

# Speeding or Aggressive Driving

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



August 5, 2021.

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## INTRODUCTION

The Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired Estudios Técnicos, Inc. to design and conduct a survey that assesses the impact of the speeding or aggressive driving campaign. This report presents the results of such survey, which was conducted between July 6<sup>th</sup> and August 1<sup>th</sup>, 2021.

## METHODOLOGY

A telephone survey was conducted to Puerto Rico residents which were 16 years or older and had 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 ("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), developed by Estudios Técnicos, Inc. .

## 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 household size consisted of three persons, while the median household size consisted of two persons, including the participant.

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

<b>Mean</b>	<b>3</b>
<b>Median</b>	<b>2</b>
<b>Minimum</b>	<b>1</b>
<b>Maximum</b>	<b>8</b>

N=494. 6 did not respond.

Three out of ten (30.2%) participants have a bachelor's degree, while one out of four (23.4%) have an associate degree or some years of college. 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.

Half (50.0%) of the participants are currently “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”.

**What 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%) is 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 of the study (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".

### What 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 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 driving time reported on weekdays was five 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?**

<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” was done 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. However, 57.4% mentioned “distracted drivers” as their secondary concern, while 47.4% 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.	%
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.

## SPEEDING OR AGGRESSIVE DRIVING

Nine out of ten participants (86.2%) used the statements "I always drive at the correct speed limit" or "I always drive below the speed limit", to describe themselves when they are driving. However, 9% of the participants described themselves with the statement "I always drive above the speed limit".

### Which of the following statements regarding the speed limit describes you best when you are driving?

	Freq.	%
I always drive at the correct speed limit	334	66.8%
I always drive below the speed limit	97	19.4%
I always drive above the speed limit	67	13.4%
Does not know / Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

As far as the reported behavior on rural municipal roads, in which the speed limit is 25 mph, 54.2% indicated that they "never" or "rarely" drive above the maximum speed allowed. The other 17.4% reported that they "almost always" or "always" drive above the maximum speed allowed. No statistical difference was found by gender or type of vehicle, and the frequency participants' drive above the maximum speed allowed on rural municipal roads. A significant statistical difference was found by age and the frequency participants drive above the maximum speed allowed on rural municipal roads at a confidence level of 95%. As age increases the tendency of "always" and "almost always" driving above the maximum speed allowed decreases.

### On a rural municipal road in which the speed limit is 25 miles per hour (mph), how often do you drive above the maximum speed allowed?

	Freq.	%	
Always	34	6.8%	
Almost always	53	10.6%	
Sometimes	141	28.2%	
Never	271	54.2%	MEDIAN
Does not know / Does not say	1	0.2%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

Similar responses were found when participants talk about driving on a highway or expressway, in which the speed limit is 65 mph. In this type of road, 51.8% of the participants indicated that they “never” or “rarely” drive above the maximum speed allowed, while 16.4% reported that they “almost always” or “always” drive above the maximum speed allowed.

No significant statistical difference was found by type of vehicle, and the frequency of driving above the maximum speed allowed on a highway or expressway. However, a significant statistical difference was found between gender, ages and driving above the maximum speed allowed on a highway or expressway at a confidence level of 95%. As age increases the tendency to drive above the maximum speed allowed on a highway or expressway in which the speed limit is 65 mph decreases.

**On a highway or expressway in which the speed limit is 65 mph, how often do you drive above the maximum speed allowed?**

	Freq.	%	
Always	33	6.6%	
Almost always	49	9.8%	
Sometimes	159	31.8%	
Never	259	51.8%	MEDIAN
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

On a school zone, with speed limit at 15 mph, 96% of the participants indicated that they “never” or “sometimes” drive above the maximum speed allowed. However, 4% said that they “almost always” or “always” drive above the maximum speed allowed on this zone.

**On a school zone in which the speed limit is 15 mph, how often do you drive above the maximum speed allowed?**

	Freq.	%	
Always	12	2.4%	
Almost always	8	1.6%	
Sometimes	65	13.0%	
Never	415	83.0%	MEDIAN
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

When the participants describe their driving habits, seven out of ten (68.4%) of them use the statement “I usually give way to other vehicles more than other vehicles give way to me”, while 28% used both statements: “I usually give way to other vehicles more than other vehicles give way to me” and “I usually pass other vehicles faster than the speed they drive when they pass me”.

**Which statement describes you best when you are driving?**

	Freq.	%
I usually give way to other vehicles more than other vehicles give way to me	342	68.4%
I usually pass other vehicles faster than the speed they drive when they pass me	17	3.4%
Both	140	28.0%
Does not know / Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Half (53.4%) of the participants use both lanes when they drive, while one out of five (22%) mentioned the use the slow lane and one out of four (24.4%) used the fast lane.

**I usually drive...**

	Freq.	%
On the slow lane	110	22.0%
On the fast lane	122	24.4%
Both	267	53.4%
Does not know / Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.



Most of the participants (96.8%) has not received a traffic fine for driving above the speed limit during the last 12 months before the study. For those who did receive a traffic fine, 75% only got one fine during the last 12 months before the study, with one participant received up to ten fines.

**During the last 12 months, have you received any traffic tickets for driving above the speed limit?**

	Freq.	%
Yes	16	3.2%
No	484	96.8%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**During the last 12 months, how many traffic tickets have you received for speeding?**

	Freq.	%
1	12	75.0%
2	3	18.8%
10	1	6.3%
<b>Total</b>	<b>16</b>	<b>100.0%</b>
<b>Mean</b>	<b>2 tickets</b>	
<b>Median</b>	<b>1 ticket</b>	
<b>Minimum</b>	<b>1 ticket</b>	
<b>Maximum</b>	<b>10 tickets</b>	

n=16. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving above the speed limit.

Only one out of five participants said that they knew how much money a traffic fine cost for speeding.

**Do you know how much is the fine for speeding?**

	Freq.	%
Yes	97	19.4%
No	402	80.4%
Does not know	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Almost all the participants, 99.2%, indicated that they have not been involved in a car accident due to driving above the speed limit.

**During the last 12 months, have you been involved in any car accidents because you were driving above the speed limit?**

	Freq.	%
Yes	4	0.8%
No	496	99.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Three out of four (76.2%) of the participants think that it is “very unlikely” or “unlikely” that they will get a traffic fine because of speeding. Meanwhile, 23.6% think it is “very likely” or “likely” that they will get a traffic fine because of speeding. A significant statistical difference was found by age and the likelihood of getting a traffic fine because of speeding, at a confidence level of 95%. As age increases, the tendency to believe that you are more likely to receive a traffic ticket for speeding.

**How likely is it that you get a traffic ticket because of speeding?**

	Freq.	%	
Very likely	31	6.2%	
Likely	87	17.4%	
Unlikely	131	26.2%	
Very unlikely	250	50.0%	MEDIAN
Does not know / Does not say	1	0.2%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

Three out of ten participants (31.6%) remember seeing, reading or hearing something about the Puerto Rico Police Department officers giving fines to drivers who were speeding. However, 85% did not remember seeing, reading or hearing any messages of a campaign regarding driving above the speed limit on the roads of Puerto Rico. No significant statistical difference was found by gender or age, and participants remembering seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving fines to drivers who were speeding.

**During the past 30 days, do you remember seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving tickets to drivers who were speeding?**

	Freq.	%
Yes	158	31.6%
No	341	68.2%
Does not know	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**During the past 30 days, do you remember seeing, reading, or hearing any messages of a campaign regarding driving above the speed limit on the roads of Puerto Rico?**

	Freq.	%
Yes	75	15.0%
No	425	85.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Of those who did remember the message of driving above the speed limit on the roads of Puerto Rico, two out of three identified “local TV” as the media where they heard the message, followed by “radio” (22.7%).

**Where did you read, see, or heard about the message on driving above the speed limit on the roads of Puerto Rico?**

	Freq.	%
Local TV	48	64.0%
Radio	17	22.7%
Social media	14	18.7%
Newspaper	5	6.7%
Billboards or posters at bus stops or other public places	3	4.0%
Cable TV and/or satellite	2	2.7%
Other internet websites	1	1.3%
<b>Total</b>	<b>75</b>	<b>-</b>

n=75. 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 driving above the speed limit on the roads of Puerto Rico.

Nearly one out of five (17.3%) of the participants who did remember messages related to a campaign regarding driving above the speed limit, also remembered a slogan, theme or phrase. The message “*Guía sin prisa*” was remembered by five out of 10 of participants (46.2%), while “*Si tú sales, nosotros también*” was remembered by two out of 10 participants for each advertisement.

**Do you remember any slogan, theme, or phrase that you saw, read, or heard regarding this campaign about speeding on the roads of Puerto Rico?**

	Freq.	%
Yes	13	17.3%
No	62	82.7%
<b>Total</b>	<b>75</b>	<b>100.0%</b>

n=75. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

**Which themes, phrases or slogans do you remember seeing, reading, or hearing regarding this campaign about speeding on the roads of Puerto Rico?**

	Freq.	%
Guía sin prisa	6	46.2%
Si tú sales, nosotros también	2	15.4%
Era mejor perder un segundo en la vida que la vida en un segundo	1	7.7%
Manténgase con cuidado. viaje a la velocidad permitida	1	7.7%
Nosotros salimos	1	7.7%
Si excede la velocidad va a ser arrestado o multado	1	7.7%
Tú saliste, yo también voy a salir	1	7.7%
<b>Total</b>	<b>13</b>	<b>-</b>

n=13. 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 driving above the speed limit on the roads of Puerto Rico.

Using a scale where five means “very effective” and one “not effective at all” on how effective the participants think the message they remember seeing, reading, or hearing about driving above the speed limit, 76.9% of the participants gave a score between five and four. While none scored between one (“not effective at all”) and two.

**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 driving above the speed limit?**

	Freq.	%	
1 - Not at all effective	0	0.0%	
2	0	0.0%	
3	3	23.1%	
4	3	23.1%	MEDIAN
5 - Very effective	7	53.8%	
<b>Total</b>	<b>13</b>	<b>100.0%</b>	

n=13. Note: n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

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