

Puerto Rico: Impact of the Car Seat Campaign

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



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INTRODUCTION

In November of 2021, the Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired the firm Estudios Técnicos, Inc., to design and conduct a survey to assess the impact of the car seat campaign, utilizing a research methodology in compliance with the National Highway Traffic Safety Administration (NHTSA) requirements. This report presents the results of the survey, conducted from November 12 of 2021 through February 8, 2022.

METHODOLOGY

A telephone survey was made to residents in Puerto Rico 16 years or older with an active driver's license, father, mother, guardian or responsible for a child between 0 to 8 years old. 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

The general demographic profile of the sample follows:

The sample gender distribution consisted of 171 males (34.2%) and 329 females (65.8%). The median age was 38 and average age of the sample was 40 years old. The youngest participant had 17 years and the oldest was 84 years old.

Gender of the interviewee

	Freq.	%
Male	171	34.2%
Female	329	65.8%
Total	500	100.0%

N=500.

Age	
	Freq.
16 to 24	29
25 to 34	165
35 to 44	159
45 to 59	100
60 or older	45
Total	498
Mean	40
Median	38
Minimum	17
Maximum	84

N=500.

The average and median household size was three persons, including the participants.

How many people live in your household, including yourself?	
	Freq.
Mean	3
Median	3
Minimum	1
Maximum	10

N=490. 10 did not respond.

One out of three participants (38.6%) had a bachelor's degree, while one out of four (24.6%) had an associate degree or some years of college. The median academic degree of the sample was a Bachelor's Degree while more than 80% of the sample had some college education.

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

	Freq.	%	
High School or less	13	2.6%	
High School Diploma	74	14.8%	
Associate Degree or some years of college	123	24.6%	
Bachelor's Degree	193	38.6%	MEDIAN
Master's Degree	70	14.0%	
Doctorate Degree	17	3.4%	
Does not say	10	2.0%	
Total	500	100.0%	

N=500.

More than a half (60.6%) of the participants are currently “working full time,” while 12.4 percent are “working part time.”

What is your current occupational status?

	Freq.	%
Working full time	303	60.6%
Working part time	62	12.4%
Only studying	4	0.8%
Working and studying	18	3.6%
Retired / Pensioner	51	10.2%
Unemployed	13	2.6%
Housekeeper	43	8.6%
Maternity	2	0.4%
Does not say	4	0.8%
Total	500	100.0%

N=500.

More than a half (52.4%) of the participants are married and one out of five (22.8%) is single.

Civil status

	Freq.	%
Married	262	52.4%
Single	114	22.8%
Cohabiting	75	15.0%
Divorced	31	6.2%
Widowed	9	1.8%
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	105	21.0%
\$15,001-\$25,000	88	17.6%
\$25,001-\$35,000	65	13.0%
\$35,001-\$50,000	64	12.8%
\$50,001-\$75,000	53	10.6%
\$75,001 or more	38	7.6%
Does not say	87	17.4%
Total	500	100.0%

MEDIAN

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (79%) drive their vehicles "every day", while one percent drive "once a week".

How often do you drive a motor vehicle?

	Freq.	%
Every day	395	79.0%
Almost every day	66	13.2%
Several times a week	33	6.6%
Once a week	6	1.2%
Total	500	100.0%

N=500.

“SUV” is the most frequent vehicle used among participants (45.6%), followed by “Regular car” (45.0%). Also, almost one out of 10 (6.8%) reported the use of a “pick-up truck or trucks”.

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

	Freq.	%
SUV	228	45.6%
Regular car	225	45.0%
Pick-up truck or truck	34	6.8%
Mini van	8	1.6%
Van	5	1.0%
Does not know / Does not say	0	0.0%
Total	500	100.0%

N=500.

In a typical weekday, the median amount of time participants spends driving is three hours. In a typical weekend the median amount of time participants spends driving is two hours and thirty minutes. The minimum time reported on weekdays was ten minutes, while on weekends some participants do not spend time driving.

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

Mean	3 hours 2 minutes
Median	2 hours
Minimum	10 minutes
Maximum	18 hours

N=492. 8 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 31 minutes
Median	2 hour
Minimum	Does not drive
Maximum	16 hours

N=487. 106 did not respond.

During the week, three of every four participants (74.8%) drive to “work,” followed by “Son/grandson or dependent school” (45.8%) and “medical appointments” (33.2%). On

weekends, the most frequent driving activity is “Shopping” (52.6%) while driving to “work” dropped to 19.2%. Also, almost five out of ten participants (48.4%) reported driving for “Visiting family and friends” on weekends.

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

	Freq.	%
Work	374	74.8%
Son / grandson or dependant school	229	45.8%
Medical appointments	166	33.2%
Shopping (grocery store, etc.)	139	27.8%
Visiting family and friends	117	23.4%
Entertainment (movie theater, the beach, the park, etc.)	50	10.0%
School / College	48	9.6%
Traveling around different places and spending most of the time inside the vehicle	39	7.8%
Church	10	2.0%
Errands	6	1.2%
Child training	4	0.8%
Gym	4	0.8%
Tutoring	3	0.6%
Charities	1	0.2%
Pharmacy	1	0.2%
Therapy	1	0.2%
Does not go out	1	0.2%
Total	500	-

N=500. The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

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

	Freq.	%
Shopping (grocery store, etc.)	263	52.6%
Visiting family and friends	242	48.4%
Entertainment (movie theater, the beach, the park, etc.)	206	41.2%
Traveling around different places and spending most of the time inside the vehicle	171	34.2%
Work	96	19.2%
Medical appointments	62	12.4%
Church	31	6.2%
School / College	8	1.6%
Does not drive on weekends	8	1.6%
Child Sport Games	5	1.0%
Errands	4	0.8%
Pharmacy	3	0.6%
Restaurant	1	0.2%
Laundry	1	0.2%
Pick up kids	1	0.2%
With Children	1	0.2%
Does not know / Does not say	23	4.6%
Total	500	-

N=500. The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

In a scale from one to ten, in which ten was defined as very good, the score selected by almost 3 out of 10 participants (27.6%) was “very bad”, and only 2.8% rated the driving experience in Puerto Rico as “very good”. The median is four.

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	138	27.6%
2	27	5.4%
3	39	7.8%
4	47	9.4%
5	104	20.8%
6	36	7.2%
7	49	9.8%
8	32	6.4%
9	13	2.6%
10 - Very good	14	2.8%
Does not know / Does not say	1	0.2%
Total	500	100.0%

N=500.

“Distracted drivers” was identified (62.0%) as the main issue of safety concern of Puerto Rico's roads. Also, 61.0% mentioned “Road conditions” as their secondary concern, while two out of five (56.8%) identified “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.	%
Distracted drivers	310	62.0%
Road conditions	305	61.0%
Speed	284	56.8%
Drunk drivers	186	37.2%
Lane cutters	112	22.4%
Drivers running red light	61	12.2%
Riders on horsebacks	41	8.2%
Motorbikes	33	6.6%
Stray animals	31	6.2%
Cyclists on the road	27	5.4%
Pedestrians	17	3.4%
Other	60	12.0%
Total	500	-

N=500. 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.

Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (First priority)

	Freq.	%
Speed	284	56.8%
Drunk drivers	89	17.8%
Distracted drivers	88	17.6%
Road conditions	32	6.4%
Motorbikes	3	0.6%
Cyclists on the road	3	0.6%
Drivers running red light	1	0.2%
Total	500	100.0%

N=500.

Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Second priority)

	Freq.	%
Distracted drivers	186	37.2%
Road conditions	132	26.4%
Drunk drivers	97	19.4%
Lane cutters	17	3.4%
Motorbikes	12	2.4%
Pedestrians	11	2.2%
Cyclists on the road	9	1.8%
Riders on horsebacks	9	1.8%
Drivers running red light	6	1.2%
Stray animals	3	0.6%
Road Signs	3	0.6%
Elderly driving	2	0.4%
Illumination	2	0.4%
Damaged traffic lights	1	0.2%
Heavy traffic	1	0.2%
Truckers drive improperly	1	0.2%
People not following transit rules	1	0.2%
Lack of empathy	1	0.2%
Not using signal lights	1	0.2%
Carjacking	1	0.2%
Does not say	4	0.8%
Total	500	100.0%

N=500.

Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Third priority)

	Freq.	%
Road conditions	141	28.2%
Lane cutters	95	19.0%
Drivers running red light	54	10.8%
Distracted drivers	36	7.2%
Riders on horsebacks	32	6.4%
Stray animals	28	5.6%
Does not say	25	5.0%
Motorbikes	18	3.6%
Illumination	16	3.2%
Cyclists on the road	15	3.0%
Pedestrians	6	1.2%
People not following transit rules	5	1.0%
Phone use	5	1.0%
Lack of empathy	3	0.6%
Cyclists	2	0.4%
Damaged traffic lights	2	0.4%
Illumination, road lines	2	0.4%
Road Signs	2	0.4%
Security	2	0.4%
Ajar	1	0.2%
Car to car shootings	1	0.2%
Conducir por el paseo	1	0.2%
Driving against traffic	1	0.2%
Kids without seat belt	1	0.2%
Old people driving	1	0.2%
Pedestrians crossing	1	0.2%
Police assistance	1	0.2%
Putting make up while driving	1	0.2%
Road conditions	1	0.2%
Four tracks	1	0.2%
Uninsured	1	0.2%
Total	500	92.0%

N=500.

CAR SEAT PROTECTION FOR MINORS BETWEEN CERO AND EIGHT YEARS

When asked about the use of the car seat when driving or traveling with a child of cero to eight years old, most of the participants (94.8% and 94.6, respectively) mentioned they "always" used the car seat.

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

	Freq.	%
Always	474	94.8%
Almost always	10	2.0%
Sometimes	0	0.0%
Rarely	3	0.6%
Never	11	2.2%
Does not say	2	0.4%
Total	500	100.0%

N=500.

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

	Freq.	%
Always	473	94.6%
Almost always	10	2.0%
Sometimes	0	0.0%
Rarely	4	0.8%
Never	9	1.8%
Does not know / Does not say	4	0.8%
Total	500	100.0%

N=500.

On average, the participants indicated to travel with one child in the car.

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

Mean	1.4 children
Median	1 children
Minimum	1 children
Maximum	4 children
Sum	674 children

N=496. 4 did not respond.

In relation to the age of the children and the type of car seat that the child uses in the vehicle, from ages cero to five almost all children use the standard car seat. Once the

children reached five years, the participants move them to the booster seat. From six years and above, people tend to have their children either on a booster seat or without any protector seat.

What is the age of those children traveling with you in the vehicle?/ What type of seat does the child use, typically, with you in the vehicle?

Age	Car seat		Booster		None		Does not know / Does not apply		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
0	19	4.7%	1	0.4%	0	0.0%	2	12.5%	22	3.3%
1	70	17.4%	1	0.4%	0	0.0%	0	0.0%	71	10.5%
2	51	12.7%	1	0.4%	0	0.0%	1	6.3%	53	7.9%
3	67	16.6%	7	2.9%	0	0.0%	1	6.3%	75	11.1%
4	46	11.4%	12	5.0%	0	0.0%	1	6.3%	59	8.8%
5	65	16.1%	32	13.4%	2	11.8%	0	0.0%	99	14.7%
6	44	10.9%	52	21.8%	3	17.6%	1	6.3%	100	14.8%
7	18	4.5%	44	18.5%	4	23.5%	1	6.3%	67	9.9%
8	15	3.7%	84	35.3%	8	47.1%	0	0.0%	107	15.9%
Does not say	8	2.0%	4	1.7%	0	0.0%	9	56.3%	21	3.1%
Total	403	100.0%	238	100.0%	17	100.0%	16	100.0%	674	100.0%

n=674 children.

In terms of the participant's knowledge about the age, weight and height needed to use the car seat, the profile is as follows. The median age was eight years old; the median weight was 60 pounds, and the median height was about four feet tall.

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

	Freq	%	Mean	Median	Mode
Age	N= 260	52.0%	7 years	8 years	8 years
Weight	N= 158	31.6%	60 pounds	60 pounds	60 pounds
Height	N= 32	6.4%	48 inches	48 inches	48 inches

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

Age	Freq.	%
0	4	1.5%
1	1	0.4%
2	6	2.3%
3	4	1.5%
4	21	8.1%
5	52	20.0%
6	22	8.5%
7	17	6.5%
8	88	33.8%
9	11	4.2%
10	17	6.5%
11	7	2.7%
12	15	5.8%
Total	260	100.0%
Mean	7 years	
Median	8 years	

N=265.

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

Pounds	Freq.	%
0	20	12.7%
5	1	0.6%
20	1	0.6%
30	7	4.4%
35	3	1.9%
40	11	7.0%
42	1	0.6%
45	2	1.3%
48	1	0.6%
50	13	8.2%
55	5	3.2%
56	2	1.3%
60	21	13.3%
65	3	1.9%
70	9	5.7%
75	3	1.9%
80	20	12.7%
90	9	5.7%
100	21	13.3%
110	1	0.6%
120	3	1.9%
180	1	0.6%
Total	158	100.0%
Mean	60 pounds	
Median	60 pounds	

N=158.

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

Inches	Freq.	%
30	1	3.1%
36	4	12.5%
39	1	3.1%
42	1	3.1%
46	1	3.1%
48	14	43.8%
51	1	3.1%
53	2	6.3%
54	2	6.3%
55	2	6.3%
57	1	3.1%
59	1	3.1%
60	1	3.1%
Total	32	100.0%
Mean	48 inches	
Median	48 inches	

N=32.

The same question was asked about the use of the booster seat, and the profile is as follows. The median age was seven years old with a median weight of 60 pounds and a median height of four feet.

According to what you know, up to what age, weight or height should a child between 0 and 8 years old use the booster?

	Freq	%	Mean	Median	Mode
Age	N= 224	44.8%	7 years	7 years	8 years
Weight	N= 79	15.8%	62 pounds	60 pounds	50 pounds
Height	N= 11	2.2%	49 inches	48 inches	48 inches

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

Years	Freq.	%
1	1	0.4%
2	2	0.9%
3	6	2.7%
4	18	8.0%
5	36	16.1%
6	31	13.8%
7	30	13.4%
8	60	26.8%
9	14	6.3%
10	14	6.3%
11	2	0.9%
12	10	4.5%
Total	224	100%
Mean	7 years	
Median	7 years	

N=224.

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

Pounds	Freq.	%
20	1	1.3%
30	4	5.1%
35	2	2.5%
40	5	6.3%
42	2	2.5%
45	2	2.5%
50	21	26.6%
55	1	1.3%
56	1	1.3%
60	7	8.9%
61	1	1.3%
65	6	7.6%
70	1	1.3%
75	3	3.8%
80	13	16.5%
100	7	8.9%
110	2	2.5%
Total	79	100.0%
Mean	62 pounds	
Median	60 pounds	

N=79.

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

Inches	Freq.	%
36	1	9.1%
46	1	9.1%
48	5	45.5%
53	1	9.1%
54	2	18.2%
58	1	9.1%
Total	11	100%
Mean	49 inches	
Median	48 inches	

N=11.

More than half (84.2%) of the participants indicated that the agency responsible for the inspection of the protective seats in Puerto Rico is the "Fire Department" while one in every four (15.8%) do not know which agency was responsible.

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

	Freq.	%
Fire Department	421	84.2%
PR Police	32	6.4%
Commission for Traffic Safety (CST)	26	5.2%
Puerto Rico Department of Transportation and Public Works	14	2.8%
Asientos protectores 101	1	0.2%
despues que le da de alta en el hospital	1	0.2%
Puerto Rico Department of Family Affairs	1	0.2%
Department of Public Safety (Manejo de Emergencias)	1	0.2%
None	1	0.2%
Does not know	49	9.8%
Does not say	2	0.4%
Total	500	-

The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of car seat. n= 500.

During the past 12 months, 0.4% of the participants received a police officer fine for not using the car seat. All of them received a ticket in a period of 12 months, but none specified the amount of the ticket received.

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

	Freq.	%
Yes	2	0.4%
No	494	98.8%
Does not know	2	0.4%
Does not say	2	0.4%
Total	500	100.0%

N=500.

Eight out of ten participants (84.2%) indicated that is “very unlikely” that they get a police officer fine for not using the car seat when traveling with a child.

How likely is it that you get a ticket for not using a car seat when traveling with children between the ages of 0 to 8?

	Freq.	%
Very likely	18	3.6%
Likely	15	3.0%
Unlikely	39	7.8%
Very unlikely	421	84.2% MEDIAN
Does not know / Does not say	7	1.4%
Total	500	100.0%

n= 500

Regarding the awareness of media campaigns to encourage the use of a car seat for children aged zero to eight, 19.4% of the participants recalled at least one type of message during the last 30 days.

During the past 30 days, do you remember having seen, read or heard any message from a campaign to encourage the use of a car seat for children aged 0 to 8?

	Freq.	%
Yes	97	19.4%
No	397	79.4%
Does not know	4	0.8%
Does not say	2	0.4%
Total	500	100.0%

N=500.

Among the participants who remembered the campaign; "Local TV" (45.4%), "social networks" (19.6%) and "radio" (15.5%) were the main media in which they recalled listening to, reading or watching the campaign.

How did you hear, see, or read the message about the use of car seat?

	Freq.	%
Local TV	44	45.4%
Social Media	19	19.6%
Radio	15	15.5%
Cable TV y/o Satélite	6	6.2%
Newspaper	4	4.1%
Billboards o afiches en paradas de guagua y otros lugares públicos	4	4.1%
Work	4	4.1%
Other webpages	2	2.1%
Minicipality	2	2.1%
School	2	2.1%
Email	1	1.0%
Head Start	1	1.0%
Hospital	1	1.0%
Orientation at a mall	1	1.0%
Orientation in Walgreens	1	1.0%
Pandora	1	1.0%
Plaza del Caribe	1	1.0%
Revistas	0	0.0%
Cine	0	0.0%
Does not know / Does not say	1	1.0%
Total	97	-

The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of car seat. n= 97.

One out of four participants (25.8%) that recalled the campaign, remembered slogans or phrases as part of it.

Do you remember any slogan or phrase you saw, heard, or read as part of the campaign about the use of car seat?

	Freq.	%
Yes	25	25.8%
No	71	73.2%
Boes not know/Does not say	1	1.0%
Total	97	100.0%

n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of car seat. n=97.

The following table summarizes the slogan recall of the participants:

Which slogan, slogans, or phrases do you remember regarding this campaign about the use of car seat?		
	Freq.	%
Si usas el cinturon salvas la vida	2	8.0%
Algo de la vida	1	4.0%
Amarrate	1	4.0%
Amarrate a la vida	1	4.0%
el asiento salva vidas	1	4.0%
Evitar accidentes	1	4.0%
La importancia de llevar los menores en el asiento para salvarle la vida	1	4.0%
Las noticias de un accidente con un niño	1	4.0%
no guiar borracho	1	4.0%
policia detiene a su propia hija y la detiene por conducir mal	1	4.0%
por la seguridad anuncio de una nena	1	4.0%
Presetan como acomodar el asiento protector y mostraba las consecuencias de no usarlo	1	4.0%
Protege a los tuyos, usa el asiento protector	1	4.0%
Protege el menor y el logo del car seat.	1	4.0%
protege tu vida y la de los demas	1	4.0%
protegete tu y protege los tuyos	1	4.0%
seguridad para los niños asiento protector	1	4.0%
siempre estar amarrado	1	4.0%
Usar el asiento protector	1	4.0%
usar el car seat salva vidas	1	4.0%
Utiliza el carseat	1	4.0%
Si los amas protéjelo	1	4.0%
Does not say	3	12.0%
Total	25	-

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 slogan or phrase related to a campaign encouraging the use of car seat. n=25.

For six of ten participants (57.7%) that recalled the campaign, the message was “very effective.” Only 2.1% indicated it was “not effective at all.”

On a scale of 1 to 5, in which 5 means “very effective” and 1 means “not effective at all”, how effective do you think is this message you remember seeing, reading, or hearing about the use of car seat?		
	Freq.	%
1 - Not at all effective	2	2.1%
2	2	2.1%
3	15	15.5%
4	21	21.6%
5 - Very effective	56	57.7%
Does not know / Does not say	1	1.0%
Total	97	100.0%

MEDIAN

n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of car seat. n=97.

Half of these participants (44.3%) that recalled the campaign indicated that the Commission for Traffic Safety (CST) is the agency responsible for the campaign on the use of car seats for children 0 to 8 years of age, while 12.4% said it was the Puerto Rico Police.

From the following agencies, which one do you think is responsible for the campaign on the car seat for children 0 to 8 years old that you remember having been exposed?

	Freq.	%
Commission for Traffic Safety (CST)	43	44.3%
Puerto Rico Police	12	12.4%
Puerto Rico Department of Transportation and Public Works	9	9.3%
Fire Department	6	6.2%
Highway Authority	5	5.2%
Asientos protectore 101	1	1.0%
Department of Family Affairs (Departamento de la Familia)	1	1.0%
Minicipality	1	1.0%
Only remember the colors black and yellow	1	1.0%
All of them are responsible	1	1.0%
Saveral because of irresponsible parents	1	1.0%
Does not know	16	16.5%
Total	97	100.0%

n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of car seat. n=97.

Almost one out of ten (8.4%) of the participants indicated that they remember seeing, reading, or hearing anything about the Puerto Rico police inflicting fines on people traveling with minors without using the car seat.

During the past 60 days, do you remember seeing, reading or hearing anything about the Puerto Rico police inflicting fines on people traveling with minors without using the car seat?

	Freq.	%
Yes	42	8.4%
No	451	90.2%
Does not know/Does not say	7	1.4%
Total	500	100.0%

N=500.

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