

Road Safety, Distracted Driving and Cell Phone Usage

Final Report

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INTRODUCTION

In August of 2022, 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 August 27 and September 4, 2022.

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 245 males (49.0%) and 255 females (51.0%). The median age of the sample was 49 years, the average 47 years, the youngest participant was 16 years old and the oldest was 87 years old.

Gender of the interviewee

	Freq.	%
Male	245	49.0%
Female	255	51.0%
Total	500	100.0%

N=500.

Age	
	Freq.
16 to 24	35
25 to 34	101
35 to 44	103
45 to 59	143
60 or older	118
Total	500
Mean	47
Median	45
Minimum	16
Maximum	87

N=500.

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

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

Mean	3
Median	2
Minimum	1
Maximum	8

N=492. 8 did not respond.

Three out of ten participants (30 %) have a bachelor's degree, while 238.6 % have some years of college or an associate degree. The median academic degree of the sample was “associate degree or some years of college”. Almost 72% of the sample has some college education.

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

	Freq.	%
High School or less	28	5.6%
High School Diploma	109	21.8%
Associate Degree or some years of college	143	28.6%
Bachelor's Degree	150	30.0%
Master's Degree	49	9.8%
Doctorate Degree	12	2.4%
Does not say	9	1.8%
Total	500	100.0%

N=500.

Currently, almost six out of ten are working (56.6% “working full time” and 5.8 “part time”). Also, one out of five (20.6%) are “retired / pensioner”.

What is your current occupational status?

	Freq.	%
Working full time	283	56.6%
Retired / Pensioner	103	20.6%
Homemaker	31	6.2%
Working part time	29	5.8%
Working and studying	27	5.4%
Only studying	16	3.2%
Unemployed	10	2.0%
Does not say	1	0.2%
Total	500	100.0%

N=500.

Less than half (45.6%) of the participants are married and one out of three (32.8%) are single.

Civil status

	Freq.	%
Married	228	45.6%
Single	164	32.8%
Divorced	42	8.4%
Cohabiting	41	8.2%
Widowed	22	4.4%
Does not say	3	0.6%
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	67	13.4%
\$15,001-\$25,000	113	22.6%
\$25,001-\$35,000	93	18.6%
\$35,001-\$50,000	68	13.6%
\$50,001-\$75,000	36	7.2%
\$75,001 or more	23	4.6%
Does not say	100	20.0%
Total	500	100.0%

N=500.

GENERAL DRIVING HABITS

Most of the participants (73.6%) drive their vehicles “every day”, while only one percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%
Every day	368	73.6%
Almost every day	65	13.0%
Several times a week	64	12.8%
Once a week	3	0.6%
Total	500	100.0%

N=500.

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

¿What type of vehicle do you drive most frequently?

	Freq.	%
Regular car	274	54.8%
SUV	155	31.0%
Pick-up truck or truck	48	9.6%
Mini van	13	2.6%
Van	9	1.8%
Other	1	0.2%
Total	500	100.0%

N=500.

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

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

Mean	3 hours 11 minutes
Median	2 hours
Minimum	6 minutes
Maximum	18 hours

N=478. Note: 22 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 24 minutes
Median	2 hours
Minimum	Does not drive
Maximum	18 hours

N=468. Note: 32 did not respond.

On weekdays, two out of three participants (68.6%) 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” (45%), while “work” drops to 12.4%. “Visiting family and friends” and “shopping” were reported on weekends by four of every 10 participants.

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

	Freq.	%
Work	343	68.6%
Medical appointments	165	33.0%
Shopping (grocery store, etc.)	164	32.8%
School / College	128	25.6%
Visiting family and friends	101	20.2%
Entertainment (movie theater, the beach, the park, etc.)	50	10.0%
Traveling around different places and spending most of the time inside the vehicle	30	6.0%
Church	5	1.0%
Errands	3	0.6%
Gym	1	0.2%
Pharmacy	1	0.2%
Does not know / Does not say	1	0.2%
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.

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.)	225	45.0%
Visiting family and friends	213	42.6%
Shopping (grocery store, etc.)	198	39.6%
Traveling around different places and spending most of the time inside the vehicle	167	33.4%
Work	62	12.4%
Church	29	5.8%
Medical appointments	26	5.2%
School / College	5	1.0%
Errands	3	0.6%
Does not know / Does not say	27	5.4%
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.

In a scale from one to 10, in which 10 was defined as very good, 22.6% of the participants rate driving in Puerto Rico as “One – Very bad”. The median was “five”, 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	113	22.6%
2	35	7.0%
3	57	11.4%
4	38	7.6%
5	91	18.2%
6	49	9.8%
7	42	8.4%
8	42	8.4%
9	15	3.0%
10 - Very good	12	2.4%
Does not know / Does not say	6	1.2%
Total	500	100.0%

N=500.

“Distracted drivers” is the main issue of concern for safety on the roads of Puerto Rico, identified by three out of five participants. Also, 58.2% mentioned “road conditions” as their secondary concern, while 56.6% indicated “Speed” as their main concern.

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

	Freq.	%
Distracted drivers	296	59.2%
Road conditions	291	58.2%
Speed	283	56.6%
Drunk drivers	222	44.4%
Lane cutters	98	19.6%
Drivers running red lights	67	13.4%
Cyclist on the road	47	9.4%
Other	40	8.0%
Motorbikes	37	7.4%
Riders on horsebacks	34	6.8%
Stray animals	32	6.4%
Pedestrian	24	4.8%
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.

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	137	27.4%
Road conditions	123	24.6%
Distracted drivers	95	19.0%
Drunk drivers	80	16.0%
Drivers running red lights	15	3.0%
Lane cutters	12	2.4%
Cyclist on the road	7	1.4%
Riders on horsebacks	7	1.4%
Stray animals	6	1.2%
Motorbikes	3	0.6%
Pedestrian	1	0.2%
Other	11	2.2%
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? (Second priority)

	Freq.	%
Distracted drivers	113	22.6%
Road conditions	104	20.8%
Drunk drivers	87	17.4%
Speed	85	17.0%
Lane cutters	36	7.2%
Cyclist on the road	15	3.0%
Drivers running red lights	15	3.0%
Motorbikes	12	2.4%
Riders on horsebacks	10	2.0%
Stray animals	10	2.0%
Pedestrian	6	1.2%
Other	12	2.4%
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? (Third priority)

	Freq.	%
Distracted drivers	88	17.6%
Road conditions	64	12.8%
Speed	61	12.2%
Drunk drivers	55	11.0%
Lane cutters	50	10.0%
Drivers running red lights	37	7.4%
Cyclist on the road	25	5.0%
Motorbikes	22	4.4%
Pedestrian	17	3.4%
Riders on horsebacks	17	3.4%
Stray animals	16	3.2%
Other	17	3.4%
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.

GENERAL QUESTIONS ABOUT DISTRACTION

When the participants are driving, they also engage primarily in “eating or drinking” (31.6%), “fixing or brushing your hair looking at the mirror” (9.6%) and “tending to children on the back seat” (6%).

Only 1.8 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	158	31.6%
Fixing or brushing your hair looking at the mirror	48	9.6%
Tending to children on the back seat	30	6.0%
Putting on makeup or shaving looking at the mirror	29	5.8%
Driving with a pet on your lap or next to you (unleashed or lose inside the car)	18	3.6%
Watching TV / Videos / Movies	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.

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

	Freq.	%
Yes	9	1.8%
No	491	98.2%
Total	500	100.0%

N=500.

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

	Freq.	%
His/Her mind was distracted	3	33.3%
Texting	2	22.2%
Talking on the cellphone	1	11.1%
Using the cell phone's GPS	1	11.1%
Eating or drinking	1	11.1%
Attending children in the back seat	1	11.1%
Total	9	100.0%

n=9. 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 (98.6%) indicated that they own a cellular phone. However, only 38.9% 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	493	98.6%
No	6	1.2%
Does not know	1	0.2%
Total	500	100.0%

N=500.

Do you use your cell phone while you drive?		
	Freq.	%
Yes	192	38.9%
No	298	60.4%
Does not know	3	0.6%
Total	493	100.0%

n=493. Note: n is equal to the number of respondents that indicated owning a cell phone.

For those who use their mobile phones while driving, 39.6% use it "always" or "almost always". Four out of three (36.5%) use it "sometimes," while 23.4% 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	15.6%
Almost always	46	24.0%
Sometimes	70	36.5%
Rarely	45	23.4%
Never	1	0.5%
Total	192	100.0%

n=192. 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 (76.1%) use it to make or receive calls while driving "very often" or "sometimes". The remaining 23.9% 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	57	29.7%
Sometimes	89	46.4%
Almost never	45	23.4%
Never	1	0.5%
Total	192	100.0%

n=192. 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 100 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	100

n=176. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 16 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	2
Minimum	0
Maximum	50

n=179. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 13 did not respond.

During a typical weekend day, the participants receive an average of three calls, with some participants receiving up to 30 calls. Participants reported making an average of two calls, while some of them can make up to 30 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	3
Median	2
Minimum	0
Maximum	30

n=176. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 16 did not respond.

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

Mean	2
Median	1
Minimum	0
Maximum	30

n=179. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 13 did not respond.

In terms of the use of cell phones for sending or receiving text messages, 63.9% of the participants indicated that they “never” or “rarely” use their phone for those purposes while driving. However, 16.8% of the participants reported that they use their phone for text messages “always” or “almost always”, while two out of ten (19.4%) use it “sometimes.”

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

	Freq.	%
Always	7	3.7%
Almost always	25	13.1%
Sometimes	37	19.4%
Rarely	51	26.7%
Never	71	37.2%
Total	191	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 four text messages, with some participants sending up to 100 texts messages. On the other hand, participants read an average of three texts while driving, whereas some of them can read up to 60 texts messages.

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

Mean	4
Median	0
Minimum	0
Maximum	100

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 12 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	1
Minimum	0
Maximum	60

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 11 did not respond.

During a typical weekend day, the participants send an average of four text messages while driving. They also read an average of three text messages. Some participants sending up to 150 texts messages and reading up to 60.

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

Mean	4
Median	0
Minimum	0
Maximum	150

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 12 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	3
Median	1
Minimum	0
Maximum	60

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving, 11 did not respond.

The most common reasons reported for using the cell phone while driving is “family purposes”, indicated by 61.5% of participants, followed by “work purposes” mentioned by 56.8%.

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

	Freq.	%
For family purposes	118	61.5%
For work purposes	109	56.8%
Emergencies	70	36.5%
For personal purposes (coordinating medical appointments, etc.)	55	28.6%
Having a casual conversation or with friends through a call or text	44	22.9%
Reviewing or posting something on social media	18	9.4%
Take photos	9	4.7%
Record videos	4	2.1%
Other	5	2.6%
Does not know / Does not say	4	2.1%
Total	192	-

n=192. 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 eight out of ten participants (82.3%) 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	158	82.3%
No	32	16.7%
Does not know	2	1.0%
Total	192	100.0%

n=192. 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 (91.7%) participants scored between five and four the level of danger of using their cell phones while driving. Only 1.9% of them scored one or two for the level of danger, while 5.7% 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	2	1.3%	
2	1	0.6%	
3	9	5.7%	
4	19	12.0%	
5 - A lot	126	79.7%	MEDIAN
Does not know / Does not say	1	0.6%	
Total	158	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=158.

Most of the participants (92.7%) 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 66.3% of them. The second most used device for this purpose is “Bluetooth earbuds (without cables)”, indicated by 20.2% of participants and “Headphones with a cable”, mentioned by 6.2%.

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

	Freq.	%
Yes	178	92.7%
No	14	7.3%
Total	192	100.0%

n=192. 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	118	66.3%
Bluetooth earbuds (without cables)	36	20.2%
Head phones with a cable	11	6.2%
Speaker of the phone	9	5.1%
Smart watches (i.e. iWatch, Apple Watch)	4	2.2%
Total	178	100.0%

n=178. Note: n is equal to the number of respondents that indicated having a hands-free device.

Nine out of ten participants (92.1%) “always” or “almost always” use these hands-free devices, while 3.9% use it “rarely” when driving.

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

	Freq.	%
Always	135	75.8%
Almost always	29	16.3%
Sometimes	6	3.4%
Rarely	5	2.8%
Never	2	1.1%
Does not know / Does not say	1	0.6%
Total	178	100.0%

n=178. 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, 96.2% 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	469	93.8%
Legal	14	2.8%
Does not know / Does not say	17	3.4%
Total	500	100.0%

N=500.

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

	Freq.	%
Illegal	481	96.2%
Legal	2	0.4%
Does not know / Does not say	17	3.4%
Total	500	100.0%

N=500.

three out of ten (30.4%) of the participants 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.

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	72	14.4%
Likely	80	16.0%
Unlikely	121	24.2%
Very unlikely	222	44.4%
Does not know / Does not say	5	1.0%
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.

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	78	15.6%
No	413	82.6%
Does not know	9	1.8%
Total	500	100.0%

N=500.

Almost seven out of ten (70.0%) of the participants think it is "very likely" or "likely" they would receive a traffic fine for texting while driving. Other 29% thinks it is "very unlikely" or "unlikely" they would receive a traffic fine for texting while driving.

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

	Freq.	%
Very likely	67	13.4%
Likely	78	15.6%
Unlikely	122	24.4%
Very unlikely	228	45.6%
Does not know / Does not say	5	1.0%
Total	500	100.0%

N=500.

One out of five (19.6%) of the participants knew how much is the fine for driving and talking on the phone without a hands-free device. While 15.% 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	98	19.6%
No	402	80.4%
Total	500	100.0%

N=500.

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

	Freq.	%
Yes	75	15.0%
No	425	85.0%
Total	500	100.0%

N=500.

Of the participants that reported using the cellphone while driving, 2.6% 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 60.0% 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	5	2.6%
No	186	96.9%
Does not know	1	0.5%
Total	192	100.0%

n=192. 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	3	60.0%
Texting	2	40.0%
Total	5	100.0%

n=5. 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	5
Total	5
Mean	1
Median	1
Minimum	1
Maximum	1

n=5. 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 only 1% 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	2	1.0%
No	190	99.0%
Total	192	100.0%

n=192. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

One out of six participants (15.8%) 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	79	15.8%
No	419	83.8%
Does not know	2	0.4%
Total	500	100.0%

N=500.

Those who did remember the message concerning the use of cell phones while driving, 57% identified “local TV” as the media where they heard the message. One out of four (27.8%) 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	45	57.0%
Radio	22	27.8%
Social media	16	20.3%
Newspaper	8	10.1%
Cable TV and/or satellite	5	6.3%
Other internet websites	2	2.5%
Billboards or posters at bus stops or other public places	2	2.5%
Does not know / Does not say	2	2.5%
Total	79	-

n=79. 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. 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 (21.5%) reported remembering a slogan or phrase related to the campaign of cell phone use while driving. “Si guías y textas, pagas” is the phrase they remember the most, indicated by 35.3%.

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	17	21.5%
No	58	73.4%
Does not know	4	5.1%
Total	79	100.0%

n=79. 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 y texteeas, pagas	6	35.3%
Si guías, no textees	4	23.5%
No textee mientras conduce	2	11.8%
Cuando guie no textee se le puede caer y tener un accidente fatal	1	5.9%
Es un crimen, serás arrestado	1	5.9%
No textear porque es irresponsable	1	5.9%
No utilizar celular mientras conduces	1	5.9%
Todo conductor que utilice el celular sera multado	1	5.9%
Total	17	-

n=17. 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.

Six out of ten (58.8%) participants that recalled the campaign said that the message was “very effective” or “effective” and none 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	0	0.0%
2	0	0.0%
3	7	41.2%
4	5	29.4%
5 - Very effective	5	29.4%
Total	17	100.0%

MEDIAN

n=17. 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.

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.

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