

Road Safety, Distracted Driving and Cell Phone Usage

Final Report

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INTRODUCTION

In May of 2021, the Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired the consulting firm Estudios Técnicos, Inc., to design and conduct a survey to assess the impact of road safety, distracted driving and cell phone usage campaign. This report presents the results of the survey, which was conducted between May 27 and July 4, 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 probabilistic sample. Telephone numbers were randomly chosen among a list of residential and the mobile phone numbers were 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

A general demographics profile follows:

The gender distribution of the sample consisted of 247 males (49.4%) and 253 females (50.6%). The median and average age of the sample was 49 years old. The youngest participant was 18 years old and the oldest was 93 years old.

Gender of the interviewees

	Freq.	%
Male	247	49.4%
Female	253	50.6%
Total	500	100.0%

N=500.

Age

	Freq.
16 to 24 years	33
25 to 34 years	75
35 to 44 years	97
45 to 59 years	146
60 or older years	149
Total	500
Mean	49
Median	49
Minimum	18
Maximum	89

N=500.

The average and median household size was 3 persons, including the participant.

How many people live in your household, including yourself?

Total	493
Mean	3
Median	3
Minimum	1
Maximum	7

N=493. Seven did not respond.

One out of four participants (24.2%) had an associate Degree or some years of college, while one out of three (36.2%) had a bachelor's degree. The median academic degree of the sample was a "bachelor's degree", while more than 74% of the sample had some college education.

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

	Freq.	%
High School or less	24	4.8%
High School Diploma	98	19.6%
Associate Degree or some years of college	121	24.2%
Bachelor's Degree	181	36.2%
Master's Degree	45	9.0%
Doctorate Degree	24	4.8%
Does not say	7	1.4%
Total	500	100.0%

N=500.

Half (52.6%) of the participants are currently “working full time”, while 7.2% are working “part time”. Also, almost one out of four (23.0%) is “retired / pensioned”.

What is your current occupational status?

	Freq.	%
Working full time	263	52.6%
Retired / Pensioned	115	23.0%
Working part time	36	7.2%
Homemaker	33	6.6%
Unemployed	25	5.0%
Working and studying	16	3.2%
Only studying	8	1.6%
Does not say	4	0.8%
Total	500	100.0%

N=500.

Almost half (48%) of the participants are married while three out of ten (31.6%) are single.

Civil status

	Freq.	%
Married	240	48.0%
Single	158	31.6%
Divorced	40	8.0%
Cohabiting	37	7.4%
Widowed	24	4.8%
Does not say	1	0.2%
Total	500	100.0%

N=500.

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

What is your annual household income?

	Freq.	%
Up to \$15,000	106	21.2%
\$15,001-\$25,000	53	10.6%
\$25,001-\$35,000	70	14.0%
\$35,001-\$50,000	53	10.6%
\$50,001-\$75,000	42	8.4%
\$75,001 or more	59	11.8%
Does not say	117	23.4%
Total	500	100.0%

N=500.

GENERAL DRIVING HABITS

Most of the participants of the study (70.2%) drive their vehicles “every day”. While only 3.6 percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	351	70.2%
Almost every day	77	15.4%
Several times a week	54	10.8%
Once a week	18	3.6%
Total	500	100.0%

N=500.

“Regular car” is the most frequent vehicle used among participants (49.8%), followed by “SUV” (40.4%). Also, only a few of participants (7.6%) reported the use of a “pick-up truck or truck”.

¿What type of vehicle do you drive most frequently?

	Freq.	%
Regular car	249	49.8%
SUV	202	40.4%
Pick-up truck or truck	38	7.6%
Van	5	1.0%
Mini van	6	1.2%
Total	500	100.0%

N=500.

In a typical weekday the median amount of time participants spent driving was two hours and the mean was two hours and forty minutes. In a typical weekend day, two hours and eighteen minutes was the average amount of time participants spent driving and the median was of two hours.

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

Mean	2 hours 40 minutes
Median	2 hours
Minimum	Does not drive
Maximum	15 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 17 minutes
Median	2 hours
Minimum	Does not drive
Maximum	16 hours

N=486. Note: 14 did not respond.

On weekdays, more than six of every 10 participants (61.2%) drive to “work”, followed by “shopping” (45.2%) and “medical appointments” (29.8%). On weekends, the most frequent driving activity is for “Entertainment (movie theater, the beach, the park, etc.)” (42.8%), followed by “shopping” (42%), while “work” drops to 16.2%.

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

	Freq.	%
Work	306	61.2%
Shopping (grocery store, etc.)	226	45.2%
Medical appointments	149	29.8%
Visiting family and friends	120	24.0%
Entertainment (movie theater, the beach, the park, etc.)	81	16.2%
Traveling around different places and spending most of the time inside the vehicle	61	12.2%
School / College	43	8.6%
Church	10	2.0%
Other	7	1.4%
Does not know / Does not say	4	0.8%
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.

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.)	214	42.8%
Shopping (grocery store, etc.)	210	42.0%
Visiting family and friends	193	38.6%
Traveling around different places and spending most of the time inside the vehicle	135	27.0%
Work	81	16.2%
Church	41	8.2%
Medical appointments	25	5.0%
Does not drive on weekends	15	3.0%
School / College	1	0.2%
Other	7	1.4%
Does not know / Does not say	34	6.8%
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.

In a scale from one to ten, in which 10 was defined as “very good”, 10.4% of the participants rate driving in Puerto Rico as “five”. The most frequent score selected by one out of five participants (21.4%) was “very bad”, and only 5.4% rated the driving experience 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	107	21.4%
2	22	4.4%
3	37	7.4%
4	32	6.4%
5	97	19.4%
6	51	10.2%
7	63	12.6%
8	44	8.8%
9	20	4.0%
10 - Very good	27	5.4%
Total	500	100.0%

MEDIAN

N=500.

“Road conditions” was the main issue of concern for safety on the roads of Puerto Rico, identified by seven out of ten participants (66.4%). Similarly, 65.8% mentioned “distracted drivers” as their secondary concern, while five out of ten (47.4%) said “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	362	72.4%
Distracted drivers	329	65.8%
Speed	237	47.4%
Drunk drivers	139	27.8%
Lane cutters	117	23.4%
Drivers running red lights	59	11.8%
Riders on horsebacks	42	8.4%
Motorbikes	38	7.6%
Cyclists on the road	31	6.2%
Stray animals	31	6.2%
Pedestrians	11	2.2%
Other	46	9.2%
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%
Pedestrians	5	1.0%
Other	9	1.8%
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.

GENERAL QUESTIONS ABOUT DISTRACTION

When the participants are driving, they also engage primarily in “eating or drinking” (40%), “fixing or brushing your hair looking at the mirror” (11%) and “tending to children on the back seat” (10.2%).

Only one percent of the participants had an accident due to being distracted. The main reason indicated is that “His/Her mind was distracted”.

Typically, when you are driving, do you also engage in any of the following activities?

	Freq.	%
Eating or drinking	200	40.0%
Fixing or brushing your hair looking at the mirror	55	11.0%
Tending to children on the back seat	51	10.2%
Putting on makeup or shaving looking at the mirror	27	5.4%
Driving with a pet on your lap or next to you (unleashed or lose inside the car)	24	4.8%
Watching TV / Videos / Movies	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 an independent count is performed for each of the answers mentioned.

During the past 12 months, have you had a car accident due to being distracted?

	Freq.	%
Yes	5	1.0%
No	495	99.0%
Total	500	100.0%

N=500.

In what way were you distracted that caused the car crash?

	Freq.	%
His/Her mind was distracted	4	80.0%
Talking on the cellphone	1	20.0%
Total	5	100.0%

n=5. Note: n is equal to the number of respondents that indicated having a car accident due to being distracted.

ROAD SAFETY, DISTRACTED DRIVING AND CELL PHONE USAGE

Basically, all the participants (99.8%) indicated that they own a cellular phone. However, only 42.5% use it while driving. A difference statistically significant was found by age and use of the cell phone while driving at a confidence level of 95%.

Do you own a cellular phone?

	Freq.	%
Yes	499	99.8%
No	1	0.2%
Total	500	100.0%

N=500.

Do you use your cell phone while you drive?

	Freq.	%
Yes	212	42.5%
No	287	57.5%
Total	499	100.0%

n=499. Note: n is equal to the number of respondents that indicated owning a cell phone.

For those who use their mobile phones while driving, 31.7% use it "always" or "almost always". Four out of ten (42.5%) use it "sometimes," while 24.5% use it "rarely." No statistically significant difference was found by age or type of vehicle and frequency of use of the cell phone while driving. However, a statistically significant difference was found at a confidence level of 95% by gender and frequency of mobile phone use while driving.

How often do you use the cell phone while driving?

	Freq.	%
Always	30	14.2%
Almost always	37	17.5%
Sometimes	90	42.5%
Rarely	52	24.5%
Never	3	1.4%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

Of the participants who use their cell phone while driving, seven out of ten (70.3%) use it to make or receive calls while driving "very often" or "sometimes". The remaining 29.7% use it "almost never" or "never" for these purposes.

How often do you use the cell phone while driving to make or receive calls?

	Freq.	%
Very often	56	26.4%
Sometimes	93	43.9%
Almost never	56	26.4%
Never	7	3.3%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

During a typical weekday, the participants receive an average of five calls while driving, with some participants receiving up to 60 calls. On the other hand, the participants make an average of three calls, while some of them can make up to 50 calls.

Approximately, how many calls do you RECEIVE on your cell phone while driving on a typical day of the week?

Mean	5
Median	2
Minimum	0
Maximum	60

n=206. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Six did not respond.

Approximately, how many calls do you MAKE on your cell phone while driving on a typical day of the week?

Mean	3
Median	1
Minimum	0
Maximum	50

n=206. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Six did not respond.

During a typical weekend day, the participants receive an average of four calls, with some participants receiving up to 50 calls. Participants reported making an average of three calls, while some of them can make up to 50 calls a day while driving.

Approximately, how many calls do you RECEIVE on your cell phone while driving on a typical day of the weekend?

Mean	4
Median	2
Minimum	0
Maximum	50

n=206. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Six did not respond.

Approximately, how many calls do you MAKE on your cell phone while driving on a typical day of the weekend?

Mean	3
Median	1
Minimum	0
Maximum	50

n=206. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Six did not respond.

In terms of the use of cell phones for sending or receiving text messages, 80.2% of the participants indicated that they “never” or “rarely” use their phone for those purposes while driving. However, 5.2% of the participants reported that they use their phone for text messages “always” or “almost always”, while one out of ten (14.6%) use it “sometimes.”

How often do you use your cell phone while driving to send or receive text messages?

	Freq.	%
Always	3	1.4%
Almost always	8	3.8%
Sometimes	31	14.6%
Rarely	60	28.3%
Never	110	51.9%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

During a typical weekday, the participants send an average of two text messages, with some participants sending up to 70 texts messages. On the other hand, participants read an average of three texts while driving, whereas some of them can read up to 50 texts messages.

Approximately, how many text messages do you SEND from your cell phone while driving on a typical day of the week?

Mean	2
Median	0
Minimum	0
Maximum	70

n=204. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Eight did not respond.

Approximately, how many text messages do you READ from your cell phone while driving on a typical day of the week?

Mean	3
Median	0
Minimum	0
Maximum	50

n=203. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Nine did not respond.

During a typical weekend day, the participants send an average of one text message while driving. They also read an average of two text messages. Some participants sending up to 40 texts messages and reading up to 50.

Approximately, how many text messages do you SEND from your cell phone while driving on a typical day of the weekend?

Mean	1
Median	0
Minimum	0
Maximum	40

n=204. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Eight did not respond.

Approximately, how many text messages do you READ from your cell phone while driving on a typical day of the weekend?

Mean	2
Median	0
Minimum	0
Maximum	50

n=203. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Nine did not respond.

The most common reasons reported for using the cell phone while driving is “family purposes”, indicated by 61.3% of participants, followed by “work purposes” mentioned by 48.1%.

What is the most common reason or reasons why you use your cell phone while driving?

	Freq.	%
For family purposes	130	61.3%
For work purposes	102	48.1%
Emergencies	50	23.6%
For personal purposes (coordinating medical appointments, etc.)	30	14.2%
Having a casual conversation or with friends through a call or text	24	11.3%
Reviewing or posting something on social media	6	2.8%
Other:	6	2.8%
Take photos	2	0.9%
Record videos	1	0.5%
Does not know / Does not say	8	3.8%
Total	212	-

n=212. 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 using the cell phone while driving.

Almost nine out of ten participants (86.8%) think they are at risk when they use their cell phones while driving. No difference statistically significant was found by gender, type of vehicle, or age, and thinking of being at risk when using the cell phone while driving.

Do you think you are at risk when you use your cell phone while driving?

	Freq.	%
Yes	184	86.8%
No	28	13.2%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

Using a scale in which five means “a lot” and one “not at all”, nine out of ten (91.3%) participants scored between five and four the level of danger of using their cell phones while driving. Only 1.6% of them scored one or two for the level of danger, while 7.1% scored as three.

On a scale from 1 to 5, in which 5 means “Very” and 1 means “Not at all”, how dangerous to you think is it to use your cell phone while driving?

	Freq.	%	
1 - Not at all	1	0.5%	
2	2	1.1%	
3	13	7.1%	
4	37	20.1%	
5 - A lot	131	71.2%	MEDIAN
Total	184	100.0%	

n is equal to the number of respondents that think that are at risk when they use the cell phone while driving. n=184.

Most of the participants (91.5%) have a hands-free device that allows them to talk on their cell phones without using their hands. “Bluetooth installed in the car or separated” is the most popular device among the participants, indicated by 72.7% of them. The second most used device for this purpose is “Bluetooth earbuds (without cables)”, indicated by fifteen percent of participants and “Headphones with a cable”, mentioned by 11.9% of the sample.

Do you have a hands-free device that allows you to talk on your cell phone without using your hands?

	Freq.	%
Yes	194	91.5%
No	18	8.5%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

What type of hands-free device do you have for your cell phone?

	Freq.	%
Bluetooth installed in the car or separated	141	72.7%
Bluetooth earbuds (without cables)	23	11.9%
Speaker of the phone	15	7.7%
Headphones with a cable	14	7.2%
Does not know / Does not say	1	0.5%
Total	194	100.0%

n=194. Note: n is equal to the number of respondents that indicated having a hands-free device.

Nine out of ten participants (94.3%) “always” or “almost always” use these hands-free devices, while 3.6% use it “rarely” when driving.

When driving and speaking on your cell phone, how often to you use these hands-free devices?

	Freq.	%	
Always	164	84.5%	MEDIAN
Almost always	19	9.8%	
Sometimes	4	2.1%	
Rarely	6	3.1%	
Never	1	0.5%	
Total	194	100.0%	

n=194. Note: n is equal to the number of respondents that indicated having a hands-free device.

Most of the participants (96.2%) reported that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. Also, 98.2% indicated that driving and texting is illegal.

Is it legal or illegal in Puerto Rico to drive and talk on a cell phone without a hands-free device?

	Freq.	%
Illegal	481	96.2%
Legal	11	2.2%
Does not know / Does not say	8	1.6%
Total	500	100.0%

N=500.

Is it legal or illegal in Puerto Rico to drive and text?

	Freq.	%
Illegal	491	98.2%
Legal	3	0.6%
Does not know / Does not say	6	1.2%
Total	500	100.0%

N=500.

Half of the participants (51.4%) think it is “very likely” or “likely” they would receive a traffic fine for driving while talking on their cell phones without a hands-free device. One out of three (34.2%) thinks it is “very unlikely” or “unlikely” they would receive a traffic fine for driving while talking on their cell phones without a hands-free device.

No significant statistical difference was found by age, gender or the type of vehicle and the likelihood of receiving a traffic fine for driving while talking on the cell phone without a hands-free device, at a confidence level of 95%.

How likely is that you receive a traffic ticket for driving while talking on your cell phone without a hands-free device?

	Freq.	%
Very likely	131	26.2%
Likely	126	25.2%
Unlikely	72	14.4%
Very unlikely	164	32.8%
Does not know / Does not say	7	1.4%
Total	500	100.0%

N=500.

Eight out of ten participants (82.6%) indicated they have not seen, read, or heard anything about police officers giving fines to people driving without using a hands-free device. No significant statistical difference was found by gender, type of vehicle or age, and seeing, reading or hearing anything about police officers giving fines to people driving without using a hands-free device.

During the last 30 days, have you seen, read, or heard anything about police officers giving tickets to people driving without using a hands-free device?

	Freq.	%
Yes	86	17.2%
No	413	82.6%
Does not know	1	0.2%
Total	500	100.0%

N=500.

Almost half (48.4%) participants think it is “very likely” or “likely” they would receive a traffic fine for texting while driving. The other 40.2% thinks it is “very unlikely” or “unlikely” they would receive a traffic fine for texting while driving. No difference statistically significant was found by gender or type of vehicle and the likelihood of receiving a traffic ticket for texting while driving. However, a statistical difference was found by age, and the likelihood of receiving a traffic ticket for texting at a confidence level of 95%.

How likely is it that you receive a traffic ticket for texting while driving?

	Freq.	%	
Very likely	121	24.2%	
Likely	121	24.2%	
Unlikely	77	15.4%	MEDIAN
Very unlikely	174	34.8%	
Does not know / Does not say	7	1.4%	
Total	500	100.0%	

N=500.

Almost one quarter (24%) of the participants knew how much is the fine for driving and talking on the phone without a hands-free device. While two out of ten (16.2%) knows how much is the fine for "texting" while driving.

Do you know how much is the fine for driving and talking on the phone without using a hands-free device?

	Freq.	%
Yes	120	24.0%
No	380	76.0%
Total	500	100.0%

N=500.

Do you know how much is the fine for "texting" while driving?

	Freq.	%
Yes	81	16.2%
No	419	83.8%
Total	500	100.0%

N=500.

Of the participants that reported using the cellphone while driving, 2.8% indicated they have received a traffic fine for that reason in the past twelve months. “Talking on the phone” was the most frequent reason for the police to give the fine, indicated by 83.3% of those participants. In the past 12 months before the survey, all these participants received only one traffic fine for the use of their cell phone while driving.

During the past 12 months, have you received any traffic tickets for using your cellular phone while driving?

	Freq.	%
Yes	6	2.8%
No	206	97.2%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

What were you doing with your cell phone that caused the traffic ticket?

	Freq.	%
Talking on the phone	5	83.3%
Other	1	16.7%
Total	6	100.0%

n=6. Note: n is equal to the number of respondents that indicated receiving any traffic tickets for using the cell phone while driving.

During the past 12 months, how many times have you received a traffic ticket for using your cell phone while driving?

	Freq.
1	6
Total	6
Mean	1
Median	1
Minimum	1
Maximum	1

n=6. Note: n is equal to the number of respondents that indicated receiving any traffic tickets for using the cell phone while driving.

During the past 12 months before the study none of the participants were involved in a car accident due to the use of cell phones while driving.

During the past 12 months, have you been involved in a car accident because you were using your cell phone while driving?

	Freq.	%
Yes	0	0.0%
No	212	100.0%
Total	212	100.0%

n=212. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

One out of four participants (23%) remember having seen, read, or heard messages about a campaign related to the use of the cell phone while driving during the 30 days prior to the study.

During the last 30 days, do you remember having seen, read, or heard any messages about a campaign related to the use of the cell phone while driving?

	Freq.	%
Yes	115	23.0%
No	384	76.8%
Does not know	1	0.2%
Total	500	100.0%

N=500.

Those who did remember the message concerning the use of cell phones while driving, 69.6% identified “local TV” as the media where they heard the message. One out of five (19.1%) said that the “Radio” was the second media outlet where they remember getting notice of the message.

How did you hear, read, or see this message about the use of cell phones while driving?

	Freq.	%
Local TV	80	69.6%
Radio	22	19.1%
Social media	16	13.9%
Billboards or posters at bus stops or other public places	9	7.8%
Other internet websites	4	3.5%
Cable TV and/or satellite	4	3.5%
Newspaper	3	2.6%
Other	6	5.2%
Does not know / Does not say	1	0.9%
Total	115	-

n=115. 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 the use of the cell phone while driving.

Of these participants, one out of five (21.7%) reported remembering a slogan or phrase related to the campaign of cell phone use while driving. "Si guías, no texteas" is the phrase they remember the most, indicated by 24%.

Do you remember any slogan or phrase you saw, read, or heard as part of that campaign about the use of cell phones while driving?

	Freq.	%
Yes	25	21.7%
No	90	78.3%
Total	115	100.0%

n=115. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding the use of the cell phone while driving.

Which phrase phrases or slogans do you remember seeing, reading, or hearing as part of that campaign regarding the use of cell phones while driving?

	Freq.	%
Si guías no texteas	6	24.0%
Uno, dos, tres, pescao'	2	8.0%
El mensaje puede esperar, tu vida no	1	4.0%
El papá muere y la niña se salva. El papá dice que la cuidará que siempre va a estar con ella	1	4.0%
El texteo puede provocar efectos dominós en accidentes	1	4.0%
Este mi último mensaje antes de tener mi accidente	1	4.0%
Maneja confiado	1	4.0%
Niña pierde a su papá	1	4.0%
No textear mientras manejas	1	4.0%
No textees, mientras conduces	1	4.0%
No use el celular conduciendo	1	4.0%
Nosotros estamos velándote	1	4.0%
Papi, papi!. Está guiando negligentemente y casi tiene un accidente	1	4.0%
Policía se perfuma y dice estamos listos para ir a la calle igual que tú	1	4.0%
Puedes ir preso	1	4.0%
Se amarran al cinturón y si tienen niños también	1	4.0%
Si amas a tu familia, por favor guarda tu celular	1	4.0%
Si guías no textees y si texteas no guíes	1	4.0%
Si texteas mientras conduces, pagas	1	4.0%
Si texteas, pagas	1	4.0%
Si texteas, puedes causar la muerte (recordaba que relacionaba el texting conduciendo con la muerte)	1	4.0%
Si texteas pagas	1	4.0%
Total	25	-

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 slogans, themes or phrases related to a campaign regarding the use of cell phones while driving.

Seven out of ten (68%) participants that recalled the campaign said that the message was “very effective” and only 4% said it was “not effective at all”.

On a scale from 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 the use of the cell phone while driving?

	Freq.	%	
1 - Not at all effective	1	4.0%	
2	3	12.0%	
3	2	8.0%	
4	2	8.0%	
5 - Very effective	17	68.0%	MEDIAN
Total	25	100.0%	

n=25. Note: n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding the use of cell phones while driving.

Prepared by:

