

Study about the campaign “Driving Under the Influence of Alcohol”

Final Report

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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 campaign "Driving under the Influence of alcohol". . This report provides a description of the methodology and the results of the of survey, which was conducted between February 18 and March 31, 2021.

METHODOLOGY

To assess the impact of the campaign, a telephone survey was carried out among residents of Puerto Rico 16 years or older with an active driver's license. The survey was based on a probabilistic sample consisting of 500 individuals. Telephone numbers were randomly chosen among a list of residential and mobile phone numbers generated through the technique of "Random Digit Dialing" (RDD). Based on the selected sample type, the estimated sampling error is $\pm 4.4\%$ with a confidence level of 95% for the total sample.

The research instrument for data collection was composed of 34 items, mainly closed-ended. Interviewers used a Computer Assisted Telephone Interviewing System (CATI), to perform the interviews.

FINDINGS

DEMOGRAPHIC PROFILE

The gender distribution of the sample consisted of 221 males (44.2%) and 279 females (55.8%). Both, the median age of the sample and the average were 46 years, while the youngest participant was 17 years old and the oldest was 86 years old.

Gender of the interviewee

	Freq.	%
Male	221	44.2%
Female	279	55.8%
Total	500	100.0%

N=500.

Age

	Freq.
16 to 24 years	32
25 to 34 years	103
35 to 44 years	96
45 to 59 years	173
60 or older years	96
Total	500
Mean	46
Median	46
Minimum	17
Maximum	86

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	6

N=494. Six did not respond.

Three out of every ten participants (31.0%) have a high school diploma, while one out of five (20.8%) has a bachelor's degree. The median academic degree of the sample was between "some years of college" and "associate degree".

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

	Freq.	%
High School or less	20	4.0%
High School Diploma	155	31.0%
Associate Degree or some years of college	152	30.4%
Bachelor's Degree	104	20.8%
Master's Degree	51	10.2%
Doctorate Degree	13	2.6%
Does not say	5	1.0%
Total	500	100.0%

N=500.

Half (51.8%) of the participants are currently "working full time", while one out of every ten (10.8%) are working "part time". Also, one out of five (19.8%) are "retired / pensioner".

What is your current occupational status?

	Freq.	%
Working full time	259	51.8%
Working part time	54	10.8%
Only studying	8	1.6%
Working and studying	20	4.0%
Retired / Pensioner	99	19.8%
Unemployed	27	5.4%
Homemaker	26	5.2%
Other	5	1.0%
Does not say	2	0.4%
Total	500	100.0%

N=500.

Two out of every five (45.8%) of the participants are married and one out of three (34.8%) is single.

Civil status

	Freq.	%
Single	174	34.8%
Married	229	45.8%
Divorced	43	8.6%
Widowed	16	3.2%
Cohabiting	31	6.2%
Does not say	7	1.4%
Total	500	100.0%

N=500.

The median household income was between \$15,001 and \$25,000 per year.

What is your annual household income?

	Freq.	%
Up to \$15,000	73	14.6%
\$15,001-\$25,000	93	18.6%
\$25,001-\$35,000	54	10.8%
\$35,001-\$50,000	32	6.4%
\$50,001-\$75,000	24	4.8%
\$75,001 or more	12	2.4%
Does not say	212	42.4%
Total	500	100.0%

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (69.2%) drive their vehicles “every day”. While only 2.6 percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	346	69.2%
Almost every day	85	17.0%
Several times a week	56	11.2%
Once a week	13	2.6%
Total	500	100.0%

N=500.

“Regular cars” is the most frequent vehicle used among participants (half), followed by “SUV” preferred by one of every 3. One out of every 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	271	54.2%
SUV	167	33.4%
Pick-up truck or truck	45	9.0%
Mini van	11	2.2%
Van	4	0.8%
Motorbike	1	0.2%
Does not know / Does not say	1	0.2%
Total	500	100.0%

N=500.

In a typical weekday the median amount of time participants spend driving is 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 10 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 50 minutes
Median	2 hours
Minimum	10 minutes
Maximum	20 hours

N=411. Note: 89 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 2 minutes
Median	2 hours
Minimum	Does not drive
Maximum	20 hours

N=422. Note: 78 did not respond.

On weekdays, two out of every three participants (65.8%) drive to “work”, followed by “Shopping” (40.8%), while three out of every 5 go to “medical appointments”. On weekends, the most frequent driving activities were “visiting family and friends” (46.8%) and “Shopping” (45.6%) while “work” drops to 17%.

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

	Freq.	%
Work	329	65.8%
Shopping (grocery store, etc.)	204	40.8%
Medical appointments	154	30.8%
Visiting family and friends	89	17.8%
Traveling around different places and spending most of the time inside the vehicle	34	6.8%
School / College	27	5.4%
Entertainment (movie theater, the beach, the park, etc.)	24	4.8%
Church	7	1.4%
Other	10	2.0%
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.

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

	Freq.	%
Visiting family and friends	234	46.8%
Entertainment (movie theater, the beach, the park, etc.)	228	45.6%
Shopping (grocery store, etc.)	223	44.6%
Traveling around different places and spending most of the time inside the vehicle	114	22.8%
Work	85	17.0%
Church	28	5.6%
Medical appointments	16	3.2%
Does not drive on weekends	6	1.2%
School / College	0	0.0%
Other	10	2.0%
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, the median score is “six” when respondents evaluate the driving experience in Puerto Rico. The most frequent score selected by two out of ten participants was “7”, and only 2.4% 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	72	14.4%	
2	20	4.0%	
3	21	4.2%	
4	28	5.6%	
5	81	16.2%	
6	51	10.2%	MEDIAN
7	85	17.0%	
8	68	13.6%	
9	41	8.2%	
10 - Very good	12	2.4%	
Does not know / Does not say	21	4.2%	
Total	500	100.0%	

N=500.

“Road conditions” is the main issue of concern for safety on the roads of Puerto Rico identified by six out of every ten participants. However, 53% mentioned “distracted drivers” as their secondary concern, while almost half 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	309	61.8%
Distracted drivers	265	53.0%
Speed	246	49.2%
Drunk drivers	189	37.8%
Drivers running red lights	88	17.6%
Lane cutters	72	14.4%
Motorbikes	64	12.8%
Stray animals	63	12.6%
Riders on horsebacks	40	8.0%
Cyclists on the road	38	7.6%
Pedestrians	12	2.4%
Other	28	5.6%
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? (First priority)

	Freq.	%
Road conditions	141	28.2%
Distracted drivers	94	18.8%
Drunk drivers	92	18.4%
Speed	80	16.0%
Motorbikes	15	3.0%
Lane cutters	11	2.2%
Drivers running red lights	10	2.0%
Stray animals	7	1.4%
Riders on horsebacks	6	1.2%
Cyclists on the road	4	0.8%
Pedestrians	3	0.6%
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.	%
Speed	96	19.2%
Distracted drivers	94	18.8%
Road conditions	87	17.4%
Drunk drivers	66	13.2%
Motorbikes	23	4.6%
Drivers running red lights	21	4.2%
Stray animals	20	4.0%
Lane cutters	19	3.8%
Riders on horsebacks	15	3.0%
Cyclists on the road	14	2.8%
Pedestrians	4	0.8%
Other	13	2.6%
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%
Distracted drivers	77	15.4%
Speed	71	14.2%
Drivers running red lights	57	11.4%
Lane cutters	42	8.4%
Stray animals	35	7.0%
Drunk drivers	31	6.2%
Motorbikes	26	5.2%
Cyclists on the road	20	4.0%
Riders on horsebacks	19	3.8%
Pedestrian	5	1.0%
Other	8	1.6%
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.

DRIVING UNDER THE INFLUENCE OF ALCOHOL

Of all the participants, 45.4% indicated having consumed alcoholic beverages at some point. The median consumption rate is about 1 to 2 times a month.

Do you consume alcoholic beverages?

	Freq.	%
Yes	227	45.4%
No	273	54.6%
Total	500	100.0%

N=500.

How often do you consume alcoholic beverages?

	Freq.	%	
Every day	3	1.3%	
3 to 4 times a week	26	11.5%	
1 to 2 times a week	86	37.9%	MEDIAN
2 to 3 time a month	70	30.8%	
Once a month or less	41	18.1%	
Does not know	1	0.4%	
Total	227	100.0%	

n=227. Note: n is equal to the number of respondents that indicated consuming alcoholic beverages.

One out of every fourteen of the participants (7.2%) admitted having driven a vehicle after consuming alcoholic beverages during the past 30 days (most of them were males).

During the last 30 days, have you driven a vehicle after consuming alcoholic beverages?

	Freq.	%
Yes	36	7.2%
No	453	90.6%
Does not know	11	2.2%
Total	500	100.0%

N=500.

On average, the participants indicated having driven a vehicle two times, two hours after consuming alcoholic beverages in the last 30 days.

During the past 30 days, how many times have you driven a motor vehicle two hours after consuming alcoholic beverages?

	Freq.
0	8
1	6
2	6
3	3
4	1
6	1
7	1
8	1
Does not know / Does not say	9
Total	36
Mean	2
Median	1
Minimum	0
Maximum	8

n=36. Note: n is equal to the number of respondents that indicated having driven a vehicle after consuming alcoholic beverages.

Two out of every five of the participants indicated that they know the blood alcohol content allowed for drivers 18 to 20 years old (44.4%) and drivers with 21 years and older (44.8%). When asked about the specific percentage of blood alcohol content allowed, the mode value was 0.08% in both cases.

According to what you know about alcohol and traffic laws, could you indicate the blood alcohol content allowed for drivers 18 to 20 years old...

	Freq.	%
No	81	16.2%
Yes	222	44.4%
Does not know	197	39.4%
Total	500	100.0%

N=500.

According to what you know about alcohol and traffic laws, could you indicate the blood alcohol content allowed for drivers 21 years or older...

	Freq.	%
No	79	15.8%
Yes	224	44.8%
Does not know	197	39.4%
Total	500	100.0%

N=500.

According to what you know about alcohol and traffic laws, could you indicate the blood alcohol content allowed for drivers 18 to 20 years old...

	Freq.
0	2
0.01	3
0.02	6
0.03	3
0.04	4
0.05	2
0.06	2
0.07	3
0.08	67
0.10	14
0.11	1
0.15	1
0.18	2
0.20	15
0.30	1
0.40	5
0.50	19
0.60	6
0.70	15
0.75	1
0.80	49
0.82	1
Total	222
Median	0.2
Mode	0.08
Minimum	0
Maximum	0.82

n=222. Note: n is equal to the number of respondents that indicated knowing the blood alcohol content allowed for drivers 18 to 20 years old.

According to what you know about alcohol and traffic laws, could you indicate the blood alcohol content allowed for drivers 21 years or older...

	Freq.
0	1
0.01	3
0.02	2
0.03	1
0.04	1
0.06	1
0.07	5
0.08	80
0.1	15
0.11	3
0.12	1
0.14	1
0.15	4
0.18	2
0.20	8
0.30	1
0.40	6
0.50	8
0.60	3
0.70	17
0.75	1
0.80	57
0.90	1
Does not know / Does not say	2
Total	224
Median	0.11
Mode	0.08
Minimum	0
Maximum	0.9

n=224. Note: n is equal to the number of respondents that indicated knowing the blood alcohol content allowed for drivers 21 years or older.

One out of four of the participants said that they know the blood alcohol content allowed for motorbike riders and truck drivers. When asked about the specific percentage of blood alcohol content allowed, the mode value was 0.02%.

According to what you know about alcohol and traffic laws, could you indicate the blood alcohol content allowed for motorbike riders and truck drivers...

	Freq.	%
No	106	21.2%
Yes	126	25.2%
Does not know	268	53.6%
Total	500	100.0%

N=500.

According to what you know about alcohol and traffic laws, could you indicate the blood alcohol content allowed for motorbike riders and truck drivers...

	Freq.
0	16
0.01	1
0.02	40
0.03	1
0.05	1
0.06	1
0.08	4
0.1	7
0.11	1
0.15	2
0.18	3
0.2	17
0.25	1
0.3	2
0.35	1
0.4	3
0.5	8
0.6	2
0.70	5
0.75	1
0.80	8
Does not know	1
Total	126
Median	0.08
Mode	0.02
Minimum	0
Maximum	1.8

n=126. Note: n is equal to the number of respondents that indicated knowing the blood alcohol content allowed for motorbike riders and truck drivers.

Almost, 9 out of every 10 (91.8%) of the participants said that they know what a designated driver is.

Do you know what a designated driver is?

	Freq.	%
Yes	459	91.8%
No	39	7.8%
Does not know	2	0.4%
Total	500	100.0%

N=500.

Participants perceive that in Puerto Rico a drunk driver faces a high probability of being arrested. Participants indicated that it is “very likely” (50.4%) and “likely” (33.6%) to get arrested for driving under the influence of alcohol. This perception seems to be independent of gender or age group.

How likely is it that a driver gets arrested for driving under the influence of alcohol?

	Freq.	%
Very likely	252	50.4%
Likely	168	33.6%
Unlikely	42	8.4%
Very unlikely	29	5.8%
Does not know / Does not say	9	1.8%
Total	500	100.0%

N=500.

It's important to mention that none of the participants have been pulled over for driving under the influence of alcohol nor have they been in a car accident for the same reason (during the past 12 months).

During the past 12 months, have you been pulled over for driving under the influence of alcohol?

	Freq.	%
No	500	100.0%
Total	500	100.0%

N=500.

During the past 12 months, have you been in any car accidents due to driving under the influence of alcohol?

	Freq.	%
No	500	100.0%
Total	500	100.0%

N=500.

As to police enforcement efforts and awareness of media campaigns for DUI, only one out of every 6 participants (16.8%) have seen, read or heard of police enforcement efforts regarding impaired driving (driving under the influence of alcohol) in the past 30 days.

During the past 30 days, have you seen, read, or heard about any efforts from the police regarding driving under the influence of alcohol?

	Freq.	%
Yes	83	16.8%
No	406	82.4%
Does not know	4	0.8%
Total	493	100.0%

Regarding the awareness of media campaigns for DUI's, almost half of the participants (18.0%) recalled at least one type of message during the previous 30 days.

During the last 30 days, do you remember seeing, reading or hearing any messages as part of a campaign regarding driving under the influence of alcohol?

	Freq.	%
Yes	90	18.0%
No	406	81.2%
Does not know	4	0.8%
Total	500	100.0%

N=500.

Among those that recalled a campaign, Local TV (78.9%), Radio (21.1%) and Social media (18.9%) were the main outlets of the participants for hearing, reading or seeing said campaign.

How did you hear, read, or see this message about driving under the influence of alcohol?

	Freq.	%
Local TV	71	78.9%
Radio	19	21.1%
Social media	17	18.9%
Cable TV and/or satellite	6	6.7%
Other internet websites	5	5.6%
Billboards or posters at bus stops or other public places	3	3.3%
Newspaper	2	2.2%
Magazine	1	1.1%
Movie theater	0	0.0%
Other:	1	1.1%
Does not know / Does not say	1	1.1%
Total	90	-

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 regarding driving under the influence of alcohol.

Five out of every ten (53.3%) that recalled the campaign, remembered slogans or phrases.

Do you remember any slogan or phrase you saw, read, or heard as part of this campaign about driving under the influence of alcohol?

	Freq.	%
Yes	48	53.3%
No	40	44.4%
Does not know	2	2.2%
Total	90	100.0%

n=90. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding driving under the influence of alcohol.

The following table summarizes the slogans recall of the participants:

What slogan, slogans, or phrases you remember seeing, reading, or hearing as part of this campaign about driving under the influence of alcohol?

	Freq.	%
<i>Si bebes serás arrestado</i>	6	12.5%
<i>Si bebes, pasa la llave</i>	4	8.3%
<i>Si conduces bajo los efectos del alcohol serás arrestado.</i>	4	8.3%
<i>Si guías borracho serás arrestado</i>	4	8.3%
<i>Pasa la llave</i>	3	6.3%
<i>Si vas a salir nosotros también</i>	3	6.3%
<i>Si bebes y guías serás arrestado.</i>	2	4.2%
<i>Si guías no bebas</i>	2	4.2%
<i>Si tu vas a la calle nosotros también</i>	2	4.2%
<i>Cero tolerancia a los conductores ebrios</i>	1	2.1%
<i>Conducir ebrio es un delito</i>	1	2.1%
<i>Cuidar la familia</i>	1	2.1%
<i>Drama persona guiando</i>	1	2.1%
<i>La próxima muerte puedes ser tú o tu familiar.</i>	1	2.1%
<i>Madre que habla sobre el caso de su hija que tuvo una accidente de tránsito</i>	1	2.1%
<i>Si bebes no guíes, pasa la llave</i>	1	2.1%
<i>Si bebes pagas</i>	1	2.1%
<i>Si bebes podrás ser arrestado</i>	1	2.1%
<i>Si conduces ebrio, pagas</i>	1	2.1%
<i>Si estás borracho, pasa la llave</i>	1	2.1%
<i>Si estás en un party o algo y tienes un amigo borracho, no debe guiar</i>	1	2.1%
<i>Si guías ebrio, pagas</i>	1	2.1%
<i>Si tomas no guíes</i>	1	2.1%
<i>Si tomas pasa la llave</i>	1	2.1%
<i>Si vas a conducir pasa la llave</i>	1	2.1%
<i>Tragedia familiar</i>	1	2.1%
<i>Uno va para la calle y ellos también</i>	1	2.1%
<i>Si te cogemos con alcohol te arrestamos</i>	1	2.1%
Total	48	-

n=48. 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 under the influence of alcohol.

Half (52.1%) of the participants that recalled the campaign said that the message was “very effective” and only 8.3% said 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 the message you remember seeing, reading, or hearing about driving under the influence of alcohol?

	Freq.	%
5 - Very effective	25	52.1%
4	8	16.7%
3	9	18.8%
2	2	4.2%
1 - Not at all effective	4	8.3%
Total	48	100.0%

n=48. Note: n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding driving under the influence of alcohol.