

# Seat Belt Usage Campaign

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



August 5, 2021.

## TABLE OF CONTENT

<b>INTRODUCTION</b> .....	<b>3</b>
<b>METHODOLOGY</b> .....	<b>3</b>
<b>FINDINGS</b> .....	<b>4</b>
DEMOGRAPHIC PROFILE.....	4
GENERAL DRIVING HABITS.....	8
SEAT BELT USAGE.....	14

## 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 July 6<sup>th</sup> and August 1<sup>th</sup>, 2021.

## 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 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

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The general demographic profile of the sample follows:

The gender distribution of the sample consisted of 252 males (50.4%) and 248 females (49.6%). The median age of the sample was 49 years, the average 49 years, the youngest participant was 16 years old and the oldest was 93 years old.

#### Gender of the interviewee

	Freq.	%
Male	252	50.4%
Female	248	49.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

#### Age

	Freq.
16 to 24	37
25 to 34	82
35 to 44	85
45 to 59	153
60 or older	143
<b>Total</b>	<b>500</b>
<b>Mean</b>	<b>49</b>
<b>Median</b>	<b>49</b>
<b>Minimum</b>	<b>16</b>
<b>Maximum</b>	<b>93</b>

N=500.

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

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

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

N=494. Six did not respond.

Three out of ten participants (30.2%) have a bachelor's degree, while one out of four (23.4%) have some years of college or an associate degree. The median academic degree of the sample was "associate degree or some years of college". 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	36	7.2%
High School Diploma	107	21.4%
Associate Degree or some years of college	117	23.4%
Bachelor's Degree	151	30.2%
Master's Degree	68	13.6%
Doctorate Degree	19	3.8%
Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Currently, half (50.0%) of the participants are “working full time”, while almost one out of ten (9.8%) are working “part time”. Also, one out of four (26.0%) are “retired / pensioner”.

### Which is your current occupational status?

	Freq.	%
Working full time	250	50.0%
Retired / Pensioner	130	26.0%
Working part time	49	9.8%
Homemaker	23	4.6%
Working and studying	18	3.6%
Unemployed	14	2.8%
Only studying	12	2.4%
Other	2	0.4%
Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Less than half (45.2%) of the participants are married and one out of three (34.2%) are single.

### Civil status

	Freq.	%
Married	226	45.2%
Single	171	34.2%
Cohabiting	42	8.4%
Divorced	39	7.8%
Widowed	20	4.0%
Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

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

**What is your annual household income?**

	Freq.	%
Up to \$15,000	113	22.6%
\$15,001-\$25,000	75	15.0%
\$25,001-\$35,000	51	10.2%
\$35,001-\$50,000	62	12.4%
\$50,001-\$75,000	38	7.6%
\$75,001 or more	46	9.2%
Does not say	115	23.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

## GENERAL DRIVING HABITS

Most of the participants (69.8%) drive their vehicles “every day”, while only four percent drive “once a week”.

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

	Freq.	%
Every day	349	69.8%
Almost every day	69	13.8%
Several times a week	63	12.6%
Once a week	19	3.8%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

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

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

	Freq.	%
Regular car	252	50.4%
SUV	193	38.6%
Van	8	1.6%
Mini van	9	1.8%
Pick-up truck or truck	35	7.0%
Motorbike	2	0.4%
Other	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.



In a typical weekday, the median amount of time the participants spend driving is two hours, with some respondents driving as much as 18 hours. In a typical weekend day, two hours is the median amount of time the participants spend driving, with some respondents driving as much as 16 hours. The minimum time reported on weekdays was five minutes, while on weekends some participants do not spend any time driving.

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

<b>Mean</b>	<b>2 hours 35 minutes</b>
<b>Median</b>	<b>2 hours</b>
<b>Minimum</b>	<b>5 minutes</b>
<b>Maximum</b>	<b>18 hours</b>

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N=479. Note: 21 did not respond.

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

<b>Mean</b>	<b>2 hours 11 minutes</b>
<b>Median</b>	<b>2 hours</b>
<b>Minimum</b>	<b>Does not drive</b>
<b>Maximum</b>	<b>16 hours</b>

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N=471. Note: 29 did not respond.

On weekdays, two out of three participants (63.6%) drive to “work”, followed by “shopping” (43.8%), while one out of three go to “medical appointments”. On weekends, the most frequent driving activity is “Entertainment” (47%), while “work” drops to 12.8%. “Visiting family and friends” and “shopping” were reported on weekends by four of every 10 participants.

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

	Freq.	%
Work	318	63.6%
Shopping (grocery store, etc.)	219	43.8%
Medical appointments	165	33.0%
Visiting family and friends	97	19.4%
Entertainment (movie theater, the beach, the park, etc.)	62	12.4%
School / College	40	8.0%
Traveling around different places and spending most of the time inside the vehicle	34	6.8%
Errands	10	2.0%
Church	6	1.2%
Pharmacy	4	0.8%
Gym	1	0.2%
Does not know / Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>-</b>

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.)	235	47.0%
Visiting family and friends	220	44.0%
Shopping (grocery store, etc.)	209	41.8%
Traveling around different places and spending most of the time inside the vehicle	141	28.2%
Work	64	12.8%
Medical appointments	54	10.8%
Church	33	6.6%
Does not drive on weekends	12	2.4%
Errands	4	0.8%
School / College	1	0.2%
Pharmacy	1	0.2%
Does not know / Does not say	41	8.2%
<b>Total</b>	<b>500</b>	<b>-</b>

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 median was also “five”, and only 5.8% 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	79	15.8%
2	13	2.6%
3	42	8.4%
4	50	10.0%
5	99	19.8%
6	49	9.8%
7	54	10.8%
8	46	9.2%
9	28	5.6%
10 - Very good	29	5.8%
Does not know / Does not say	11	2.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

“Road conditions” is the main issue of concern for safety on the roads of Puerto Rico, identified by two out of three participants. Also, 57.4% mentioned “distracted drivers” as their secondary concern, while 47.4% indicated “Speed” as their 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	324	64.8%
Distracted drivers	287	57.4%
Speed	237	47.4%
Lane cutters	128	25.6%
Drunk drivers	124	24.8%
Drivers running red lights	77	15.4%
Riders on horsebacks	40	8.0%
Cyclists on the road	34	6.8%
Stray animals	33	6.6%
Pedestrians	25	5.0%
Motorbikes	22	4.4%
Other	64	12.8%
<b>Total</b>	<b>500</b>	<b>-</b>

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	176	35.2%
Distracted drivers	112	22.4%
Speed	94	18.8%
Drunk drivers	28	5.6%
Lane cutters	28	5.6%
Drivers running red lights	20	4.0%
Riders on horsebacks	8	1.6%
Cyclists on the road	5	1.0%
Motorbikes	4	0.8%
Pedestrians	2	0.4%
Stray animals	2	0.4%
Other	18	3.6%
<b>Total</b>	<b>500</b>	<b>-</b>

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	107	21.4%
Road conditions	89	17.8%
Speed	74	14.8%
Lane cutters	57	11.4%
Drunk drivers	48	9.6%
Drivers running red lights	23	4.6%
Cyclists on the road	14	2.8%
Stray animals	11	2.2%
Motorbikes	9	1.8%
Pedestrians	8	1.6%
Riders on horsebacks	8	1.6%
Other	28	5.6%
<b>Total</b>	<b>500</b>	<b>-</b>

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	69	13.8%
Distracted drivers	68	13.6%
Road conditions	59	11.8%
Drunk drivers	48	9.6%
Lane cutters	43	8.6%
Drivers running red lights	34	6.8%
Riders on horsebacks	24	4.8%
Stray animals	20	4.0%
Cyclists on the road	15	3.0%
Pedestrians	15	3.0%
Motorbikes	9	1.8%
Other	18	3.6%
<b>Total</b>	<b>500</b>	<b>-</b>

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

Most of participants (94.2%) “Always” use their seat belt when driving a motor vehicle, while only 4.8% use it “almost always” or “sometimes”. Also, 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	471	94.2%
Almost always	16	3.2%
Sometimes	8	1.6%
Rarely	3	0.6%
Never	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

When the participants are in the front passenger seat, 97.2% wear their seat belts “always” or “almost always”, while 1% 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	470	94.0%
Almost always	16	3.2%
Sometimes	8	1.6%
Rarely	3	0.6%
Never	2	0.4%
Does not know / Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

A different behavior was reported when participants ride on the back-passenger seat. Eight out of ten indicated that they “always” or “almost always” wear the seat belt when they are on the back-passenger seat, while two 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	360	72.0%
Almost always	37	7.4%
Sometimes	29	5.8%
Rarely	24	4.8%
Never	43	8.6%
Does not know / Does not say	7	1.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Two out of ten participants think that it is “very likely” or “likely” they will receive a traffic fine for not wearing the seat belt. Meanwhile, 78% 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	49	9.8%
Likely	59	11.8%
Unlikely	109	21.8%
Very unlikely	281	56.2%
Does not know / Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Only three out of ten participants (30.4%) 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	152	30.4%
No	348	69.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

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

	Freq.	%
\$50.00	34	22.4%
\$100.00	86	56.6%
\$150.00	7	4.6%
\$200.00	5	3.3%
\$250.00	10	6.6%
\$500.00	9	5.9%
Does not know / Does not say	1	0.7%
<b>Total</b>	<b>152</b>	<b>100.0%</b>

N=152.

In the last 12 months, 98.4% of the participants responded that they have not received a traffic fine for driving without wearing a seat belt. The other 1.6% did received a traffic fine for not wearing the seat belt while driving. From that 1.6%, most of the participants received only one fine while other participants received as many as five.

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

	Freq.	%
Yes	8	1.6%
No	492	98.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

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	1
5	1
<b>Total</b>	<b>8</b>
<b>Mean</b>	<b>2</b>
<b>Median</b>	<b>1</b>
<b>Minimum</b>	<b>1</b>
<b>Maximum</b>	<b>5</b>

n=8. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving without wearing a seat belt.

95.6% of the participants indicated that the passengers they have, when they are driving, use their seat belts "always" or "almost always". Other 4.2% 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	427	85.4%
Almost always	51	10.2%
Sometimes	6	1.2%
Rarely	4	0.8%
Never	11	2.2%
Does not know / Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Two four of five participants (82%) did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seat belts. For the other 18% that did remember a campaign, "local TV" was the most frequent medium (68.9%) from where they get notice of the campaign. One out of four (24.4%) of these participants heard 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	90	18.0%
No	410	82.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

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

	Freq.	%
Local TV	62	68.9%
Radio	22	24.4%
Social media	12	13.3%
Cable TV and/or satellite	3	3.3%
Newspaper	3	3.3%
Billboards or posters at bus stops or other public places	3	3.3%
Other internet websites	2	2.2%
Other	2	2.2%
<b>Total</b>	<b>90</b>	<b>-</b>

n=90. 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 encouraging the use of seat belts.

One in four (27.8%) of these participants remembered a slogan or phrase related to the seat belts campaigns. The most frequently remembered campaign, mentioned by almost Three out of 10 (32%) of these participants was "si no te amarras pagas", followed by "Amárrate a la vida" with 16.0%.

**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	25	27.8%
No	65	72.2%
<b>Total</b>	<b>90</b>	<b>100.0%</b>

n=90. 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	8	32.0%
Amárrate a la vida	4	16.0%
Tu saliste, yo también voy a salir	2	8.0%
Algo de conducir sin el cinturón	1	4.0%
Amárrate o serás arrestado	1	4.0%
El cinturón de seguridad salva vidas	1	4.0%
Los policías también van a la calle	1	4.0%
Ponte el cinturón para que salves vidas	1	4.0%
Por seguridad, usar cinturón	1	4.0%
Protégete y usa el cinturón de seguridad	1	4.0%
Que usen siempre el cinturón de seguridad	1	4.0%
Un vehículo chocado por texteo y falta de cinturón	1	4.0%
Use el cinturón para salvar vidas	1	4.0%
Utilice el cinturón de seguridad al manejar	1	4.0%
<b>Total</b>	<b>25</b>	<b>-</b>

n=25. 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.

The campaigns were rated by 84% 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, 8% scored with one or two points, while 8% 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	4.0%
2	1	4.0%
3	2	8.0%
4	7	28.0%
5 - Very effective	14	56.0%
<b>Total</b>	<b>25</b>	<b>100.0%</b>

n=25. 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 eight of every 10 participants (79.6%) 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	102	20.4%
No	398	79.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

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