

Seat Belt Usage Campaign

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



September 17, 2019.

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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 9 and September 2, 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 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 236 males (47.2%) and 264 females (52.8%). The median age of the sample was 45 years, the average 46 years, the youngest participant was 16 years old and the oldest was 87 years old.

Gender of the interviewee

	Freq.	%
Male	236	47.2%
Female	264	52.8%
Total	500	100.0%

N=500.

Age

	Freq.
16 to 24	51
25 to 34	89
35 to 44	97
45 to 59	144
60 or older	118
Does not know	1
Total	500
Mean	46
Median	45
Minimum	16
Maximum	87

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=493. Seven did not respond.

One out of five participants (18.2%) have a high school diploma, while one out of three (31.2%) has a bachelor's degree. The median academic degree of the sample was between "some years of college" and "associate 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	56	11.2%
High School Diploma	91	18.2%
Associate Degree or some years of college	137	27.4%
Bachelor's Degree	156	31.2%
Master's Degree	39	7.8%
Doctorate Degree	16	3.2%
Does not say	5	1.0%
Total	500	100.0%

N=500.

Half (50.6%) of the participants are currently “working full time”, while almost one out of ten (8.0%) are working “part time”. Also, one out of five (22.2%) are “retired / pensioner”.

What is your current occupational status?

	Freq.	%
Working full time	253	50.6%
Retired / Pensioner	111	22.2%
Working part time	40	8.0%
Homemaker	35	7.0%
Working and studying	33	6.6%
Only studying	18	3.6%
Unemployed	9	1.8%
Other	1	0.2%
Total	500	100.0%

N=500.

Less than half (45.0%) of our participants are married and one out of three (36.0%) is single.

Civil status

	Freq.	%
Married	225	45.0%
Single	180	36.0%
Divorced	33	6.6%
Cohabiting	30	6.0%
Widowed	23	4.6%
Does not say	9	1.8%
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	131	26.2%
\$15,001-\$25,000	112	22.4%
\$25,001-\$35,000	71	14.2%
\$35,001-\$50,000	45	9.0%
\$50,001-\$75,000	35	7.0%
\$75,001 or more	33	6.6%
Does not say	73	14.6%
Total	500	100.0%

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (73.0%) drive their vehicles “every day”. While only two percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	365	73.0%
Almost every day	71	14.2%
Several times a week	53	10.6%
Once a week	11	2.2%
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	274	54.8%
SUV	169	33.8%
Pick-up truck or truck	38	7.6%
Mini van	10	2.0%
Van	5	1.0%
Motorbike	1	0.2%
Other	1	0.2%
Does not know / Does not say	2	0.4%
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 20 hours. In a typical weekend day two hours is the median amount of time participants spend driving, with respondents driving as much as 20 hours. 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	3 hours 8 minutes
Median	2 hours
Minimum	5 minutes
Maximum	20 hours

N=494. Note: Six 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 40 minutes
Median	2 hours
Minimum	Does not drive
Maximum	20 hours

N=486. Note: fourteen did not respond.

On weekdays, two out of three participants (66.6%) drive to “work”, followed by “shopping” (48.8%) while four out of ten go to “medical appointments”. On weekends, the most frequent driving activity is “shopping” (47.2%) while “work” drops to 17.6%. “Entertainment” and “visiting family and friends” was done on weekends by almost half of the participants.

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

	Freq.	%
Work	333	66.6%
Shopping (grocery store, etc.)	244	48.8%
Medical appointments	203	40.6%
School / College	150	30.0%
Visiting family and friends	142	28.4%
Entertainment (movie theater, the beach, the park, etc.)	76	15.2%
Traveling around different places and spending most of the time inside the vehicle	66	13.2%
Church	10	2.0%
Other	27	5.4%
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 a typical day of the weekend, to where do you drive or which places do you visit?

	Freq.	%
Shopping (grocery store, etc.)	236	47.2%
Entertainment (movie theater, the beach, the park, etc.)	234	46.8%
Visiting family and friends	230	46.0%
Traveling around different places and spending most of the time inside the vehicle	147	29.4%
Work	88	17.6%
Church	40	8.0%
Medical appointments	34	6.8%
School / College	16	3.2%
Other	15	3.0%
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, 23.8% of the participants rate driving in Puerto Rico as “five”. The most frequent score selected was also “five”, and only 0.8% 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	111	22.2%
2	40	8.0%
3	40	8.0%
4	42	8.4%
5	119	23.8%
6	58	11.6%
7	47	9.4%
8	26	5.2%
9	3	0.6%
10 - Very good	4	0.8%
Does not know / Does not say	10	2.0%
Total	500	100.0%

N=500.

“Distracted drivers” is the main issue of concern for safety on the roads of Puerto Rico identified by two out of three participants. However, 64.6% mentioned “road conditions” as their secondary concern, while four out of ten indicated “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	333	66.6%
Road conditions	323	64.6%
Speed	224	44.8%
Drunk drivers	141	28.2%
Lane cutters	138	27.6%
Drivers running red lights	99	19.8%
Riders on horsebacks	49	9.8%
Stray animals	37	7.4%
Pedestrians	28	5.6%
Cyclists on the road	27	5.4%
Motorbikes	25	5.0%
Other	64	12.8%
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? (First priority)

	Freq.	%
Distracted drivers	144	28.8%
Road conditions	143	28.6%
Speed	83	16.6%
Drunk drivers	38	7.6%
Lane cutters	26	5.2%
Drivers running red lights	20	4.0%
Riders on horsebacks	12	2.4%
Motorbikes	5	1.0%
Stray animals	5	1.0%
Cyclists on the road	1	0.2%
Pedestrians	0	0.0%
Other	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.

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	128	25.6%
Road conditions	100	20.0%
Speed	71	14.2%
Drunk drivers	57	11.4%
Lane cutters	38	7.6%
Drivers running red lights	35	7.0%
Riders on horsebacks	16	3.2%
Pedestrians	10	2.0%
Stray animals	10	2.0%
Motorbikes	9	1.8%
Cyclists on the road	7	1.4%
Other	18	3.6%
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? (Third priority)

	Freq.	%
Road conditions	80	16.0%
Lane cutters	74	14.8%
Speed	70	14.0%
Distracted drivers	61	12.2%
Drunk drivers	46	9.2%
Drivers running red lights	44	8.8%
Stray animals	22	4.4%
Riders on horsebacks	21	4.2%
Cyclists on the road	19	3.8%
Pedestrians	18	3.6%
Motorbikes	11	2.2%
Other	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.

SEAT BELT USAGE

More than eight out of 10 participants (85.6%) “Always” use their seat belt when driving a motor vehicle, while only 12.8% use it “almost always” or “sometimes”. Accordingly, only 1.6% 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	428	85.6%
Almost always	47	9.4%
Sometimes	17	3.4%
Rarely	5	1.0%
Never	3	0.6%
Total	500	100.0%

N=500.

When participants are in the front passenger seat, 93.2% wear their seat belts “always” or “almost always”, while 6.8% 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	431	86.2%
Almost always	35	7.0%
Sometimes	23	4.6%
Rarely	9	1.8%
Never	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 three out of ten use it “sometimes,” “rarely” or “never”.

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

	Freq.	%
Always	299	59.8%
Almost always	47	9.4%
Sometimes	49	9.8%
Rarely	52	10.4%
Never	46	9.2%
Does not know / Does not say	7	1.4%
Total	500	100.0%

N=500.

15.4% of the participants think that it is “very likely” or “likely” they will receive a traffic fine for not wearing the seat belt. Meanwhile, 84.2% 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	25	5.0%
Likely	52	10.4%
Unlikely	111	22.2%
Very unlikely	310	62.0%
Does not know / Does not say	2	0.4%
Total	500	100.0%

N=500.

Only two out of five participants (38.2%) 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	191	38.2%
No	309	61.8%
Total	500	100.0%

N=500.

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

	Freq.	%
\$50.00	24	12.6%
\$75.00	2	1.0%
\$100.00	121	63.4%
\$150.00	19	9.9%
\$200.00	4	2.1%
\$250.00	8	4.2%
\$500.00	7	3.7%
\$1,000.00	1	0.5%
Does not know / Does not say	5	2.6%
Total	191	100.0%

N=191.

In the last 12 months, 95.4% of the participants responded that they have not received a traffic fine for driving without wearing a seat belt. The other 4.2% did received a traffic fine for not wearing the seat belt while driving. From that 4.2%, most of the participants received only one fine while other participants received as many as four.

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

	Freq.	%
Yes	21	4.2%
No	477	95.4%
Does not know	2	0.4%
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	9
2	6
3	4
4	2
Total	21
Mean	2
Median	2
Minimum	1
Maximum	4

n=21. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving without wearing a seat belt.

92.4% of the participants indicate that the passengers they have when they are driving “always” or “almost always” use their seat belts. The other 7.2% of the participants reported their passengers “sometimes”, “rarely” or “never” use their seat belts.

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

	Freq.	%
Always	368	73.6%
Almost always	94	18.8%
Sometimes	29	5.8%
Rarely	6	1.2%
Never	1	0.2%
Does not know / Does not say	2	0.4%
Total	500	100.0%

N=500.

Two out of three participants (66.8%) did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seat belts. For the other 33.0% that did remember a campaign, “local TV” was the most frequent medium (67.9%) from where they get notice of the campaign. One out of four (25.5%) 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	165	33.0%
No	334	66.8%
Does not know	1	0.2%
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	112	67.9%
Radio	42	25.5%
Social media	17	10.3%
Billboards or posters at bus stops or other public places	13	7.9%
Newspaper	10	6.1%
Cable TV and/or satellite	9	5.5%
Other internet websites	4	2.4%
Movie theater	2	1.2%
Magazine	1	0.6%
Other	8	4.8%
Total	165	-

n=165. 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 (32.7%) of these participants remembered a slogan or phrase related to the seat belts campaigns. The most frequent campaign, remembered by almost two out of 10 (16.7%) of these participants was “si no te amarras pagas”, followed by “usar el cinturón de seguridad” 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	54	32.7%
No	108	65.5%
Does not know	3	1.8%
Total	165	100.0%

n=165. 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	9	16.7%
Usar el cinturón de seguridad	3	5.6%
Abróchalos	2	3.7%
Amárrate a la vida	2	3.7%
Carseat	2	3.7%
El uso de cinturón salva vidas	2	3.7%
Proteger a los niños	2	3.7%
Si bebes no guées	2	3.7%
Uso del cinturón	2	3.7%
Abrochar los niños	1	1.9%
Amarrarte el cinturón es mas fácil que amarrarse los zapatos	1	1.9%
Bebo contestando	1	1.9%
Click or ticket	1	1.9%
De día y de noche, si no te amarras pagas	1	1.9%
Discusion entre amigos	1	1.9%
El cinturón es seguridad	1	1.9%
Este fin de semana, vas pa la calle, nosotros también	1	1.9%
Guardia que sale a dar multa que se esta vistiendo	1	1.9%
Mas vale llegar tarde que no llegar	1	1.9%
Multas	1	1.9%
Nuevas multas con penalización	1	1.9%
Policía de Puerto Rico	1	1.9%
Policía dice amárrate	1	1.9%
Ponen el cinturón y un circulo	1	1.9%
Ponerse el cinturón de seguridad salva vidas	1	1.9%
Ponte el cinturón	1	1.9%
Salvas vidas	1	1.9%
Si no lo utilizan será multado	1	1.9%
Si no te amarras pierdes	1	1.9%
Si no te pones el cinturón, el ticket	1	1.9%
Si te amarras vives	1	1.9%
Toma conciencia usa cinturón	1	1.9%
Tu te preparas para ir a la calle y nosotros también	1	1.9%
Un click salva vidas	1	1.9%
Un policia diciendo que daría boletos	1	1.9%
Usar o se matan	1	1.9%
Use el cinturón o serás multado	1	1.9%
Lo del estado de embriaguez	1	1.9%
Los esperan vivos	1	1.9%
No te rindas hasta que se abrochen el cinturón	1	1.9%
Total	54	-

n=54. 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 74.1% 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, 7.4% scored with one or two points, while 18.5% 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	3	5.6%
3	10	18.5%
4	10	18.5%
5 - Very effective	30	55.6%
Total	54	100.0%

n=54. 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.

Almost seven of every 10 participants (67.4%) 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	160	32.0%
No	337	67.4%
Does not know	3	0.6%
Total	500	100.0%

N=500.