

Road Safety, Distracted Driving and Cell Phone Usage

Final Report

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INTRODUCTION

In May of 2017, 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 22 and September 16, 2017.

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 based on the number of active licenses by region. Telephone numbers were randomly chosen from a list of residential and mobile phone numbers generated randomly from a sample based on "Random Digit Dialing" (RDD). Based on the selected sample type, the estimated sample 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 demographic profile follows:

The gender distribution of the sample consisted of 222 males (44.4%) and 278 females (55.6%). The median age of the sample was 44 years old, the average 46 years old, the youngest participant 17 years old and the oldest was 89 years old.

Gender of the interviewee

	Freq.	%
Male	222	44.4%
Female	278	55.6%
Total	500	100.0%

N=500.

Age

	Freq.	%
16 to 24 years	52	10.4%
25 to 34 years	109	21.8%
35 to 44 years	98	19.6%
45 to 59 years	121	24.2%
60 or older years	120	24.0%
Total	500	100%
Mean	46	
Median	44	
Minimum	17	
Maximum	89	

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	9

N=497. Three did not respond.

Two out of ten participants (19.6%) have a high school diploma, while one out of three (29.2%) has a bachelor's degree. The median academic degree of the sample was between "some years of college" and "associate's degree". More than 70% of the sample has some college education.

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

	Freq.	%
High School or less	36	7.2%
High School Diploma	98	19.6%
Associate Degree or some years of college	118	23.6%
Bachelor's Degree	146	29.2%
Master's Degree	74	14.8%
Doctorate Degree	21	4.2%
Does not say	7	1.4%
Total	500	100.0%

N=500.

Almost half (43.0%) of the participants are currently "working full time", while one out of ten (10.4%) is working "part time". Also, one out of four (23.2%) are "retired / pensioner".

What is your current occupational status?

	Freq.	%
Working full time	215	43.0%
Retired / Pensioner	116	23.2%
Working part time	52	10.4%
Homemaker	45	9.0%
Working and studying	40	8.0%
Only studying	12	2.4%
Unemployed	12	2.4%
Other	7	1.4%
Does not say	1	0.2%
Total	500	100.0%

N=500.

Half (48.4%) of our participants are married and one out of three (32.8%) are single.

Civil status

	Freq.	%
Married	242	48.4%
Single	164	32.8%
Divorced	36	7.2%
Cohabiting	31	6.2%
Widowed	25	5.0%
Does not say	2	0.4%
Total	500	100.0%

N=500.

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

What is your annual household income?

	Freq.	%
Up to \$15,000	164	32.8%
\$15,001-\$25,000	97	19.4%
\$25,001-\$35,000	73	14.6%
\$35,001-\$50,000	53	10.6%
\$50,001-\$75,000	33	6.6%
\$75,001 or more	21	4.2%
Does not say	59	11.8%
Total	500	100.0%

N=500.

GENERAL QUESTIONS ABOUT DISTRACTION

When the participants are driving, they also engage primarily in “eating or drinking” (41.0%), “fixing or brushing your hair looking at the mirror” (15.0%) and “tending to children on the back seat” (10.8%).

Only one percent of the participants had an accident due to being distracted (for different reasons).

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

	Freq.	%
Eating or drinking	205	41.0%
Fixing or brushing your hair looking at the mirror	75	15.0%
Tending to children on the back seat	54	10.8%
Putting on make up or shaving looking at the mirror	47	9.4%
Driving with a pet on your lap or next to you (unleashed or lose inside the car)	25	5.0%
Watching TV / Videos / Movies	11	2.2%
Total	500	-

N=500. Note: The sum of percentages may not add 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	5	1.0%
No	494	98.8%
Does not know	1	0.2%
Total	500	100.0%

N=500.

Which distraction caused that you had a car accident?

	Freq.	%
Texting	1	20.0%
Looking at yourself in the mirror	1	20.0%
Falling asleep	1	20.0%
Looking at the road	1	20.0%
Looking the other way	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.

GENERAL DRIVING HABITS

Most of the participants of the study (77%) drive their vehicles “every day”. While only two percent drive “once a week”.

How often do you drive a motor vehicle?

	Freq.	%	
Every day	385	77.0%	MEDIAN
Almost every day	48	9.6%	
Several times a week	57	11.4%	
Once a week	10	2.0%	
Total	500	100.0%	

N=500.

“Regular cars” is the most frequent vehicle used among participants (six out of 10), follow by “SUV” preferred by three of every 10. One out of 10 participants reports the use of “pick-up truck”, “truck”, “minivan”, “van” or “motorbike”.

What type of vehicle do you drive most frequently?

	Freq.	%
Regular car	299	59.8%
SUV	156	31.2%
Pick-up truck or truck	25	5.0%
Mini van	10	2.0%
Van	9	1.8%
Motorbike	1	0.2%
Total	500	100.0%

N=500.

In a typical weekday the median amount of time participants spend driving was two hours, with some respondents driving as much as 20 hours. In a typical weekend day almost two and a half 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 54 minutes
Median	2 hours
Minimum	10 minutes
Maximum	20 hours

N=497. Note: Three 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 23 minutes
Median	2 hours
Minimum	Does not drive
Maximum	20 hours

N=497. Note: Three did not respond.

On week days, more than six of every 10 participants (62.6%) drive to “work”, followed by “Shopping” 55.8% while four out of 10 go to “medical appointments”. On weekends, the most frequent driving activity is “visiting family and friends” (55.8%) while “work” drops to 17.6%. “Shopping” was done on weekends by half of the participants.

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

	Freq.	%
Work	313	62.6%
Shopping (grocery store, etc.)	279	55.8%
Medical appointments	206	41.2%
Visiting family and friends	192	38.4%
School / College	150	30.0%
Entertainment (movie theater, the beach, the park, etc.)	119	23.8%
Traveling around different places and spending most of the time inside the vehicle	60	12.0%
Church	17	3.4%
Other	25	5.0%
Total	500	-

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore an 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	279	55.8%
Shopping (grocery store, etc.)	253	50.6%
Entertainment (movie theater, the beach, the park, etc.)	238	47.6%
Traveling around different places and spending most of the time inside the vehicle	163	32.6%
Work	88	17.6%
Church	47	9.4%
Medical appointments	37	7.4%
School / College	13	2.6%
Other	19	3.8%
Total	500	-

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore an 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% of the participants' rate driving in Puerto Rico as "five". The most frequent score selected by one out of four participants was "very bad", and only 1.2% 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	129	25.8%	
2	27	5.4%	
3	43	8.6%	
4	46	9.2%	
5	110	22.0%	MEDIAN
6	46	9.2%	
7	54	10.8%	
8	33	6.6%	
9	6	1.2%	
10 - Very good	6	1.2%	
Total	500	100.0%	

N=500.

“Road conditions” is the main issue of concern for safety on the roads of Puerto Rico identified by seven out of ten participants. However, 66.2% mentions “distracted drivers” as their secondary concern, while one out of three indicated “drunk driven” 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	349	69.8%
Distracted drivers	331	66.2%
Speed	238	47.6%
Drunk drivers	163	32.6%
Lane cutters	124	24.8%
Drivers running red lights	81	16.2%
Riders on horsebacks	54	10.8%
Stray animals	42	8.4%
Cyclists on the road	37	7.4%
Pedestrians	29	5.8%
Motorbikes	20	4.0%
Other	31	6.2%
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.

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	201	40.2%
Distracted drivers	105	21.0%
Speed	78	15.6%
Drunk drivers	40	8.0%
Lane cutters	22	4.4%
Drivers running red lights	18	3.6%
Riders on horsebacks	13	2.6%
Cyclists on the road	11	2.2%
Stray animals	4	0.8%
Pedestrians	3	0.6%
Motorbikes	0	0.0%
Other	4	0.8%
Total	500	-

N=500. Note: The sum of percentages may not add 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	132	26.4%
Speed	82	16.4%
Road conditions	77	15.4%
Drunk drivers	71	14.2%
Lane cutters	50	10.0%
Drivers running red lights	19	3.8%
Riders on horsebacks	14	2.8%
Stray animals	14	2.8%
Cyclists on the road	12	2.4%
Pedestrians	10	2.0%
Motorbikes	6	1.2%
Other	13	2.6%
Total	500	-

N=500. Note: The sum of percentages may not add 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	94	18.8%
Speed	78	15.6%
Road conditions	71	14.2%
Drunk drivers	52	10.4%
Lane cutters	52	10.4%
Drivers running red lights	44	8.8%
Riders on horsebacks	27	5.4%
Stray animals	24	4.8%
Pedestrians	16	3.2%
Cyclists on the road	14	2.8%
Motorbikes	14	2.8%
Other	14	2.8%
Total	500	-

N=500. Note: The sum of percentages may not add to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

Road Safety, Distracted Driving and Cell Phone Usage

The majority (93.8%) of the participants indicated that they own a cellular phone. However, only 44.1% use it while driving.

Do you own a cellular phone?

	Freq.	%
Yes	469	93.8%
No	31	6.2%
Total	500	100.0%

N=500.

Do you use your cell phone while you drive?

	Freq.	%
Yes	207	44.1%
No	262	55.9%
Total	469	100.0%

n=469. Note: n is equal to the number of respondents that indicated owning a cell phone.

For those who did use their cellular phones while driving, 28.5% use it “always” or “almost always.” Almost half of the participants (48.3%) use it “sometimes”, while 22.2% use it “rarely.” No significant statistical difference was found by gender or type of vehicle and the frequency of use of the cell phone while driving. However, a significant statistical difference was found by age and the frequency of use of the cell phone while driving at a confidence level of 95%, where none of participants of 60 years or older indicated on the “always” or “almost always” categories.

How often do you use the cell phone while driving?

	Freq.	%	
Always	21	10.1%	
Almost always	38	18.4%	
Sometimes	100	48.3%	MEDIAN
Rarely	46	22.2%	
Does not know	2	1.0%	
Total	207	100.0%	

n=207. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

Of the participants that did use their cell phone while driving, a little more than three quarters (76.3%) use it to make or receive calls while driving “very often” or “sometimes.” The remaining 23.7% use it “almost never” or “never” for those purposes.

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

	Freq.	%	
Very often	52	25.1%	
Sometimes	106	51.2%	MEDIAN
Almost never	44	21.3%	
Never	5	2.4%	
Total	207	100.0%	

n=207. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

During a weekday, the participants receive an average of four calls a day, with some participants receiving up to 30 calls. On the other hand, the participants make an average of three calls, while some of them can make up to 40 calls.

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

Mean	4
Median	2
Minimum	0
Maximum	30

n=205. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Two 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	40

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

During a weekend day, the participants receive an average of three calls a day, with some participants receiving up to 30 calls. Participants make an average of two calls, while some of them can make up to 25 calls daily.

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=204. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Three 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	2
Minimum	0
Maximum	25

n=205. Note: n is equal to the number of respondents that indicated using the cell phone while driving. Two did not respond.

In terms of the use of cell phones for sending or receiving text messages, 65.7% of the participants indicated that they “never” or “rarely” use their phones for those purposes while driving. However, 15.5% of the participants reported that they use their phones for text messages “always” or “almost always”, while almost two out of 10 (18.8%) use it “sometimes.”

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

	Freq.	%	
Always	11	5.3%	
Almost always	21	10.1%	
Sometimes	39	18.8%	
Rarely	54	26.1%	MEDIAN
Never	82	39.6%	
Total	207	100.0%	

n=207. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

During a weekday, the participants send an average of three texts a day, with some participants sending up to 50 texts. On the other hand, participants read an average of three texts, while some of them can read up to 50 texts.

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

Mean	3
Median	1
Minimum	0
Maximum	50

n=199. 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	1
Minimum	0
Maximum	50

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

During a weekend day, the participants send an average of three texts a day, with some participants that can send up to 100 texts. On the other hand, participants read an average of four texts, while some of them can read up to 60 texts daily.

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

Mean	3
Median	0
Minimum	0
Maximum	100

n=199. 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	4
Median	0
Minimum	0
Maximum	60

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

The most common reason the participants use their cell phones while driving is “for family purposes”, indicated by 66.7% of them, followed by “for work purposes” mentioned by almost half of them (48.8%).

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

	Freq.	%
For family purposes	138	66.7%
For work purposes	101	48.8%
Emergencies	57	27.5%
For personal purposes (coordinating medical appointments, etc.)	50	24.2%
Having a casual conversation or with friends through a call or text	36	17.4%
Reviewing or posting something on social media	18	8.7%
Take photos	10	4.8%
Record videos	6	2.9%
Other	5	2.4%
Total	207	-

n=207. Note: The sum of percentages may not add 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 10 participants (89.4%) think they are at risk when they use their cell phones while driving. No significant statistical difference 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	185	89.4%
No	22	10.6%
Total	207	100.0%

n=207. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

89.2% of these participants using a scale in which five means “very” and one “not at all” scored between five and four the level of danger of using their cell phones while driving. Only 1% of them scored between one and two the level of danger, while 9.7% scored as three.

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

	Freq.	%	
1 - Not at all	1	0.5%	
2	1	0.5%	
3	18	9.7%	
4	19	10.3%	
5 - Very	146	78.9%	MEDIAN
Total	185	100.0%	

n=185. Note: n is equal to the number of respondents that think that are at risk when they use the cell phone while driving.

The majority of the participants (87.4%) 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 48.6% of them. The second most used device for this purpose is “head phones with a cable”, indicated by two out of 10 participants and “speakers of the phone”, mentioned by 15.5% of them.

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

	Freq.	%
Yes	181	87.4%
No	26	12.6%
Total	207	100.0%

n=207. 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	88	48.6%
Head phones with a cable	36	19.9%
Speaker of the phone	28	15.5%
Bluetooth earbuds (without cables)	27	14.9%
Other	2	1.1%
Total	181	100.0%

n=181. Note: n is equal to the number of respondents that indicated having a hands-free device.

Nine out of 10 participants “always” or “almost always” use these hands-free devices, while 4.4% use it “rarely” or “never”.

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

	Freq.	%	
Always	142	78.5%	MEDIAN
Almost always	20	11.0%	
Sometimes	11	6.1%	
Rarely	6	3.3%	
Never	2	1.1%	
Total	181	100.0%	

n=181. Note: n is equal to the number of respondents that indicated having a hands-free device.

The majority of the participants (98.8%) understand that driving and talking on a cell phone without a hands-free device in Puerto Rico is illegal. 99.6% also understand 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	494	98.8%
Legal	3	0.6%
Does not know / Does not say	3	0.6%
Total	500	100.0%

N=500.

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

	Freq.	%
Illegal	498	99.6%
Legal	1	0.2%
Does not know / Does not say	1	0.2%
Total	500	100.0%

N=500.

Almost one quarter of the participants (23.2%) think it is “very likely” or “likely” they would receive a traffic ticket for driving while talking on their cell phones without a hands-free device. The majority (77.8%) thinks it is “very unlikely” or “unlikely” they would receive a traffic ticket for driving while talking on their cell phones without a hands-free device.

No significant statistical difference was found by gender and the likelihood of receiving a traffic ticket for driving while talking on the cell phone without a hands-free device. However, a statistical difference was found between the type of vehicle or age, and the likelihood of receiving a traffic ticket for driving while talking on the cell phone without a hands-free device at a confidence level of 95%. Participants with “pick-up truck or truck”, and “regular cars” thinks are more likely to receive a traffic ticket for driving while talking on the cell phone without a hands-free device. As age decreases the tendency of likelihood to receive a traffic ticket increases.

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	60	12.0%	
Likely	56	11.2%	
Unlikely	118	23.6%	
Very unlikely	262	52.4%	MEDIAN
Does not know / Does not say	4	0.8%	
Total	500	100.0%	

N=500.

Seven out of 10 participants indicated they have not seen, read or heard anything about police officers giving tickets 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 tickets 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	140	28.0%
No	353	70.6%
Does not know	7	1.4%
Total	500	100.0%

N=500.

Almost one out of five of the participants (18.8%) think it is “very likely” or “likely” they would receive a traffic ticket for texting while driving. The other 81.2% thinks it is “very unlikely” or “unlikely” they would receive a traffic ticket for texting while driving. No statistical difference 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%. Participants of 16 to 34 years think are more likely to receive a traffic ticket for texting while driving.

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

	Freq.	%	
Very likely	37	7.4%	
Likely	57	11.4%	
Unlikely	108	21.6%	
Very unlikely	298	59.6%	MEDIAN
Total	500	100.0%	

N=500.

Of the 44.1% of participants that reported the use of cell phones while driving, 6.8% indicated they have received a traffic ticket for using it. "Talking on the phone" is the most frequent activity with the cell phone, indicated by 64.3% of these participants. In the past 12 month previous to the survey, 71.4% of these participants received one traffic ticket for the use of their cell phones while driving. One of the participants received three traffic tickets.

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

	Freq.	%
Yes	14	6.8%
No	192	92.8%
Does not know	1	0.5%
Total	207	100.0%

n=207. 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	9	64.3%
Texting	2	14.3%
Other	2	14.3%
Does not know / Does not say	1	7.1%
Total	14	100.0%

n=14. 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	10
2	2
3	1
Does not know / Does not say	1
Total	14
Mean	1
Median	1
Minimum	1
Maximum	3

n=14. 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 month previous to the study one in 100 participants was involved in a car accident due to their 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	204	98.6%
Does not know	1	0.5%
Total	207	100.0%

n=207. Note: n is equal to the number of respondents that indicated using the cell phone while driving.

Almost seven out of 10 participants (67.6%) remembers having seen, read or heard messages about a campaign related to the use of the cell phones while driving during the 30 days previous 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	160	32.0%
No	338	67.6%
Does not know	2	0.4%
Total	500	100.0%

N=500.

Those who did remember about the message concerning the use of cell phones while driving, 56.9% identified “local TV” as the media where they heard the message. “Radio” was the other media where more participants remember getting notice of the message, with three out of 10 of them.

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

	Freq.	%
Local TV	91	56.9%
Radio	49	30.6%
Social media	37	23.1%
Billboards or posters at bus stops or other public places	24	15.0%
Newspaper	23	14.4%
Cable TV and/or satellite	20	12.5%
Other internet websites	11	6.9%
Movie theater	9	5.6%
Magazine	5	3.1%
Other	6	3.8%
Total	160	-

n=160. 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 quarter report remembering a slogan or phrase of the campaign about the use of cell phones while driving. “Do not text while driving” is the phrase they remember the most, indicated by 24.4% of them, followed by “If you drive don't text” and “If you text while driving, you would be fined”, each indicated by 17.1% of the participants.

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	41	25.6%
No	117	73.1%
Does not know	2	1.3%
Total	160	100.0%

n=160. 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.	%
"No textees mientras guías"	10	24.4%
"Si guías no textees"	7	17.1%
"Si texteeas mientras guías, serás multado / pagas"	7	17.1%
"Guiar + celular es combinación mortal / accidente fatal"	2	4.9%
"No uses el celular para guiar"	2	4.9%
"Ojos en el celular, no son ojos para guiar / Si ves el celular, no ves la carretera / evita distracciones"	2	4.9%
"Si texteeas..."	2	4.9%
"Textear puede esperar"	2	4.9%
"Usar el celular mientras guías va contra la ley / te van a arrestar"	2	4.9%
"Anuncio de AT&T"	1	2.4%
"Guiar y textear a la vez equivale a estar en un campo de fútbol"	1	2.4%
"Multas más severas / conlleva multas"	1	2.4%
"Si guías no textees, serás multado"	1	2.4%
"Si guías y bebes, serás arrestado"	1	2.4%
"Si no te amarras, pagas"	1	2.4%
Total	41	-

n=41. 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.

Using a scale where five means “very effective” and one “not effective at all” on how effective they think the message they remember seeing, reading, or hearing about the use of the cell phone while driving, 63.4% of the participants assigned a score between five and four. 17.1% of them scored between one and two.

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	3	7.3%	
2	4	9.8%	
3	8	19.5%	
4	8	19.5%	MEDIAN
5 - Very effective	18	43.9%	
Total	41	100.0%	

n=41. 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.