



Puerto Rico Driving Under the Influence of Alcohol Attitudinal Survey

CST CAMPAIGN DATE: 2025-JUN 27-7 JUL



Submitted to: Comisión de Seguridad del Tránsito de Puerto Rico

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4. Driving Under the Influence of Alcohol Survey

To complement crash data and observational enforcement efforts, a telephone survey will be implemented to assess drivers' attitudes, perceived social norms, and perceived behavioral control regarding alcohol-impaired driving. Grounded in the Theory of Planned Behavior (TPB), this instrument seeks to explain the psychological and social factors influencing the decision to drive under the influence of alcohol. While traditional data sources reflect incident frequency, the survey captures beliefs, knowledge of DUI laws, and recall of media or enforcement campaigns. The integration of behavioral insights with existing indicators enhances the ability to design targeted, effective interventions aligned with NHTSA and FHWA standards.

CST CAMPAIGN DATE: 2025-JUN 27-7 JUL

Category	Description
Survey	Driving Under the Influence of Alcohol Survey
Method	Telephone Survey
Sample Size	500 Drivers
Focus	Alcohol-impaired driving behavior
Purpose	Assess frequency, attitudes, and perception of risk related to drunk driving
Main Content	Alcohol consumption, driving after drinking, awareness of laws, checkpoints, and campaign recall.
Participant Profile	Licensed drivers 18 and older across all regions of Puerto Rico.

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

Section	Description
1: Demographics	4: Laws
2: General Driving Habits	5: Advertising
3: Alcohol Consumption, Driving	6: Theory of Planned Behavior



SAMPLE DISTRIBUTION

Metro	150	Sur	90	Oeste	75
Norte	100	Este	85	Central	6
< 34	200	35 to 54	150	55 >	150



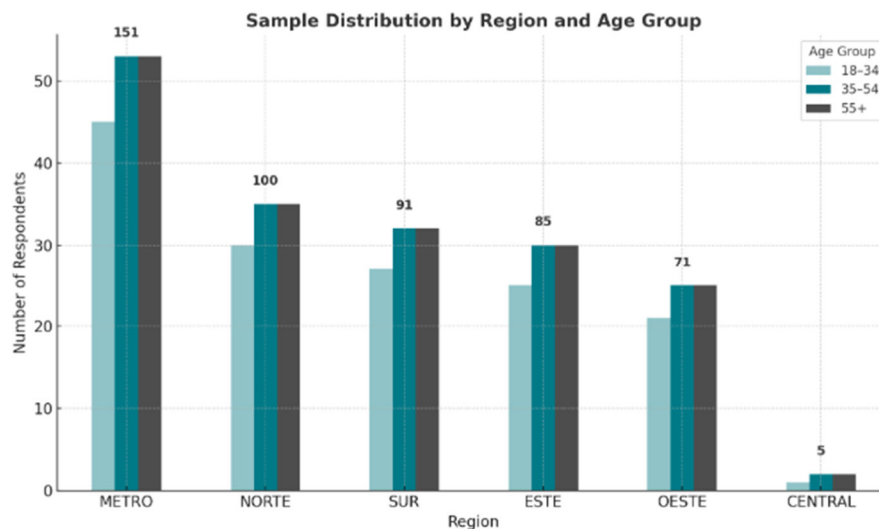
Sample distribution by Region, Gender and Age Groups.

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

Driving Under the Influence of alcohol continues to pose a serious public safety challenge in Puerto Rico, mirroring trends seen in the broader United States. In the U.S., alcohol-impaired driving accounts for approximately 32% of all traffic fatalities—translating into over 13,500 deaths in 2022 alone. In Puerto Rico, population-level data on DUI behavior remain scarce. A household survey in San Juan (2013–2014) found that 20% of male drivers and 8% of female drivers reported driving under the influence in the past year, whereas arrest rates for DUI were exceedingly low (0.1% of men, 0.2% of women). Behavioral factors significantly correlated with self-reported DUI included male gender, longer daily driving time, more liberal drinking norms, positive drinking attitudes, higher weekly alcohol consumption, and binge drinking. For lifetime DUI arrests, additional factors such as being separated/divorced, illicit drug use, and permissive norms further heightened risk.

To address these gaps in understanding DUI behavior in Puerto Rico, the Puerto Rico Driving Under the Influence of Alcohol Attitudinal Survey (2025) has been developed. Guided by the Theory of Planned Behavior (TPB)—examining attitudes, perceived norms, and perceived behavioral control—this instrument will assess drivers’ beliefs about DUI, knowledge of laws, perceived enforcement, and exposure to public safety campaigns. By integrating these attitudinal and social insights with traditional crash and enforcement data, the survey will enhance the design of targeted interventions in line with NHTSA and FHWA standards.

Survey Objectives

1. Quantify the frequency and self-reported behaviors of driving under the influence of alcohol among licensed drivers in Puerto Rico.
2. Evaluate drivers’ knowledge of Puerto Rico’s DUI laws, including legal blood alcohol concentration (BAC) limits, penalties, and enforcement practices.
3. Assess attitudes, perceived social norms, and perceived behavioral control related to alcohol-impaired driving, using the Theory of Planned Behavior (TPB) as the guiding framework.
4. Identify high-risk demographic and geographic groups with higher prevalence of DUI behavior and lower perception of enforcement risk.
5. Measure public recall and awareness of CST’s alcohol-impaired driving media campaigns and roadside enforcement initiatives (e.g., sobriety checkpoints).

Methodology

The Puerto Rico Driving Under the Influence of Alcohol Attitudinal Survey 2025 was conducted the week of August 11–15, 2025, through Computer-Assisted Telephone Interviews (CATI) with a total of 502 licensed drivers across Puerto Rico.

The survey design was grounded in the Theory of Planned Behavior (TPB) and employed a stratified sampling approach by region, municipality, and age group to ensure representativeness. Coverage was achieved across Puerto Rico’s six CST regions, 42 selected municipalities, and three age brackets (<34, 35–54, 55+).

The standardized questionnaire was developed in alignment with CST objectives and captured key variables related to alcohol-impaired driving. These included:



Puerto Rico Driving Under the Influence of Alcohol Attitudinal Survey 2025 (2025-000260)

- Self-reported DUI behaviors, such as frequency and circumstances of driving after consuming alcohol.
- Perceived behavioral control, including drivers' confidence in avoiding DUI situations (e.g., arranging alternate transport).
- Social norms and peer influence surrounding alcohol-impaired driving.
- Knowledge and awareness of Puerto Rico DUI laws, penalties, and enforcement practices.
- Exposure and recall of CST educational campaigns and sobriety checkpoint enforcement.

Data from the 502 respondents will be analyzed to produce region- and age-specific insights, enabling CST to identify high-risk demographic and geographic groups, gaps in legal knowledge, and levels of campaign penetration.

The survey provides CST and stakeholders with reliable attitude and behavioral data to:

1. Improve targeting of educational and enforcement campaigns.
2. Evaluate public awareness and recall of past initiatives.
3. Inform policy and enforcement strategies.
4. Justify future programmatic funding and potential legislative updates aimed at reducing alcohol-impaired driving crashes, injuries, and fatalities in Puerto Rico.

Research Objective

To analyze the factors influencing alcohol-impaired driving behaviors in Puerto Rico and evaluate the impact of educational campaigns, enforcement efforts, and legal awareness on compliance with DUI laws.

Conceptual Framework

The research model for the Driving Under the Influence of Alcohol Attitudinal Survey 2025 is grounded in the Theory of Planned Behavior (TPB) and incorporates additional variables relevant to traffic safety, enforcement, and communication effectiveness. At its core, the model posits that a driver's intention to avoid driving under the influence of alcohol (behavioral intention) is shaped by three key psychological constructs:

- Attitudes: beliefs about the risks and consequences of drinking and driving, including perceived personal and societal harm.
- Subjective norms: perceived social pressure from peers, family, and the community to refrain from alcohol-impaired driving.
- Perceived behavioral control: confidence in one's ability to prevent DUI (e.g., arranging alternative transportation, moderating alcohol intake, or relying on designated drivers).

These intentions are expected to predict self-reported DUI behavior, specifically the frequency, circumstances, and decision-making processes surrounding alcohol-impaired driving.

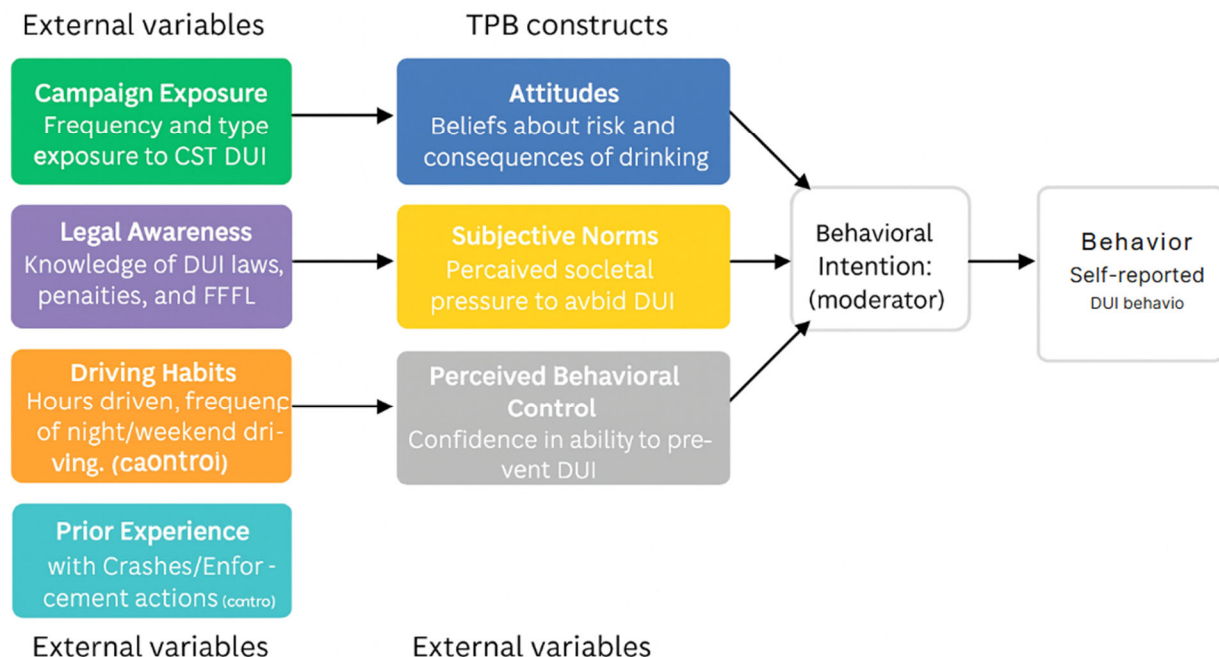


External variables further enrich the model by providing contextual and moderating factors. Campaign exposure—such as awareness, frequency, and recall of CST’s DUI prevention media campaigns—is hypothesized to influence attitudes and behavioral intentions directly. Legal awareness, including knowledge of Puerto Rico’s DUI laws, penalties, and the perceived likelihood of enforcement (e.g., roadside checkpoints), may moderate the relationship between intention and behavior. Additional control variables include demographics (age, gender, education, employment status), driving habits (hours driven, night/weekend driving frequency, bar/restaurant visitation), and prior experience with crashes or enforcement actions. Together, these variables provide a comprehensive understanding of the psychological, social, and contextual factors influencing alcohol-impaired driving in Puerto Rico.

This model allows researchers to assess not only the psychological determinants of compliance with child passenger safety laws but also the effectiveness of educational and legislative interventions designed to protect young passengers and reduce injuries and fatalities in Puerto Rico.

Research Model

To analyze the factors influencing alcohol-impaired driving





Survey Instrument

The CST25-4 Driving Under the Influence of Alcohol Attitudinal Survey 2025 was developed to evaluate behaviors, attitudes, and awareness related to alcohol-impaired 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 decision-making and external influences that contribute to driving under the influence or adopting safer alternatives.

The questionnaire is divided into seven key sections: Demographics, Driving Habits, Alcohol Use and DUI Behaviors, Perceptions and Beliefs, Law Awareness and Enforcement Experience, Exposure to Public Awareness Campaigns, and TPB Constructs. Each section serves a distinct analytical purpose—ranging from identifying high-risk populations to measuring the effectiveness of educational and enforcement initiatives—and together, they provide a holistic foundation for designing, implementing, and evaluating policy and communication strategies aimed at reducing alcohol-impaired driving and improving traffic safety across Puerto Rico.

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 is essential for disaggregating results by key population segments. These variables help assess whether certain groups are more prone to alcohol-impaired driving behaviors or more responsive to DUI prevention 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 respondents' driving frequency, vehicle type, fuel usage, and typical driving duration during weekdays and weekends. It also examines common trip purposes, such as commuting to work, social outings, or visits to bars and restaurants. Understanding these patterns establishes context for alcohol-impaired driving risks. Frequency and timing of driving—particularly during evenings and weekends, are critical factors influencing the likelihood of DUI behavior. These variables provide insights into high-risk travel routines and support the development of targeted enforcement strategies and educational messaging that align with drivers' real-world habits.

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. Alcohol Consumption and Driving

This section examines respondents' alcohol use patterns and their relationship to driving behavior. It explores frequency of alcohol consumption, typical drinking locations (e.g., home, bars, restaurants, social events), and the circumstances under which individuals may choose to drive after drinking. Questions capture the prevalence of self-reported DUI incidents, average number of drinks consumed before driving, and reliance on alternatives such as designated drivers, ride-hailing services, or public transportation. These measures provide critical insights into the behavioral context of alcohol-impaired driving and help identify high-risk situations where intervention and prevention strategies are most needed.

3. Alcohol Consumption and Driving Behaviors

- Frequency of alcohol consumption before driving.
- Situations or circumstances in which individuals are more likely to drive after drinking (e.g., weekends, social gatherings, special events).
- Typical amount of alcohol consumed prior to driving.
- Use of preventive measures such as designated drivers, ride-hailing services, or public transportation.
- Past incidents or near misses involving driving under the influence of alcohol or being stopped at DUI checkpoints.

4. Perceptions and Beliefs

This section assesses drivers' perceptions of the risks and dangers associated with driving under the influence of alcohol, as well as their knowledge of Puerto Rico's DUI laws. It also measures beliefs about the effectiveness of prevention strategies, such as sobriety checkpoints, designated driver programs, and public awareness campaigns, in reducing crashes and fatalities. Perceptions significantly influence driver behavior: measuring perceived risk, legal awareness, and confidence in one's ability to avoid DUI helps identify gaps in public understanding. These insights guide educational campaign messaging, reinforce the importance of compliance with DUI laws, and support evidence-based strategies for behavior change.

4. Perceptions and Beliefs

- Perceived risk of driving after consuming alcohol.
- Perceived danger level of alcohol-impaired driving for self and others.
- Beliefs about the effectiveness of DUI prevention strategies (sobriety checkpoints, designated drivers, ride-hailing).
- Confidence in ability to avoid driving under the influence in different situations.
- Knowledge of whether current Puerto Rico law prohibits driving with specific blood alcohol concentration (BAC) levels and associated penalties.

5. Law Enforcement and Experience

This section documents respondents' awareness of Puerto Rico's DUI laws, knowledge of applicable fines, penalties, and blood alcohol concentration (BAC) limits, as well as any personal history of being stopped at sobriety checkpoints or receiving citations for driving under the influence. It also captures involvement in crashes or near misses where alcohol was a factor. Public perception of



Puerto Rico Driving Under the Influence of Alcohol Attitudinal Survey 2025 (2025-000260) enforcement likelihood (deterrence) and personal experiences with penalties or incidents can strongly influence compliance. This data helps evaluate whether enforcement visibility is sufficient and whether it contributes to behavior modification among drivers.

5. Law Enforcement and Experience

- Perceived likelihood of being fined or arrested for driving under the influence.
- Recent exposure to news or reports about DUI enforcement actions or sobriety checkpoints.
- Knowledge of BAC limits and the fine amounts/penalties for DUI violations.
- History of being stopped at sobriety checkpoints or receiving DUI-related tickets.

6. Exposure to Public Awareness Campaigns

This section measures respondents' awareness, recall, and perceptions of DUI prevention campaigns conducted by the Comisión para la Seguridad en el Tránsito (CST) and its partners. It evaluates how often drivers have seen or heard campaign messages, which media channels (TV, radio, billboards, social media, streaming platforms) were most effective, and the clarity and persuasiveness of those messages. Campaign exposure plays a critical role in shaping attitudes, increasing risk perception, and reinforcing compliance with DUI laws.

6. Exposure to Public Awareness Campaigns

- Recall of CST DUI prevention campaigns in the past 12 months.
- Frequency of exposure across media channels (TV, radio, social media, billboards, etc.).
- Perceived clarity and effectiveness of campaign messages.
- Influence of campaign exposure on personal decisions to avoid driving after drinking.
- Recall of enforcement-related campaign messages (e.g., sobriety checkpoint announcements).

7. Theory of Planned Behavior (TPB) Constructs

This section operationalizes the core constructs of the Theory of Planned Behavior (TPB) as they apply to alcohol-impaired driving. It captures the psychological and social drivers behind the intention to avoid DUI, as well as the perceived ability to follow through with safe behaviors. These measures allow the survey to link attitudes, norms, and control perceptions directly to self-reported behaviors and enforcement or campaign exposure.

7. Theory of Planned Behavior (TPB) Statements

- **Attitudes:** Beliefs about the personal and societal risks of alcohol-impaired driving, including likelihood of crashes, injury, or legal consequences.
- **Subjective Norms:** Perceived social pressure from friends, family, and community regarding the acceptability of DUI.
- **Perceived Behavioral Control:** Confidence in ability to avoid DUI (e.g., using a designated driver, arranging alternative transportation, moderating drinking).
- **Behavioral Intention:** Self-reported likelihood of driving after consuming alcohol under different circumstances.



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 20 drivers in Puerto Rico. The primary objective of the pilot was to evaluate the questionnaire's ability to capture key variables related to alcohol consumption, DUI behaviors, legal awareness, and campaign exposure, as well as to assess the performance of items aligned with the Theory of Planned Behavior (TPB). 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 survey questions were completed with high response rates, confirming that the instrument functioned effectively.
2. The questions yielded balanced response distributions, particularly on alcohol consumption frequency, DUI behaviors, and campaign recall.
3. Complex skip patterns (e.g., follow-up questions on drinking frequency and driving circumstances) were functional but benefited from refinement.
4. Sensitive questions (e.g., household income, self-reported DUI behavior) were answered, though some hesitation was noted.
5. Low-prevalence events, such as crashes or citations involving DUI, were successfully captured.

Instrument Strengths:

- Captured a full range of alcohol consumption and DUI-related behaviors, perceptions, and legal awareness.
- The TPB section 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 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 DUI-related perceptions, behaviors, and campaign impact in Puerto Rico.

Conclusion:

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



2025 Survey Results: Driving Under the Influence of Alcohol

The CST25-4 Driving Under the Influence of Alcohol Attitudinal Survey provides critical insights into the behaviors, perceptions, and awareness of Puerto Rican drivers regarding alcohol-impaired driving. Conducted in August 2025 with a representative sample of 502 licensed drivers, the survey was administered using Computer-Assisted Telephone Interviewing (CATI) to ensure methodological rigor and comprehensive geographic coverage across Puerto Rico's six regions.

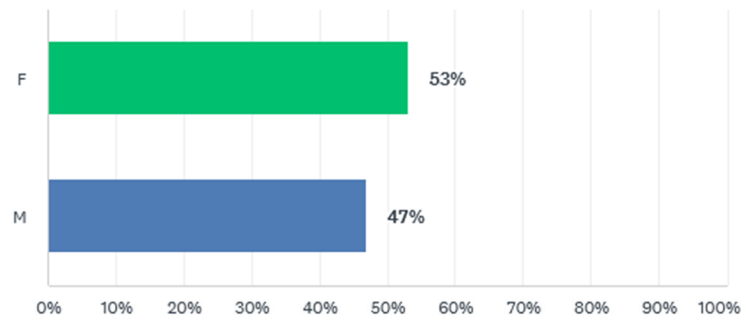
Structured around the Theory of Planned Behavior (TPB), the instrument explores not only self-reported alcohol consumption and DUI behaviors but also the underlying attitudes, perceived social norms, and perceived behavioral control that influence the decision to drive after drinking. By integrating demographic profiles, driving habits, enforcement experiences, and exposure to DUI prevention campaigns, the survey offers a multidimensional understanding of alcohol-related driving risks.

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. The results also provide the *Comisión para la Seguridad en el Tránsito* (CST) and partner agencies with reliable evidence to evaluate current prevention efforts and to guide future policies aimed at reducing alcohol-impaired driving and its associated crashes, injuries, and fatalities.

This outcome carries significant implications for the CST25-4 Driving Under the Influence of Alcohol Attitudinal Survey 2025. It confirms that the entire sample consists of licensed drivers in Puerto Rico who are actively engaged in driving, making them directly relevant to subsequent questions on alcohol consumption, DUI behaviors, attitudes, compliance, and awareness of DUI laws. This complete alignment between the target population and the respondent pool strengthens the validity of the survey's findings and ensures that later sections measure behaviors and perceptions from individuals with firsthand, recent driving experience, particularly in contexts where alcohol consumption and decision-making about driving are most relevant.



Q1 | DEM1 | SEX



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

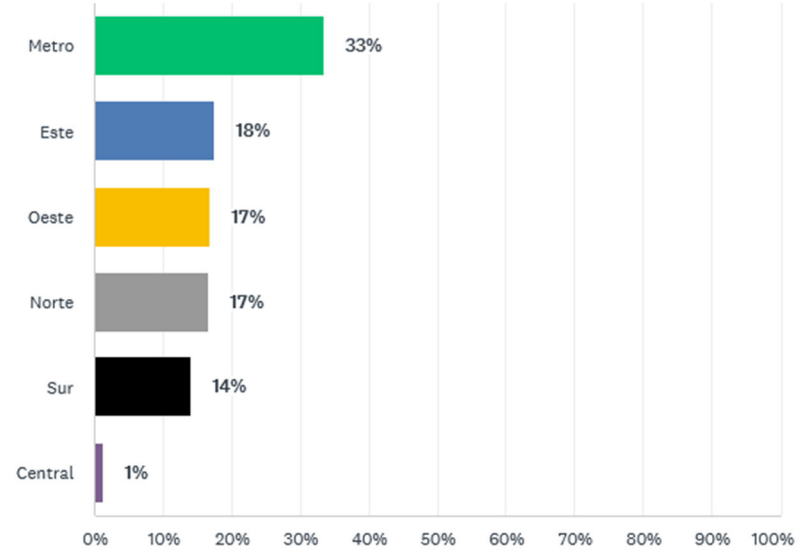
The survey, conducted in August 2025 among Puerto Rican drivers, included 502 respondents, with 51% female (n = 256) and 49% male (n = 246) participants. This nearly balanced gender distribution aligns closely with the most recent U.S. Census Bureau 2024 Puerto Rico Community Survey (ACS), which estimates that approximately 53% of Puerto Rico’s adult population is female and 47% is male. This consistency indicates that the survey’s gender profile is representative of the broader demographic composition of Puerto Rico’s adult population, providing a solid foundation for gender-based analyses of driving behaviors, alcohol consumption, and DUI-related perceptions.



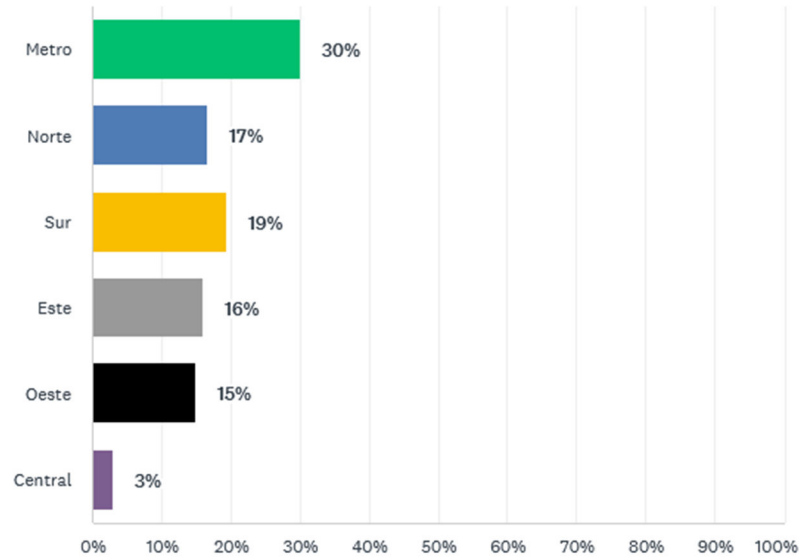
Q2 | DEM2 | REGION



Puerto Rico Driving Under the Influence of Alcohol Attitudinal Survey 2025 (2025-000260)



ANSWER CHOICES	RESPONSES	
▼ Metro	33%	168
▼ Este	18%	88
▼ Oeste	17%	85
▼ Norte	17%	84
▼ Sur	14%	71
▼ Central	1%	6
TOTAL	502	



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 AUGUST 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 crash data shows the Metro region accounted for 33% of reported crashes, followed by Este (18%), Oeste (17%), Norte (17%), Sur (14%), and Central (1%). FARS fatality data presents a similar distribution, with Metro (33%), Este (21%), Norte (18%), Oeste (14%), Sur (14%), and Central (1%).

The survey sample closely mirrors these patterns: Metro (33%, $n = 168$), Este (18%, $n = 88$), Oeste (17%, $n = 85$), Norte (17%, $n = 84$), Sur (14%, $n = 71$), and Central (1%, $n = 6$).

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 DUI-related perceptions, strengthening the relevance of findings for policy development and targeted road safety interventions across Puerto Rico.



Q3 | DEM3 | MUNICIPIO

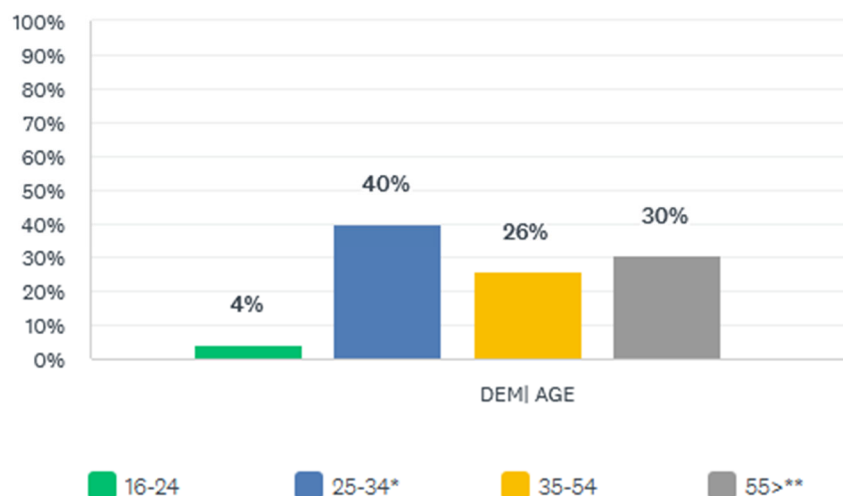
ANSWER CHOICES	RESPONSES	
San Juan	7%	35
Arecibo	6%	30
Toa Baja	6%	28
Trujillo Alto	6%	28
Bayamon	5%	27
Mayaguez	5%	23
Guaynabo	4%	19
Ponce	3%	17
Caguas	3%	14
Canovanas	3%	14
Carolina	3%	14
Catano	3%	14
Cabo Rojo	3%	13
Guayama	2%	11
Santa Isabel	2%	10
Vega Alta	2%	10
Gurabo	2%	9
Juana Díaz	2%	9
Las Piedras	2%	9
Corozal	2%	8
Lajas	2%	8
San German	1%	7
Yauco	1%	7
Aguada	1%	6
Cayey	1%	6
Manati	1%	6
Vega Baja	1%	6
Villalba	1%	6
Aguadilla	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, with San Juan (7%, $n = 35$) and Arecibo, Toa Baja, and Trujillo Alto (6% each) among the leading municipalities in the sample, followed by Bayamón and Mayagüez (5% each), and Guaynabo, Ponce, Caguas, Canóvanas, Carolina, and Cataño (3% each). 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 (40%), a group often associated with increased risk-taking and higher exposure to distracted or impaired driving behaviors. Drivers aged 55+ (30%) and 35–54 (26%) provide balanced input from midlife drivers—frequent vehicle users for work and family responsibilities—and older adults, whose experience may be offset by physical or cognitive considerations. Younger drivers aged 16–24, representing 4% of the sample, align proportionally with their smaller presence in Puerto Rico's licensed driver population.

To support quantitative analysis of age-related patterns, the categories were assigned weights from 1 to 4: respondents aged 16–24 were assigned a weight of 1, 25–34 received 2, 35–54 were assigned 3, and 55+ received 4. This weighted framework enables the computation of average age scores across regions and subgroups, enhancing the ability to detect demographic trends in behaviors and perceptions.

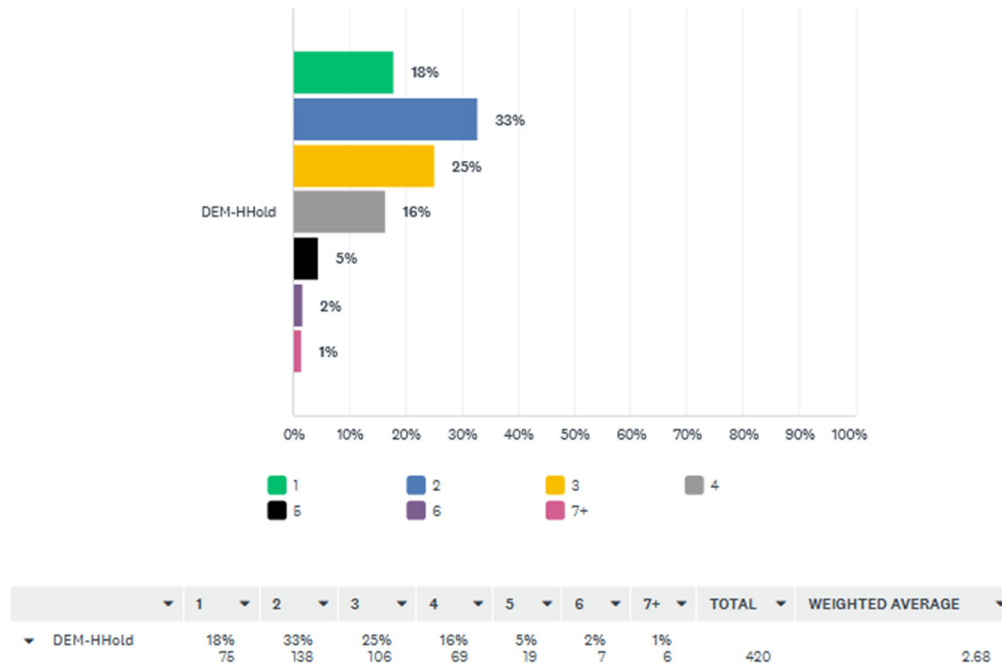
This segmentation mirrors best practices in driver behavior and traffic safety research, as outlined in NHTSA technical guidance and applied in surveys such as the *National Roadside Survey* and the *National Survey on Distracted Driving Attitudes and Behavior*. The three-cohort structure—younger (16–34), midlife (35–54), and older (55+)—facilitates comparability with federally sponsored research and strengthens the survey's external validity for informing policy and program development.

Regional differences in the age distribution highlight distinct profiles across Puerto Rico. In the Metro region (33% of respondents), nearly half are 25–34 years old, with 25% aged 55+, reflecting a mix of younger professionals and retirees. Sur (14%) and Este (18%) skew younger, with more than half of respondents in the 25–34 range. Conversely, Norte (17%), Oeste (17%), and Central (1%) show older profiles, with 55+ drivers comprising 32–40% of respondents, yielding higher weighted averages. These findings suggest that urban and coastal regions are dominated by younger drivers, while northern, western, and central areas have greater concentrations of older adults. Such variation is essential for developing targeted safety interventions tailored to age-related risk profiles in different regions of Puerto Rico.



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, the survey assigned weights from 1 to 7 to represent the number of people in each respondent's household, including themselves: one-person households received a weight of 1, two- to six-person households were assigned weights of 2 through 6, and households with seven or more members received the maximum weight of 7. This framework allows for the calculation of a composite household size score, enabling comparisons across demographic and regional subgroups.

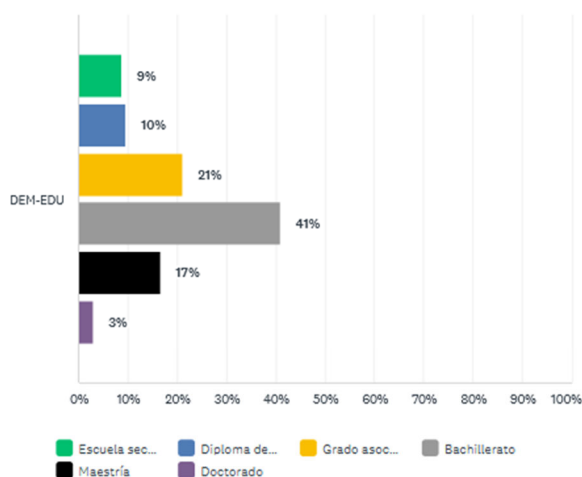
The survey results on household size show that the majority of respondents live in small households, closely mirroring Puerto Rico's population structure as reported by ACS 2024. Two-person households accounted for the largest share (38%), followed by single-person households (29%), three-person households (18%), four-person households (12%), and five-person households (3%). Households with six or more members were negligible, representing less than 1% of the sample. The weighted average household size in the survey is 2.21, slightly lower than the ACS 2024 estimate of 2.48 persons per household. This difference may reflect the survey's focus on licensed drivers, who are somewhat more likely to live in smaller households compared to the broader population that includes non-drivers such as children, elderly dependents, or individuals in multi-generational households (National Highway Traffic Safety Administration [NHTSA], 2020).

Overall, the distribution confirms that two-person households dominate Puerto Rico's driving population, with single-person and three-person households also forming large segments. This comparability with ACS data trends enhances the representativeness of the survey sample 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	3.56

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 387 respondents who answered this question, the largest segment—40% (n = 154)—reported holding a bachelor’s degree, reflecting a highly educated driver base. This was followed by 18% (n = 71) with an associate degree or some college education, and 14% (n = 55) holding a master’s degree. Respondents with a high school diploma represented 12% (n = 47), while those with less than high school education accounted for another 12% (n = 47). A small proportion, 3% (n = 13), reported having achieved a doctoral degree.

To facilitate quantitative analysis, education levels were assigned weights from 1 to 6, with 1 representing the lowest level (high school or less) and 6 the highest (doctoral degree). The weighted average educational attainment of respondents was 3.42, positioning the sample between an associate degree and a bachelor’s degree on the scale used. This high representation of educated drivers suggests that the survey captured 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 prior research has demonstrated an inverse relationship between educational attainment and crash risk.

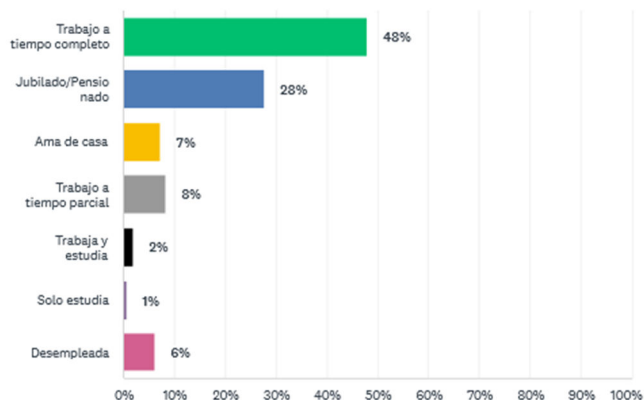
A systematic review by Hasselberg et al. (2021) reported that seven of eight studies found a significant negative association between education and traffic fatalities. Similarly, a study by Sam Houston State University found that each additional year of schooling reduces crash mortality by 5%, with high school 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 461 respondents, the largest segment—43% (n = 198)—reported working full-time, making it the dominant category. Retirees or pensioners represent the second-largest group at 37% (n = 171), reflecting Puerto Rico’s ageing licensed driver population. Smaller proportions include part-time workers (7%, n = 33), homemakers (7%, n = 30), unemployed individuals (4%, n = 18), and a small number of respondents who both work and study (1%, n = 6) or study exclusively (1%, n = 5).

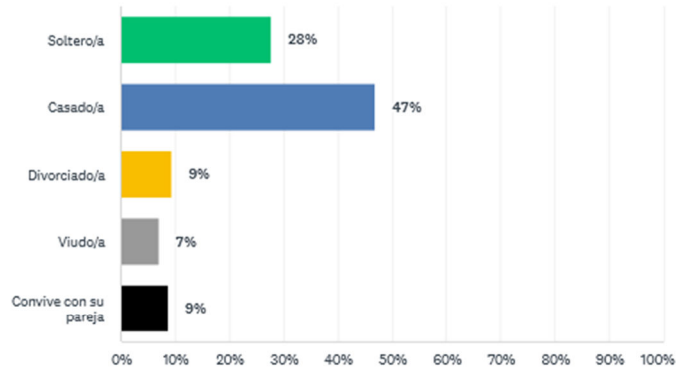
When compared to the U.S. Census Bureau’s 2023/2024 American Community Survey (ACS) estimates, these findings align closely with island-wide labor force trends. The ACS reports a labor force participation rate of approximately 45% for individuals aged 15 and over in Puerto Rico, with an unemployment rate near 6%, closely matching the survey’s unemployment results. The slightly higher share of full-time workers in the survey likely reflects its 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 benchmarks strengthens the representativeness of the sample, particularly for key labor force indicators. Importantly, the significant proportion of retirees underscores the necessity of considering age-related driving behaviors, physical capacity, and risk perception in distracted driving research. By incorporating both employed and retired respondents, the survey provides a robust socioeconomic profile of Puerto Rican drivers, enhancing the validity of its findings for evidence-based policy development and targeted safety interventions.



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 = 439) shows the following marital status distribution: Married (48%, n = 211), Single/Never Married (30%, n = 130), Divorced (8%, n = 33), Widowed (8%, n = 33), and Cohabiting (7%, n = 32). This distribution highlights that nearly half of respondents are married, while the other half is spread across non-married categories. 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 (48%) closely mirrors national benchmarks, while the combined categories of single, divorced, widowed, and cohabiting (53%) align with the broader U.S. distribution.

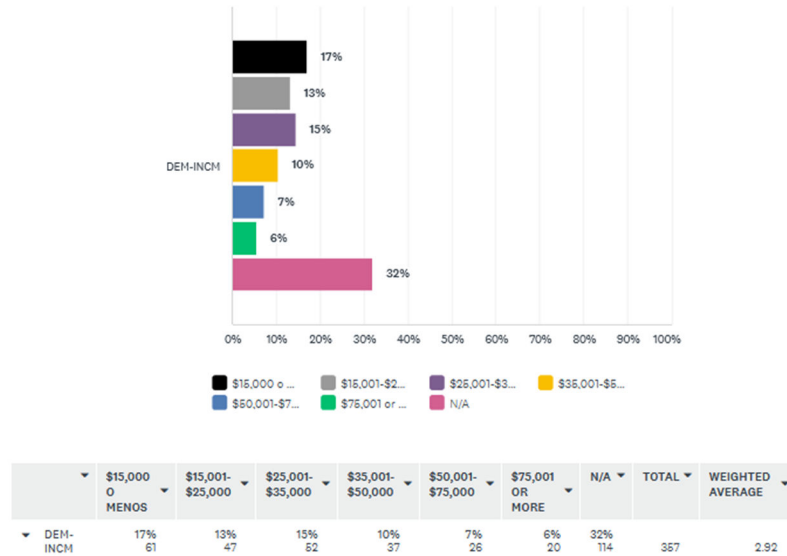
Several studies have found an association between marital status and motor vehicle crash risk, even when controlling for age, sex, and driving exposure. A cohort study in New Zealand reported that never married individuals had more than double the risk of driver injury compared to married counterparts (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, divorced, and widowed drivers may engage in greater risk-taking behaviors or lack social support systems that influence driving patterns and crash exposure.



Q9 | DEM9 | ANNUAL INCOME

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

Answered: 357 Skipped: 145



The survey measured household income using six categories, ranging from \$15,000 or less to \$75,001 or more, plus a “N/A” option for those unwilling to disclose. Each category was assigned a weight from one to six, enabling computation of a composite income score and allowing analysis of its relationship to driving behaviors. Among the 104 respondents who reported income, 8% earned \$15,000 or less ($n = 36$), 6% earned \$15,001–\$25,000 ($n = 26$), and 4% earned \$25,001–\$35,000 ($n = 16$). An additional 3% reported \$35,001–\$50,000 ($n = 12$), 2% earned \$50,001–\$75,000 ($n = 8$), and 1% earned more than \$75,000 ($n = 6$). Notably, 76% ($n = 331$) of respondents selected “N/A,” reflecting the sensitivity of income disclosure.

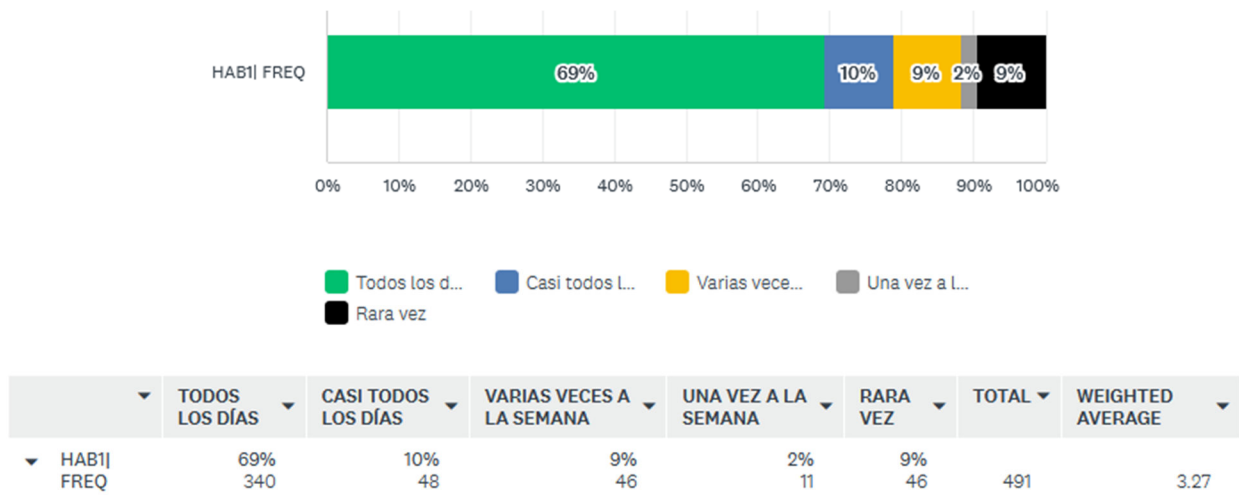
The relatively high nonresponse rate (76%) underscores the sensitivity of income-related questions, a well-documented challenge in survey research, particularly in telephone and online surveys. Respondents often avoid income questions due to privacy concerns, reluctance to disclose financial details, or uncertainty about exact amounts. Despite this limitation, the distribution among those who reported income is broadly consistent with the U.S. Census Bureau’s 2023 American Community Survey (ACS) data, which indicates a median household income of approximately \$25,096 in Puerto Rico and shows that nearly three-quarters of households earn below \$50,000.

This alignment suggests that, while income nonresponse is high, the reported figures provide a reasonable socioeconomic snapshot of Puerto Rican drivers. Importantly, research has demonstrated 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, thereby contributing to poorer driving outcomes (Bishai et al., 2006; Cubbin et al., 2000). Understanding the income distribution of drivers is therefore critical for tailoring traffic safety interventions to the realities of at-risk populations.



Q10 | HAB1 | DRIVING FREQUENCY

How often do you drive a vehicle?



The survey results highlight that most respondents are frequent drivers, underscoring the heavy reliance on private vehicles in Puerto Rico. A total of 69% (n = 340) reported driving every day, while 10% (n = 48) reported driving almost every day. Combined, nearly four out of five respondents (79%) drive on a near-daily basis. Smaller proportions reported driving several times per week (9%, n = 46), once per week (2%, n = 11), or rarely (9%, n = 46).

Responses were measured on a weighted scale from 1 to 5, where 1 represented “rarely” and 5 represented “every day.” The resulting weighted average of 3.27 reflects a predominance of highly active drivers, whose daily driving exposure increases opportunities for distraction-related incidents. This methodological approach allows driving frequency to be incorporated into composite behavioral indices and correlated with other key survey measures, such as mobile device use and risky driving habits.

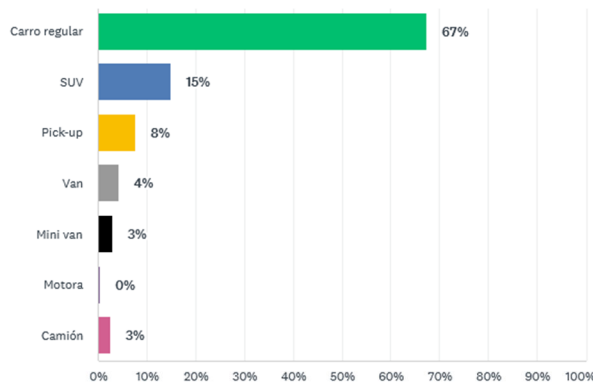
The high frequency of daily drivers is consistent with Puerto Rico’s limited public transportation infrastructure, which compels residents to depend heavily on private vehicles for commuting, work, and errands. This trend is significant for distracted driving research because frequent drivers face more opportunities for secondary task engagement while on the road. Prior studies support this interpretation: Dingus et al. (2016) found that increased driving exposure is directly associated with a higher likelihood of distraction, while Guo et al. (2017) confirmed that frequent drivers encounter greater risk of distraction-related crashes.

Together, these findings suggest that interventions and awareness campaigns should prioritize daily and near-daily drivers as a high-exposure, high-risk group.



Q11 | HAB2 | VEHICLE TYPE

What type of vehicle do you mainly drive?



ANSWER CHOICES	RESPONSES	
Carro regular	67%	323
SUV	15%	71
Pick-up	8%	37
Van	4%	20
Mini van	3%	14
Motora	0%	2
Camión	3%	12
TOTAL		479

The survey results show that the majority of respondents rely on standard passenger cars as their primary mode of transportation. A total of 67% (n = 323) reported driving a regular car, making it by far the dominant vehicle type in the sample. This was followed by 15% (n = 71) who drive SUVs, 8% (n = 37) who use pickup trucks, 4% (n = 20) who drive vans, and 3% (n = 14) who use minivans. Motorcycle use was virtually nonexistent, with only 2 respondents (<1%) identifying it as their primary vehicle, and 3% (n = 12) reported driving trucks.

This distribution mirrors vehicle ownership patterns in Puerto Rico, where passenger cars remain the most prevalent due to affordability, fuel efficiency, and suitability for the island's urban and suburban driving conditions. The smaller shares of SUVs and pickup trucks reflect their higher costs and more specialized usage, such as for families, recreational activities, or work-related purposes. The very low prevalence of motorcycles underscores cultural preferences and infrastructural limitations that discourage motorbike adoption.

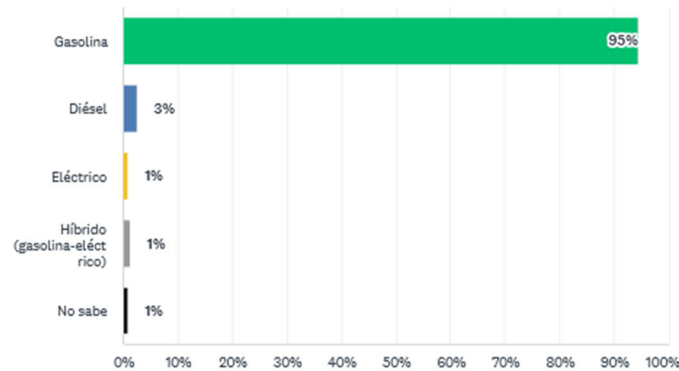
The type of vehicle driven has implications for traffic safety and distracted driving behavior. Research has shown that drivers of larger vehicles, such as SUVs and pickups, are more likely to be involved in aggressive driving behaviors and are overrepresented in certain crash types compared to passenger car drivers (Williams, 2003). Similarly, perceptions of greater safety in larger vehicles may foster overconfidence and risk-taking behaviors, including multitasking or using mobile devices while driving (Farmer, 2006). By capturing vehicle type, the survey provides essential context for understanding how different driver populations may experience and respond to risks associated with distracted driving.



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

The survey results highlight Puerto Rico's overwhelming reliance on gasoline-powered vehicles. Among the 428 respondents, 97% (n = 415) reported using gasoline, while diesel-powered vehicles accounted for just 2% (n = 7). Electric and hybrid vehicles were each reported by fewer than 1% of participants (n = 2 for each), and 1% (n = 2) indicated they did not know their vehicle's fuel type.

This distribution reflects the broader automotive market in Puerto Rico, which remains dominated by gasoline vehicles despite global momentum toward electrification. The negligible adoption of electric and hybrid vehicles underscores the island's ongoing challenges: limited charging infrastructure, higher upfront costs, and insufficient policy incentives. These barriers slow the transition toward cleaner technologies and stand in contrast to U.S. mainland trends, where electric vehicle adoption has accelerated in recent years.

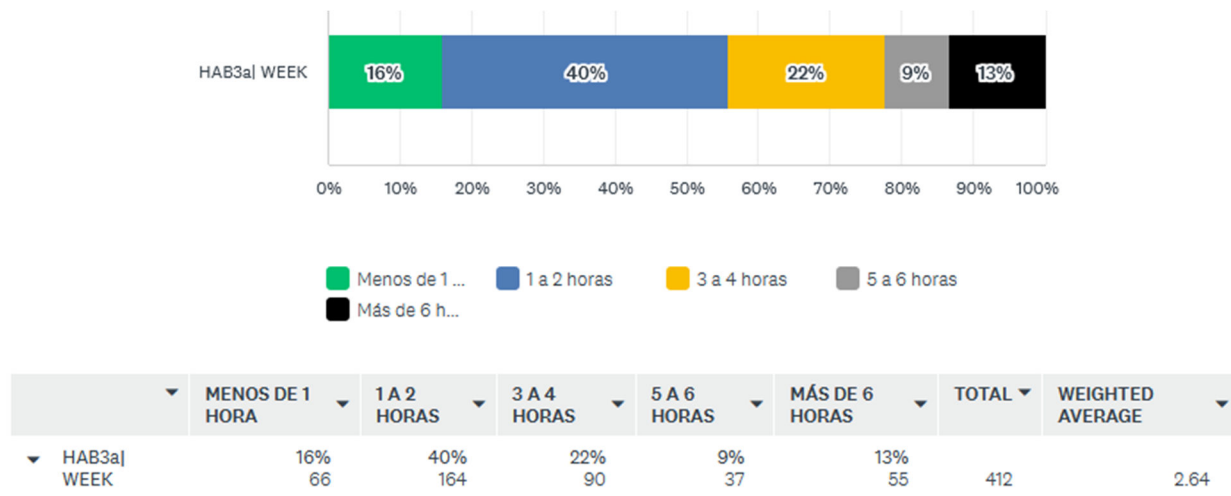
From a transportation safety and policy perspective, the persistence of gasoline reliance also poses challenges for the integration of autonomous vehicles (AVs), most of which are designed as electric or hybrid platforms. Without parallel investments in charging infrastructure, grid modernization, and supportive policies, Puerto Rico may struggle to accommodate emerging AV technologies.

By documenting the current fuel landscape, the survey establishes a critical baseline for understanding technological and behavioral readiness for sustainable mobility. It also underscores the urgency of coordinated public policy and infrastructure development to support a gradual but necessary transition toward electric, hybrid, and ultimately AV-compatible transportation systems in Puerto Rico.



Q13 | HAB3a | WEEKDAYS DRIVING

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



The survey results reveal distinct patterns in weekday driving time. The largest share of respondents, 40% (n = 164), reported driving between 1 and 2 hours per day, making this the most common category. This is followed by 22% (n = 90) who drive 3 to 4 hours daily, and 16% (n = 66) who drive less than 1 hour. Longer driving times were less frequent but still notable, with 13% (n = 55) reporting more than 6 hours per day and 9% (n = 37) spending 5 to 6 hours driving. The weighted average of 2.64 falls between the 1–2 hour and 3–4-hour categories, indicating that the typical driver spends about 2–3 hours on the road each weekday.

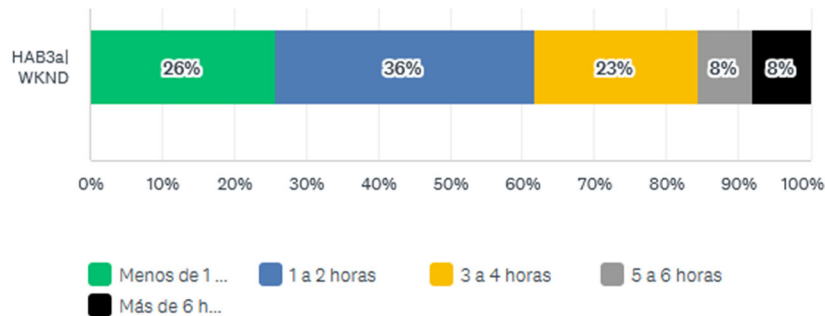
By applying a weighted scale (1 = less than 1 hour, 5 = more than 6 hours), the analysis highlights the predominance of moderate driving times. Nearly three-fourths (78%) of respondents reported spending between 1 and 4 hours behind the wheel on weekdays, underscoring the prevalence of commuting and regular vehicle use. At the same time, the 13% who drive more than 6 hours daily represent a significant subgroup, composed of commercial drivers, delivery workers, or individuals with extended commutes. Conversely, 16% who drive less than 1 hour suggest a smaller population with short commutes or limited weekday travel needs.

These findings emphasize the importance of considering driving exposure when analyzing distracted driving risks. Longer daily driving times increase opportunities for distraction and fatigue, both of which are critical factors in crash risk. Understanding these exposure patterns helps identify which segments of drivers are most vulnerable and were targeted interventions, such as fatigue management or distraction awareness campaigns, could be most impactful.



Q14 | HAB3a | WEEKENDS DRIVING

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



	MENOS DE 1 HORA	1 A 2 HORAS	3 A 4 HORAS	5 A 6 HORAS	MÁS DE 6 HORAS	TOTAL	WEIGHTED AVERAGE
HAB3a WKND	26% 99	36% 139	23% 87	8% 29	8% 31	385	2.36

The results show that weekend driving patterns are somewhat more varied compared to weekdays. The largest share of respondents, 36% (n = 139), reported driving between 1 and 2 hours, making this the most common weekend category. This is followed by 26% (n = 99) who drive less than 1 hour and 23% (n = 87) who spend 3 to 4 hours on the road. A smaller proportion of respondents, 8% each (n = 29 and n = 31), reported driving 5–6 hours or more than 6 hours, respectively. The weighted average of 2.36 falls between the 1–2 hour and 3–4 hour categories, indicating that the typical respondent drives between 2 and 3 hours on weekends.

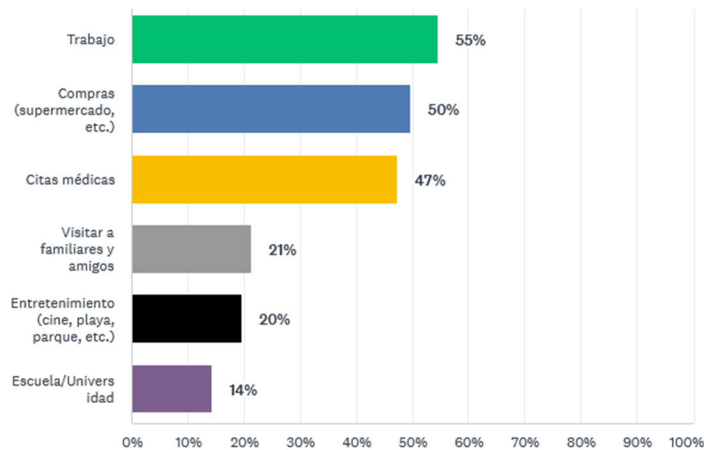
Using a weighted scale (1 = less than 1 hour, 5 = more than 6 hours), the data emphasize that a majority (62%) of respondents limit their weekend driving to under 2 hours. However, a meaningful segment—nearly one in five respondents (16%)—spend over 5 hours driving on weekends, reflecting patterns associated with leisure travel, long commutes to family or recreational areas, or work demands extending into weekends.

This contrast with weekday patterns suggests that while daily commuting dominates weekday driving exposure, weekend driving is shaped more by discretionary activities, travel preferences, and occasional long trips. These extended weekend driving times represent periods of elevated crash risk, as longer trips may involve higher-speed roadways, driver fatigue, or increased opportunities for distraction. Understanding these differences provides valuable context for designing targeted awareness campaigns and safety interventions tailored to weekend driving behaviors.



Q15 | HAB4 | WEEKDAY DESTINATIONS

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



ANSWER CHOICES	RESPONSES
Trabajo	55% 223
Compras (supermercado, etc.)	50% 203
Citas médicas	47% 193
Visitar a familiares y amigos	21% 87
Entretenimiento (cine, playa, parque, etc.)	20% 80
Escuela/Universidad	14% 58
Total Respondents: 408	

The most frequent destination for drivers is work, cited by 55% of respondents (n = 223), confirming that employment-related commuting dominates weekday travel. Shopping trips, such as visits to supermarkets, follow closely at 50% (n = 203), underscoring the importance of routine errands in daily mobility. Medical appointments are also highly reported, with 47% (n = 193) indicating they regularly drive for healthcare needs.

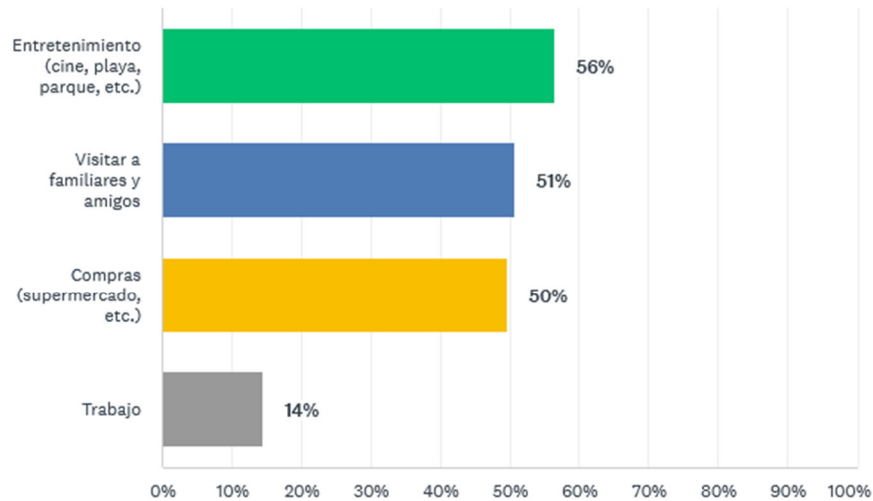
By contrast, fewer respondents identified social or leisure activities as primary driving purposes: 21% (n = 87) reported visiting family or friends, 20% (n = 80) cited entertainment activities such as cinema, beach, or parks, and only 14% (n = 58) reported traveling to school or university. These findings highlight that weekday driving is predominantly structured around essential and practical activities, work, healthcare, and shopping—while discretionary or recreational trips occur less frequently.

The strong presence of work-related commuting emphasizes the reliance on private vehicles for employment mobility in Puerto Rico, while the relatively high share of medical travel points to the central role of healthcare in weekly transportation needs. Leisure and education-related trips, though less common, still represent important subsegments of travel behavior. Together, these insights provide a clear picture of mobility priorities, informing both traffic planning and targeted safety interventions by focusing on the context where drivers spend most of their travel time.



Q16 | HAB5 | WEEKEND DESTINATIONS

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



ANSWER CHOICES	RESPONSES	
Entretenimiento (cine, playa, parque, etc.)	56%	207
Visitar a familiares y amigos	51%	186
Compras (supermercado, etc.)	50%	182
Trabajo	14%	53
Total Respondents: 367		

The most common weekend driving purpose is entertainment, cited by 56% of respondents (n = 207). This category includes activities such as going to the cinema, beach, or park, underscoring the recreational nature of weekend mobility. The second most frequent purpose is visiting family and friends, reported by 51% (n = 186), reflecting the importance of social connections during weekends. Shopping trips remain significant, with 50% (n = 182) of respondents continuing errands such as grocery or retail visits. In contrast, work-related driving declines sharply on weekends, with only 14% (n = 53) indicating employment as their primary destination.

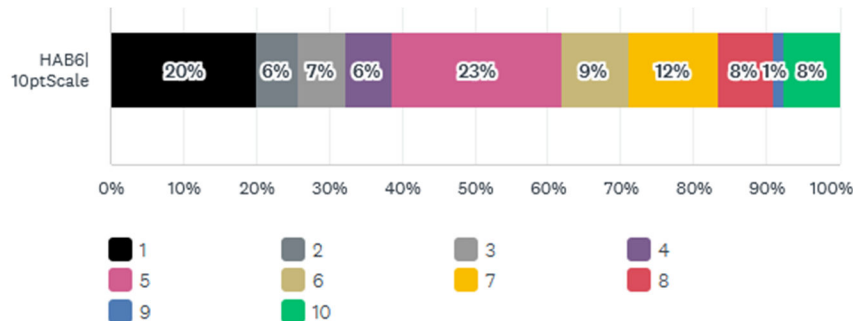
These results confirm a marked shift from weekday to weekend driving patterns. While weekdays are dominated by work and essential obligations, weekends emphasize leisure, socializing, and errands. This contrast highlights the dual role of private vehicles in Puerto Rico: as both a tool for daily necessity and a means for recreational and social engagement.

For transportation planning, this shift implies a need for policies that account for increased leisure-related mobility during weekends, such as congestion management in recreational zones and safety campaigns targeting social and leisure drivers.



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?



	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
HAB6 10ptScale	20% 94	6% 27	7% 31	6% 30	23% 110	9% 43	12% 58	8% 36	1% 6	8% 36	471	4.83

The results indicate a polarized perception of driving conditions in Puerto Rico. The most common rating is 5 (neutral), chosen by 23% of respondents (n = 110), suggesting a significant portion of drivers neither view conditions positively nor negatively. However, a large share—20% (n = 94)—rated conditions at 1 (very bad), highlighting widespread dissatisfaction. Other negative ratings (2–4) collectively account for 19% of responses, reinforcing the prevalence of discontent.

On the positive side, 12% rated conditions as 7, and 8% rated them as 10 (very good), but higher satisfaction levels remain a minority. Ratings of 8 and 9 together make up just 9% of responses, showing that only a small proportion view driving condition favorably.

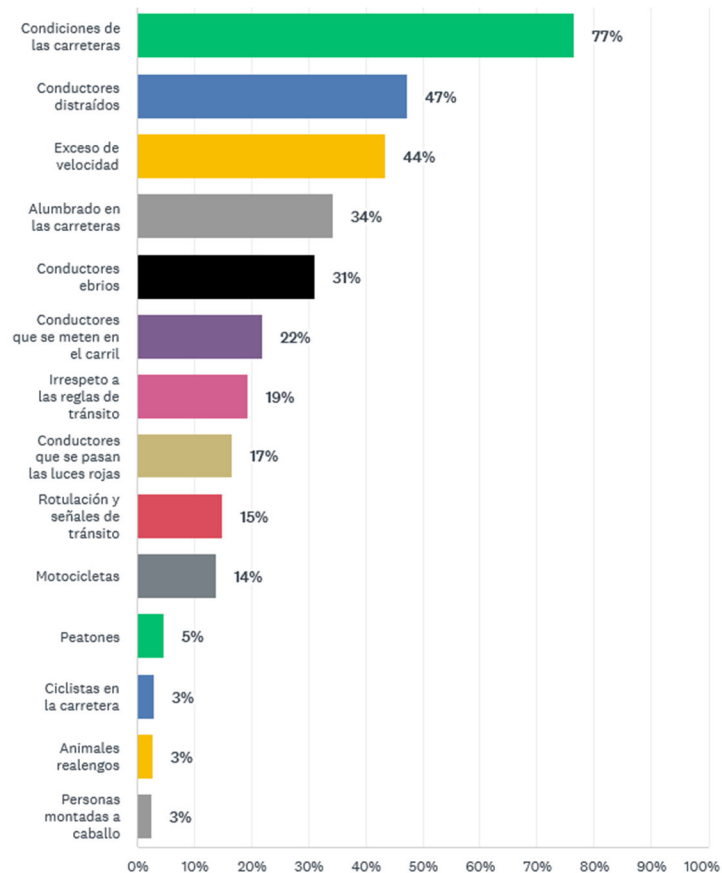
The weighted average is 4.83, slightly below the midpoint of the scale, emphasizing that perceptions lean toward negative or neutral rather than positive. This distribution suggests that drivers perceive systemic challenges such as poor road infrastructure, congestion, and unsafe driving behaviors.

From a policy standpoint, these findings underscore the urgency of road maintenance programs, better enforcement of traffic laws, and public education campaigns aimed at improving driver culture. Enhancing these conditions could shift perceptions upward, reduce dissatisfaction, and promote safer, more efficient mobility.



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?



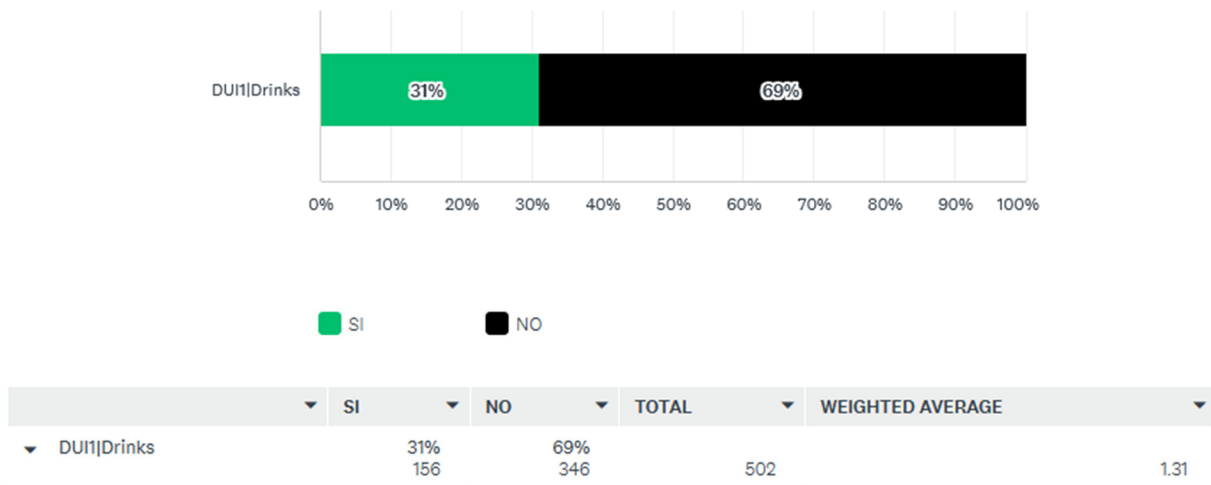
The most pressing concern identified by respondents is the condition of the roads, cited by 83%, reflecting widespread dissatisfaction with Puerto Rico's infrastructure. The second most common issue is distracted driving, reported by 56%, pointing to the risks associated with mobile device use and driver inattention. Speeding follows closely at 48%, highlighting aggressive driving as another significant danger on the island's roads. Other critical concerns include drunk driving (41%), poor road lighting (39%), and drivers cutting into lanes (38%), all of which indicate the combination of behavioral risks and environmental deficiencies that elevate crash risk. Additionally, running red lights (34%), motorcyclists (32%), and general disregard for traffic rules (25%) were frequently cited.

Less common, but still relevant, concerns include inadequate signage (18%), people riding horses (17%), stray animals (17%), cyclists (15%), and pedestrians (14%). This distribution underscores that road safety concerns extend beyond driver behavior, with infrastructure and environmental factors playing an equally critical role. The dominance of road conditions as the top issue highlights the urgent need for greater investment in road repair and maintenance, while the high levels of concern regarding distracted driving, speeding, and drunk driving emphasize the importance of stronger enforcement measures and targeted awareness campaigns. Together, these findings call for a multifaceted approach to improve road safety in Puerto Rico.



Q19 | DUI1 | ALCOHOL CONSUMPTION

Do you consume alcoholic beverages?



The survey results regarding alcohol consumption reveal that most respondents do not consume alcoholic beverages. Out of 502 participants, 69% (346 individuals) reported that they do not drink, while 31% (156 individuals) indicated that they do. The weighted average is 1.31, which leans strongly toward the “No” category, confirming that abstinence from alcohol is the predominant behavior among respondents.

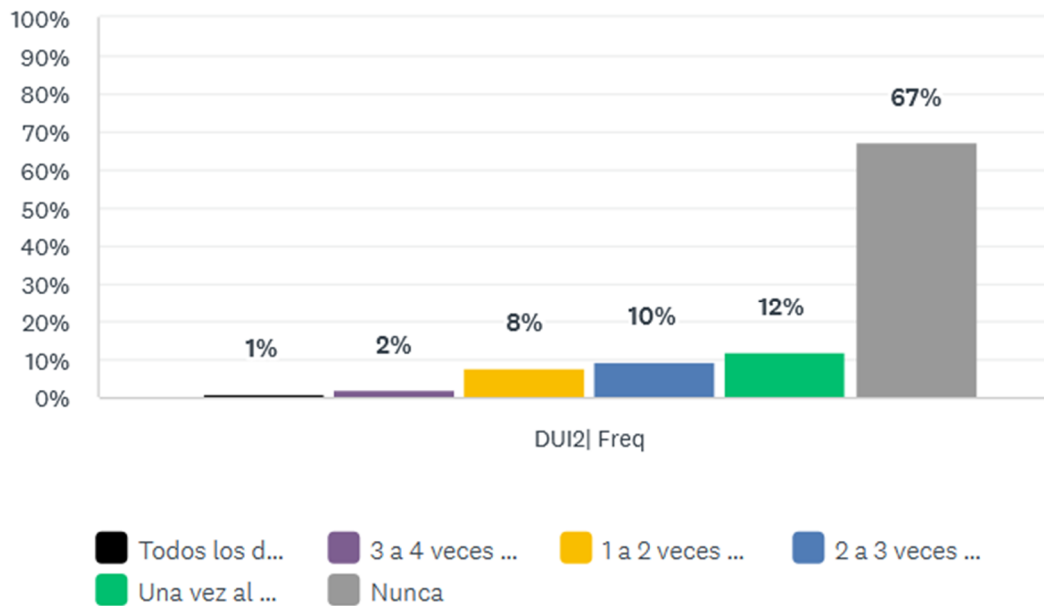
This distribution provides meaningful insights into drinking patterns that have implications for both public health and traffic safety policies. The fact that nearly one-third of respondents admit to consuming alcohol suggests that there remains a sizable population at potential risk for alcohol-related driving incidents, particularly in the context of impaired driving. On the other hand, the large majority who abstain from drinking highlights a general cultural or lifestyle trend toward reduced alcohol consumption within the surveyed group.

From a traffic safety perspective, these findings underscore the importance of continuing educational campaigns, strict enforcement of DUI laws, and preventive initiatives targeting the 31% who consume alcohol. Although not all drinking necessarily leads to impaired driving, this subgroup represents the primary focus for risk reduction strategies. Overall, the results emphasize both a positive trend of non-consumption and the ongoing need to address responsible alcohol use.



Q20 | DUI2 | ALCOHOL FREQUENCY

How often do you consume alcohol?



Among the 484 respondents, the majority (67%) reported never consuming alcohol, which is a strong indicator of lower exposure to DUI risk within this group. However, the remaining 33% of respondents do consume alcohol with varying frequency, which warrants closer attention in relation to driving behaviors.

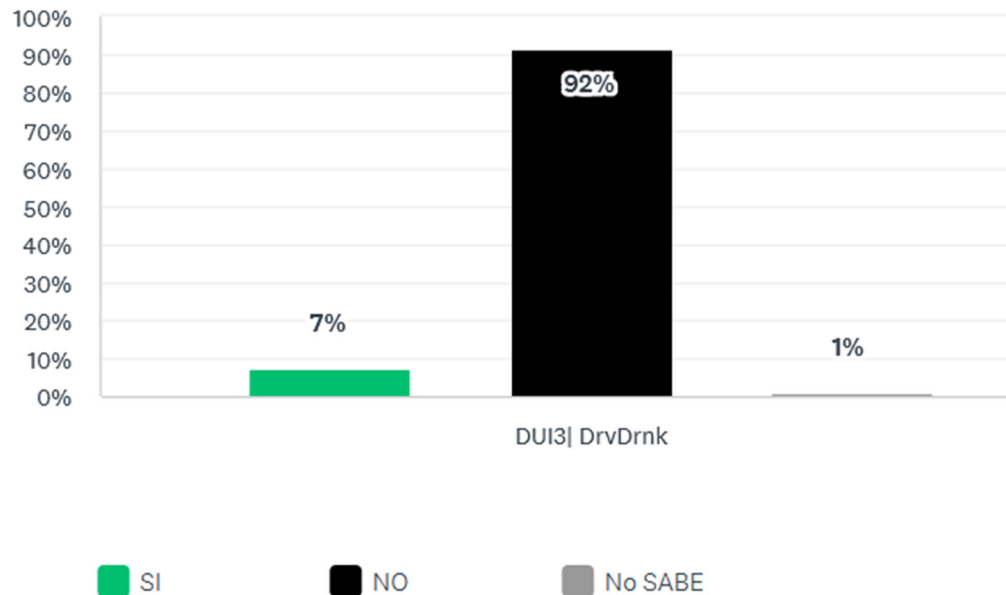
Specifically, 12% of respondents reported drinking once a month or less, while 10% consume alcohol two to three times per month. Another 8% drink one to two times per week, and 2% reported drinking three to four times per week. Alarming, 1% indicated daily alcohol consumption. Though these percentages may seem small, they represent significant potential risk when translated into real-world driving scenarios, particularly when combined with cultural or social norms that may tolerate moderate alcohol use before driving.

These findings highlight the importance of continuous DUI education and enforcement strategies. While the high percentage of non-drinkers is encouraging, the fact that one-third of respondents consume alcohol regularly underscores the need for targeted interventions. Campaigns emphasizing designated drivers, strict enforcement of legal blood alcohol limits, and awareness of sanctions may be crucial to reducing DUI incidents in Puerto Rico.



Q21 | DUI3 | DUI PAST 12M

In the last 12 months, have you driven after consuming alcohol?



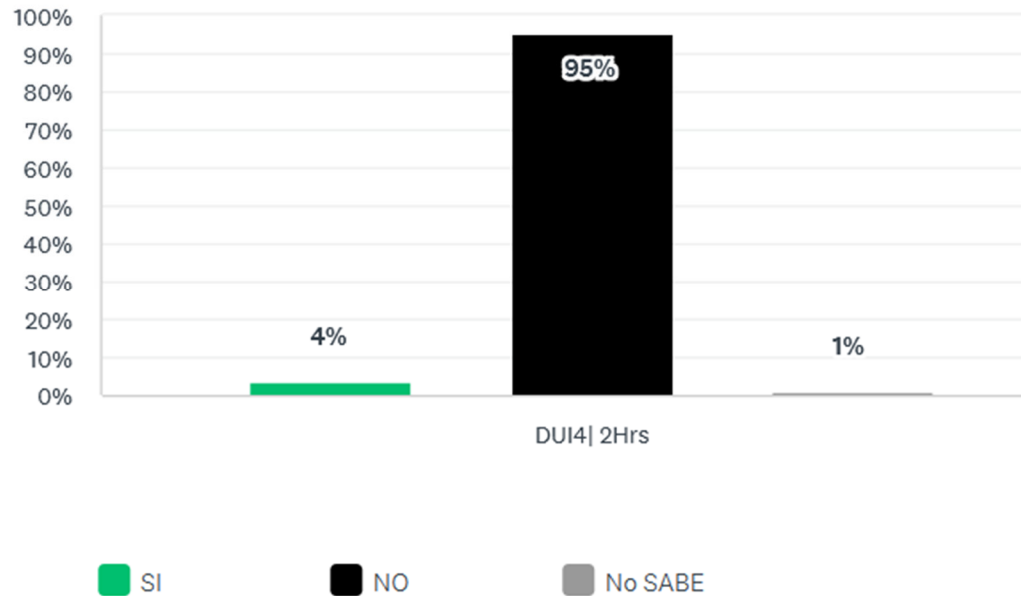
The survey results on self-reported driving under the influence over the past 12 months show that a large majority of respondents (92%) indicated they have not driven after drinking alcohol, while 7% admitted to doing so, and 1% were uncertain. This finding is encouraging as it demonstrates a generally high level of compliance with safe driving behaviors among the surveyed group. However, the 7% who reported driving after consuming alcohol represent a significant concern, as even a relatively small percentage can translate into a considerable number of impaired drivers when applied to the broader population.

This highlights the persistent challenge of DUI prevention, as a minority continues to engage in risky behavior despite public awareness campaigns and legal sanctions. The results suggest that while most drivers recognize and respect the dangers of impaired driving, enforcement and targeted interventions are still needed to address those who remain at risk of endangering themselves and others.



Q22 | DUI4 | DUI PAST 30D

In the past 30 days, have you driven within 2 hours after drinking alcohol?



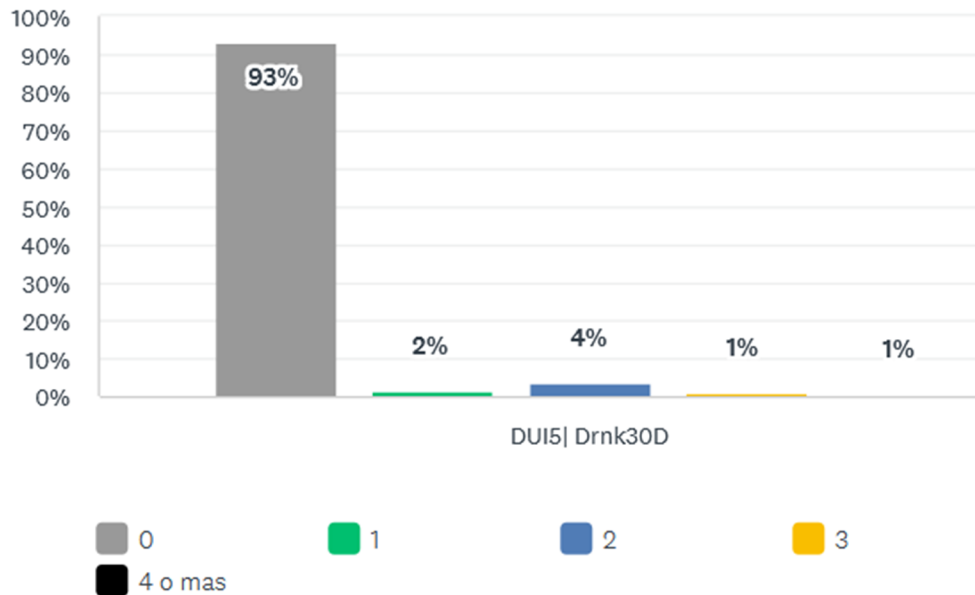
The survey results for DUI4 reveal that in the last 30 days, 95% of respondents reported not driving a vehicle within two hours of consuming alcohol, while only 4% admitted to doing so, and 1% were unsure. This overwhelmingly positive response demonstrates that the vast majority of drivers are exercising caution and avoiding high-risk behaviors associated with impaired driving. The findings suggest that awareness campaigns and law enforcement efforts may be effective in discouraging short-term post-consumption driving, a critical window when blood alcohol concentration (BAC) is likely to be highest.

However, the 4% who acknowledged driving within two hours of drinking remain a concern, as their actions pose a significant safety risk not only to themselves but also to others on the road. While the percentage is small, in real population terms it can represent a sizable number of drivers. These results highlight both progress and the ongoing need for targeted interventions and education to eliminate impaired driving entirely.



Q23 | DUI5 | DUI FREQUENCY 30D

How many times have you driven after consuming alcohol in the past 30 days?



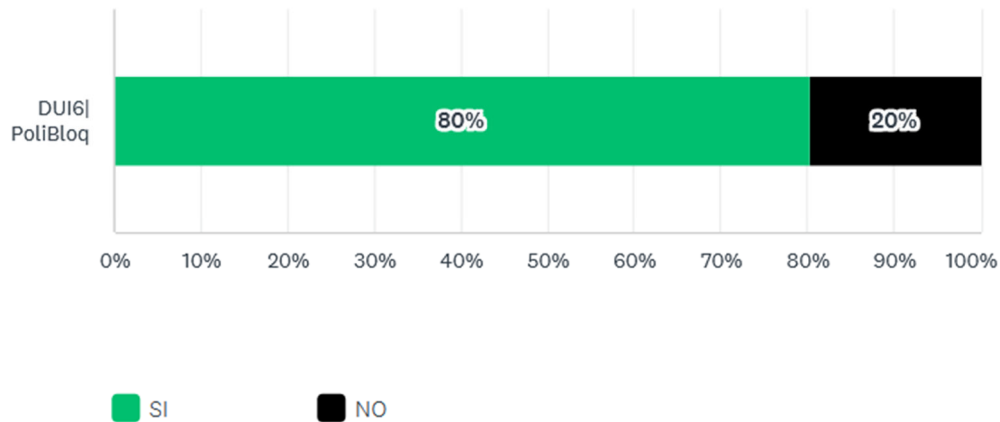
The results of DUI5 provide a deeper look into the frequency of driving under the influence within the last 30 days. A large majority, 93% of respondents, reported not driving at all after drinking during this period, which is an encouraging finding. However, 7% admitted to engaging in this behavior at least once: 2% drove once, 4% drove twice, 1% drove three times, and 1% admitted to four or more instances.

While the percentages for repeated offenses are small, the presence of individuals who report multiple incidents of drinking and driving within a single month is a red flag. These findings indicate that although impaired driving is not widespread among the surveyed population, there exists a high-risk group that consistently engages in unsafe behavior. Targeted interventions focusing on this small but persistent group are essential. Educational campaigns, increased enforcement, and stricter penalties could help reduce recidivism and further lower impaired driving rates.



Q24 | DUI6 | CHECKPOINTS

Do you favor or oppose police checkpoints to identify drunk drivers?



The DUI6 results highlight a strong majority in favor of preventive enforcement measures against drunk driving. Specifically, 80% of respondents expressed support for police checkpoints on roads to identify drivers under the influence of alcohol, while only 20% opposed them. This demonstrates significant public backing for visible enforcement strategies as a way to deter risky behaviors and enhance road safety.

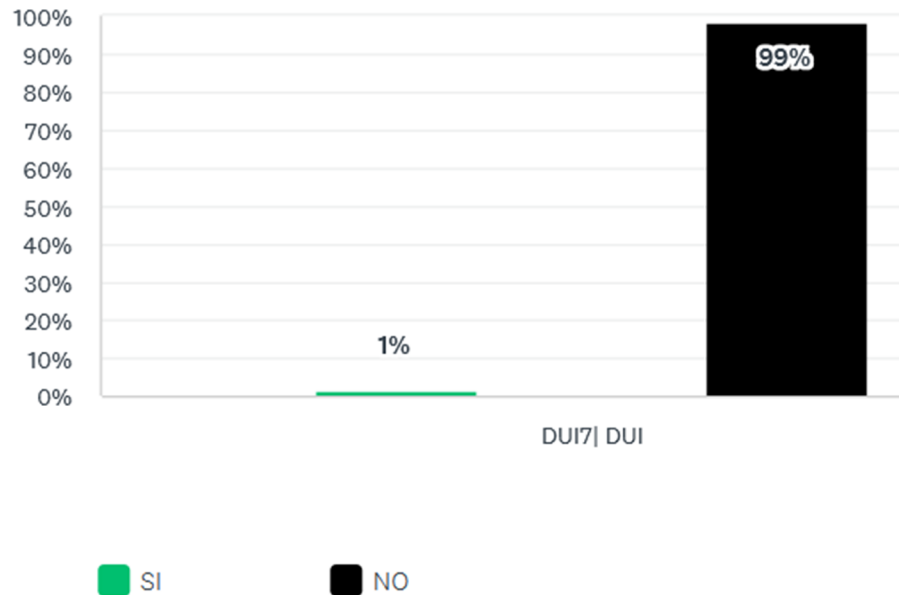
The high approval rate suggests that most drivers recognize the value of checkpoints in reducing accidents and potentially saving lives. It also indicates trust in law enforcement's role in addressing impaired driving. However, the 20% who oppose such measures may be concerned about inconvenience, perceived invasions of privacy, or distrust in police practices.

Overall, the findings support the continuation and possible expansion of checkpoint operations, as the majority of the population views them positively. For policymakers and enforcement agencies, this endorsement provides a strong mandate to intensify these actions as a central part of road safety campaigns.



Q25 | DUI7 | ARRESTED DUI

Have you ever been arrested for DUI?



The results for question DUI7 show that nearly all respondents have never been arrested for driving under the influence of alcohol. Out of 478 participants, 99% indicated “No”, while only 1% reported having been arrested for DUI at some point in their lives.

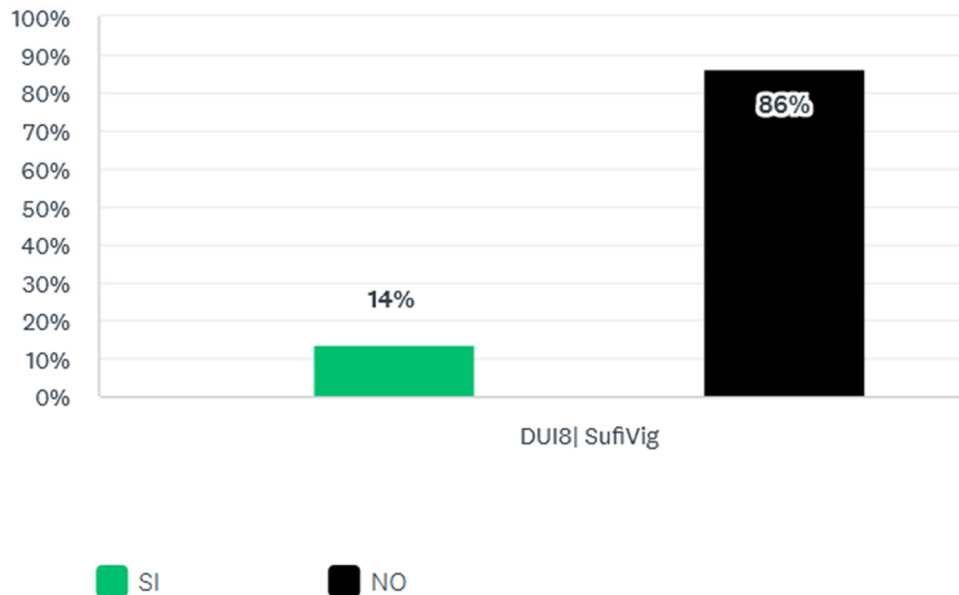
This overwhelming majority suggests that DUI arrests are relatively rare within the surveyed population, either because most drivers avoid this behavior or because enforcement actions result in limited arrests compared to the number of potential offenders. The finding could also reflect effective deterrence by laws, sanctions, and awareness campaigns, which discourage individuals from engaging in impaired driving to the extent of facing arrest.

However, the small percentage of individuals who reported being arrested indicates that DUI remains a real issue with significant legal consequences for those affected. For policymakers, the data underlines the importance of maintaining strict enforcement and educational strategies to keep the rate of DUI arrests low while continuing to prevent impaired driving incidents.



Q26 | DUI7 | POLICE SURVEILLANCE

Do you believe there is enough police enforcement to stop drunk drivers?



The results reveal a strong perception among respondents that current enforcement efforts are insufficient to stop drunk drivers. Out of 498 participants, 86% answered “No”, indicating they do not believe there is enough vigilance on the roads to effectively deter or catch intoxicated drivers. In contrast, only 14% responded “Yes”, suggesting that a small minority feels current monitoring and enforcement are adequate.

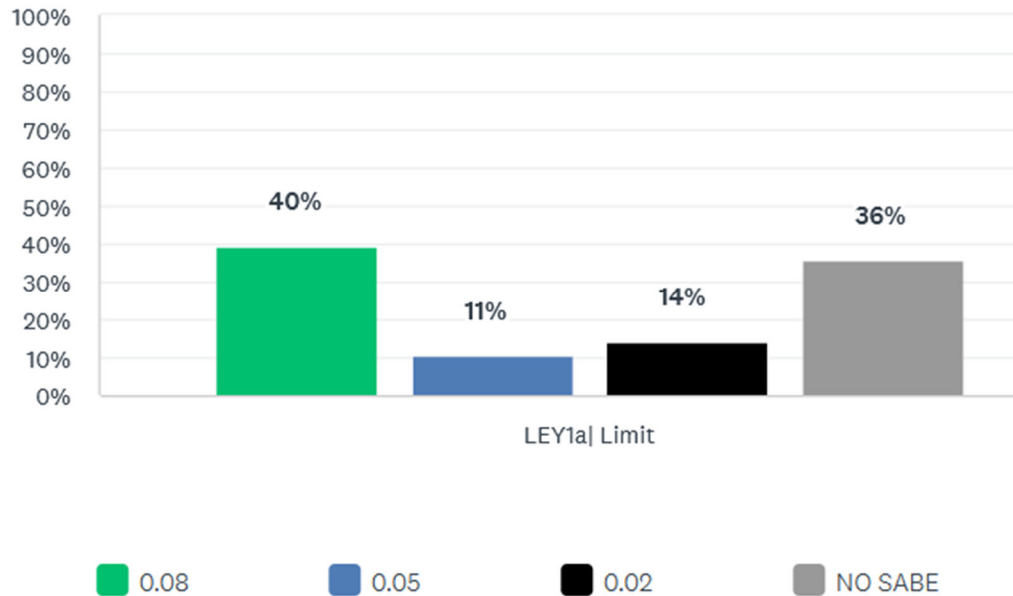
This data highlights a significant gap between public expectations and the perceived effectiveness of law enforcement strategies. The overwhelming majority view suggests a demand for stronger, more visible, and consistent policing, whether through checkpoints, patrols, or technological enforcement measures. Such findings underscore the importance of increasing resources and visibility for DUI prevention strategies.

For policymakers and traffic safety agencies, these results present a clear mandate: citizens overwhelmingly feel that current vigilance levels are insufficient and that enhanced measures are urgently needed to improve road safety.



Q27 | LEY1a | LEGAL LIMIT PR

What is the legal blood alcohol limit for driving in PR?



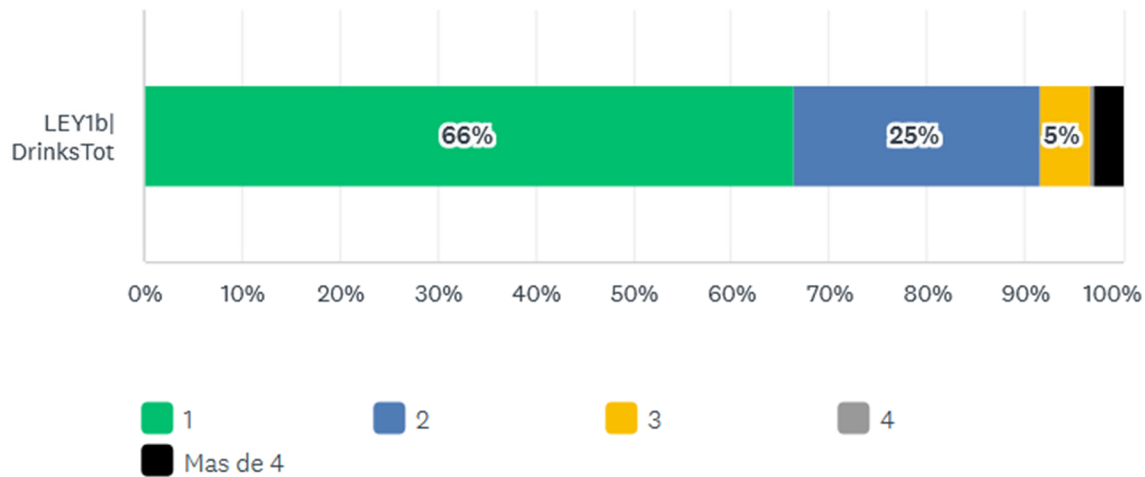
The survey asked respondents in Puerto Rico about the legal blood alcohol concentration (BAC) limit for driving. Results reveal significant gaps in knowledge. Only 40% correctly identified the legal limit as 0.08. Meanwhile, 11% incorrectly believed the limit was 0.05, 14% thought it was 0.02, and a substantial 36% admitted they did not know the correct answer.

This finding highlights that less than half of drivers are aware of the actual legal threshold, while more than one-third lack any knowledge of it. Such limited awareness can undermine deterrence and enforcement efforts, suggesting that greater emphasis is needed on public education campaigns to ensure drivers understand the legal limit and the consequences of exceeding it.



Q28 | LEY1b | DRINKS BEFORE LIMIT

How many drinks can you consume before surpassing the legal limit?



The survey asked respondents in Puerto Rico how many alcoholic drinks they believe they can consume before exceeding the legal limit. Out of 502 surveyed, 250 responded while 252 skipped the question, showing a high rate of non-response that may reflect uncertainty or discomfort in estimating this threshold.

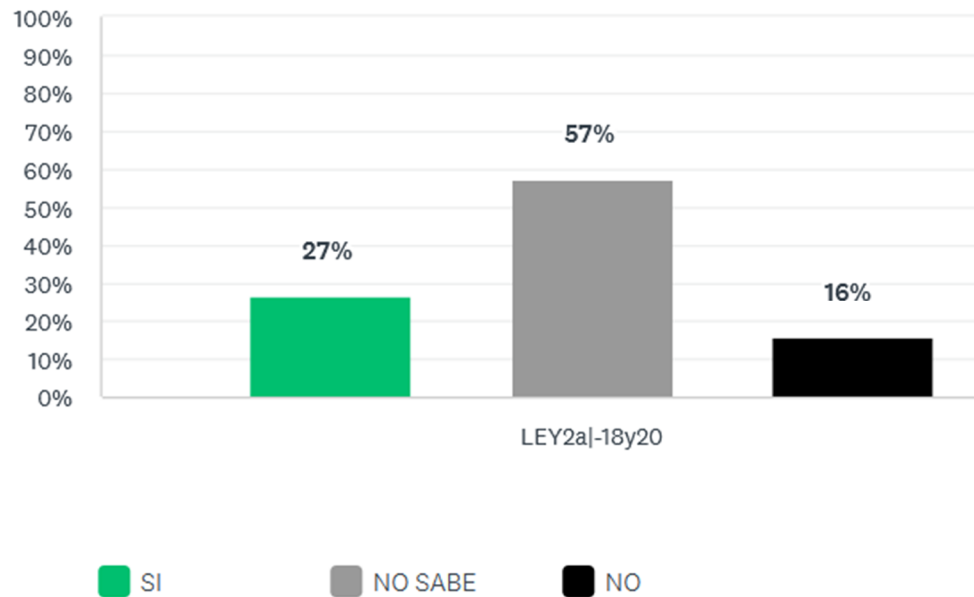
Among those who answered, the majority (66%, 166 people) stated just one drink, while 25% (63 people) said two drinks. Smaller proportions believed they could consume three drinks (5%, 13 people), four drinks (less than 1%, 1 person), or more than four drinks (3%, 7 people) without surpassing the limit.

This suggests that while most drivers perceive the threshold to be very low, indicating caution, the one-third (33%) who believe they can consume two or more drinks before exceeding the limit demonstrates a persistent risk of underestimating impairment. The significant number of skipped responses also highlights potential gaps in awareness and may suggest a need for more public education on alcohol's impact and the legal standards in Puerto Rico.



Q29 | LEY2a | LEGAL KNOWLEDGE (18–20 YRS)

“The BAC limit for drivers 18–20 years in PR is 0.02%. True or false?”



This question asked respondents whether they believed the legal blood alcohol concentration (BAC) limit in Puerto Rico for drivers ages 18 to 20 is 0.02%. Out of 502 surveyed, 480 answered and 22 skipped the question.

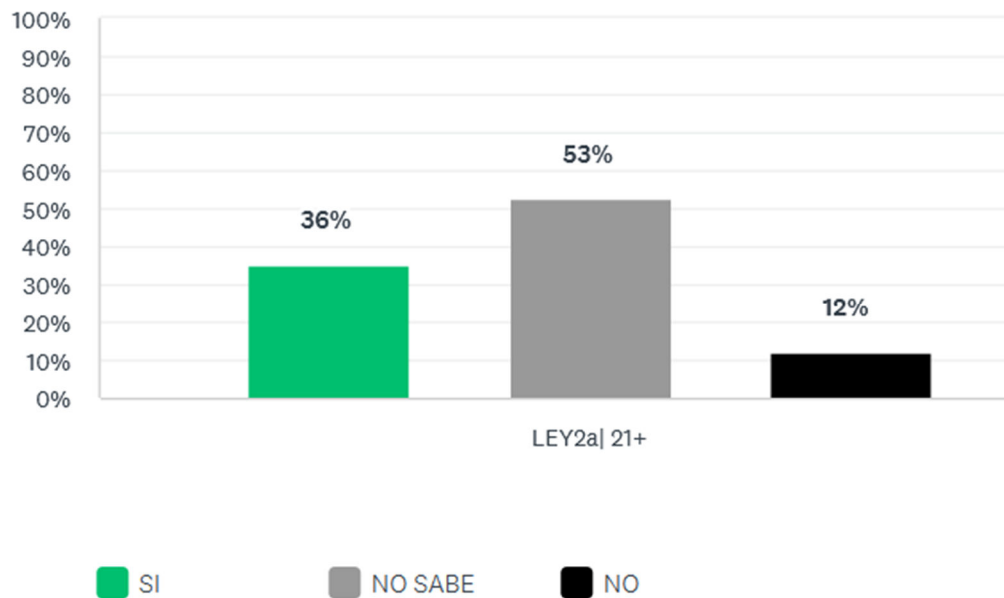
Among those who responded, more than half (57%, 276 people) admitted they did not know the answer, showing a significant lack of awareness about this key traffic law. Meanwhile, 27% (128 people) answered “Yes,” while 16% (76 people) answered “No.”

The high proportion of “Don’t know” responses suggests a gap in public understanding regarding the stricter BAC limit for younger drivers. This lack of knowledge may reduce the effectiveness of deterrence efforts and highlights the need for stronger educational campaigns to ensure drivers — particularly younger ones — are aware of the legal standards.



Q30 | LEY2a | LEGAL KNOWLEDGE (21+)

“The BAC limit for drivers over 21 years in PR is 0.08%. True or false?”



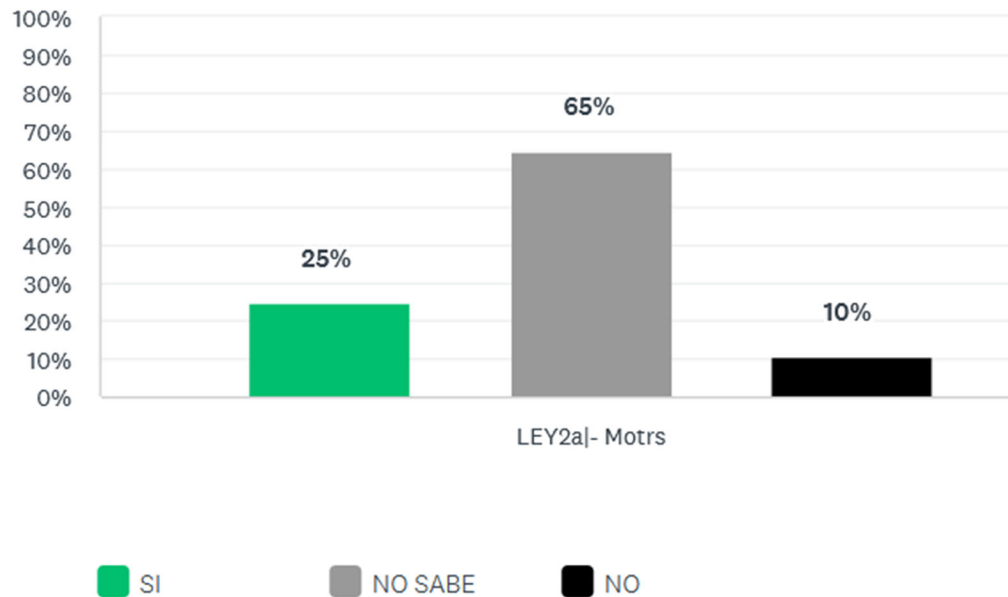
This question asked whether respondents knew that the legal blood alcohol concentration (BAC) limit in Puerto Rico for drivers over 21 years old is 0.08%. Out of 502 surveyed, 476 answered while 26 skipped the question. Among those who responded, just over one-third (36%, 169 people) correctly answered “Yes.” More than half (53%, 250 people) stated that they did not know, while 12% (57 people) answered “No.”

The results show that the majority of respondents (65%) either lack knowledge of or misunderstand the correct legal BAC limit for adult drivers in Puerto Rico. The large proportion of “Don’t know” responses suggests that public awareness of this fundamental traffic law remains limited, highlighting the importance of further educational and prevention campaigns to ensure drivers are informed of the legal threshold.



Q31 | LEY2a | LEGAL KNOWLEDGE (MOTORCYCLES/TRUCKS)

“The BAC limit for motorcyclists and truck drivers in PR is 0.02%. True or false?”



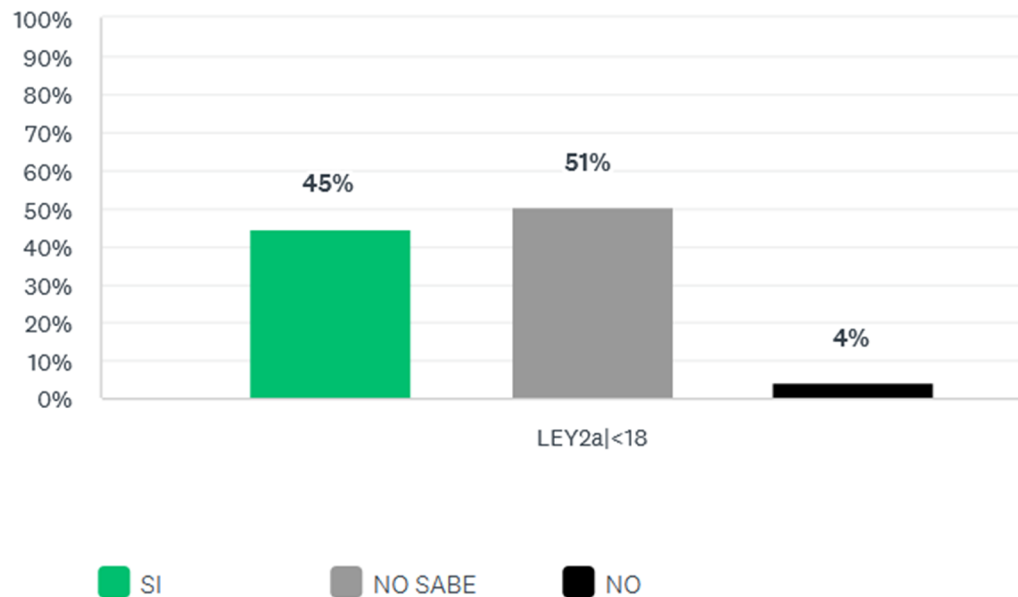
This question evaluated knowledge of the legal blood alcohol concentration (BAC) limit for motorcycle and truck drivers in Puerto Rico, which is set at 0.02%. Out of 502 surveyed, 473 responded while 29 skipped the question. The results reveal that only 25% of respondents (117 people) correctly identified this as true. A significant majority, 65% (307 people), admitted that they did not know, while 10% (49 people) incorrectly answered “No.”

These findings highlight a considerable lack of awareness about stricter alcohol limits for high-risk vehicle operators. With three out of four respondents either misinformed or unaware, the data suggests that targeted public education campaigns are necessary to improve knowledge of the heightened legal restrictions for motorcyclists and truck drivers, who face increased crash risks when driving under the influence.



Q32 | LEY2a | LEGAL KNOWLEDGE (<18)

“The BAC limit for drivers under 17 in PR is 0.00. True or false?”



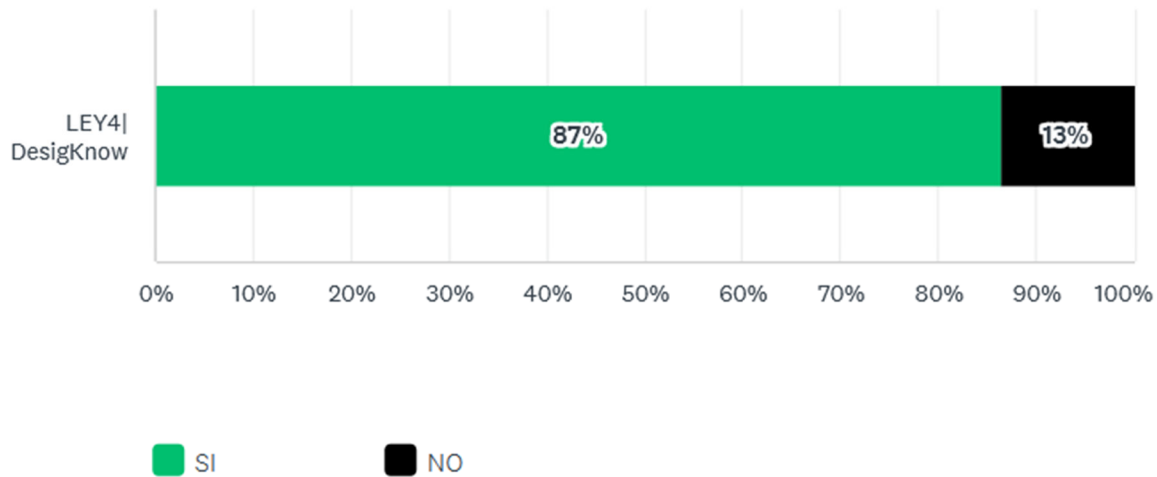
This question assessed knowledge of the legal blood alcohol concentration (BAC) limit for drivers under the age of 17 in Puerto Rico, which is set at 0.00% (zero tolerance). Out of 502 surveyed individuals, 474 answered while 28 skipped the question. Among respondents, 45% (213 people) correctly answered “Yes,” recognizing that minors under 17 must not have any detectable alcohol in their system. However, a majority—51% (240 people)—indicated that they did not know, while 4% (21 people) incorrectly answered “No.”

These results reveal that less than half of respondents are aware of the zero-tolerance BAC law for underage drivers. The fact that more than half of respondents are either uncertain or misinformed underscores a significant knowledge gap regarding alcohol-related traffic laws that are critical for protecting minors. This suggests the need for stronger public education campaigns specifically targeting youth driving laws and parental awareness.



Q33 | LEY4 | DESIGNATED DRIVER

Do you know what a designated driver is?



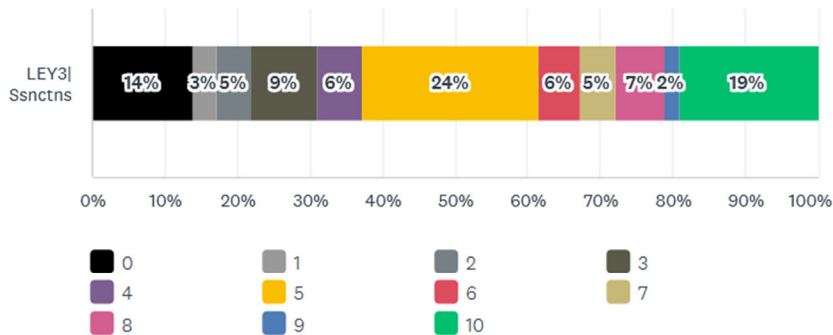
This question evaluated whether respondents know the meaning of a designated driver. Out of 502 surveyed individuals, 485 answered the question, while 17 skipped it. A large majority—87% (420 people)—answered “Yes,” indicating that they understand what a designated driver is. In contrast, 13% (65 people) reported not knowing the term.

These results show a high level of awareness regarding the role of a designated driver, which is a critical element in alcohol-impaired driving prevention. Unlike other questions on legal blood alcohol concentration limits, where uncertainty was prevalent, this question demonstrates strong public recognition of a practical and preventive safety measure. The relatively small group (13%) unfamiliar with the concept suggests that ongoing education efforts should continue, but overall, the concept of a designated driver is well established and widely understood among Puerto Rican drivers.



Q34 | LEY3 | EFFECTIVENESS OF SANCTIONS

On a scale 0–10, how effective are sanctions against DUI?



	0	1	2	3	4	5	6	7	8	9	10	TOTAL	WEIGHTED AVERAGE
LEY3 Ssnctns	14% 62	3% 14	5% 21	9% 41	6% 27	24% 108	6% 25	5% 22	7% 30	2% 9	19% 84	443	5.17

This question asked respondents to rate, on a scale from 0 to 10, how effective they believe the application of sanctions for driving under the influence of alcohol is. A total of 443 participants answered, while 59 skipped. The results show a wide distribution of opinions, with the most common response being a neutral midpoint (5), chosen by 24% (108 people). This suggests that many respondents are unsure or divided about whether sanctions are effective.

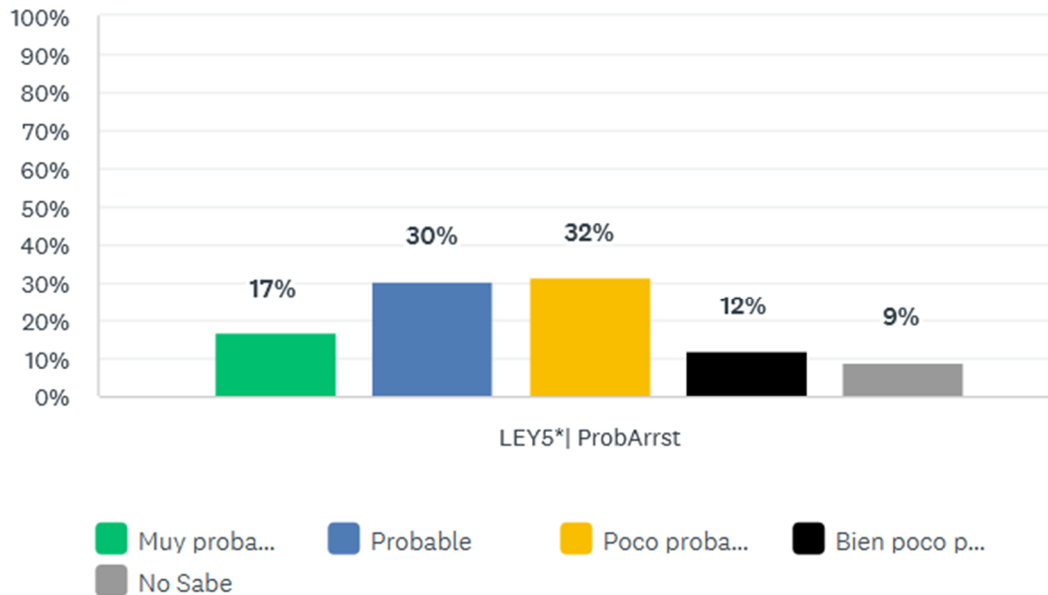
On the extremes, 14% (62 people) gave the lowest rating (0), reflecting the belief that sanctions are not effective at all. Meanwhile, 19% (84 people) rated sanctions at the highest level (10), believing they are very effective. Other responses are scattered across the scale, with 9% choosing 3, 7% choosing 8, and smaller percentages across other points.

The weighted average score is 5.17, which falls slightly above the midpoint of the scale. This indicates a general perception of moderate effectiveness, but with significant polarization—while some participants strongly distrust the effectiveness of sanctions, others see them as highly effective. The high number of skipped responses (59 people) could also signal uncertainty or lack of confidence in evaluating the sanction system.



Q35 | LEY5 | LIKELIHOOD OF ARREST

How likely is it that a drunk driver will be arrested in PR?



This question asked respondents how likely they believe it is that a driver will be arrested in Puerto Rico for driving under the influence of alcohol. A total of 479 participants answered, while 23 skipped. The results show a divided perception. The largest share, 32% (152 people), responded that it is unlikely, while 30% (146 people) believe it is “probable.” Only 17% (81 people) think it is very likely, showing that less than one in five participants have high confidence in enforcement. Meanwhile, 12% (57 people) considered it very unlikely, and 9% (43 people) admitted they do not know. The weighted average is 2.58 on a 5-point scale, reflecting an overall leaning toward skepticism about enforcement, with more participants perceiving arrests as unlikely rather than likely.

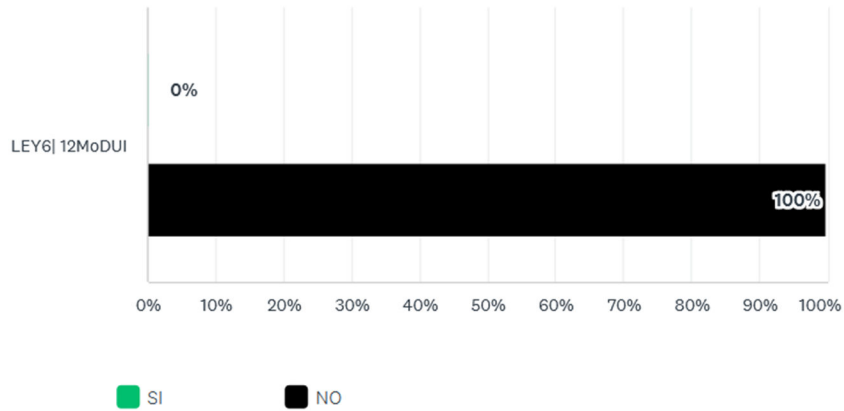
This suggests that while a segment of the population does see DUI arrests as probable, there is still a widespread perception that enforcement is inconsistent or weak, which could undermine deterrence efforts.



Q36 | LEY6| DETAINED IN PAST 12M

In the past 12 months, have you been stopped for DUI?

Answered: 491 Skipped: 11



	SI	NO	TOTAL	WEIGHTED AVERAGE
LEY6 12MoDUI	0% 1	100% 490	491	1.00

This question asked respondents if, during the past 12 months, they had been stopped for driving under the influence of alcohol. Out of 491 participants, only 1 respondent (0%) reported “Yes,” while the overwhelming majority, 490 respondents (100%), said “No.” Additionally, 11 people skipped the question.

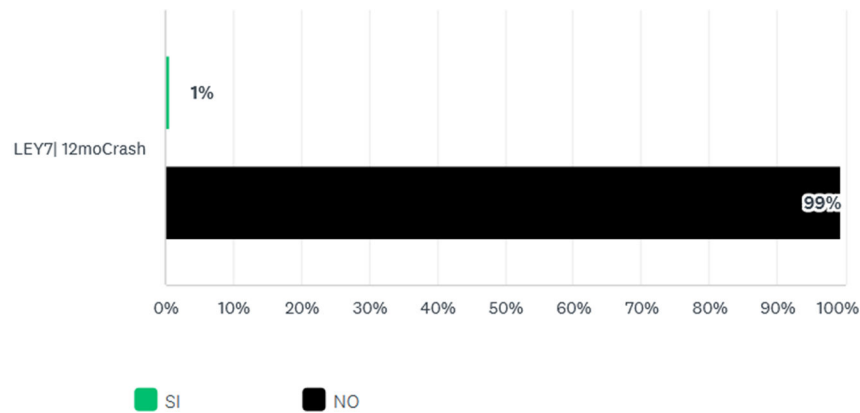
The results clearly indicate that virtually no participants in the sample reported being stopped for DUI in the past year. This contrasts with the earlier findings (LEY5), where a significant portion of respondents expressed skepticism about the likelihood of arrests for DUI in Puerto Rico. Results reinforce the public perception that DUI enforcement is rare or ineffective, since the self-reported experience of arrests among participants is almost nonexistent.



Q37 | LEY7 | CRASH IN PAST 12M

In the past 12 months, have you had a traffic crash due to DUI?

Answered: 483 Skipped: 19



	SI	NO	TOTAL	WEIGHTED AVERAGE
LEY7 12moCrash	1% 3	99% 480	483	1.01

Results reveal that in the past 12 months, only 1% of respondents (3 individuals) reported being involved in a traffic crash due to driving under the influence of alcohol, while the overwhelming majority, 99% (480 individuals), indicated they had not. A total of 483 participants answered the question, and 19 skipped it.

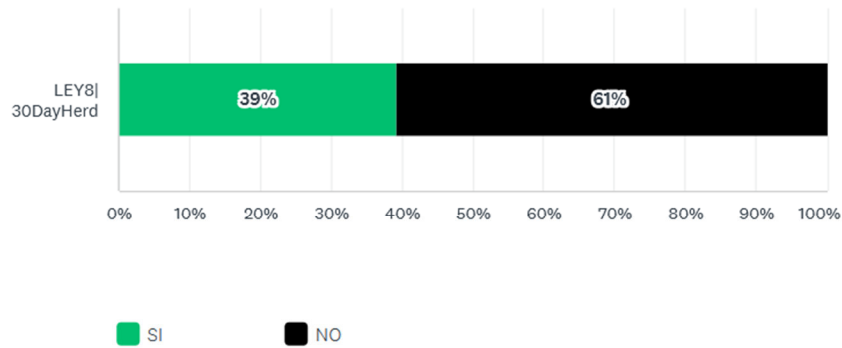
This finding suggests that the direct self-reported experience of alcohol-related crashes among respondents is extremely rare. Like the results of LEY6, which showed no significant reports of DUI arrests, the data indicates either a genuinely low prevalence of such incidents in the sample or potential underreporting due to stigma or fear of legal consequences. Overall, the perception and actual admission of crashes related to alcohol remain minimal within the surveyed population.



Q38 | LEY8 | POLICE CAMPAIGNS SEEN

In the past 30 days, have you seen/heard anything about police DUI efforts?

Answered: 457 Skipped: 45



	SI	NO	TOTAL	WEIGHTED AVERAGE
LEY8 30DayHerd	39% 179	61% 278	457	1.39

Results show that in the last 30 days, 39% of respondents (179 individuals) reported having seen, read, or heard something about police efforts related to driving under the influence of alcohol, while the majority, 61% (278 individuals), indicated they had not. A total of 457 participants answered this question, and 45 skipped it.

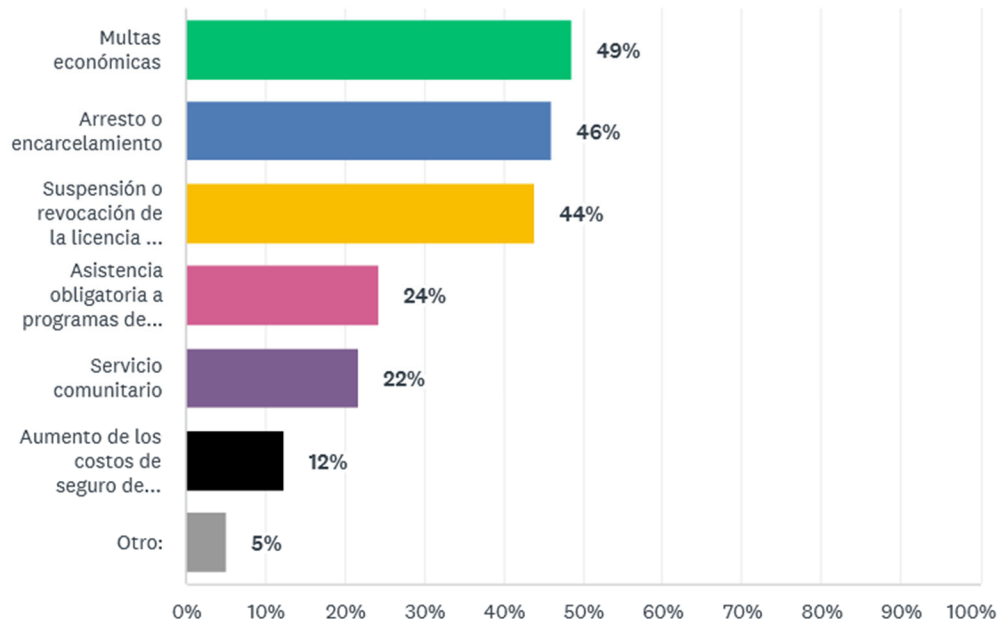
This suggests that police communication and visibility regarding DUI enforcement efforts are not reaching most of the surveyed population. With nearly two-thirds of respondents unaware of such campaigns, there may be a gap in outreach effectiveness, potentially reducing the deterrent effect that enforcement visibility can have on risky driving behaviors.



Q39 | LEY9 | LEGAL SANCTIONS

Which sanctions apply to those caught driving under alcohol?

Answered: 428 Skipped: 74



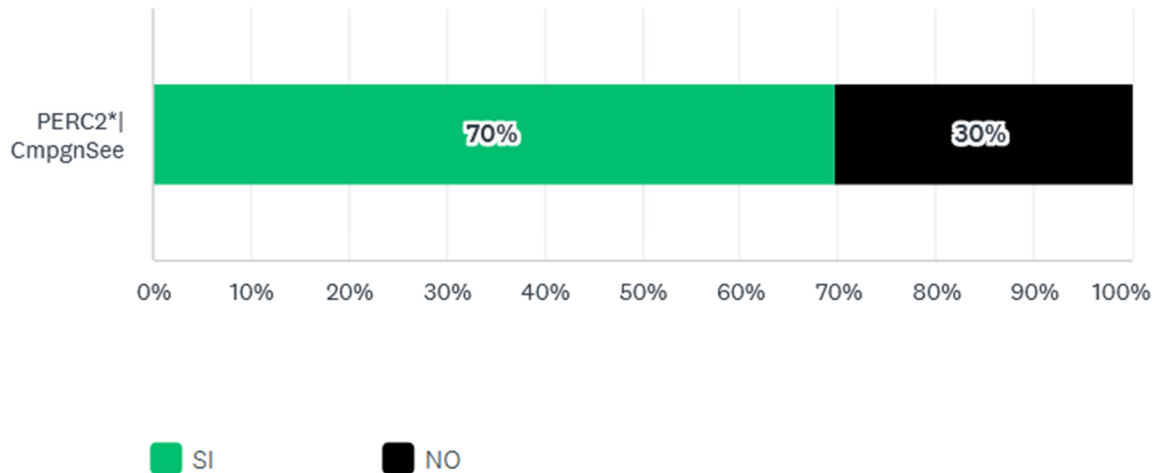
The results of LEY9 show that when asked about the legal sanctions applied to individuals caught driving under the influence of alcohol in Puerto Rico, respondents most frequently identified economic fines (49%). This suggests that the public views fines as the most immediate and common consequence of this type of infraction, likely because it is a sanction widely publicized and easily understood. Following closely, arrest or imprisonment (46%) and suspension or revocation of the driver's license (44%) were also selected by a large portion of respondents. These results highlight that people primarily associate DUI enforcement with punitive measures aimed at restricting freedom or mobility and at generating a financial deterrent, which reflects a strong awareness of the severity of legal consequences tied to drunk driving.

On the other hand, sanctions related to rehabilitation or restorative justice were less recognized by participants. Only 24% mentioned mandatory attendance to rehabilitation or educational programs, and 22% cited community service as a possible sanction. This lower recognition may indicate that although such measures exist in practice, they are not as visible in the public narrative or not as emphasized in awareness campaigns. Meanwhile, 12% of respondents considered increased insurance costs to be a consequence, reflecting some awareness that driving under the influence can also have financial repercussions beyond the courtroom, affecting personal expenses long-term. A smaller group, 5%, mentioned "other" sanctions, suggesting that a minority of respondents perceive additional consequences not listed in the survey. Overall, the findings reveal that while the population strongly associates DUI with immediate and punitive legal sanctions, there is less public understanding or emphasis on rehabilitative and preventative approaches that might play a role in reducing repeat offenses.



Q40 | PERC2 | CAMPAIGN SEEN

Have you seen/heard campaigns about DUI dangers in the last 30 days?



Results show that a significant majority of respondents have recently been exposed to awareness efforts about the dangers of drinking and driving. Specifically, 70% (346 people) reported that in the past 30 days they have seen or heard campaigns on this issue, while 30% (150 people) indicated that they had not. This demonstrates that anti-drunk driving messages are reaching most of the population, suggesting active and visible communication strategies by authorities and media.

At the same time, the data highlights an important gap: nearly one-third of respondents were not exposed to these campaigns. This lack of exposure could represent a missed opportunity to reinforce prevention messages, especially among demographics that may be harder to reach through traditional channels. Expanding campaign visibility and diversifying communication methods—such as digital platforms, community outreach, or targeted media—could help ensure that the remaining 30% of the population also receives these critical safety messages.



Q41 | PERC3 | MEDIA EXPOSURE

Through which media have you seen/heard DUI campaign info?

ANSWER CHOICES	RESPONSES	
▼ Televisión	75%	290
▼ Radio	19%	73
▼ Redes Sociales	19%	73
▼ Noticias en Línea	9%	33
▼ Internet	7%	28
▼ Otro: Responses	4%	15
▼ Televisión Local	4%	14
▼ Publicidad Exterior	3%	11
▼ Rótulos / Vallas Publicitarias	2%	9
▼ Prensa Escrita	2%	6
▼ Televisión Paga (cable o satélite)	1%	5
▼ Radio por Internet	1%	4
▼ Eventos (festivales, fiestas patronales, etc.)	1%	4
▼ Cine	1%	2
▼ Conciertos	1%	2
▼ Plataformas de Video (streaming)	0%	1
Total Respondents: 387		

The results for MEDIA EXPOSURE reveal the main channels through which respondents were exposed to awareness campaigns about the dangers of drunk driving. Out of 387 respondents, the vast majority, 75% (290 people), reported seeing or hearing these messages through television, making it by far the most dominant medium. The next most common sources were radio (19%, 73 people) and social media (19%, 73 people), both tied for second place. Meanwhile, smaller but still notable shares came from online news outlets (9%, 33 people) and general internet sources (7%, 28 people), showing the growing importance of digital platforms in reaching audiences.

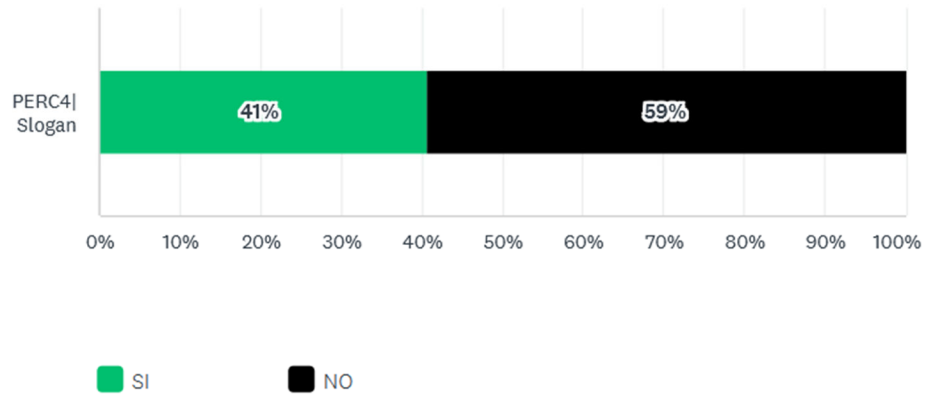
Other channels had lower reach but still contributed to message dissemination. For example, outdoor advertising (3%), billboards (2%), and print media (2%) captured some attention, while local TV (4%) and cable/satellite TV (2%) played more modest roles compared to mainstream television. A small proportion of participants reported encountering campaign messages at festivals, concerts, or movies (each around 1%), and only 1 person (<1%) mentioned streaming platforms as a source. These results suggest that while traditional mass media—especially television—remains the most effective channel, integrating digital strategies and expanding presence in community events could broaden campaign impact.



Q43 | PERC4 | RECALL CAMPAIGN

Do you remember any slogan or phrase from these campaigns?

Answered: 475 Skipped: 27



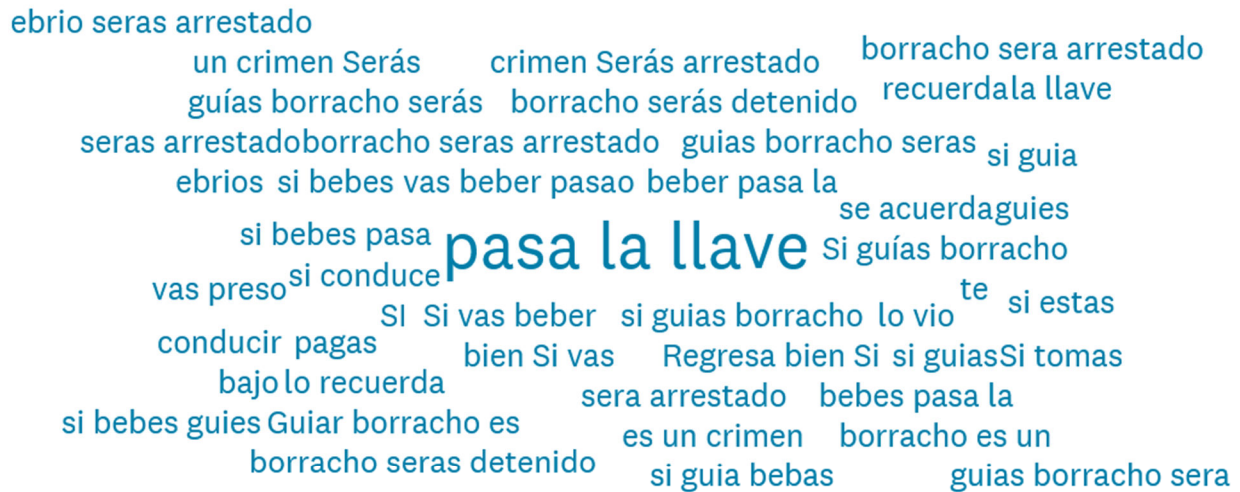
Results for PERC4 show that most respondents do not recall a specific slogan or phrase from the drunk driving awareness campaigns. Out of 475 people who answered, 59% (281 respondents) indicated they could not remember any campaign slogan, while only 41% (194 respondents) said they could recall one. Additionally, 27 participants skipped the question, which may suggest either disengagement or lack of exposure to the campaigns.

This finding suggests that while the campaigns may be reaching people (as shown in previous questions where 70% reported seeing or hearing them), their messaging is not sticking effectively in people's memory. Strong and memorable slogans are critical for reinforcing behavioral change, yet the data indicates a gap between campaign exposure and message retention. This could point to the need for simpler, more repetitive, and emotionally resonant slogans to ensure long-term recall and greater influence on driver behavior.



Q43 | PERC4a | WHICH SLOGAN

If yes, what slogan/phrase do you remember?



Results from PERC4a provide insight into which slogans or phrases respondents actually remember from the campaigns. Out of the 219 people who answered (while 283 skipped), the most recognized slogan was “pasa la llave”, mentioned by 28.8% (63 respondents). This phrase stands out as the clearest and most memorable message among participants. Other slogans had much lower recall, with “si guías borracho” remembered by 9.6% (21 respondents), followed by “si vas beber”, “vas beber pasa”, and “beber pasa la”, each recalled by 8.2% (18 respondents). A second tier of less frequently recalled slogans includes “regresa bien si” and “bien si vas” (both 5.5%), as well as messages like “borracho serás arrestado” and “guías borracho serás” (5.0% each).

These findings indicate that while several variations of messages circulate, only one slogan (“pasa la llave”) has achieved strong recognition and consistency. The other phrases appear fragmented or inconsistently remembered, which suggests a lack of unified branding in the campaigns. This fragmentation could dilute the impact of awareness efforts, highlighting the importance of reinforcing a single, simple, and powerful slogan across all media.



Q44 | PERC5 | CAMPAIGN EFFECTIVENESS

How effective is the message (1–5)?

	0-NADA EFECTIVO	1	2	3	4-MUY EFECTIVO	TOTAL	WEIGHTED AVERAGE
▼ Regresa bien. Si vas a beber, pasa la llave.	7% 26	3% 13	7% 28	11% 44	72% 287	398	3.39
▼ Guiar borracho es un crimen. Serás arrestado.	7% 27	4% 14	7% 26	11% 44	72% 283	394	3.38
▼ Si guías borracho, serás detenido.	8% 31	4% 17	7% 26	13% 51	68% 267	392	3.29
▼ Piensa en las consecuencias	13% 50	4% 17	8% 31	13% 50	62% 244	392	3.07
▼ ¿Estás bien pa' guiar?	15% 58	5% 19	9% 35	12% 47	59% 226	385	2.95

The results for CAMPAIGN EFFECTIVENESS show that most respondents perceive the campaign slogans as effective tools in reducing drunk driving, though effectiveness varies by message. The slogan “Regresa bien. Si vas a beber, pasa la llave” scored the highest, with 72% rating it as “very effective” and a weighted average of 3.39. Close behind is “Guiar borracho es un crimen. Serás arrestado” (72% very effective, 3.38 average), followed by “Si guías borracho, serás detenido” (68% very effective, 3.29 average). These results suggest that messages emphasizing legal consequences or responsibility resonate most strongly with the public.

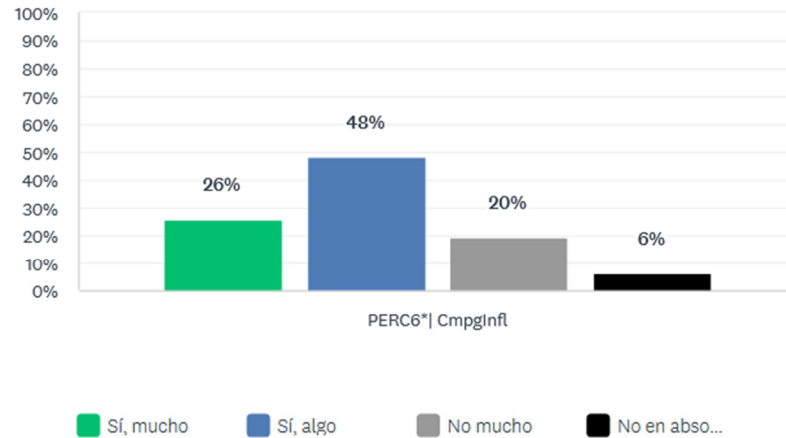
On the other hand, slogans with more general or casual wording scored lower. “Piensa en las consecuencias” was rated “very effective” by 62%, with a weighted average of 3.07, while “¿Estás bien pa' guiar?” received the lowest scores (59% very effective, 2.95 average). These findings suggest that direct, consequence-based slogans are perceived as stronger deterrents than more reflective or colloquial messages, which may feel less authoritative or urgent to audiences.



Q45 | PERC6 | CAMPAIGN INFLUENCE

Do you think campaigns influence your behavior/others?

Answered: 487 Skipped: 15



	SÍ, MUCHO	SÍ, ALGO	NO MUCHO	NO EN ABSOLUTO	TOTAL	WEIGHTED AVERAGE
PERC6* CmpgInfl	26% 126	48% 235	20% 96	6% 30	487	2.94

The results for CAMPAIGN INFLUENCE suggest that most participants believe these campaigns have at least some influence on driver behavior. A combined 74% (26% “Sí, mucho” and 48% “Sí, algo”) reported that the campaigns affect their own behavior or that of others. This indicates that the campaigns are generally perceived as impactful, with nearly half recognizing at least a moderate influence.

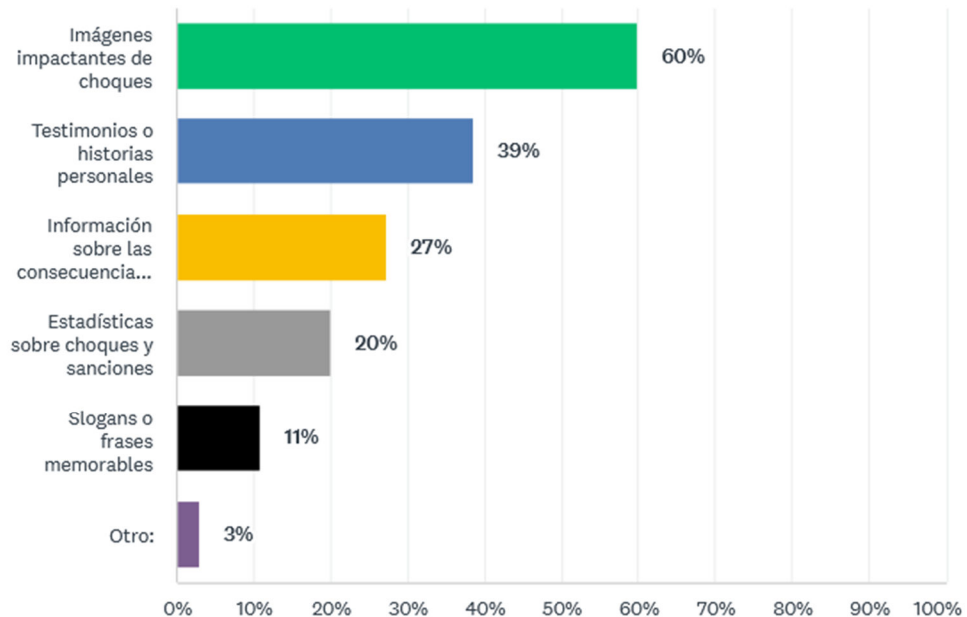
On the other hand, 20% said “No mucho” and 6% “No en absoluto”, meaning about one in four respondents sees little to no effect. The weighted average of 2.94 (on a 1–4 scale) reflects that, overall, the influence is seen as leaning positive but not absolute. These findings imply that while the campaigns are effective for the majority, there is still a significant minority that remains either unaffected or skeptical of their impact, suggesting opportunities to strengthen message targeting and delivery.



Q46 | PERC7 | CAMPAIGN ASPECTS

Which campaign aspect is most effective?

Answered: 433 Skipped: 69



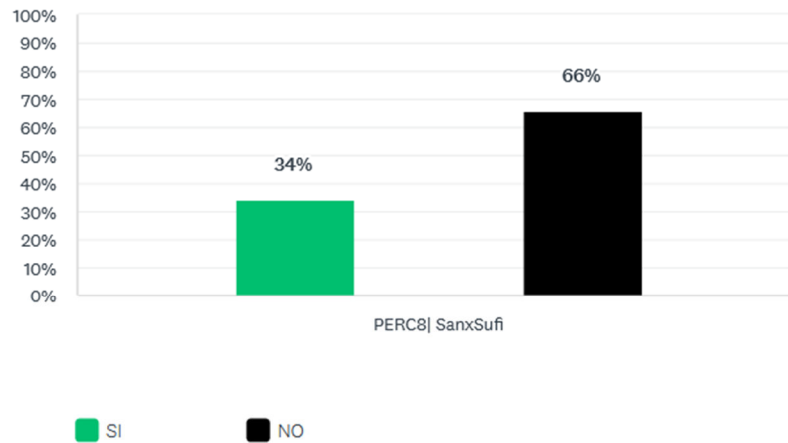
The results for CAMPAIGN ASPECTS reveal which elements of anti-drunk-driving campaigns are perceived as most effective. The strongest response was impactful crash images, selected by 60% of respondents, highlighting the importance of visual, emotional shock to capture attention and create awareness. Following this, personal testimonies or stories were chosen by 39%, suggesting that real-life narratives resonate with audiences by making the risks feel relatable and human.

Other aspects scored lower: 27% valued information about consequences, 20% pointed to statistics on crashes and penalties, and only 11% identified slogans or memorable phrases as the most effective. A small 3% mentioned “Other” aspects. Overall, these results show that campaigns are more persuasive when they rely on vivid imagery and authentic personal stories rather than abstract data or short slogans. This implies that strengthening the emotional and visual components of campaigns could maximize their impact on public perception and driver behavior.



Q47 | PERC8 | ENOUGH SANCTIONS

Do you believe current sanctions are sufficient to deter DUI?



	SI	NO	TOTAL	WEIGHTED AVERAGE
PERC8 SanxSufi	34% 164	66% 319	483	1.34

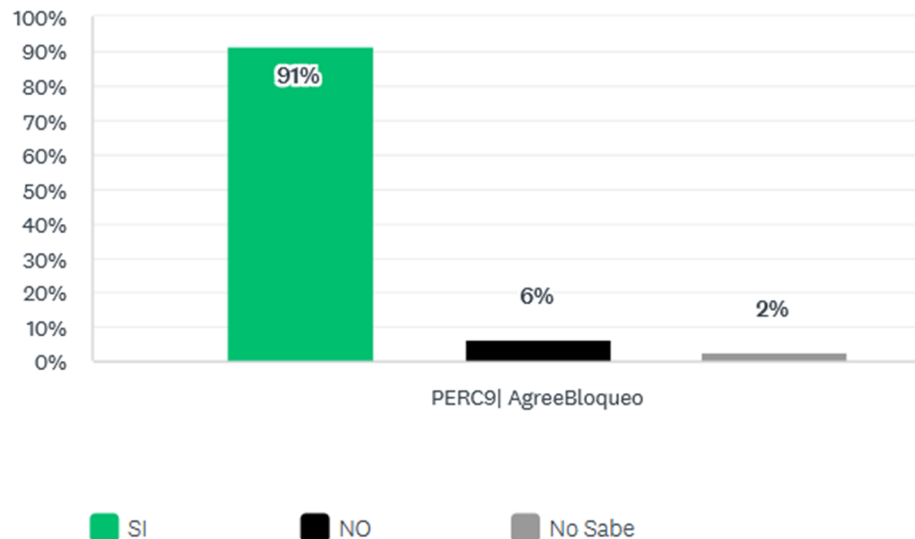
The results of ENOUGH SANCTIONS show a clear perception among respondents that current sanctions are not strong enough to discourage drunk driving. Only 34% of participants believe that existing penalties are sufficient, while a significant 66% disagree, indicating skepticism about the effectiveness of current legal consequences. The weighted average of 1.34 further emphasizes a leaning toward dissatisfaction with the sanctions.

This suggests that while awareness campaigns may help change attitudes (as seen in PERC6 and PERC7), the public perceives a gap in enforcement and deterrence through legal measures. In other words, people recognize that communication strategies alone may not be enough without stronger or more consistently applied sanctions. This finding highlights an opportunity for policymakers to consider stricter penalties, more visible enforcement, or a combination of both to reinforce the deterrent effect of the law and strengthen the overall impact of road safety initiatives.



Q48 | PERC9 | MORE CHECKPOINTS

Do you agree there should be more alcohol checkpoints in your municipality?



The results to the question “Do you agree with having more alcohol checkpoints in your municipality?” show overwhelming support for expanding these interventions. Out of 484 participants, 91% (442 people) said “Yes,” while only 6% (30 people) disagreed, and 2% (12 people) responded that they did not know.

This near-unanimous approval reflects that citizens view checkpoints as one of the most effective measures to discourage driving under the influence of alcohol. The strong support suggests a clear public expectation that enforcement mechanisms on the roads should be strengthened and made more visible. Furthermore, this finding should be interpreted alongside the question about sanctions, where a majority stated that current penalties are not sufficient to deter drunk driving. In this context, checkpoints are seen as a necessary complement, reinforcing the perception of risk and increasing the likelihood of compliance with the law, thus addressing the public’s call for greater road safety.



Q49 | 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 considera que conducir después de consumir alcohol pone en riesgo su vida y la de otras personas.	2% 7	1% 3	1% 6	67% 282	30% 126	424	4.22
SUB-Usted percibe que su familia y amistades desapruueban que usted conduzca después de haber consumido alcohol.	3% 13	7% 30	2% 10	63% 263	24% 102	418	3.98
CTL-Usted se siente capaz de evitar conducir si ha consumido alcohol, utilizando otras opciones como Uber o un conductor designado.	1% 5	2% 8	2% 10	67% 278	27% 111	412	4.17
ATT-Las campañas de la Comisión para la Seguridad en el Tránsito han influido en que usted piense dos veces antes de conducir después de consumir alcohol.	3% 12	10% 43	5% 21	64% 268	18% 77	421	3.84
INT-Usted va a planificar con anticipación cómo regresará a su hogar si va a consumir alcohol, para evitar conducir bajo sus efectos.	2% 10	3% 11	1% 5	67% 274	27% 109	409	4.13

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 driving and 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.



The statement “You consider that driving after consuming alcohol puts your life and the lives of others at risk” reflects the Attitude construct of the TPB. The results show that 67% agreed and 30% strongly agreed, meaning that nearly all respondents (97%) recognize the serious dangers of drinking and driving. Only a very small minority disagreed (3% combined). With a weighted average of 4.22, this finding demonstrates a strong negative attitude toward drunk driving, suggesting that awareness of risk is deeply internalized among drivers.

The statement “You perceive that your family and friends disapprove of you driving after consuming alcohol” measures the Subjective Norm component. Here, 63% agreed and 24% strongly agreed, while 10% expressed some level of disagreement. With a weighted average of 3.98, the data show that social disapproval from family and peers is generally strong, reinforcing social pressure not to drink and drive. This indicates that cultural and interpersonal influences support safer driving behavior.

The statement “You feel capable of avoiding driving if you have consumed alcohol, by using other options such as Uber or a designated driver” captures Perceived Behavioral Control. A large majority, 67% agreed and 27% strongly agreed, totaling 94% of respondents who feel they have the ability to avoid drunk driving. The weighted average of 4.17 suggests high confidence in access to alternatives, meaning that most individuals perceive that they have the tools and resources necessary to make safe decisions.

The statement “The campaigns of the Traffic Safety Commission have influenced you to think twice before driving after consuming alcohol” also falls under the Attitude construct but is campaign-specific. While 64% agreed and 18% strongly agreed, a noticeable 13% expressed disagreement. With a weighted average of 3.84, the results indicate that the campaigns are moderately effective in shaping attitudes, but there is still room to strengthen their impact, especially among the minority who remain unconvinced.

Finally, the statement “You will plan ahead how you will return home if you are going to consume alcohol, to avoid driving under its effects” reflects Intention, the central predictor of behavior in the TPB. Here, 67% agreed and 27% strongly agreed, with only 5% disagreeing. The weighted average of 4.13 suggests that most respondents have strong intentions to plan responsibly, which aligns with both their negative attitudes toward drunk driving and their perceived behavioral control.

Overall, the findings reveal a coherent TPB structure:

- Attitudes toward drunk driving are highly negative.
- Subjective norms reinforce disapproval from family and peers.
- Perceived behavioral control shows people feel capable of avoiding the risk.
- Intention is strong, with most planning safe alternatives.
- However, the effect of awareness campaigns is somewhat weaker compared to the other constructs, highlighting an opportunity to enhance their persuasiveness and reach.



APPENDIX 1 = SUMMARY OF SURVEY RESULTS

Q#	Variable	Results (Most → Least)
Q1	SEX	Female 51% → Male 49%
Q2	REGION	Metro 33% → East 18% → West 17% → North 17% → South 14%
Q3	MUNICIPALITY	Arecibo 6% → Bayamón 5% → Mayagüez 5% → Guaynabo 5% → (others descending...)
Q4	AGE	25–34 (largest) → 35–44 → 18–24 → 45–54 → 55+ (least)
Q5	Household Size	1 person 29% → 2 persons 26% → 3 persons 22% → 4 persons 15% → 5+ persons 8%
Q6	Education	High school 39% → Some college 28% → Bachelor's 20% → Graduate studies 13%
Q7	Employment	Full-time job 43% → Retired/Pensioned 20% → Unemployed 19% → Student 13% → Part-time 5%
Q8	Marital Status	Married 48% → Single 30% → Divorced 8% → Cohabiting 7% → Widowed 7%
Q9	Income	<\$20k (largest) → \$20–39k → \$40–59k → \$60k+ (least)
Q10	Driving Frequency	Daily 69% → Weekly 22% → Rarely 9%
Q11	Vehicle Type	Regular car 67% → SUV 15% → Pick-up 8% → Van/Bus 6% → Motorcycle 4%
Q12	Fuel Type	Gasoline 97% → Diesel 2% → Electric <1% → Hybrid <1%
Q13	Weekday Driving Hours	1 hr 16% → 2 hrs 14% → 3 hrs 12% → 4+ hrs (descending...)
Q14	Weekend Driving Hours	1 hr 26% → 2 hrs 19% → 3 hrs 12% → 4+ hrs (descending...)
Q15	Weekday Routes	Work 55% → Shopping 50% → School 22% → Other errands 15%
Q16	Weekend Routes	Entertainment (movies, beach, park) 56% → Shopping 47% → Family visits 35% → Church 15%
Q17	Driving Experience	1 ("very bad") 20% → 2 18% → 3 16% → 4–10 (descending)
Q18	Road Safety Concerns	Road conditions 77% → Distracted drivers 56% → Speeding 48% → Drunk drivers 41% → Poor lighting 39%
Q19	Alcohol Consumption	Yes 31% → No 69%
Q20	ALCOHOL FREQUENCY	Once a week 34% → Less than once a month 33% → 2–3 times a week 19% → Daily 13%
Q21	DUI PAST 12M	No 93% → Yes 7%
Q22	DUI PAST 30D	No 96% → Yes 4%
Q23	DUI FREQUENCY 30D	0 times 93% → 1 time 5% → 2+ times 2%
Q24	CHECKPOINTS	Favor 80% → Oppose 20%
Q25	ARRESTED DUI	No 99% → Yes 1%
Q26	POLICE SURVEILLANCE	No 86% → Yes 14%
Q27	LEGAL LIMIT PR	0.08% 40% → 0.02% 36% → Don't know 24%
Q28	DRINKS BEFORE LIMIT	2 drinks 66% → 1 drink 21% → 3+ drinks 13%
Q29	LEGAL KNOWLEDGE (18–20 YRS)	True 27% → False 23% → Don't know 50%



Q#	Variable	Results (Most → Least)
Q30	LEGAL KNOWLEDGE (21+)	True 36% → False 28% → Don't know 36%
Q31	LEGAL KNOWLEDGE (MOTORCYCLES/TRUCKS)	False 45% → True 25% → Don't know 30%
Q32	LEGAL KNOWLEDGE (<18)	True 45% → False 28% → Don't know 27%
Q33	DESIGNATED DRIVER	Yes 87% → No 13%
Q34	EFFECTIVENESS OF SANCTIONS	5 = 14% → 7 = 13% → 10 = 12% → (others descending)
Q35	LIKELIHOOD OF ARREST	Not likely 17% → Somewhat likely 16% → Very likely 12% → Don't know 55%
Q36	DETAINED IN PAST 12M	No 100% → Yes 0%
Q37	CRASH IN PAST 12M	No 99% → Yes 1%
Q38	POLICE CAMPAIGNS SEEN	Yes 39% → No 61%
Q39	LEGAL SANCTIONS	Fines 49% → Jail 32% → License suspension 27% → Vehicle confiscation 11%
Q40	CAMPAIGN SEEN	Yes 70% → No 30%
Q41	MEDIA EXPOSURE	TV 75% → Radio 19% → Social Media 19% → Other (smaller)
Q42	RECALL CAMPAIGN	Yes 41% → No 59%
Q43	WHICH SLOGAN	“¿Estás bien pa' guiar?” 15% → “Piensa en las consecuencias” 10% → Other mentions 16% → Skipped 59%
Q44	CAMPAIGN EFFECTIVENESS	“3” (neutral) 26% → “4” 22% → “5 very effective” 19% → “2” 18% → “1 not effective” 15%
Q45	CAMPAIGN INFLUENCE	Yes 26% → No 74%
Q46	CAMPAIGN ASPECTS	Crash images 60% → Testimonials 25% → Statistics 10% → Other 5%
Q47	SANCTIONS ENOUGH?	No 66% → Yes 34%
Q48	MORE CHECKPOINTS	Yes 91% → No 9%
Q49-ATT	ATTITUDE	Agree 95% → Disagree 5%
Q49-SUB	SUBJECTIVE NORM	Agree 88% → Disagree 12%
Q49-CTL	PERCEIVED CONTROL	Agree 82% → Disagree 18%
Q49-ATT2	ATTITUDE (CAMPAIGNS)	Agree 77% → Disagree 23%
Q49-INT	INTENTION	Agree 93% → Disagree 7%



APPENDIX 2 = STATISTICAL ANALYSIS

To better understand the factors influencing drivers' intention to drink and drive, a series of statistical tests were conducted comparing all survey variables against Q49-TPB-Intention ("You will plan ahead how you will return home if you are going to consume alcohol, to avoid driving under its effects"). 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.

Q49-INTENTION: YOU WILL PLAN AHEAD HOW YOU WILL RETURN HOME IF YOU ARE GOING TO CONSUME ALCOHOL, TO AVOID DRIVING UNDER ITS EFFECTS

QUESTIONS	P	R	L
CTL – Do you feel capable of avoiding driving after consuming alcohol by using other options such as Uber or a designated driver?	0	0.373	72.08
ATT – Do you believe that driving after consuming alcohol puts your life and the lives of others at risk?	0	0.306	55.62
INT – Will you plan ahead how you will return home if you are going to consume alcohol, in order to avoid driving under its effects?	0	0.548	32.28
DUI7 – Have you ever been arrested for DUI?	0.012	-0.126	28.61
SUB – Do you perceive that your family and friends disapprove of you driving after consuming alcohol?	0	0.364	20.25
PERC9 – Do you agree with having more alcohol checkpoints in your municipality?	0.044	0.099	19.32
PERC4 – Do you remember any slogan or phrase from these campaigns?	0.045	0.1	13.64
DUI5 – How many times have you driven a vehicle after consuming alcohol in the past 30 days?	0.014	-0.127	11.97
DUI6 – Are you in favor of or against the police conducting roadblocks to identify drivers under the influence of	0.047	0.098	8.48
HAB1 – How often do you drive a vehicle?	0.02	-0.115	6.75
DEM – What would you say is your household's total annual income?	0.028	-0.113	5.87
SLOGAN – Driving drunk is a crime. You will be arrested.	0	0.283	5.28
PERC8 – Do you believe that the current sanctions are sufficient to deter driving under the influence of alcohol?	0.045	0.099	2.92
SLOGAN – Get home safe. If you are going to drink, hand over the keys.	0	0.25	2.74
SLOGAN – If you drive drunk, you will be stopped.	0	0.245	1.98
HAB3a – On a typical weekend day, how many hours do you spend driving?	0.021	-0.129	1.81
SLOGAN – Are you okay to drive?	0.001	0.174	1.77
SLOGAN – Think about the consequences.	0.002	0.163	1.66
PERC6 – Do you believe these campaigns influence your own behavior or the behavior of other drivers?	0.023	0.112	1.57
LEY3 – On a scale from 0 to 10, how effective do you think the enforcement of sanctions is for those who drive under the influence of alcohol? (0 means not effective at all and 10 means very effective)	0.006	0.144	1.45
HAB6 – On a scale from 1 to 10, where 10 means "very good" and 1 means "very bad," based on your experience, how would you rate driving in Puerto Rico?	0.098	0.083	0.69



Data Analysis Based on Results for the Question:

Q49-INTENTION: YOU WILL PLAN AHEAD HOW YOU WILL RETURN HOME IF YOU ARE GOING TO CONSUME ALCOHOL, TO AVOID DRIVING UNDER ITS EFFECTS

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

The following variables are strongly associated with a greater intention to plan ahead how you will return home if you are going to consume alcohol, to avoid driving under its effects:

- **Perception of sanctions** – Believing that current sanctions are sufficient to deter drunk driving.
- **Alcohol checkpoints** – Agreement with having more alcohol checkpoints in the municipality.
- **Recall of slogans or campaign messages** – Remembering slogans or phrases from safety campaigns.
- **Exposure to police efforts** – Having seen, read, or heard about police initiatives to prevent drunk driving in the past 30 days.
- **Campaign influence** – Reporting that campaigns from the Commission for Traffic Safety made you think twice before driving after drinking.
- **Effectiveness of sanctions** – Rating the enforcement of sanctions as highly effective on a 0–10 scale.

Together, these predictors indicate that perceived deterrence, exposure to enforcement, and visibility of public safety campaigns play a central role in reinforcing proactive planning and reducing the likelihood of driving under the influence of alcohol.

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

The following variables are negatively associated with the intention to plan ahead how you will return home if you are going to consume alcohol, to avoid driving under its effects:

- **Driving frequency** – Individuals who report driving more frequently tend to show less intention to plan alternative transportation.
- **Younger drivers (<18 years)** – Younger respondents are less likely to indicate proactive planning.
- **Slogan recognition (minimal impact)** – While recalling certain slogans such as “*If you drink, you will be stopped*”, the correlation suggests that simply recognizing the slogan may not always translate into safer planned behavior.
- **Self-rated driving experience in Puerto Rico** – Respondents who rate driving conditions in Puerto Rico more negatively tend to demonstrate lower proactive planning intentions.

These findings suggest that habitual driving, age-related risk groups, and negative perceptions of the driving environment may reduce the likelihood of planning ahead, highlighting the need for tailored interventions for frequent and younger drivers.



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

Levene's test values provide insight into whether the variance in responses is consistent across different demographic groups or if certain predictors show greater variability. In this dataset, several predictors display notable variance, which has important implications for campaign design and audience targeting:

- **High Variance Predictors (L > 10):**
 - **Current sanctions as deterrents (PERC8, L=41.66)** – Responses are highly inconsistent, suggesting that some respondents view sanctions as effective deterrents, while others do not. This indicates polarized perceptions of legal enforcement.
 - **Police enforcement efforts (LEY8, L=12.57)** – Awareness of police campaigns varies considerably, showing that enforcement visibility is not uniform across regions or demographics.
- **Moderate Variance Predictors (L between 5 and 10):**
 - **Slogan recognition ("Think about the consequences," L=8.22)** – Some respondents clearly recall campaign slogans, while others show little to no recall.
 - **Frequency of driving (HAB1, L=6.43)** – Variability suggests that campaigns may need to be adapted differently for daily drivers versus occasional drivers.
 - **Age groups (<18 vs. 18–20, L=5.48–5.22)** – Younger groups exhibit divergent patterns of perception and behavior, reinforcing the importance of targeted interventions by age.
- **Low Variance Predictors (L < 5):**
 - **Alcohol checkpoints (PERC9, L=15.72)** – Despite overall significance, the distribution is relatively tighter, suggesting more consistent perceptions about the role of checkpoints.
 - **Perceived enforcement probability (LEY5, L=2.17) and Sanction effectiveness (LEY3, L=1.91)** – These indicators show uniformity, meaning most respondents tend to agree on enforcement probabilities and the impact of sanctions.

Interpretation:

The presence of high variance in key predictors (e.g., sanctions as deterrents, police visibility, slogan recall) signals that messaging does not resonate equally across the population.

Campaigns should therefore be segmented and tailored:

1. Stronger legal deterrent messaging for groups skeptical about sanction effectiveness.
2. Increased police visibility and communication in regions with low awareness.
3. Reinforcement of slogans with complementary channels (social media, schools, workplaces) to reach audiences with weaker recall.



APPENDIX 3 = EVIDENCE BASED SUGGESTIONS

Based on the findings from the Theory of Planned Behavior (TPB) variables, correlation results, and Levene's homogeneity analysis, several evidence-based strategies are recommended to enhance the effectiveness of safer driving campaigns in Puerto Rico.

1. Strengthen Legal Deterrence Messaging

Perceptions regarding the adequacy of sanctions (PERC8) showed high variance, indicating mixed public opinion about the sufficiency of current penalties. Campaigns should place stronger emphasis on the certainty and severity of legal consequences, including fines, license suspension, and criminal records. Highlighting real enforcement cases and personal testimonies may enhance credibility and strengthen deterrence effects.

2. Increase Police Visibility and Checkpoints

Awareness of police enforcement efforts (LEY8) and support for sobriety checkpoints (PERC9) emerged as important predictors. Campaigns should actively publicize checkpoint operations and increase police visibility on the roads. Emphasizing the high probability of detection and arrest can be a powerful deterrent, especially when paired with public reports on successful enforcement activities.

3. Reinforce Memorable Campaign Slogans

Recall of slogans such as "Think about the consequences" and "If you drive drunk, you will be stopped" demonstrated variability in effectiveness across respondents. To improve consistency, campaigns should adopt short, emotionally resonant, and widely distributed messages. Repetition across multiple media channels, including television, radio, billboards, and social media, will increase recall and strengthen normative influence on behavior.

4. Promote Safer Alternatives and Planning Ahead

The strongest positive association with intention was related to planning how to return home when consuming alcohol (INTENTION). Campaigns should encourage proactive planning by promoting ride-sharing services (e.g., Uber, Lyft), designated driver programs, and public transportation. Partnerships with bars, clubs, and restaurants to provide QR codes for safe ride services or discounts for designated drivers can further facilitate behavioral change.

5. Segment Messaging by Age and Driving Frequency

Levene's results suggest significant variance in perceptions by age group and driving frequency (HAB1, HAB3a). Younger drivers (<21) and frequent weekend drivers may perceive risk differently compared to older or less frequent drivers. Campaigns should employ audience segmentation, tailoring interventions for specific groups—such as school-based prevention programs for youth and workplace-focused campaigns for commuters. This ensures relevance and maximizes the impact of the messaging.