

Almost half (48%) of the participants are married while one out of three (35.2%) is single.

Civil status

	Freq.	%
Married	240	48.0%
Single	176	35.2%
Divorced	28	5.6%
Cohabiting	27	5.4%
Widowed	26	5.2%
Does not say	3	0.6%
Total	500	100.0%

N=500.

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

What is your annual household income?

	Freq.	%
Up to \$15,000	143	28.6%
\$15,001-\$25,000	84	16.8%
\$25,001-\$35,000	64	12.8%
\$35,001-\$50,000	54	10.8%
\$50,001-\$75,000	34	6.8%
\$75,001 or more	43	8.6%
Does not say	78	15.6%
Total	500	100.0%

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (76.2%) drive their vehicles “every day”. While only one percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	381	76.2%
Almost every day	57	11.4%
Several times a week	55	11.0%
Once a week	7	1.4%
Total	500	100.0%

N=500.

“Regular cars” is the most frequent vehicle used among participants (56.2%), followed by “SUV” (33%). Also, only a few of participants (7.4%) reported the use of a “pick-up truck or trucks”.

¿What type of vehicle do you drive most frequently?

	Freq.	%
Regular car	281	56.2%
SUV	165	33.0%
Pick-up truck or truck	37	7.4%
Mini van	9	1.8%
Van	8	1.6%
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 day, two hours and eighteen minutes was the average amount of time participants spend driving. The minimum time reported on weekdays was 7 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	7 minutes
Maximum	20 hours

N=498. Note: Two 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 18 minutes
Median	2 hours
Minimum	Does not drive
Maximum	20 hours

N=493. Note: Seven did not respond.

On weekdays, more than 6 of every 10 participants (63.8%) drive to "work", followed by "shopping" (56%) and "medical appointments" (46.6%). On weekends, the most frequent driving activity was "Entertainment (movie theater, the beach, the park, etc.)" (51.4%) while "work" drops to 16%. Also, "shopping" was done on weekends by almost half of the participants (49%).

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

	Freq.	%
Work	319	63.8%
Shopping (grocery store, etc.)	280	56.0%
Medical appointments	233	46.6%
Visiting family and friends	162	32.4%
School / College	115	23.0%
Entertainment (movie theater, the beach, the park, etc.)	102	20.4%
Traveling around different places and spending most of the time inside the vehicle	75	15.0%
Church	16	3.2%
Gym	5	1.0%
Other	20	4.0%
Does not know / Does not say	1	0.2%
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.

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

	Freq.	%
Entertainment (movie theater, the beach, the park, etc.)	257	51.4%
Shopping (grocery store, etc.)	245	49.0%
Visiting family and friends	240	48.0%
Traveling around different places and spending most of the time inside the vehicle	168	33.6%
Work	80	16.0%
Church	53	10.6%
Medical appointments	27	5.4%
Does not drive on weekends	15	3.0%
School / College	6	1.2%
Other	13	2.6%
Does not know / Does not say	23	4.6%
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.

In a scale from one to ten, in which 10 was defined as very good, 10.4% of the participants rate driving in Puerto Rico as “four”. The most frequent score selected by one out of four participants (26%) was “very bad”, and only 0.8% 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	130	26.0%	
2	35	7.0%	
3	49	9.8%	
4	52	10.4%	MEDIAN
5	114	22.8%	
6	52	10.4%	
7	37	7.4%	
8	23	4.6%	
9	3	0.6%	
10 - Very good	4	0.8%	
Does not know / Does not say	1	0.2%	
Total	500	100.0%	

N=500.

“Distracted drivers” was the main issue of concern for safety on the roads of Puerto Rico identified by two out of three participants (66.4%). However, 66.2% mentioned “road conditions” as their secondary concern, while four out of ten (45.2%) 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	332	66.4%
Road conditions	331	66.2%
Speed	226	45.2%
Drunk drivers	165	33.0%
Lane cutters	132	26.4%
Drivers running red lights	88	17.6%
Riders on horsebacks	64	12.8%
Stray animals	56	11.2%
Cyclists on the road	39	7.8%
Motorbikes	22	4.4%
Pedestrians	14	2.8%
Other	30	6.0%
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.

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	163	32.6%
Distracted drivers	132	26.4%
Speed	74	14.8%
Drunk drivers	43	8.6%
Lane cutters	23	4.6%
Drivers running red lights	23	4.6%
Riders on horsebacks	14	2.8%
Stray animals	9	1.8%
Cyclists on the road	7	1.4%
Motorbikes	3	0.6%
Pedestrians	2	0.4%
Other	7	1.4%
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? (Second priority)

	Freq.	%
Distracted drivers	137	27.4%
Road conditions	89	17.8%
Speed	77	15.4%
Drunk drivers	66	13.2%
Lane cutters	40	8.0%
Drivers running red lights	26	5.2%
Riders on horsebacks	20	4.0%
Stray animals	15	3.0%
Cyclists on the road	11	2.2%
Motorbikes	7	1.4%
Pedestrians	3	0.6%
Other	9	1.8%
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.	%
Road conditions	79	15.8%
Speed	75	15.0%
Lane cutters	69	13.8%
Distracted drivers	63	12.6%
Drunk drivers	56	11.2%
Drivers running red lights	39	7.8%
Stray animals	32	6.4%
Riders on horsebacks	30	6.0%
Cyclists on the road	21	4.2%
Motorbikes	12	2.4%
Pedestrians	9	1.8%
Other	14	2.8%
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.

GENERAL QUESTIONS ABOUT DISTRACTION

When the participants are driving, they also engage primarily in “eating or drinking” (44.6%), “fixing or brushing your hair looking at the mirror” (12.6%) and “tending to children on the back seat” (9.8%).

Only one percent of the participants had an accident due to being distracted.

The main reasons indicated are “falling asleep” and distraction.

Typically, when you are driving, do you also engage in any of the following activities?

	Freq.	%
Eating or drinking	223	44.6%
Fixing or brushing your hair looking at the mirror	63	12.6%
Tending to children on the back seat	49	9.8%
Putting on makeup or shaving looking at the mirror	29	5.8%
Driving with a pet on your lap or next to you (unleashed or lose inside the car)	20	4.0%
Watching TV / Videos / Movies	7	1.4%
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.

During the past 12 months, have you had a car accident due to being distracted?

	Freq.	%
Yes	5	1.0%
No	495	99.0%
Total	500	100.0%

N=500.

In what way were you distracted that caused the car crash?

	Freq.	%
Falling asleep	2	40.0%
His/Her mind was distracted	2	40.0%
Texting	1	20.0%
Total	5	100.0%

n=5. Note: n is equal to the number of respondents that indicated having a car accident due to being distracted.

Road Safety, Distracted Driving and Cell Phone Usage

Basically all (99.8%) of the participants indicated that they own a cellular phone. However, only 39.5% use it while driving.

Do you own a cellular phone?

	Freq.	%
Yes	499	99.8%
No	1	0.2%
Total	500	100.0%

N=500.

Do you use your cell phone while you drive?

	Freq.	%
Yes	197	39.5%
No	302	60.5%
Total	499	100.0%

n=499. Note: n is equal to the number of respondents that indicated owning a cell phone.

For those who use their cellular phones while driving, 30.5% use it “always” or “almost always.” One out of three (36.5%) use it “sometimes”, while 31.5% use it “rarely.” No significant statistical difference was found by age or type of vehicle and the frequency of use of the cell phone while driving. However, a significant statistical difference was found by gender and the frequency of use of the cell phone while driving at a confidence level of 95%.

How often do you use the cell phone while driving?

	Freq.	%
Always	23	11.7%
Almost always	37	18.8%
Sometimes	72	36.5%
Rarely	62	31.5%
Never	1	0.5%
Does not know / Does not say	2	1.0%
Total	197	100.0%

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

Of the participants that did use their cell phone while driving, six out of ten (61.2%) use it to make or receive calls while driving “very often” or “sometimes.” The remaining 37.6% use it “almost never” or “never” for those purposes.

How often do you use the cell phone while driving to make or receive calls?

	Freq.	%
Very often	43	21.8%
Sometimes	79	40.1%
Almost never	70	35.5%
Never	4	2.0%
Does not know / Does not say	1	0.5%
Total	197	100.0%

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

During a typical weekday, the participants receive an average of five calls while driving, with some participants receiving up to 40 calls. On the other hand, the participants make an average of three calls, while some of them can make up to 35 calls.

Approximately, how many calls do you RECEIVE on your cell phone while driving on a typical day of the week?

Mean	5
Median	3
Minimum	0
Maximum	40

n=193. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Four did not respond.

Approximately, how many calls do you MAKE on your cell phone while driving on a typical day of the week?

Mean	3
Median	2
Minimum	0
Maximum	35

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Five did not respond.

During a typical weekend day, the participants receive an average of three calls, with some participants receiving up to 20 calls. Participants reported making an average of two calls, while some of them can make up to 30 calls a day while driving.

Approximately, how many calls do you RECEIVE on your cell phone while driving on a typical day of the weekend?

Mean	3
Median	2
Minimum	0
Maximum	20

n=193. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Four did not respond.

Approximately, how many calls do you MAKE on your cell phone while driving on a typical day of the weekend?

Mean	2
Median	1
Minimum	0
Maximum	30

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Five did not respond.

In terms of the use of cell phones for sending or receiving text messages, 72.1% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 12.2% of the participants reported that they use their phones for text messages “always” or “almost always”, while one out of 10 (14.7%) use it “sometimes.”

How often do you use your cell phone while driving to send or receive text messages?

	Freq.	%	
Always	3	1.5%	
Almost always	21	10.7%	
Sometimes	29	14.7%	
Rarely	44	22.3%	
Never	98	49.7%	MEDIAN
Does not know / Does not say	2	1.0%	
Total	197	100.0%	

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

During a typical weekday, the participants send an average of two text messages, with some participants sending up to 30 texts messages. On the other hand, participants read an average of four texts, while some of them can read up to 40 texts messages while driving.

Approximately, how many text messages do you SEND from your cell phone while driving on a typical day of the week?

Mean	2
Median	0
Minimum	0
Maximum	30

n=189. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Eight did not respond.

Approximately, how many text messages do you READ from your cell phone while driving on a typical day of the week?

Mean	4
Median	0
Minimum	0
Maximum	40

n=190. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Seven did not respond.

During a typical weekend day, the participants send an average of two text messages while driving and read an average of three, with some participants sending up to 30 texts messages and reading up to 50.

Approximately, how many text messages do you SEND from your cell phone while driving on a typical day of the weekend?

Mean	2
Median	0
Minimum	0
Maximum	30

n=189. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Eight did not respond.

Approximately, how many text messages do you READ from your cell phone while driving on a typical day of the weekend?

Mean	3
Median	0
Minimum	0
Maximum	50

n=190. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Seven did not respond.

The most common reasons reported for using the cell phone while driving is “family purposes”, indicated by 61.9% of participants, followed by “work purposes” mentioned by half of the sample (51.3%).

What is the most common reason or reasons why you use your cell phone while driving?

	Freq.	%
For family purposes	122	61.9%
For work purposes	101	51.3%
Emergencies	97	49.2%
For personal purposes (coordinating medical appointments, etc.)	37	18.8%
Having a casual conversation or with friends through a call or text	31	15.7%
Reviewing or posting something on social media	13	6.6%
Record videos	9	4.6%
Take photos	7	3.6%
Other	2	1.0%
Does not know / Does not say	6	3.0%
Total	197	-

n=197. 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 using the cell phone while driving.

Almost nine out of 10 participants (87.8%) think they are at risk when they use their cell phones while driving. No significant statistical difference was found by gender, type of vehicle, or age, and thinking of being at risk when using the cell phone while driving.

Do you think you are at risk when you use your cell phone while driving?

	Freq.	%
Yes	173	87.8%
No	23	11.7%
Does not know	1	0.5%
Total	197	100.0%

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

Using a scale in which five means “a lot” and one “not at all”, nine out of ten (90.2%) participants scored between five and four the level of danger of using their cell phones while driving. Only 2.3% of them scored two for the level of danger, while 7.5% scored as three.

On a scale from 1 to 5, in which 5 means “Very” and 1 means “Not at all”, how dangerous to you think is it to use your cell phone while driving?

	Freq.	%	
2	4	2.3%	
3	13	7.5%	
4	18	10.4%	
5 - A lot	138	79.8%	MEDIAN
Total	173	100.0%	

n is equal to the number of respondents that think that are at risk when they use the cell phone while driving. n=173.

Most of the participants (95.9%) have a hands-free device that allows them to talk on their cell phones without using their hands. “Bluetooth installed in the car or separated” is the most popular device among the participants, indicated by 60.3% of them. The second most used device for this purpose is “Bluetooth earbuds (without cables)”, indicated by fifteen percent of participants and “Headphones with a cable”, mentioned by 11.6% of the sample.

Do you have a hands-free device that allows you to talk on your cell phone without using your hands?

	Freq.	%
Yes	189	95.9%
No	8	4.1%
Total	197	100.0%

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

What type of hands-free device do you have for your cell phone?

	Freq.	%
Bluetooth installed in the car or separated	114	60.3%
Bluetooth earbuds (without cables)	29	15.3%
Headphones with a cable	22	11.6%
Speaker of the phone	18	9.5%
Smart watches (i.e. iWatch, Apple Watch)	1	0.5%
Other	5	2.6%
Total	189	100.0%

n=189. Note: n is equal to the number of respondents that indicated having a hands-free device.

Nine out of 10 participants “always” or “almost always” use these hands-free devices, while 3.7% use it “rarely” when driving.

When driving and speaking on your cell phone, how often to you use these hands-free devices?

	Freq.	%	
Always	156	82.5%	MEDIAN
Almost always	21	11.1%	
Sometimes	5	2.6%	
Rarely	7	3.7%	
Total	189	100.0%	

n=189. Note: n is equal to the number of respondents that indicated having a hands-free device.

Most of the participants (98%) reported that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. Also, 99% indicated that driving and texting is illegal.

Is it legal or illegal in Puerto Rico to drive and talk on a cell phone without a hands-free device?

	Freq.	%
Illegal	490	98.0%
Legal	5	1.0%
Does not know / Does not say	5	1.0%
Total	500	100.0%

N=500.

Is it legal or illegal in Puerto Rico to drive and text?

	Freq.	%
Illegal	495	99.0%
Legal	1	0.2%
Does not know / Does not say	4	0.8%
Total	500	100.0%

N=500.

Half of the participants (53%) think it is “very likely” or “likely” they would receive a traffic fine for driving while talking on their cell phones without a hands-free device. Four out of ten (45.8%) thinks it is “very unlikely” or “unlikely” they would receive a traffic fine for driving while talking on their cell phones without a hands-free device.

No significant statistical difference was found by gender and the likelihood of receiving a traffic fine for driving while talking on the cell phone without a hands-free device. However, a statistical difference was found between the type of vehicle or age, and the likelihood of receiving a traffic fine for driving while talking on the cell phone without a hands-free device at a confidence level of 95%.

How likely is that you receive a traffic ticket for driving while talking on your cell phone without a hands-free device?

	Freq.	%
Very likely	149	29.8%
Likely	116	23.2%
Unlikely	64	12.8%
Very unlikely	165	33.0%
Does not know / Does not say	6	1.2%
Total	500	100.0%

N=500.

Seven out of 10 participants (73.2%) indicated they have not seen, read or heard anything about police officers giving fines to people driving without using a hands-free device. No significant statistical difference was found by gender, type of vehicle or age, and seeing, reading or hearing anything about police officers giving fines to people driving without using a hands-free device.

During the last 30 days, have you seen, read, or heard anything about police officers giving tickets to people driving without using a hands-free device?

	Freq.	%
Yes	134	26.8%
No	366	73.2%
Total	500	100.0%

N=500.

Four out of ten participants (43.6%) think it is “very likely” or “likely” they would receive a traffic fine for texting while driving. The other 55.8% thinks it is “very unlikely” or “unlikely” they would receive a traffic fine for texting while driving. No statistical difference was found by gender or type of vehicle and the likelihood of receiving a traffic ticket for texting while driving. However, a statistical difference was found by age, and the likelihood of receiving a traffic ticket for texting at a confidence level of 95%.

How likely is it that you receive a traffic ticket for texting while driving?

	Freq.	%	
Very likely	125	25.0%	
Likely	93	18.6%	
Unlikely	45	9.0%	MEDIAN
Very unlikely	234	46.8%	
Does not know / Does not say	3	0.6%	
Total	500	100.0%	

N=500.

Almost one out of four (23.6%) of the participants knew how much is the fine for driving and talking on the phone without a hands-free device. While two out of ten knows how much is the fine for "texting" while driving.

Do you know how much is the fine for driving and talking on the phone without using a hands-free device?

	Freq.	%
Yes	118	23.6%
No	382	76.4%
Total	500	100.0%

N=500.

Do you know how much is the fine for "texting" while driving?

	Freq.	%
Yes	96	19.2%
No	404	80.8%
Total	500	100.0%

N=500.

Of the 39.5% of participants that reported using the cellphone while driving, 7.6% indicated they have received a traffic fine for using the cellphone in the past twelve months. "Talking on the phone" was the most frequent reason that caused the police to give the fine, indicated by 46.7% of the participants. In the past 12 months before the survey, all these participants received only one traffic fine for the use of their cell phones while driving.

During the past 12 months, have you received any traffic tickets for using your cellular phone while driving?

	Freq.	%
Yes	15	7.6%
No	182	92.4%
Total	197	100.0%

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

What were you doing with your cell phone that caused the traffic ticket?

	Freq.	%
Talking on the phone	7	46.7%
Texting	3	20.0%
Other	5	33.3%
Total	15	100.0%

n=15. Note: n is equal to the number of respondents that indicated receiving any traffic tickets for using the cell phone while driving.

During the past 12 months, how many times have you received a traffic ticket for using your cell phone while driving?

	Freq.
1	15
Total	15
Mean	1
Median	1
Minimum	1
Maximum	1

n=15. Note: n is equal to the number of respondents that indicated receiving any traffic tickets for using the cell phone while driving.

During the past 12 months before the study three participants were involved in a car accident due to the use of cell phones while driving.

During the past 12 months, have you been involved in a car accident because you were using your cell phone while driving?

	Freq.	%
Yes	3	1.5%
No	194	98.5%
Total	197	100.0%

n=197. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

One out of 3 participants (33.6%) remembers having seen, read or heard messages about a campaign related to the use of the cell phones while driving during the 30 days prior to the study.

During the last 30 days, do you remember having seen, read, or heard any messages about a campaign related to the use of the cell phone while driving?

	Freq.	%
Yes	168	33.6%
No	329	65.8%
Does not know	3	0.6%
Total	500	100.0%

N=500.

Those who did remember the message concerning the use of cell phones while driving, 60.1% identified "local TV" as the media where they heard the message. One out of three (31.5%) said that "Radio" was the second media outlet where they remember getting notice of the message.

How did you hear, read or see this message about the use of cell phones while driving?

	Freq.	%
Local TV	101	60.1%
Radio	53	31.5%
Social media	32	19.0%
Cable TV and/or satellite	30	17.9%
Billboards or posters at bus stops or other public places	15	8.9%
Newspaper	12	7.1%
Other internet websites	9	5.4%
Movie theater	5	3.0%
Other	7	4.2%
Total	168	-

n=168. 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 messages related to a campaign regarding the use of the cell phone while driving.

Of these participants, one out of three (35.7%) reported remembering a slogan or phrase related to the campaign of cell phone use while driving. "Si guías, no textees" is the phrase they remember the most, indicated by 20%, followed by "Si textees, pagas" mentioned by 8.3% of the participants.

Do you remember any slogan or phrase you saw, read, or heard as part of that campaign about the use of cell phones while driving?

	Freq.	%
Yes	60	35.7%
No	108	64.3%
Total	168	100.0%

n=168. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding the use of the cell phone while driving.

Which phrase phrases or slogans do you remember seeing, reading, or hearing as part of that campaign regarding the use of cell phones while driving?

	Freq.	%
Si guías, no textees	12	20.0%
Si textees, pagas	5	8.3%
No textees y guíes	4	6.7%
Si lo utilizas, pagas	3	5.0%
No textear	2	3.3%
Conducir con el celular puede causar la muerte	1	1.7%
Don't text and drive.	1	1.7%
Evita accidentes	1	1.7%
Guiando con celular se paga	1	1.7%
Guiar borrachos es un crimen, serás arrestado	1	1.7%
La seguridad es responsabilidad de todos	1	1.7%
Logo policía	1	1.7%
Mami no textees mientras conduce	1	1.7%
Manejar ebrio es un crimen	1	1.7%
No conducir usando el celular	1	1.7%
No textees mientras camines o conduces	1	1.7%
Nosotros te damos el servicio si sigues texteando mientras conduces (mensaje de una funeraria)	1	1.7%
Papa para de textear, te espero en casa	1	1.7%
Se debe evitar usar el celular mientras se conduce para evitar accidentes	1	1.7%
Seguridad en la carretera	1	1.7%
Si bebes no guíes	1	1.7%
si conduce o textea será multado	1	1.7%
Si conduces hablando por celular pagas	1	1.7%
Si conduces textiando serás multando	1	1.7%
Si está guiando, no textee porque la multa es grande	1	1.7%
Si guías ebrio te pueden arrestar	1	1.7%
Si guías usando el celular, eso sería grosero porque estás pensando solo en ti mismo	1	1.7%
Si pasas las líneas por donde pasa el peatón serás multado	1	1.7%
Si te distraes pagas	1	1.7%
Si tomas pasa la llave	1	1.7%
Si usas el celular serás multado	1	1.7%
Te espero en casa no textees mama	1	1.7%
Textear es un delito	1	1.7%
Textear te cuesta	1	1.7%
Textear y conducir mata	1	1.7%
Un hombre dice: Yo me voy para la calle	1	1.7%
Does not remember	3	5.0%
Total	60	-

n=60. 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 slogans, themes or phrases related to a campaign regarding the use of cell phones while driving.

Half of the participants (50%) that recalled the campaign said that the message was “very effective” and only 6.7% said it was “not effective at all”.

On a scale from 1 to 5, in which 5 means “very effective” and 1 means “not effective at all”, how effective do you think is the message you remember seeing, reading, or hearing about the use of the cell phone while driving?

	Freq.	%	
1 - Not at all effective	4	6.7%	
2	3	5.0%	
3	10	16.7%	
4	13	21.7%	MEDIAN
5 - Very effective	30	50.0%	
Total	60	100.0%	

n=60. Note: n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding the use of cell phones while driving.

Prepared by:

