



Puerto Rico Distracted Driving Campaign Attitudinal Survey

CST CAMPAIGN DATE: 2025-APR 7-14



Submitted to: Comisión de Seguridad del Tránsito de Puerto Rico

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1. Distracted Driving Campaign- Mobile Devices Survey

To complement enforcement data and crash statistics, a telephone survey will be conducted to assess drivers' attitudes, perceived social norms, and perceived behavioral control regarding distracted driving—specifically, the use of cell phones, texting, and hands-free devices while operating a vehicle. This instrument, grounded in the Theory of Planned Behavior (TPB), helps explain why drivers choose to engage in or avoid distractions that increase crash risk. While administrative data provides incident and violation rates, the survey reveals drivers' motivations, awareness of existing laws, and recall of public information campaigns. **CST CAMPAIGN DATE: 2025-APR 7-14**

Category	Description
Survey	Distracted Driving and Cell Phone Use Survey
Method	Telephone Survey
Sample Size	500 Drivers
Focus	Speeding and aggressive driving behaviors
Purpose	Evaluate frequency and public perception of distractions and risky driving practices.
Main Content	Cell phone usage, texting, hands-free devices, attitudes, law awareness, and campaign recall.
Participant Profile	Licensed drivers 18 and older across all regions of Puerto Rico.

<https://www.surveymonkey.com/r/CST-2025-DISTRACC>

Section	Description
1: Demographics	5: Hands-Free Devices
2: General Driving Habits	6: Laws
3: Distractions While Driving	7: Advertising
4: Cell Phone Use While Driving	8: Theory of Planned Behavior



SAMPLE DISTRIBUTION

Metro	150	Sur	90	Oeste	70
Norte	100	Este	85	Central	5
< 34	200	35 to 54	150	55 >	150



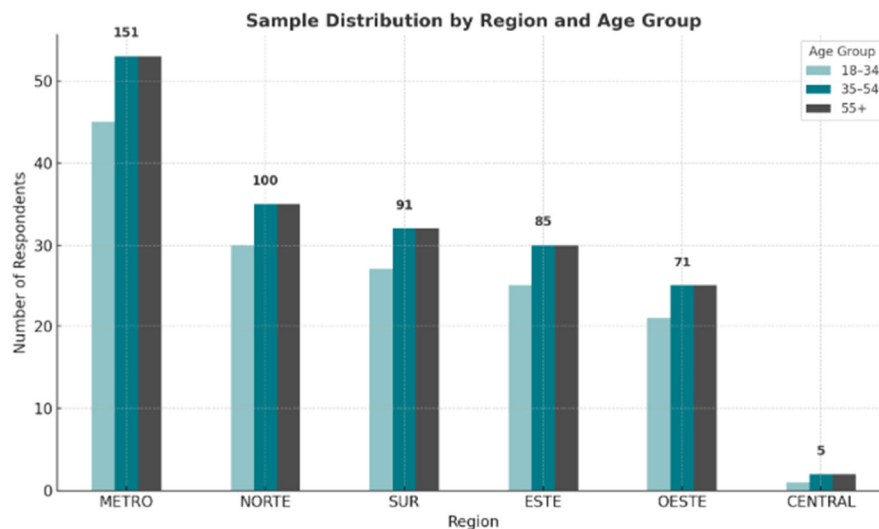
Sample distribution by Region, Gender and Age Groups.

REGION	%	SAMPLE	MEN	FEM	18-34	35-54	55+
CENTRAL	1%	6	3	3	2	2	2
ESTE	19%	93	46	47	31	32	30
METRO	33%	166	83	83	55	56	55
NORTE	17%	83	42	41	27	28	28
OESTE	17%	83	42	41	27	28	28
SUR	14%	69	35	34	23	24	22
ISLAND	100%	500	251	249	165	170	165

The table above presents the ideal sample distribution by region, sex, and age to generalize findings across Puerto Rico's driving population. However, to evaluate the impact of a targeted ad campaign, the sample was adjusted to oversample drivers aged 18 to 34—the primary audience and most exposed group to mobile phone use. Regional and age quotas were modified to ensure sufficient statistical power for measuring campaign effectiveness within this key segment, while still maintaining broad island wide representation. This targeted approach enhances the survey's ability to capture relevant insights from the group most at risk.

The following will be the targeted sampling distribution designed to evaluate the effectiveness of the distracted driving awareness campaign among younger drivers.

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





Sample Distribution by Primary Sampling Units (PSU).

#	PSU	REGION	SAMPLE	%
1	SAN JUAN	METRO	48	9.00%
2	BAYAMON	METRO	30	6.00%
3	CAROLINA	METRO	22	4.40%
4	PONCE	SUR	15	3.00%
5	GUAYNABO	METRO	15	3.00%
6	JUANA DIAZ	SUR	15	3.00%
7	GUAYAMA	SUR	15	3.00%
8	SALINAS	SUR	15	3.00%
9	YAUCO	SUR	15	3.00%
10	COAMO	SUR	15	3.00%
11	ARECIBO	NORTE	12	2.40%
12	VEGA BAJA	NORTE	12	2.40%
13	HATILLO	NORTE	12	2.40%
14	TRUJILLO ALTO	METRO	12	2.40%
15	MANATI	NORTE	12	2.40%
16	DORADO	NORTE	12	2.40%
17	ISABELA	NORTE	12	2.40%
18	NARANJITO	NORTE	12	2.40%
19	BARCELOENTA	NORTE	12	2.40%
20	TOA BAJA	METRO	11	2.20%
21	MAYAGÜEZ	OESTE	9	1.80%
22	AGUADILLA	OESTE	9	1.80%
23	MOCA	OESTE	9	1.80%
24	SAN SEBASTIAN	OESTE	9	1.80%
25	CABO ROJO	OESTE	9	1.80%
26	ANASCO	OESTE	9	1.80%
27	SAN GERMAN	OESTE	9	1.80%
28	AGUADA	OESTE	9	1.80%
29	CAGUAS	ESTE	8	1.60%
30	HUMACAO	ESTE	8	1.60%
31	CANOVANAS	METRO	8	1.60%
32	CAYEY	ESTE	8	1.60%
33	RIO GRANDE	ESTE	8	1.60%
34	GURABO	ESTE	8	1.60%
35	LAS PIEDRAS	ESTE	8	1.60%
36	FAJARDO	ESTE	8	1.60%
37	JUNCOS	ESTE	8	1.60%
38	SAN LORENZO	ESTE	8	1.60%
39	CIDRA	ESTE	8	1.60%
40	AGUAS BUENAS	ESTE	8	1.60%
41	TOA ALTA	METRO	4	0.80%
42	CATANO	METRO	4	0.60%
		TOTAL	500	100%



Background

Distracted driving is a major public safety concern across the United States and Puerto Rico, particularly due to the increasing use of mobile devices while operating vehicles. According to the National Highway Traffic Safety Administration (NHTSA), 3,522 fatalities in the United States in 2021 were attributed to distracted driving—accounting for about 8% of all traffic-related deaths. Texting, phone calls, browsing social media, and using apps while driving reduce reaction time, impair decision-making, and drastically increase the likelihood of motor vehicle crashes.

In Puerto Rico, traffic incidents involving mobile device usage have shown a troubling upward trend, despite existing legislation prohibiting hand-held cell phone use while driving (Law 201, 2016). Enforcement agencies and public safety commissions, such as the *Comisión para la Seguridad en el Tránsito* (CST), have implemented various educational campaigns aimed at raising awareness about distracted driving. The effectiveness of these efforts needs to be measured systematically.

To support and evaluate these public safety initiatives, a Mobile Devices Survey on Distracted Driving was proposed. This survey will assess drivers' behaviors, attitudes, and awareness regarding mobile phone usage behind the wheel. It will also evaluate the public's recall of current CST campaigns, their knowledge of relevant laws, and their perception of enforcement levels.

Survey Objectives

1. Quantify the frequency and nature of mobile phone use while driving.
2. Evaluate drivers' knowledge of current laws regarding distracted driving.
3. Assess attitudes, perceived social norms, and self-control regarding mobile device use, using the Theory of Planned Behavior as the theoretical framework.
4. Identify high-risk demographic and geographic groups.
5. Measure public recall of CST's media and enforcement campaigns.

Methodology

The survey will be based on the Theory of Planned Behavior (TPB) and includes stratified sampling by region, age group, and municipality. A representative sample of 500 licensed drivers across Puerto Rico will be interviewed via telephone or online panels using a standardized instrument developed in accordance with CST objectives. The survey will employ a stratified sampling approach to ensure representation across Puerto Rico's six regions, 42 selected municipalities, and three age brackets (<34, 35–54, 55+). Data will be analyzed to produce region- and age-specific insights, and to identify gaps in knowledge, compliance, and campaign exposure.

The study will focus on several key variables related to distracted driving behaviors. These include the frequency and type of mobile device use while driving, as well as the driver's perceived behavioral control, such as their confidence in resisting the urge to use a phone behind the wheel. It will also assess social pressures or norms that influence distracted driving and gather self-reported exposure to educational campaigns or enforcement initiatives. Lastly, the study will evaluate the level of awareness regarding penalties and existing laws related to mobile device use while driving. The survey is expected to provide CST and key stakeholders with reliable data to identify high-risk groups, improve the targeting of educational campaigns, assess the effectiveness and recall of past efforts, inform policy and enforcement strategies, and justify future funding or legislative updates aimed at reducing distracted driving.



Research Objective

To analyze the factors influencing distracted driving in Puerto Rico and evaluate the impact of educational campaigns and legal awareness.

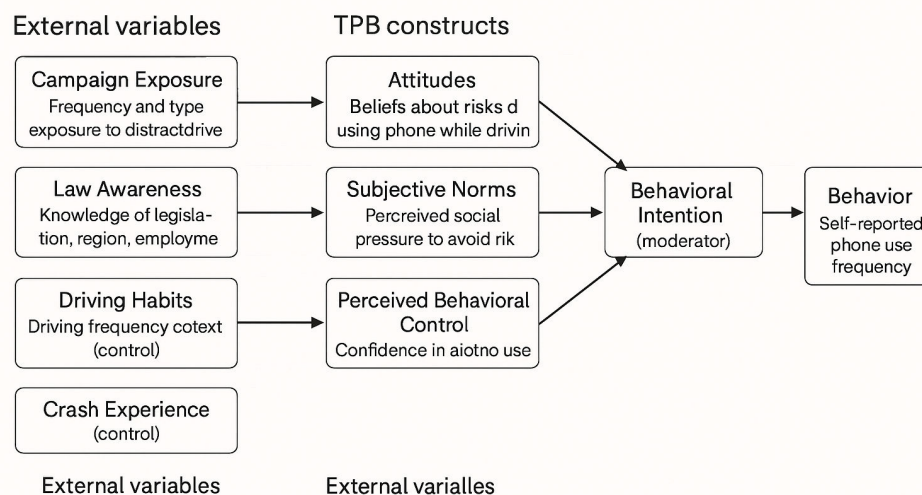
Conceptual Framework

The research model for the Distracted Driving Campaign Survey is grounded in the Theory of Planned Behavior (TPB) and integrates additional variables relevant to public safety and communication effectiveness. At its core, the model posits that a driver's intention to avoid using a mobile phone while driving (behavioral intention) is influenced by three key psychological constructs: attitudes (beliefs about the risks and consequences of distracted driving), subjective norms (perceived social pressure to avoid such behavior), and perceived behavioral control (confidence in one's ability to avoid phone use while driving). These intentions are expected to predict self-reported behavior, specifically the frequency and circumstances under which drivers use mobile devices while operating a vehicle.

External variables enrich the model by providing contextual and moderating factors. Campaign exposure (such as frequency and recall of public service announcements) is hypothesized to influence attitudes and intentions directly. Similarly, legal awareness—including knowledge of laws and perceived likelihood of being penalized—may moderate the relationship between intention and behavior. Demographic factors (age, gender, education, employment status), driving habits (frequency and context of driving), and prior experience with distractions or crashes serve as control variables, helping to account for variation across respondents. This model allows researchers to assess not only the psychological determinants of distracted driving but also the effectiveness of educational and legislative interventions designed to reduce risky behaviors on the road.

Research Model

To examine the factors influencing distracted driving behavior





Survey Instrument

The CST25-1 Distracted Driving Campaign Survey was developed to evaluate driver behavior, attitudes, and awareness related to cell phone use while driving in Puerto Rico. Structured around evidence-based frameworks such as the Theory of Planned Behavior (TPB), the instrument captures a comprehensive view of both individual behaviors and external influences that contribute to distracted driving. The questionnaire is divided into seven key sections: Demographics, Driving Habits, Distracting Behaviors, Perceptions and Beliefs, Law Enforcement and Experience, Exposure to Public Awareness Campaigns, and TPB Constructs. Each section serves a distinct analytical purpose—ranging from identifying risk-prone populations to measuring the effectiveness of educational outreach—and together, they provide a holistic foundation for designing, implementing, and evaluating policy and communication strategies aimed at reducing distracted driving incidents across the island.

1. Demographics

This section collects basic demographic information from respondents, including sex, age, region, municipality, household composition, education level, employment status, marital status, and household income. Demographic data are essential for disaggregating results by key population segments. These variables help assess whether certain groups are more prone to distracted driving behaviors or more responsive to public safety messages. Stratifying by demographics also supports the evaluation of targeted outreach and informs equitable policy development.

1. Demographics

- Sex, region, municipality
- Age
- Number of people in the household
- Highest educational level completed
- Current employment status
- Marital status
- Total annual household income

2. Driving Habits

This section explores the respondents' driving frequency, vehicle type, fuel usage, typical driving duration during weekdays and weekends, and their usual destinations. Understanding driving behavior establishes context for distracted driving risks. Frequency and duration of driving influence the likelihood of exposure to distractions, while trip purposes (e.g., work, leisure) affect urgency and phone use. These variables are critical for segmenting high-risk driving routines and informing time-based enforcement or messaging.

2. Driving Habits

- Driving frequency
- Main type of vehicle and fuel type
- Hours spent driving on weekdays and weekends
- Destinations during a typical weekday and weekend
- Rating of driving experience in Puerto Rico
- Top three concerns about road safety



3. Distracting Behaviors

This section investigates behaviors performed while driving, including eating, grooming, attending to passengers, and using media devices. It also measures cell phone ownership, usage, and texting/calling frequency while driving. This data directly identifies the types and frequencies of distracted behaviors that compromise road safety. By focusing on both manual and cognitive distractions, especially mobile phone use, this section aligns with national priorities (e.g., NHTSA) and informs interventions that address specific risky behaviors among drivers.

3. Distracting Behaviors

- Activities performed while driving (eating, grooming, attending children, etc.)
- Crashes caused by distracted driving
- Ownership and use of a mobile phone while driving
- Frequency of calls and texts while driving (weekday vs. weekend)
- Main reason for using the phone while driving

4. Perceptions and Beliefs

This section assesses drivers' perceptions of risk, danger, and legal knowledge related to phone use while driving. It also captures the prevalence and use of hands-free devices. Perceptions significantly influence driver behavior. Measuring perceived risk, legal awareness, and belief in safety technology (hands-free devices) helps identify gaps in public understanding. These insights guide educational campaign messaging, clarify legal boundaries, and support behavior-change strategies grounded in evidence.

4. Perceptions and Beliefs

- Perceived risk of using a phone while driving
- Perceived danger level of using a phone while driving
- Ownership and use of hands-free devices
- Frequency of hands-free device use
- Knowledge of whether talking or texting while driving is legal in Puerto Rico

5. Law Enforcement and Experience

This section documents respondents' awareness of law enforcement actions, knowledge of traffic fines, and any personal history of receiving fines or being in crashes related to phone use while driving. Public perception of enforcement likelihood (deterrence) and personal experiences with citations or crashes can strongly influence compliance with distracted driving laws. This data helps evaluate whether enforcement visibility is sufficient and whether it contributes to behavior modification.

5. Law Enforcement and Experience

- Perceived likelihood of being fined
- Recent exposure to news about police issuing fines
- Knowledge of the fine amount
- History of receiving tickets or being involved in crashes due to phone use while driving

6. Exposure to Public Awareness Campaigns



This section evaluates recall and recognition of distracted driving public service campaigns, including specific slogans, media exposure channels, and perceived message effectiveness. Campaign recall and message effectiveness are central to assessing the reach and impact of educational interventions. Understanding which media channels most effective and which messages are resonated supports future campaign design, budget allocation, and strategic communications planning.

6. Exposure to Public Awareness Campaigns

- Recall of campaigns about phone use while driving
- Channels where the message was seen or heard (TV, radio, internet, etc.)
- Recall of slogans or phrases
- Perceived effectiveness of the message

7. Theory of Planned Behavior (TPB) Constructs

This section includes items based on the Theory of Planned Behavior (TPB), measuring attitudes, subjective norms, perceived behavioral control, and behavioral intentions related to phone use while driving. TPB is a validated theoretical framework that explains behavior through intention, influenced by attitudes, norms, and perceived control. Applying TPB enables a deeper understanding of psychological drivers behind distracted driving and supports evidence-based strategies to increase behavioral compliance.

7. Theory of Planned Behavior (TPB) Statements

- **Attitude:** Belief that using a phone while driving is risky
- **Subjective Norms:** Perception that important others disapprove of phone use while driving
- **Perceived Behavioral Control:** Confidence in one's ability to avoid using the phone while driving
- **Intention:** Personal commitment to not using the phone, even on short trips
- **Effect of Campaigns:** Belief that public service campaigns influence one's decision to avoid phone use while driving



Survey Pilot Test: July 2025

Objective: To ensure the clarity, functionality, and reliability of the instrument prior to large-scale deployment, a pilot study was conducted in July 2025 with a sample of 24 drivers in Puerto Rico. The primary objective of the pilot was to evaluate the questionnaire's ability to capture key variables related to distracted driving behavior, legal awareness, and campaign exposure, as well as to assess the performance of items aligned with the Theory of Planned Behavior. The pilot also allowed for testing of skip logic, response variability, and respondent burden. Insights gained from this preliminary test informed adjustments to question wording, response options, and instrument structure, ultimately strengthening the validity and reliability of the final survey tool.

Key Findings:

1. All 57 questions were completed with high response rates, confirming that the instrument functioned effectively.
2. The questions yielded balanced response distributions, particularly on behaviors like mobile phone use while driving (Q23: 79% responded "yes") and campaign recall (Q52: 79% responded "yes").
3. Complex skip patterns (e.g., Q23–Q35) were functional but could benefit from refinement.
4. Sensitive questions (e.g., income in Q9) were answered, though some hesitation was noted.
5. Low-prevalence events, such as crashes due to distraction (Q20) and citations received (Q48), were successfully captured.

Instrument Strengths:

- Captured a full range of driving behaviors, perceptions, and legal awareness.
- The TPB section (Q57) showed strong internal consistency across attitudes, subjective norms, behavioral control, and intention.

Statistical Validation of the Survey Instrument for Full Deployment:

Based on the results of the pilot test conducted in July 2025 with 24 respondents, the questionnaire demonstrated acceptable psychometric properties to support its full-scale implementation. Reliability analysis of the core theoretical construct—behavioral intention as measured through the Theory of Planned Behavior (TPB) yielded a Cronbach's alpha of .80 after refinement, indicating good internal consistency among the attitudinal, normative, control, and intention-related items. In addition, the items exhibited adequate variability and item-total correlations above the .40 threshold, supporting their contribution to the overall scale. Preliminary correlation patterns among TPB components suggest construct alignment, while the absence of floor or ceiling effects affirms sensitivity to behavioral differences. These findings statistically justify proceeding with the administration of the finalized instrument to a representative sample of 500 drivers, ensuring that the tool is both valid and reliable for measuring distracted driving behaviors, perceptions, and campaign impact in Puerto Rico.

Conclusion:

The pilot study demonstrated that the questionnaire was clear, effective, and capable of capturing relevant data on distracted driving behaviors in Puerto Rico. The findings provided actionable insights into refining the instrument before its implementation with a larger, representative sample.



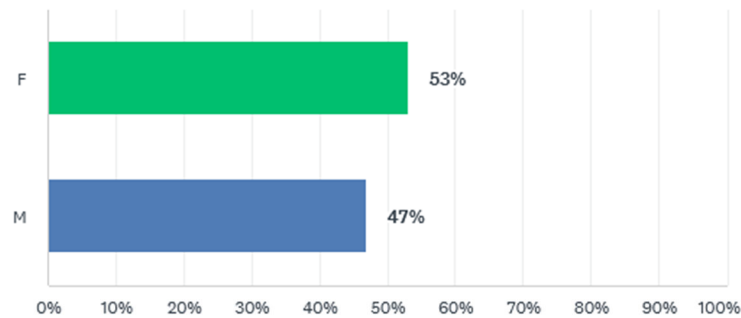
2025 Survey Results: Distracted Driving Campaign

The CST25-1 Distracted Driving Campaign Survey provides critical insights into the behaviors, perceptions, and awareness of Puerto Rican drivers regarding cellphone use while driving. Conducted in July 2025 with a sample of 502 licensed drivers, the survey employed a mixed-mode approach using Computer-Assisted Telephone Interviewing (CATI) and online data collection to enhance coverage and participation across diverse demographic groups.

Structured around the Theory of Planned Behavior (TPB), the instrument explores not only self-reported behaviors but also the underlying attitudes, perceived social norms, and control factors that influence these behaviors. By integrating demographic profiles, driving habits, enforcement experiences, and exposure to public awareness campaigns, the survey offers a multidimensional understanding of distracted driving. These findings serve as a foundation for shaping targeted educational initiatives, enforcement efforts, and public communication strategies, ensuring that interventions are data-driven and tailored to the realities of Puerto Rico's drivers.



Q1 | DEM1 | SEX

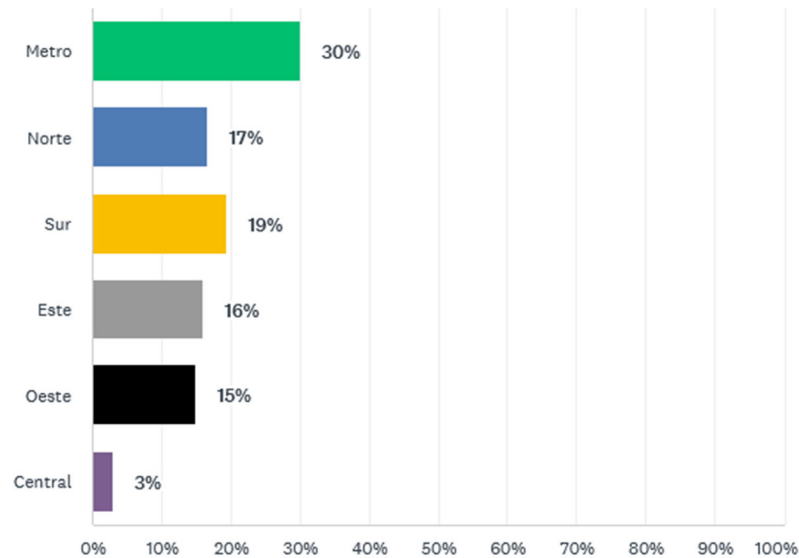


ANSWER CHOICES	RESPONSES	
F	53%	266
M	47%	236
TOTAL		502

The survey, conducted in July 2025 among Puerto Rican drivers, included 502 respondents, with 53% female (n = 266) and 47% male (n = 236) participants. This slight predominance of female respondents aligns closely with the most recent U.S. Census Bureau 2024 Puerto Rico Community Survey (ACS), which estimates that approximately 53% of Puerto Rico’s population aged 18 and over is female and 47% is male. This congruence indicates that the survey’s gender distribution is consistent with the broader demographic composition of Puerto Rico’s adult population. Consequently, the sample can be considered representative in terms of gender, providing a robust basis for analyses related to driving behaviors and perceptions.



Q2 | DEM2 | REGION



ANSWER CHOICES	RESPONSES
▼ Metro	30% 151
▼ Norte	17% 84
▼ Sur	19% 97
▼ Este	16% 80
▼ Oeste	15% 75
▼ Central	3% 15
TOTAL	502

The survey, conducted in July 2025 among 502 Puerto Rican drivers, was designed to reflect regional exposure to road risk using two key indicators: traffic crashes (2020–2024) reported by the Administración de Compensaciones por Accidentes de Automóviles (ACAA) and traffic fatalities (2019–2023) from the Fatality Analysis Reporting System (FARS). ACAA data shows the Metro region accounted for 33% of reported crashes, followed by Este (19%), Norte (17%), Oeste (17%), Sur (14%), and Central (1%). FARS fatality data presents a similar pattern, with Metro (33%), Este (21%), Norte (18%), Oeste (14%), Sur (14%), and Central (1%). The survey sample closely mirrors these distributions, with Metro at 30% (n = 151), followed by Sur (19%), Norte (17%), Este (16%), Oeste (15%), and Central (3%). This stratified allocation ensures proportional representation across regions with varying traffic risk levels, covering both urban and rural drivers. By aligning the sample with crashes and fatality patterns, the survey provides a representative basis for analyzing regional differences in driving habits and perceptions, strengthening the relevance of findings for policy development and targeted road safety interventions across Puerto Rico.



Q3 | DEM3 | MUNICIPIO

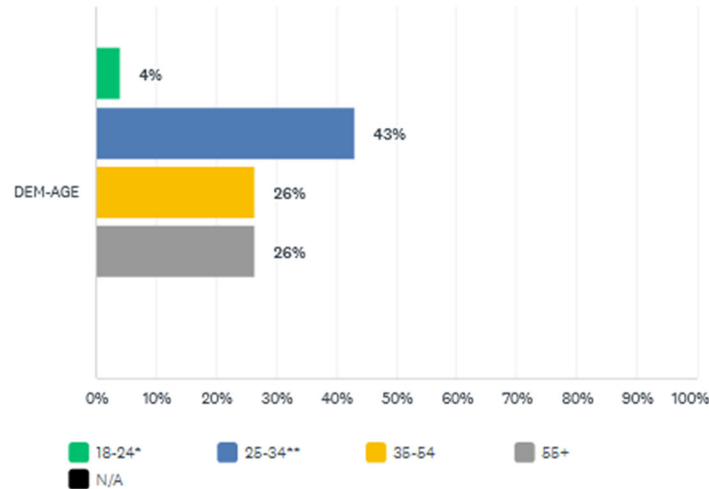
ANSWER CHOICES	RESPONSES	
▼ San Juan	8%	41
▼ Bayamon	8%	38
▼ Toa Baja	5%	24
▼ Caguas	4%	22
▼ Trujillo Alto	4%	21
▼ Salinas	4%	18
▼ Yauco	4%	18
▼ Aguadilla	3%	16
▼ Guayama	3%	15
▼ Guaynabo	3%	14
▼ San Sebastian	3%	14
▼ Coamo	3%	13
▼ Arecibo	2%	10
▼ Juana Diaz	2%	10
▼ Las Piedras	2%	10
▼ Morovis	2%	9
▼ Toa Alta	2%	9
▼ Carolina	2%	8
▼ Gurabo	2%	8
▼ Cidra	1%	7
▼ Moca	1%	7
▼ Aguada	1%	6
▼ Barranquitas	1%	6
▼ Cayey	1%	6
▼ Hatillo	1%	6
▼ Mayaguez	1%	6
▼ Ponce	1%	6
▼ Rincon	1%	6
▼ Yabucoa	1%	6
▼ Camuy	1%	5
▼ Canovanas	1%	5
▼ Dorado	1%	5
▼ Humacao	1%	5
▼ Manati	1%	5

The survey sample is representative because it was strategically designed using multiple benchmarks of road risk and population exposure. Regional quotas were based on traffic crashes data from the Administración de Compensaciones por Accidentes de Automóviles (2020–2024) and fatality data from the Fatality Analysis Reporting System (2019–2023), ensuring alignment with actual crash and fatality distributions across Puerto Rico. Additionally, at least one respondent was surveyed in all 78 municipalities, balancing urban and rural areas and incorporating drivers from diverse demographic and geographic contexts. This stratified, risk-informed approach enhances the sample’s validity, making the findings robust for policymaking and targeted road safety interventions.

Furthermore, the top 10 municipalities with the highest traffic fatalities—including San Juan, Bayamón, Caguas, Carolina, Ponce, Toa Baja, Mayagüez, Arecibo, Guaynabo, and Humacao—were given proportional emphasis in the sampling plan based on FARS 2019–2023 data. The survey results closely reflect this prioritization: San Juan (8%, n=41) and Bayamón (8%, n=38) lead the sample, with Caguas, Toa Baja, and Ponce also achieving strong representation. This alignment between the planned target distribution and the actual sample collected ensures that high-risk, high-population municipalities are adequately represented, strengthening the study’s ability to analyze driver behavior in areas with the greatest road safety challenges.



Q4 | DEM4 | AGE



The survey's age distribution demonstrates strong representation of Puerto Rican drivers across critical adult age groups, enabling meaningful analysis of driving behaviors across generational cohorts. The largest segment consists of drivers aged 25–34 years (43%), a group often associated with increased risk-taking and higher exposure to distracted driving behaviors. Drivers aged 35–54 and 55+ are equally represented, each comprising 26% of the sample, ensuring balanced input from midlife drivers—often frequent users of vehicles for work and family responsibilities—and older adults, whose experience may be offset by physical or cognitive considerations. Younger drivers aged 18–24, representing 4% of the sample, align proportionally with their smaller presence in Puerto Rico's licensed driver population.

The age categories in the survey were assigned weights from 1 to 4 to facilitate quantitative analysis of age-related patterns in driving behaviors and perceptions. Specifically, respondents aged 18–24 were assigned a weight of 1, reflecting the youngest cohort, while those aged 25–34 received a weight of 2, representing early adulthood drivers. The 35–54 age group was weighted 3, capturing midlife drivers, and the 55+ category received the highest weight of 4, reflecting older adult drivers. This weighted approach allows for the computation of average age scores across regions and subgroups, enabling a more nuanced understanding of demographic trends and their potential influence on distracted driving behaviors.

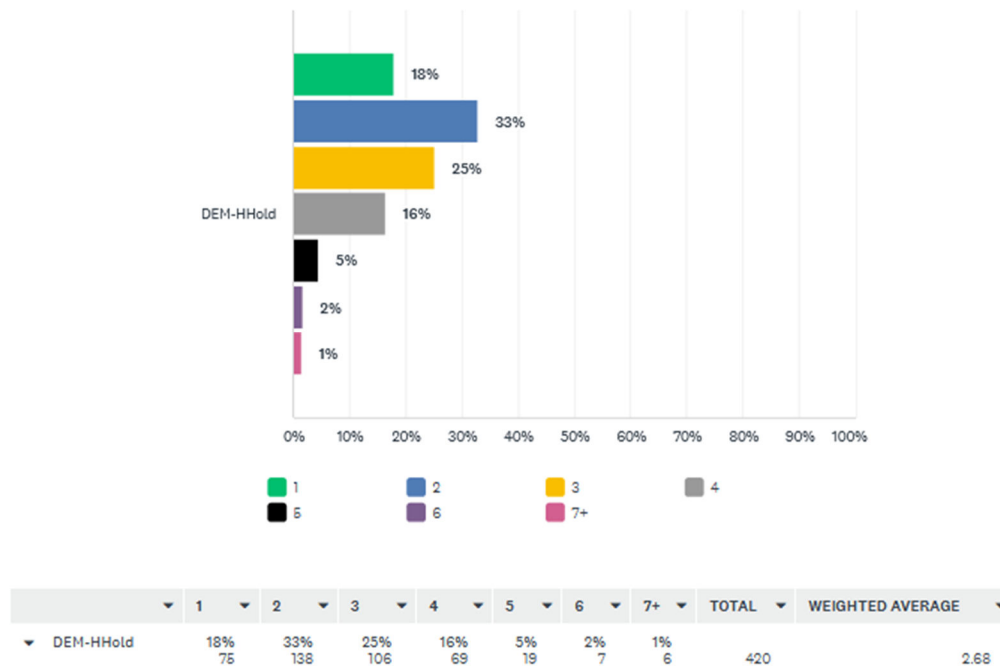
This age group segmentation reflects best practices in driver behavior and traffic safety research, as outlined in National Highway Traffic Safety Administration (NHTSA) technical guidance and applied in large-scale surveys like the National Roadside Survey and the National Survey on Distracted Driving Attitudes and Behavior. The three-cohort structure—18–34, 35–54, and 55+—facilitates comparability with federally sponsored research and enhances the survey's capacity to detect meaningful age-related behavioral differences, thereby strengthening its external validity for policy and program development.

The age distribution of surveyed drivers shows notable regional differences across Puerto Rico. In the Metro region (30% of respondents), half are 25–34 years old, with 25% aged 55+, reflecting a mix of younger professionals and retirees. Sur (19%) and Este (16%) are similarly youthful, with 57% and 51% of respondents, respectively, in the 25–34 range. Conversely, Norte (17%), Oeste (15%), and Central (3%) show an older profile, with 55+ drivers comprising 32–40% of respondents, yielding higher weighted averages. These patterns suggest that urban and coastal regions are dominated by younger drivers, while northern, western, and central areas have more older adults. Such variation is essential for developing targeted distracted driving interventions tailored to different age-related risk profiles.



Q5 | DEM5 | HOUSEHOLDS

How many people live in your household, including yourself?



According to the U.S. Census Bureau’s 2023/2024 American Community Survey (ACS) 1-Year Estimates for Puerto Rico, the average household size is approximately 2.48 persons per household (U.S. Census Bureau, 2024). To facilitate quantitative analysis of household size, the survey assigned weights from 1 to 7 to represent the number of people living in each respondent’s household, including themselves. Specifically, a household with one member received a weight of 1, while two- to six-person households were assigned weights from 2 to 6. Households with seven or more members were given the maximum weight of 7. This weighted approach enables the calculation of a composite household size score, providing insights into average household composition among drivers.

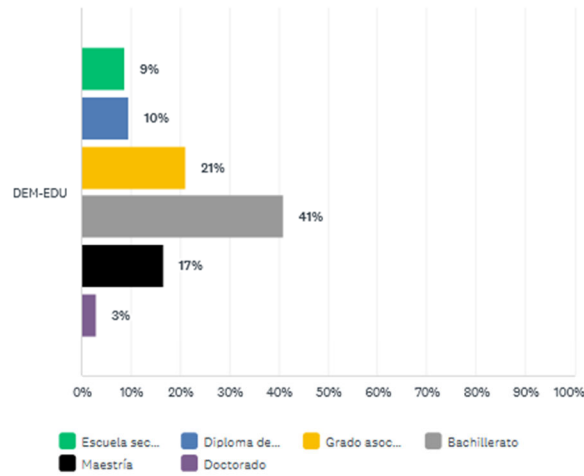
The survey results on household size reveal that most respondents live in small households, closely mirroring Puerto Rico’s population structure as reported in the 2024 American Community Survey (ACS). Specifically, 33% of participants live in two-person households, followed by 25% in three-person households and 16% in four-person households. Single-person households accounted for 18%, while larger households of five or more members were less common (8% combined). The weighted average household size in the survey is 2.68, slightly higher than the ACS 2024 estimate of 2.48 persons per household (U.S. Census Bureau, 2024).

This slight increase may reflect the survey’s focus on licensed drivers, who are more likely to live in multi-person households than the general population, which includes non-drivers such as elderly dependents or minors (National Highway Traffic Safety Administration [NHTSA], 2020). Overall, the distribution aligns with ACS data trends, showing that two- and three-person households dominate Puerto Rico’s housing composition. This comparability enhances the survey’s representativeness and supports the validity of its demographic findings.



Q6 | DEM6 | EDUCATION

What is the highest level of education you have completed?



	ESCUELA SECUNDARIA O MENOS	DIPLOMA DE ESCUELA SUPERIOR	GRADO ASOCIADO O ALGUNOS AÑOS	BACHILLERATO	MAESTRÍA	DOCTORADO	TOTAL	WEIGHTED AVERAGE
DEM-EDU	9% 37	10% 40	21% 89	41% 172	17% 70	3% 13	421	3.66

The survey results on educational attainment provide valuable insights into the profile of Puerto Rican drivers who participated in the CST25-1 Distracted Driving Campaign Survey. Among the 421 respondents who answered this question, the largest segment—41% (n = 172)—reported holding a bachelor’s degree, indicating a highly educated sample. This was followed by 21% (n = 89) with an associate degree or some college education, and 17% (n = 70) holding a master’s degree. Respondents with high school diplomas accounted for 10% (n = 40), while those with less than high school education represented 9% (n = 37). A small proportion, 3% (n = 13), reported having achieved a doctoral degree.

The education levels were assigned weights from 1 to 6 to calculate a composite educational attainment score, with 1 representing the lowest level (high school or less) and 6 representing the highest (doctoral degree). The weighted average educational level of respondents was 3.66, placing the overall sample between a bachelor’s and an associate degree on the scale used. This high representation of educated drivers suggests that the survey reached a demographically engaged population likely to be receptive to educational and awareness campaigns.

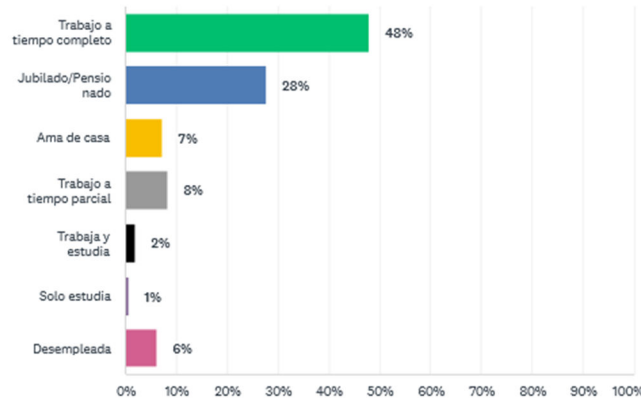
Understanding the education level of drivers is critical for analyzing road safety, as evidence shows a clear inverse relationship between educational attainment and crash risk. Research indicates that higher-educated individuals are less likely to be involved in fatal crashes than those with lower education levels. A systematic review found that seven of eight studies reported a significant negative association between education and traffic fatalities (Hasselberg et al., 2021). Similarly, a Sam Houston State University study showed that each additional year of schooling reduces crash mortality by 5%, with dropouts being four times more likely to die in crashes (Gwartney-Gibbs, 2012).



Q7 | DEM7 | OCCUPATION

What is the highest level of education you have completed?

Answered: 447 Skipped: 55



ANSWER CHOICES	RESPONSES	
Trabajo a tiempo completo	48%	214
Jubilado/Pensionado	28%	124
Ama de casa	7%	32
Trabajo a tiempo parcial	8%	37
Trabaja y estudia	2%	9
Solo estudia	1%	3
Desempleada	6%	28
TOTAL		447

The survey results on current work status provide a clear occupational profile of Puerto Rican drivers. Among the 447 respondents, nearly half (48%, $n = 214$) reported working full-time, making it the dominant category. Retirees or pensioners represent the second-largest group at 28% ($n = 124$), reflecting Puerto Rico's aging population of licensed drivers. Smaller proportions include part-time workers (8%, $n = 37$), homemakers (7%, $n = 32$), unemployed individuals (6%, $n = 28$), and a small number of respondents who study while working (2%, $n = 9$) or study exclusively (1%, $n = 3$).

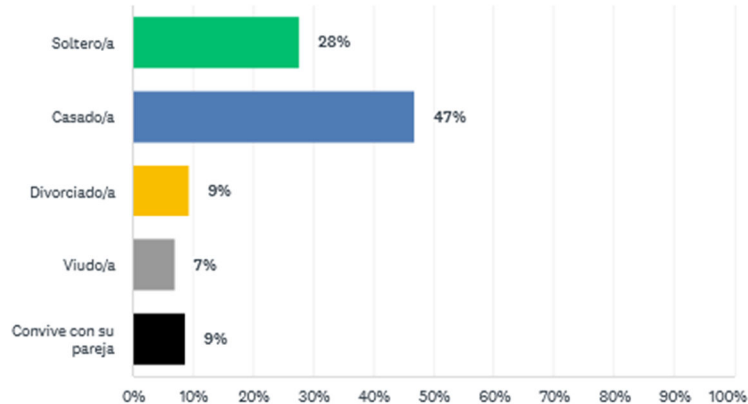
When compared to the U.S. Census Bureau's 2023/2024 American Community Survey (ACS) estimates, the survey's findings align closely with island wide labor force trends. The ACS reports a labor force participation rate of approximately 45% for individuals aged 15 and over in Puerto Rico, with an unemployment rate near 6%, matching the survey's reported unemployment. The higher proportion of full-time workers in the survey likely reflects the focus on licensed, active drivers, who are more likely to be employed or retired than the broader adult population, which includes non-drivers. This alignment with ACS data strengthens the representativeness of the sample, especially for key labor force indicators. Furthermore, the significant share of retirees underscores the need to consider age-related driving behaviors and perceptions in distracted driving research. By incorporating both employed and retired respondents, the survey offers a robust socioeconomic profile of Puerto Rican drivers, enhancing the validity of its findings for evidence-based policy and intervention development.



Q8 | DEM8 | CIVIL STATUS

What is your current marital status?

Answered: 422 Skipped: 80



ANSWER CHOICES	RESPONSES
▼ Soltero/a	28% 117
▼ Casado/a	47% 198
▼ Divorciado/a	9% 40
▼ Viudo/a	7% 30
▼ Convive con su pareja	9% 37
TOTAL	422

The survey (n = 422) shows the following marital status distribution: Married (47%), Single/Never Married (28%), Divorced (9%), Cohabiting (9%), and Widowed (7%).

In comparison, U.S. national data from the American Community Survey (ACS) indicates that approximately 46.4% of U.S. adults are unmarried, a category encompassing those who are never married, divorced, or widowed (U.S. Census Bureau, 2023). The survey's proportion of married respondents (47%) closely mirrors national trends, while the combined categories of single, divorced, and widowed (44%) align with the broader U.S. distribution.

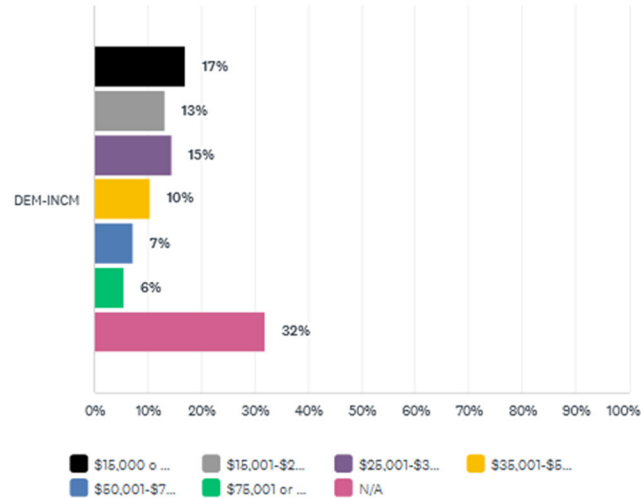
Several studies have found an association between marital status and motor vehicle crash risk, even when controlling for age, sex, and driving exposure. A cohort study in New Zealand reported that never-married individuals had more than double the risk of driver injury compared to married counterparts (Whitlock et al., 2004). Research analyzing United States mortality data also demonstrated that divorced or separated individuals had a significantly higher risk of death from motor vehicle crashes than married individuals (Kposowa & Breault, 2009). Although other factors such as sex and education contribute to crash risk, marital status remains a meaningful predictor even when these are considered. These findings suggest that unmarried and divorced drivers may engage in greater risk-taking behaviors or lack social support systems that influence driving patterns and crash exposure. Including marital status in driver behavior research provides important context for developing targeted interventions aimed at populations with higher demonstrated injury risk.



Q9 | DEM9 | ANNUAL INCOME

What would you say is your household's total annual income?

Answered: 357 Skipped: 145



	\$15,000 O MENOS	\$15,001- \$25,000	\$25,001- \$35,000	\$35,001- \$50,000	\$50,001- \$75,000	\$75,001 OR MORE	N/A	TOTAL	WEIGHTED AVERAGE
DEM- INCM	17% 61	13% 47	15% 52	10% 37	7% 26	6% 20	32% 114	357	2.92

The survey measured household income using six categories, from \$15,000 or less to \$75,001 or more, plus an “N/A” option for those unwilling to disclose. Each category was weighed from one to six, enabling computation of a composite income score and analysis of its relationship to driving behaviors. Among the 357 respondents who reported income, 17% earned \$15,000 or less, 13% earned \$15,001–\$25,000, and 15% earned \$25,001–\$35,000. An additional 10% reported \$35,001–\$50,000, 7% earned \$50,001–\$75,000, and 6% earned over \$75,000. Notably, 32% skipped the question, reflecting the sensitivity of income disclosure.

The relatively high nonresponse rate (32%) may reflect the sensitivity of income-related questions, a common challenge in survey research, especially in telephone and online formats. This pattern is consistent with research showing that income questions tend to have lower response rates due to privacy concerns or uncertainty about exact amounts. Despite this, the distribution closely matches the U.S. Census Bureau’s 2023 American Community Survey (ACS) data, which reports a median household income of about \$25,096 for Puerto Rico and shows nearly three-quarters of households earning below \$50,000. This alignment suggests that the survey provides a representative socioeconomic snapshot of Puerto Rican drivers, strengthening the validity of its demographic findings.

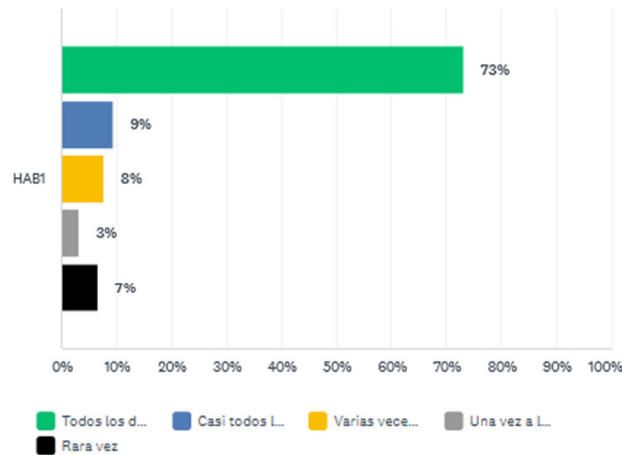
Research has shown that lower household income is associated with higher crash risk, as socioeconomic disadvantages can influence vehicle condition, exposure to high-risk driving environments, and access to safety resources, contributing to poorer driving outcomes (Bishai et al., 2006; Cubbin et al., 2000).



Q10 | HAB1 | DRIVING FREQUENCY

How often do you drive a vehicle?

Answered: 498 Skipped: 4



	TODOS LOS DÍAS	CASI TODOS LOS DÍAS	VARIAS VECES A LA SEMANA	UNA VEZ A LA SEMANA	RARA VEZ	TOTAL	WEIGHTED AVERAGE
HAB1	73% 364	9% 47	8% 38	3% 16	7% 33	498	3.39

Results show that most respondents are frequent drivers. Specifically, 73% (n = 364) reported driving every day, and 9% (n = 47) reported driving almost every day, meaning over 80% use a vehicle nearly daily. Additionally, 8% (n = 38) drive several times per week, 3% (n = 16) once per week, and 7% (n = 33) rarely. The weighted average of 3.39 indicates a predominance of highly active drivers, reflecting their strong reliance on personal vehicles for commuting, errands, and other daily activities.

The question on driving frequency was measured using a weighted scale from zero to four, where zero represented “rarely” and four represented “every day.” This approach enabled quantification of responses, making it possible to include driving frequency in composite behavioral scores and analyze its correlations with other survey variables, such as distracted driving practices. Respondents who reported driving daily (weight = 4) or almost daily (weight = 3) contributed most to the overall score, emphasizing the predominance of high-frequency drivers within the sample. This methodology offers valuable insights into driving exposure, a critical factor when evaluating distracted driving risks. Frequent drivers are more often exposed to situations where distractions may occur, making them an essential target group for public awareness and enforcement campaigns. This trend reflects Puerto Rico’s limited public transportation options, where reliance on personal vehicles remains dominant.

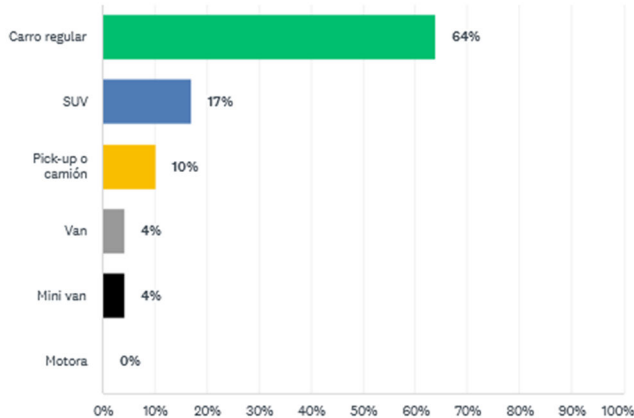
Supporting these findings, research by Dingus et al. (2016) demonstrated that individuals who spend more time behind the wheel are more likely to engage in secondary tasks, increasing crash risk. Similarly, Guo et al. (2017) linked frequent driving with greater opportunities for distraction-related incidents, reinforcing the need for targeted interventions for daily and near-daily drivers.



Q11 | HAB2 | VEHICLE TYPE

What type of vehicle do you mainly drive?

Answered: 492 Skipped: 10



ANSWER CHOICES	RESPONSES	
Carro regular	64%	315
SUV	17%	84
Pick-up o camión	10%	50
Van	4%	21
Mini van	4%	21
Motora	0%	1
TOTAL		492

Results reveal that most respondents rely on standard passenger cars. Specifically, 64% (n = 315) reported driving a regular car, making it the dominant vehicle type in the sample. This is followed by 17% (n = 84) who drive SUVs, and 10% (n = 50) who primarily use pickup trucks. Vans and minivans account for 4% each (n = 21), while motorcycle use is negligible, with only one respondent reporting this as their primary vehicle.

Distribution aligns with vehicle ownership trends in Puerto Rico, where passenger cars remain the most prevalent mode of transportation due to their affordability, fuel efficiency, and suitability for urban driving conditions. The relatively smaller proportions of SUVs and pickups reflect their higher costs and targeted use, such as for families or work-related purposes. The negligible motorcycle usage highlights cultural and infrastructural factors that limit motorbike adoption on the island.

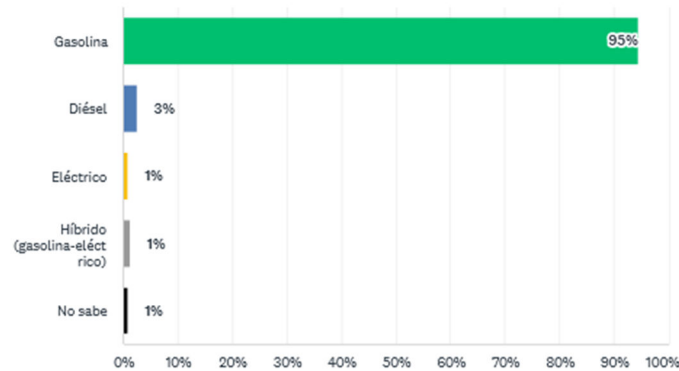
The survey findings on vehicle type closely align with research indicating that vehicle choice influences both driver behavior and crash risk. Prior studies have shown that drivers of larger vehicles, such as SUVs and trucks, tend to exhibit more aggressive behaviors and are overrepresented in certain crash types compared to car drivers (Williams, 2003). Additionally, the perceived safety of larger vehicles may encourage riskier behaviors, including multitasking while driving (Farmer, 2006).



Q12 | HAB2b | FUEL TYPE

What type of fuel does your primary vehicle use?

Answered: 494 Skipped: 8



ANSWER CHOICES	RESPONSES	
Gasolina	95%	467
Diésel	3%	13
Eléctrico	1%	4
Híbrido (gasolina-eléctrico)	1%	6
No sabe	1%	4
TOTAL		494

Of the 494 participants who answered, 95% (n = 467) reported using gasoline, making it by far the most common fuel type. Diesel-powered vehicles account for only 3% (n = 13), while electric vehicles and hybrids each represent 1% (n = 4 and n = 6, respectively). Additionally, 1% (n = 4) of respondents indicated they did not know their vehicle’s fuel type. This distribution reflects Puerto Rico’s automotive market, which is heavily reliant on gasoline-powered vehicles due to limited availability and adoption of alternative fuel vehicles, such as electric or hybrid options, despite global trends toward electrification.

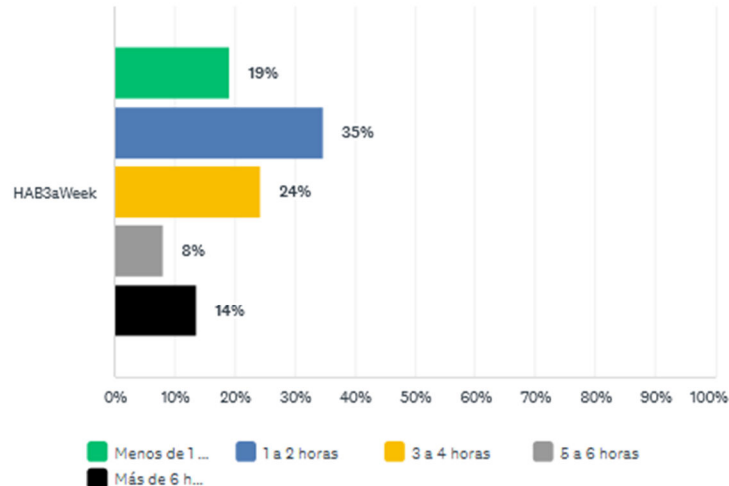
The survey reveals that 95% of respondents drive gasoline-powered vehicles, while only 1% use electric and 1% hybrid vehicles, underscoring Puerto Rico’s continued dependence on traditional fuels. This minimal representation of electric and hybrid vehicles points to persistent challenges, including limited charging infrastructure, high upfront costs, and insufficient policy incentives for electrification. These factors pose significant barriers to the adoption of self-driving cars, as most autonomous vehicle (AV) platforms are electric or hybrid. To enable widespread AV integration, substantial investments in charging networks, data systems, and supportive policies promoting cleaner, AV-compatible technologies are essential. Understanding this fuel landscape provides a crucial baseline for planning the technological and behavioral transition needed for future AV deployment on the island. This context highlights the urgency for public policy and infrastructure initiatives to foster sustainable, future-ready transportation in Puerto Rico.



Q13 | HAB3a | WEEKDAYS DRIVING

On a typical weekday (Monday to Friday), how many hours do you spend driving?

Answered: 492 Skipped: 10



	MENOS DE 1 HORA	1 A 2 HORAS	3 A 4 HORAS	5 A 6 HORAS	MÁS DE 6 HORAS	TOTAL	WEIGHTED AVERAGE
HAB3aWeek	19% 94	35% 171	24% 120	8% 40	14% 67	492	2.62

The results indicate that 35% of respondents drive between 1 and 2 hours daily, making this the most common category. Following this, 24% report driving 3 to 4 hours, while 19% drive less than 1 hour. A smaller portion of respondents, 14%, drive more than 6 hours, and 8% spend 5 to 6 hours driving. The weighted average is 2.62, which falls between the 1–2 hour and 3–4 hour categories, indicating that the typical driver spends around 2–3 hours on the road each weekday.

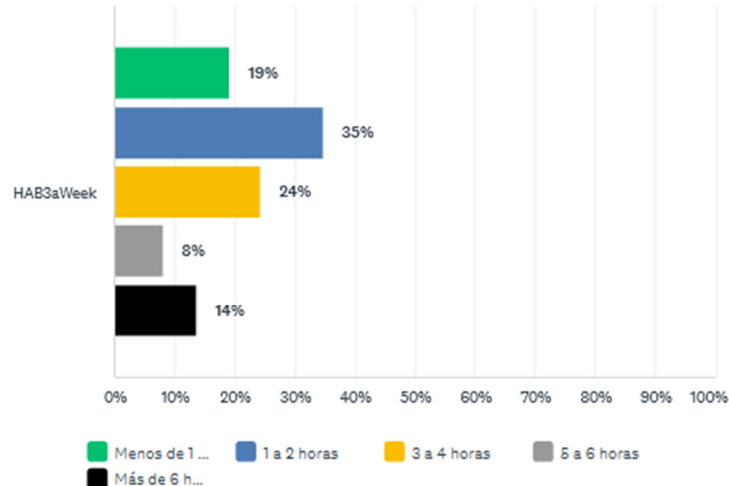
In this context, weights represent the numerical values assigned to each response option (from 1 for "less than 1 hour" to 5 for "more than 6 hours") to calculate the weighted average, reflecting the overall central tendency of driving times. This distribution highlights a significant commuting population, with nearly three-fourths (73%) driving at least 1 to 4 hours daily. The proportion of respondents driving more than 6 hours (14%) is notable, reflecting individuals likely engaged in long commutes or driving-intensive professions. Conversely, the 19% who drive less than 1 hour may represent those with short commutes or limited weekday travel needs. These insights provide a clear picture of driving patterns, useful for transportation planning, road safety initiatives, and targeted awareness campaigns.



Q14 | HAB3a | WEEKENDS DRIVING

On a typical weekend day, how many hours do you spend driving?

Answered: 492 Skipped: 10



	MENOS DE 1 HORA	1 A 2 HORAS	3 A 4 HORAS	5 A 6 HORAS	MÁS DE 6 HORAS	TOTAL	WEIGHTED AVERAGE
HAB3aWeek	19% 94	35% 171	24% 120	8% 40	14% 67	492	2.62

The results reveal that 31% of respondents drive between 1 and 2 hours, making this the most frequent driving duration on weekends. This is followed by 25% who reported driving less than 1 hour, and an equal 25% who drive between 3 and 4 hours. Additionally, 9% of participants reported driving between 5 and 6 hours, while another 9% reported spending more than 6 hours driving. The weighted average is 2.46, placing the overall driving time between the 1–2 hour and 3–4 hour categories.

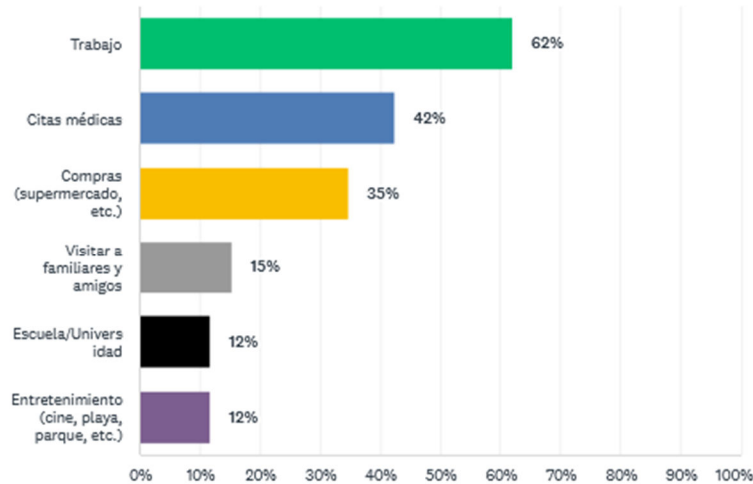
Weights represent the numerical values assigned to each response option, ranging from 1 for “less than 1 hour” to 5 for “more than 6 hours.” This allows for calculating the weighted average, which provides a more accurate measure of the central tendency in driving times. Overall, these results indicate that while most respondents drive relatively shorter durations on weekends, there is a significant group that engages in extended driving, potentially for leisure, errands, or longer trips.



Q15 | HAB4 | WEEKDAY DESTINATIONS

During a typical weekday, where do you drive or what places do you visit?

Answered: 483 Skipped: 19



ANSWER CHOICES	RESPONSES
Trabajo	62% 300
Citas médicas	42% 205
Compras (supermercado, etc.)	35% 168
Visitar a familiares y amigos	15% 74
Escuela/Universidad	12% 57
Entretenimiento (cine, playa, parque, etc.)	12% 57
Total Respondents: 483	

The most common destination is work, with 62% of respondents (300 individuals) indicating that they drive to their workplace. This is followed by medical appointments, selected by 42% (205 respondents), showing that healthcare-related travel is a significant component of weekday driving. Shopping trips (such as visiting supermarkets) account for 35% of responses (168 participants), indicating a notable frequency of errands during the week. Social visits to family and friends were reported by 15% (74 participants), while school or university travel and entertainment activities (such as going to the cinema, beach, or park) each account for 12% (57 respondents each).

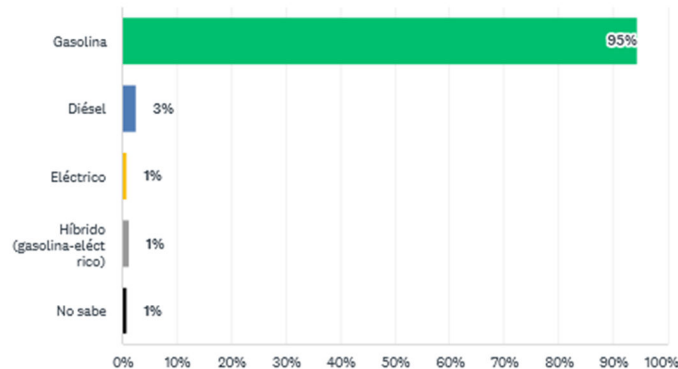
These findings suggest that weekday driving is largely driven by work-related commuting and essential activities like medical care and shopping. Leisure-related travel and social visits occur at a much lower rate, likely due to time constraints during the week. Overall, the data highlights the predominance of practical and routine trips over recreational ones, which is valuable for understanding mobility patterns and planning transportation resources effectively.



Q16 | HAB5 | WEEKEND DESTINATIONS

During a typical weekend day, where do you drive or what places do you visit?

Answered: 494 Skipped: 8



ANSWER CHOICES	RESPONSES	
Gasolina	95%	467
Diésel	3%	13
Eléctrico	1%	4
Híbrido (gasolina-eléctrico)	1%	6
No sabe	1%	4
TOTAL		494

The most common weekend driving purpose is entertainment, reported by 57% of respondents (260 individuals). This includes activities such as going to the cinema, beach, or park, highlighting the recreational focus of weekend travel. Visiting family and friends ranks second, with 45% (200 respondents) indicating social visits as a key weekend activity. Shopping trips, such as visiting supermarkets or stores, are reported by 39% (174 respondents), reflecting the continuation of essential errands during weekends. Interestingly, only 18% (80 participants) reported driving to work, showing a significant decline in work-related commuting compared to weekdays.

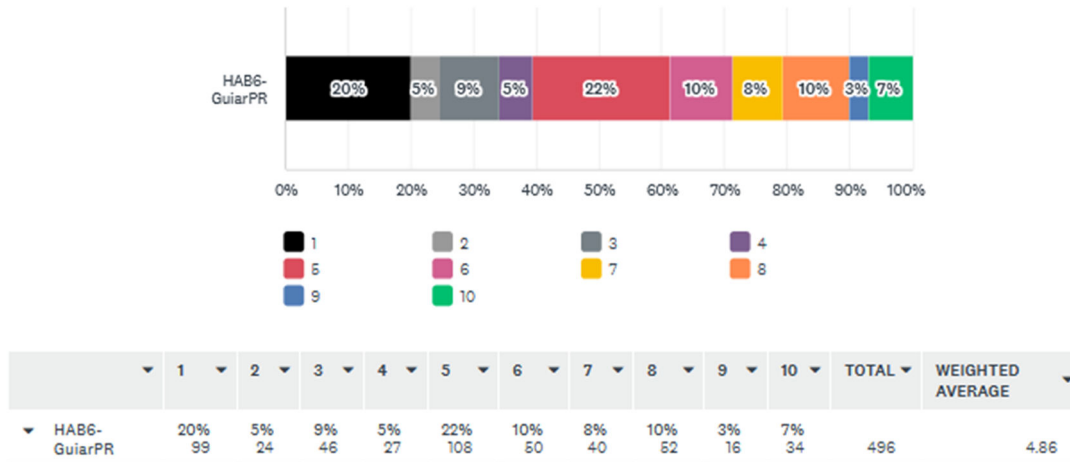
These findings suggest that weekend driving patterns shift away from work and healthcare-related travel toward leisure and social interaction. The higher percentages for entertainment and social visits underscore the role of weekends as a time for relaxation and strengthening social ties. The data also indicates that shopping remains a common weekend activity. Understanding these mobility patterns can help in planning transportation infrastructure and services to accommodate increased leisure travel on weekends.



Q17 | HAB6 | PR DRIVING RATING

On a scale from 1 to 10, where 10 means 'very good' and 1 means 'very bad,' how would you rate driving in Puerto Rico based on your experience?

Answered: 496 Skipped: 6



The results reveal a mixed perception of driving conditions. The most frequent response is 5, chosen by 22% (108 respondents), indicating a neutral stance toward driving in Puerto Rico. Following closely, 1 (very bad) was selected by 20% (99 respondents), reflecting significant dissatisfaction. Ratings of 7 and 8 each account for 10% of responses, while 10 (very good) was chosen by 7%. Other ratings, such as 2, 3, 4, and 9, represent smaller portions ranging from 3% to 9%.

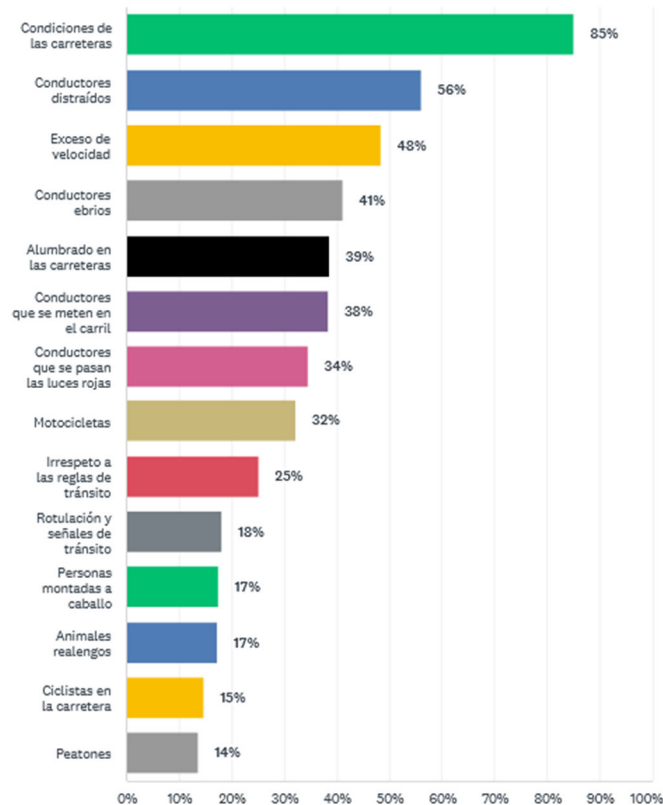
The weighted average score is 4.86, which falls slightly below the midpoint of the scale. This data suggests that overall satisfaction with driving in Puerto Rico is relatively low, with a strong cluster of respondents rating it poorly or neutrally. The limited proportion of high ratings (9 and 10) highlights the need for improvements in areas such as road conditions, traffic management, and driving culture. These insights can inform transportation policy and road safety initiatives.



Q18 | HAB7 | ROAD SAFETY CONCERNS

What would you say are the three main problems that concern you regarding your safety on Puerto Rico's roads?

Answered: 499 Skipped: 3



The most frequently cited issue is road conditions, selected by 83% of respondents, highlighting a widespread concern over infrastructure quality. Distracted drivers rank second at 56%, reflecting growing apprehension about mobile device use and inattentive driving. Speeding follows at 48%, indicating that aggressive driving behaviors are a significant worry for many road users. Other notable concerns include drunk drivers (41%), poor road lighting (39%), and drivers cutting into lanes (38%). Additional issues mentioned are running red lights (34%), motorcyclists (32%), and general disregard for traffic rules (25%). Less frequently cited, but still relevant, are inadequate signage (18%), people riding horses (17%), stray animals (17%), cyclists (15%), and pedestrians (14%).

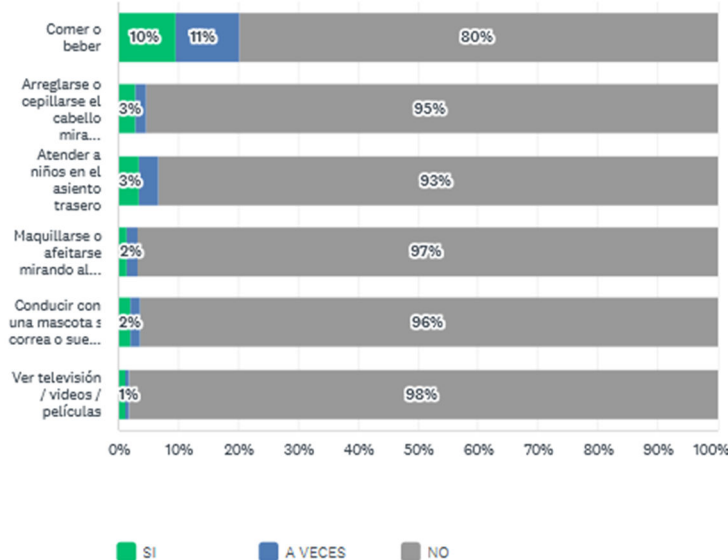
This distribution shows that road safety concerns in Puerto Rico go beyond driver behavior, highlighting serious infrastructure challenges. The fact that road conditions are the top concern indicates a pressing need for increased investment in road maintenance and repair. At the same time, the significant presence of risky driving behaviors, such as distracted driving and speeding, underscores the necessity for stricter law enforcement and targeted public education campaigns to promote safer driving practices across the island.



Q19 | DISTR1 | DRIVING DISTRACTIONS

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

Answered: 496 Skipped: 6



	SI	A VECES	NO	TOTAL	WEIGHTED AVERAGE
Comer o beber	10% 47	11% 52	80% 392	491	1.30
Arreglarse o cepillarse el cabello mirando al espejo	3% 14	2% 9	95% 462	485	1.08
Atender a niños en el asiento trasero	3% 17	3% 16	93% 457	490	1.10
Maquillarse o afeitarse mirando al espejo	1% 7	2% 9	97% 470	486	1.05
Conducir con una mascota sin correa o suelta dentro del carro	2% 10	2% 8	96% 470	488	1.06
Ver televisión / videos / películas	1% 6	1% 3	98% 475	484	1.03

The most common secondary activity reported is eating or drinking, with 10% responding “Yes” and 11% “Sometimes,” while 80% said “No.” Other activities are much less frequent: fixing or brushing hair while looking in the mirror (3% Yes, 2% Sometimes), attending to children in the back seat (3% Yes, 3% Sometimes), and putting on makeup or shaving (1% Yes, 2% Sometimes). Additionally, 2% reported driving with a loose or unrestrained pet, and 1% admitted to watching TV, videos, or movies while driving.

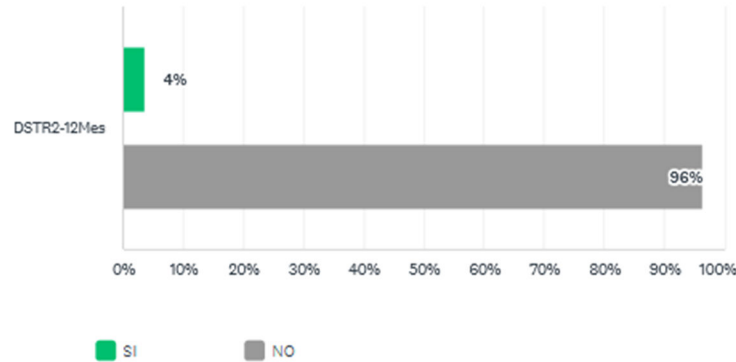
The weighted averages for all activities range between 1.03 and 1.30, indicating low overall engagement in these distracting behaviors. This data highlights that while most drivers in Puerto Rico avoid multitasking while driving, a noticeable portion still engage in eating or drinking behind the wheel. Although less common, risky activities like grooming, tending to children, or having unrestrained pets also occur, posing potential safety risks. These insights reinforce the importance of promoting awareness campaigns about the dangers of distracted driving.



Q20 | DISTR2 | DISTRACTED CRASHES

In the past 12 months, have you had a car crash due to being distracted?

Answered: 499 Skipped: 3



	SI	NO	TOTAL	WEIGHTED AVERAGE
DISTR2-12Mes	4% 18	96% 481	499	0.04

The overwhelming majority, 96% (481 respondents), reported not having had any crashes related to distraction. In contrast, 4% (18 respondents) admitted to having experienced such an incident.

The weighted average is 0.04, reflecting the very low occurrence of distraction-related crashes within this sample. These findings suggest that while distracted driving is recognized as a risk factor, relatively few participants reported actual crashes caused by distraction in the last year.

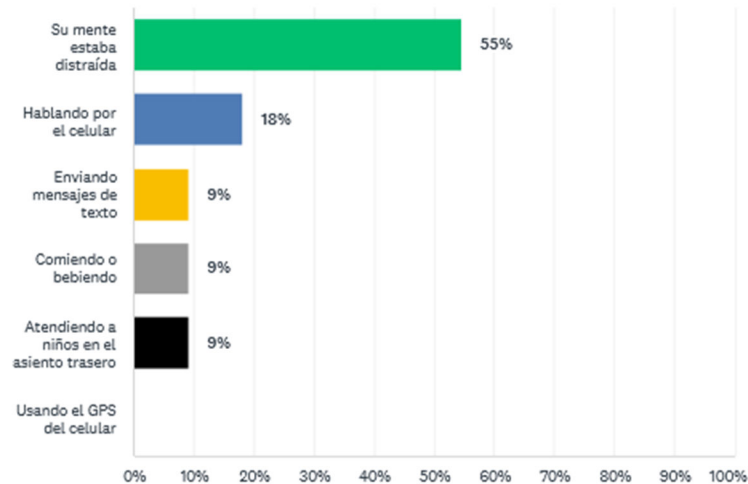
Data results reinforce the need for ongoing education and awareness campaigns about the dangers of multitasking while driving, as well as the implementation of measures to reduce distracted driving behaviors and prevent crashes.



Q21 | DISTR3 | DISTRACTED CAUSES

If YES, in what way were you distracted that caused the crash?

Answered: 11 Skipped: 491



ANSWER CHOICES	RESPONSES
Su mente estaba distraída	55% 6
Hablando por el celular	18% 2
Enviando mensajes de texto	9% 1
Comiendo o bebiendo	9% 1
Atendiendo a niños en el asiento trasero	9% 1
Usando el GPS del celular	0% 0
TOTAL	11

Among the 18 participants who previously reported having had a crash due to distraction, only 11 provided details about the cause of their distraction. The most common response, chosen by 55% (6 respondents), was that their mind was distracted, indicating cognitive inattention rather than a physical task. Talking on the phone accounted for 18% (2 respondents), while texting, eating or drinking, and attending to children in the back seat each accounted for 9% (1 respondent each). Notably, no respondents indicated using GPS as a cause of distraction.

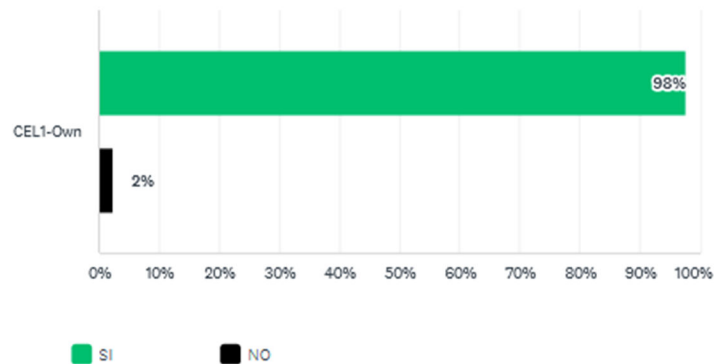
This data highlights that cognitive distractions—being mentally unfocused—are the leading self-reported cause of distraction-related crashes among these respondents, exceeding physical distractions like phone use or other tasks. The relatively small sample underscores the importance of collecting more detailed data in future studies to better understand the underlying causes of distraction-related crashes and to inform targeted interventions for improving driver attention and road safety.



Q22 | CEL1 | CELLPHONE OWNERSHIP

Do you own a cell phone?

Answered: 501 Skipped: 1



	SI	NO	TOTAL	WEIGHTED AVERAGE
CEL1-Own	98% 489	2% 12	501	1.98

An overwhelming 98% (489 respondents) reported owning a cell phone, while only 2% (12 respondents) indicated that they do not. The weighted average is 1.98, very close to the maximum value, reflecting near-universal cell phone ownership among participants.

This finding indicates that cell phone use is almost ubiquitous among the surveyed population, highlighting the potential relevance of mobile devices in driving behavior, communication, and distracted driving risks. It also underscores the importance of incorporating cell phone use into traffic safety education, enforcement strategies, and public awareness campaigns, as nearly all drivers have access to these devices while on the road.

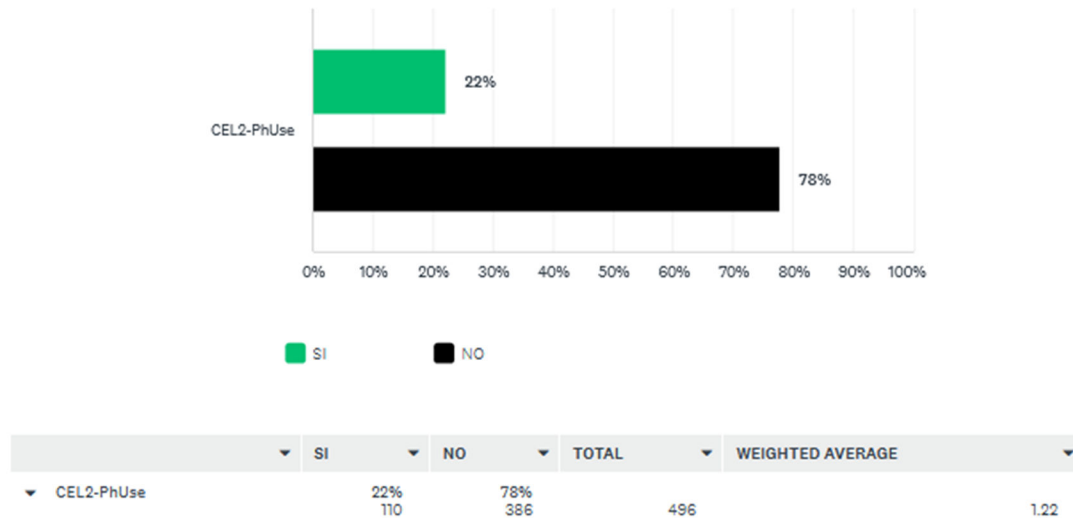
Cell phone access in Puerto Rico is nearly universal and closely mirrors U.S. adult adoption levels. According to GSMA Intelligence, Puerto Rico had approximately 2.70 million cellular mobile connections in early 2024, representing about 82.7% of its population (DataReportal, 2024). Further data from the World Bank shows approximately 124.5 mobile subscriptions per 100 people in 2023, exceeding full population coverage (World Bank, 2025). On the mainland, 98% of U.S. adults own a cell phone and 91% own a smartphone (Pew Research Center, 2024). These figures validate our survey finding that 98% of participants reported owning a cell phone, demonstrating strong alignment with national and regional benchmarks. Notably, nearly a quarter of Puerto Rican users rely exclusively on smartphones for internet access, compared to just 8% in the broader U.S. (Benton Institute, 2024). This highlights key differences in device dependency and digital infrastructure usage.



Q23 | CEL2 | CELLPHONE USAGE

Do you use your cell phone while driving?

Answered: 496 Skipped: 6



The results indicate that 22% (110 respondents) reported using their cell phone while driving, whereas 78% (386 respondents) stated they do not. The assigned weights (2 for “Yes” and 1 for “No”) allow the calculation of a weighted average, providing a numerical indicator of the prevalence of this behavior among participants. The weighted average is 1.22, suggesting that while the majority avoid using their phones, a notable portion still engages in this risky behavior.

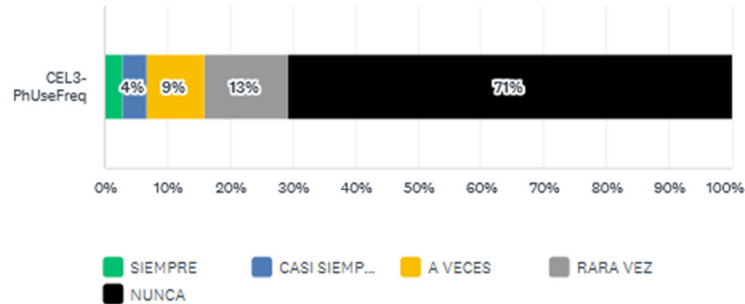
When compared to U.S. national data, these findings are lower than those reported in broader studies. According to the National Highway Traffic Safety Administration (NHTSA), about 37% of drivers in the United States admit to using their cell phones while driving (NHTSA, 2023). This suggests that cell phone use while driving in Puerto Rico is comparatively less prevalent than in the mainland U.S., though still significant.



Q24 | CEL3 | CELLPHONE FREQUENCY

How often do you use your cell phone while driving?

Answered: 466 Skipped: 36



	SIEMPRE	CASI SIEMPRE	A VECES	RARA VEZ	NUNCA	TOTAL	WEIGHTED AVERAGE
CEL3-PhUseFreq	3% 13	4% 18	9% 43	13% 62	71% 330	466	1.55

The majority, 71% (330 respondents), reported that they never use their phone while driving. Meanwhile, 13% (62 respondents) said they use it rarely, and 9% (43 respondents) indicated they use it sometimes. A smaller portion reported higher frequency: 4% (18 respondents) stated almost always, and 3% (13 respondents) said always. The weighted average is 1.55, which reflects a low overall frequency of cell phone use while driving among participants.

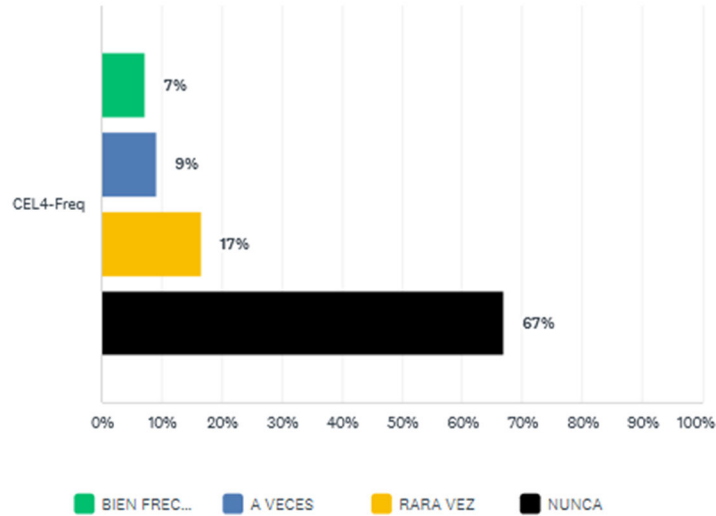
This distribution suggests that while most drivers avoid phone use behind the wheel, about 29% still engage in this behavior to varying degrees, posing potential risks. These findings align with national trends showing that distracted driving remains a significant safety concern. The weighted scoring helps quantify the prevalence of this behavior for more accurate analysis and comparison.



Q25 | CEL4 | CALLS FREQUENCY

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

Answered: 480 Skipped: 22



	BIEN FRECUENTE	A VECES	RARA VEZ	NUNCA	TOTAL	WEIGHTED AVERAGE
CEL4-Freq	7% 35	9% 44	17% 80	67% 321	480	1.87

The majority, 67% (321 respondents), reported that they never use their phone for calls while driving. Meanwhile, 17% (80 respondents) said they use it rarely, 9% (44 respondents) indicated they use it sometimes, and 7% (35 respondents) reported using it very frequently. The weighted average is 1.87, reflecting a relatively low overall frequency of phone use for calls while driving among the surveyed group.



Q26 | CEL5b | CALLS MADE WEEKDAY

Approximately how many calls do you **MAKE** on your cell phone while driving on a typical weekday (Monday to Friday)?

Answered: 474 Skipped: 28



ANSWER CHOICES	RESPONSES
▼ 0	80% 380
▼ 2	5% 22
▼ 3	4% 21
▼ 1	4% 18
▼ 10	2% 8
▼ 5	1% 6
▼ 15	1% 6
▼ 6	1% 4
▼ 4	0% 2
▼ 20	0% 2
▼ 7	0% 1
▼ 8	0% 1

The vast majority, 80% (380 respondents), reported making zero calls while driving on weekdays. A small proportion indicated making limited calls: 5% (22 respondents) reported making 2 calls, 4% (21 respondents) reported making 3 calls, and 4% (18 respondents) reported making 1 call. Higher call volumes were rare, with only 2% (8 respondents) reporting 10 calls, and 1% or less reporting between 5 and 20 calls.

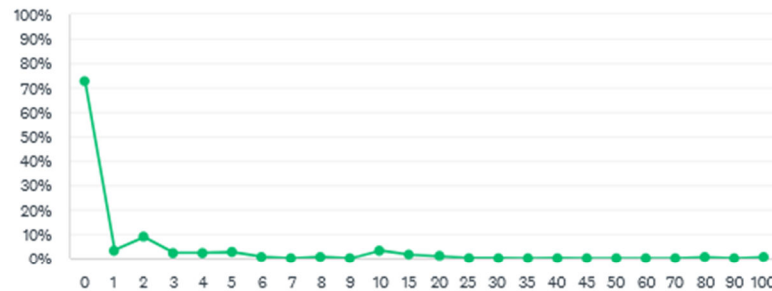
This distribution reveals that most drivers in the sample avoid making calls while driving during the week, but a small segment engages in this behavior, with some making frequent calls.



Q26 | CEL5b | CALLS RECEIVED WEEKDAY

Approximately how many calls do you **MAKE** on your cell phone while driving on a typical weekday (Monday to Friday)?

Answered: 471 Skipped: 31



ANSWER CHOICES	RESPONSES
0	72% 341
1	3% 16
2	9% 41
3	2% 11
4	2% 11
5	3% 12
6	1% 3
7	0% 0
8	1% 3
9	0% 0
10	3% 15
15	1% 7
20	1% 4
25	0% 1

The majority, 72% (341 respondents), reported receiving no calls while driving. A smaller portion reported receiving calls: 9% (41 respondents) receive 2 calls, 3% (16 respondents) receive 1 call, and 2–3% reported receiving between 3 and 5 calls. A very small number reported higher volumes, with 3% (15 respondents) receiving 10 calls and 1% or fewer reporting between 6 and 8 calls.

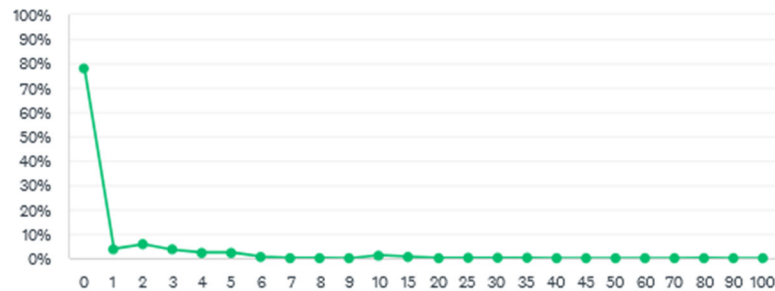
This distribution indicates that while most drivers do not receive calls during weekday driving, nearly 28% of respondents engage in phone conversations at some level, with a small group experiencing frequent call interruptions. These results emphasize the ongoing need for driver safety initiatives and targeted campaigns to discourage phone use while driving, as even occasional calls can lead to distractions and increased crash risk.



Q28 | CEL5b | CALLS RECEIVED WEEKEND

Approximately how many calls do you RECEIVE on your cell phone while driving on a typical weekend (Saturday and Sunday)?

Answered: 466 Skipped: 36



ANSWER CHOICES	RESPONSES
0	78% 364
1	4% 18
2	6% 27
3	3% 16
4	2% 11
5	2% 11
6	1% 3
7	0% 1
8	0% 1
9	0% 0
10	1% 6
15	1% 3
20	0% 1
25	0% 1

The majority, 78% (364 respondents), reported receiving no calls while driving on weekends. Among the remaining respondents, 6% (27) reported receiving 2 calls, 4% (18) reported 1 call, and 3% (16) reported 3 calls. A small percentage reported higher call volumes, with 1–2% indicating they receive 4 to 15 calls, and only a few individuals reported extreme values of 30 or more calls.

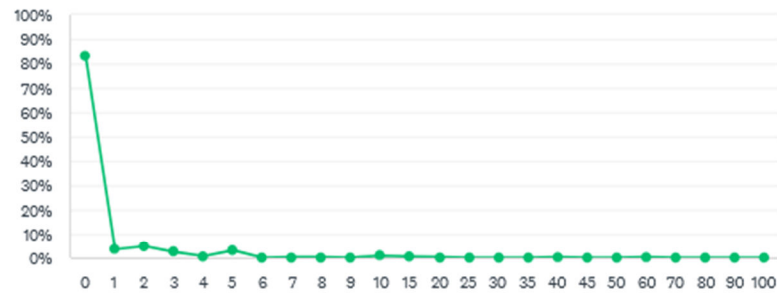
This distribution demonstrates that weekend driving is generally associated with fewer phone interruptions compared to weekdays, with most drivers not receiving calls at all.



Q29 | CEL6b | CALLS MAKE WEEKEND

Approximately how many calls do you **MAKE** on your cell phone while driving on a typical weekend (Saturday and Sunday)?

Answered: 461 Skipped: 41



ANSWER CHOICES	RESPONSES
0	83% 384
1	3% 16
2	5% 22
3	2% 11
4	1% 3
5	3% 14
6	0% 0
7	0% 1
8	0% 1
9	0% 0
10	1% 4
15	0% 2

The vast majority, 83% (384 respondents), reported making no calls while driving on weekends. Among those who did, 5% (22 respondents) reported making 2 calls, 3% (16 respondents) reported 1 call, and 2% (11 respondents) reported 3 calls. A small fraction indicated making 4 to 10 calls, while only 1% or fewer reported making as many as 15 calls.

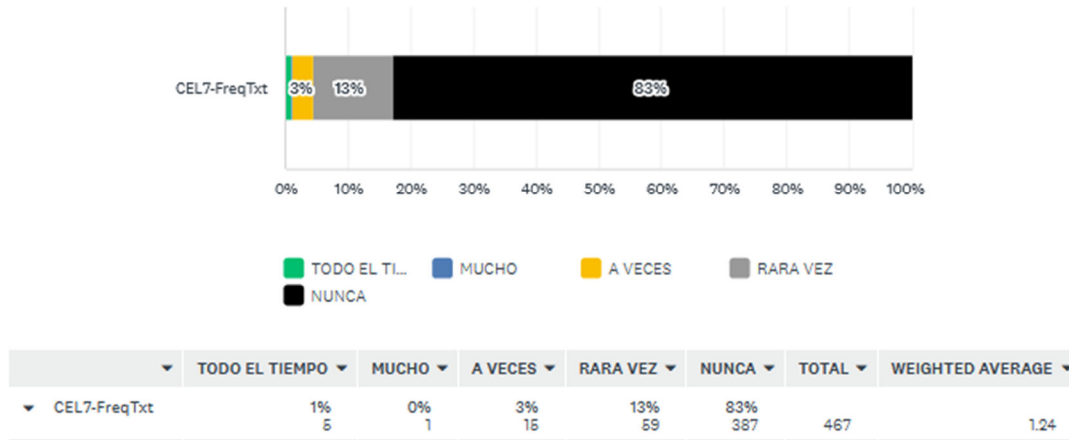
This distribution shows that weekend driving involves very limited call-making for most drivers, with over four out of five reporting zero calls.



Q30 | CEL7 | TEXTING

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

Answered: 467 Skipped: 35



The overwhelming majority, 83% (387 respondents), reported that they never text while driving. Among those who do, 13% (59 respondents) said they text rarely, 3% (15 respondents) indicated sometimes, and a very small number reported more frequent texting: 1% (5 respondents) said all the time, and 0% (1 respondent) said often. The weighted average is 1.24, showing an overall very low frequency of texting while driving within the sample.

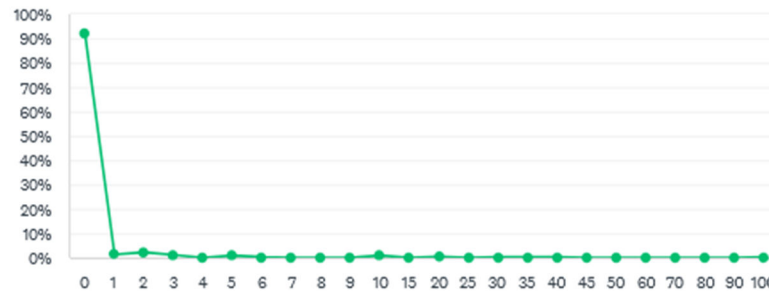
This distribution indicates that texting while driving is relatively uncommon among respondents, with most avoiding this high-risk behavior.



Q31 | CEL8a | TEXT SEND WEEK

Approximately how many text messages do you **SEND** from your cell phone while driving on a typical weekday (Monday to Friday)?

Answered: 454 Skipped: 48



ANSWER CHOICES	RESPONSES
0	92% 418
1	1% 6
2	2% 10
3	1% 5
4	0% 0
5	1% 4
6	0% 1
7	0% 0
8	0% 0
9	0% 0
10	1% 4
15	0% 0
20	0% 2
25	0% 0
30	0% 1
35	0% 1
40	0% 1

The chart shows responses to the question: “Approximately how many text messages do you send from your cell phone while driving on a typical weekday (Monday to Friday)?” with 454 participants. An overwhelming majority, 92% (418 respondents), reported sending zero text messages while driving. Among the remaining participants, 2% (10 respondents) indicated sending 2 messages, 1% (6 respondents) reported sending 1 message, and 1% (5 respondents) reported 3 messages. Very few participants reported higher texting activity, with 1% or less indicating sending between 5 and 40 messages while driving.

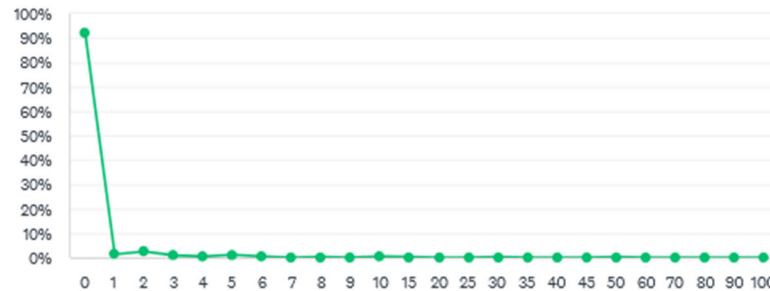
This distribution highlights that texting while driving on weekdays is highly uncommon among respondents, with only 8% engaging in this risky behavior to any extent.



Q32 | CEL8b | TEXTS READ WEEK

Approximately how many text messages do you READ on your cell phone while driving on a typical weekday (Monday to Friday)?

Answered: 452 Skipped: 50



ANSWER CHOICES	RESPONSES
0	92% 416
1	1% 6
2	2% 11
3	1% 4
4	0% 2
5	1% 5
6	0% 2
7	0% 0
8	0% 1
9	0% 0
10	0% 2
15	0% 1
20	0% 0
25	0% 0
30	0% 1
35	0% 0
40	0% 0
45	0% 0
50	0% 1

A significant majority, 92% (416 respondents), reported reading zero text messages while driving. Among the remaining participants, 2% (11 respondents) indicated reading 2 messages, 1% (6 respondents) reported reading 1 message, and 1% (4 respondents) reported reading 3 messages. Very few respondents reported higher volumes, with 1% or less indicating reading between 4 and 60 messages.

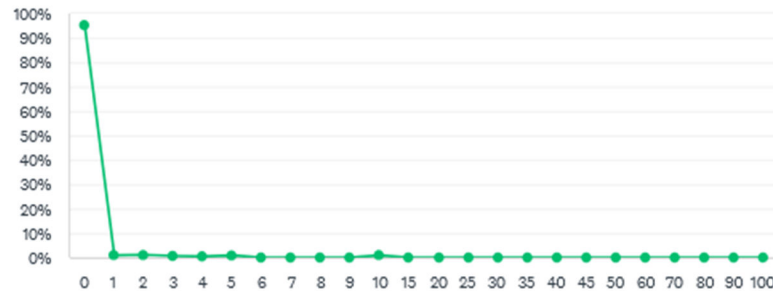
This distribution highlights that reading text messages while driving on weekdays is very uncommon among respondents, with only 8% admitting to engaging in this behavior.



Q33 | CEL9a | TEXTS SEND WEEKEND

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

Answered: 444 Skipped: 58



ANSWER CHOICES	RESPONSES
0	95% 422
1	1% 4
2	1% 5
3	1% 3
4	0% 2
5	1% 4
6	0% 0
7	0% 0
8	0% 0
9	0% 0
10	1% 4
15	0% 0
20	0% 0
25	0% 0
30	0% 0
35	0% 0
40	0% 0
45	0% 0
50	0% 0

An overwhelming majority, 95% (422 respondents), reported sending zero messages while driving. Among the remaining participants, 1% (4–5 respondents each) reported sending 1, 2, 3, 5, or 10 messages, while less than 1% reported sending 4 messages. No participants indicated sending more than 10 messages while driving.

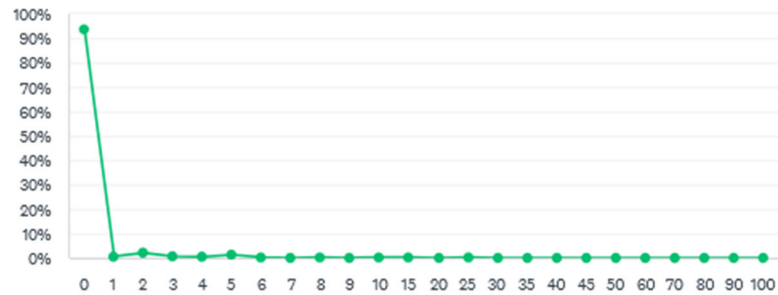
This distribution shows that texting while driving on weekends is highly uncommon among respondents, with only 5% admitting to engaging in this behavior to any extent.



Q34 | CEL9b | TEXTS READ WEEKEND

Approximately how many text messages do you READ on your cell phone while driving on a typical weekend day?

Answered: 439 Skipped: 63



ANSWER CHOICES	RESPONSES
0	94% 411
1	1% 3
2	2% 9
3	1% 3
4	0% 2
5	1% 6
6	0% 1
7	0% 0
8	0% 1
9	0% 0
10	0% 1
15	0% 1
20	0% 0
25	0% 1
30	0% 0
35	0% 0
40	0% 0
45	0% 0
50	0% 0

The majority, 94% (411 respondents), reported reading zero messages while driving. Among the remaining respondents, 2% (9 participants) indicated reading 2 messages, 1% (3 participants each) reported reading 1 or 3 messages, and 1% (6 respondents) reported reading 5 messages. Only isolated individuals reported higher volumes (up to 15 messages), representing less than 1% of the sample.

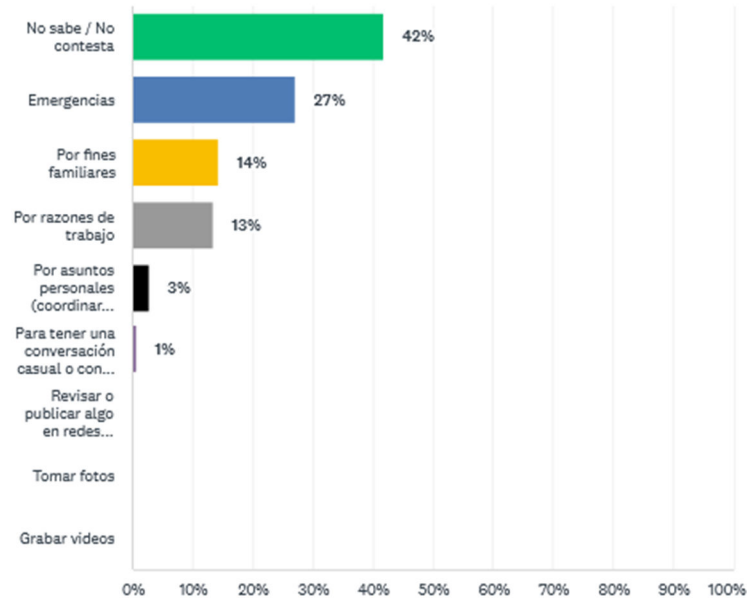
This distribution indicates that texting-related distractions, specifically reading messages, are very limited among drivers on weekends, with only 6% engaging in this behavior.



Q35 | CEL10 | CELL USAGE REASONS

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

Answered: 447 Skipped: 55



ANSWER CHOICES	RESPONSES	
No sabe / No contesta	42%	187
Emergencias	27%	121
Por fines familiares	14%	64
Por razones de trabajo	13%	60
Por asuntos personales (coordinar citas médicas, etc.)	3%	12
Para tener una conversación casual o con amistades por llamada o texto	1%	3
Revisar o publicar algo en redes sociales	0%	0
Tomar fotos	0%	0
Grabar videos	0%	0
TOTAL		447

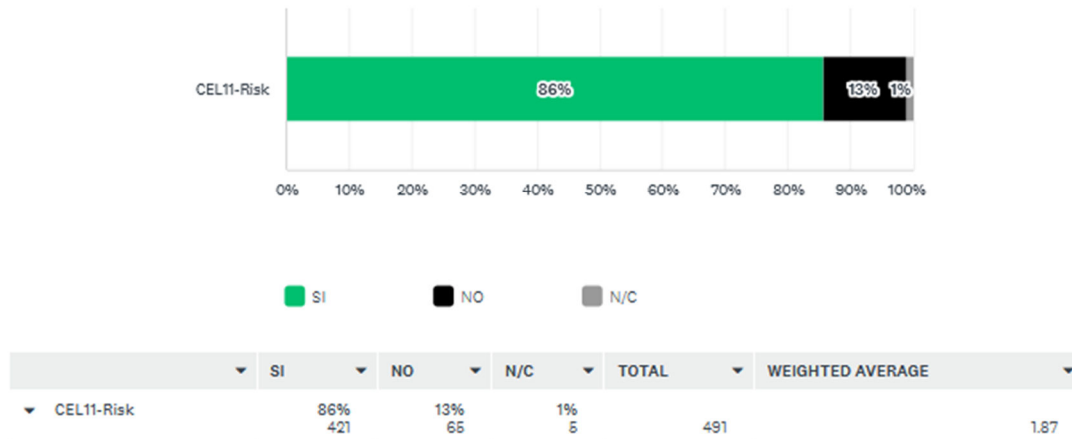
The largest group, 42% (187 respondents), selected “Don’t know / No answer”, suggesting uncertainty or unwillingness to specify their reason. Among those who provided clear answers, 27% (121 respondents) cited emergencies as their primary reason for using a phone while driving. Other common reasons included family-related purposes (14%, 64 respondents) and work-related reasons (13%, 60 respondents). Less frequent responses included personal matters such as coordinating appointments (3%) and casual conversations or messages with friends (1%). Notably, no respondents reported using their phones for social media, taking photos, or recording videos while driving.



Q36 | CEL11 | PERCEIVED RISKS

Do you believe you are at risk when using your cell phone while driving?

Answered: 491 Skipped: 11



An overwhelming 86% (421 respondents) answered “Yes”, acknowledging that they perceive a risk when using their phone behind the wheel. Meanwhile, 13% (65 respondents) answered “No”, indicating they do not believe it poses a risk, and 1% (5 respondents) selected “No comment / Not sure.” The assigned weights (2 for “Yes,” 1 for “No,” and 0 for “No comment”) were used to calculate the weighted average, providing a numerical measure of overall risk perception among respondents. The weighted average is 1.87, showing a strong inclination toward risk awareness.

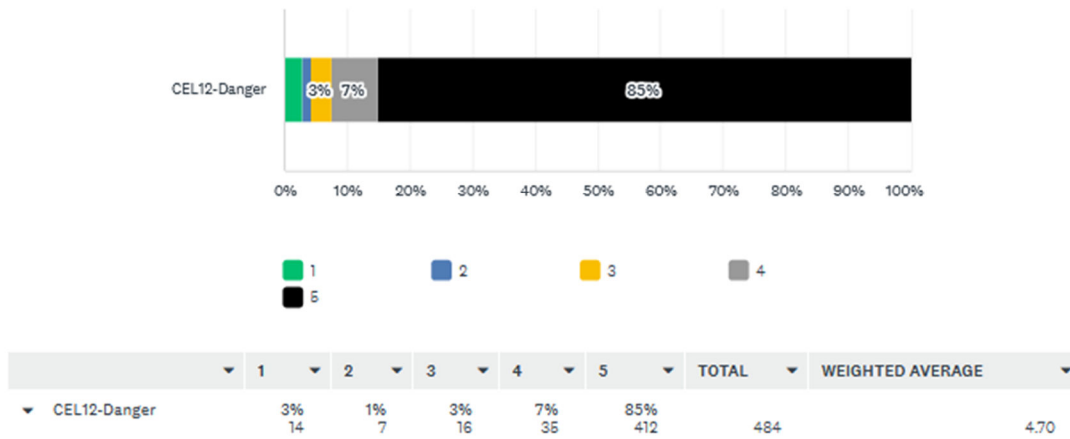
This distribution reveals that the vast majority of drivers understand the dangers associated with cell phone use while driving. However, the 13% who do not recognize the risk represent a critical segment for targeted education and awareness campaigns, as their perception may influence their likelihood of engaging in unsafe behaviors. These findings reinforce the need for continued public safety messaging about the dangers of distracted driving.



Q37 | CEL12 | PERCEIVED DANGER

On a scale from 1 to 5, where 5 means 'Very dangerous' and 1 means 'Not dangerous at all,' how dangerous do you think it is to use a cell phone while driving?

Answered: 484 Skipped: 18



The vast majority, 85% (412 respondents), rated it as 5 (very dangerous). Additionally, 7% (36 respondents) selected 4, and 3% each rated it as 1 or 3, while only 1% (6 respondents) chose 2. The assigned weights (1 for “Not dangerous at all” through 5 for “Very dangerous”) were used to calculate the weighted average, providing a numerical measure of overall perceived danger. The weighted average is 4.70, reflecting a strong consensus that cell phone use while driving is perceived as highly dangerous.

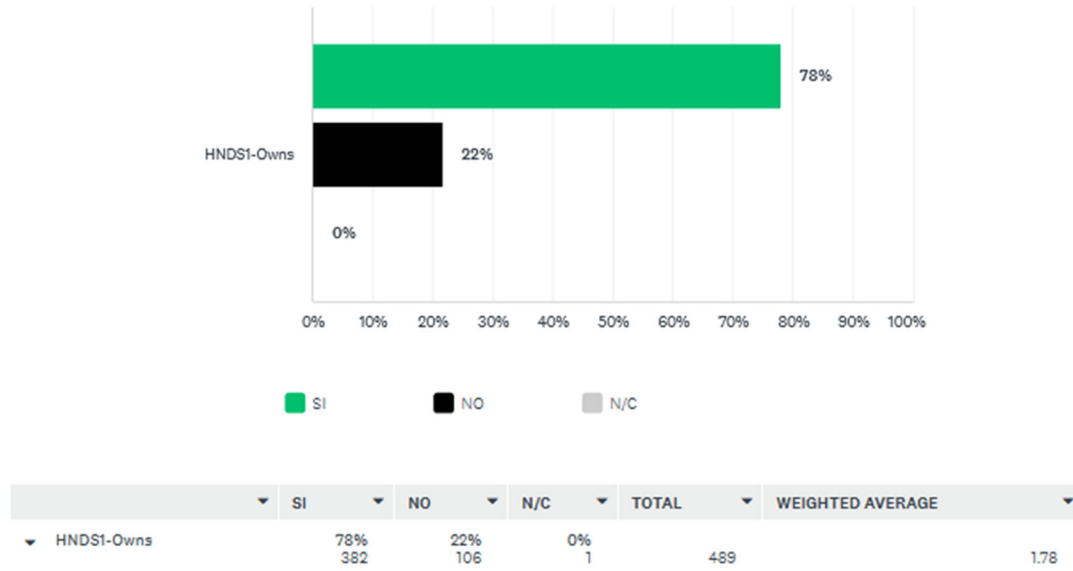
This distribution highlights a strong awareness among respondents regarding the risks of distracted driving, reinforcing the urgency for continued educational campaigns and policy efforts aimed at reducing phone use behind the wheel.



Q38 | HNDS1 | OWN HANDS FREE

Do you have a hands-free device that allows you to talk on your cell phone?

Answered: 489 Skipped: 13



The vast majority, 85% (412 respondents), rated it as 5 (very dangerous). Additionally, 7% (36 respondents) selected 4, and 3% each rated it as 1 or 3, while only 1% (6 respondents) chose 2. The assigned weights (1 for “Not dangerous at all” through 5 for “Very dangerous”) were used to calculate the weighted average, providing a numerical measure of overall perceived danger. The weighted average is 4.70, reflecting a strong consensus that cell phone use while driving is perceived as highly dangerous.

Comparatively, U.S. national data provides useful context. According to a U.S. Department of Transportation survey, only about 0.4% of drivers were observed speaking on a visible headset during daylight in 2021, with about 2.1% seen holding phones to their ears—indicating that hands-free calling is relatively low in visible use.

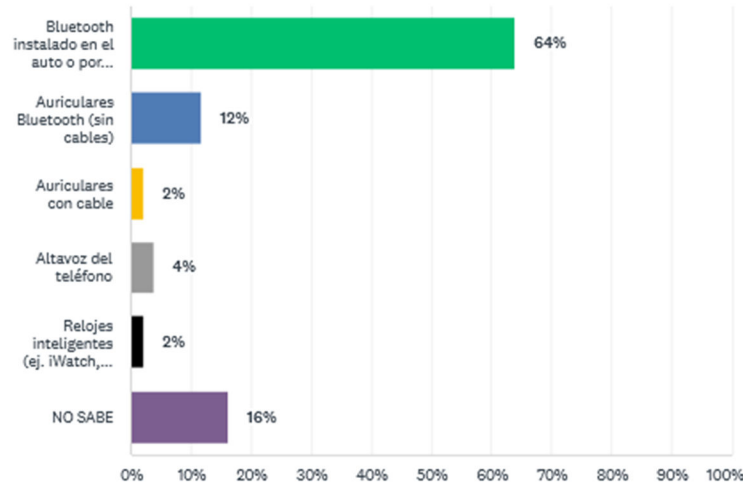
However, a Pew-like survey reported that approximately 37% of U.S. drivers who own phones also report owning a hands-free headset. Thus, the 78% ownership rate in Puerto Rico substantially exceeds typical reported U.S. levels—both observed usage and headset ownership—suggesting more widespread access or adoption locally. This may reflect stronger social norms, regulatory encouragement, or awareness around safer driving practices.



Q39 | HNDS2 | HANDS FREE TYPE

What type of hands-free device do you have for your cell phone?

Answered: 453 Skipped: 49



ANSWER CHOICES	RESPONSES	
Bluetooth instalado en el auto o por separado	64%	290
Auriculares Bluetooth (sin cables)	12%	53
Auriculares con cable	2%	10
Altavoz del teléfono	4%	17
Relojes inteligentes (ej. iWatch, Apple Watch)	2%	10
NO SABE	16%	73
TOTAL		453

The majority, 64% (290 respondents), reported using Bluetooth installed in the car or a separate Bluetooth device, making it the most common hands-free solution. 12% (53 respondents) indicated using wireless Bluetooth headphones, while smaller proportions use wired headphones (2%, 10 respondents) or the phone's speaker (4%, 17 respondents). Additionally, 2% (10 respondents) reported using smartwatches (e.g., iWatch, Apple Watch). A notable 16% (n=73) answered "Don't know," suggesting either uncertainty about their device type or lack of direct knowledge.

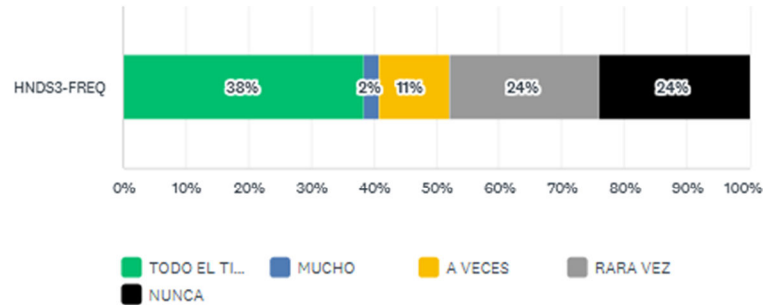
The 78% hands-free ownership rate in Puerto Rico significantly exceeds the ~61% self-reported use in U.S. drivers and dramatically surpasses the ~6% observed usage on the road in the U.S. This suggests that access to hands-free technology in Puerto Rico is comparatively higher—whether due to legal encouragement, technological adoption, or cultural norms. This distribution indicates that integrated or standalone Bluetooth systems are the dominant form of hands-free technology among respondents, likely due to their convenience and compatibility with vehicles.



Q40 | HNDS3 | HANDS FREE FREQUENCY

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

Answered: 473 Skipped: 29



	TODO EL TIEMPO	MUCHO	A VECES	RARA VEZ	NUNCA	TOTAL	WEIGHTED AVERAGE
HNDS3-FREQ	38% 182	2% 11	11% 54	24% 113	24% 113	473	3.08

The assigned weights (1 for “Never” through 5 for “All the time”) were used to calculate the weighted average, providing a numerical measure of usage frequency. The results show that 38% (182 respondents) reported using hands-free devices all the time, 2% (11 respondents) use them often, 11% (54 respondents) use them sometimes, while 24% (113 respondents) said they use them rarely. Another 24% (113 respondents) reported never using them. The weighted average is 3.08, indicating a moderate overall frequency of hands-free device use while driving.

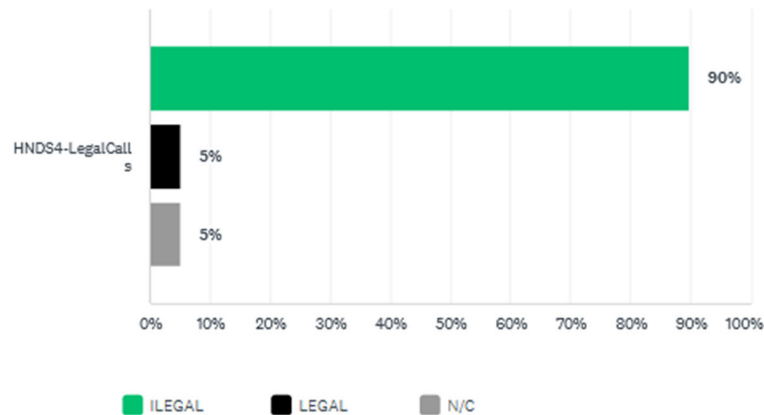
These results suggest that while a significant portion of drivers regularly use hands-free devices, nearly half (48%) use them rarely or not at all, highlighting an opportunity for increased education and enforcement to encourage safer, more consistent hands-free use.



Q41 | HNDS4 | LEGAL AWARENESS CELL

Do you know if it is legal or illegal in Puerto Rico to drive and talk on a cell phone without a hands-free device?

Answered: 488 Skipped: 14



	ILEGAL	LEGAL	N/C	TOTAL	WEIGHTED AVERAGE
HNDS4-LegalCalls	90% 438	5% 25	5% 25	488	1.95

The vast majority, 90% (438 respondents), correctly identified that it is illegal, while 5% (25 respondents) believed it is legal, and 5% (25 respondents) indicated they did not know. The weighted average is 1.95, reflecting strong awareness of the law among respondents.

The assigned weights were 2 for “Illegal,” 1 for “Legal,” and 0 for “No comment,” allowing for the calculation of a weighted average that quantifies overall legal awareness. This distribution shows that most drivers in Puerto Rico are aware of the hands-free law, suggesting effective public communication of this regulation. However, the 10% who either misunderstand or are unaware of the law represent a target group for further education and enforcement outreach.

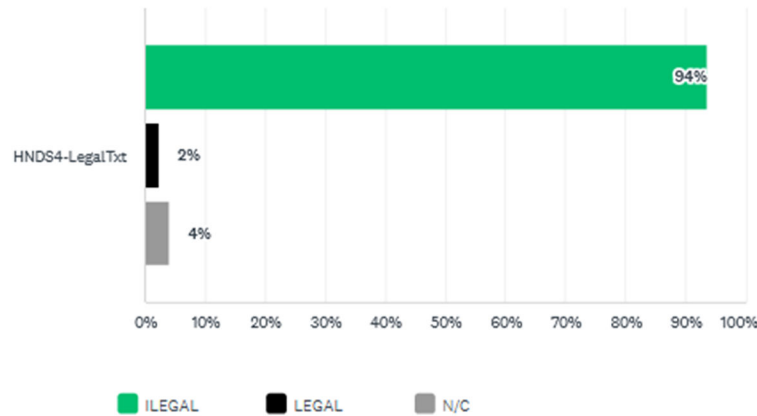
The observed 78% hands-free device ownership in Puerto Rico notably exceeds reported U.S. hands-free adoption (61%) and far exceeds the low observed usage rates (0.4%) on U.S. roads. This suggests higher access and technology adoption in Puerto Rico. However, ownership does not guarantee consistent use—nearly half of respondents (48%) in Puerto Rico use hands-free devices only rarely or never, highlighting important gaps between access and safe usage behaviors.



Q42 | HNDS4 | LEGAL TEXTING

Do you know if it is legal or illegal in Puerto Rico to drive and send text messages?

Answered: 483 Skipped: 19



	ILEGAL	LEGAL	N/C	TOTAL	WEIGHTED AVERAGE
HNDS4-LegalTxt	94% 452	2% 11	4% 20	483	1.98

An overwhelming 94% (452 respondents) correctly identified that texting while driving is illegal, while 2% (11 respondents) believed it is legal, and 4% (20 respondents) selected no comment / not sure. The weighted average is 1.98, reflecting a very high level of awareness about the texting-while-driving law. The assigned weights (2 for “Illegal,” 1 for “Legal,” and 0 for “No comment”) were used to calculate the weighted average, providing a numerical representation of overall awareness.

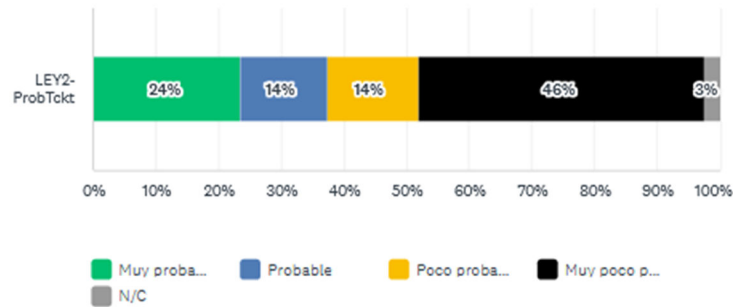
This distribution demonstrates a strong public understanding of Puerto Rico’s texting-while-driving law, suggesting that education and enforcement campaigns have been effective. However, the small percentage of respondents who either misunderstand or are unsure of the law indicates a need for continued outreach to ensure universal awareness.



Q43 | LEY0 | TICKET LIKELIHOOD

What is the likelihood that you will receive a ticket for driving while talking on a cell phone without a hands-free device?

Answered: 472 Skipped: 30



	MUY PROBABLE	PROBABLE	POCO PROBABLE	MUY POCO PROBABLE	N/C	TOTAL	WEIGHTED AVERAGE
LEY2-ProbTckt	24% 111	14% 66	14% 68	46% 215	3% 12	472	2.16

The results show that 24% (111 respondents) believe it is very likely, 14% (66 respondents) said likely, 14% (68 respondents) indicated somewhat likely, while 46% (215 respondents) believe it is very unlikely. Additionally, 3% (12 respondents) selected no comment. The weighted average is 2.16, reflecting a general perception that the likelihood of being ticketed is relatively low.

The assigned weights were 5 for “Very likely,” 4 for “Likely,” 3 for “Somewhat likely,” 2 for “Very unlikely,” and 0 for “No comment.” This scoring allowed for the calculation of a weighted average, providing a numerical measure of perceived enforcement risk.

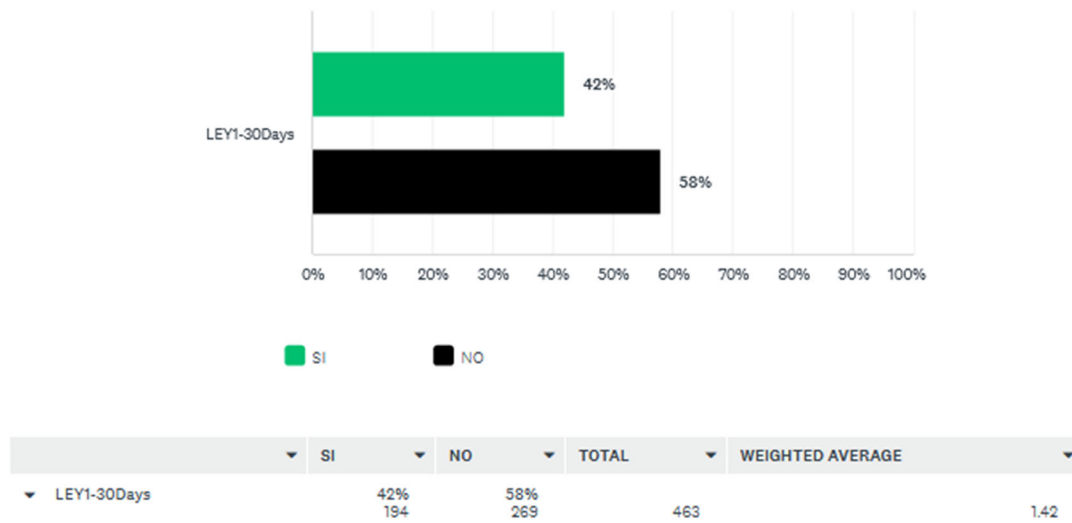
These findings suggest that while a quarter of drivers think they are likely to be ticketed, nearly half believe enforcement is unlikely, indicating a possible gap between law awareness and perceived enforcement on the road.



Q44 | LEY1 | ENFORCEMENT AWARENESS

In the past 30 days, have you seen, read, or heard anything about police officers giving tickets to people driving without using a hands-free device?

Answered: 463 Skipped: 39



Among respondents, 42% (194 individuals) answered Yes, while 58% (269 individuals) answered No. The weighted average is 1.42, suggesting relatively low overall exposure to such enforcement-related information. The assigned weights were 2 for “Yes” and 1 for “No.” This scoring allowed the calculation of the weighted average, providing a numerical representation of the public’s recent exposure to enforcement messaging.

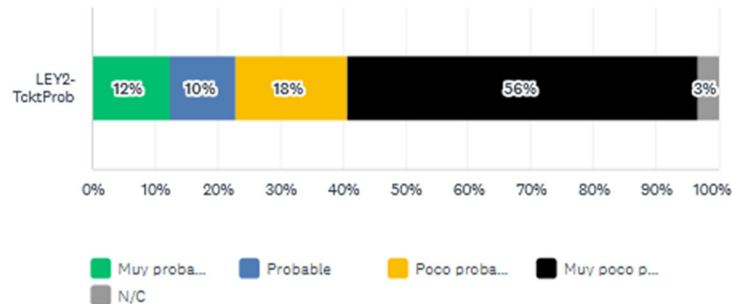
These results indicate that less than half of respondents recall seeing or hearing anything about police enforcement related to hands-free violations in the past month. This highlights a potential opportunity for authorities to increase visibility of enforcement actions, which could strengthen perceptions of risk and encourage compliance with hands-free laws.



Q45 | LEY2 | TEXTING TICKET

How likely are you to receive a traffic ticket for texting while driving?

Answered: 467 Skipped: 35



	MUY PROBABLE	PROBABLE	POCO PROBABLE	MUY POCO PROBABLE	N/ C	TOTAL	WEIGHTED AVERAGE
LEY2-TcktProb	12% 58	10% 49	18% 83	56% 262	3% 15	467	1.79

More than half of respondents, 56% (262 individuals), believe it is very unlikely they will be ticketed. Meanwhile, 18% (83 respondents) rated it as somewhat unlikely, 10% (49 respondents) said likely, and 12% (58 respondents) said very likely. Additionally, 3% (15 respondents) chose no comment.

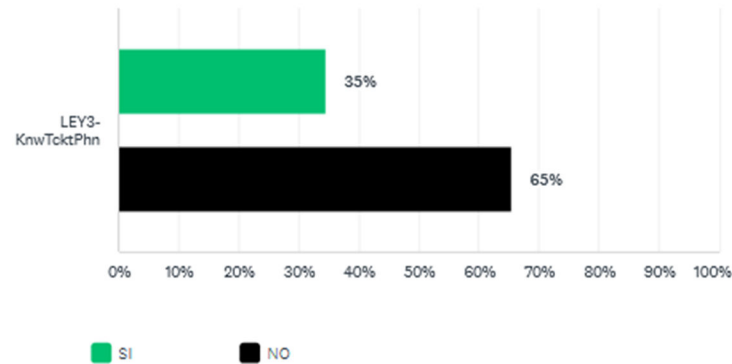
The assigned weights were 5 for “Very likely,” 4 for “Likely,” 3 for “Somewhat likely,” 2 for “Very unlikely,” and 0 for “No comment.” This weighting allows for the calculation of a numerical score that reflects perceived enforcement risk. These findings suggest that most drivers do not feel strongly at risk of being ticketed for texting while driving, which could influence compliance with texting laws and highlights the need for visible enforcement efforts. The weighted average is 1.79, reflecting an overall perception that the likelihood of receiving a ticket for texting while driving is relatively low.



Q46 | LEY3 | NOHANDS FINE AWARENESS

Do you know how much the fine is for driving and talking on a cell phone without using a hands-free device?

Answered: 455 Skipped: 47



	SI	NO	TOTAL	WEIGHTED AVERAGE
LEY3-KnwTcktPhn	35% 157	65% 298	455	1.35

The results indicate that 65% (298 respondents) answered No, meaning they do not know the amount of the fine, while 35% (157 respondents) answered Yes, indicating awareness of the penalty. The weighted average is 1.35, reflecting a generally low level of knowledge about the fine amount among respondents. The assigned weights were 2 for “Yes” and 1 for “No.” This weighting allows for the calculation of a numerical score representing the overall awareness level of the fine.

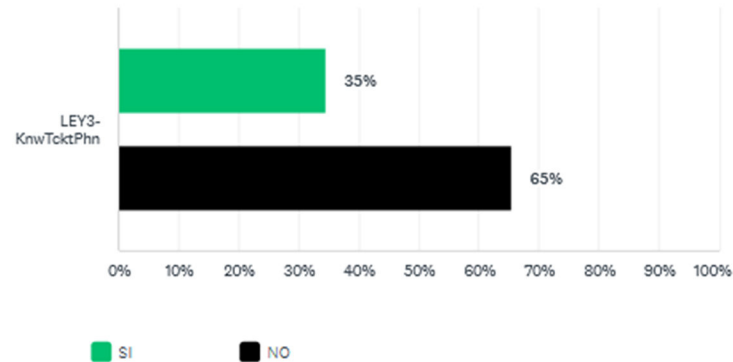
These findings suggest that although awareness of the hands-free law is high, as shown in prior survey questions, specific knowledge of the fine amount remains limited. This gap could reduce the perceived deterrent effect of the law, as drivers may not fully understand the financial consequences of non-compliance. Increasing public education campaigns that clearly communicate the penalties associated with handheld phone use while driving could strengthen compliance and enhance the law’s effectiveness in promoting safer driving behaviors.



Q47 | LEY4 | TEXT FINE AWARENESS

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

Answered: 455 Skipped: 47



	SI	NO	TOTAL	WEIGHTED AVERAGE
LEY3-KnwTcktPhn	35% 157	65% 298	455	1.35

The results reveal that 72% (324 respondents) answered No, indicating they do not know the fine amount, while 28% (124 respondents) answered Yes. The weighted average is 1.28, showing a low overall level of awareness regarding the fine for texting while driving. The assigned weights were 2 for “Yes” and 1 for “No.” This weighting allows for calculating the average score to quantify the overall knowledge level of respondents.

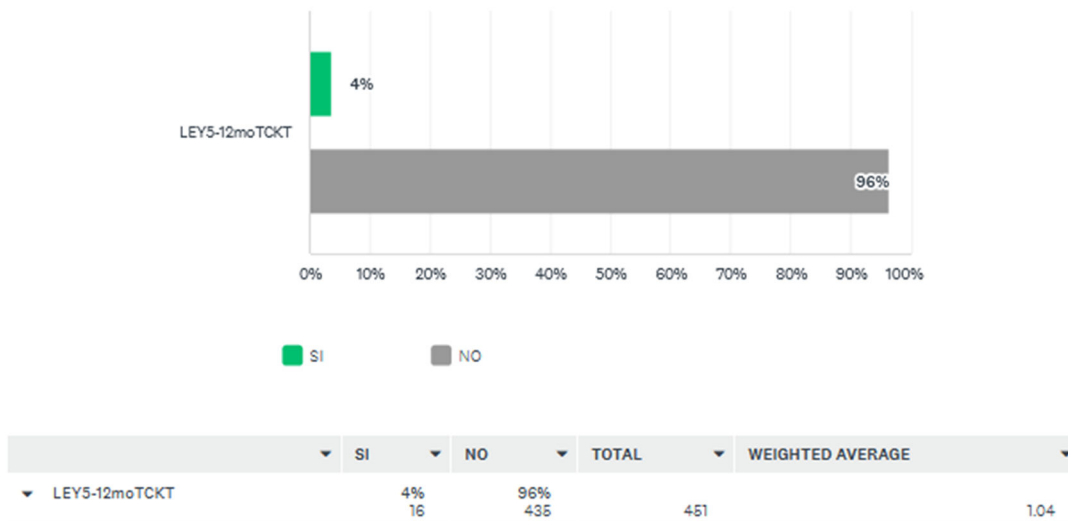
When compared to Q46 (awareness of the fine for talking on a phone without a hands-free device), where 35% reported knowing the fine, awareness for texting fines (28%) is noticeably lower. This indicates that while most drivers know that texting while driving is illegal (as seen in earlier questions), they are less informed about the exact financial penalty compared to talking on a phone without a hands-free device.



Q48 | LEY5 | CELL TICKET HISTORY

In the past 12 months, have you received a traffic ticket for using your cell phone while driving?

Answered: 451 Skipped: 51



An overwhelming majority, 96% (435 respondents), answered No, while only 4% (16 respondents) reported receiving a ticket. The assigned weights (2 for “Yes” and 1 for “No”) were used to calculate the weighted average, providing a numerical measure of the incidence of traffic tickets received for cell phone use while driving. The weighted average is 1.04, reflecting very low incidence of reported citations for this violation.

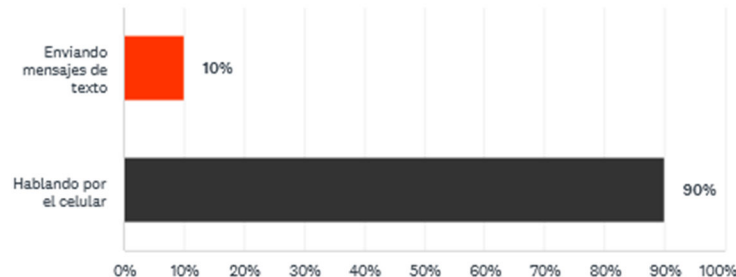
These results suggest that despite the widespread awareness of laws prohibiting handheld cell phone use while driving in Puerto Rico, actual enforcement—or at least the perception of enforcement resulting in tickets—appears limited. This aligns with earlier findings in the survey where respondents rated the likelihood of receiving a ticket for phone-related violations as relatively low.



Q49 | LEY6 | TICKET CAUSE REASON

If YES, what were you doing with your cell phone that led to the traffic ticket?

Answered: 10 Skipped: 492



ANSWER CHOICES	RESPONSES	
Enviando mensajes de texto	10%	1
Hablando por el celular	90%	9
TOTAL		10

To the question: “If YES, what were you doing with your cell phone that led to the traffic ticket?”, 10 participants answered (out of 451 total respondents to the previous question). Of those who received a ticket, 90% (9 respondents) reported they were talking on the phone, while 10% (1 respondent) said they were sending text messages. The assigned weights were 2 for “Texting” and 1 for “Talking on the phone.” These weights were applied to calculate a weighted measure, providing a simple numerical representation of the activities leading to citations.

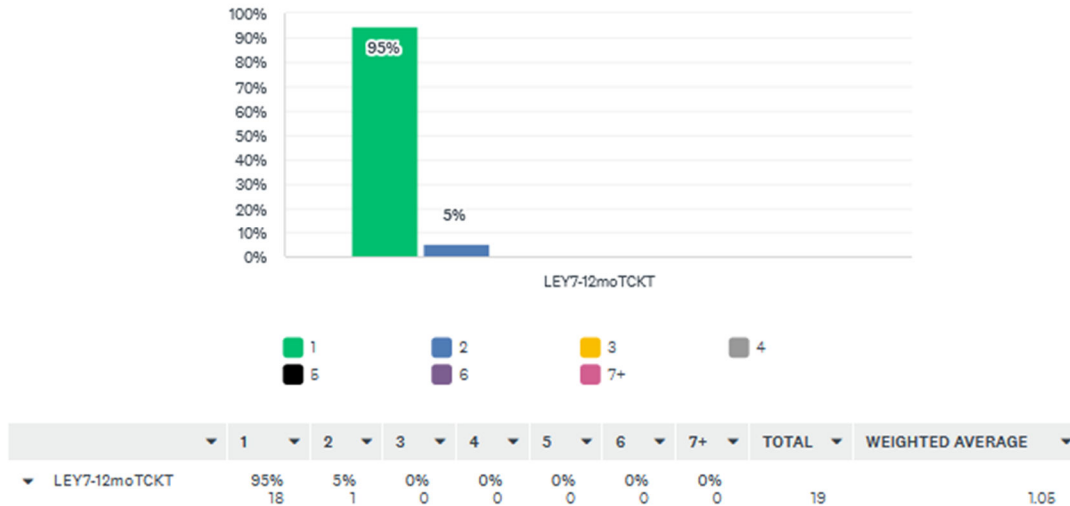
This distribution shows that most traffic tickets related to cell phone use while driving were issued for talking without a hands-free device, with texting being a much less frequent cause. These findings align with prior results indicating that handheld talking is more common than texting while driving among this sample and may be a more visible behavior for law enforcement to detect and cite.



Q50 | LEY7 | TICKET FREQUENCY

In the past 12 months, how many times have you received a traffic ticket for using your cell phone while driving?

Answered: 19 Skipped: 483



To the question: “In the past 12 months, how many times have you received a traffic ticket for using your cell phone while driving?” with 19 participants (out of 451 total from the previous related question). Of those who received a ticket, 95% (18 respondents) reported receiving 1 ticket, while 5% (1 respondent) reported receiving 2 tickets. No participants indicated receiving 3 or more tickets. The weighted average is 1.06, showing that most individuals who received a ticket were cited only once in the past year.

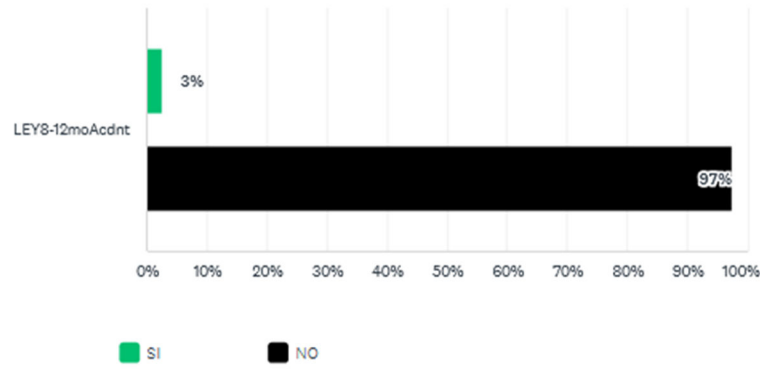
The assigned weights ranged from 1 for “1 ticket” to 7 for “7 or more tickets.” This allowed for the calculation of the weighted average, providing a numerical estimate of ticket frequency among those cited. This distribution highlights that while citations for cell phone use while driving are relatively rare, those who are cited typically receive only one ticket per year, indicating low repeat enforcement.



Q51 | LEY8 | CRASH INVOLVEMENT

In the past 12 months, have you been involved in a traffic crash due to using your cell phone while driving?

Answered: 431 Skipped: 71



	SI	NO	TOTAL	WEIGHTED AVERAGE
LEY8-12moAcndt	3% 11	97% 420	431	1.03

The overwhelming majority, 97% (420 respondents), answered No, while only 3% (11 respondents) reported being involved in such a crash. The assigned weights were 2 for “Yes” and 1 for “No.” This weighting allowed the calculation of the weighted average, providing a numerical estimate of crash involvement among respondents. The weighted average is 1.03, reflecting very low reported involvement in crashes caused by cell phone use while driving.

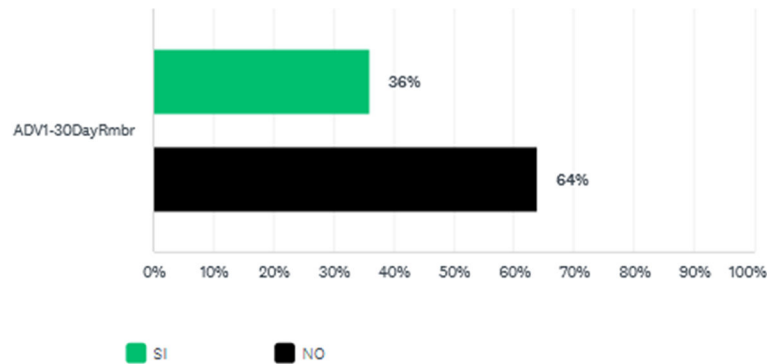
These findings suggest that while distracted driving remains a recognized risk, self-reported crashes specifically attributed to cell phone use are relatively rare within this sample. However, even a small percentage represents a serious safety concern, reinforcing the need for ongoing education and enforcement to prevent distracted driving-related crashes.



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?

Answered: 434 Skipped: 68



	SI	NO	TOTAL	WEIGHTED AVERAGE
ADV1-30DayRmbr	36% 156	64% 278	434	1.36

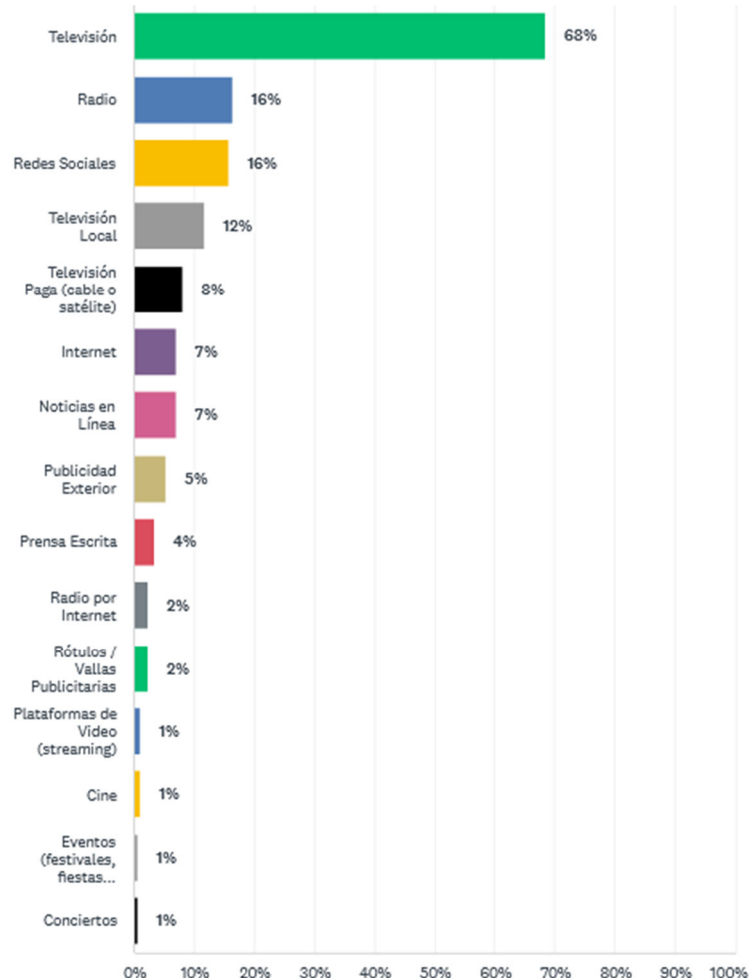
In the past 30 days, 36% (156 respondents) recalled seeing, reading, or hearing a message about a campaign related to cell phone use while driving, while 64% (278 respondents) reported no recall. The assigned weights (2 for “Yes” and 1 for “No”) allowed for the calculation of a weighted average of 1.36, reflecting relatively low overall recall of campaign messaging. These results indicate that while more than a third of respondents remember encountering a campaign message, nearly two-thirds did not, highlighting an opportunity to increase the visibility and reach of public safety campaigns to promote broader awareness of the dangers of cell phone use while driving.



Q53 | ADV2 | CAMPAIGN MEDIA CHANNELS

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

Answered: 171 Skipped: 331



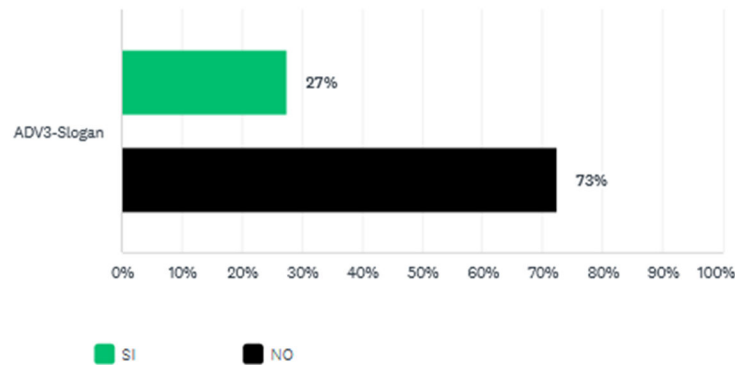
Of the ones who recalled advertising, the vast majority, 68%, reported receiving the message through television, making it the dominant communication channel. Other notable sources include radio (16%) and social media (16%), followed by local TV (12%), cable/satellite TV (8%), internet (7%), and online news (7%). Less frequently cited channels were outdoor advertising (5%), print media (4%), internet radio (2%), and billboards (2%). Only 1% of respondents recalled encountering the message through video streaming platforms, movie theaters, events, or concerts. This distribution underscores the critical role of television, both general and locals, the primary medium for reaching the public with traffic safety campaigns in Puerto Rico. Radio and social media also serve as significant secondary channels, while online and outdoor advertising play smaller but meaningful roles. The minimal recall for platforms like streaming services, events, and in-person channels suggests untapped opportunities for diversifying campaign strategies and expanding reach, especially to younger or more digitally engaged audiences.



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?

Answered: 382 Skipped: 120



	SI	NO	TOTAL	WEIGHTED AVERAGE
ADV3-Slogan	27% 105	73% 277	382	1.27

Only 27% (105 respondents) answered Yes, while 73% (277 respondents) said No. The weighted average is 1.27, indicating low recall of specific slogans or phrases from the campaign. These results suggest that while over one-third of participants reported exposure to campaign messages in the past 30 days (as seen in previous data), fewer than a third could recall a specific slogan or phrase.

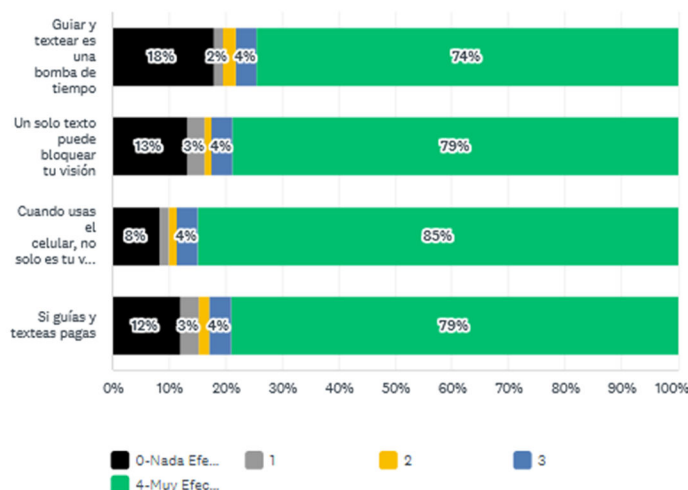
The gap between exposure and message retention highlights an opportunity to improve the memorability and impact of campaign messaging, possibly through more consistent branding, simpler slogans, or increased frequency of exposure across media channels.



Q55 | ADV4 | MESSAGE EVALUATION

How effective do you consider the following campaign messages?

Answered: 312 Skipped: 190



	0-NADA EFECTIVO	1	2	3	4-MUY EFECTIVO	TOTAL	WEIGHTED AVERAGE
Guiar y textear es una bomba de tiempo	18% 55	2% 5	2% 7	4% 11	74% 227	305	3.15
Un solo texto puede bloquear tu visión	13% 40	3% 9	1% 4	4% 11	79% 236	300	3.31
Cuando usas el celular, no solo es tu vida la que está en juego	8% 25	2% 5	1% 4	4% 11	85% 264	299	3.55
Si guías y textear pagas	12% 36	3% 10	2% 5	4% 12	79% 235	298	3.34

312 participants evaluated four different slogans:

- “Guiar y textear es una bomba de tiempo” (Driving and texting is a ticking time bomb): 74% rated it as very effective (4), with a weighted average of 3.15.
- “Un solo texto puede bloquear tu visión” (A single text can block your vision): 79% rated it very effective, with a weighted average of 3.31.
- “Cuando usas el celular, no solo es tu vida la que está en juego” (When you use your phone, it’s not just your life at stake): 85% rated it very effective, with a weighted average of 3.42 (the highest among the four).
- “Si guías y textear pagas” (If you drive and text, you pay): 79% rated it very effective, with a weighted average of 3.34.

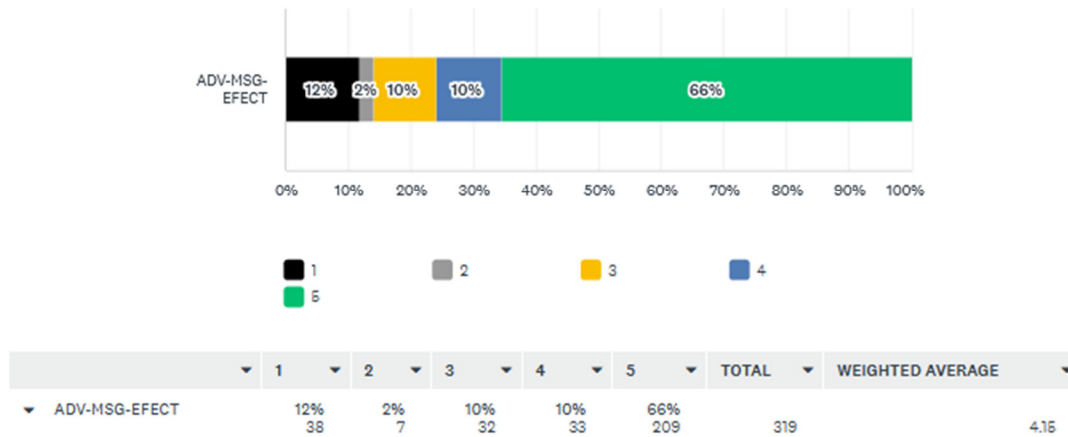
The most impactful message was “When you use your phone, it’s not just your life at stake” (weighted average 3.42), indicating that appeals to broader consequences resonate most with respondents, while all other messages also scored highly, demonstrating overall campaign effectiveness. The assigned weights were 0 for “Not effective at all,” 1 for “Slightly effective,” 2 for “Somewhat effective,” 3 for “Effective,” and 4 for “Very effective.” These weights allowed for the calculation of a weighted average, quantifying overall perceived effectiveness for each slogan.



Q56 | ADV5 | CAMPAIGN MESSAGE EFFECTIVENESS

Overall, how effective do you consider campaign messages about cell phone use while driving?

Answered: 319 Skipped: 183



Most respondents, 66% (209 participants), rated the messages as very effective (5). Additionally, 10% rated them as effective (4), 10% as moderately effective (3), and smaller portions rated them slightly effective (2, 2%) or not effective at all (1, 12%). The weighted average is 4.15, reflecting a generally high level of perceived effectiveness for the campaign messaging.

The assigned weights were 1 for “Not effective at all,” 2 for “Slightly effective,” 3 for “Moderately effective,” 4 for “Effective,” and 5 for “Very effective.” This system allows calculating the weighted average to quantify overall perceived message effectiveness.

With two-thirds of respondents rating the campaign messages as very effective and a high weighted average of 4.15, the data suggest that the campaign is resonating well with the public. However, the 12% who found the messages ineffective imply room for refinement in content or delivery to maximize reach and impact.



Q57 | TPB | THEORY OF PLANNED BEHAVIOR STATEMENTS

To what extent do you agree with the following statements?

	TOTALMENTE EN DESACUERDO	EN DESACUERDO	NI DE ACUERDO NI EN DESACUERDO	DE ACUERDO	TOTALMENTE DE ACUERDO	TOTAL	WEIGHTED AVERAGE
ATT-Usted cree que usar el teléfono celular mientras conduce es una conducta arriesgada.	6% 22	2% 8	0% 1	52% 197	40% 162	380	4.18
SUB-Las personas importantes para usted desaprobarían que use el teléfono celular mientras conduce	5% 18	25% 92	2% 6	38% 143	30% 113	372	3.65
CTL-Usted se siente en control total sobre evitar el uso del celular mientras maneja.	5% 17	6% 23	2% 6	53% 196	34% 125	367	4.06
INT-Usted tiene la intención de no utilizar el celular mientras conduce, incluso en trayectos cortos.	4% 16	6% 22	2% 7	52% 190	35% 129	364	4.08
ATT-Usted considera que las campañas publicitarias influyen positivamente en su decisión de evitar el uso del celular mientras maneja.	7% 25	8% 28	4% 14	50% 178	32% 114	359	3.91

The table presents responses to Theory of Planned Behavior (TPB)-based statements, evaluating attitudes (ATT), subjective norms (SUB), perceived behavioral control (CTL), and intention (INT) regarding cell phone use while driving. Participants rated their agreement on a 5-point Likert scale: 1 = Totally Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Totally Agree. These weights were applied to calculate weighted averages for each statement.

Results:

- ATT (Risk perception): “Using a cell phone while driving is risky” scored 4.18, with 92% agreeing or totally agreeing, indicating strong awareness of risk.



- SUB (Social disapproval): “Important people would disapprove of me using a phone while driving” scored 3.65, with 68% agreement, reflecting moderate social pressure.
- CTL (Perceived control): “I feel in full control of avoiding cell phone use while driving” scored 4.06, with 87% agreement, suggesting high perceived behavioral control.
- INT (Intention): “I intend to avoid using my phone while driving, even on short trips” scored 4.08, with 87% agreement, showing strong intentions to comply.
- ATT (Campaign influence): “Advertising campaigns influence my decision to avoid using my phone while driving” scored 3.91, with 82% agreement, indicating positive campaign impact.

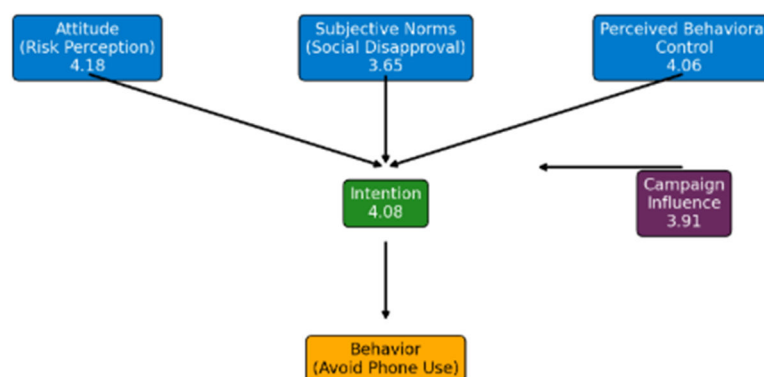
The results based on the Theory of Planned Behavior (TPB) reveal strong attitudes, perceived control, and intentions related to avoiding cell phone use while driving among respondents. Most participants (92%) agreed that using a cell phone while driving is risky, yielding a high weighted average of 4.18, reflecting strong risk perception (attitude). Similarly, respondents reported a high sense of perceived behavioral control, with 87% agreeing they feel capable of avoiding phone use while driving (4.06 weighted average), and a comparable 87% expressed a clear intention to refrain from using their phones even during short trips (4.08 weighted average).

Campaigns appear to have a meaningful effect, with 82% acknowledging that advertising influences their decision to avoid phone use while driving (3.91 weighted average). However, subjective norms, or perceived social disapproval from important others, were weaker, with only 68% agreeing (3.65 weighted average), suggesting that social pressure to avoid this behavior is less pronounced.

These results underscore the need for continued educational campaigns and suggest that reinforcing social accountability messages could further strengthen behavior change efforts.

These findings indicate high risk perception, strong behavioral control, and strong intention to avoid cell phone use while driving, though subjective norms (social disapproval) are comparatively weaker. Campaigns appear effective in influencing behavior, but there’s room to strengthen social pressure messaging to further deter risky behavior.

Theory of Planned Behavior (TPB) Model: Cell Phone Use While Driving





APPENDIX 1 = SUMMARY OF SURVEY RESULTS

Q#	CAT.	TITLE	RESULTS
Q1	DEM	SEX	Female 53%, Male 47%
Q2	DEM	REGION	Metro 30%, Sur 19%, Norte 17%, Este 16%, Oeste 15%, Central 3%
Q3	DEM	MUNICIPIO	San Juan 8%, Bayamón 8%, Others 84%
Q4	DEM	AGE	25–34: 43%, 55+: 26%, 35–54: 26%, 18–24: 4%
Q5	DEM	HOUSEHOLDS	2 persons: 33%, 3 persons: 25%, 1 person: 18%, 4 persons: 16%, 5+: 8%
Q6	DEM	EDUCATION	Bachelor's 41%, Associate 21%, Master's 17%, High School 10%, High School or less 9%, Doctorate 3%
Q7	DEM	OCCUPATION	Full-time 48%, Retired 28%, Part-time 8%, Homemaker 7%, Unemployed 6%, Other 3%
Q8	DEM	CIVIL STATUS	Married 47%, Single 28%, Cohabiting 9%, Divorced 9%, Widowed 7%
Q9	DEM	ANNUAL INCOME	Up to \$15k: 17%, \$15–25k: 13%, \$25–35k: 15%, \$35–50k: 10%, \$50–75k: 7%, \$75k+: 6%, Don't know / No answer 32%
Q10	HAB1	DRIVING FREQUENCY	Every day 73%, Almost every day 9%, Several times a week 17%, Rarely 1%
Q11	HAB2	VEHICLE TYPE	Car 64%, SUV 17%, Pickup 10%, Other 9%
Q12	HAB2b	FUEL TYPE	Gasoline 95%, Diesel 3%, Electric 1%, Hybrid 1%
Q13	HAB3a	WEEKDAYS DRIVING	1–2 hours 35%, 3–4 hours 29%, 5+ hours 21%, Less than 1 hour 15%
Q14	HAB3a	WEEKENDS DRIVING	1–2 hours 31%, 3–4 hours 26%, 5+ hours 22%, Less than 1 hour 21%
Q15	HAB4	WEEKDAY DESTINATIONS	Work 62%, Shopping 35%, Medical appointments 42%, School 28%, Visiting family 20%, Entertainment 12%, Other 3%
Q16	HAB5	WEEKEND DESTINATIONS	Entertainment 57%, Visiting family 45%, Shopping 39%, Travel/leisure 28%, Work 12%, Other 3%
Q17	HAB6	PR DRIVING RATING	5: 24%, 4: 19%, 6: 15%, 3: 12%, 2: 8%, 7: 8%, 8: 6%, 1: 5%, 9–10: 3%
Q18	HAB7	ROAD SAFETY CONCERNS	Road conditions 83%, Distracted drivers 56%, Speeding 48%, Drunk drivers 32%, Red light running 12%, Lane cutting 11%, Others <5%
Q19	DISTR1	DRIVING DISTRACTIONS	Eating/drinking 21%, Fixing hair 6%, Tending to children 5%, Putting on makeup/shaving 3%, Using media 2%
Q20	DISTR2	DISTRACTED CRASHES	No 96%, Yes 4%
Q21	DISTR3	DISTRACTED CAUSES	Mind wandering 55%, Talking on the phone 18%, Texting 12%, Children 8%, Eating 7%
Q22	CEL1	CELLPHONE OWNERSHIP	Yes 98%, No 2%
Q23	CEL2	CELLPHONE USAGE	Yes 22%, No 78%
Q24	CEL3	CELLPHONE FREQUENCY	Rarely 50%, Sometimes 25%, Almost always 8%, Always 4%, Never 13%
Q25	CEL4	CALLS FREQUENCY	0 calls 80%, 1–3 calls 17%, 4+ calls 3%
Q26	CEL5b	CALLS MADE WEEKDAY	0 calls 80%, 1–3 calls 18%, 4+ calls 2%
Q27	CEL5b	CALLS RECEIVED WEEKDAY	0 calls 72%, 1–3 calls 25%, 4+ calls 3%
Q28	CEL5b	CALLS RECEIVED WEEKEND	0 calls 78%, 1–3 calls 20%, 4+ calls 2%
Q29	CEL6b	CALLS MAKE WEEKEND	0 calls 83%, 1–3 calls 15%, 4+ calls 2%
Q30	CEL7	TEXTING	Never 92%, Rarely 4%, Sometimes 3%, Almost always 1%



Q#	CAT.	TITLE	RESULTS
Q31	CEL8a	TEXT SEND WEEK	0 texts 92%, 1–3 texts 5%, 4+ texts 3%
Q32	CEL8b	TEXTS READ WEEK	0 texts 92%, 1–3 texts 6%, 4+ texts 2%
Q33	CEL9a	TEXTS SEND WEEKEND	0 texts 95%, 1–3 texts 3%, 4+ texts 2%
Q34	CEL9b	TEXTS READ WEEKEND	0 texts 94%, 1–3 texts 4%, 4+ texts 2%
Q35	CEL10	CELL USAGE REASONS	Emergencies 27%, Family 14%, Work 13%, Social/personal 8%, Entertainment 5%, Other 3%
Q36	CEL11	PERCEIVED RISKS	Yes 86%, No 12%, Don't know 2%
Q37	CEL12	PERCEIVED DANGER	5 (Very dangerous) 85%, 4: 8%, 3: 5%, 2: 1%, 1: 1%
Q38	HNDS1	OWN HANDS FREE	Yes 78%, No 22%
Q39	HNDS2	HANDS FREE TYPE	Bluetooth in car 64%, Earbuds 12%, Wired headphones 2%, Speakerphone 4%, Smartwatch 2%, Other 16%
Q40	HNDS3	HANDS FREE FREQUENCY	Rarely/Never 48%, All the time 38%, Sometimes 14%
Q41	HNDS4	LEGAL AWARENESS CELL	Illegal 90%, Legal 6%, Don't know 4%
Q42	HNDS4	LEGAL TEXTING	Illegal 94%, Legal 4%, Don't know 2%
Q43	LEY0	TICKET LIKELIHOOD	Unlikely/Very unlikely 60%, Likely 28%, Very likely 10%, Don't know 2%
Q44	LEY1	ENFORCEMENT AWARENESS	No 58%, Yes 42%
Q45	LEY2	TEXTING TICKET	Unlikely/Very unlikely 68%, Likely 20%, Very likely 8%, Don't know 4%
Q46	LEY3	NOHANDS FINE AWARENESS	No 65%, Yes 35%
Q47	LEY4	TEXT FINE AWARENESS	No 72%, Yes 28%
Q48	LEY5	CELL TICKET HISTORY	No 96%, Yes 4%
Q49	LEY6	TICKET CAUSE REASON	Talking on the phone 90%, Texting 10%
Q50	LEY7	TICKET FREQUENCY	1 ticket 95%, 2 tickets 5%
Q51	LEY8	CRASH INVOLVEMENT	No 97%, Yes 3%
Q52	ADV1	CAMPAIGN MESSAGE RECALL	Yes 36%, No 64%
Q53	ADV2	CAMPAIGN MEDIA CHANNELS	TV 68%, Social media 16%, Radio 16%, Billboards 8%, Newspaper 4%, Other 2%
Q54	ADV3	SLOGAN RECALL	Yes 27%, No 73%
Q55	ADV4	MESSAGE EVALUATION	5 (Very effective) 74%, 4: 11%, 3: 8%, 2: 5%, 1: 2%
Q56	ADV5	CAMPAIGN MESSAGE EFFECTIVENESS	Effective/Very effective 76%, Neutral 14%, Ineffective 10%
Q57	TPB	THEORY OF PLANNED BEHAVIOR STATEMENTS	Risk perception (avg 4.18/5), Control 4.06/5, Intention 4.08/5, Social disapproval 3.65/5, Campaign influence 3.91/5

**APPENDIX 2 = RESULTS VS PREVIOUS YEAR**

Q	Category	2024	2025	DIF (2024→2025)
1	Sex	Male 44%, Female 55%	Male 47%, Female 53%	↑ Male +3 pts, ↓ Female -2 pts
2	Region	Metro 33%, Este 19%, Norte 17%, Oeste 17%, Sur 14%, Central 1%	Metro 30%, Sur 19%, Norte 17%, Este 16%, Oeste 15%, Central 3%	↓ Metro -3 pts, ↑ Sur +5 pts, ↑ Central +2 pts
3	Municipality	San Juan 12%, Bayamón 6%, Caguas 5%, Carolina 5%, Ponce 4%	San Juan 8%, Bayamón 8%, Others balanced across 78	↓ San Juan -4 pts, ↑ Bayamón +2 pts
4	Age	16–24: 3.6%, 25–34: 24.4%, 35–44: 42.9%, 45–54: 23.6%, 55–64: 4.2%, 65+: 1.4%	18–24: 4%, 25–34: 43%, 35–54: 26%, 55+: 26%	↑ 25–34 +19 pts, ↓ 35–54 -17 pts, ↑ 55+ +22 pts
5	Household size	1: 0.6%, 2: 7%, 3: 21%, 4: 44%, 5+: 26%	1: 18%, 2: 33%, 3: 25%, 4: 16%, 5+: 8%	↓ 4+ households -28 pts, ↑ 1–2 person +43 pts
6	Education	HS or less 0.6%, HS 7.1%, Assoc. 21.2%, Bachelor 44.3%, Master 22.8%, Doctorate 3.2%	HS or less 9%, HS 10%, Assoc. 21%, Bachelor 41%, Master 17%, Doctorate 3%	↑ HS or less +8.4 pts, ↓ Master -5.8 pts
7	Employment	Full-time 82.1%, Part-time 6%, Retired 3%, Homemaker 2%, Work & Study 4%, Unemployed 1.6%	Full-time 48%, Part-time 8%, Retired 28%, Homemaker 7%, Unemployed 6%	↓ Full-time -34 pts, ↑ Retired +25 pts
8	Marital status	Married 43.5%, Single 33.1%, Divorced 7.3%, In relationship 14.1%, Widowed 0.4%	Married 47%, Single 28%, Divorced 9%, Cohabiting 9%, Widowed 7%	↑ Married +3.5 pts, ↑ Widowed +6.6 pts
9	Income	≤\$15k 10.3%, \$15–25k 18.1%, \$25–35k 19.1%, \$35–50k 21.4%, \$50–75k 12.9%, ≥\$75k 8.5%	≤\$15k 17%, \$15–25k 13%, \$25–35k 15%, \$35–50k 10%, \$50–75k 7%, ≥\$75k 6%	↑ Low-income +6.7 pts, ↓ Middle/high -14.3 pts
10	Driving frequency	Every day 91.1%, Almost every day 5.2%	Every day 73%, Almost every day 9%	↓ Daily driving -18.1 pts
11	Vehicle type	Not asked	Car 64%, SUV 17%, Pickup 10%	↑ Car +10 pts, ↓ SUV -14 pts
12	Fuel type	Not asked	Gasoline 95%, Diesel 3%, Electric 1%, Hybrid 1%	—
13	Weekday Driving Time	Median 4 hrs	Most drive 1–2 hrs (35%); median ~2–3 hrs	↓ Driving time -1–2 hrs
14	Weekend Driving Time	Median 4 hrs	Most drive 1–2 hrs (31%); median ~2–3 hrs	↓ Driving time -1–2 hrs
15	Weekday Destinations	Work 91%, Shopping 58%, Medical 41%	Work 62%, Shopping 35%, Medical 42%	↓ Work -29 pts, ↓ Shopping -23 pts
16	Weekend Destinations	Entertainment 72%, Visit family 70%, Shopping 52%	Entertainment 57%, Visit family 45%, Shopping 39%	↓ Entertainment -15 pts, ↓ Family -25 pts
17	Driving Experience Rating (1–10)	Mode 5, 17% rated “1”	Mode 5, 20% rated “1”	↑ Low ratings +3 pts



Q	Category	2024	2025	DIF (2024→2025)
18	Top Road Safety Concerns	Distracted 78%, Road conditions 74%, Speed 56%	Road conditions 83%, Distracted 56%, Speed 48%	↑ Road cond. +9 pts, ↓ Distracted -22 pts
19	Distracting Activities	Eating 28%, Hair 12%	Eating 21%, Hair 6%	↓ Eating -7 pts, ↓ Hair -6 pts
20	Crash from Distraction	2.40%	4%	↑ +1.6 pts
21	Cause of Distracted Crash	Mind 40%, Text 25%	Mind 55%, Talk 18%	↑ Mind +15 pts
22	Own Cellphone	Not asked	98%	—
23	Use Cell While Driving	Not asked	22%	—
24	Cell Use Frequency	Not asked	12% always/almost	—
25	Call Frequency (Weekday)	Not asked	80% make 0 calls	—
26	Call Frequency (Weekend)	Not asked	83% make 0 calls	—
27	Call Received (Weekend)	Not asked	78% receive 0 calls	—
28	Call Made (Weekend)	Not asked	83% make 0 calls	—
29	Calls Received (Weekday)	Not asked	72% receive 0 calls; 9% receive 2 calls; 3% receive 1 call; few receive 3-10+	—
30	Text While Driving	Not asked	4% always/almost	—
31	Texts Sent (Weekday)	Not asked	92% send 0	—
32	Texts Read (Weekday)	Not asked	92% read 0	—
33	Texts Sent (Weekend)	Not asked	95% send 0	—
34	Texts Read (Weekend)	Not asked	94% read 0	—
35	Main Reason Phone Use	Work 52%, Emergencies 31%	Emergencies 27%, Family 14%, Work 13%	↓ Work -39 pts, ↓ Family -38 pts
36	Perceived Risk	78%	86%	↑ +8 pts
37	Perceived Danger	88% rate 4-5	85% rate 5	↓ -3 pts
38	Own Hands-Free Device	83%	78%	↓ -5 pts
39	Type of Hands-Free Device	Not asked	Bluetooth in car 64%, Earbuds 12%, Wired 2%, Speaker 4%, Smartwatch 2%	—
40	Hands-Free Use Frequency	Not asked	All the time 38%, Rarely/never 48%	—
41	Awareness Handheld Law	Not asked	Illegal 90%	—
42	Awareness Texting Law	Not asked	Illegal 94%	—
43	Perceived Likelihood Ticket (Handheld)	Not asked	Very/likely 38%	—
44	Saw Enforcement Past 30 Days	27%	42%	↑ +15 pts



Q	Category	2024	2025	DIF (2024→2025)
45	Perceived Likelihood Ticket (Texting)	Not asked	Very/likely 22%	—
46	Know Fine for Handheld	Not asked	35%	—
47	Know Fine for Texting	Not asked	28%	—
48	Received Ticket (Cell Use)	Not asked	4%	—
49	Cause of Ticket	Not asked	Talking 90%, Texting 10%	—
50	Ticket Frequency	Not asked	1 ticket 95%, 2 tickets 5%	—
51	Crash Due to Phone Use	Not asked	3%	—
52	Recall Campaign Past 30 Days	20%	36%	↑ +16 pts
53	Media for Campaign Recall	TV 63%, Radio 24%, Social Media 21%	TV 68%, Radio 16%, Social Media 16%	↑ TV +5 pts, ↓ Radio –8 pts
54	Recall Slogan	18%	27%	↑ +9 pts
55	Effectiveness of Specific Slogans	50% effective	74–85% very effective	↑ +24–35 pts
56	Overall Campaign Effectiveness	50% effective	76% effective/very	↑ +26 pts
57	TPB Constructs (Attitudes/Norms/Control/Intention)	Not measured	Risk perception 4.18/5, Social disapproval 3.65/5, Control 4.06/5, Intention 4.08/5, Campaign influence 3.91/5	New in 2025

Comparison of changes between 2024 and 2025 for the survey (Q1–Q57), focusing on the biggest differences (only where data exists for both years):

2025 respondents reported less driving, lower cellphone use, and smaller households compared to 2024. Retirees grew significantly in the sample. Awareness of fines and campaign messages improved, while perceived enforcement visibility increased.

Key Demographic Shifts

- **Daily driving dropped:** 91% (2024) → 73% (2025).
- **Retired respondents increased:** 3% → 28% (+25 pts).
- **Full-time workers decreased:** 82% → 48% (–34 pts).
- **Households became smaller:** 4+ members 44% → 16% (–28 pts).
- **25–34 age group grew:** 24% → 43% (+19 pts).
- **Bachelor's level dropped:** 44% → 41% (–3 pts), but HS or less increased (0.6% → 9%).

Driving Behavior



- **Weekday work trips decreased:** 91% → 62%.
- **Weekend entertainment trips decreased:** 72% → 57%.
- **Average driving time decreased:** Median 4 hrs → ~2–3 hrs.

Cellphone Use & Distraction

- **Using cellphone while driving dropped:** ~39% → 22% (–17 pts).
- **Texting while driving (always/almost always):** 13% → 4% (–9 pts).
- **Hands-free device ownership decreased:** 83% → 78%.
- **Reasons for phone use shifted:**
 - **Work dropped:** 52% → 13% (–39 pts).
 - **Family use dropped:** 31% → 14% (–17 pts).
 - **Emergencies became top reason:** 27%.

Perceptions & Awareness

- **Awareness of fines improved:**
 - **Handheld fine awareness:** 0% → 35%.
 - **Texting fine awareness:** 0% → 28%.
- **Enforcement visibility increased: Saw police ticketing:** 27% → 42% (+15 pts).
- **Perceived risk of ticketing (handheld):** 30% → 38% (+8 pts).

Campaign Impact

- **Campaign recall increased:** 20% → 36% (+16 pts).
- **Slogan recall increased:** 18% → 27% (+9 pts).
- **Perceived campaign effectiveness:** 50% → 76% (+26 pts).



APPENDIX 3 = STATISTICAL ANALYSIS

To better understand the factors influencing drivers' intention to avoid cellphone use while driving, a series of statistical tests were conducted comparing all survey variables against Q57-TPB-Intention ("You intend not to use your cellphone while driving, even on short trips"). This question reflects the central construct of behavioral intention within the Theory of Planned Behavior (TPB), which posits that intention is the most direct predictor of behavior.

By statistically testing its relationship with attitudes, perceptions, and behaviors captured throughout the survey, we can identify which factors most strongly contribute to — or detract from — the intention to avoid distracted driving. Three key statistical measures were employed. **P-values (P)** were used to assess the statistical significance of each relationship, helping to distinguish meaningful associations from those likely due to chance. **Correlation coefficients (R)** measured the strength and direction of these associations, with positive values indicating variables that increase intention (e.g., greater perceived risk) and negative values identifying behaviors or beliefs that reduce intention (e.g., habitual phone use). Finally, **Levene's test values (L)** were used to evaluate the homogeneity of variance across different respondent groups. This measure highlights whether responses are consistent or vary significantly across demographics, such as age, driving frequency, or location, which is crucial for tailoring interventions.

These statistical tests identify key predictors of drivers' intention to avoid cellphone use and reveal variability patterns, providing actionable insights for policymakers, educators, and safety professionals to reduce distracted driving.

Q#	CAT.	TITLE	QUESTION	P	R	L
Q57	TPB	CTL	You feel fully in control of avoiding cellphone use while driving.	0	0.712	14.1
Q57	TPB	ATT	You believe that using a cellphone while driving is a risky behavior.	0	0.523	13.2
Q24	CEL3	FREQUENCY CELL USE	If YES, how often do you use your cellphone while driving?	0	-0.21	11.5
Q57	TPB	ATT-CAMPAIGN	You believe that advertising campaigns positively influence your decision to avoid using your cellphone while driving.	0	0.446	9.2
Q55	ADV4	MESSAGE	"If you drive and text, you pay."	0.03	0.137	6.39
Q23	CEL2	CELL USE	Do you use your cellphone while driving?	0.03	-0.12	5.91
Q19	DISTR1	DISTRACTIONS	Taking care of grandchildren in the back seat.	0.04	-0.11	5.43
Q55	ADV4	MESSAGE	"A single text can block your vision."	0.04	0.128	5.29
Q54	ADV4	SLOGAN RECALL	Which slogan(s) or phrase(s) do you recall from this campaign about using a child safety seat?	0.01	0.161	4.5
Q42	HNSD4	TEXTING LEGALITY	Do you know whether it is legal or illegal in Puerto Rico to drive and send text messages?	0.05	0.102	4.38
Q25	CEL4	CALL FREQUENCY	How often do you use your cellphone while driving to make or receive calls?	0.08	-0.1	4.12
Q22	CEL1	OWN CELL	Do you own a cellphone?	0.07	0.096	3.8
Q43	LEY2	TICKET LIKELIHOOD	What is the likelihood that you would receive a ticket for driving while talking on a cellphone without a hands-free device?	0.01	-0.14	2.1
Q44	LEY1	ENFORCEMENT AWARENESS	In the past 30 days, have you seen, read, or heard anything about police officers giving tickets to people driving without a hands-free device?	0.09	-0.09	1.93
Q57	TPB	SUB	People important to you would disapprove of you using a cellphone while driving.	0	0.499	



Data Analysis Based on Results for the Question:

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

1. Variables with Higher Positive Correlation (High R and significant p-value)

These variables are strongly associated with a greater intention not to use a cellphone:

The analysis shows that feeling in control ($R = 0.712$) is the strongest predictor of intending not to use a cellphone while driving, emphasizing the role of self-efficacy. Believing that cellphone use is risky ($R = 0.523$) and perceived social disapproval ($R = 0.499$) also significantly discourages this behavior. Additionally, public campaigns ($R = 0.446$) positively influence intentions, showing the value of targeted messaging. These results highlight the need for interventions focusing on self-efficacy, risk perception, social norms, and effective campaigns to reduce distracted driving.

2. Variables with Negative Correlation (Negative R and significant p-value)

These variables are associated with a lower intention to avoid cellphone use — risk indicators:

The analysis reveals that frequent cellphone use while driving ($R = -0.209$) is strongly associated with a lower intention to avoid it, suggesting dependence or normalization of the behavior. Believing that receiving a ticket is likely ($R = -0.144$) unexpectedly does not increase avoidance intention, possibly reflecting low credibility in law enforcement. Additionally, current cellphone use while driving ($R = -0.117$) correlates with lower avoidance intention, underscoring how entrenched habits resist change. These findings highlight the need for strategies addressing habitual use and improving the perceived credibility of enforcement.

3. Levene's Homogeneity (L) – Additional Analysis

Higher Levene values indicate heterogeneity in variance, meaning diverse responses among groups, possibly due to age, experience, vehicle type, or urban/rural differences:

The Levene analysis shows notable variance in some predictors. Control ($L = 14.11$) and Risk perception ($L = 13.23$) exhibited high dispersion, indicating differing perceptions across groups, which may require tailored messaging for specific audiences. In contrast, social norms ($L = 1.8$) were highly homogeneous, making them suitable for broad, universal campaigns. Perceptions of law enforcement (LEY1 and LEY2) had low variance but weak correlations, suggesting that while opinions on legal consequences are uniform, they exert little influence on behavior.

Evidence-Based Strategies for Safer Driving Campaigns

Practical implications suggest that campaigns should prioritize enhancing drivers' sense of control (CTL), increasing risk perception (ATT), and reinforcing social norms (SUB) to reduce cellphone use while driving. Messaging should be segmented for groups showing high response variance, particularly those with differing levels of self-control, to maximize effectiveness. Legal awareness and perceived consequences (LEY1/LEY2) appear to have limited deterrent effect, indicating a need for stronger evidence-based messaging and more visible law enforcement. Additionally, because current cellphone use (CEL2, CEL3) is a strong negative predictor, interventions must incorporate strategies for breaking entrenched habits.