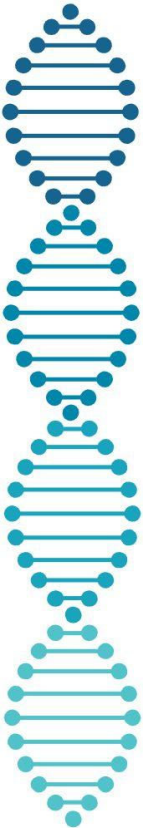


2026-DS6594



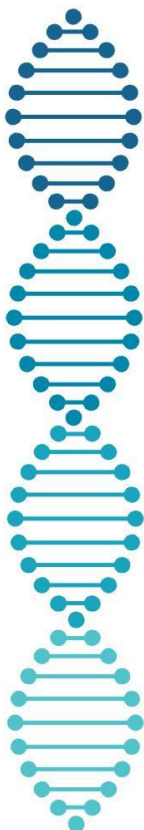
Agreement

CST Contract (10 JUN - 30 SEP)	2025-000145	100%
Driving Behavior and Attitudinal Surveys	25-03-37	43%
Occupant Protection Surveys	25-05-29	57%



Tasks

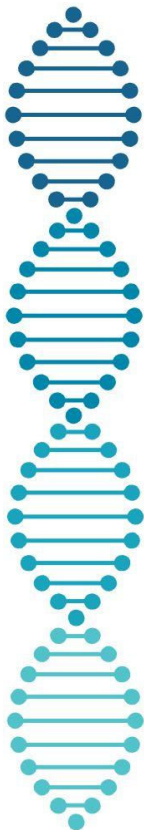
#	Survey Title	Method	Purpose	Target Population
1	Distracted Driving Campaign	Telephone Survey	Drivers using cellphones or other distractions	General driving population
2	Unrestrained Child Safety	Telephone Survey	Evaluate awareness and behaviors regarding child heatstroke risks in unattended vehicles.	Parents or guardians of child passengers
3	Seatbelt Campaign	Telephone Survey	Assess attitudes and self-reported behaviors about seat belt use	General driving population
4	Driving Under Influence of Alcohol Survey	Telephone Survey	Assess self-reported attitudes and behaviors about alcohol-impaired driving	General driving population
5	Aggressive Driving Survey	Telephone Survey	Evaluate perceptions and self-reported behaviors regarding speeding and aggressive driving	General driving population
6	Distracted Driving Observational Survey	Observational	Observe drivers for signs of distraction while driving	Drivers
7	Car Seat Observational Survey	Observational	Observe use of car seats among child passengers	Child passengers and their drivers
8	Seat Belt Observational Survey	Observational	Observe real-world use of seat belts by occupants	Drivers and passengers



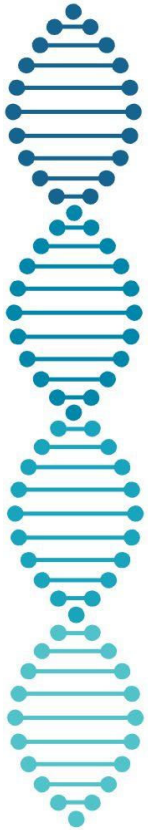
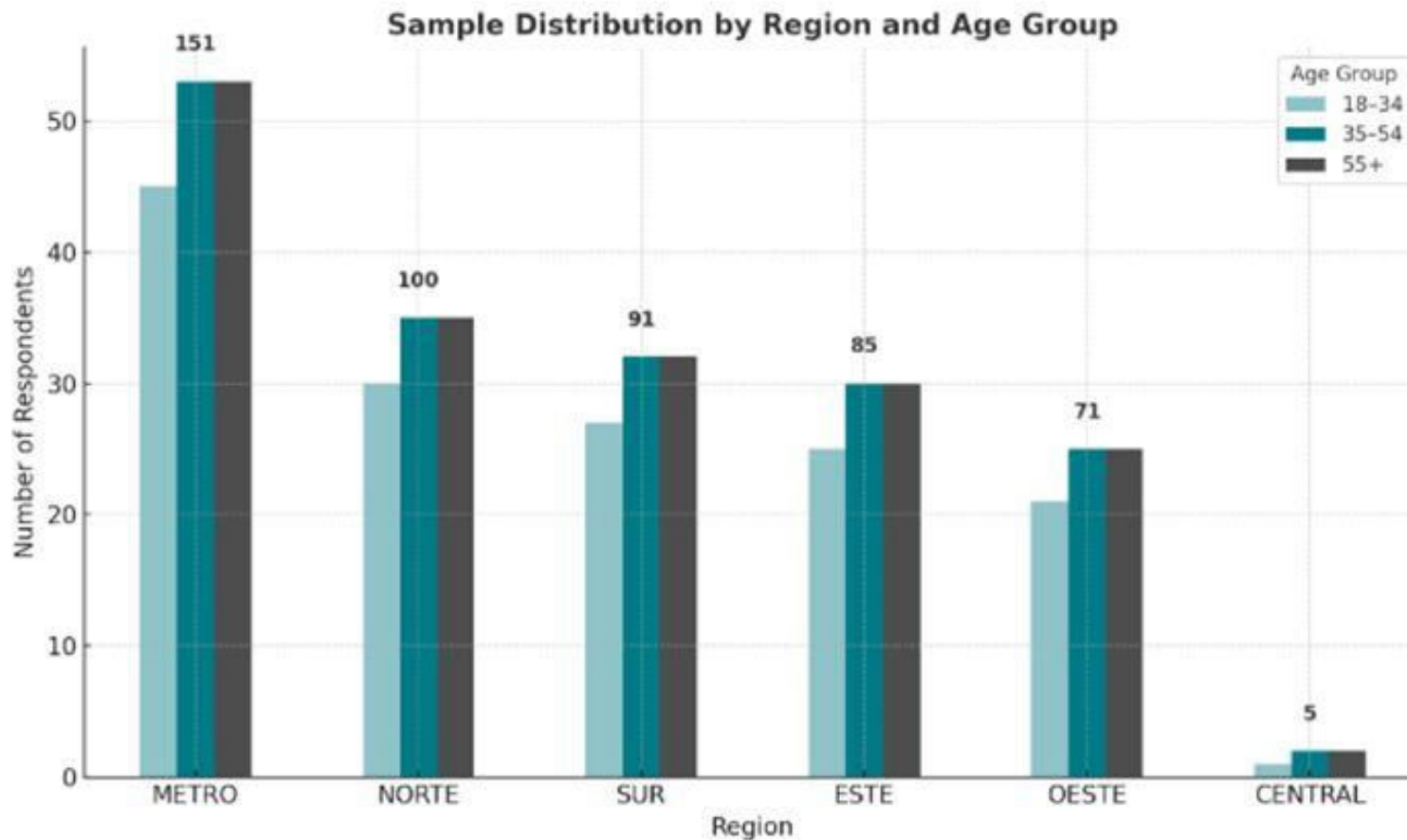
Attitudinal (Telephone) Surveys

Sample (PR Licensed Drivers)	N = 500
Regions	6
Municipalities	42
Age Brackets	<34, 35–54, 55+

REGION	%	SAMPLE	MEN	WOMEN	18–34	35–54	55+
METRO	30%	150	75	75	60	45	45
NORTE	20%	100	50	50	40	30	30
SUR	18%	90	45	45	36	27	27
ESTE	17%	85	43	42	34	26	25
OESTE	14%	70	35	35	28	21	21
CENTRAL	1%	5	3	2	2	1	2
ISLAND	100%	500	251	249	200	150	150



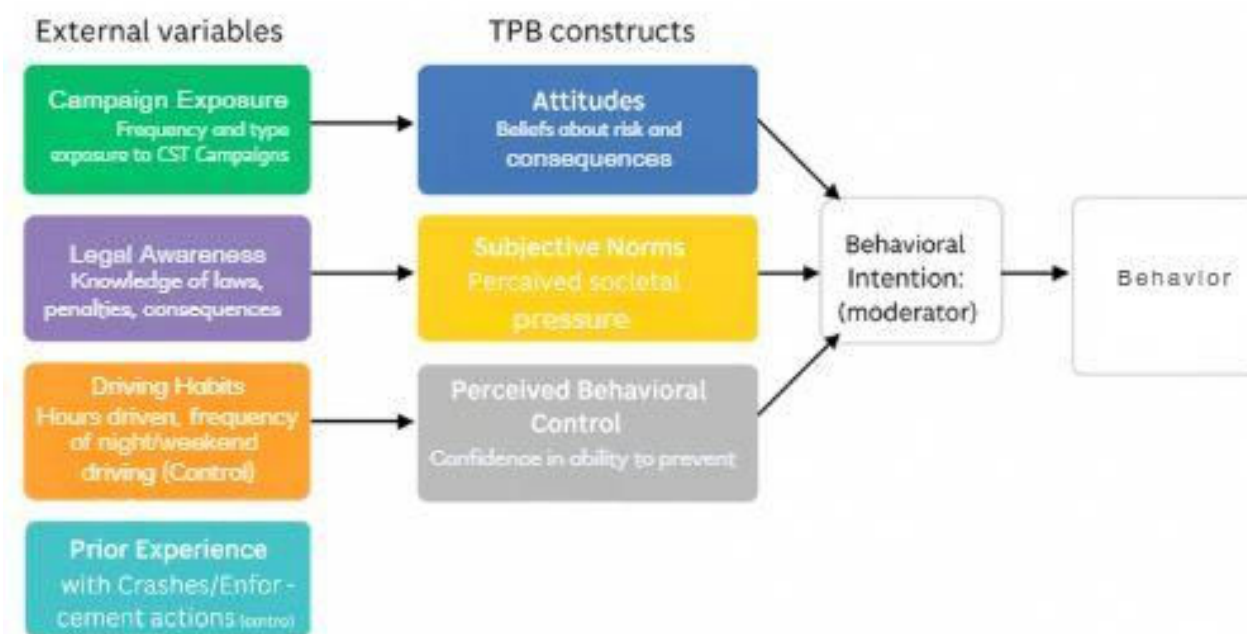
Attitudinal (Telephone) Surveys



Research Model

Research Objective: To analyze the factors influencing distracted driving in Puerto Rico and evaluate the impact of educational campaigns, enforcement efforts, and legal awareness.

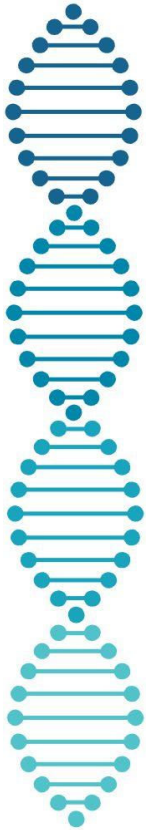
Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)



Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.

Attitudinal Surveys

2025 CST Survey	Q#s	Fieldwork	Sample	Gender	Region	Age
1) Distracted Driving	57	JULY 2025	n = 502	53% F, 47% M	30% Metro, 19% South, 17% North, 16% East, 15% West, 3% Central	4% 18–24, 43% 25–34, 26% 35–54, 26% 55+
2) Unrestrained Child Safety	55	JULY 2025	n = 500	54% F, 46% M	31% Metro, 20% North, 18% South, 17% East, 14% West	8% 18–24, 40% 25–34, 27% 35–54, 25% 55+
3) Seatbelt – Click It or Ticket	33	SEP 2025	n = 502	52% F, 48% M	29% Metro, 20% North, 18% East, 17% West, 16% South	6% 18–24, 42% 25–34, 28% 35–54, 24% 55+
4) Driving Under the Influence (Alcohol)	49	AUG 2025	n = 502	55% F, 45% M	30% Metro, 18% South, 18% North, 17% East, 14% West, 3% Central	6% 18–24, 41% 25–34, 27% 35–54, 26% 55+
5) Aggressive Driving	42	AUG 2025	n = 504	54% F, 46% M	31% Metro, 19% South, 18% North, 17% East, 15% West	7% 18–24, 40% 25–34, 28% 35–54, 25% 55+



1) Distracted Driving

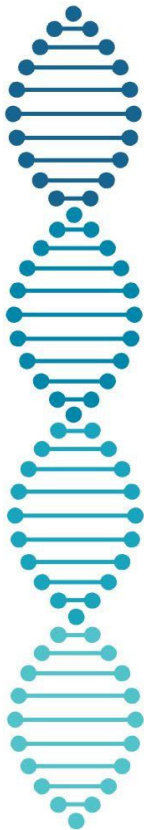
Q#s	Fieldwork	Sample	Gender	Region	Age
57	JULY 2025	n = 502	53% F, 47% M	30% Metro, 19% South, 17% North, 16% East, 15% West, 3% Central	4% 18–24, 43% 25–34, 26% 35–54, 26% 55+

SURVEY RESULTS SUMMARY

Drivers in Puerto Rico report high exposure to distraction risks. Nearly all own a cellphone (98%), and 22% admit using it while driving; about 12% say they use it always or almost always. Hands-free access is common (78%), but usage is inconsistent: 38% use it all the time, while 48% rarely or never do.

Awareness of the law is strong—90% know handheld talking is illegal and 94% know texting is illegal—yet perceived enforcement is modest, with 46% saying a ticket for handheld talking is very unlikely and only 4% reporting a phone-related ticket in the past year. Four percent reported a distraction-related crash, and 3% a phone-related crash. Distracted drivers remain a leading safety concern, though road conditions ranked higher in 2025 for many drivers.

“Drivers know the law, but many still use phones behind the wheel. Enforcement must feel real. Hands-free isn’t consistently used, and everyday distractions—especially eating and drinking—keep risk high. We’ll respond with targeted education and visible enforcement to save lives.”

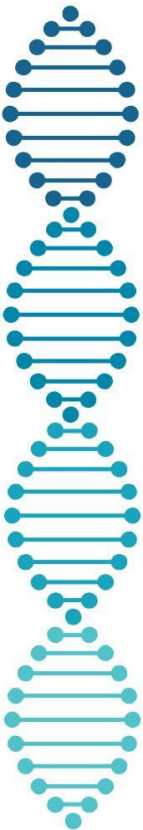


1) Distracted Driving

CAMPAIGN MESSAGE RECALL



SURVEY	QUESTION	RESULTS
Q52 ADV1 CAMPAIGN MESSAGE RECALL	In the past 30 days, do you recall seeing, reading, or hearing any message about a campaign related to cell phone use while driving?	36% recalled a cell-phone-while-driving campaign message; 64% did not. Weighted 2=Yes and 1=No, the recall score was 1.36 on a two-point scale.
Q53 ADV2 CAMPAIGN MEDIA CHANNEL	How did you hear, read, or see this message about cell phone use while driving?	Among recallers: 68% television; 16% radio; 16% social media; 12% local TV; 8% cable/satellite; 7% internet; 7% online news; 5% outdoor; 4% print; 2% internet radio; 2% billboards; 1% streaming/events.
Q54 ADV3 SLOGAN RECALL	Do you remember any slogan or phrase that you saw, read, or heard as part of that campaign about cell phone use while driving?	Only 27% recalled a specific slogan or phrase; 73% did not. Using weights 2=Yes, 1=No, the weighted average was 1.27 on a two-point scale, indicating low slogan recall overall campaign-wide.
Q55 ADV4 MESSAGE EVALUATION	How effective do you consider the following campaign messages?	Among 312 respondents, four anti-texting slogans tested highly. "Driving and texting is a ticking time bomb": 74% very effective; weighted mean 3.15. "A single text can block your vision": 79%; 3.31. "When you use your phone, it's not just your life at stake": 85%; 3.42 (highest). "If you drive and text, you pay": 79%; 3.34. Scale: 0–4 effectiveness, weights used.
Q56 ADV5 CAMPAIGN MESSAGE EFFECTIVENESS	Overall, how effective do you consider campaign messages about cell phone use while driving?	Perceived effectiveness was high: 66% rated messages very effective (5), 10% effective (4), 10% moderately effective (3), 2% slightly effective (2), and 9



1) Distracted Driving

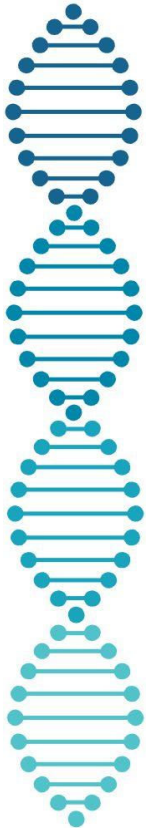
STATISTICAL ANALYSIS



YOU INTEND NOT TO USE YOUR CELLPHONE WHILE DRIVING, EVEN ON SHORT TRIPS

CORRELATION	DESCRIPTION
POSITIVE	Perceived behavioral control / self-efficacy ($R=0.712$): feeling able to resist phone use. Perceived risk ($R=0.523$): believing phone use while driving is dangerous. Subjective norms ($R=0.499$): sensing disapproval from family/friends/peers. Campaign exposure/effectiveness ($R=0.446$): seeing messages that stick and persuade.
NEGATIVE	Frequent cellphone use while driving ($R = -0.209$): linked to lower intention to avoid. Perceived likelihood of getting a ticket ($R = -0.144$): unexpectedly linked to lower intention to avoid. Current self-reported phone use while driving ($R = -0.117$): linked to lower intention to avoid.
VARIANCE	Greater variance across groups (e.g., age, experience, vehicle type, urban/rural). When answers are very different, it means groups (like ages or places) don't all feel the same. Feeling in control (can I ignore my phone?) and how risky it seems (is it dangerous?) vary a lot between groups, so messages should be tailored. What others think (social norms) is mostly the same for everyone, so one message works fine. Views about police tickets are also pretty similar, but they don't change behavior much.

“To stop phone use while driving, we’ll help drivers stay in control, show why it’s dangerous, and remind everyone to choose safety. We’ll tailor messages for groups, increase police presence, and teach simple steps that help people break bad habits.”



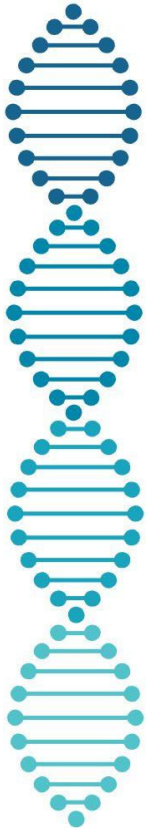
1) Distracted Driving

EVIDENCE-BASED CAMPAIGN SUGGESTIONS



SUGGESTION	DESCRIPTION
1. Self-Efficacy (Perceived Control)	Teach “I can” skills: silence notifications, stow the phone before driving, set auto-reply/Do Not Disturb. Use simple scripts (“Park, then text”) and practice prompts to build confidence resisting urges.
2. Risk Perception	Show clear, local crash consequences from phone use (reaction time, lane drift, injury stories). Use brief visuals and stats that tie distraction to real harm on everyday trips.
3. Social Norms	Make “phones down” the expected behavior. Feature family, coworkers, and peers saying they expect safe driving. Use pledges and visible cues (stickers/lock-screen reminders) to normalize compliance.
4. Tailored Messaging by Group	Segment by age, caregiver role, driving exposure, and urban/rural context. Match messengers, channels, and examples to each audience’s routines and barriers for higher relevance.
5. Breaking Habitual Use	Treat phone use as a habit. Offer 3-step resets: (1) Silence, (2) Stow, (3) Script (“I’ll reply when parked”). Promote 21-day challenges, commitment cards, and rewards for streaks.

*“Ads are helping—about eight out of ten drivers say they remind them not to use the phone while driving.
But only about seven out of ten feel their friends and family really expect them to stop.
We’ll keep spreading the safety message across Puerto Rico.”*



Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.



2) Unrestrained Child Safety

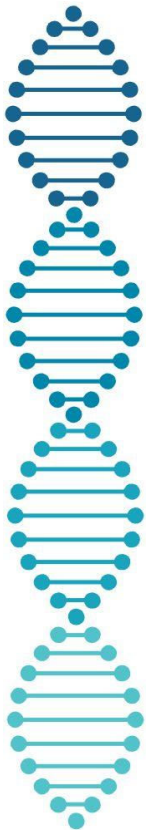
Q#s	Fieldwork	Sample	Gender	Region	Age
55	JULY 2025	n = 500	54% F, 46% M	31% Metro, 20% North, 18% South, 17% East, 14% West	8% 18–24, 40% 25–34, 27% 35–54, 25% 55+

SURVEY RESULTS SUMMARY

Caregiver drivers in Puerto Rico report strong child-restraint compliance: 84% always use a car seat when driving with a child 0–8, and 83% always do so as passengers. Back-seat checks are common (74% always; 10% almost always).

Heatstroke basics are widely known (100% know even a few minutes alone can be fatal), and 97% know it's illegal to leave a minor unattended; still, 7% admit doing so at least once. Knowledge gaps persist: ~52% know how fast interiors overheat; ~51% know the fatal 104°F threshold. Perceived ticket risk for no car seat skews mid-to-low; 55% recall enforcement news in 60 days. The main predictors of the intention to use a child safety seat are belief in its effectiveness, perceived control over its installation and use, and positive social pressure.

“Parents overwhelmingly use car seats—84% always—but even one child left behind is too many. Despite 100% knowing minutes can be fatal and 97% knowing it’s illegal, 7% still admit it. Our message: look before you lock—every ride, every time.”



2a) Unrestrained Child Safety



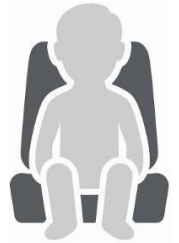
CAMPAIGN MESSAGE RECALL

SURVEY	QUESTION	RESULTS
Q44 ADV1 CAMPAIGN MESSAGE RECALL	In the past 30 days, do you recall seeing, reading, or hearing any message from a campaign promoting the use of child safety seats for children ages 0 to 8?	In the past 30 days, 38% recalled child-safety-seat campaign messages for ages 0–8; 62% reported no recall, showing limited recent exposure to these campaigns overall.
Q45 ADV2 CAMPAIGN MEDIA CHANNEL	In what way did you hear, see, or read the message about the use of the child safety seat?	Television led exposure (69%), followed by social media (16%) and radio (14%). Internet (11%), online news (9%), local TV (8%), outdoor (6%), and cable (4%).
Q46 ADV3 CAMPAIGN SLOGAN	Do you remember any slogan or phrase you have seen, heard, or read as part of the campaign on the use of the child safety seat?	Only 21% recalled a child-safety-seat campaign slogan; 79% did not—indicating low slogan retention and limited message resonance among respondents overall.
Q47 ADV4 SLOGAN RECALL	What slogans do you remember from this campaign about the use of the child safety seat?	Three child-safety-seat slogans tested well. “Use it correctly” was most effective (84% very effective; weighted 3.55), prized for clarity. “One death is too many” followed (83%; 3.50), resonating emotionally. “You can’t rewind time—comply with the law” ranked third (78%; 3.38). Clear, direct instructions produced the strongest impact among surveyed caregivers.
Q48 ADV5 CAMPAIGN MESSAGE EFFECTIVENESS	On a scale from 1 to 5, where 5 means “very effective” and 1 means “not effective at all,” how effective do you consider the message you remember seeing, reading, or hearing about the use of the child safety seat to be?	Campaign messages were rated highly: 68% “very effective” (5) and 15% “effective” (4), totaling 83%. Moderate ratings were 11% (3) and 1% (2), with only



2a) Unrestrained Child Safety

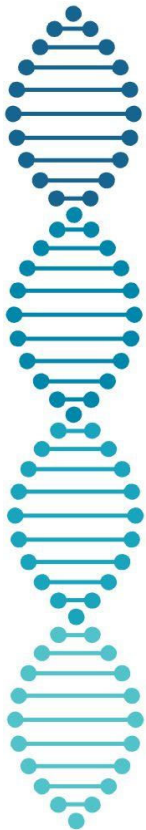
STATISTICAL ANALYSIS



*YOU INTEND TO CONTINUE USING A CHILD SAFETY SEAT
EVERY TIME YOU TRANSPORT A CHILD UNDER 8 YEARS OLD*

CORRELATION	DESCRIPTION
POSITIVE	Grown-ups use car seats more when they believe they really keep kids safe. They're more likely to use them when they know how to install them and remember to check the back seat. If family and friends expect safe choices, people follow. People who do other safety steps also use car seats.
NEGATIVE	Two factors showed negative correlations with intention to use child safety seats: The slogan "Remember, you cannot rewind time" ($R = -0.151$, $p = 0.014$), suggesting its imperative/punitive tone may backfire. Vehicle type ($R = -0.153$, $p = 0.005$), with lower intentions among drivers of pickups/cargo vehicles.
VARIANCE	The "You can't rewind time" slogan shows highly variable impact ($L=36.76$), meaning uneven reception across audiences. Seat-type-by-age responses also vary greatly ($L=32.69$, 21.94), reflecting inconsistent practices across children's ages, education, region, and vehicle types.

"Kids ride safe when grown-ups believe car seats save lives, know how to use them, and their families expect it. Every ride, every time: the right seat, buckled tight, and a quick back-seat check."



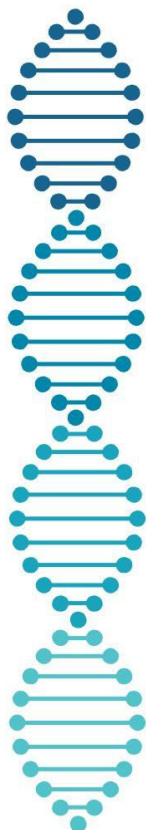
2a) Unrestrained Child Safety

EVIDENCE-BASED CAMPAIGN SUGGESTIONS



SUGGESTION	DESCRIPTION
1. Empower Caregivers through Self-Efficacy	Teach caregivers simple routines: backseat checks and proper car seats; show examples and reminders to build confidence and adherence.
2. Highlight Tangible Safety Risks	Communicate the dangers of children left in vehicles with emotional stories, scenarios, clear imagery, and statistics that turn awareness into motivation.
3. Strengthen Social Norms and Role Models	Normalize safe habits: publicize back-seat checks and proper restraints; feature teachers, pediatricians, and local leaders to reinforce expectations and compliance.
4. Avoid Punitive Messaging; Promote Empathy	Use empathetic, practical messages highlighting love, protection, and everyday benefits; avoid blame. Provide supportive steps and solutions encouraging consistent caregiver behavior.
5. Tailor Messages by Demographics and Context	Segment by vehicle type and income; match messengers and channels; deliver culturally appropriate examples and strategies, improving relevance and adoption.

“To keep kids safe, our ads will be clear and everywhere. We’ll show how to use car seats and boosters, remind families to check the back seat, and say it loud: every ride, every time—buckle up.”

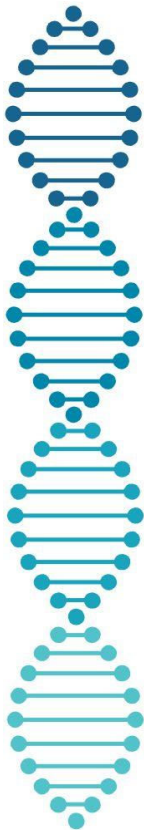


2b) Unattended Child Safety



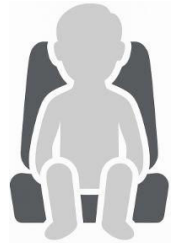
CAMPAIGN MESSAGE RECALL

SURVEY	QUESTION	RESULTS
Q50 ADV-HEAT1 MESSAGE RECALL	Do you believe that educational campaigns about not leaving a child alone inside a vehicle can reduce these incidents?	97% of respondents believe educational campaigns can help prevent children from being left alone in vehicles, while 3% disagree—indicating near-unanimous public support for awareness efforts on this safety issue.
Q51 ADV-HEAT2 MEDIA CHANNEL	Where have you seen or heard messages about the danger of leaving children alone in vehicles?	Television dominates exposure (67%). Digital channels follow: social media and online news 20% each; radio 17%; local TV 13%; general internet 11%; cable/satellite 10%. Outdoor/print/billboards are minor.
Q52 ADV-HEAT3 ALERT REMINDER	Would you find it useful to receive text messages or another type of alert when the temp is high, to remind you to check the vehicle?	95% support high-heat reminder alerts to check vehicles; only 5% do not. Weighted yes/no score: 1.95, near maximum.
Q53 ADV-HEAT4 SLOGAN RECALL	What slogan, slogans, or phrases do you remember from this campaign about heat prevention?	Respondents rated all four heat-prevention slogans highly. Top performer: “Not for a second... a minute can cost a life” (86% very effective; weighted 3.63). “Where is baby?” scored 83% (3.51). “You can’t rewind time—comply with the law” hit 81% (3.47), and “Prevent deaths from heat” 83% (3.47).



2b) Unattended Child Safety

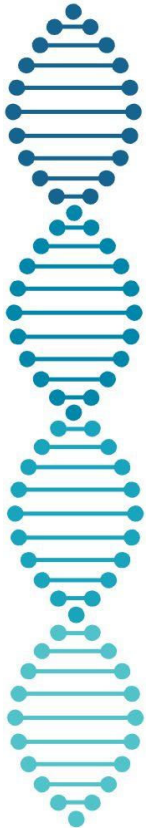
STATISTICAL ANALYSIS



YOU INTEND TO FOLLOW THE CAMPAIGN RECOMMENDATIONS TO PREVENT HEATSTROKE IN CHILDREN WHEN LEAVING THE CAR.

CORRELATION	DESCRIPTION
POSITIVE	Safety ads help; they make grown-ups more careful. Believing car seats really protect kids makes people use them every ride. Never leave a child alone—do a quick back-seat check each trip. When family expects safety, people follow, and bucklers tend to do other safety steps.
NEGATIVE	“You can’t rewind time” shows a small but significant negative link to intention ($R=-0.151$, $p=.018$; $L=28.5$)—its punitive tone may backfire. Vehicle type relates negatively ($R=-0.193$, $p=.001$; $L=8.03$); pickups/work vehicles show lower adherence. Income shows a weak, non-significant negative trend ($R=-0.103$, $p=.090$; $L=6.11$); use empathetic, practical, segmented messaging.
VARIANCE	Big differences across groups: Campaigns about unattended minors show wide variance ($L=53.21$) → segment audiences and restructure content. Polarizing message: The “rewind” slogan is highly divided ($L=28.5$) → reassess its effectiveness. Practice varies by age: Seat-type use differs ($L=26.3$) → deliver targeted, visual education by child age.

“No child should be left alone in a car—not even for a minute. Cars heat up fast. Our message is simple: ‘Look before you lock.’ Check the back seat every ride, use reminders, and ask others to do the same.”



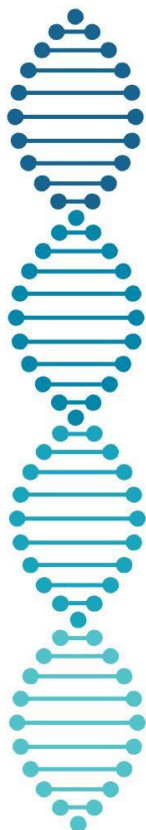
2b) Unattended Child Safety

EVIDENCE-BASED CAMPAIGN SUGGESTIONS



SUGGESTION	DESCRIPTION
1. High-heat alerts (opt-in)	Launch SMS/push reminders on very hot days—95% support receiving alerts—to prompt a quick back-seat check before locking.
2. “Look Before You Lock” habit kit.	Teach a simple routine: place a personal item in the back seat, open the rear door every arrival, and do a quick visual check—run 21-day challenges and lock-screen reminders.
3. Optimize slogans (avoid punitive)	Use clear, emotional winners (e.g., “Not for a second... a minute can cost a life”); retire “rewind”-style punitive lines that tested negatively; keep messages short and direct.
4. Segment by context	Target parents using pickups/work vehicles and families under financial pressure with highly visual, bilingual materials and seat-by-age quick guides; place media where they are.
5. Trusted messengers + high-reach channels	Pair pediatricians, teachers, and community leaders with TV (top reach), then reinforce via social/online; distribute checklists at WIC clinics, schools, daycares, parking lots, and store entrances.

“To keep kids safe from hot cars, our ads will be clear and everywhere. We’ll teach simple steps: ‘Look before you lock,’ never leave a child alone, use back-seat reminders and high-heat alerts—every stop, every time.”



3) Seatbelt – Click It or Ticket

Q#s	Fieldwork	Sample	Gender	Region	Age
33	SEP 2025	n = 502	52% F, 48% M	29% Metro, 20% North, 18% East, 17% West, 16% South	6% 18–24, 42% 25–34, 28% 35–54, 24% 55+



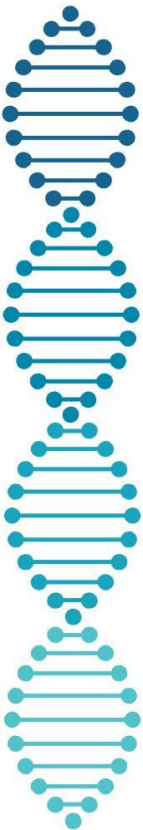
SURVEY RESULTS SUMMARY

Seatbelt use in Puerto Rico is very high: 96% of drivers and 94% of front-seat passengers report always buckling, with rear-seat “always” use at 88%. Attitudes and intentions are strong, with belts seen as beneficial, expected, and easy. Top safety concerns remain poor road conditions, speeding, and distracted drivers today.

Campaign exposure is moderate: 37% recalled messages in the past month; television dominated (78%), followed by social media and radio. Only 21% remembered a specific slogan, although 65% rated messages as very effective (4.18/5). Enforcement perception was mixed: 30% very likely, 39% likely; 4% received tickets, and most couldn’t name fines. Overall, belt use is near-universal among drivers/front passengers, TV remains the key channel, and perceived enforcement is moderate.

“Puerto Rico drivers are buckling up—96% of drivers and 94% of front passengers—but rear-seat use still lags. Our messages are landing, especially on TV, though slogan recall can improve. We’ll sharpen clear reminders and keep enforcement visible, because seatbelts save lives on every trip, day and night.”

Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.



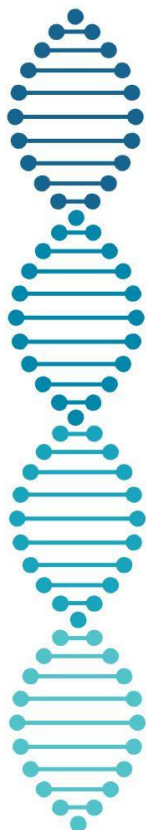
3) Seatbelt – Click It or Ticket



CAMPAIGN MESSAGE RECALL

SURVEY	QUESTION	RESULTS
Q22 ADV1 MESSAGE RECALL	During the past 30 days, do you recall seeing, reading, or hearing any message related to a campaign promoting seatbelt use?	37% recalled seatbelt campaign messages; 63% did not. The weighted average was 1.37 of 2, indicating generally low recall.
Q23 ADV2 MEDIA MIX	Where have you seen or heard messages about the danger of leaving children alone in vehicles?	Among recallers, TV dominated at 78%, followed by social media at 16% and radio at 9%; internet, online news, and outdoor were smaller, with other channels minimal.
Q24 ADV3 SLOGAN RECALL	Do you recall any slogan or phrase that you have seen, heard, or read as part of the seatbelt use campaign?	21% recalled a seatbelt slogan; 79% did not. A weighted average of 1.21 (2-point scale) shows very low slogan retention among drivers.
Q25 ADV4 SLOGAN TITLES	What slogans or phrases do you recall from this campaign about seatbelt use?	Respondents rated three seatbelt slogans highly. “De día o de noche, si no te amarras, pagas” led with 83% “very effective” and a 3.50 weighted mean. “Los que saben se amarran, ¿y tú?” followed at 80% and 3.37. “Recuerda, no le puedes dar rewind al tiempo, cumple con la ley” achieved 79% and a 3.37 mean.
Q26 ADV5 MESSAGE EFFECTIVENESS	How effective do you consider the message you recall seeing, reading, or hearing about seatbelt use?	Most respondents rated recalled seatbelt messages highly: 65% “very effective” (5) and 9% “effective” (4)—74% top two. Mid ratings were 15% (3); 12% rated them 1–2. The weighted average was 4.18/5, indicating strong perceived effectiveness overall.

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3) Seatbelt – Click It or Ticket

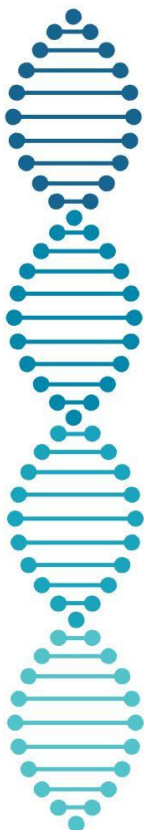
STATISTICAL ANALYSIS



YOU FIRMLY INTEND TO ALWAYS WEAR A SEATBELT, EVEN ON SHORT TRIPS.

CORRELATION	DESCRIPTION
POSITIVE	Feeling capable of always buckling up (TPB-CTL, $R=0.957$) is the strongest predictor of intention. Social pressure & beliefs matter: Perceived norms (TPB-SUB, $R=0.912$) and believing seatbelts protect (CINT1, $R=0.907$) are very strong predictors. Exposure helps: Recall of slogans (ADV3, $R=0.226$), campaign messages (ADV2, $R=0.171$), and hearing about fines (LEY1, $R=0.136$) all boost intention. Action: Build skills/habits (self-efficacy), normalize “everyone buckles,” highlight safety benefits, and keep campaigns/enforcement highly visible.
NEGATIVE	Larger households (DEM-HH, $R=-0.186$): More people in the household correlates with lower intention—lapses may become “normal” on family trips. Passenger inconsistency (CINT2, $R=-0.107$): Passengers with uneven seatbelt use show lower intention—target rear-seat and occasional riders. Vehicle type (DEM-VEH, $R=-0.124$): SUV/truck/van drivers show lower intention—tailor messaging and enforcement to these segments.
VARIANCE	Where responses vary a lot: Seatbelt use frequency (driver $L=95.76$) and as passenger ($L=33.61$), slogan recall ($L=33.03$), and gender ($L=24.07$) show high heterogeneity → tailor by age, region, vehicle type, and audience. Reliable universal levers: Safety attitudes ($R=0.907$, $L=14.51$) and social norms ($R=0.912$, $L=14.01$) are strong, relatively consistent predictors → anchor broad campaigns on these.

*“Seatbelts save lives—and people buckle up when they believe it and know it’s expected.
Usage varies, so we’ll pair ‘every seat, every trip’ with targeted outreach.”*



Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.



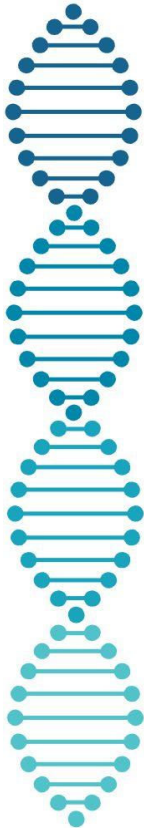
3) Seatbelt – Click It or Ticket

EVIDENCE-BASED CAMPAIGN SUGGESTIONS



SUGGESTION	DESCRIPTION
1. Strengthen Legal Deterrence Messaging	Emphasize exact fines, repeat-offense consequences, and real enforcement/testimony to raise perceived certainty and severity and close knowledge gaps.
2. Increase Police Visibility and Enforcement	Publicize checkpoints and show visible patrols, highlighting high detection and ticketing likelihood with reported fine counts to deter nonuse.
3. Reinforce Memorable and Consistent Campaign Slogans	Use short, emotional slogans repeated across TV, radio, billboards, and especially social media to boost recall and normative pressure.
4. Emphasize Benefits and Social Norms	Show how buckling is easy (self-efficacy), expected by loved ones (social norms), and lifesaving in crashes to strengthen intention.
5. Segment Messaging by Passenger Role and Household Context	Target rear-seat passengers, larger households, and SUVs/pickups—where compliance lags—using tailored, context-specific messaging indicated by variance results.

Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.



4) Driving Under the Influence (Alcohol)

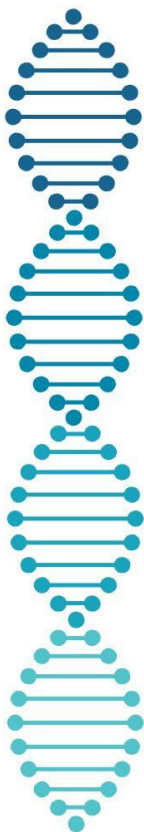
Q#s	Fieldwork	Sample	Gender	Region	Age
49	AUG 2025	n = 502	55% F, 45% M	30% Metro, 18% South, 18% North, 17% East, 14% West, 3% Central	6% 18–24, 41% 25–34, 27% 35–54, 26% 55+

SURVEY RESULTS SUMMARY

Findings indicate 69% do not drink; 7% reported driving after drinking in twelve months, 4% within thirty days. Support for sobriety checkpoints reached 80%, yet 86% perceive enforcement insufficient. Results underpin segmented messaging, deterrent communication, and increased visibility, aligning interventions with behavioral determinants to reduce impaired driving across Puerto Rico

Campaign exposure emerged as a decisive catalyst for safer intentions. Respondents who recently saw, read, or heard prevention efforts—and who recalled concise, resonant slogans—were significantly more likely to plan a sober ride before drinking. Exposure effects strengthened when paired with visible enforcement narratives and concrete “how-to” prompts (e.g., designate a driver, use rideshare). However, variance across segments indicates that mere slogan recognition is insufficient; effectiveness hinges on tailoring message framing, channel mix, and frequency to audience characteristics

“Plan your ride before you drink. Pass the keys. Plan your ride before you drink. Penalties are real. Choose a designated driver or rideshare—arrive alive.”

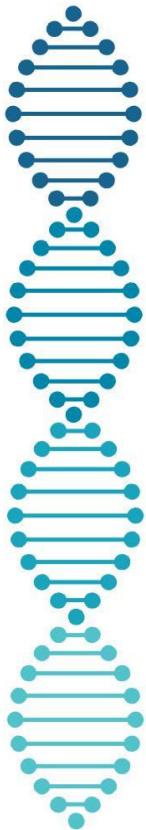


4) Driving Under the Influence (Alcohol)



CAMPAIGN MESSAGE RECALL

SURVEY	QUESTION	RESULTS
Q40 ADV1 CAMPAIGN SEEN	Have you seen/heard campaigns about DUI dangers in the last 30 days?	Seventy percent saw anti-drunk-driving campaigns; thirty percent did not, indicating broad population reach alongside a meaningful exposure gap that persists.
Q41 ADV2 MEDIA EXPOSURE	Through which media have you seen/heard DUI campaign info?	Media exposure skewed to television (75%); radio and social media tied for second (19% each). Digital (online news 9%, internet 7%) contributed; other channels were minimal.
Q43 ADV3 RECALL CAMPAIGN	Do you remember any slogan or phrase from these campaigns?	Slogan recall was limited: 41% could name a drunk-driving campaign slogan, and 59% could not; 27 respondents skipped the question—showing exposure outpaces retention.
Q43 ADV4a WHICH SLOGAN	If yes, what slogan/phrase do you remember?	Among 219 respondents, “pasa la llave” was the most recognized slogan (28.8%; 63 mentions). Others trailed far behind: “si guías borracho” 9.6% (21); “si vas beber,” “vas beber pasa,” and “beber pasa la” 8.2% (18) each; several variants 5–5.5%. Recall is concentrated in one phrase, with fragmented recognition elsewhere.

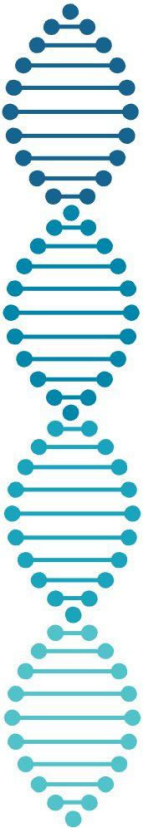


4) Driving Under the Influence (Alcohol)



CAMPAIGN MESSAGE RECALL

SURVEY	QUESTION	RESULTS
Q44 ADV5 CAMPAIGN EFFECTIVENESS	How effective is the message (1–5)?	Campaign effectiveness was strong overall, led by consequence-based slogans. Top performers: “Regresa bien. Si vas a beber, pasa la llave” (72% very effective; 3.39) and “Guiar borracho es un crimen. Serás arrestado” (72%; 3.38), followed by “Si guías borracho, serás detenido” (68%; 3.29). Lower: “Piensa en las consecuencias” (62%; 3.07) and “¿Estás bien pa’ guiar?” (59%; 2.95). Conclusion: direct legal/responsibility messages resonate most.
Q45 ADV6 CAMPAIGN INFLUENCE	Do you think campaigns influence your behavior/others?	Campaign influence is viewed positively: 74% say messages affect behavior (26% “a lot,” 48% “some”); 26% report little/none (20% “not much,” 6% “not at all”). The weighted average is 2.94/4, indicating moderate overall impact with a notable skeptical minority.
Q46 ADV7 CAMPAIGN ASPECTS	Which campaign aspect is most effective?	Most-effective campaign elements: crash images (60%) and personal testimonies (39%). Lower: consequences info (27%), statistics (20%), slogans (11%), other (3%). Overall, vivid visuals and real stories persuade more than abstract data or short phrases.



4) Driving Under the Influence (Alcohol)



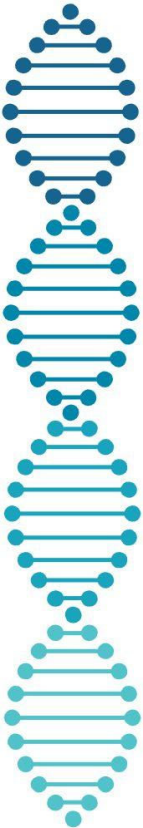
STATISTICAL ANALYSIS

YOU WILL PLAN AHEAD HOW YOU WILL RETURN HOME IF YOU ARE GOING TO CONSUME ALCOHOL, TO AVOID DRIVING UNDER ITS EFFECTS

CORRELATION	DESCRIPTION
POSITIVE	1. A strong perception of sanctions and high enforcement effectiveness both correlate with planning a sober ride home and avoiding impaired driving. 2. Support for more municipal alcohol checkpoints is positively associated with prearranging safe transportation when alcohol consumption is anticipated. 3. Recall of safety slogans and influence from Commission campaigns predict planning ahead for a designated driver or rideshare. 4. Recent exposure to police prevention efforts (seen, read, or heard) correlates positively with proactive return-home planning after drinking.
NEGATIVE	1. Greater driving frequency correlates negatively and significantly with planning alternative transportation; frequent drivers exhibit lower proactive intention to avoid impaired driving. 2. Younger respondents (<18 años) show significantly lower intention to prearrange a sober ride, indicating age-related deficits in proactive planning. 3. Recognition of enforcement slogans and negative ratings of Puerto Rico's driving conditions both correlate negatively; mere recognition rarely translates into safer planned behavior.
VARIANCE	1. Behavioral/demographic: Higher driving frequency and younger age (<18) both show significant negative associations with planning a sober ride in advance. 2. Communication/context: Recognition of enforcement slogans and negative views of Puerto Rico's driving conditions correlate negatively; recognition alone rarely converts into proactive planning.

“Data shows messaging variance; one-size-fits-all fails. We need to segment: stronger deterrents, greater police visibility, and reinforced slogans—driving more planning and reducing impaired driving.”

Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.



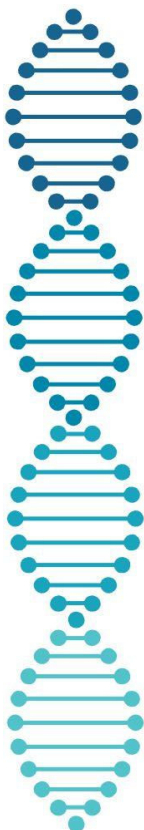
4) Driving Under the Influence (Alcohol)



EVIDENCE-BASED CAMPAIGN SUGGESTIONS

SUGGESTION	DESCRIPTION
1. Strengthen Legal Deterrence Messaging	Emphasize certainty and severity of sanctions through clear penalties, enforcement cases, and public testimonies to strengthen deterrence amid mixed perceptions.
2. Increase Police Visibility and Checkpoints	Publicize checkpoint operations and increase police road visibility, stressing detection and arrest likelihood, supported by transparent reports on enforcement successes.
3. Reinforce Memorable Campaign Slogans	Adopt short, emotionally resonant slogans repeated across television, radio, billboards, and social media to strengthen recall and normative behavioral influence.
4. Promote Safer Alternatives and Planning Ahead	Encourage proactive planning via rideshares, designated drivers, and transit; partner with venues offering codes or discounts that facilitate safe returns.
5. Segment Messaging by Age and Driving Frequency	Tailor interventions by age and driving frequency; deploy school-based programs for youth and workplace-focused campaigns for commuters to maximize relevance.

Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.



5) Aggressive Driving

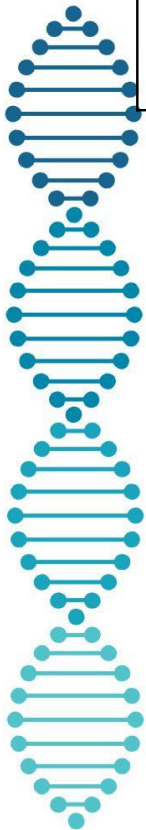
Q#s	Fieldwork	Sample	Gender	Region	Age
42	AUG 2025	n = 504	54% F, 46% M	31% Metro, 19% South, 18% North, 17% East, 15% West	7% 18–24, 40% 25–34, 28% 35–54, 25% 55+

SURVEY RESULTS SUMMARY

Surveyed Puerto Rican drivers self-identify as slow (36%) or defensive (36%). Smaller groups report fearful (9%), aggressive (4%), distracted (2%); 13% unclassified—informing targeted, safety-focused campaigns. Most Puerto Rican drivers avoid accelerating at yellow lights (81%; mean 1.71), indicating compliance; a persistent minority (19%) accelerates, warranting targeted education and enhanced intersection monitoring.

Campaign exposure is limited: 33% recalled speed-limit messages (mean 1.33). Among them, television dominated (75%), followed by radio (13%) and social media (12%). Only 19% remembered a specific slogan. Overall effectiveness leaned positive—62% rated messages 4–5 (mean 3.78). Aggressive driving declines when self-efficacy—uneven across groups—is strengthened; family, peers, and teachers reinforce norms; real crash risks are understood; and short, memorable, supportive messages with guided practice and positive reinforcement—even for frequent speeders—are sustained.

“Stay in control—not in a hurry; your family expects safe choices; know the risks, and follow simple, memorable reminders that save lives.”

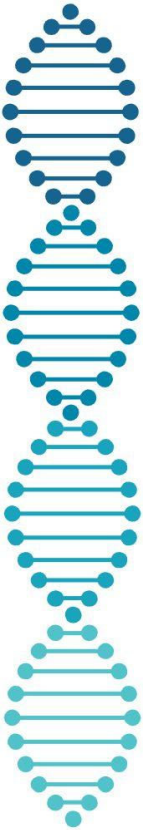


5) Aggressive Driving

CAMPAIGN MESSAGE RECALL



SURVEY	QUESTION	RESULTS
Q37 ADV1 CAMPAIGN RECALL	In the past 30 days, do you remember seeing, reading, or hearing any message from a campaign related to not driving above the speed limit?	Only 33% recalled speed-limit campaign messages (mean 1.33), indicating low exposure; two-thirds did not, underscoring the need for multi-channel, culturally resonant campaigns to improve recall.
Q38 ADV2 MEDIA CHANNELS	Where have you seen or heard messages about the danger of leaving children alone in vehicles?	Among those recalling speed-limit messages (33%), television dominates exposure (75%); radio (13%) and social media (12%) follow. Other channels are minor; anchor campaigns on TV, reinforced by targeted digital and radio.
Q39 ADV3 MESSAGE RECALL	Do you remember any slogan or phrase that you have seen, read, or heard as part of this campaign about NOT driving above the speed limit?	Only 19% recalled a specific slogan; 81% did not, indicating low memorability; redesign with short, emotionally resonant, culturally relevant slogans and multi-channel repetition recommended.
Q40 ADV4 SLOGAN EFFECTIVENESS	What slogans or phrases do you recall from this campaign about seatbelt use?	Among 353 respondents, "Que la prisa no termine en desgracia" was most effective (84% "muy efectivo"), followed by "Mantén el control y marca la diferencia" and "Tienes una vida por delante" (both 81%). Emotionally resonant, human-focused messages outperformed legalistic reminders (78–80%), guiding campaigns toward consequence-based narratives and personal responsibility.
Q26 ADV5 MESSAGE EFFECTIVENESS	How effective do you consider the message you recall seeing, reading, or hearing about seatbelt use?	Most respondents rated messages effective: 55% very effective, 7% effective; mean 3.78. Yet 37% were neutral-to-negative, suggesting targeted improvements needed.



5) Aggressive Driving

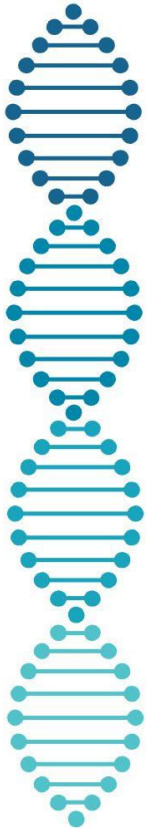
STATISTICAL ANALYSIS

*YOU INTEND NOT TO DRIVE OVER THE SPEED LIMIT OR
AGGRESSIVELY, EVEN WHEN IN A HURRY*



CORRELATION	DESCRIPTION
POSITIVE	1. Believing one can control choices strongly reduces aggressive driving; however, confidence varies, so some groups need practice and reminders. 2. Family, friends, and teachers' expectations discourage aggression; positive role models and clear community rules make safe driving the norm. 3. Understanding the real dangers of speeding and risky maneuvers encourages calmer choices, even when hurried or stressed on the road. 4. Short, memorable campaigns and supportive messages help change behavior; even frequent speeders improve when guided, practiced, and positively reinforced.
NEGATIVE	1. Drivers who crashed while driving aggressively are less likely to slow down later. They may need extra help and coaching. 2. Getting tickets alone rarely changes behavior; penalties without education or support may not work; pairing lessons with consequences helps safety. 3. Frequent lane changes and angry honking show impatience. These habits reduce intentions. Teaching patience and planning helps everyone arrive safely.
VARIANCE	1. Safety messages affect groups differently. Some drivers feel very confident controlling behavior; others struggle. Age, experience, and gender change responses. 2. Because slogans feel similar to everyone, their impact is smaller. Clear steps and real examples help people choose safer actions.

Safe driving starts with practice and simple steps. Families expect calm driving. Some drivers need extra coaching or stronger rules—so everyone gets home safe.



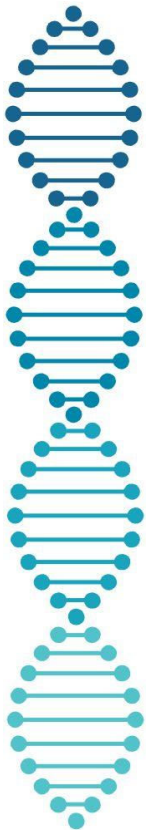
5) Aggressive Driving

EVIDENCE-BASED CAMPAIGN SUGGESTIONS



SUGGESTION	DESCRIPTION
1. Boost Self-Efficacy Through Practical Messaging	Because self-efficacy varied yet strongly predicted intention, campaigns should teach control: plan routes, leave earlier, use rideshares, and model confident behaviors.
2. Leverage Social Norms and Peer Influence	Given social-norm correlations, campaigns should portray safety as expected: emphasize family disapproval, highlight role models, and influence youth through peers.
3. Segment Campaigns by Risk Profile	Responses vary by risk profile: segment messaging for youth through media and peers, workers using stress management, and older drivers using confidence-building.
4. Increase Campaign Memorability with Emotional Slogans	With low slogan recall, use concise, emotional messages repeated across channels; pair stories and culturally resonant phrases with visual cues.
5. Link Campaigns with Visible Enforcement	Communicate fines, showcase police activity, and synchronize ads with social posts to enhance deterrence credibility overall.

Research was made possible by a grant from the National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation.





Thank you



AGENTES & CONSULTORES

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