

Seat Belt Usage Campaign

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



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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 seatbelt use campaign, utilizing a research methodology in compliance with the National Highway Traffic Safety Administration (NHTSA) requirements. This report presents the results of the survey, which was conducted between August 17th and September 7th, 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 stratified probabilistic sample. It uses geographic strata according to the number of active licenses by region. Telephone numbers were randomly chosen among a list of residential and mobile numbers generated randomly from a sample based on "Random Digit Dialing" (RDD). Based on the selected sample type, the estimated sample error is $\pm 4.4\%$ with a confidence level at 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 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 and independent count is performed for each of the answers mentioned.

SEAT BELT USAGE

Most of participants (88.6%) “Always” use their seat belt when driving a motor vehicle, while only 8.4% use it “almost always”. Also, only 1.2 % of the participants “rarely” or “never” use their seat belts when driving a motor vehicle. No statistical difference was found by gender, type of vehicle or age, and the use of seat belt while driving a motor vehicle.

How often do you wear the seat belt when you drive a motor vehicle?

	Freq.	%
Always	443	88.6%
Almost always	42	8.4%
Sometimes	9	1.8%
Rarely	5	1.0%
Never	1	0.2%
Total	500	100.0%

N=500.

When the participants are in the front passenger seat, 94.6% wear their seat belts “always” or “almost always”, while 1.6% indicated to use it “rarely” or “never”.

How often do you wear the seat belt when you ride on the front passenger seat?

	Freq.	%
Always	435	87.0%
Almost always	38	7.6%
Sometimes	17	3.4%
Rarely	4	0.8%
Never	4	0.8%
Does not know / Does not say	2	0.4%
Total	500	100.0%

N=500.

A different behavior was reported when participants ride on the back-passenger seat. Eight out of ten indicated that they “always” or “almost always” wear the seat belt when they are on the back-passenger seat, while two out of ten use it “sometimes,” “rarely” or “never”.

How often do you wear the seat belt when you ride on the back passenger seat?

	Freq.	%
Always	335	67.0%
Almost always	62	12.4%
Sometimes	39	7.8%
Rarely	30	6.0%
Never	29	5.8%
Does not know / Does not say	5	1.0%
Total	500	100.0%

N=500.

Two out of ten participants think that it is “very likely” or “likely” they will receive a traffic fine for not wearing the seat belt. Meanwhile, 78% consider it would be “unlikely” or “very unlikely” to happen. No statistical difference was found by gender, type of vehicle or age, and the likelihood of getting a traffic ticket for not wearing a seat belt.

How likely is it that you get a traffic ticket for not wearing your safety seat belt?

	Freq.	%
Very likely	54	10.8%
Likely	56	11.2%
Unlikely	112	22.4%
Very unlikely	275	55.0%
Does not know / Does not say	3	0.6%
Total	500	100.0%

N=500.

Only four out of ten participants (38.6%) knew how much the fine for driving without using the seatbelt is. The median amount was around \$100.

Do you know how much money is the fine for driving without using the seatbelt?

	Freq.	%
Yes	193	38.6%
No	307	61.4%
Total	500	100.0%

N=500.

Could you tell me how much money is the fine for driving without using a seatbelt?

	Freq.	%
\$10.00	1	0.5%
\$50.00	34	17.6%
\$60.00	1	0.5%
\$70.00	1	0.5%
\$75.00	6	3.1%
\$100.00	103	53.4%
\$150.00	23	11.9%
\$200.00	4	2.1%
\$250.00	11	5.7%
\$500.00	7	3.6%
Does not know / Does not say	2	1.0%
Total	193	100.0%

N=193.

In the last 12 months, 97.2% of the participants responded that they have not received a traffic fine for driving without wearing a seat belt. The other 2.6% did received a traffic fine for not wearing the seat belt while driving. From that 2.6%, most of the participants received only one.

During the last 12 months, have you gotten a traffic ticket for driving without wearing a seat belt?

	Freq.	%
Yes	13	2.6%
No	486	97.2%
Does not know	1	0.2%
Total	500	100.0%

N=500.

How many times in the last 12 months have you gotten a traffic ticket for driving without wearing a seat belt?

	Freq.
1	11
Does not know / Does not say	2
Total	13
Mean	1
Median	1
Minimum	1
Maximum	1

n=13. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving without wearing a seat belt.

92.2% of the participants indicated that the passengers they have, when they are driving, use their seat belts "always" or "almost always". Other 7% of the participants reported their passengers "sometimes", "rarely" or "never" use their seat belts.

When you are driving a vehicle with passengers present, how often do the passengers wear their seat belts?

	Freq.	%
Always	373	74.6%
Almost always	88	17.6%
Sometimes	24	4.8%
Rarely	5	1.0%
Never	6	1.2%
Does not know / Does not say	4	0.8%
Total	500	100.0%

N=500.

Two four of five participants (78.4%) did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seat belts. For the other 21.6% that did remember a campaign, "local TV" was the most frequent medium (68.9%) from where they get notice of the campaign. One out of four (24.4%) of these participants heard the campaigns on the radio.

During the last 30 days, do you remember seeing, reading, or hearing any messages related to a campaign encouraging the use of seat belts?

	Freq.	%
Yes	108	21.6%
No	392	78.4%
Total	500	100.0%

N=500.

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

	Freq.	%
Local TV	68	63.0%
Radio	26	24.1%
Social media	19	17.6%
Cable TV and/or satellite	6	5.6%
Newspaper	4	3.7%
Other internet websites	1	0.9%
Other	2	1.9%
Total	108	-

n=108. 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 encouraging the use of seat belts.

One in four (26.9%) of these participants remembered a slogan or phrase related to the seat belts campaigns. The most frequently remembered campaign, mentioned by almost Three out of 10 (27.6%) of these participants was “*si no te amarras, pagas*”.

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

	Freq.	%
Yes	29	26.9%
No	79	73.1%
Total	108	100.0%

n=108. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign encouraging the use of seat belts.

Which slogan, slogans, or phrases do you remember regarding this campaign about the use of seat belts?

	Freq.	%
Si no te amarras, pagas	8	27.6%
Amárrate	2	6.9%
Si guías, amárrate	2	6.9%
Si no usas el cinturón serás multado	2	6.9%
Amarrate a la vida	1	3.4%
Cinturón	1	3.4%
El cinturón salva vidas	1	3.4%
Guardia parando por cinturones	1	3.4%
La muchacha de las piernas que tiene una prótesis	1	3.4%
Piensa en las consecuencias	1	3.4%
Ponte el cinturón	1	3.4%
Ponte el cinturón'	1	3.4%
Protege la vida	1	3.4%
Recuerde siempre usar cinturón de seguridad	1	3.4%
Si te amarras te cuidas	1	3.4%
Símbolo del cinturón	1	3.4%
Te detendrán para salvar vidas	1	3.4%
Usar el cinturón	1	3.4%
Usar el cinturón puede salvar la vida	1	3.4%
Total	29	-

n=29. 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 slogan or phrase related to a campaign encouraging the use of seat belts.

The campaigns were rated by 86.2% of these participants with five or four points in a scale of one to five in which five “means very effective” and one “not at all effective, while 13.8% scored with three points and none indicated one or two points.

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 seat belts?

	Freq.	%
1 - Not at all effective	0	0.0%
2	0	0.0%
3	4	13.8%
4	7	24.1%
5 - Very effective	18	62.1%
Total	29	100.0%

n=29. Note: n is equal to the number of respondents that indicated remembering any slogan or phrase related to a campaign encouraging the use of seat belts.

Almost three of every four participants (73.6%) did not remember about Puerto Rico's Police Department officers giving traffic tickets to people who did not wear seat belts.

During the last 30 days, do you remember seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving traffic tickets to people who did not wear the seat belt?

	Freq.	%
Yes	131	26.4%
No	366	73.6%
Total	497	100.0%

N=500.

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