

Seat Belt Usage

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



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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 according to the number of active licenses by region. Telephone numbers were randomly chosen among 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 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

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, the average 46 years, 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%) had 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 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	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), followed 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 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 weekdays, 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% mention “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 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	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 an independent count is performed for each of the answers mentioned.

SEAT BELT USAGE

More than nine out of 10 participants (92%) “always” use their seat belt when driving a motor vehicle, while two out of 30 use it “almost always” or “sometimes”. Accordingly, only 1% 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	460	92.0%
Almost always	31	6.2%
Sometimes	4	0.8%
Rarely	1	0.2%
Never	4	0.8%
Total	500	100.0%

N=500.

When participants are in the front passenger seat, 97% wear their seat belts “always” or “almost always”, while 3% indicated to use it “sometimes,” “rarely” or “never”.

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

	Freq.	%	
Always	458	91.6%	MEDIAN
Almost always	27	5.4%	
Sometimes	12	2.4%	
Rarely	1	0.2%	
Never	2	0.4%	
Total	500	100.0%	

N=500.

A different behavior was reported when participants ride on the back passenger seat. Three quarters of them indicated that “always” or “almost always” wears the seat belt when ride on the back passenger seat, while one out of four used “sometimes,” “rarely” or “never”.

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

	Freq.	%	
Always	340	68.0%	MEDIAN
Almost always	37	7.4%	
Sometimes	42	8.4%	
Rarely	35	7.0%	
Never	42	8.4%	
Does not know / Does not say	4	0.8%	
Total	500	100.0%	

N=500.

15.8% of the participants think that it is “very likely” or “likely” they will receive a traffic ticket for not wearing the seat belt. Meanwhile, 83.6% 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	34	6.8%	
Likely	45	9.0%	
Unlikely	89	17.8%	
Very unlikely	329	65.8%	MEDIAN
Does not know / Does not say	3	0.6%	
Total	500	100.0%	

N=500.

In the last 12 months, 97% of the participants responded that they have not received a traffic ticket for driving without wearing a seat belt. The other 3% did have a traffic ticket for not wearing the seat belt while driving. From this 3%, most of the participants received only one ticket while one participant received as many as five tickets.

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

	Freq.	%
Yes	15	3.0%
No	485	97.0%
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
2	1
3	2
5	1
Total	15
Mean	2
Median	1
Minimum	1
Maximum	5

n=15. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving without wearing a seat belt.

95.2% of the participants indicate that the passengers they have when they are driving “always” or “almost always” use their seat belts. The other 4.4% 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	411	82.2%	MEDIAN
Almost always	65	13.0%	
Sometimes	13	2.6%	
Rarely	3	0.6%	
Never	6	1.2%	
Does not know / Does not say	2	0.4%	
Total	500	100.0%	

N=500.

Almost seven out of 10 participants (68.4%) did not remember seeing, reading or hearing any messages related to a campaign encouraging the use of seat belts. For the other 31.4% that did remember a campaign, “local TV” was the most frequent

medium (63.7%) from where they get notice of the campaign. Almost one quarter (22.9%) of these participants hear 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	157	31.4%	1
No	342	68.4%	2
Does not know	1	0.2%	3
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	100	63.7%
Radio	36	22.9%
Billboards or posters at bus stops or other public places	27	17.2%
Social media	20	12.7%
Newspaper	17	10.8%
Cable TV and/or satellite	15	9.6%
Other internet websites	7	4.5%
Movie theater	6	3.8%
Other	8	5.1%
Total	157	-

n=157. 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 remembering any messages related to a campaign encouraging the use of seat belts.

One in three (34.3%) of these participants remembered a slogan or phrase related to the seat belts campaigns. The most frequent campaign, remembered by almost one out of four (38.9%) of these participants was “if you do not buckle, you pay”, followed by “the seat belt saves life / avoid accidents” with 16.7%.

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	54	34.4%
No	103	65.6%
Total	157	100.0%

n=157. 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	21	38.9%
El cinturón de seguridad salva vidas / evita accidentes	9	16.7%
Amárrate a la vida / Abróchate a la vida	5	9.3%
Por su seguridad y la de su familia use el cinturón de seguridad	5	9.3%
Protege tu vida / Salva tu vida (y la de los tuyos)	2	3.7%
Si bebes, pasa la llave	2	3.7%
Amarra a los niños con el cinturón	1	1.9%
Anuncio de una niña que paga la condena de su padre	1	1.9%
Cómo se pone el car seat para bebés	1	1.9%
Conéctate al cinturón / amárrate el cinturón / tu familia te espera	1	1.9%
Recuerda un señor de cabello blanco	1	1.9%
Recuerda una imagen del símbolo del cinturón	1	1.9%
Si bebes no guíes / Si guías no bebas	1	1.9%
Si guías y bebes, serás arrestado	1	1.9%
Vela por los demás	1	1.9%
No indica	1	1.9%
Total	54	-

n=54. 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 remembering any slogan or phrase related to a campaign encouraging the use of seat belts.

Those campaigns were rated by 83.3% 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”. However, 3.7% scored with one or two points, while 13% scored with three 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	1	1.9%	
2	1	1.9%	
3	7	13.0%	
4	8	14.8%	
5 - Very effective	37	68.5%	MEDIAN
Total	54	100.0%	

n=54. 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 six of every 10 participants (59.2%) did not remember about Puerto Rico's Police Department officers giving traffic tickets to people who did not wear seat belts. No statistical difference was found by gender, type of vehicle or age, and remembering seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving traffic tickets to people who did not wear the seat belt.

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	200	40.0%
No	296	59.2%
Does not know	4	0.8%
Total	500	100.0%

N=500.