

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Hàbitat

| | | | | | | | | | | | |
|-----------------|-----|------|------|-----|------|------|------|------|------|------|------|
| -2.000 | 33 | 33.3 | 66.7 | 9.1 | 72.7 | 18.2 | 66.7 | 33.3 | 36.4 | 9.1 | 54.5 |
| 2.000-5.000 | 30 | 46.7 | 53.3 | 3.3 | 66.7 | 30.0 | 53.3 | 46.7 | 30.0 | 36.7 | 33.3 |
| 5.001-10.000 | 31 | 45.2 | 54.8 | 6.5 | 71.0 | 22.6 | 67.7 | 32.3 | 35.5 | 19.4 | 45.2 |
| 10.001-50.000 | 99 | 56.6 | 43.4 | 3.0 | 72.7 | 24.2 | 54.5 | 45.5 | 37.4 | 24.2 | 38.4 |
| 50.001-100.000 | 96 | 54.2 | 45.8 | 4.2 | 71.9 | 24.0 | 51.0 | 49.0 | 36.5 | 41.7 | 21.9 |
| 100.001-500.000 | 166 | 50.0 | 50.0 | 4.8 | 81.9 | 13.3 | 47.6 | 52.4 | 57.2 | 22.9 | 19.9 |
| +500.0000 | 145 | 49.0 | 51.0 | 3.4 | 70.3 | 26.2 | 47.6 | 52.4 | 37.2 | 26.9 | 35.9 |

Província

| | | | | | | | | | | | |
|-----------|-----|------|------|-----|------|------|------|------|------|------|------|
| Barcelona | 345 | 49.9 | 50.1 | 4.6 | 73.0 | 22.3 | 51.3 | 48.7 | 42.3 | 27.2 | 30.4 |
| Girona | 85 | 50.6 | 49.4 | 3.5 | 74.1 | 22.4 | 52.9 | 47.1 | 38.8 | 29.4 | 31.8 |
| Lleida | 85 | 50.6 | 49.4 | 5.9 | 74.1 | 20.0 | 51.8 | 48.2 | 43.5 | 24.7 | 31.8 |
| Tarragona | 85 | 50.6 | 49.4 | 2.4 | 78.8 | 18.8 | 51.8 | 48.2 | 43.5 | 24.7 | 31.8 |

Zona

| | | | | | | | | | | | |
|---------------------------|-----|------|------|-----|------|------|------|------|------|------|------|
| Barcelona Ciutat | 145 | 49.0 | 51.0 | 3.4 | 70.3 | 26.2 | 47.6 | 52.4 | 37.2 | 26.9 | 35.9 |
| Barcelona AM | 100 | 50.0 | 50.0 | 6.0 | 74.0 | 20.0 | 51.0 | 49.0 | 51.0 | 28.0 | 21.0 |
| Barcelona resta província | 100 | 51.0 | 49.0 | 5.0 | 76.0 | 19.0 | 57.0 | 43.0 | 41.0 | 27.0 | 32.0 |
| Girona | 50 | 50.0 | 50.0 | 4.0 | 76.0 | 20.0 | 52.0 | 48.0 | 44.0 | 38.0 | 18.0 |
| Girona resta província | 35 | 51.4 | 48.6 | 2.9 | 71.4 | 25.7 | 54.3 | 45.7 | 31.4 | 17.1 | 51.4 |
| Lleida | 50 | 50.0 | 50.0 | 6.0 | 74.0 | 20.0 | 48.0 | 52.0 | 50.0 | 26.0 | 24.0 |
| Lleida resta província | 35 | 51.4 | 48.6 | 5.7 | 74.3 | 20.0 | 57.1 | 42.9 | 34.3 | 22.9 | 42.9 |
| Tarragona | 50 | 50.0 | 50.0 | 2.0 | 86.0 | 12.0 | 46.0 | 54.0 | 46.0 | 24.0 | 30.0 |
| Tarragona resta província | 35 | 51.4 | 48.6 | 2.9 | 68.6 | 28.6 | 60.0 | 40.0 | 40.0 | 25.7 | 34.3 |

Sexe

| | | | | | | | | | | | |
|------|-----|-------|-------|-----|------|------|------|------|------|------|------|
| Home | 301 | 100.0 | - | 4.7 | 66.4 | 28.9 | 50.2 | 49.8 | 41.9 | 29.2 | 28.9 |
| Dona | 299 | - | 100.0 | 4.0 | 81.9 | 14.0 | 53.2 | 46.8 | 42.5 | 24.4 | 33.1 |

Edat

| | | | | | | | | | | | |
|----------------|-----|------|------|-------|-------|-------|------|------|------|------|------|
| 18-30 anys | 26 | 53.8 | 46.2 | 100.0 | - | - | 42.3 | 57.7 | 76.9 | 23.1 | - |
| 31-45 anys | 445 | 44.9 | 55.1 | - | 100.0 | - | 53.9 | 46.1 | 48.5 | 27.6 | 23.8 |
| Més de 46 anys | 129 | 67.4 | 32.6 | - | - | 100.0 | 45.7 | 54.3 | 13.2 | 24.8 | 62.0 |

PERFIL DEL CONSULTAT I ACTITUDS ENVERS LA SINISTRALITAT

P1.Podria dir-nos si en aquesta llar hi ha nens de 0 a 12 anys?

| | | | | | | | | | | | |
|----|-----|------|------|-----|------|------|------|------|------|------|------|
| Si | 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|----|-----|------|------|-----|------|------|------|------|------|------|------|

P2.Per començar, podria dir-nos si vostè disposa de permís de conduir?

| | | | | | | | | | | | |
|----|-----|------|------|-----|------|------|------|------|------|------|------|
| Si | 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|----|-----|------|------|-----|------|------|------|------|------|------|------|

P3.Em podria dir quin tipus de vehicle o vehicles tenen a la seva llar?

| | | | | | | | | | | | |
|------------|-----|-------|------|------|-------|------|-------|------|------|-------|------|
| Turisme | 584 | 49.8 | 50.2 | 4.1 | 74.1 | 21.7 | 51.7 | 48.3 | 42.0 | 26.7 | 31.3 |
| Ciclomotor | 17 | 58.8 | 41.2 | 11.8 | 82.4 | 5.9 | 52.9 | 47.1 | 64.7 | 29.4 | 5.9 |
| Moto | 65 | 61.5 | 38.5 | 6.2 | 67.7 | 26.2 | 55.4 | 44.6 | 36.9 | 36.9 | 26.2 |
| Bicicleta | 42 | 66.7 | 33.3 | 4.8 | 76.2 | 19.0 | 47.6 | 52.4 | 38.1 | 33.3 | 28.6 |
| Furgoneta | 30 | 53.3 | 46.7 | 6.7 | 73.3 | 20.0 | 43.3 | 56.7 | 50.0 | 20.0 | 30.0 |
| Camió | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | - | 100.0 | - |
| Altres | 9 | 77.8 | 22.2 | - | 55.6 | 44.4 | 66.7 | 33.3 | 22.2 | 22.2 | 55.6 |

| | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|--|-------|------|------|-------|-------|-----------------|------|-----------------|-------|-------|
| | TOTAL | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P4. Em podria quants fills té entre 0 i 12 anys si us plau?

| | | | | | | | | | | | |
|------------------|------|------|-------|------|-------|------|------|-------|-------|------|------|
| 1 | 344 | 53.2 | 46.8 | 4.7 | 68.0 | 27.3 | 52.9 | 47.1 | 40.4 | 21.2 | 38.4 |
| 2 | 218 | 45.4 | 54.6 | 3.2 | 83.5 | 13.3 | 51.4 | 48.6 | 43.6 | 36.2 | 20.2 |
| 3 | 33 | 54.5 | 45.5 | 9.1 | 72.7 | 18.2 | 48.5 | 51.5 | 51.5 | 24.2 | 24.2 |
| 4 | 3 | 33.3 | 66.7 | - | 100.0 | - | - | 100.0 | - | 33.3 | 66.7 |
| 5 | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| 6 | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| Mitjana de fills | 1.50 | 1.46 | 1.55 | 1.50 | 1.56 | 1.32 | 1.46 | 1.54 | 1.55 | 1.61 | 1.35 |
| | 0.67 | 0.62 | 0.70 | 0.71 | 0.68 | 0.56 | 0.59 | 0.73 | 0.71 | 0.61 | 0.62 |

P4a. Sexe del fill seleccionat

| | | | | | | | | | | | |
|------|-----|------|------|-----|------|------|-------|-------|------|------|------|
| Home | 310 | 48.7 | 51.3 | 3.5 | 77.4 | 19.0 | 100.0 | - | 42.3 | 26.5 | 31.3 |
| Dona | 290 | 51.7 | 48.3 | 5.2 | 70.7 | 24.1 | - | 100.0 | 42.1 | 27.2 | 30.7 |

P4b. Edad del fill seleccionat

| | | | | | | | | | | | |
|----------------|-----|------|------|-----|------|------|------|------|-------|-------|-------|
| De 0 a 5 anys | 253 | 49.8 | 50.2 | 7.9 | 85.4 | 6.7 | 51.8 | 48.2 | 100.0 | - | - |
| De 6 a 8 anys | 161 | 54.7 | 45.3 | 3.7 | 76.4 | 19.9 | 50.9 | 49.1 | - | 100.0 | - |
| De 9 a 12 anys | 186 | 46.8 | 53.2 | - | 57.0 | 43.0 | 52.2 | 47.8 | - | - | 100.0 |

Edat del fill desagregat

| | | | | | | | | | | | |
|---------|----|------|------|------|------|------|------|------|-------|-------|-------|
| 0 anys | 23 | 52.2 | 47.8 | 17.4 | 78.3 | 4.3 | 56.5 | 43.5 | 100.0 | - | - |
| 1 anys | 34 | 44.1 | 55.9 | 8.8 | 85.3 | 5.9 | 50.0 | 50.0 | 100.0 | - | - |
| 2 anys | 46 | 58.7 | 41.3 | 13.0 | 82.6 | 4.3 | 54.3 | 45.7 | 100.0 | - | - |
| 3 anys | 53 | 47.2 | 52.8 | 11.3 | 81.1 | 7.5 | 47.2 | 52.8 | 100.0 | - | - |
| 4 anys | 49 | 53.1 | 46.9 | 2.0 | 89.8 | 8.2 | 53.1 | 46.9 | 100.0 | - | - |
| 5 anys | 48 | 43.8 | 56.3 | - | 91.7 | 8.3 | 52.1 | 47.9 | 100.0 | - | - |
| 6 anys | 71 | 59.2 | 40.8 | 4.2 | 78.9 | 16.9 | 49.3 | 50.7 | - | 100.0 | - |
| 7 anys | 47 | 51.1 | 48.9 | 4.3 | 76.6 | 19.1 | 61.7 | 38.3 | - | 100.0 | - |
| 8 anys | 43 | 51.2 | 48.8 | 2.3 | 72.1 | 25.6 | 41.9 | 58.1 | - | 100.0 | - |
| 9 anys | 41 | 43.9 | 56.1 | - | 63.4 | 36.6 | 48.8 | 51.2 | - | - | 100.0 |
| 10 anys | 51 | 49.0 | 51.0 | - | 51.0 | 49.0 | 52.9 | 47.1 | - | - | 100.0 |
| 11 anys | 39 | 43.6 | 56.4 | - | 64.1 | 35.9 | 59.0 | 41.0 | - | - | 100.0 |
| 12 anys | 55 | 49.1 | 50.9 | - | 52.7 | 47.3 | 49.1 | 50.9 | - | - | 100.0 |

P5. Em podria dir de forma aproximada l'alçada (en centímetres) del seu fill/a?

| | | | | | | | | | | | |
|--------------------------|-------|--------|--------|-------|--------|--------|--------|--------|-------|--------|--------|
| De 31 a 40 centímetres | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| De 41 a 50 centímetres | 6 | 50.0 | 50.0 | - | 100.0 | - | 66.7 | 33.3 | 100.0 | - | - |
| De 51 a 60 centímetres | 15 | 53.3 | 46.7 | 13.3 | 80.0 | 6.7 | 60.0 | 40.0 | 100.0 | - | - |
| De 61 a 70 centímetres | 16 | 50.0 | 50.0 | 18.8 | 68.8 | 12.5 | 31.3 | 68.8 | 100.0 | - | - |
| De 71 a 80 centímetres | 25 | 52.0 | 48.0 | 8.0 | 88.0 | 4.0 | 64.0 | 36.0 | 100.0 | - | - |
| De 81 a 90 centímetres | 33 | 51.5 | 48.5 | 12.1 | 84.8 | 3.0 | 42.4 | 57.6 | 100.0 | - | - |
| De 91 a 100 centímetres | 53 | 49.1 | 50.9 | 7.5 | 88.7 | 3.8 | 49.1 | 50.9 | 92.5 | 5.7 | 1.9 |
| De 101 a 110 centímetres | 55 | 52.7 | 47.3 | 1.8 | 83.6 | 14.5 | 50.9 | 49.1 | 81.8 | 14.5 | 3.6 |
| De 111 a 120 centímetres | 96 | 50.0 | 50.0 | 1.0 | 80.2 | 18.8 | 47.9 | 52.1 | 33.3 | 58.3 | 8.3 |
| De 121 a 130 centímetres | 74 | 52.7 | 47.3 | 4.1 | 75.7 | 20.3 | 54.1 | 45.9 | 6.8 | 66.2 | 27.0 |
| De 131 a 140 centímetres | 72 | 44.4 | 55.6 | 1.4 | 66.7 | 31.9 | 55.6 | 44.4 | 1.4 | 38.9 | 59.7 |
| De 141 a 150 centímetres | 65 | 56.9 | 43.1 | 1.5 | 50.8 | 47.7 | 60.0 | 40.0 | 4.6 | 13.8 | 81.5 |
| De 151 a 160 centímetres | 42 | 31.0 | 69.0 | - | 61.9 | 38.1 | 50.0 | 50.0 | - | - | 100.0 |
| De 161 a 170 centímetres | 10 | 50.0 | 50.0 | - | 60.0 | 40.0 | 50.0 | 50.0 | - | - | 100.0 |
| De 171 a 180 centímetres | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - | - | 100.0 |
| No sap | 35 | 60.0 | 40.0 | 11.4 | 71.4 | 17.1 | 42.9 | 57.1 | 62.9 | 22.9 | 14.3 |
| Mitjana d'alçada | !!!! | 117.64 | 119.67 | 95.41 | 115.28 | 134.39 | 119.34 | 117.94 | 93.97 | 125.46 | 144.44 |
| | 27.12 | 27.24 | 27.02 | 26.88 | 26.80 | 20.56 | 27.38 | 26.87 | 20.91 | 10.31 | 12.91 |

Juliol 2010

%Horizontals

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P6. Podria dir-me de forma aproximada el pes del seu fill/a (en quilos)?

| | | | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| De 1 a 10 quilos | 52 | 48.1 | 51.9 | 13.5 | 82.7 | 3.8 | 51.9 | 48.1 | 100.0 | - | - |
| De 11 a 20 quilos | 189 | 47.1 | 52.9 | 7.4 | 83.1 | 9.5 | 50.3 | 49.7 | 85.2 | 14.3 | 0.5 |
| De 21 a 30 quilos | 156 | 48.7 | 51.3 | 1.9 | 78.8 | 19.2 | 53.8 | 46.2 | 21.8 | 62.2 | 16.0 |
| De 31 a 40 quilos | 108 | 52.8 | 47.2 | 0.9 | 61.1 | 38.0 | 54.6 | 45.4 | - | 25.9 | 74.1 |
| De 41 a 50 quilos | 49 | 55.1 | 44.9 | - | 53.1 | 46.9 | 51.0 | 49.0 | - | 4.1 | 95.9 |
| De 51 a 60 quilos | 17 | 35.3 | 64.7 | - | 70.6 | 29.4 | 58.8 | 41.2 | - | - | 100.0 |
| De 61 a 70 quilos | 6 | 16.7 | 83.3 | - | 66.7 | 33.3 | 50.0 | 50.0 | - | - | 100.0 |
| No sap | 22 | 86.4 | 13.6 | 4.5 | 59.1 | 36.4 | 31.8 | 68.2 | 27.3 | 27.3 | 45.5 |
| No contesta | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | - | 100.0 | - |
| Mitjana de pes | 25.91 | 25.96 | 25.86 | 14.92 | 24.28 | 33.98 | 26.25 | 25.53 | 15.11 | 26.64 | 40.43 |
| | 12.79 | 12.59 | 12.99 | 7.02 | 12.31 | 11.47 | 12.84 | 12.74 | 5.55 | 5.70 | 9.46 |

P7. Dels següents problemes socials, quin és el que més li preocupa?

| | | | | | | | | | | | |
|-------------------------------|-----|-------|------|-----|-------|------|------|-------|------|------|-------|
| Els accidents de trànsit | 61 | 32.8 | 67.2 | 6.6 | 72.1 | 21.3 | 57.4 | 42.6 | 49.2 | 19.7 | 31.1 |
| Els accidents de treball | 6 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 66.7 | 16.7 | 16.7 |
| La integració dels immigrants | 47 | 55.3 | 44.7 | 6.4 | 72.3 | 21.3 | 57.4 | 42.6 | 40.4 | 31.9 | 27.7 |
| L'atur | 328 | 49.4 | 50.6 | 3.4 | 75.3 | 21.3 | 50.9 | 49.1 | 43.0 | 27.1 | 29.9 |
| La inseguretat ciutadana | 87 | 52.9 | 47.1 | 4.6 | 73.6 | 21.8 | 46.0 | 54.0 | 32.2 | 26.4 | 41.4 |
| L'habitatge | 13 | 76.9 | 23.1 | 7.7 | 76.9 | 15.4 | 53.8 | 46.2 | 46.2 | 23.1 | 30.8 |
| El terrorisme | 24 | 54.2 | 45.8 | 8.3 | 70.8 | 20.8 | 54.2 | 45.8 | 45.8 | 37.5 | 16.7 |
| Altres | 23 | 60.9 | 39.1 | 4.3 | 69.6 | 26.1 | 56.5 | 43.5 | 43.5 | 30.4 | 26.1 |
| No sap | 10 | 60.0 | 40.0 | - | 60.0 | 40.0 | 50.0 | 50.0 | 40.0 | 20.0 | 40.0 |
| No contesta | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | - | - | 100.0 |

P8. Digui'm en una escala de 0 a 10 (on 0 significa cap preocupació i 10 significa màxima preocupació), en quina mesura li preocupen els accidents de trànsit?

| | | | | | | | | | | | |
|-------------------------|------|-------|------|------|------|-------|-------|------|------|-------|------|
| [0] Cap preocupació | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | 100.0 | - |
| [1] | 0 | - | - | - | - | - | - | - | - | - | - |
| [2] | 3 | 33.3 | 66.7 | - | 66.7 | 33.3 | 100.0 | - | 33.3 | 33.3 | 33.3 |
| [3] | 6 | 83.3 | 16.7 | - | 83.3 | 16.7 | 33.3 | 66.7 | - | 66.7 | 33.3 |
| [4] | 13 | 76.9 | 23.1 | 7.7 | 69.2 | 23.1 | 53.8 | 46.2 | 53.8 | 23.1 | 23.1 |
| [5] | 47 | 53.2 | 46.8 | 2.1 | 78.7 | 19.1 | 55.3 | 44.7 | 38.3 | 23.4 | 38.3 |
| [6] | 33 | 54.5 | 45.5 | 3.0 | 81.8 | 15.2 | 45.5 | 54.5 | 57.6 | 15.2 | 27.3 |
| [7] | 110 | 59.1 | 40.9 | 3.6 | 75.5 | 20.9 | 56.4 | 43.6 | 35.5 | 39.1 | 25.5 |
| [8] | 163 | 49.1 | 50.9 | 3.1 | 71.2 | 25.8 | 53.4 | 46.6 | 44.2 | 22.7 | 33.1 |
| [9] | 80 | 50.0 | 50.0 | 2.5 | 75.0 | 22.5 | 47.5 | 52.5 | 43.8 | 23.8 | 32.5 |
| [10] Màxima preocupació | 144 | 38.9 | 61.1 | 8.3 | 73.6 | 18.1 | 47.9 | 52.1 | 43.1 | 25.7 | 31.3 |
| No sap | 0 | - | - | - | - | - | - | - | - | - | - |
| No contesta | 0 | - | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.91 | 7.66 | 8.15 | 8.50 | 7.89 | 7.84 | 7.81 | 8.00 | 7.98 | 7.76 | 7.94 |
| Desviació | 1.76 | 1.80 | 1.67 | 1.75 | 1.74 | 1.80 | 1.79 | 1.71 | 1.68 | 1.88 | 1.75 |

P9. En l'últim any, ha patit vostè algun accident de trànsit encara que fos de poca gravetat, ja sigui de conductor, d'acompanyant o de vianant?

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|-------|------|------|------|------|------|------|
| Si com conductor | 35 | 45.7 | 54.3 | 8.6 | 65.7 | 25.7 | 60.0 | 40.0 | 40.0 | 31.4 | 28.6 |
| Si com acompanyant | 5 | 20.0 | 80.0 | - | 100.0 | - | 60.0 | 40.0 | 40.0 | 40.0 | 20.0 |
| No | 560 | 50.7 | 49.3 | 4.1 | 74.5 | 21.4 | 51.1 | 48.9 | 42.3 | 26.4 | 31.3 |

P10. De quants Cotxes (Turismes o Furgonetes) disposen a la seva llar i ha fet servir en els darrers 12 mesos per portar al seu fill/a?

| | | | | | | | | | | | |
|------------------------------|-----|------|-------|-------|------|------|------|-------|-------|------|------|
| Base: Té turisme o furgoneta | 596 | 50.0 | 50.0 | 4.2 | 74.3 | 21.5 | 51.7 | 48.3 | 42.3 | 26.7 | 31.0 |
| 1 | 327 | 49.8 | 50.2 | 5.2 | 74.0 | 20.8 | 51.1 | 48.9 | 43.4 | 26.9 | 29.7 |
| 2 | 248 | 50.0 | 50.0 | 2.0 | 76.2 | 21.8 | 53.2 | 46.8 | 42.3 | 25.0 | 32.7 |
| 3 | 18 | 55.6 | 44.4 | 11.1 | 61.1 | 27.8 | 44.4 | 55.6 | 16.7 | 44.4 | 38.9 |
| 7 | 1 | - | 100.0 | 100.0 | - | - | - | 100.0 | 100.0 | - | - |
| No contesta | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | - |

| | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|--|-------|------|------|-------|-------|-----------------|------|-----------------|-------|-------|
| | TOTAL | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 |

Base:Total entrevistes

| | | | | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|------|------|------|
| | 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
| Mitjana de cotxes | 1.49 | 1.40 | 1.58 | 1.93 | 1.43 | 1.40 | 1.40 | 1.57 | 1.48 | 0.00 | 2.00 |
| | 0.73 | 0.53 | 0.89 | 1.53 | 0.50 | 0.49 | 0.49 | 0.90 | 0.73 | 0.00 | 0.00 |

P11.Del següent llistat de sistemes de retenció infantil que li llegiré, podria dir-me quin utilitza habitualment quan porta al seu fill/a en aquest cotxe?

Base:Utilitza vehicle per nens

| | | | | | | | | | | | |
|----------------------------|-----|-------|------|------|-------|-------|-------|------|-------|------|-------|
| | 596 | 50.0 | 50.0 | 4.2 | 74.3 | 21.5 | 51.7 | 48.3 | 42.3 | 26.7 | 31.0 |
| Cabàs | 8 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 100.0 | - | - |
| Portabebè | 20 | 45.0 | 55.0 | 15.0 | 75.0 | 10.0 | 40.0 | 60.0 | 100.0 | - | - |
| Cadira | 192 | 54.7 | 45.3 | 7.3 | 81.3 | 11.5 | 50.0 | 50.0 | 72.4 | 23.4 | 4.2 |
| Cadira elevador | 213 | 48.8 | 51.2 | 3.3 | 79.8 | 16.9 | 51.6 | 48.4 | 37.6 | 39.9 | 22.5 |
| Coixí elevador | 47 | 42.6 | 57.4 | 2.1 | 66.0 | 31.9 | 51.1 | 48.9 | 10.6 | 40.4 | 48.9 |
| Només cinturó de seguretat | 115 | 47.8 | 52.2 | - | 54.8 | 45.2 | 56.5 | 43.5 | - | 8.7 | 91.3 |
| Cap | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | - | 100.0 |

P12.Perquè no utilitza cap sistema de retenció infantil?

Base:Cap SRI

| | | | | | | | | | | | |
|-----------------------|---|-------|---|---|---|-------|-------|---|---|---|-------|
| | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | - | 100.0 |
| Ho troba una bestiesa | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | - | 100.0 |

Utilitza SRI adequat

Base:Té turisme o furgoneta

| | | | | | | | | | | | |
|-----------|-----|------|------|------|------|------|------|------|------|------|------|
| | 596 | 50.0 | 50.0 | 4.2 | 74.3 | 21.5 | 51.7 | 48.3 | 42.3 | 26.7 | 31.0 |
| Si | 377 | 49.3 | 50.7 | 3.4 | 75.6 | 21.0 | 51.7 | 48.3 | 45.4 | 23.6 | 31.0 |
| No | 179 | 49.2 | 50.8 | 4.5 | 72.6 | 22.9 | 54.2 | 45.8 | 32.4 | 33.5 | 34.1 |
| N.S./N.C. | 40 | 60.0 | 40.0 | 10.0 | 70.0 | 20.0 | 40.0 | 60.0 | 57.5 | 25.0 | 17.5 |

P13.Em pot dir quin ha estat el canal principal pel que s'ha informat del sistema de Retenció Infantil més adient pel seu fill/a?

Base:Utilitza SRI

| | | | | | | | | | | | |
|---|-----|-------|-------|-----|-------|-------|------|-------|------|-------|------|
| | 595 | 49.9 | 50.1 | 4.2 | 74.5 | 21.3 | 51.6 | 48.4 | 42.4 | 26.7 | 30.9 |
| Fulletons informatius sobre SRI | 42 | 35.7 | 64.3 | 4.8 | 59.5 | 35.7 | 42.9 | 57.1 | 33.3 | 19.0 | 47.6 |
| A la Botiga on va comprar el SRI | 261 | 48.3 | 51.7 | 4.6 | 80.8 | 14.6 | 50.2 | 49.8 | 51.7 | 27.2 | 21.1 |
| Internet | 78 | 51.3 | 48.7 | 5.1 | 70.5 | 24.4 | 61.5 | 38.5 | 42.3 | 28.2 | 29.5 |
| Familiars/amics | 60 | 55.0 | 45.0 | 6.7 | 78.3 | 15.0 | 63.3 | 36.7 | 48.3 | 25.0 | 26.7 |
| Revistes | 41 | 58.5 | 41.5 | - | 82.9 | 17.1 | 36.6 | 63.4 | 39.0 | 24.4 | 36.6 |
| Professionals Sanitaris (pediatra, infermeres...) | 15 | 46.7 | 53.3 | - | 73.3 | 26.7 | 66.7 | 33.3 | 26.7 | 40.0 | 33.3 |
| Mitjans de comunicació | 26 | 46.2 | 53.8 | 3.8 | 76.9 | 19.2 | 38.5 | 61.5 | 30.8 | 19.2 | 50.0 |
| Forces de seguretat | 6 | 66.7 | 33.3 | - | 66.7 | 33.3 | 50.0 | 50.0 | - | 16.7 | 83.3 |
| Concessionari/Asseguradora | 15 | 40.0 | 60.0 | 6.7 | 60.0 | 33.3 | 53.3 | 46.7 | 33.3 | 33.3 | 33.3 |
| Llegint el reglament | 2 | 100.0 | - | - | 100.0 | - | - | 100.0 | - | 50.0 | 50.0 |
| Per lògica/Sentit comú | 10 | 70.0 | 30.0 | - | 30.0 | 70.0 | 60.0 | 40.0 | - | 20.0 | 80.0 |
| Per l'escola | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | 100.0 | - |
| Varis canals | 4 | 100.0 | - | - | - | 100.0 | 50.0 | 50.0 | - | 25.0 | 75.0 |
| No sap | 25 | 48.0 | 52.0 | 4.0 | 64.0 | 32.0 | 56.0 | 44.0 | 28.0 | 32.0 | 40.0 |
| No contesta | 9 | 55.6 | 44.4 | - | 55.6 | 44.4 | 44.4 | 55.6 | 11.1 | 33.3 | 55.6 |

P14.El seu filla s'ha negat alguna vegada a fer servir el SRI?

Base:Utilitza SRI

| | | | | | | | | | | | |
|----|-----|------|------|-----|------|------|------|------|------|------|------|
| | 595 | 49.9 | 50.1 | 4.2 | 74.5 | 21.3 | 51.6 | 48.4 | 42.4 | 26.7 | 30.9 |
| Si | 109 | 41.3 | 58.7 | 5.5 | 76.1 | 18.3 | 52.3 | 47.7 | 52.3 | 22.0 | 25.7 |
| No | 486 | 51.9 | 48.1 | 3.9 | 74.1 | 22.0 | 51.4 | 48.6 | 40.1 | 27.8 | 32.1 |

P15.Quan el seu fill/a s'ha oposat a fer servir el sistema de retenció infantil com ha actuat vostè?

Base:Fill s'ha negat a utilitzar SRI

| | | | | | | | | | | | |
|---------------------------------------|-----|------|------|------|------|------|-------|------|------|------|------|
| | 109 | 41.3 | 58.7 | 5.5 | 76.1 | 18.3 | 52.3 | 47.7 | 52.3 | 22.0 | 25.7 |
| Sempre que passa, li he tret | 2 | 50.0 | 50.0 | 50.0 | - | 50.0 | 100.0 | - | - | 50.0 | 50.0 |
| Alguna vegada li he tret | 9 | 44.4 | 55.6 | - | 66.7 | 33.3 | 44.4 | 55.6 | 66.7 | 22.2 | 11.1 |
| Mai li he tret, sempre li deixo posat | 98 | 40.8 | 59.2 | 5.1 | 78.6 | 16.3 | 52.0 | 48.0 | 52.0 | 21.4 | 26.5 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P16. Si el seu fill/a s'oposés a fer servir el sistema de retenció infantil com actuaaria vostè?

Base: Fill no s'ha negat a utilitzar SRI

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 486 | 51.9 | 48.1 | 3.9 | 74.1 | 22.0 | 51.4 | 48.6 | 40.1 | 27.8 | 32.1 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|---------------------------------|-----|-------|------|------|-------|------|-------|------|-------|------|------|
| Li trauria | 4 | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 25.0 | 25.0 |
| Depen de la situació li trauria | 5 | 60.0 | 40.0 | - | 60.0 | 40.0 | 60.0 | 40.0 | 40.0 | 20.0 | 40.0 |
| Mai li trauria | 476 | 51.7 | 48.3 | 3.6 | 74.4 | 22.1 | 51.3 | 48.7 | 39.9 | 27.9 | 32.1 |
| No sap | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - | - |

P17. Quin és el principal inconvenient que es troba a l'hora d'utilitzar el sistema de retenció infantil?

Base: Utilitza SRI

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 595 | 49.9 | 50.1 | 4.2 | 74.5 | 21.3 | 51.6 | 48.4 | 42.4 | 26.7 | 30.9 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------------------------|-----|------|-------|------|-------|------|-------|-------|------|------|-------|
| Desprèn molta calor | 9 | 22.2 | 77.8 | 11.1 | 77.8 | 11.1 | 77.8 | 22.2 | 77.8 | 11.1 | 11.1 |
| Incomoditat pel cinturó | 23 | 43.5 | 56.5 | 13.0 | 56.5 | 30.4 | 47.8 | 52.2 | 39.1 | 30.4 | 30.4 |
| Ocupen molt espai | 32 | 37.5 | 62.5 | 12.5 | 65.6 | 21.9 | 53.1 | 46.9 | 50.0 | 25.0 | 25.0 |
| Incomoditat | 49 | 53.1 | 46.9 | - | 79.6 | 20.4 | 44.9 | 55.1 | 51.0 | 22.4 | 26.5 |
| Alçada de la cadira | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | - | 100.0 |
| Posar el SRI en vehicles no propis | 11 | 45.5 | 54.5 | - | 90.9 | 9.1 | 45.5 | 54.5 | 36.4 | 36.4 | 27.3 |
| Poca mobilitat pels nens | 7 | 42.9 | 57.1 | - | 71.4 | 28.6 | 42.9 | 57.1 | 42.9 | 42.9 | 14.3 |
| Dificultat en la utilització | 23 | 17.4 | 82.6 | - | 95.7 | 4.3 | 56.5 | 43.5 | 69.6 | 21.7 | 8.7 |
| Quan dormen el cap no queda subjecte | 10 | 20.0 | 80.0 | 10.0 | 70.0 | 20.0 | 30.0 | 70.0 | 50.0 | 30.0 | 20.0 |
| El nen es descorda | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 100.0 | - | 50.0 | 50.0 | - |
| Inseguretat en cas d'accident | 8 | 25.0 | 75.0 | - | 87.5 | 12.5 | 37.5 | 62.5 | 25.0 | 12.5 | 62.5 |
| Altres | 8 | 75.0 | 25.0 | - | 62.5 | 37.5 | 37.5 | 62.5 | 12.5 | 50.0 | 37.5 |
| Cap | 406 | 54.2 | 45.8 | 3.7 | 74.1 | 22.2 | 52.5 | 47.5 | 39.4 | 26.8 | 33.7 |
| No sap | 3 | 66.7 | 33.3 | - | 66.7 | 33.3 | 66.7 | 33.3 | 66.7 | - | 33.3 |
| No contesta | 3 | 66.7 | 33.3 | 33.3 | 66.7 | - | 100.0 | - | 33.3 | 66.7 | - |

P18. De les següents vies que li llegiré, podria dir-me amb quina freqüència (sempre, la majoria de vegades, algunes vegades, rarament o mai) quan circula per elles acostuma a posarli al seu fill/a algun tipus de sistema de retenció infantil?

Vies urbanes (desplaçaments de menys de 5 minuts)

Base: Utilitza SRI

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 595 | 49.9 | 50.1 | 4.2 | 74.5 | 21.3 | 51.6 | 48.4 | 42.4 | 26.7 | 30.9 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|-----------------------|-----|------|-------|------|-------|------|-------|-------|------|------|-------|
| Sempre | 562 | 50.0 | 50.0 | 3.9 | 74.6 | 21.5 | 51.6 | 48.4 | 42.9 | 27.0 | 30.1 |
| La majoria de vegades | 18 | 61.1 | 38.9 | 5.6 | 66.7 | 27.8 | 50.0 | 50.0 | 33.3 | 5.6 | 61.1 |
| Alguna vegada | 6 | 50.0 | 50.0 | 16.7 | 83.3 | - | 100.0 | - | 50.0 | 50.0 | - |
| Rarament | 3 | - | 100.0 | - | 100.0 | - | 33.3 | 66.7 | - | - | 100.0 |
| Mai | 4 | 25.0 | 75.0 | - | 75.0 | 25.0 | 25.0 | 75.0 | 25.0 | 50.0 | 25.0 |
| No sap | 2 | 50.0 | 50.0 | 50.0 | 50.0 | - | - | 100.0 | 50.0 | 50.0 | - |

Vies urbanes (desplaçaments de més de 5 minuts)

| | | | | | | | | | | | |
|-----------------------|-----|-------|-------|-------|------|------|------|-------|------|-------|-------|
| Sempre | 578 | 49.7 | 50.3 | 3.8 | 75.1 | 21.1 | 51.4 | 48.6 | 42.6 | 26.6 | 30.8 |
| La majoria de vegades | 7 | 71.4 | 28.6 | 28.6 | 57.1 | 14.3 | 71.4 | 28.6 | 57.1 | 28.6 | 14.3 |
| Alguna vegada | 4 | 25.0 | 75.0 | - | 50.0 | 50.0 | 75.0 | 25.0 | 50.0 | - | 50.0 |
| Rarament | 2 | 100.0 | - | - | 50.0 | 50.0 | 50.0 | 50.0 | - | - | 100.0 |
| Mai | 3 | 66.7 | 33.3 | - | 66.7 | 33.3 | 33.3 | 66.7 | - | 66.7 | 33.3 |
| No sap | 1 | - | 100.0 | 100.0 | - | - | - | 100.0 | - | 100.0 | - |

Vies interurbanes de curt recorregut

| | | | | | | | | | | | |
|-----------------------|-----|------|------|------|-------|------|------|-------|------|------|------|
| Sempre | 577 | 50.3 | 49.7 | 4.0 | 74.9 | 21.1 | 51.8 | 48.2 | 42.8 | 26.5 | 30.7 |
| La majoria de vegades | 10 | 30.0 | 70.0 | 20.0 | 60.0 | 20.0 | 60.0 | 40.0 | 30.0 | 30.0 | 40.0 |
| Alguna vegada | 4 | 50.0 | 50.0 | - | 50.0 | 50.0 | 25.0 | 75.0 | 25.0 | 25.0 | 50.0 |
| Rarament | 2 | 50.0 | 50.0 | - | 100.0 | - | - | 100.0 | 50.0 | 50.0 | - |
| Mai | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 |

Vies interurbanes de llarg recorregut

| | | | | | | | | | | | |
|-----------------------|-----|------|------|------|-------|------|------|------|------|------|------|
| Sempre | 584 | 50.0 | 50.0 | 3.9 | 74.5 | 21.6 | 51.7 | 48.3 | 42.3 | 26.7 | 31.0 |
| La majoria de vegades | 5 | 60.0 | 40.0 | 20.0 | 80.0 | - | 60.0 | 40.0 | 60.0 | 40.0 | - |
| Rarament | 3 | 33.3 | 66.7 | - | 100.0 | - | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 |
| Mai | 3 | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 | 33.3 | 66.7 | 33.3 | - | 66.7 |

| | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|--|-------|------|------|-------|-------|-----------------|------|-----------------|-------|-------|
| | TOTAL | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P19. Acostuma a posar el casc al seu fill/a si el porta amb la moto/ciclomotor?

Base: Té moto o ciclomotor

| | | | | | | | | | | |
|----|------|------|-----|------|------|------|------|------|------|------|
| 81 | 61.7 | 38.3 | 7.4 | 70.4 | 22.2 | 54.3 | 45.7 | 43.2 | 34.6 | 22.2 |
|----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------------------------|----|------|-------|-----|-------|-------|------|-------|------|-------|------|
| Sempre | 24 | 62.5 | 37.5 | 4.2 | 54.2 | 41.7 | 58.3 | 41.7 | 12.5 | 25.0 | 62.5 |
| Rarament | 1 | - | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - |
| No el porto mai a la moto/ciclomotor | 55 | 63.6 | 36.4 | 9.1 | 78.2 | 12.7 | 54.5 | 45.5 | 58.2 | 36.4 | 5.5 |
| No contesta | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | 100.0 | - |

P20. De les següents frases que li llegiré a continuació, podria dir-me si està molt, bastant, poc o gens d'acord amb elles?

Els SRI resulten perillosos en cas de que sigui necessari abandonar ràpidament el vehicle

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 44 | 50.0 | 50.0 | 11.4 | 65.9 | 22.7 | 43.2 | 56.8 | 47.7 | 20.5 | 31.8 |
| [4] Bastant | 128 | 50.0 | 50.0 | 5.5 | 76.6 | 18.0 | 51.6 | 48.4 | 56.3 | 19.5 | 24.2 |
| [3] Ni molt ni poc | 40 | 37.5 | 62.5 | 5.0 | 82.5 | 12.5 | 60.0 | 40.0 | 42.5 | 27.5 | 30.0 |
| [2] Poc | 163 | 49.1 | 50.9 | 3.1 | 79.1 | 17.8 | 47.2 | 52.8 | 46.6 | 27.6 | 25.8 |
| [1] Gens | 175 | 55.4 | 44.6 | 4.0 | 69.7 | 26.3 | 56.0 | 44.0 | 30.3 | 32.0 | 37.7 |
| No sap | 46 | 43.5 | 56.5 | - | 69.6 | 30.4 | 52.2 | 47.8 | 26.1 | 32.6 | 41.3 |
| No contesta | 4 | 75.0 | 25.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 |
| Mitjana | 2.46 | 2.40 | 2.52 | 2.92 | 2.47 | 2.31 | 2.40 | 2.52 | 2.72 | 2.22 | 2.30 |
| Desviació | 1.35 | 1.37 | 1.34 | 1.55 | 1.32 | 1.41 | 1.34 | 1.37 | 1.34 | 1.29 | 1.38 |

La normativa que regula l'ús dels SRI és excessivament dura

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 42 | 45.2 | 54.8 | 7.1 | 81.0 | 11.9 | 57.1 | 42.9 | 47.6 | 23.8 | 28.6 |
| [4] Bastant | 64 | 65.6 | 34.4 | 4.7 | 62.5 | 32.8 | 48.4 | 51.6 | 34.4 | 31.3 | 34.4 |
| [3] Ni molt ni poc | 29 | 62.1 | 37.9 | 6.9 | 75.9 | 17.2 | 55.2 | 44.8 | 48.3 | 24.1 | 27.6 |
| [2] Poc | 103 | 44.7 | 55.3 | 4.9 | 78.6 | 16.5 | 46.6 | 53.4 | 44.7 | 29.1 | 26.2 |
| [1] Gens | 340 | 48.2 | 51.8 | 3.5 | 74.4 | 22.1 | 54.1 | 45.9 | 41.8 | 26.8 | 31.5 |
| No sap | 22 | 54.5 | 45.5 | 4.5 | 68.2 | 27.3 | 31.8 | 68.2 | 40.9 | 13.6 | 45.5 |
| Mitjana | 1.90 | 1.98 | 1.82 | 2.20 | 1.89 | 1.89 | 1.89 | 1.92 | 1.90 | 1.91 | 1.89 |
| Desviació | 1.31 | 1.34 | 1.28 | 1.47 | 1.31 | 1.30 | 1.33 | 1.30 | 1.32 | 1.30 | 1.33 |

El meu fill no vol utilitzar els SRI

| | | | | | | | | | | | |
|--------------------|------|-------|------|------|------|-------|-------|-------|------|------|-------|
| [5] Molt | 33 | 63.6 | 36.4 | 6.1 | 69.7 | 24.2 | 54.5 | 45.5 | 42.4 | 30.3 | 27.3 |
| [4] Bastant | 35 | 62.9 | 37.1 | 8.6 | 62.9 | 28.6 | 42.9 | 57.1 | 51.4 | 20.0 | 28.6 |
| [3] Ni molt ni poc | 6 | 33.3 | 66.7 | - | 83.3 | 16.7 | - | 100.0 | 33.3 | 33.3 | 33.3 |
| [2] Poc | 88 | 40.9 | 59.1 | 6.8 | 79.5 | 13.6 | 47.7 | 52.3 | 56.8 | 25.0 | 18.2 |
| [1] Gens | 431 | 49.9 | 50.1 | 3.5 | 74.5 | 22.0 | 53.6 | 46.4 | 38.3 | 27.8 | 33.9 |
| No sap | 6 | 66.7 | 33.3 | - | 66.7 | 33.3 | 50.0 | 50.0 | 66.7 | - | 33.3 |
| No contesta | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | - | 100.0 |
| Mitjana | 1.57 | 1.64 | 1.49 | 1.88 | 1.54 | 1.60 | 1.52 | 1.62 | 1.66 | 1.54 | 1.47 |
| Desviació | 1.14 | 1.24 | 1.01 | 1.34 | 1.09 | 1.23 | 1.12 | 1.15 | 1.16 | 1.13 | 1.09 |

Els fabricants de vehicles haurien d'incorporar de sèrie dispositius elevadors per nens de més de 4 anys

| | | | | | | | | | | | |
|--------------------|------|-------|------|------|------|-------|-------|------|------|------|-------|
| [5] Molt | 266 | 48.1 | 51.9 | 5.6 | 73.7 | 20.7 | 51.9 | 48.1 | 44.4 | 26.3 | 29.3 |
| [4] Bastant | 191 | 50.3 | 49.7 | 4.7 | 72.8 | 22.5 | 52.9 | 47.1 | 44.5 | 27.2 | 28.3 |
| [3] Ni molt ni poc | 18 | 61.1 | 38.9 | - | 83.3 | 16.7 | 27.8 | 72.2 | 38.9 | 11.1 | 50.0 |
| [2] Poc | 47 | 40.4 | 59.6 | 4.3 | 80.9 | 14.9 | 51.1 | 48.9 | 46.8 | 21.3 | 31.9 |
| [1] Gens | 66 | 63.6 | 36.4 | - | 75.8 | 24.2 | 54.5 | 45.5 | 25.8 | 40.9 | 33.3 |
| No sap | 11 | 36.4 | 63.6 | - | 63.6 | 36.4 | 45.5 | 54.5 | 36.4 | - | 63.6 |
| No contesta | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | - | 100.0 |
| Mitjana | 3.93 | 3.84 | 4.01 | 4.42 | 3.90 | 3.92 | 3.92 | 3.93 | 4.06 | 3.80 | 3.85 |
| Desviació | 1.35 | 1.41 | 1.27 | 0.86 | 1.36 | 1.37 | 1.36 | 1.33 | 1.21 | 1.48 | 1.39 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Els nens més grans de 7 anys ja viatgen suficientment segurs només amb el cinturó de seguretat de l'automòbil

| | | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 33 | 51.5 | 48.5 | 6.1 | 69.7 | 24.2 | 57.6 | 42.4 | 51.5 | 24.2 | 24.2 |
| [4] Bastant | 90 | 53.3 | 46.7 | 5.6 | 74.4 | 20.0 | 54.4 | 45.6 | 48.9 | 26.7 | 24.4 |
| [3] Ni molt ni poc | 29 | 48.3 | 51.7 | 3.4 | 69.0 | 27.6 | 41.4 | 58.6 | 41.4 | 27.6 | 31.0 |
| [2] Poc | 148 | 48.6 | 51.4 | 2.0 | 81.8 | 16.2 | 53.4 | 46.6 | 41.2 | 29.7 | 29.1 |
| [1] Gens | 259 | 49.0 | 51.0 | 4.2 | 72.2 | 23.6 | 50.2 | 49.8 | 35.9 | 27.4 | 36.7 |
| No sap | 37 | 56.8 | 43.2 | 10.8 | 70.3 | 18.9 | 48.6 | 51.4 | 67.6 | 16.2 | 16.2 |
| No contesta | 4 | 50.0 | 50.0 | - | 25.0 | 75.0 | 75.0 | 25.0 | 25.0 | - | 75.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 2.09 | 2.12 | 2.05 | 2.27 | 2.09 | 2.06 | 2.13 | 2.04 | 2.26 | 2.06 | 1.90 |
| Desviació | 1.30 | 1.32 | 1.28 | 1.52 | 1.28 | 1.34 | 1.32 | 1.27 | 1.36 | 1.27 | 1.22 |

El manual d'instruccions que acompanya als SRI resulta difícil de comprendre

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|------|------|------|------|------|------|------|
| [5] Molt | 50 | 44.0 | 56.0 | 6.0 | 76.0 | 18.0 | 58.0 | 42.0 | 58.0 | 18.0 | 24.0 |
| [4] Bastant | 134 | 47.0 | 53.0 | 3.7 | 73.1 | 23.1 | 47.0 | 53.0 | 49.3 | 25.4 | 25.4 |
| [3] Ni molt ni poc | 25 | 76.0 | 24.0 | 8.0 | 64.0 | 28.0 | 48.0 | 52.0 | 40.0 | 28.0 | 32.0 |
| [2] Poc | 131 | 48.9 | 51.1 | 3.1 | 77.9 | 19.1 | 56.5 | 43.5 | 40.5 | 29.0 | 30.5 |
| [1] Gens | 235 | 52.3 | 47.7 | 5.1 | 77.0 | 17.9 | 52.3 | 47.7 | 38.3 | 28.9 | 32.8 |
| No sap | 25 | 40.0 | 60.0 | - | 40.0 | 60.0 | 36.0 | 64.0 | 20.0 | 20.0 | 60.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 2.36 | 2.30 | 2.42 | 2.35 | 2.33 | 2.47 | 2.34 | 2.39 | 2.56 | 2.22 | 2.20 |
| Desviació | 1.43 | 1.40 | 1.46 | 1.52 | 1.43 | 1.42 | 1.43 | 1.43 | 1.49 | 1.36 | 1.38 |

El meu fill se sent incòmode, irritat o enfadat per estar subjecte amb el SRI

| | | | | | | | | | | | |
|--------------------|-----|-------|------|------|-------|------|------|-------|-------|------|------|
| [5] Molt | 39 | 48.7 | 51.3 | 10.3 | 74.4 | 15.4 | 38.5 | 61.5 | 53.8 | 38.5 | 7.7 |
| [4] Bastant | 61 | 55.7 | 44.3 | 6.6 | 65.6 | 27.9 | 55.7 | 44.3 | 59.0 | 13.1 | 27.9 |
| [3] Ni molt ni poc | 18 | 33.3 | 66.7 | 5.6 | 83.3 | 11.1 | 33.3 | 66.7 | 55.6 | 5.6 | 38.9 |
| [2] Poc | 110 | 51.8 | 48.2 | 3.6 | 80.0 | 16.4 | 46.4 | 53.6 | 45.5 | 29.1 | 25.5 |
| [1] Gens | 371 | 49.6 | 50.4 | 3.5 | 73.3 | 23.2 | 55.0 | 45.0 | 36.4 | 28.3 | 35.3 |
| No sap | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 1.81 | 1.82 | 1.80 | 2.31 | 1.80 | 1.75 | 1.73 | 1.90 | 2.04 | 1.73 | 1.56 |
| Desviació | 1.27 | 1.28 | 1.26 | 1.59 | 1.25 | 1.26 | 1.22 | 1.32 | 1.38 | 1.28 | 1.03 |

P21. De les següents situacions que l'hi llegiré a continuació, digui'm si mai, alguna vegada, la majoria de vegades o sempre ha permès al seu fill/a viatjar en automòbil sense utilitzar un SRI.

Viatjant en braços d'una persona adulta

| | | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|------|------|------|------|------|
| Mai | 526 | 51.0 | 49.0 | 4.4 | 73.8 | 21.9 | 51.7 | 48.3 | 42.0 | 27.0 | 31.0 |
| Alguna vegada | 71 | 45.1 | 54.9 | 2.8 | 77.5 | 19.7 | 50.7 | 49.3 | 43.7 | 25.4 | 31.0 |
| La majoria de vegades | 3 | 33.3 | 66.7 | 33.3 | 66.7 | - | 66.7 | 33.3 | 33.3 | 33.3 | 33.3 |

Al desplaçar-se en cotxe d'una altra persona (familiars, amics,..) que no disposa d'un SRI

| | | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|-------|------|-------|------|------|
| Mai | 453 | 53.0 | 47.0 | 4.4 | 73.5 | 22.1 | 51.2 | 48.8 | 44.2 | 25.4 | 30.5 |
| Alguna vegada | 135 | 42.2 | 57.8 | 3.0 | 80.0 | 17.0 | 53.3 | 46.7 | 37.0 | 30.4 | 32.6 |
| Ni molt ni poc | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | - |
| La majoria de vegades | 5 | 20.0 | 80.0 | - | 20.0 | 80.0 | 40.0 | 60.0 | - | 40.0 | 60.0 |
| Sempre | 2 | 50.0 | 50.0 | 50.0 | 50.0 | - | 100.0 | - | 100.0 | - | - |
| No sap | 3 | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 | 33.3 | 66.7 | - | 66.7 | 33.3 |

Al desplaçar-se en taxi

| | | | | | | | | | | | |
|-----------------------|-----|-------|------|-----|-------|------|------|-------|------|-------|------|
| Mai | 369 | 54.2 | 45.8 | 4.1 | 77.2 | 18.7 | 51.2 | 48.8 | 47.2 | 24.1 | 28.7 |
| Alguna vegada | 106 | 45.3 | 54.7 | 3.8 | 70.8 | 25.5 | 51.9 | 48.1 | 31.1 | 39.6 | 29.2 |
| Ni molt ni poc | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | - | 100.0 | - |
| La majoria de vegades | 21 | 47.6 | 52.4 | - | 81.0 | 19.0 | 57.1 | 42.9 | 33.3 | 33.3 | 33.3 |
| Sempre | 42 | 26.2 | 73.8 | 7.1 | 71.4 | 21.4 | 45.2 | 54.8 | 42.9 | 21.4 | 35.7 |
| No sap | 54 | 53.7 | 46.3 | 7.4 | 61.1 | 31.5 | 57.4 | 42.6 | 37.0 | 20.4 | 42.6 |
| No contesta | 7 | 28.6 | 71.4 | - | 57.1 | 42.9 | 57.1 | 42.9 | 14.3 | 28.6 | 57.1 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base:Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Quan el nen s'ha resistit a utilitzar el SRI

| | | | | | | | | | | | |
|---------------|-----|-------|-------|------|-------|------|-------|-------|------|-------|-------|
| Mai | 566 | 50.5 | 49.5 | 4.1 | 74.0 | 21.9 | 51.6 | 48.4 | 41.9 | 26.7 | 31.4 |
| Alguna vegada | 28 | 46.4 | 53.6 | 3.6 | 78.6 | 17.9 | 57.1 | 42.9 | 46.4 | 28.6 | 25.0 |
| Sempre | 4 | 25.0 | 75.0 | 50.0 | 50.0 | - | 25.0 | 75.0 | 75.0 | 25.0 | - |
| No sap | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | - | 100.0 | - |
| No contesta | 1 | - | 100.0 | - | 100.0 | - | 100.0 | - | - | - | 100.0 |

Quan hi ha varis passatgers als seients posteriors del cotxe

| | | | | | | | | | | | |
|-----------------------|-----|------|-------|------|-------|------|-------|-------|-------|------|------|
| Mai | 547 | 51.0 | 49.0 | 4.2 | 74.6 | 21.2 | 51.9 | 48.1 | 43.3 | 26.5 | 30.2 |
| Alguna vegada | 46 | 41.3 | 58.7 | 4.3 | 69.6 | 26.1 | 45.7 | 54.3 | 23.9 | 34.8 | 41.3 |
| La majoria de vegades | 3 | 33.3 | 66.7 | 33.3 | 66.7 | - | 100.0 | - | 66.7 | - | 33.3 |
| Sempre | 3 | 66.7 | 33.3 | - | 66.7 | 33.3 | 66.7 | 33.3 | 66.7 | - | 33.3 |
| No sap | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | 100.0 | - | - |

P22.A l'escola del seu fill/a, sap si s'ha realitzat alguna activitat relacionada amb la prevenció viaria en aquest any 2010?

| | | | | | | | | | | | |
|-------------------------------|-----|------|------|------|------|------|------|------|-------|------|------|
| Si | 255 | 45.5 | 54.5 | 1.6 | 70.6 | 27.8 | 50.2 | 49.8 | 16.1 | 36.5 | 47.5 |
| No | 267 | 53.9 | 46.1 | 4.5 | 76.0 | 19.5 | 52.8 | 47.2 | 53.2 | 24.3 | 22.5 |
| El fill encara no va a escola | 67 | 49.3 | 50.7 | 14.9 | 80.6 | 4.5 | 49.3 | 50.7 | 100.0 | - | - |
| No contesta | 11 | 72.7 | 27.3 | - | 72.7 | 27.3 | 72.7 | 27.3 | 27.3 | 27.3 | 45.5 |

P23.Quines?

Base:Activitat vial a la escola

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 255 | 45.5 | 54.5 | 1.6 | 70.6 | 27.8 | 50.2 | 49.8 | 16.1 | 36.5 | 47.5 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|------------------------------------|-----|------|-------|-----|-------|-------|------|-------|------|-------|------|
| Camió - Tràiler del "Clac i Rum" | 12 | 33.3 | 66.7 | 8.3 | 58.3 | 33.3 | 50.0 | 50.0 | 16.7 | 66.7 | 16.7 |
| Visita de la policia-Educació vial | 106 | 45.3 | 54.7 | 0.9 | 69.8 | 29.2 | 50.9 | 49.1 | 12.3 | 38.7 | 49.1 |
| Visita a un circuit | 27 | 48.1 | 51.9 | - | 74.1 | 25.9 | 59.3 | 40.7 | 14.8 | 33.3 | 51.9 |
| A classe, educació vial | 26 | 30.8 | 69.2 | - | 69.2 | 30.8 | 65.4 | 34.6 | 11.5 | 23.1 | 65.4 |
| Sortida al Forum | 1 | - | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - |
| Altres | 9 | 44.4 | 55.6 | - | 55.6 | 44.4 | - | 100.0 | 11.1 | 55.6 | 33.3 |
| No sap | 74 | 52.7 | 47.3 | 2.7 | 75.7 | 21.6 | 50.0 | 50.0 | 21.6 | 35.1 | 43.2 |
| No contesta | 3 | 33.3 | 66.7 | - | 100.0 | - | 33.3 | 66.7 | 66.7 | - | 33.3 |

CAMPANYA CLAC I RUM

P24.Durant el 2010, vostè ha vist/escollat alguna campanya de prevenció de trànsit?

Base:Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|-------------|-----|------|------|-----|-------|------|------|------|------|------|------|
| Si | 457 | 50.1 | 49.9 | 3.9 | 74.8 | 21.2 | 49.5 | 50.5 | 41.1 | 26.3 | 32.6 |
| No | 139 | 51.1 | 48.9 | 5.8 | 71.2 | 23.0 | 58.3 | 41.7 | 45.3 | 28.8 | 25.9 |
| No contesta | 4 | 25.0 | 75.0 | - | 100.0 | - | 75.0 | 25.0 | 50.0 | 25.0 | 25.0 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P25. Sabria dir-me els eslògans de les campanyes que més recordi?

Base: Ha vist/escoltat campanyes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 457 | 50.1 | 49.9 | 3.9 | 74.8 | 21.2 | 49.5 | 50.5 | 41.1 | 26.3 | 32.6 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--|-----|-------|-------|------|-------|-------|-------|-------|-------|-------|-------|
| Llums a punt 09 | 6 | 66.7 | 33.3 | - | 83.3 | 16.7 | 66.7 | 33.3 | 16.7 | 50.0 | 33.3 |
| La revolució dels petits gestos | 13 | 38.5 | 61.5 | - | 76.9 | 23.1 | 69.2 | 30.8 | 38.5 | 38.5 | 23.1 |
| Quan condueixis, mira la carretera | 17 | 76.5 | 23.5 | - | 76.5 | 23.5 | 70.6 | 29.4 | 29.4 | 41.2 | 29.4 |
| Una gran moto requereix una gran experiència | 7 | 42.9 | 57.1 | - | 100.0 | - | 71.4 | 28.6 | 42.9 | 28.6 | 28.6 |
| Clac i Rum | 67 | 46.3 | 53.7 | 4.5 | 77.6 | 17.9 | 65.7 | 34.3 | 32.8 | 31.3 | 35.8 |
| Pensa en els punts, salven vides | 15 | 73.3 | 26.7 | - | 80.0 | 20.0 | 53.3 | 46.7 | 26.7 | 33.3 | 40.0 |
| No te la juguis, para i descansa, pel teu bé i pel de la resta de conductors | 21 | 52.4 | 47.6 | - | 76.2 | 23.8 | 57.1 | 42.9 | 47.6 | 28.6 | 23.8 |
| Gràcies perquè sense tu no hagués estat possible | 10 | 60.0 | 40.0 | - | 90.0 | 10.0 | 80.0 | 20.0 | 40.0 | 20.0 | 40.0 |
| Campanya de vigilància de transport escolar i de menors | 6 | 50.0 | 50.0 | - | 100.0 | - | 33.3 | 66.7 | 66.7 | 16.7 | 16.7 |
| Si beus no condueixis | 4 | 25.0 | 75.0 | - | 50.0 | 50.0 | 25.0 | 75.0 | - | 50.0 | 50.0 |
| Tots sabem com evitar un accident. Perquè no ho fem? | 1 | 100.0 | - | - | - | 100.0 | - | 100.0 | - | - | 100.0 |
| No corris, la qüestió és arribar | 3 | 33.3 | 66.7 | - | 66.7 | 33.3 | - | 100.0 | - | 33.3 | 66.7 |
| Et pot passar a tu | 2 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - |
| Posa-hi fre | 11 | 45.5 | 54.5 | 9.1 | 81.8 | 9.1 | 45.5 | 54.5 | 54.5 | 27.3 | 18.2 |
| Posa't el cinturó | 6 | 50.0 | 50.0 | - | 83.3 | 16.7 | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 |
| Posa't el casc | 2 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | - |
| En un segon et canvia la vida i res torna a ser igual | 2 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | 50.0 | 50.0 |
| Anuncis contra l'ús del mòbil conduint (en general) | 4 | 50.0 | 50.0 | - | 75.0 | 25.0 | 75.0 | 25.0 | - | 50.0 | 50.0 |
| Ja prou! Per favor, respecta les normes | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | - | 100.0 | - |
| Sigues prudent, tu no tens recanvi | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| No als accidents | 3 | 66.7 | 33.3 | - | 100.0 | - | 100.0 | - | 33.3 | - | 66.7 |
| En 3 segons es pot perdre la vida | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | - | 100.0 |
| No podem conduir per tu | 3 | 66.7 | 33.3 | - | 66.7 | 33.3 | 66.7 | 33.3 | - | 66.7 | 33.3 |
| Altres | 7 | 14.3 | 85.7 | 14.3 | 57.1 | 28.6 | 42.9 | 57.1 | 42.9 | - | 57.1 |
| No sap | 298 | 52.0 | 48.0 | 4.7 | 73.2 | 22.1 | 45.6 | 54.4 | 43.3 | 25.5 | 31.2 |
| No contesta | 5 | 40.0 | 60.0 | - | 80.0 | 20.0 | 40.0 | 60.0 | 40.0 | - | 60.0 |

P26. Vostè ha vist/escoltat la campanya de publicitat "Al Cotxe, primer Clac i després Rum"?

Base: No coneix campanya Clac i rum

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 390 | 50.8 | 49.2 | 3.8 | 74.4 | 21.8 | 46.7 | 53.3 | 42.6 | 25.4 | 32.1 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|-------------|-----|-------|------|-----|-------|------|------|-------|-------|------|------|
| Si | 185 | 44.9 | 55.1 | 2.7 | 77.3 | 20.0 | 49.2 | 50.8 | 44.3 | 26.5 | 29.2 |
| No | 204 | 55.9 | 44.1 | 4.9 | 71.6 | 23.5 | 44.6 | 55.4 | 40.7 | 24.5 | 34.8 |
| No contesta | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |

P27. Sap si el seu fill/a ha vist/escoltat la campanya de prevenció de trànsit "Al Cotxe, primer Clac i després Rum"?

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|---------------------|-----|------|------|-----|-------|------|------|------|-------|------|------|
| Si a l'escola | 78 | 32.1 | 67.9 | 3.8 | 76.9 | 19.2 | 57.7 | 42.3 | 25.6 | 32.1 | 42.3 |
| Si fora de l'escola | 171 | 43.3 | 56.7 | 0.6 | 74.3 | 25.1 | 52.6 | 47.4 | 28.1 | 34.5 | 37.4 |
| No | 272 | 54.8 | 45.2 | 7.0 | 76.8 | 16.2 | 48.2 | 51.8 | 61.0 | 18.8 | 20.2 |
| No sap | 90 | 62.2 | 37.8 | 3.3 | 61.1 | 35.6 | 52.2 | 47.8 | 18.9 | 33.3 | 47.8 |
| No contesta | 2 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 100.0 | - | - |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P28. Sabria dir-me en quin mitjà ha vist o escoltat vostè la campanya de trànsit "Clac i Rum"?

Base: Coneix campanya Clac i rum

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 252 | 45.2 | 54.8 | 3.2 | 77.4 | 19.4 | 53.6 | 46.4 | 41.3 | 27.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|-----------------------------|-----|------|------|------|------|------|------|------|------|------|------|
| TV | 219 | 44.7 | 55.3 | 3.7 | 78.1 | 18.3 | 53.4 | 46.6 | 42.9 | 25.6 | 31.5 |
| Radio | 43 | 58.1 | 41.9 | 2.3 | 79.1 | 18.6 | 60.5 | 39.5 | 32.6 | 39.5 | 27.9 |
| Revistes infantils | 9 | 44.4 | 55.6 | - | 77.8 | 22.2 | 55.6 | 44.4 | 33.3 | 22.2 | 44.4 |
| Itinerant (Camió - Tràiler) | 7 | 42.9 | 57.1 | 14.3 | 42.9 | 42.9 | 57.1 | 42.9 | 42.9 | 42.9 | 14.3 |
| Pediatra | 15 | 20.0 | 80.0 | - | 93.3 | 6.7 | 53.3 | 46.7 | 40.0 | 33.3 | 26.7 |
| Cartells | 5 | 60.0 | 40.0 | - | 80.0 | 20.0 | 40.0 | 60.0 | 20.0 | 40.0 | 40.0 |
| Altres | 13 | 46.2 | 53.8 | - | 61.5 | 38.5 | 30.8 | 69.2 | 15.4 | 53.8 | 30.8 |
| No sap | 5 | 60.0 | 40.0 | - | 40.0 | 60.0 | 60.0 | 40.0 | 20.0 | 40.0 | 40.0 |

P29. Podria dir-nos quin creu que era el principal missatge de la campanya?

Base: Coneix campanya Clac i rum

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 252 | 45.2 | 54.8 | 3.2 | 77.4 | 19.4 | 53.6 | 46.4 | 41.3 | 27.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--|-----|------|------|------|-------|------|------|------|------|------|------|
| Posa't el cinturó abans d'iniciar la conducció | 210 | 45.7 | 54.3 | 3.3 | 78.6 | 18.1 | 52.9 | 47.1 | 39.0 | 28.6 | 32.4 |
| Conscienciar als nens | 3 | 33.3 | 66.7 | - | 66.7 | 33.3 | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 |
| Utilitzar els diferents sistemes de seguretat | 7 | 28.6 | 71.4 | - | 71.4 | 28.6 | 42.9 | 57.1 | 42.9 | 28.6 | 28.6 |
| Posar-se el cinturó | 10 | 20.0 | 80.0 | 10.0 | 80.0 | 10.0 | 70.0 | 30.0 | 60.0 | 20.0 | 20.0 |
| Conduir amb precaució | 3 | 33.3 | 66.7 | - | 100.0 | - | 66.7 | 33.3 | 33.3 | 33.3 | 33.3 |
| Els nens han d'anar protegits adequadament | 5 | 40.0 | 60.0 | - | 100.0 | - | 40.0 | 60.0 | 80.0 | 20.0 | - |
| No sap | 14 | 71.4 | 28.6 | - | 50.0 | 50.0 | 64.3 | 35.7 | 50.0 | 21.4 | 28.6 |

P30. En general, creu que la campanya de publicitat era molt, bastant, poc o gens...

Clara en el missatge

Base: Coneix campanya Clac i rum

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 252 | 45.2 | 54.8 | 3.2 | 77.4 | 19.4 | 53.6 | 46.4 | 41.3 | 27.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------|-----|-------|------|-----|------|------|------|------|------|------|------|
| [5] Molt | 133 | 39.1 | 60.9 | 4.5 | 78.2 | 17.3 | 56.4 | 43.6 | 42.1 | 29.3 | 28.6 |
| [4] Bastant | 107 | 51.4 | 48.6 | 1.9 | 77.6 | 20.6 | 48.6 | 51.4 | 40.2 | 25.2 | 34.6 |
| [3] Ni molt ni poc | 3 | 100.0 | - | - | 33.3 | 66.7 | 33.3 | 66.7 | - | 33.3 | 66.7 |
| [2] Poc | 5 | 40.0 | 60.0 | - | 80.0 | 20.0 | 80.0 | 20.0 | 80.0 | - | 20.0 |
| No sap | 4 | 50.0 | 50.0 | - | 75.0 | 25.0 | 75.0 | 25.0 | 25.0 | 75.0 | - |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.48 | 4.40 | 4.55 | 4.75 | 4.49 | 4.40 | 4.50 | 4.47 | 4.47 | 4.57 | 4.44 |
| Desviació | 0.63 | 0.64 | 0.62 | 0.43 | 0.62 | 0.68 | 0.67 | 0.58 | 0.70 | 0.53 | 0.62 |

Comprensible/entenedora en el llenguatge que utilitzava

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|-------|------|------|------|------|------|------|
| [5] Molt | 124 | 34.7 | 65.3 | 4.8 | 78.2 | 16.9 | 52.4 | 47.6 | 38.7 | 28.2 | 33.1 |
| [4] Bastant | 114 | 56.1 | 43.9 | 1.8 | 75.4 | 22.8 | 53.5 | 46.5 | 43.0 | 28.1 | 28.9 |
| [3] Ni molt ni poc | 4 | 50.0 | 50.0 | - | 75.0 | 25.0 | 25.0 | 75.0 | 50.0 | - | 50.0 |
| [2] Poc | 6 | 50.0 | 50.0 | - | 83.3 | 16.7 | 83.3 | 16.7 | 66.7 | 16.7 | 16.7 |
| No sap | 4 | 50.0 | 50.0 | - | 100.0 | - | 75.0 | 25.0 | 25.0 | 50.0 | 25.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.44 | 4.31 | 4.54 | 4.75 | 4.44 | 4.37 | 4.41 | 4.47 | 4.37 | 4.49 | 4.48 |
| Desviació | 0.65 | 0.64 | 0.64 | 0.43 | 0.66 | 0.64 | 0.70 | 0.60 | 0.71 | 0.59 | 0.62 |

Original

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|-------|------|------|-------|------|------|------|
| [5] Molt | 92 | 41.3 | 58.7 | 5.4 | 76.1 | 18.5 | 53.3 | 46.7 | 41.3 | 28.3 | 30.4 |
| [4] Bastant | 126 | 46.8 | 53.2 | 2.4 | 80.2 | 17.5 | 56.3 | 43.7 | 43.7 | 24.6 | 31.7 |
| [3] Ni molt ni poc | 16 | 50.0 | 50.0 | - | 75.0 | 25.0 | 50.0 | 50.0 | 18.8 | 43.8 | 37.5 |
| [2] Poc | 10 | 40.0 | 60.0 | - | 60.0 | 40.0 | 40.0 | 60.0 | 50.0 | 20.0 | 30.0 |
| [1] Gens | 4 | 75.0 | 25.0 | - | 50.0 | 50.0 | - | 100.0 | 50.0 | 50.0 | - |
| No sap | 4 | 50.0 | 50.0 | - | 100.0 | - | 75.0 | 25.0 | 25.0 | 50.0 | 25.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.18 | 4.12 | 4.23 | 4.63 | 4.21 | 3.98 | 4.25 | 4.09 | 4.18 | 4.13 | 4.21 |
| Desviació | 0.84 | 0.89 | 0.81 | 0.48 | 0.78 | 1.07 | 0.70 | 0.98 | 0.86 | 0.93 | 0.75 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Impactant

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 26 | 30.8 | 69.2 | 3.8 | 73.1 | 23.1 | 38.5 | 61.5 | 34.6 | 19.2 | 46.2 |
| [4] Bastant | 92 | 48.9 | 51.1 | 2.2 | 78.3 | 19.6 | 64.1 | 35.9 | 40.2 | 26.1 | 33.7 |
| [3] Ni molt ni poc | 22 | 36.4 | 63.6 | 9.1 | 81.8 | 9.1 | 50.0 | 50.0 | 50.0 | 22.7 | 27.3 |
| [2] Poc | 71 | 43.7 | 56.3 | 4.2 | 73.2 | 22.5 | 50.7 | 49.3 | 45.1 | 29.6 | 25.4 |
| [1] Gens | 30 | 60.0 | 40.0 | - | 83.3 | 16.7 | 43.3 | 56.7 | 43.3 | 33.3 | 23.3 |
| No sap | 11 | 36.4 | 63.6 | - | 81.8 | 18.2 | 54.5 | 45.5 | 18.2 | 45.5 | 36.4 |
| Mitjana | 3.05 | 2.95 | 3.15 | 3.13 | 3.04 | 3.09 | 3.13 | 2.96 | 2.97 | 2.89 | 3.31 |
| Desviació | 1.27 | 1.28 | 1.25 | 1.05 | 1.27 | 1.30 | 1.20 | 1.34 | 1.25 | 1.28 | 1.27 |

Adequada per complir el seu objectiu de conscienciació

| | | | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|------|-------|------|
| [5] Molt | 69 | 44.9 | 55.1 | 7.2 | 71.0 | 21.7 | 59.4 | 40.6 | 46.4 | 29.0 | 24.6 |
| [4] Bastant | 147 | 45.6 | 54.4 | 2.0 | 79.6 | 18.4 | 52.4 | 47.6 | 40.1 | 25.9 | 34.0 |
| [3] Ni molt ni poc | 7 | 42.9 | 57.1 | - | 85.7 | 14.3 | 42.9 | 57.1 | 42.9 | 28.6 | 28.6 |
| [2] Poc | 15 | 33.3 | 66.7 | - | 80.0 | 20.0 | 40.0 | 60.0 | 46.7 | 20.0 | 33.3 |
| [1] Gens | 4 | 100.0 | - | - | 75.0 | 25.0 | 25.0 | 75.0 | - | 100.0 | - |
| No sap | 10 | 40.0 | 60.0 | - | 80.0 | 20.0 | 70.0 | 30.0 | 30.0 | 30.0 | 40.0 |
| Mitjana | 4.08 | 4.05 | 4.11 | 4.63 | 4.05 | 4.11 | 4.18 | 3.97 | 4.15 | 4.00 | 4.07 |
| Desviació | 0.84 | 0.91 | 0.78 | 0.48 | 0.83 | 0.89 | 0.76 | 0.92 | 0.78 | 1.03 | 0.73 |

Fàcil de recordar

| | | | | | | | | | | | |
|--------------------|------|------|------|------|-------|------|------|------|------|------|------|
| [5] Molt | 109 | 41.3 | 58.7 | 4.6 | 78.0 | 17.4 | 56.9 | 43.1 | 43.1 | 29.4 | 27.5 |
| [4] Bastant | 117 | 47.9 | 52.1 | 2.6 | 77.8 | 19.7 | 49.6 | 50.4 | 41.0 | 24.8 | 34.2 |
| [3] Ni molt ni poc | 6 | 16.7 | 83.3 | - | 83.3 | 16.7 | 50.0 | 50.0 | 33.3 | 50.0 | 16.7 |
| [2] Poc | 11 | 72.7 | 27.3 | - | 54.5 | 45.5 | 54.5 | 45.5 | 27.3 | 18.2 | 54.5 |
| [1] Gens | 6 | 50.0 | 50.0 | - | 83.3 | 16.7 | 66.7 | 33.3 | 50.0 | 33.3 | 16.7 |
| No sap | 3 | 33.3 | 66.7 | - | 100.0 | - | 66.7 | 33.3 | 33.3 | 66.7 | - |
| Mitjana | 4.25 | 4.17 | 4.32 | 4.63 | 4.28 | 4.10 | 4.26 | 4.24 | 4.29 | 4.28 | 4.18 |
| Desviació | 0.89 | 0.95 | 0.83 | 0.48 | 0.87 | 1.01 | 0.94 | 0.84 | 0.88 | 0.91 | 0.89 |

Mitjana característiques

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.00 | 4.15 | 4.42 | 4.09 | 4.02 | 4.12 | 4.04 | 4.07 | 4.07 | 4.11 |
| Desviació | 0.54 | 0.56 | 0.51 | 0.25 | 0.51 | 0.65 | 0.52 | 0.55 | 0.52 | 0.55 | 0.55 |

P31.M'ha dit que la campanya no era gens...Clara en el missatge/ Comprensible-entenedora en el llenguatge que utilitzava/ Original/ Impactant/ Adequada per complir el seu objectiu de conscienciació/ Fàcil de recordar. Com hagués millorat vostè aquesta campanya?

Base: Gens a algun atribut

| | | | | | | | | | | |
|---------------------------|------|-------|-------|------|-------|-------|-------|-------|-------|-------|
| 36 | 61.1 | 38.9 | - | 80.6 | 19.4 | 41.7 | 58.3 | 47.2 | 30.6 | 22.2 |
| Educació a l'auto-escola | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - |
| Fent-la en castellà també | 1 | - | 100.0 | - | 100.0 | - | 100.0 | - | - | 100.0 |
| Amb eslògans enganxosos | 2 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | - |
| Més agressiva | 1 | - | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 |
| Imatges més impactants | 5 | 80.0 | 20.0 | - | 80.0 | 20.0 | 40.0 | 60.0 | 60.0 | 40.0 |
| Més realista | 2 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | - |
| Més curtes i directes | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - | 100.0 |
| Pels nens ja està bé | 2 | - | 100.0 | - | 100.0 | - | 100.0 | - | 100.0 | - |
| No sap | 20 | 65.0 | 35.0 | - | 85.0 | 15.0 | 40.0 | 60.0 | 45.0 | 30.0 |
| No contesta | 2 | 100.0 | - | - | 100.0 | - | 50.0 | 50.0 | 50.0 | 50.0 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P32. Podria valorar-me la campanya "Clac i Rum" en una escala de 0 a 10, en que 0 és crec que no ha tingut gens d'impacte en la ciutadania i 10 és crec que ha tingut molt impacte en la ciutadania?

Base: Coneix campanya Clac i rum

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 252 | 45.2 | 54.8 | 3.2 | 77.4 | 19.4 | 53.6 | 46.4 | 41.3 | 27.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------|------|------|-------|------|-------|------|------|-------|------|------|-------|
| [0] Gens d'impacte | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | - | 100.0 |
| [1] | 0 | - | - | - | - | - | - | - | - | - | - |
| [2] | 0 | - | - | - | - | - | - | - | - | - | - |
| [3] | 3 | 66.7 | 33.3 | - | 100.0 | - | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 |
| [4] | 10 | 70.0 | 30.0 | - | 70.0 | 30.0 | 70.0 | 30.0 | 50.0 | 10.0 | 40.0 |
| [5] | 18 | 27.8 | 72.2 | - | 94.4 | 5.6 | 61.1 | 38.9 | 55.6 | 22.2 | 22.2 |
| [6] | 35 | 37.1 | 62.9 | - | 77.1 | 22.9 | 45.7 | 54.3 | 48.6 | 17.1 | 34.3 |
| [7] | 54 | 51.9 | 48.1 | 1.9 | 75.9 | 22.2 | 48.1 | 51.9 | 55.6 | 22.2 | 22.2 |
| [8] | 70 | 44.3 | 55.7 | 5.7 | 77.1 | 17.1 | 61.4 | 38.6 | 34.3 | 30.0 | 35.7 |
| [9] | 33 | 39.4 | 60.6 | 6.1 | 78.8 | 15.2 | 60.6 | 39.4 | 24.2 | 39.4 | 36.4 |
| [10] Molt impacte | 17 | 41.2 | 58.8 | 5.9 | 70.6 | 23.5 | 41.2 | 58.8 | 29.4 | 41.2 | 29.4 |
| No sap | 11 | 72.7 | 27.3 | - | 63.6 | 36.4 | 36.4 | 63.6 | 36.4 | 45.5 | 18.2 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.28 | 7.25 | 7.30 | 8.38 | 7.22 | 7.33 | 7.31 | 7.24 | 6.99 | 7.72 | 7.28 |
| Desviació | 1.62 | 1.60 | 1.64 | 0.86 | 1.65 | 1.52 | 1.55 | 1.71 | 1.49 | 1.53 | 1.79 |

P33.I, en la mateixa escala de 0 a 10, on 0 és gens i 10 és molt, quin impacte ha tingut sobre vostè aquesta campanya a l'hora de circular?

Base: Coneix campanya Clac i rum

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 252 | 45.2 | 54.8 | 3.2 | 77.4 | 19.4 | 53.6 | 46.4 | 41.3 | 27.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|-------------|------|-------|------|------|-------|------|-------|-------|-------|------|------|
| [0] Gens | 27 | 55.6 | 44.4 | - | 85.2 | 14.8 | 51.9 | 48.1 | 44.4 | 22.2 | 33.3 |
| [1] | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| [2] | 5 | 60.0 | 40.0 | - | 100.0 | - | 100.0 | - | 60.0 | 40.0 | - |
| [3] | 6 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 16.7 | 66.7 | 16.7 |
| [4] | 7 | 85.7 | 14.3 | - | 71.4 | 28.6 | 28.6 | 71.4 | 42.9 | 14.3 | 42.9 |
| [5] | 25 | 36.0 | 64.0 | 4.0 | 68.0 | 28.0 | 56.0 | 44.0 | 40.0 | 28.0 | 32.0 |
| [6] | 26 | 53.8 | 46.2 | 3.8 | 76.9 | 19.2 | 53.8 | 46.2 | 38.5 | 19.2 | 42.3 |
| [7] | 45 | 44.4 | 55.6 | 4.4 | 75.6 | 20.0 | 42.2 | 57.8 | 57.8 | 24.4 | 17.8 |
| [8] | 44 | 40.9 | 59.1 | 4.5 | 77.3 | 18.2 | 54.5 | 45.5 | 31.8 | 31.8 | 36.4 |
| [9] | 27 | 44.4 | 55.6 | 3.7 | 74.1 | 22.2 | 70.4 | 29.6 | 22.2 | 33.3 | 44.4 |
| [10] Molt | 31 | 29.0 | 71.0 | - | 87.1 | 12.9 | 51.6 | 48.4 | 48.4 | 22.6 | 29.0 |
| No sap | 8 | 50.0 | 50.0 | 12.5 | 75.0 | 12.5 | 62.5 | 37.5 | 37.5 | 50.0 | 12.5 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - | - |
| Mitjana | 6.39 | 5.92 | 6.77 | 7.14 | 6.38 | 6.31 | 6.44 | 6.32 | 6.24 | 6.44 | 6.53 |
| Desviació | 2.95 | 3.05 | 2.81 | 1.25 | 3.05 | 2.69 | 2.99 | 2.91 | 3.01 | 2.89 | 2.94 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P34. Perquè creu que ha tingut tant poc impacte aquesta campanya?

Base: Valora poc impacte

| | | | | | | | | | | |
|----|------|------|-----|------|------|------|------|------|------|------|
| 83 | 48.2 | 51.8 | 1.2 | 78.3 | 20.5 | 54.2 | 45.8 | 43.4 | 26.5 | 30.1 |
|----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|---|----|------|-------|------|-------|------|-------|-------|-------|------|------|
| Es considera bon conductor i no l'afecten les campanyes | 33 | 54.5 | 45.5 | - | 75.8 | 24.2 | 60.6 | 39.4 | 45.5 | 24.2 | 30.3 |
| Són poc agressives | 10 | 60.0 | 40.0 | - | 80.0 | 20.0 | 10.0 | 90.0 | 40.0 | 30.0 | 30.0 |
| El missatge no és clar/ Eslògan poc definit | 4 | 25.0 | 75.0 | - | 100.0 | - | 75.0 | 25.0 | 50.0 | - | 50.0 |
| No canvien la mentalitat de la gent/ No canvien els hàbits de la població | 7 | 42.9 | 57.1 | - | 71.4 | 28.6 | 28.6 | 71.4 | 28.6 | 28.6 | 42.9 |
| Falta conscienciació | 9 | 44.4 | 55.6 | - | 55.6 | 44.4 | 22.2 | 77.8 | 22.2 | - | 77.8 |
| S'obliden molt ràpid/ Impacte momentani | 4 | 50.0 | 50.0 | - | 50.0 | 50.0 | - | 100.0 | 50.0 | 25.0 | 25.0 |
| Les campanyes no diuen res que la gent no sàpiga | 6 | 83.3 | 16.7 | - | 83.3 | 16.7 | 50.0 | 50.0 | 66.7 | 16.7 | 16.7 |
| No sembla seriós/ Es una campanya per infants (dibuixos...) | 4 | 50.0 | 50.0 | - | 75.0 | 25.0 | 25.0 | 75.0 | 25.0 | 25.0 | 50.0 |
| La gent continua fent el que vol/ No fan cas | 7 | 71.4 | 28.6 | - | 100.0 | - | 42.9 | 57.1 | 42.9 | - | 57.1 |
| Són un anunci més a la TV/ Acostumats a veure'ls | 7 | 71.4 | 28.6 | - | 85.7 | 14.3 | 28.6 | 71.4 | 14.3 | 42.9 | 42.9 |
| És pels nens | 8 | 87.5 | 12.5 | - | 100.0 | - | 62.5 | 37.5 | 62.5 | 25.0 | 12.5 |
| ell/ella ja tenia aquests hàbits | 1 | - | 100.0 | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| No sap | 6 | 16.7 | 83.3 | 16.7 | 33.3 | 50.0 | 66.7 | 33.3 | 16.7 | 50.0 | 33.3 |

P35. En relació a les campanyes de publicitat sobre trànsit, del següent llistat de mitjans de comunicació que li llegiré, valori cadascuna d'elles en una escala de 0 a 10, on 0 és no tenen cap tipus d'impacte sobre la societat i 10 tenen un impacte màxim sobre la societat.

Els missatges per TV

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------|------|-------|-------|------|-------|-------|-------|-------|-------|-------|------|
| [0] Cap impacte | 2 | 100.0 | - | - | - | 100.0 | 50.0 | 50.0 | - | 100.0 | - |
| [1] | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| [2] | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| [3] | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 100.0 | - | 100.0 | - | - |
| [4] | 8 | 62.5 | 37.5 | - | 62.5 | 37.5 | 37.5 | 62.5 | 50.0 | 12.5 | 37.5 |
| [5] | 32 | 53.1 | 46.9 | 6.3 | 78.1 | 15.6 | 50.0 | 50.0 | 34.4 | 31.3 | 34.4 |
| [6] | 26 | 57.7 | 42.3 | - | 76.9 | 23.1 | 38.5 | 61.5 | 46.2 | 23.1 | 30.8 |
| [7] | 76 | 64.5 | 35.5 | 7.9 | 73.7 | 18.4 | 67.1 | 32.9 | 44.7 | 26.3 | 28.9 |
| [8] | 183 | 52.5 | 47.5 | 3.3 | 76.5 | 20.2 | 53.6 | 46.4 | 36.6 | 32.2 | 31.1 |
| [9] | 107 | 47.7 | 52.3 | 3.7 | 74.8 | 21.5 | 46.7 | 53.3 | 43.0 | 24.3 | 32.7 |
| [10] Màxim impacte | 148 | 39.9 | 60.1 | 4.7 | 73.0 | 22.3 | 46.6 | 53.4 | 47.3 | 23.6 | 29.1 |
| No sap | 11 | 36.4 | 63.6 | 9.1 | 63.6 | 27.3 | 54.5 | 45.5 | 36.4 | 18.2 | 45.5 |
| No contesta | 3 | - | 100.0 | - | 33.3 | 66.7 | 100.0 | - | 33.3 | - | 66.7 |
| Mitjana | 8.18 | 7.95 | 8.43 | 8.24 | 8.20 | 8.12 | 8.11 | 8.26 | 8.23 | 8.09 | 8.21 |
| Desviació | 1.62 | 1.71 | 1.49 | 1.51 | 1.55 | 1.89 | 1.59 | 1.66 | 1.68 | 1.67 | 1.50 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Els missatges per Ràdio

| | | | | | | | | | | | |
|--------------------|-----|-------|-------|------|-------|------|-------|-------|-------|------|------|
| [0] Cap impacte | 6 | 66.7 | 33.3 | - | 33.3 | 66.7 | 33.3 | 66.7 | 33.3 | 50.0 | 16.7 |
| [1] | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| [2] | 8 | 50.0 | 50.0 | 12.5 | 62.5 | 25.0 | 62.5 | 37.5 | 50.0 | 25.0 | 25.0 |
| [3] | 22 | 40.9 | 59.1 | 9.1 | 50.0 | 40.9 | 45.5 | 54.5 | 27.3 | 31.8 | 40.9 |
| [4] | 40 | 60.0 | 40.0 | - | 82.5 | 17.5 | 57.5 | 42.5 | 55.0 | 10.0 | 35.0 |
| [5] | 89 | 52.8 | 47.2 | 4.5 | 77.5 | 18.0 | 46.1 | 53.9 | 39.3 | 29.2 | 31.5 |
| [6] | 100 | 54.0 | 46.0 | 4.0 | 73.0 | 23.0 | 51.0 | 49.0 | 41.0 | 27.0 | 32.0 |
| [7] | 98 | 58.2 | 41.8 | 2.0 | 77.6 | 20.4 | 50.0 | 50.0 | 51.0 | 27.6 | 21.4 |
| [8] | 105 | 46.7 | 53.3 | 5.7 | 74.3 | 20.0 | 55.2 | 44.8 | 35.2 | 27.6 | 37.1 |
| [9] | 41 | 36.6 | 63.4 | 2.4 | 78.0 | 19.5 | 48.8 | 51.2 | 31.7 | 31.7 | 36.6 |
| [10] Màxim impacte | 38 | 39.5 | 60.5 | 7.9 | 73.7 | 18.4 | 50.0 | 50.0 | 60.5 | 23.7 | 15.8 |
| No sap | 49 | 44.9 | 55.1 | 6.1 | 71.4 | 22.4 | 59.2 | 40.8 | 34.7 | 28.6 | 36.7 |
| No contesta | 3 | - | 100.0 | - | 66.7 | 33.3 | 100.0 | - | 66.7 | - | 33.3 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.50 | 6.33 | 6.68 | 6.65 | 6.58 | 6.21 | 6.55 | 6.46 | 6.53 | 6.54 | 6.43 |
| Desviació | 1.99 | 1.95 | 2.03 | 2.25 | 1.90 | 2.24 | 1.95 | 2.04 | 2.02 | 2.04 | 1.92 |

Els missatges en premsa escrita

| | | | | | | | | | | | |
|--------------------|-----|------|-------|------|------|-------|-------|------|------|------|-------|
| [0] Cap impacte | 17 | 52.9 | 47.1 | - | 82.4 | 17.6 | 41.2 | 58.8 | 47.1 | 23.5 | 29.4 |
| [1] | 6 | 66.7 | 33.3 | 16.7 | 66.7 | 16.7 | 33.3 | 66.7 | 16.7 | 50.0 | 33.3 |
| [2] | 18 | 77.8 | 22.2 | 5.6 | 66.7 | 27.8 | 61.1 | 38.9 | 38.9 | 22.2 | 38.9 |
| [3] | 32 | 40.6 | 59.4 | 6.3 | 62.5 | 31.3 | 56.3 | 43.8 | 40.6 | 18.8 | 40.6 |
| [4] | 52 | 50.0 | 50.0 | 3.8 | 78.8 | 17.3 | 55.8 | 44.2 | 50.0 | 15.4 | 34.6 |
| [5] | 132 | 53.8 | 46.2 | 4.5 | 78.0 | 17.4 | 52.3 | 47.7 | 40.2 | 31.1 | 28.8 |
| [6] | 113 | 52.2 | 47.8 | 5.3 | 72.6 | 22.1 | 52.2 | 47.8 | 42.5 | 27.4 | 30.1 |
| [7] | 90 | 43.3 | 56.7 | - | 81.1 | 18.9 | 52.2 | 47.8 | 43.3 | 28.9 | 27.8 |
| [8] | 61 | 50.8 | 49.2 | 3.3 | 72.1 | 24.6 | 59.0 | 41.0 | 32.8 | 31.1 | 36.1 |
| [9] | 21 | 42.9 | 57.1 | 4.8 | 71.4 | 23.8 | 42.9 | 57.1 | 52.4 | 28.6 | 19.0 |
| [10] Màxim impacte | 25 | 40.0 | 60.0 | 4.0 | 72.0 | 24.0 | 36.0 | 64.0 | 48.0 | 24.0 | 28.0 |
| No sap | 32 | 50.0 | 50.0 | 12.5 | 59.4 | 28.1 | 40.6 | 59.4 | 46.9 | 21.9 | 31.3 |
| No contesta | 1 | - | 100.0 | - | - | 100.0 | 100.0 | - | - | - | 100.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 5.72 | 5.56 | 5.87 | 5.36 | 5.72 | 5.76 | 5.68 | 5.76 | 5.73 | 5.84 | 5.59 |
| Desviació | 2.12 | 2.13 | 2.11 | 2.15 | 2.10 | 2.20 | 2.03 | 2.23 | 2.15 | 2.07 | 2.14 |

Els missatges en els panells informatius a les carreteres

| | | | | | | | | | | | |
|--------------------|-----|------|-------|-----|------|------|-------|------|------|------|------|
| [0] Cap impacte | 11 | 63.6 | 36.4 | - | 72.7 | 27.3 | 45.5 | 54.5 | 45.5 | 36.4 | 18.2 |
| [1] | 4 | 75.0 | 25.0 | - | 75.0 | 25.0 | 50.0 | 50.0 | 50.0 | - | 50.0 |
| [2] | 12 | 66.7 | 33.3 | - | 75.0 | 25.0 | 58.3 | 41.7 | 33.3 | 8.3 | 58.3 |
| [3] | 24 | 66.7 | 33.3 | 8.3 | 70.8 | 20.8 | 20.8 | 79.2 | 50.0 | 33.3 | 16.7 |
| [4] | 32 | 59.4 | 40.6 | 9.4 | 50.0 | 40.6 | 56.3 | 43.8 | 40.6 | 28.1 | 31.3 |
| [5] | 92 | 54.3 | 45.7 | 5.4 | 70.7 | 23.9 | 51.1 | 48.9 | 37.0 | 22.8 | 40.2 |
| [6] | 75 | 56.0 | 44.0 | 5.3 | 77.3 | 17.3 | 49.3 | 50.7 | 41.3 | 26.7 | 32.0 |
| [7] | 101 | 42.6 | 57.4 | 2.0 | 76.2 | 21.8 | 50.5 | 49.5 | 44.6 | 32.7 | 22.8 |
| [8] | 122 | 44.3 | 55.7 | 4.9 | 79.5 | 15.6 | 58.2 | 41.8 | 45.1 | 26.2 | 28.7 |
| [9] | 51 | 54.9 | 45.1 | 3.9 | 80.4 | 15.7 | 47.1 | 52.9 | 43.1 | 25.5 | 31.4 |
| [10] Màxim impacte | 62 | 43.5 | 56.5 | 1.6 | 74.2 | 24.2 | 56.5 | 43.5 | 41.9 | 29.0 | 29.0 |
| No sap | 11 | 36.4 | 63.6 | 9.1 | 63.6 | 27.3 | 45.5 | 54.5 | 27.3 | 18.2 | 54.5 |
| No contesta | 3 | - | 100.0 | - | 33.3 | 66.7 | 100.0 | - | 33.3 | - | 66.7 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.66 | 6.40 | 6.92 | 6.28 | 6.76 | 6.37 | 6.79 | 6.51 | 6.69 | 6.74 | 6.53 |
| Desviació | 2.23 | 2.34 | 2.08 | 1.97 | 2.20 | 2.37 | 2.18 | 2.28 | 2.24 | 2.21 | 2.25 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Els missatges a través de la Web del Servei Català de Trànsit

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 46 | 54.3 | 45.7 | 4.3 | 82.6 | 13.0 | 45.7 | 54.3 | 34.8 | 28.3 | 37.0 |
| [1] | 19 | 68.4 | 31.6 | - | 78.9 | 21.1 | 63.2 | 36.8 | 47.4 | 21.1 | 31.6 |
| [2] | 35 | 68.6 | 31.4 | 2.9 | 62.9 | 34.3 | 60.0 | 40.0 | 45.7 | 25.7 | 28.6 |
| [3] | 52 | 55.8 | 44.2 | 3.8 | 71.2 | 25.0 | 50.0 | 50.0 | 44.2 | 25.0 | 30.8 |
| [4] | 37 | 54.1 | 45.9 | 10.8 | 67.6 | 21.6 | 51.4 | 48.6 | 43.2 | 27.0 | 29.7 |
| [5] | 110 | 43.6 | 56.4 | 1.8 | 80.0 | 18.2 | 50.9 | 49.1 | 36.4 | 26.4 | 37.3 |
| [6] | 40 | 52.5 | 47.5 | 2.5 | 77.5 | 20.0 | 40.0 | 60.0 | 47.5 | 22.5 | 30.0 |
| [7] | 44 | 52.3 | 47.7 | 6.8 | 65.9 | 27.3 | 52.3 | 47.7 | 34.1 | 47.7 | 18.2 |
| [8] | 38 | 31.6 | 68.4 | 7.9 | 84.2 | 7.9 | 52.6 | 47.4 | 50.0 | 18.4 | 31.6 |
| [9] | 15 | 26.7 | 73.3 | 6.7 | 66.7 | 26.7 | 60.0 | 40.0 | 33.3 | 33.3 | 33.3 |
| [10] Màxim impacte | 20 | 70.0 | 30.0 | 10.0 | 70.0 | 20.0 | 45.0 | 55.0 | 55.0 | 20.0 | 25.0 |
| No sap | 136 | 48.5 | 51.5 | 3.7 | 72.8 | 23.5 | 52.2 | 47.8 | 45.6 | 25.7 | 28.7 |
| No contesta | 8 | 25.0 | 75.0 | - | 62.5 | 37.5 | 87.5 | 12.5 | 25.0 | 25.0 | 50.0 |
| Mitjana | 4.67 | 4.41 | 4.95 | 5.43 | 4.65 | 4.59 | 4.64 | 4.71 | 4.76 | 4.74 | 4.49 |
| Desviació | 2.68 | 2.74 | 2.59 | 2.94 | 2.69 | 2.57 | 2.68 | 2.68 | 2.72 | 2.64 | 2.66 |

Els missatges a través d'altres pàgines webs

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 47 | 57.4 | 42.6 | 4.3 | 80.9 | 14.9 | 44.7 | 55.3 | 44.7 | 25.5 | 29.8 |
| [1] | 16 | 68.8 | 31.3 | 6.3 | 68.8 | 25.0 | 75.0 | 25.0 | 43.8 | 25.0 | 31.3 |
| [2] | 38 | 65.8 | 34.2 | 2.6 | 65.8 | 31.6 | 47.4 | 52.6 | 44.7 | 28.9 | 26.3 |
| [3] | 47 | 46.8 | 53.2 | 2.1 | 70.2 | 27.7 | 46.8 | 53.2 | 48.9 | 21.3 | 29.8 |
| [4] | 59 | 54.2 | 45.8 | 11.9 | 62.7 | 25.4 | 57.6 | 42.4 | 39.0 | 23.7 | 37.3 |
| [5] | 121 | 51.2 | 48.8 | 2.5 | 76.9 | 20.7 | 48.8 | 51.2 | 35.5 | 28.1 | 36.4 |
| [6] | 43 | 46.5 | 53.5 | 7.0 | 83.7 | 9.3 | 53.5 | 46.5 | 48.8 | 27.9 | 23.3 |
| [7] | 34 | 50.0 | 50.0 | 2.9 | 82.4 | 14.7 | 52.9 | 47.1 | 47.1 | 41.2 | 11.8 |
| [8] | 31 | 41.9 | 58.1 | 3.2 | 87.1 | 9.7 | 51.6 | 48.4 | 45.2 | 25.8 | 29.0 |
| [9] | 6 | 50.0 | 50.0 | 16.7 | 66.7 | 16.7 | 50.0 | 50.0 | 50.0 | 33.3 | 16.7 |
| [10] Màxim impacte | 9 | 66.7 | 33.3 | - | 66.7 | 33.3 | 55.6 | 44.4 | 44.4 | 33.3 | 22.2 |
| No sap | 143 | 42.7 | 57.3 | 3.5 | 72.0 | 24.5 | 51.7 | 48.3 | 42.0 | 24.5 | 33.6 |
| No contesta | 6 | 33.3 | 66.7 | - | 66.7 | 33.3 | 83.3 | 16.7 | 16.7 | 33.3 | 50.0 |
| Mitjana | 4.35 | 4.18 | 4.54 | 4.33 | 4.43 | 4.07 | 4.39 | 4.31 | 4.34 | 4.55 | 4.18 |
| Desviació | 2.41 | 2.46 | 2.33 | 2.33 | 2.45 | 2.29 | 2.40 | 2.42 | 2.49 | 2.45 | 2.25 |

Els missatges presencials en escoles

| | | | | | | | | | | | |
|--------------------|------|------|------|------|-------|------|-------|-------|------|------|------|
| [0] Cap impacte | 4 | 25.0 | 75.0 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | 25.0 | 25.0 |
| [1] | 3 | 66.7 | 33.3 | - | 66.7 | 33.3 | - | 100.0 | 33.3 | 33.3 | 33.3 |
| [2] | 5 | 40.0 | 60.0 | - | 100.0 | - | 60.0 | 40.0 | 60.0 | - | 40.0 |
| [3] | 9 | 77.8 | 22.2 | - | 66.7 | 33.3 | 33.3 | 66.7 | 22.2 | 44.4 | 33.3 |
| [4] | 14 | 71.4 | 28.6 | - | 78.6 | 21.4 | 50.0 | 50.0 | 57.1 | 7.1 | 35.7 |
| [5] | 60 | 51.7 | 48.3 | 10.0 | 73.3 | 16.7 | 60.0 | 40.0 | 56.7 | 21.7 | 21.7 |
| [6] | 65 | 60.0 | 40.0 | 4.6 | 80.0 | 15.4 | 47.7 | 52.3 | 46.2 | 27.7 | 26.2 |
| [7] | 99 | 51.5 | 48.5 | 6.1 | 73.7 | 20.2 | 61.6 | 38.4 | 38.4 | 27.3 | 34.3 |
| [8] | 133 | 51.1 | 48.9 | 2.3 | 75.2 | 22.6 | 49.6 | 50.4 | 34.6 | 32.3 | 33.1 |
| [9] | 59 | 45.8 | 54.2 | 5.1 | 67.8 | 27.1 | 49.2 | 50.8 | 37.3 | 25.4 | 37.3 |
| [10] Màxim impacte | 84 | 35.7 | 64.3 | 3.6 | 75.0 | 21.4 | 47.6 | 52.4 | 36.9 | 29.8 | 33.3 |
| No sap | 61 | 52.5 | 47.5 | 3.3 | 70.5 | 26.2 | 45.9 | 54.1 | 57.4 | 19.7 | 23.0 |
| No contesta | 4 | 25.0 | 75.0 | - | 50.0 | 50.0 | 100.0 | - | 25.0 | 25.0 | 50.0 |
| Mitjana | 7.32 | 7.09 | 7.54 | 7.13 | 7.27 | 7.53 | 7.28 | 7.35 | 7.08 | 7.49 | 7.46 |
| Desviació | 1.97 | 1.92 | 2.00 | 1.73 | 2.01 | 1.87 | 1.88 | 2.07 | 2.03 | 1.88 | 1.95 |

| | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|--|-------|------|------|-------|-------|-----------------|------|-----------------|-------|-------|
| | TOTAL | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 |

Base: Total entrevistes

| | | | | | | | | | | | |
|--|-----|------|------|-----|------|------|------|------|------|------|------|
| | 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|--|-----|------|------|-----|------|------|------|------|------|------|------|

Els missatges presencials al carrer (camió-Tràiler)

| | | | | | | | | | | | |
|--------------------|------|-------|-------|------|------|-------|-------|-------|------|------|-------|
| [0] Cap impacte | 24 | 54.2 | 45.8 | 4.2 | 83.3 | 12.5 | 54.2 | 45.8 | 41.7 | 41.7 | 16.7 |
| [1] | 1 | 100.0 | - | - | - | 100.0 | - | 100.0 | - | - | 100.0 |
| [2] | 11 | 54.5 | 45.5 | 9.1 | 72.7 | 18.2 | 63.6 | 36.4 | 63.6 | 9.1 | 27.3 |
| [3] | 28 | 39.3 | 60.7 | 7.1 | 71.4 | 21.4 | 64.3 | 35.7 | 39.3 | 28.6 | 32.1 |
| [4] | 36 | 61.1 | 38.9 | - | 75.0 | 25.0 | 77.8 | 22.2 | 36.1 | 27.8 | 36.1 |
| [5] | 123 | 48.8 | 51.2 | 3.3 | 78.9 | 17.9 | 46.3 | 53.7 | 44.7 | 22.0 | 33.3 |
| [6] | 91 | 56.0 | 44.0 | 4.4 | 79.1 | 16.5 | 48.4 | 51.6 | 47.3 | 20.9 | 31.9 |
| [7] | 91 | 57.1 | 42.9 | 5.5 | 65.9 | 28.6 | 53.8 | 46.2 | 39.6 | 31.9 | 28.6 |
| [8] | 75 | 50.7 | 49.3 | 8.0 | 68.0 | 24.0 | 46.7 | 53.3 | 44.0 | 30.7 | 25.3 |
| [9] | 17 | 52.9 | 47.1 | - | 70.6 | 29.4 | 58.8 | 41.2 | 23.5 | 41.2 | 35.3 |
| [10] Màxim impacte | 43 | 46.5 | 53.5 | 2.3 | 74.4 | 23.3 | 44.2 | 55.8 | 39.5 | 27.9 | 32.6 |
| No sap | 57 | 31.6 | 68.4 | 3.5 | 78.9 | 17.5 | 47.4 | 52.6 | 40.4 | 26.3 | 33.3 |
| No contesta | 3 | - | 100.0 | - | 33.3 | 66.7 | 100.0 | - | 33.3 | - | 66.7 |
| Mitjana | 5.99 | 5.97 | 6.00 | 6.04 | 5.91 | 6.24 | 5.83 | 6.15 | 5.91 | 6.06 | 6.02 |
| Desviació | 2.29 | 2.26 | 2.32 | 2.27 | 2.30 | 2.22 | 2.31 | 2.25 | 2.25 | 2.48 | 2.17 |

Resumen del nivell d'impacte campanyes de publicitat en mitjans de comunicació

| | | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|------|
| Els missatges per TV | 8.18 | 7.95 | 8.43 | 8.24 | 8.20 | 8.12 | 8.11 | 8.26 | 8.23 | 8.09 | 8.21 |
| Els missatges per Ràdio | 6.50 | 6.33 | 6.68 | 6.65 | 6.58 | 6.21 | 6.55 | 6.46 | 6.53 | 6.54 | 6.43 |
| Els missatges en premsa escrita | 5.72 | 5.56 | 5.87 | 5.36 | 5.72 | 5.76 | 5.68 | 5.76 | 5.73 | 5.84 | 5.59 |
| Els missatges en els panells informatius a les carreteres | 6.66 | 6.40 | 6.92 | 6.28 | 6.76 | 6.37 | 6.79 | 6.51 | 6.69 | 6.74 | 6.53 |
| Els missatges a través de la Web del Servei Català de Trànsit | 4.67 | 4.41 | 4.95 | 5.43 | 4.65 | 4.59 | 4.64 | 4.71 | 4.76 | 4.74 | 4.49 |
| Els missatges a través d'altres pàgines webs | 4.35 | 4.18 | 4.54 | 4.33 | 4.43 | 4.07 | 4.39 | 4.31 | 4.34 | 4.55 | 4.18 |
| Els missatges presencials en escoles | 7.32 | 7.09 | 7.54 | 7.13 | 7.27 | 7.53 | 7.28 | 7.35 | 7.08 | 7.49 | 7.46 |
| Els missatges presencials al carrer (camió-Tràiler) | 5.99 | 5.97 | 6.00 | 6.04 | 5.91 | 6.24 | 5.83 | 6.15 | 5.91 | 6.06 | 6.02 |

P36. En relació al Servei Català de Trànsit, en general, creu que les campanyes de publicitat que realitza són molt, bastant, poc o gens...

Clares en els missatges

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 186 | 41.4 | 58.6 | 5.4 | 75.3 | 19.4 | 54.8 | 45.2 | 43.0 | 23.7 | 33.3 |
| [4] Bastant | 340 | 51.2 | 48.8 | 3.8 | 74.7 | 21.5 | 51.5 | 48.5 | 41.8 | 29.4 | 28.8 |
| [3] Ni molt ni poc | 16 | 68.8 | 31.3 | - | 50.0 | 50.0 | 31.3 | 68.8 | 25.0 | 18.8 | 56.3 |
| [2] Poc | 25 | 68.0 | 32.0 | 4.0 | 76.0 | 20.0 | 36.0 | 64.0 | 48.0 | 24.0 | 28.0 |
| [1] Gens | 10 | 90.0 | 10.0 | - | 90.0 | 10.0 | 50.0 | 50.0 | 50.0 | 10.0 | 40.0 |
| No sap | 21 | 57.1 | 42.9 | 9.5 | 66.7 | 23.8 | 61.9 | 38.1 | 47.6 | 28.6 | 23.8 |
| No contesta | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 |
| Mitjana | 4.16 | 4.02 | 4.29 | 4.33 | 4.16 | 4.12 | 4.22 | 4.09 | 4.15 | 4.17 | 4.15 |
| Desviació | 0.81 | 0.91 | 0.67 | 0.70 | 0.83 | 0.76 | 0.77 | 0.85 | 0.84 | 0.70 | 0.86 |

Comprensibles/entenedores en el llenguatge que utilitzen

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 201 | 45.8 | 54.2 | 7.5 | 76.1 | 16.4 | 51.7 | 48.3 | 40.8 | 25.4 | 33.8 |
| [4] Bastant | 335 | 51.0 | 49.0 | 2.7 | 74.9 | 22.4 | 52.2 | 47.8 | 44.2 | 28.4 | 27.5 |
| [3] Ni molt ni poc | 8 | 50.0 | 50.0 | - | 62.5 | 37.5 | 25.0 | 75.0 | 37.5 | - | 62.5 |
| [2] Poc | 21 | 61.9 | 38.1 | - | 61.9 | 38.1 | 52.4 | 47.6 | 28.6 | 28.6 | 42.9 |
| [1] Gens | 9 | 77.8 | 22.2 | - | 77.8 | 22.2 | 44.4 | 55.6 | 44.4 | 11.1 | 44.4 |
| No sap | 24 | 54.2 | 45.8 | 8.3 | 62.5 | 29.2 | 54.2 | 45.8 | 41.7 | 29.2 | 29.2 |
| No contesta | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 |
| Mitjana | 4.22 | 4.14 | 4.29 | 4.63 | 4.24 | 4.07 | 4.23 | 4.20 | 4.23 | 4.24 | 4.19 |
| Desviació | 0.78 | 0.85 | 0.70 | 0.49 | 0.76 | 0.84 | 0.76 | 0.80 | 0.74 | 0.70 | 0.89 |

Juliol 2010

%Horizontals

| | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|--|-------|------|------|-------|-------|-----------------|------|-----------------|-------|-------|
| | TOTAL | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

Originals

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|------|------|------|------|------|------|------|
| [5] Molt | 101 | 43.6 | 56.4 | 4.0 | 77.2 | 18.8 | 50.5 | 49.5 | 43.6 | 23.8 | 32.7 |
| [4] Bastant | 265 | 49.4 | 50.6 | 6.4 | 74.7 | 18.9 | 53.6 | 46.4 | 41.5 | 27.5 | 30.9 |
| [3] Ni molt ni poc | 68 | 50.0 | 50.0 | 1.5 | 75.0 | 23.5 | 58.8 | 41.2 | 39.7 | 17.6 | 42.6 |
| [2] Poc | 105 | 55.2 | 44.8 | 1.0 | 73.3 | 25.7 | 45.7 | 54.3 | 42.9 | 32.4 | 24.8 |
| [1] Gens | 22 | 77.3 | 22.7 | 4.5 | 72.7 | 22.7 | 40.9 | 59.1 | 50.0 | 27.3 | 22.7 |
| No sap | 35 | 45.7 | 54.3 | 5.7 | 62.9 | 31.4 | 48.6 | 51.4 | 42.9 | 31.4 | 25.7 |
| No contesta | 4 | 25.0 | 75.0 | - | 75.0 | 25.0 | 75.0 | 25.0 | 25.0 | 25.0 | 50.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.57 | 3.45 | 3.69 | 3.92 | 3.58 | 3.44 | 3.61 | 3.52 | 3.55 | 3.50 | 3.64 |
| Desviació | 1.10 | 1.15 | 1.04 | 0.88 | 1.10 | 1.14 | 1.05 | 1.15 | 1.13 | 1.13 | 1.04 |

Impactants

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|------|------|------|------|------|------|------|
| [5] Molt | 169 | 42.0 | 58.0 | 3.6 | 76.3 | 20.1 | 50.3 | 49.7 | 43.2 | 26.6 | 30.2 |
| [4] Bastant | 286 | 50.0 | 50.0 | 5.9 | 73.1 | 21.0 | 51.4 | 48.6 | 40.9 | 29.4 | 29.7 |
| [3] Ni molt ni poc | 29 | 58.6 | 41.4 | - | 79.3 | 20.7 | 44.8 | 55.2 | 34.5 | 17.2 | 48.3 |
| [2] Poc | 78 | 60.3 | 39.7 | 1.3 | 75.6 | 23.1 | 56.4 | 43.6 | 46.2 | 21.8 | 32.1 |
| [1] Gens | 9 | 77.8 | 22.2 | - | 66.7 | 33.3 | 44.4 | 55.6 | 44.4 | 22.2 | 33.3 |
| No sap | 27 | 55.6 | 44.4 | 7.4 | 66.7 | 25.9 | 59.3 | 40.7 | 48.1 | 25.9 | 25.9 |
| No contesta | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.92 | 3.79 | 4.06 | 4.17 | 3.93 | 3.86 | 3.90 | 3.95 | 3.91 | 4.00 | 3.88 |
| Desviació | 1.02 | 1.07 | 0.94 | 0.64 | 1.02 | 1.07 | 1.03 | 1.01 | 1.05 | 0.95 | 1.03 |

Adequades per complir el seu objectiu de conscienciació

| | | | | | | | | | | | |
|--------------------|-----|------|------|-----|------|------|------|------|------|------|------|
| [5] Molt | 145 | 44.1 | 55.9 | 4.1 | 78.6 | 17.2 | 52.4 | 47.6 | 45.5 | 22.1 | 32.4 |
| [4] Bastant | 301 | 47.2 | 52.8 | 4.7 | 73.4 | 21.9 | 50.8 | 49.2 | 39.9 | 30.6 | 29.6 |
| [3] Ni molt ni poc | 31 | 61.3 | 38.7 | 3.2 | 77.4 | 19.4 | 45.2 | 54.8 | 38.7 | 16.1 | 45.2 |
| [2] Poc | 74 | 60.8 | 39.2 | 4.1 | 73.0 | 23.0 | 55.4 | 44.6 | 51.4 | 23.0 | 25.7 |
| [1] Gens | 16 | 87.5 | 12.5 | - | 81.3 | 18.8 | 37.5 | 62.5 | 37.5 | 31.3 | 31.3 |
| No sap | 30 | 53.3 | 46.7 | 6.7 | 60.0 | 33.3 | 63.3 | 36.7 | 36.7 | 30.0 | 33.3 |
| No contesta | 3 | 33.3 | 66.7 | - | 33.3 | 66.7 | 33.3 | 66.7 | - | 33.3 | 66.7 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.86 | 3.69 | 4.02 | 3.96 | 3.87 | 3.79 | 3.87 | 3.84 | 3.83 | 3.85 | 3.89 |
| Desviació | 1.03 | 1.13 | 0.90 | 0.91 | 1.04 | 1.02 | 1.02 | 1.04 | 1.07 | 0.99 | 1.02 |

Fàcils de recordar

| | | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 147 | 44.9 | 55.1 | 4.8 | 77.6 | 17.7 | 52.4 | 47.6 | 40.8 | 23.8 | 35.4 |
| [4] Bastant | 298 | 48.3 | 51.7 | 4.7 | 73.8 | 21.5 | 53.7 | 46.3 | 40.6 | 31.2 | 28.2 |
| [3] Ni molt ni poc | 27 | 55.6 | 44.4 | 3.7 | 59.3 | 37.0 | 22.2 | 77.8 | 37.0 | 11.1 | 51.9 |
| [2] Poc | 80 | 56.3 | 43.8 | 2.5 | 73.8 | 23.8 | 48.8 | 51.2 | 48.8 | 20.0 | 31.3 |
| [1] Gens | 25 | 76.0 | 24.0 | - | 84.0 | 16.0 | 56.0 | 44.0 | 48.0 | 32.0 | 20.0 |
| No sap | 20 | 55.0 | 45.0 | 10.0 | 70.0 | 20.0 | 65.0 | 35.0 | 55.0 | 25.0 | 20.0 |
| No contesta | 3 | 33.3 | 66.7 | - | 33.3 | 66.7 | 33.3 | 66.7 | - | 33.3 | 66.7 |

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.80 | 3.67 | 3.93 | 4.08 | 3.81 | 3.72 | 3.83 | 3.77 | 3.74 | 3.85 | 3.85 |
| Desviació | 1.10 | 1.18 | 1.00 | 0.83 | 1.12 | 1.07 | 1.10 | 1.10 | 1.15 | 1.05 | 1.08 |

Mitjana característiques

| | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.91 | 3.78 | 4.03 | 4.18 | 3.91 | 3.82 | 3.93 | 3.88 | 3.89 | 3.91 | 3.92 |
| Desviació | 0.72 | 0.78 | 0.63 | 0.43 | 0.73 | 0.73 | 0.70 | 0.75 | 0.74 | 0.69 | 0.73 |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base:Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P37.M'ha dit que les campanyes del Servei Català de Trànsit eren gens...Clares en els missatges/ Comprensibles-entenedores en el llenguatge que utilitzen/ Originals/ Impactants/ Adequades per complir el seu objectiu de conscienciació/ Fàcils de recordar. Com milloraria vostè aquestes campanyes de cara al futur?

Base:Gens a algún atribut

| | | | | | | | | | | | |
|--|------|-------|-------|------|-------|------|-------|-------|-------|------|------|
| 48 | 72.9 | 27.1 | 2.1 | 77.1 | 20.8 | 54.2 | 45.8 | 41.7 | 33.3 | 25.0 | |
| Fent-la en castellà també | 2 | 100.0 | - | - | 100.0 | - | - | 100.0 | 50.0 | - | 50.0 |
| Amb eslògans enganxosos | 1 | - | 100.0 | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| Més agressiva | 2 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| Imatges més impactants | 10 | 80.0 | 20.0 | - | 80.0 | 20.0 | 50.0 | 50.0 | 60.0 | 30.0 | 10.0 |
| Més realista | 7 | 71.4 | 28.6 | - | 85.7 | 14.3 | 71.4 | 28.6 | 42.9 | 28.6 | 28.6 |
| Amb llenguatge més proper | 2 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 |
| Fer campanyes més presencials i no només a través dels mitjans | 1 | - | 100.0 | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| Més curtes i directes | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| Més panells informatius a les carreteres i autopistes | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| No sap | 23 | 73.9 | 26.1 | 4.3 | 69.6 | 26.1 | 56.5 | 43.5 | 21.7 | 47.8 | 30.4 |

DADES DE CLASSIFICACIÓ

P38.Quina és la seva nacionalitat?

Base:Total entrevistes

| | | | | | | | | | | | |
|-------------|------|-------|-------|-------|-------|------|-------|-------|-------|-------|-------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 | |
| Espanyola | 574 | 49.1 | 50.9 | 3.3 | 75.3 | 21.4 | 51.9 | 48.1 | 41.6 | 26.8 | 31.5 |
| Italiana | 3 | 100.0 | - | 33.3 | 33.3 | 33.3 | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 |
| Peruana | 2 | - | 100.0 | 50.0 | 50.0 | - | 50.0 | 50.0 | - | 50.0 | 50.0 |
| Colombiana | 2 | 50.0 | 50.0 | 50.0 | - | 50.0 | - | 100.0 | 50.0 | 50.0 | - |
| Argentina | 2 | 100.0 | - | - | 50.0 | 50.0 | 50.0 | 50.0 | 100.0 | - | - |
| Equatoriana | 2 | 100.0 | - | - | 50.0 | 50.0 | 50.0 | 50.0 | 100.0 | - | - |
| Veneçolana | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | - | 100.0 | - |
| Xilena | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | - | 100.0 | - |
| Xinesa | 1 | 100.0 | - | 100.0 | - | - | 100.0 | - | 100.0 | - | - |
| Marroquina | 1 | - | 100.0 | 100.0 | - | - | - | 100.0 | 100.0 | - | - |
| Australiana | 2 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | 100.0 | - | - |
| Francesa | 2 | 100.0 | - | 50.0 | - | 50.0 | - | 100.0 | - | 50.0 | 50.0 |
| Portuguesa | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| Hondurenysa | 1 | - | 100.0 | - | 100.0 | - | - | 100.0 | - | - | 100.0 |
| Filipina | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | 100.0 | - | - |
| Dominicana | 2 | 50.0 | 50.0 | - | 100.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - |
| Holandesa | 1 | 100.0 | - | - | 100.0 | - | 100.0 | - | - | - | 100.0 |
| Rumana | 1 | 100.0 | - | 100.0 | - | - | 100.0 | - | 100.0 | - | - |

P39.Em podria dir la seva situació professional?

| | | | | | | | | | | | |
|----------------------|------|------|-------|-------|------|------|-------|------|------|-------|------|
| 474 | 53.8 | 46.2 | 3.2 | 75.1 | 21.7 | 53.2 | 46.8 | 40.5 | 28.1 | 31.4 | |
| Treballa | 474 | 53.8 | 46.2 | 3.2 | 75.1 | 21.7 | 53.2 | 46.8 | 40.5 | 28.1 | 31.4 |
| Estudia | 1 | - | 100.0 | 100.0 | - | - | 100.0 | - | - | 100.0 | - |
| Mestressa de casa | 37 | 8.1 | 91.9 | 13.5 | 67.6 | 18.9 | 43.2 | 56.8 | 43.2 | 16.2 | 40.5 |
| Jubilat, pensionista | 9 | 55.6 | 44.4 | - | 44.4 | 55.6 | 33.3 | 66.7 | 44.4 | 11.1 | 44.4 |
| Aturat | 76 | 50.0 | 50.0 | 5.3 | 77.6 | 17.1 | 47.4 | 52.6 | 52.6 | 25.0 | 22.4 |
| No contesta | 3 | - | 100.0 | 33.3 | 33.3 | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 | 33.3 |

P40.Em podria dir la seva professió actual?

Base:Treballa

| | | | | | | | | | | | |
|------------------------|------|-------|------|------|-------|------|-------|-------|-------|------|------|
| 474 | 53.8 | 46.2 | 3.2 | 75.1 | 21.7 | 53.2 | 46.8 | 40.5 | 28.1 | 31.4 | |
| Professional liberal | 21 | 66.7 | 33.3 | - | 66.7 | 33.3 | 57.1 | 42.9 | 38.1 | 19.0 | 42.9 |
| Empresaris/Propietaris | 22 | 68.2 | 31.8 | 4.5 | 40.9 | 54.5 | 40.9 | 59.1 | 31.8 | 18.2 | 50.0 |
| Autònom | 52 | 63.5 | 36.5 | 3.8 | 65.4 | 30.8 | 59.6 | 40.4 | 32.7 | 36.5 | 30.8 |
| Quadre | 12 | 66.7 | 33.3 | 8.3 | 66.7 | 25.0 | 50.0 | 50.0 | 58.3 | 16.7 | 25.0 |
| Empleat | 326 | 48.2 | 51.8 | 3.4 | 79.4 | 17.2 | 52.8 | 47.2 | 42.6 | 27.6 | 29.8 |
| Treballador/obrer | 38 | 68.4 | 31.6 | - | 76.3 | 23.7 | 52.6 | 47.4 | 28.9 | 36.8 | 34.2 |
| No sap | 1 | 100.0 | - | - | 100.0 | - | - | 100.0 | 100.0 | - | - |
| No contesta | 2 | 50.0 | 50.0 | - | 100.0 | - | 100.0 | - | 100.0 | - | - |

| TOTAL | Sexe | | Edat | | | Sexe del fill/a | | Edad del fill/a | | |
|-------|------|------|-------|-------|---------|-----------------|------|-----------------|-------|--------|
| | Home | Dona | 18-30 | 31-45 | + de 46 | Home | Dona | 0 a 5 | 6 a 8 | 9 a 12 |

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

P41. Quin és el seu nivell d'estudis finalitzats?

Base: Total entrevistes

| | | | | | | | | | | |
|-----|------|------|-----|------|------|------|------|------|------|------|
| 600 | 50.2 | 49.8 | 4.3 | 74.2 | 21.5 | 51.7 | 48.3 | 42.2 | 26.8 | 31.0 |
|-----|------|------|-----|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--|-----|------|-------|------|-------|-------|-------|------|------|------|-------|
| No sap llegir ni escriure | 1 | - | 100.0 | - | - | 100.0 | 100.0 | - | - | - | 100.0 |
| Elementals incomplets (sap llegir i escriure sense haver finalitzat l'educació primària) | 3 | 66.7 | 33.3 | - | 100.0 | - | 33.3 | 66.7 | 33.3 | 33.3 | 33.3 |
| Primaris complerts (cinc cursos aprovats d'EGB) | 37 | 48.6 | 51.4 | 2.7 | 64.9 | 32.4 | 54.1 | 45.9 | 29.7 | 10.8 | 59.5 |
| 1era etapa d'educació secundària (graduat escolar, batxillerat elemental, EGB o ESO) | 72 | 50.0 | 50.0 | 4.2 | 79.2 | 16.7 | 45.8 | 54.2 | 54.2 | 23.6 | 22.2 |
| Ensenyaments de batxillerat: batxillerat superior, BUP, batxillerat pla nou, PREU o COU | 118 | 55.1 | 44.9 | 7.6 | 65.3 | 27.1 | 60.2 | 39.8 | 39.8 | 28.0 | 32.2 |
| FP de grau mitjà: oficial industrial, FPI, CFGM | 55 | 52.7 | 47.3 | 5.5 | 87.3 | 7.3 | 50.9 | 49.1 | 47.3 | 27.3 | 25.5 |
| FP de grau superior, CFGS, mestratge industrial, FPII | 84 | 58.3 | 41.7 | 6.0 | 78.6 | 15.5 | 50.0 | 50.0 | 42.9 | 33.3 | 23.8 |
| Universitaris de grau mitjà (diplomatures i ensenyaments universitaris de primer cicle) | 73 | 39.7 | 60.3 | - | 80.8 | 19.2 | 46.6 | 53.4 | 42.5 | 23.3 | 34.2 |
| Universitaris de grau superior (licenciats i ensenyaments universitaris de segon cicle) | 139 | 48.2 | 51.8 | 2.2 | 70.5 | 27.3 | 51.1 | 48.9 | 37.4 | 31.7 | 30.9 |
| Universitaris de tercer cicle | 12 | 33.3 | 66.7 | - | 91.7 | 8.3 | 50.0 | 50.0 | 66.7 | - | 33.3 |
| Altres | 2 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 | 50.0 | 50.0 | - | 50.0 |
| No contesta | 4 | 25.0 | 75.0 | 25.0 | 50.0 | 25.0 | 50.0 | 50.0 | 25.0 | 50.0 | 25.0 |

| | Hàbitat | | | | | | | Província | | | | |
|------------------------|---------|-----|-----|-----|------|------|------|-----------|------------|--------|--------|------------|
| | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |
| Base:Total entrevistes | 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |

| Província | | | | | | | | | | | | |
|-----------|-----|------|------|-----|------|------|------|------|-------|-------|-------|-------|
| Barcelona | 345 | 1.4 | 2.6 | 4.9 | 18.3 | 11.6 | 19.1 | 42.0 | 100.0 | - | - | - |
| Girona | 85 | 7.1 | 8.2 | 7.1 | 18.8 | 58.8 | - | - | - | 100.0 | - | - |
| Lleida | 85 | 17.6 | 10.6 | 4.7 | 8.2 | - | 58.8 | - | - | - | 100.0 | - |
| Tarragona | 85 | 8.2 | 5.9 | 4.7 | 15.3 | 7.1 | 58.8 | - | - | - | - | 100.0 |

| Zona | | | | | | | | | | | | |
|---------------------------|-----|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|
| Barcelona Ciutat | 145 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Barcelona AM | 100 | - | 1.0 | 3.0 | 29.0 | 25.0 | 42.0 | - | 100.0 | - | - | - |
| Barcelona resta província | 100 | 5.0 | 8.0 | 14.0 | 34.0 | 15.0 | 24.0 | - | 100.0 | - | - | - |
| Girona | 50 | - | - | - | - | 100.0 | - | - | - | 100.0 | - | - |
| Girona resta província | 35 | 17.1 | 20.0 | 17.1 | 45.7 | - | - | - | - | 100.0 | - | - |
| Lleida | 50 | - | - | - | - | - | 100.0 | - | - | - | 100.0 | - |
| Lleida resta província | 35 | 42.9 | 25.7 | 11.4 | 20.0 | - | - | - | - | - | 100.0 | - |
| Tarragona | 50 | - | - | - | - | - | 100.0 | - | - | - | - | 100.0 |
| Tarragona resta província | 35 | 20.0 | 14.3 | 11.4 | 37.1 | 17.1 | - | - | - | - | - | 100.0 |

| Sexe | | | | | | | | | | | | |
|------|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| Home | 301 | 3.7 | 4.7 | 4.7 | 18.6 | 17.3 | 27.6 | 23.6 | 57.1 | 14.3 | 14.3 | 14.3 |
| Dona | 299 | 7.4 | 5.4 | 5.7 | 14.4 | 14.7 | 27.8 | 24.7 | 57.9 | 14.0 | 14.0 | 14.0 |

| Edat | | | | | | | | | | | | |
|----------------|-----|------|-----|-----|------|------|------|------|------|------|------|------|
| 18-30 anys | 26 | 11.5 | 3.8 | 7.7 | 11.5 | 15.4 | 30.8 | 19.2 | 61.5 | 11.5 | 19.2 | 7.7 |
| 31-45 anys | 445 | 5.4 | 4.5 | 4.9 | 16.2 | 15.5 | 30.6 | 22.9 | 56.6 | 14.2 | 14.2 | 15.1 |
| Més de 46 anys | 129 | 4.7 | 7.0 | 5.4 | 18.6 | 17.8 | 17.1 | 29.5 | 59.7 | 14.7 | 13.2 | 12.4 |

PERFIL DEL CONSULTAT I ACTITUDS ENVERS LA SINISTRALITAT

P1.Podria dir-nos si en aquesta llar hi ha nens de 0 a 12 anys?

| | | | | | | | | | | | | |
|----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| Si | 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P2.Per començar, podria dir-nos si vostè disposa de permís de conduir?

| | | | | | | | | | | | | |
|----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| Si | 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P3.Em podria dir quin tipus de vehicle o vehicles tenen a la seva llar?

| | | | | | | | | | | | | |
|------------|-----|------|------|------|-------|------|------|------|-------|------|------|------|
| Turisme | 584 | 5.5 | 4.6 | 5.3 | 16.1 | 16.3 | 28.1 | 24.1 | 57.5 | 14.0 | 14.2 | 14.2 |
| Ciclomotor | 17 | 5.9 | 5.9 | 11.8 | 5.9 | 5.9 | 52.9 | 11.8 | 41.2 | 5.9 | 29.4 | 23.5 |
| Moto | 65 | 4.6 | 3.1 | 3.1 | 15.4 | 10.8 | 30.8 | 32.3 | 69.2 | 12.3 | 9.2 | 9.2 |
| Bicicleta | 42 | 4.8 | - | 4.8 | 16.7 | 9.5 | 31.0 | 33.3 | 66.7 | 14.3 | 16.7 | 2.4 |
| Furgoneta | 30 | 13.3 | 13.3 | - | 26.7 | 16.7 | 13.3 | 16.7 | 46.7 | 26.7 | 16.7 | 10.0 |
| Camió | 1 | - | - | - | 100.0 | - | - | - | 100.0 | - | - | - |
| Altres | 9 | - | 11.1 | 22.2 | 44.4 | - | 11.1 | 11.1 | 44.4 | 44.4 | 11.1 | - |

P4.Em podria quants fills té entre 0 i 12 anys si us plau?

| | | | | | | | | | | | | |
|---|-----|-----|-------|-----|------|------|-------|------|-------|------|-------|------|
| 1 | 344 | 6.7 | 4.4 | 6.1 | 16.9 | 14.8 | 26.7 | 24.4 | 57.8 | 13.4 | 15.4 | 13.4 |
| 2 | 218 | 4.1 | 6.0 | 4.1 | 17.0 | 16.1 | 28.4 | 24.3 | 56.4 | 14.7 | 12.8 | 16.1 |
| 3 | 33 | 3.0 | 3.0 | 3.0 | 12.1 | 27.3 | 30.3 | 21.2 | 60.6 | 21.2 | 9.1 | 9.1 |
| 4 | 3 | - | - | - | - | - | 33.3 | 33.3 | 66.7 | - | - | 33.3 |
| 5 | 1 | - | 100.0 | - | - | - | - | - | - | - | 100.0 | - |
| 6 | 1 | - | - | - | - | - | 100.0 | - | 100.0 | - | - | - |

| | Hàbitat | | | | | | | Província | | | | |
|---|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |
| Base:Total entrevistes | 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
| Mitjana de fills | 1.50 0.67 | 1.33 0.54 | 1.63 0.85 | 1.35 0.55 | 1.45 0.58 | 1.58 0.71 | 1.54 0.73 | 1.48 0.62 | 1.50 0.68 | 1.54 0.65 | 1.45 0.68 | 1.52 0.63 |
| P4a.Sexe del fill sel·leccionat | | | | | | | | | | | | |
| Home | 310 | 7.1 | 5.2 | 6.8 | 17.4 | 15.8 | 25.5 | 22.3 | 57.1 | 14.5 | 14.2 | 14.2 |
| Dona | 290 | 3.8 | 4.8 | 3.4 | 15.5 | 16.2 | 30.0 | 26.2 | 57.9 | 13.8 | 14.1 | 14.1 |
| P4b.Edad del fill sel·leccionat | | | | | | | | | | | | |
| De 0 a 5 anys | 253 | 4.7 | 3.6 | 4.3 | 14.6 | 13.8 | 37.5 | 21.3 | 57.7 | 13.0 | 14.6 | 14.6 |
| De 6 a 8 anys | 161 | 1.9 | 6.8 | 3.7 | 14.9 | 24.8 | 23.6 | 24.2 | 58.4 | 15.5 | 13.0 | 13.0 |
| De 9 a 12 anys | 186 | 9.7 | 5.4 | 7.5 | 20.4 | 11.3 | 17.7 | 28.0 | 56.5 | 14.5 | 14.5 | 14.5 |
| Edat del fill desagregat | | | | | | | | | | | | |
| 0 anys | 23 | 8.7 | 8.7 | - | 4.3 | 30.4 | 34.8 | 13.0 | 52.2 | 8.7 | 17.4 | 21.7 |
| 1 anys | 34 | 2.9 | 2.9 | 5.9 | 8.8 | 20.6 | 32.4 | 26.5 | 64.7 | 17.6 | 8.8 | 8.8 |
| 2 anys | 46 | 4.3 | 4.3 | 2.2 | 10.9 | 10.9 | 32.6 | 34.8 | 60.9 | 13.0 | 13.0 | 13.0 |
| 3 anys | 53 | - | - | 9.4 | 20.8 | 9.4 | 41.5 | 18.9 | 69.8 | 9.4 | 11.3 | 9.4 |
| 4 anys | 49 | 6.1 | 4.1 | - | 24.5 | 14.3 | 38.8 | 12.2 | 42.9 | 18.4 | 20.4 | 18.4 |
| 5 anys | 48 | 8.3 | 4.2 | 6.3 | 10.4 | 8.3 | 41.7 | 20.8 | 54.2 | 10.4 | 16.7 | 18.8 |
| 6 anys | 71 | - | 7.0 | 1.4 | 16.9 | 19.7 | 28.2 | 26.8 | 60.6 | 16.9 | 11.3 | 11.3 |
| 7 anys | 47 | 6.4 | 4.3 | 2.1 | 12.8 | 25.5 | 23.4 | 25.5 | 61.7 | 10.6 | 14.9 | 12.8 |
| 8 anys | 43 | - | 9.3 | 9.3 | 14.0 | 32.6 | 16.3 | 18.6 | 51.2 | 18.6 | 14.0 | 16.3 |
| 9 anys | 41 | 12.2 | 7.3 | 2.4 | 22.0 | 14.6 | 19.5 | 22.0 | 48.8 | 17.1 | 14.6 | 19.5 |
| 10 anys | 51 | 5.9 | 7.8 | 2.0 | 13.7 | 9.8 | 23.5 | 37.3 | 52.9 | 9.8 | 15.7 | 21.6 |
| 11 anys | 39 | 10.3 | 2.6 | 7.7 | 20.5 | 12.8 | 15.4 | 30.8 | 61.5 | 15.4 | 15.4 | 7.7 |
| 12 anys | 55 | 10.9 | 3.6 | 16.4 | 25.5 | 9.1 | 12.7 | 21.8 | 61.8 | 16.4 | 12.7 | 9.1 |
| P5.Em podria dir de forma aproximada l'alçada (en centímetres) del seu fill/a? | | | | | | | | | | | | |
| De 31 a 40 centímetres | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| De 41 a 50 centímetres | 6 | - | - | - | - | 16.7 | 50.0 | 33.3 | 50.0 | - | 16.7 | 33.3 |
| De 51 a 60 centímetres | 15 | - | 6.7 | - | 13.3 | 46.7 | 26.7 | 6.7 | 60.0 | 20.0 | 6.7 | 13.3 |
| De 61 a 70 centímetres | 16 | 12.5 | 12.5 | - | - | 18.8 | 43.8 | 12.5 | 50.0 | 12.5 | 25.0 | 12.5 |
| De 71 a 80 centímetres | 25 | 4.0 | 4.0 | 8.0 | 8.0 | 8.0 | 28.0 | 40.0 | 60.0 | 12.0 | 16.0 | 12.0 |
| De 81 a 90 centímetres | 33 | 9.1 | - | 6.1 | 15.2 | 12.1 | 33.3 | 24.2 | 66.7 | 9.1 | 6.1 | 18.2 |
| De 91 a 100 centímetres | 53 | - | 1.9 | 9.4 | 17.0 | 13.2 | 39.6 | 18.9 | 60.4 | 11.3 | 17.0 | 11.3 |
| De 101 a 110 centímetres | 55 | 5.5 | 7.3 | 1.8 | 20.0 | 14.5 | 38.2 | 12.7 | 49.1 | 14.5 | 12.7 | 23.6 |
| De 111 a 120 centímetres | 96 | 3.1 | 6.3 | 4.2 | 11.5 | 12.5 | 39.6 | 22.9 | 58.3 | 12.5 | 13.5 | 15.6 |
| De 121 a 130 centímetres | 74 | 4.1 | 6.8 | 1.4 | 17.6 | 23.0 | 21.6 | 25.7 | 58.1 | 14.9 | 14.9 | 12.2 |
| De 131 a 140 centímetres | 72 | 6.9 | 4.2 | 9.7 | 6.9 | 18.1 | 20.8 | 33.3 | 55.6 | 18.1 | 8.3 | 18.1 |
| De 141 a 150 centímetres | 65 | 9.2 | 3.1 | 6.2 | 24.6 | 18.5 | 16.9 | 21.5 | 58.5 | 10.8 | 18.5 | 12.3 |
| De 151 a 160 centímetres | 42 | 11.9 | 2.4 | 9.5 | 28.6 | 11.9 | 4.8 | 31.0 | 64.3 | 23.8 | 9.5 | 2.4 |
| De 161 a 170 centímetres | 10 | 10.0 | 20.0 | - | 20.0 | 10.0 | 10.0 | 30.0 | 40.0 | 20.0 | 20.0 | 20.0 |
| De 171 a 180 centímetres | 2 | - | - | - | 50.0 | - | 50.0 | - | - | - | 50.0 | 50.0 |
| No sap | 35 | 2.9 | 5.7 | 2.9 | 28.6 | 11.4 | 22.9 | 25.7 | 57.1 | 14.3 | 22.9 | 5.7 |
| Mitjana d'alçada | !!!! 27.12 | 126.88 29.19 | 120.14 28.11 | 123.93 24.98 | 125.62 25.55 | 117.51 28.95 | 110.85 24.85 | 120.58 27.32 | 118.09 27.09 | 123.20 26.93 | 119.26 27.98 | 116.02 26.60 |
| P6.Podria dir-me de forma aproximada el pes del seu fill/a (en quilos)? | | | | | | | | | | | | |
| De 1 a 10 quilos | 52 | 5.8 | 7.7 | - | 7.7 | 26.9 | 32.7 | 19.2 | 51.9 | 19.2 | 15.4 | 13.5 |
| De 11 a 20 quilos | 189 | 4.2 | 2.6 | 6.3 | 15.9 | 12.2 | 37.0 | 21.7 | 60.3 | 12.7 | 14.3 | 12.7 |
| De 21 a 30 quilos | 156 | 4.5 | 7.1 | 2.6 | 14.1 | 16.7 | 28.8 | 26.3 | 53.8 | 12.8 | 14.7 | 18.6 |
| De 31 a 40 quilos | 108 | 7.4 | 5.6 | 5.6 | 20.4 | 18.5 | 16.7 | 25.9 | 62.0 | 13.9 | 11.1 | 13.0 |
| De 41 a 50 quilos | 49 | 6.1 | 4.1 | 14.3 | 24.5 | 8.2 | 16.3 | 26.5 | 55.1 | 16.3 | 14.3 | 14.3 |
| De 51 a 60 quilos | 17 | 17.6 | 5.9 | - | 23.5 | 17.6 | - | 35.3 | 58.8 | 29.4 | 11.8 | - |
| De 61 a 70 quilos | 6 | 16.7 | - | - | 33.3 | 16.7 | 33.3 | - | 33.3 | - | 33.3 | 33.3 |
| No sap | 22 | - | 4.5 | 9.1 | 13.6 | 18.2 | 27.3 | 27.3 | 59.1 | 13.6 | 18.2 | 9.1 |
| No contesta | 1 | - | - | - | - | 100.0 | - | - | 100.0 | - | - | - |
| Mitjana de pes | 25.91 12.79 | 30.00 15.34 | 27.03 12.73 | 29.28 13.47 | 28.70 13.60 | 25.30 12.20 | 22.04 11.00 | 26.92 12.79 | 25.69 12.57 | 26.72 13.13 | 26.12 13.69 | 25.75 12.60 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P7. Dels següents problemes socials, quin és el que més li preocupa?

| | | | | | | | | | | | | |
|-------------------------------|-----|------|------|------|------|------|------|-------|-------|------|------|------|
| Els accidents de trànsit | 61 | 11.5 | 8.2 | 4.9 | 18.0 | 9.8 | 23.0 | 24.6 | 44.3 | 18.0 | 21.3 | 16.4 |
| Els accidents de treball | 6 | - | - | 33.3 | 16.7 | 16.7 | 33.3 | - | 50.0 | 33.3 | 16.7 | - |
| La integració dels immigrants | 47 | 8.5 | 6.4 | 8.5 | 12.8 | 21.3 | 31.9 | 10.6 | 42.6 | 21.3 | 27.7 | 8.5 |
| L'atur | 328 | 4.6 | 3.7 | 4.3 | 14.3 | 17.7 | 29.3 | 26.2 | 61.6 | 11.6 | 12.2 | 14.6 |
| La inseguretat ciutadana | 87 | 4.6 | 3.4 | 8.0 | 25.3 | 13.8 | 23.0 | 21.8 | 57.5 | 19.5 | 10.3 | 12.6 |
| L'habitatge | 13 | 7.7 | - | - | 23.1 | 7.7 | 15.4 | 46.2 | 76.9 | - | - | 23.1 |
| El terrorisme | 24 | 4.2 | 12.5 | - | 20.8 | 8.3 | 25.0 | 29.2 | 58.3 | 8.3 | 8.3 | 25.0 |
| Altres | 23 | 4.3 | 13.0 | 4.3 | 17.4 | 17.4 | 30.4 | 13.0 | 47.8 | 21.7 | 21.7 | 8.7 |
| No sap | 10 | - | 10.0 | - | - | 20.0 | 40.0 | 30.0 | 70.0 | - | 20.0 | 10.0 |
| No contesta | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |

P8. Digui'm en una escala de 0 a 10 (on 0 significa cap preocupació i 10 significa màxima preocupació), en quina mesura li preocupen els accidents de trànsit?

| | | | | | | | | | | | | |
|-------------------------|------|------|------|-------|------|------|------|------|------|-------|------|------|
| [0] Cap preocupació | 1 | - | - | 100.0 | - | - | - | - | - | 100.0 | - | - |
| [1] | 0 | - | - | - | - | - | - | - | - | - | - | - |
| [2] | 3 | - | 33.3 | - | - | - | 33.3 | 33.3 | 66.7 | - | - | 33.3 |
| [3] | 6 | - | - | 16.7 | 16.7 | 33.3 | - | 33.3 | 83.3 | - | 16.7 | - |
| [4] | 13 | - | 7.7 | - | 7.7 | 7.7 | 38.5 | 38.5 | 61.5 | 15.4 | 7.7 | 15.4 |
| [5] | 47 | 2.1 | 2.1 | 4.3 | 23.4 | 21.3 | 29.8 | 17.0 | 59.6 | 17.0 | 10.6 | 12.8 |
| [6] | 33 | - | - | 3.0 | 12.1 | 18.2 | 24.2 | 42.4 | 69.7 | 9.1 | 9.1 | 12.1 |
| [7] | 110 | 5.5 | 4.5 | 6.4 | 13.6 | 15.5 | 30.9 | 23.6 | 60.0 | 9.1 | 19.1 | 11.8 |
| [8] | 163 | 4.9 | 6.7 | 6.1 | 14.7 | 17.8 | 25.2 | 24.5 | 61.3 | 16.6 | 11.7 | 10.4 |
| [9] | 80 | 5.0 | 5.0 | 3.8 | 18.8 | 16.3 | 28.7 | 22.5 | 56.3 | 13.8 | 16.3 | 13.8 |
| [10] Màxima preocupació | 144 | 9.7 | 4.9 | 4.2 | 19.4 | 12.5 | 27.8 | 21.5 | 47.2 | 16.0 | 15.3 | 21.5 |
| No sap | 0 | - | - | - | - | - | - | - | - | - | - | - |
| No contesta | 0 | - | - | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.91 | 8.70 | 8.00 | 7.58 | 8.06 | 7.75 | 7.91 | 7.77 | 7.76 | 8.01 | 8.07 | 8.24 |
| Desviació | 1.76 | 1.36 | 1.84 | 2.16 | 1.74 | 1.70 | 1.72 | 1.78 | 1.73 | 1.87 | 1.62 | 1.83 |

P9. En l'últim any, ha patit vostè algun accident de trànsit encara que fos de poca gravetat, ja sigui de conductor, d'acompanyant o de vianant?

| | | | | | | | | | | | | |
|--------------------|-----|------|-----|------|------|------|------|------|------|------|------|------|
| Si com conductor | 35 | 11.4 | 8.6 | 2.9 | 14.3 | 20.0 | 31.4 | 11.4 | 34.3 | 22.9 | 20.0 | 22.9 |
| Si com acompanyant | 5 | - | - | 20.0 | 20.0 | 20.0 | 20.0 | 20.0 | 80.0 | 20.0 | - | - |
| No | 560 | 5.2 | 4.8 | 5.2 | 16.6 | 15.7 | 27.5 | 25.0 | 58.8 | 13.6 | 13.9 | 13.8 |

P10. De quants Cotxes (Turismes o Furgonetes) disposen a la seva llar i ha fet servir en els darrers 12 mesos per portar al seu fill/a?

| | | | | | | | | | | | | |
|------------------------------|------|-------|------|------|------|------|------|------|-------|------|------|------|
| Base: Té turisme o furgoneta | 596 | 5.5 | 4.9 | 5.2 | 16.4 | 16.1 | 27.9 | 24.0 | 57.4 | 14.3 | 14.1 | 14.3 |
| 1 | 327 | 4.3 | 4.0 | 3.1 | 12.5 | 14.4 | 29.4 | 32.4 | 61.5 | 11.3 | 16.2 | 11.0 |
| 2 | 248 | 5.6 | 4.8 | 8.5 | 21.0 | 19.0 | 26.6 | 14.5 | 52.0 | 18.1 | 10.5 | 19.4 |
| 3 | 18 | 22.2 | 16.7 | - | 27.8 | 11.1 | 22.2 | - | 55.6 | 16.7 | 27.8 | - |
| 7 | 1 | 100.0 | - | - | - | - | - | - | 100.0 | - | - | - |
| No contesta | 2 | - | 50.0 | - | - | - | - | 50.0 | 50.0 | - | - | 50.0 |
| Mitjana de cotxes | 1.49 | 2.33 | 1.75 | 1.67 | 1.58 | 1.40 | 1.44 | 1.33 | 1.48 | 1.50 | 1.25 | 1.72 |
| | 0.73 | 2.13 | 0.83 | 0.47 | 0.49 | 0.50 | 0.55 | 0.48 | 0.83 | 0.50 | 0.56 | 0.46 |

P11. Del següent llistat de sistemes de retenció infantil que li llegiré, podria dir-me quin utilitza habitualment quan porta al seu fill/a en aquest cotxe?

| | | | | | | | | | | | | |
|---------------------------------|-----|------|------|------|-------|------|------|------|-------|------|------|------|
| Base: Utilitza vehicle per nens | 596 | 5.5 | 4.9 | 5.2 | 16.4 | 16.1 | 27.9 | 24.0 | 57.4 | 14.3 | 14.1 | 14.3 |
| Cabàs | 8 | 12.5 | 12.5 | - | - | 25.0 | 37.5 | 12.5 | 50.0 | - | 50.0 | - |
| Portabebè | 20 | - | 5.0 | 5.0 | 5.0 | 30.0 | 40.0 | 15.0 | 50.0 | 20.0 | 10.0 | 20.0 |
| Cadira | 192 | 4.7 | 2.6 | 2.6 | 16.1 | 15.1 | 34.4 | 24.5 | 57.3 | 12.5 | 16.7 | 13.5 |
| Cadira elevador | 213 | 5.2 | 7.5 | 4.7 | 17.8 | 17.4 | 26.8 | 20.7 | 56.8 | 16.0 | 10.3 | 16.9 |
| Coixí elevador | 47 | 6.4 | 2.1 | 4.3 | 8.5 | 14.9 | 34.0 | 29.8 | 53.2 | 8.5 | 21.3 | 17.0 |
| Només cinturó de seguretat | 115 | 7.8 | 4.3 | 11.3 | 20.0 | 13.0 | 13.9 | 29.6 | 61.7 | 16.5 | 12.2 | 9.6 |
| Cap | 1 | - | - | - | 100.0 | - | - | - | 100.0 | - | - | - |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base:Total entrevistes 600 5.5 5.0 5.2 16.5 16.0 27.7 24.2 57.5 14.2 14.2 14.2

P12.Perquè no utilitza cap sistema de retenció infantil?

Base:Cap SRI 1 - - - 100.0 - - - 100.0 - - -

Ho troba una bestiesa 1 - - - 100.0 - - - 100.0 - - -

Utilitza SRI adequat

Base:Té turisme o furgoneta 596 5.5 4.9 5.2 16.4 16.1 27.9 24.0 57.4 14.3 14.1 14.3

Si 377 5.8 5.8 5.3 15.9 15.6 28.4 23.1 59.4 14.3 11.9 14.3

No 179 5.6 2.2 5.6 14.5 17.9 27.9 26.3 53.6 14.0 16.8 15.6

N.S./N.C. 40 2.5 7.5 2.5 30.0 12.5 22.5 22.5 55.0 15.0 22.5 7.5

P13.Em pot dir quin ha estat el canal principal pel que s'ha informat del sistema de Retenció Infantil més adient pel seu fill/a?

Base:Utilitza SRI 595 5.5 4.9 5.2 16.3 16.1 27.9 24.0 57.3 14.3 14.1 14.3

Fulletons informatius sobre SRI 42 7.1 4.8 2.4 7.1 14.3 35.7 28.6 61.9 11.9 14.3 11.9

A la Botiga on va comprar el SRI 261 5.4 3.8 5.7 15.7 16.5 29.9 23.0 56.7 12.3 16.9 14.2

Internet 78 2.6 2.6 6.4 16.7 16.7 30.8 24.4 60.3 14.1 9.0 16.7

Familiars/amics 60 6.7 8.3 3.3 18.3 18.3 21.7 23.3 55.0 16.7 13.3 15.0

Revistes 41 2.4 2.4 - 26.8 14.6 34.1 19.5 56.1 17.1 4.9 22.0

Professionals Sanitaris (pediatra, infermeres...) 15 - 6.7 13.3 13.3 6.7 26.7 33.3 53.3 20.0 - 26.7

Mitjans de comunicació 26 7.7 - 7.7 19.2 19.2 26.9 19.2 57.7 11.5 26.9 3.8

Forces de seguretat 6 - 33.3 16.7 16.7 16.7 - 16.7 66.7 - 33.3 -

Concessionari/Asseguradora 15 13.3 6.7 - 13.3 20.0 13.3 33.3 53.3 26.7 13.3 6.7

Llegint el reglament 2 - 50.0 - 50.0 - - - 50.0 - 50.0 -

Per lògica/Sentit comú 10 20.0 - 10.0 20.0 20.0 - 30.0 50.0 30.0 10.0 10.0

Per l'escola 1 - 100.0 - - - - - 100.0 - -

Varis canals 4 - - - 50.0 - 25.0 25.0 75.0 25.0 - -

No sap 25 12.0 8.0 8.0 8.0 16.0 24.0 24.0 60.0 12.0 16.0 12.0

No contesta 9 - 11.1 - 11.1 11.1 22.2 44.4 55.6 22.2 - 22.2

P14.El seu filla s'ha negat alguna vegada a fer servir el SRI?

Base:Utilitza SRI 595 5.5 4.9 5.2 16.3 16.1 27.9 24.0 57.3 14.3 14.1 14.3

Si 109 7.3 1.8 4.6 16.5 13.8 29.4 26.6 57.8 17.4 11.9 12.8

No 486 5.1 5.6 5.3 16.3 16.7 27.6 23.5 57.2 13.6 14.6 14.6

P15.Quan el seu fill/a s'ha oposat a fer servir el sistema de retenció infantil com ha actuat vostè?

Base:Fill s'ha negat a utilitzar SRI 109 7.3 1.8 4.6 16.5 13.8 29.4 26.6 57.8 17.4 11.9 12.8

Sempre que passa, li he tret 2 - 50.0 - - - 50.0 - - 50.0 - 50.0

Alguna vegada li he tret 9 - - 11.1 11.1 - 44.4 33.3 88.9 - 11.1 -

Mai li he tret, sempre li deixo posat 98 8.2 1.0 4.1 17.3 15.3 27.6 26.5 56.1 18.4 12.2 13.3

P16.Si el seu fill/a s'oposés a fer servir el sistema de retenció infantil com actuaria vostè?

Base:Fill no s'ha negat a utilitzar SRI 486 5.1 5.6 5.3 16.3 16.7 27.6 23.5 57.2 13.6 14.6 14.6

Li trauria 4 - - 25.0 25.0 - 50.0 - 25.0 - 50.0 25.0

Depen de la situació li trauria 5 - - 20.0 20.0 20.0 20.0 20.0 100.0 - - -

Mai li trauria 476 5.3 5.7 5.0 16.2 16.6 27.5 23.7 57.1 13.7 14.5 14.7

No sap 1 - - - - 100.0 - - - 100.0 - -

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base:Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P17.Quin és el principal inconvenient que es troba a l'hora d'utilitzar el sistema de retenció infantil?

Base:Utilitza SRI

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 595 | 5.5 | 4.9 | 5.2 | 16.3 | 16.1 | 27.9 | 24.0 | 57.3 | 14.3 | 14.1 | 14.3 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|--------------------------------------|-----|------|------|------|-------|------|-------|------|-------|------|------|------|
| Desprèn molta calor | 9 | - | - | 11.1 | 22.2 | 11.1 | 22.2 | 33.3 | 88.9 | - | 11.1 | - |
| Incomoditat pel cinturó | 23 | 8.7 | 8.7 | 8.7 | 8.7 | 30.4 | 17.4 | 17.4 | 52.2 | 26.1 | 8.7 | 13.0 |
| Ocupen molt espai | 32 | 15.6 | 3.1 | 3.1 | 9.4 | 18.8 | 37.5 | 12.5 | 56.3 | 9.4 | 31.3 | 3.1 |
| Incomoditat | 49 | 8.2 | 2.0 | 2.0 | 16.3 | 8.2 | 32.7 | 30.6 | 67.3 | 4.1 | 8.2 | 20.4 |
| Alçada de la cadira | 1 | - | - | - | 100.0 | - | - | - | 100.0 | - | - | - |
| Posar el SRI en vehicles no propis | 11 | 9.1 | 9.1 | - | 9.1 | 18.2 | 18.2 | 36.4 | 54.5 | 27.3 | 9.1 | 9.1 |
| Poca mobilitat pels nens | 7 | 14.3 | - | - | - | - | 42.9 | 42.9 | 71.4 | 14.3 | - | 14.3 |
| Dificultat en la utilització | 23 | 8.7 | 8.7 | 4.3 | 13.0 | 13.0 | 34.8 | 17.4 | 39.1 | 17.4 | 21.7 | 21.7 |
| Quan dormen el cap no queda subjecte | 10 | - | - | 10.0 | - | 20.0 | 30.0 | 40.0 | 50.0 | 20.0 | 10.0 | 20.0 |
| El nen es descorda | 2 | - | - | - | - | - | 100.0 | - | 50.0 | - | 50.0 | - |
| Inseguretat en cas d'accident | 8 | - | 12.5 | 12.5 | 12.5 | - | 37.5 | 25.0 | 50.0 | - | 37.5 | 12.5 |
| Altres | 8 | - | 12.5 | - | 12.5 | 25.0 | 12.5 | 37.5 | 75.0 | - | 12.5 | 12.5 |
| Cap | 406 | 3.9 | 4.9 | 5.7 | 18.2 | 16.7 | 26.8 | 23.6 | 56.9 | 15.5 | 12.8 | 14.8 |
| No sap | 3 | - | - | - | 33.3 | 33.3 | 33.3 | - | 33.3 | 33.3 | 33.3 | - |
| No contesta | 3 | 66.7 | - | - | - | - | - | 33.3 | 33.3 | - | 66.7 | - |

P18.De les següents vies que li llegiré, podria dirme amb quina freqüència (sempre, la majoria de vegades, algunes vegades, rarament o mai) quan circula per elles acostuma a posarli al seu fill/a algun tipus de sistema de retenció infantil?

Vies urbanes (desplaçaments de menys de 5 minuts)

Base:Utilitza SRI

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 595 | 5.5 | 4.9 | 5.2 | 16.3 | 16.1 | 27.9 | 24.0 | 57.3 | 14.3 | 14.1 | 14.3 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|-----------------------|-----|------|-----|------|------|------|------|------|------|------|------|------|
| Sempre | 562 | 4.6 | 5.0 | 4.8 | 16.0 | 16.5 | 29.0 | 24.0 | 58.0 | 14.1 | 13.5 | 14.4 |
| La majoria de vegades | 18 | 16.7 | 5.6 | 16.7 | 22.2 | 5.6 | 11.1 | 22.2 | 50.0 | 16.7 | 16.7 | 16.7 |
| Alguna vegada | 6 | 16.7 | - | 16.7 | 50.0 | - | 16.7 | - | 16.7 | 16.7 | 50.0 | 16.7 |
| Rarament | 3 | 33.3 | - | - | - | 33.3 | - | 33.3 | 33.3 | 66.7 | - | - |
| Mai | 4 | 25.0 | - | - | - | 25.0 | - | 50.0 | 75.0 | - | 25.0 | - |
| No sap | 2 | 50.0 | - | - | - | - | - | 50.0 | 50.0 | - | 50.0 | - |

Vies urbanes (desplaçaments de més de 5 minuts)

| | | | | | | | | | | | | |
|-----------------------|-----|-------|-----|------|------|------|------|------|-------|------|-------|------|
| Sempre | 578 | 5.2 | 5.0 | 4.7 | 16.3 | 16.4 | 28.2 | 24.2 | 57.3 | 14.7 | 13.8 | 14.2 |
| La majoria de vegades | 7 | 14.3 | - | 14.3 | 14.3 | - | 28.6 | 28.6 | 42.9 | - | 14.3 | 42.9 |
| Alguna vegada | 4 | - | - | 50.0 | 25.0 | - | 25.0 | - | 75.0 | - | 25.0 | - |
| Rarament | 2 | 50.0 | - | 50.0 | - | - | - | - | 50.0 | - | 50.0 | - |
| Mai | 3 | - | - | - | 33.3 | 33.3 | - | 33.3 | 100.0 | - | - | - |
| No sap | 1 | 100.0 | - | - | - | - | - | - | - | - | 100.0 | - |

Vies interurbanes de curt recorregut

| | | | | | | | | | | | | |
|-----------------------|-----|------|-----|------|------|------|------|------|-------|------|------|------|
| Sempre | 577 | 5.5 | 5.0 | 4.7 | 16.3 | 16.1 | 28.2 | 24.1 | 57.2 | 14.6 | 14.2 | 14.0 |
| La majoria de vegades | 10 | 10.0 | - | 30.0 | 10.0 | 20.0 | 10.0 | 20.0 | 40.0 | 10.0 | 10.0 | 40.0 |
| Alguna vegada | 4 | - | - | 25.0 | 50.0 | - | 25.0 | - | 100.0 | - | - | - |
| Rarament | 2 | - | - | - | - | - | 50.0 | 50.0 | 50.0 | - | 50.0 | - |
| Mai | 2 | - | - | - | - | 50.0 | - | 50.0 | 100.0 | - | - | - |

Vies interurbanes de llarg recorregut

| | | | | | | | | | | | | |
|-----------------------|-----|------|-----|------|------|------|------|------|-------|------|------|------|
| Sempre | 584 | 5.5 | 5.0 | 5.1 | 16.1 | 16.4 | 27.7 | 24.1 | 56.8 | 14.6 | 14.2 | 14.4 |
| La majoria de vegades | 5 | - | - | - | 40.0 | - | 60.0 | - | 80.0 | - | - | 20.0 |
| Rarament | 3 | - | - | - | 33.3 | - | 33.3 | 33.3 | 66.7 | - | 33.3 | - |
| Mai | 3 | 33.3 | - | 33.3 | - | - | - | 33.3 | 100.0 | - | - | - |

P19.Acostuma a posar el casc al seu fill/a si el porta amb la moto/ciclomotor?

Base:Té moto o ciclomotor

| | | | | | | | | | | | |
|----|-----|-----|-----|------|-----|------|------|------|------|------|------|
| 81 | 4.9 | 3.7 | 4.9 | 13.6 | 9.9 | 34.6 | 28.4 | 64.2 | 11.1 | 13.6 | 11.1 |
|----|-----|-----|-----|------|-----|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|--------------------------------------|----|-----|-----|-----|------|------|-------|-------|-------|------|-------|------|
| Sempre | 24 | 8.3 | - | 4.2 | 25.0 | 16.7 | 20.8 | 25.0 | 54.2 | 25.0 | 4.2 | 16.7 |
| Rarament | 1 | - | - | - | - | - | 100.0 | - | - | - | 100.0 | - |
| No el porto mai a la moto/ciclomotor | 55 | 3.6 | 5.5 | 5.5 | 9.1 | 7.3 | 40.0 | 29.1 | 69.1 | 5.5 | 16.4 | 9.1 |
| No contesta | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|----------------|--------|--------|----------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel- ona | Girona | Lleida | Tarrag- ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P20. De les següents frases que li llegiré a continuació, podria dir-me si està molt, bastant, poc o gens d'acord amb elles?

Els SRI resulten perillosos en cas de que sigui necessari abandonar ràpidament el vehicle

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 44 | 4.5 | 6.8 | 2.3 | 15.9 | 15.9 | 29.5 | 25.0 | 59.1 | 15.9 | 9.1 | 15.9 |
| [4] Bastant | 128 | 6.3 | 4.7 | 2.3 | 14.1 | 18.8 | 31.3 | 22.7 | 55.5 | 16.4 | 15.6 | 12.5 |
| [3] Ni molt ni poc | 40 | 5.0 | 10.0 | 10.0 | 12.5 | 5.0 | 32.5 | 25.0 | 55.0 | 12.5 | 17.5 | 15.0 |
| [2] Poc | 163 | 6.1 | 3.7 | 4.9 | 16.6 | 17.2 | 30.1 | 21.5 | 55.8 | 11.0 | 17.8 | 15.3 |
| [1] Gens | 175 | 3.4 | 4.6 | 6.9 | 20.6 | 14.9 | 25.1 | 24.6 | 61.7 | 14.9 | 9.7 | 13.7 |
| No sap | 46 | 8.7 | 6.5 | 4.3 | 13.0 | 19.6 | 13.0 | 34.8 | 54.3 | 13.0 | 17.4 | 15.2 |
| No contesta | 4 | 25.0 | - | 25.0 | - | - | 25.0 | 25.0 | 50.0 | 50.0 | - | - |
| Mitjana | 2.46 | 2.64 | 2.63 | 2.04 | 2.28 | 2.52 | 2.55 | 2.45 | 2.42 | 2.55 | 2.55 | 2.45 |
| Desviació | 1.35 | 1.31 | 1.42 | 1.17 | 1.35 | 1.38 | 1.34 | 1.38 | 1.37 | 1.43 | 1.24 | 1.35 |

La normativa que regula l'ús dels SRI és excessivament dura

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 42 | 11.9 | 7.1 | 4.8 | 21.4 | 11.9 | 21.4 | 21.4 | 47.6 | 23.8 | 16.7 | 11.9 |
| [4] Bastant | 64 | 3.1 | 9.4 | 4.7 | 15.6 | 14.1 | 25.0 | 28.1 | 64.1 | 15.6 | 7.8 | 12.5 |
| [3] Ni molt ni poc | 29 | 10.3 | 3.4 | 3.4 | 6.9 | 13.8 | 44.8 | 17.2 | 48.3 | 17.2 | 17.2 | 17.2 |
| [2] Poc | 103 | 5.8 | 6.8 | 4.9 | 18.4 | 17.5 | 24.3 | 22.3 | 54.4 | 15.5 | 16.5 | 13.6 |
| [1] Gens | 340 | 4.4 | 3.8 | 5.9 | 15.6 | 16.5 | 28.2 | 25.6 | 60.3 | 12.1 | 13.2 | 14.4 |
| No sap | 22 | 9.1 | - | - | 27.3 | 18.2 | 31.8 | 13.6 | 40.9 | 13.6 | 27.3 | 18.2 |
| Mitjana | 1.90 | 2.23 | 2.30 | 1.77 | 1.96 | 1.79 | 1.85 | 1.87 | 1.85 | 2.17 | 1.89 | 1.84 |
| Desviació | 1.31 | 1.52 | 1.47 | 1.28 | 1.38 | 1.23 | 1.26 | 1.31 | 1.29 | 1.46 | 1.30 | 1.27 |

El meu fill no vol utilitzar els SRI

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|-------|------|------|------|-------|------|------|------|
| [5] Molt | 33 | 3.0 | 6.1 | - | 30.3 | 9.1 | 9.1 | 42.4 | 69.7 | 12.1 | 9.1 | 9.1 |
| [4] Bastant | 35 | 2.9 | 2.9 | 5.7 | 5.7 | 22.9 | 40.0 | 20.0 | 68.6 | 14.3 | 5.7 | 11.4 |
| [3] Ni molt ni poc | 6 | - | 16.7 | 16.7 | 16.7 | 33.3 | 16.7 | - | 16.7 | 50.0 | 33.3 | - |
| [2] Poc | 88 | 6.8 | 4.5 | 4.5 | 19.3 | 5.7 | 30.7 | 28.4 | 58.0 | 8.0 | 20.5 | 13.6 |
| [1] Gens | 431 | 5.1 | 5.1 | 5.6 | 15.5 | 18.1 | 27.6 | 23.0 | 56.6 | 14.6 | 13.5 | 15.3 |
| No sap | 6 | 50.0 | - | - | 16.7 | - | 33.3 | - | 16.7 | 50.0 | 33.3 | - |
| No contesta | 1 | - | - | - | 100.0 | - | - | - | 100.0 | - | - | - |
| Mitjana | 1.57 | 1.43 | 1.57 | 1.39 | 1.67 | 1.47 | 1.51 | 1.70 | 1.63 | 1.54 | 1.48 | 1.42 |
| Desviació | 1.14 | 0.94 | 1.17 | 0.84 | 1.27 | 1.09 | 1.00 | 1.29 | 1.21 | 1.14 | 0.94 | 0.98 |

Els fabricants de vehicles haurien d'incorporar de sèrie dispositius elevadors per nens de més de 4 anys

| | | | | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|------|-------|------|------|
| [5] Molt | 266 | 6.4 | 5.6 | 4.1 | 15.8 | 16.2 | 30.1 | 21.8 | 51.5 | 15.4 | 15.4 | 17.7 |
| [4] Bastant | 191 | 3.1 | 3.1 | 5.8 | 18.3 | 18.3 | 24.6 | 26.7 | 65.4 | 12.0 | 13.1 | 9.4 |
| [3] Ni molt ni poc | 18 | 5.6 | 11.1 | 11.1 | 16.7 | 5.6 | 38.9 | 11.1 | 38.9 | 27.8 | 11.1 | 22.2 |
| [2] Poc | 47 | 8.5 | 4.3 | 6.4 | 14.9 | 10.6 | 27.7 | 27.7 | 53.2 | 12.8 | 19.1 | 14.9 |
| [1] Gens | 66 | 3.0 | 7.6 | 6.1 | 16.7 | 16.7 | 25.8 | 24.2 | 68.2 | 12.1 | 9.1 | 10.6 |
| No sap | 11 | 18.2 | - | - | 9.1 | 9.1 | 18.2 | 45.5 | 54.5 | 9.1 | 18.2 | 18.2 |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | - | 100.0 | - | - |
| Mitjana | 3.93 | 4.07 | 3.80 | 3.71 | 3.92 | 3.99 | 3.98 | 3.87 | 3.84 | 4.00 | 4.04 | 4.10 |
| Desviació | 1.35 | 1.34 | 1.54 | 1.40 | 1.33 | 1.32 | 1.34 | 1.35 | 1.38 | 1.32 | 1.27 | 1.31 |

Els nens més grans de 7 anys ja viatgen suficientment segurs només amb el cinturó de seguretat de l'automòbil

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 33 | 6.1 | 3.0 | 12.1 | 9.1 | 15.2 | 24.2 | 30.3 | 57.6 | 21.2 | 15.2 | 6.1 |
| [4] Bastant | 90 | 6.7 | 2.2 | 1.1 | 15.6 | 18.9 | 31.1 | 24.4 | 62.2 | 13.3 | 14.4 | 10.0 |
| [3] Ni molt ni poc | 29 | 6.9 | 3.4 | 6.9 | 13.8 | 13.8 | 34.5 | 20.7 | 44.8 | 10.3 | 31.0 | 13.8 |
| [2] Poc | 148 | 2.7 | 6.1 | 6.8 | 20.9 | 13.5 | 28.4 | 21.6 | 55.4 | 14.9 | 13.5 | 16.2 |
| [1] Gens | 259 | 5.8 | 5.8 | 5.0 | 15.4 | 18.5 | 25.9 | 23.6 | 57.9 | 14.3 | 12.7 | 15.1 |
| No sap | 37 | 5.4 | 5.4 | 2.7 | 16.2 | 5.4 | 29.7 | 35.1 | 64.9 | 5.4 | 13.5 | 16.2 |
| No contesta | 4 | 50.0 | - | - | 25.0 | - | - | 25.0 | 25.0 | 50.0 | - | 25.0 |
| Mitjana | 2.09 | 2.17 | 1.75 | 2.10 | 2.01 | 2.05 | 2.15 | 2.15 | 2.10 | 2.14 | 2.21 | 1.86 |
| Desviació | 1.30 | 1.44 | 1.08 | 1.37 | 1.18 | 1.33 | 1.29 | 1.37 | 1.32 | 1.37 | 1.31 | 1.11 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

El manual d'instruccions que acompanya als SRI resulta difícil de comprendre

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 50 | 2.0 | 4.0 | - | 18.0 | 10.0 | 42.0 | 24.0 | 58.0 | 8.0 | 20.0 | 14.0 |
| [4] Bastant | 134 | 6.0 | 5.2 | 3.7 | 11.2 | 20.1 | 29.9 | 23.9 | 57.5 | 17.2 | 10.4 | 14.9 |
| [3] Ni molt ni poc | 25 | 12.0 | - | 12.0 | 16.0 | 16.0 | 24.0 | 20.0 | 52.0 | 20.0 | 16.0 | 12.0 |
| [2] Poc | 131 | 5.3 | 5.3 | 6.1 | 19.8 | 11.5 | 28.2 | 23.7 | 55.0 | 10.7 | 18.3 | 16.0 |
| [1] Gens | 235 | 5.1 | 4.7 | 6.0 | 17.0 | 18.3 | 23.8 | 25.1 | 58.7 | 16.2 | 11.9 | 13.2 |
| No sap | 25 | 8.0 | 12.0 | 4.0 | 20.0 | 8.0 | 24.0 | 24.0 | 64.0 | 4.0 | 20.0 | 12.0 |
| Mitjana | 2.36 | 2.32 | 2.33 | 1.97 | 2.22 | 2.32 | 2.58 | 2.33 | 2.35 | 2.30 | 2.42 | 2.40 |
| Desviació | 1.43 | 1.33 | 1.44 | 1.13 | 1.39 | 1.43 | 1.50 | 1.44 | 1.44 | 1.40 | 1.44 | 1.42 |

El meu fill se sent incòmode, irritat o enfadat per estar subjecte amb el SRI

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|-------|------|------|------|-------|------|
| [5] Molt | 39 | 7.7 | 2.6 | - | 15.4 | 23.1 | 25.6 | 25.6 | 53.8 | 20.5 | 10.3 | 15.4 |
| [4] Bastant | 61 | 4.9 | 1.6 | 6.6 | 18.0 | 13.1 | 26.2 | 29.5 | 68.9 | 9.8 | 16.4 | 4.9 |
| [3] Ni molt ni poc | 18 | - | 5.6 | - | 22.2 | 11.1 | 50.0 | 11.1 | 55.6 | 11.1 | 22.2 | 11.1 |
| [2] Poc | 110 | 2.7 | 7.3 | 7.3 | 21.8 | 12.7 | 23.6 | 24.5 | 60.0 | 10.0 | 7.3 | 22.7 |
| [1] Gens | 371 | 6.5 | 5.1 | 5.1 | 14.6 | 17.0 | 28.0 | 23.7 | 55.5 | 15.6 | 15.6 | 13.2 |
| No sap | 1 | - | - | - | - | - | 100.0 | - | - | - | 100.0 | - |
| Mitjana | 1.81 | 1.73 | 1.57 | 1.65 | 1.90 | 1.81 | 1.80 | 1.86 | 1.86 | 1.76 | 1.74 | 1.73 |
| Desviació | 1.27 | 1.38 | 0.97 | 1.02 | 1.26 | 1.36 | 1.26 | 1.32 | 1.28 | 1.34 | 1.26 | 1.15 |

P21. De les següents situacions que l'hi llegiré a continuació, digui'm si mai, alguna vegada, la majoria de vegades o sempre ha permès al seu fill/a viatjar en automòbil sense utilitzar un SRI.

Viatjant en braços d'una persona adulta

| | | | | | | | | | | | | |
|-----------------------|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| Mai | 526 | 5.9 | 5.3 | 5.7 | 17.1 | 16.0 | 28.1 | 21.9 | 55.9 | 14.6 | 14.3 | 15.2 |
| Alguna vegada | 71 | 2.8 | 2.8 | 1.4 | 12.7 | 15.5 | 23.9 | 40.8 | 70.4 | 9.9 | 14.1 | 5.6 |
| La majoria de vegades | 3 | - | - | - | - | 33.3 | 33.3 | 33.3 | 33.3 | 33.3 | - | 33.3 |

Al desplaçar-se en cotxe d'una altra persona (familiars, amics,..) que no disposa d'un SRI

| | | | | | | | | | | | | |
|-----------------------|-----|------|------|-----|------|------|------|------|-------|------|------|------|
| Mai | 453 | 5.1 | 5.3 | 6.2 | 17.4 | 14.8 | 28.5 | 22.7 | 54.7 | 14.6 | 15.9 | 14.8 |
| Alguna vegada | 135 | 5.9 | 3.7 | 2.2 | 12.6 | 19.3 | 27.4 | 28.9 | 65.9 | 11.9 | 8.9 | 13.3 |
| Ni molt ni poc | 2 | - | - | - | - | 50.0 | - | 50.0 | 100.0 | - | - | - |
| La majoria de vegades | 5 | 20.0 | - | - | 40.0 | 20.0 | - | 20.0 | 80.0 | 20.0 | - | - |
| Sempre | 2 | - | - | - | 50.0 | 50.0 | - | - | 50.0 | 50.0 | - | - |
| No sap | 3 | 33.3 | 33.3 | - | - | - | - | 33.3 | 33.3 | 33.3 | 33.3 | - |

Al desplaçar-se en taxi

| | | | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|------|-------|-------|------|------|------|
| Mai | 369 | 5.4 | 5.1 | 5.4 | 19.2 | 17.1 | 30.9 | 16.8 | 51.5 | 14.9 | 14.9 | 18.7 |
| Alguna vegada | 106 | 2.8 | 1.9 | 2.8 | 6.6 | 14.2 | 28.3 | 43.4 | 72.6 | 10.4 | 11.3 | 5.7 |
| Ni molt ni poc | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| La majoria de vegades | 21 | 9.5 | - | - | 9.5 | 23.8 | 23.8 | 33.3 | 52.4 | 14.3 | 14.3 | 19.0 |
| Sempre | 42 | 4.8 | 2.4 | 4.8 | 14.3 | 14.3 | 16.7 | 42.9 | 78.6 | 11.9 | 4.8 | 4.8 |
| No sap | 54 | 11.1 | 14.8 | 11.1 | 18.5 | 9.3 | 18.5 | 16.7 | 48.1 | 20.4 | 24.1 | 7.4 |
| No contesta | 7 | - | - | - | 42.9 | 28.6 | - | 28.6 | 100.0 | - | - | - |

Quan el nen s'ha resistit a utilitzar el SRI

| | | | | | | | | | | | | |
|---------------|-----|------|------|------|------|-------|------|-------|-------|------|------|------|
| Mai | 566 | 5.1 | 4.8 | 5.1 | 16.6 | 16.4 | 27.7 | 24.2 | 57.4 | 14.7 | 14.0 | 14.0 |
| Alguna vegada | 28 | 10.7 | 7.1 | 3.6 | 17.9 | 7.1 | 32.1 | 21.4 | 57.1 | 7.1 | 21.4 | 14.3 |
| Sempre | 4 | 25.0 | 25.0 | 25.0 | - | - | - | 25.0 | 50.0 | - | - | 50.0 |
| No sap | 1 | - | - | - | - | 100.0 | - | - | 100.0 | - | - | - |
| No contesta | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |

Quan hi ha varis passatgers als seients posteriors del cotxe

| | | | | | | | | | | | | |
|-----------------------|-----|------|-----|-----|------|------|------|-------|-------|------|------|------|
| Mai | 547 | 5.5 | 5.1 | 5.1 | 17.0 | 15.5 | 28.0 | 23.8 | 58.1 | 13.7 | 14.4 | 13.7 |
| Alguna vegada | 46 | 4.3 | 4.3 | 6.5 | 10.9 | 21.7 | 28.3 | 23.9 | 47.8 | 19.6 | 13.0 | 19.6 |
| La majoria de vegades | 3 | - | - | - | 33.3 | 33.3 | - | 33.3 | 66.7 | 33.3 | - | - |
| Sempre | 3 | 33.3 | - | - | - | - | - | 66.7 | 66.7 | - | - | 33.3 |
| No sap | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base:Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P22.A l'escola del seu fill/a, sap si s'ha realitzat alguna activitat relacionada amb la prevenció viària en aquest any 2010?

| | | | | | | | | | | | | |
|-------------------------------|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| Si | 255 | 6.7 | 4.3 | 7.1 | 20.8 | 16.9 | 23.5 | 20.8 | 52.5 | 16.5 | 14.1 | 16.9 |
| No | 267 | 4.5 | 5.6 | 4.5 | 14.6 | 13.5 | 28.1 | 29.2 | 62.5 | 10.9 | 14.6 | 12.0 |
| El fill encara no va a escola | 67 | 4.5 | 4.5 | 1.5 | 10.4 | 22.4 | 40.3 | 16.4 | 56.7 | 17.9 | 11.9 | 13.4 |
| No contesta | 11 | 9.1 | 9.1 | - | - | 18.2 | 36.4 | 27.3 | 54.5 | 18.2 | 18.2 | 9.1 |

P23.Quines?

Base:Activitat vial a la escola

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 255 | 6.7 | 4.3 | 7.1 | 20.8 | 16.9 | 23.5 | 20.8 | 52.5 | 16.5 | 14.1 | 16.9 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|------------------------------------|-----|------|------|-----|------|------|------|-------|-------|------|------|------|
| Camió - Tràiler del "Clac i Rum" | 12 | 8.3 | 8.3 | - | 25.0 | 16.7 | 16.7 | 25.0 | 33.3 | 33.3 | 16.7 | 16.7 |
| Visita de la policia-Educació vial | 106 | 3.8 | 0.9 | 8.5 | 25.5 | 17.0 | 22.6 | 21.7 | 59.4 | 17.0 | 7.5 | 16.0 |
| Visita a un circuit | 27 | 3.7 | 3.7 | 3.7 | 14.8 | 22.2 | 33.3 | 18.5 | 40.7 | 18.5 | 11.1 | 29.6 |
| A classe, educació vial | 26 | 15.4 | 11.5 | 7.7 | 19.2 | 23.1 | 7.7 | 15.4 | 61.5 | 15.4 | 15.4 | 7.7 |
| Sortida al Forum | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Altres | 9 | - | 11.1 | - | 11.1 | 22.2 | 44.4 | 11.1 | 55.6 | 11.1 | 11.1 | 22.2 |
| No sap | 74 | 8.1 | 5.4 | 8.1 | 16.2 | 14.9 | 27.0 | 20.3 | 44.6 | 14.9 | 23.0 | 17.6 |
| No contesta | 3 | 33.3 | - | - | 33.3 | - | - | 33.3 | 33.3 | 33.3 | 33.3 | - |

CAMPANYA CLAC I RUM

P24.Durant el 2010, vostè ha vist/escollat alguna campanya de prevenció de trànsit?

Base:Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|-------------|-----|-----|-----|------|------|------|------|------|------|------|------|------|
| Si | 457 | 6.3 | 5.0 | 3.7 | 17.1 | 15.8 | 28.9 | 23.2 | 56.0 | 13.3 | 14.9 | 15.8 |
| No | 139 | 2.9 | 5.0 | 10.1 | 15.1 | 17.3 | 23.0 | 26.6 | 62.6 | 17.3 | 10.8 | 9.4 |
| No contesta | 4 | - | - | - | - | - | 50.0 | 50.0 | 50.0 | - | 50.0 | - |

P25.Sabria dir-me els eslògans de les campanyes que més recordi?

Base:Ha vist/escollat campanyes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 457 | 6.3 | 5.0 | 3.7 | 17.1 | 15.8 | 28.9 | 23.2 | 56.0 | 13.3 | 14.9 | 15.8 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | | |
|--|-----|------|------|------|-------|------|-------|-------|-------|-------|------|------|
| Llums a punt 09 | 6 | - | - | - | 33.3 | 16.7 | 33.3 | 16.7 | 66.7 | - | - | 33.3 |
| La revolució dels petits gestos | 13 | - | 7.7 | 7.7 | 15.4 | 15.4 | 23.1 | 30.8 | 61.5 | 30.8 | - | 7.7 |
| Quan condueixis, mira la carretera | 17 | - | - | 11.8 | 29.4 | 17.6 | 23.5 | 17.6 | 52.9 | 23.5 | 5.9 | 17.6 |
| Una gran moto requereix una gran experiència | 7 | - | - | - | 28.6 | - | 28.6 | 42.9 | 85.7 | 14.3 | - | - |
| Clac i Rum | 67 | 10.4 | 6.0 | 3.0 | 17.9 | 17.9 | 19.4 | 25.4 | 61.2 | 14.9 | 14.9 | 9.0 |
| Pensa en els punts, salven vides | 15 | - | 6.7 | - | 26.7 | 13.3 | 33.3 | 20.0 | 60.0 | 20.0 | - | 20.0 |
| No te la juguis, para i descansa, pel teu bé i pel de la resta de conductors | 21 | - | - | 4.8 | 28.6 | 14.3 | 28.6 | 23.8 | 66.7 | 28.6 | 4.8 | - |
| Gràcies perquè sense tu no hagués estat possible | 10 | - | - | 10.0 | 30.0 | 10.0 | 20.0 | 30.0 | 60.0 | 30.0 | 10.0 | - |
| Campanya de vigilància de transport escolar i de menors | 6 | - | - | - | 16.7 | 16.7 | 50.0 | 16.7 | 66.7 | 16.7 | - | 16.7 |
| Si beus no condueixis | 4 | - | - | - | 25.0 | 25.0 | 25.0 | 25.0 | 75.0 | - | 25.0 | - |
| Tots sabem com evitar un accident. Perquè no ho fem? | 1 | - | - | - | 100.0 | - | - | - | 100.0 | - | - | - |
| No corris, la qüestió és arribar | 3 | - | - | - | - | 33.3 | 33.3 | 33.3 | 66.7 | - | - | 33.3 |
| Et pot passar a tu | 2 | - | - | - | - | - | 100.0 | - | 50.0 | 50.0 | - | - |
| Posa-hi fre | 11 | 9.1 | - | - | 18.2 | 9.1 | 36.4 | 27.3 | 54.5 | 9.1 | 18.2 | 18.2 |
| Posa't el cinturó | 6 | - | - | - | 16.7 | 33.3 | 33.3 | 16.7 | 50.0 | - | 33.3 | 16.7 |
| Posa't el casc | 2 | - | - | - | - | - | 50.0 | 50.0 | 50.0 | - | 50.0 | - |
| En un segon et canvia la vida i res torna a ser igual | 2 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Anuncis contra l'ús del mòbil conduint (en general) | 4 | - | - | - | 25.0 | - | - | 75.0 | 75.0 | - | - | 25.0 |
| Ja prou! Per favor, respecta les normes | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Sigues prudent, tu no tens recanvi | 1 | - | - | - | - | - | 100.0 | - | 100.0 | - | - | - |
| No als accidents | 3 | 33.3 | 33.3 | - | - | - | - | 33.3 | 33.3 | 33.3 | 33.3 | - |
| En 3 segons es pot perdre la vida | 1 | - | - | - | - | - | 100.0 | - | - | 100.0 | - | - |
| No podem conduir per tu | 3 | - | - | - | - | - | - | 100.0 | - | - | 33.3 | 66.7 |
| Altres | 7 | - | - | - | 28.6 | 28.6 | 14.3 | 28.6 | 42.9 | 42.9 | - | 14.3 |
| No sap | 298 | 7.0 | 5.0 | 4.7 | 16.1 | 15.4 | 30.2 | 21.5 | 53.4 | 13.8 | 17.1 | 15.8 |
| No contesta | 5 | - | 20.0 | - | - | 20.0 | 40.0 | 20.0 | 60.0 | 20.0 | - | 20.0 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base:Total entrevistes 600 5.5 5.0 5.2 16.5 16.0 27.7 24.2 57.5 14.2 14.2 14.2

P26.Vostè ha vist/escollat la campanya de publicitat "Al Cotxe, primer Clac i després Rum"?

Base:No coneix campanya Clac i rum 390 5.6 4.9 3.8 16.9 15.4 30.5 22.8 55.1 13.1 14.9 16.9

| | | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|------|------|------|-------|-------|------|------|------|
| Si | 185 | 8.1 | 5.4 | 3.2 | 15.1 | 15.7 | 28.6 | 23.8 | 53.0 | 13.5 | 19.5 | 14.1 |
| No | 204 | 3.4 | 4.4 | 4.4 | 18.6 | 15.2 | 32.4 | 21.6 | 56.9 | 12.7 | 10.8 | 19.6 |
| No contesta | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |

P27.Sap si el seu fill/a ha vist/escollat la campanya de prevenció de trànsit "Al Cotxe, primer Clac i després Rum"?

Base:Total entrevistes 600 5.5 5.0 5.2 16.5 16.0 27.7 24.2 57.5 14.2 14.2 14.2

| | | | | | | | | | | | | |
|---------------------|-----|------|------|-----|------|------|------|------|------|------|------|------|
| Si a l'escola | 78 | 6.4 | 6.4 | 7.7 | 16.7 | 15.4 | 26.9 | 20.5 | 43.6 | 21.8 | 17.9 | 16.7 |
| Si fora de l'escola | 171 | 6.4 | 5.8 | 6.4 | 19.3 | 12.3 | 21.6 | 28.1 | 63.2 | 11.7 | 13.5 | 11.7 |
| No | 272 | 2.9 | 2.9 | 3.7 | 16.5 | 16.9 | 32.0 | 25.0 | 62.1 | 13.2 | 8.5 | 16.2 |
| No sap | 90 | 10.0 | 7.8 | 5.6 | 12.2 | 18.9 | 25.6 | 20.0 | 46.7 | 14.4 | 28.9 | 10.0 |
| No contesta | 2 | - | 50.0 | - | - | 50.0 | - | - | 50.0 | 50.0 | - | - |

P28.Sabria dir-me en quin mitjà ha vist o escoltat vostè la campanya de trànsit "Clac i Rum"?

Base:Coneix campanya Clac i rum 252 8.7 5.6 3.2 15.9 16.3 26.2 24.2 55.2 13.9 18.3 12.7

| | | | | | | | | | | | | |
|-----------------------------|-----|------|------|-----|------|------|------|------|------|------|------|------|
| TV | 219 | 9.6 | 5.9 | 3.2 | 16.0 | 16.0 | 26.0 | 23.3 | 55.3 | 14.2 | 17.8 | 12.8 |
| Radio | 43 | 4.7 | 11.6 | 4.7 | 9.3 | 27.9 | 27.9 | 14.0 | 44.2 | 25.6 | 23.3 | 7.0 |
| Revistes infantils | 9 | - | - | - | 33.3 | 11.1 | 33.3 | 22.2 | 55.6 | 22.2 | - | 22.2 |
| Itinerant (Camió - Tràiler) | 7 | 14.3 | - | - | 28.6 | - | 28.6 | 28.6 | 42.9 | - | 42.9 | 14.3 |
| Pediatra | 15 | - | - | 6.7 | 20.0 | 6.7 | 40.0 | 26.7 | 46.7 | 20.0 | 26.7 | 6.7 |
| Cartells | 5 | - | - | - | 60.0 | 20.0 | 20.0 | - | 40.0 | 60.0 | - | - |
| Altres | 13 | - | - | - | 23.1 | 7.7 | 46.2 | 23.1 | 53.8 | 15.4 | 30.8 | - |
| No sap | 5 | - | 20.0 | - | - | - | 20.0 | 60.0 | 60.0 | - | 20.0 | 20.0 |

P29.Podria dir-nos quin creu que era el principal missatge de la campanya?

Base:Coneix campanya Clac i rum 252 8.7 5.6 3.2 15.9 16.3 26.2 24.2 55.2 13.9 18.3 12.7

| | | | | | | | | | | | | |
|--|-----|------|------|------|------|------|------|------|------|------|------|------|
| Posa't el cinturó abans d'iniciar la conducció | 210 | 8.6 | 5.7 | 3.3 | 14.8 | 17.6 | 25.2 | 24.8 | 55.2 | 14.8 | 17.6 | 12.4 |
| Conscienciar als nens | 3 | - | - | - | 33.3 | - | 33.3 | 33.3 | 66.7 | - | - | 33.3 |
| Utilitzar els diferents sistemes de seguretat | 7 | 14.3 | 28.6 | 14.3 | 28.6 | - | - | 14.3 | 71.4 | - | 14.3 | 14.3 |
| Posar-se el cinturó | 10 | 10.0 | - | - | 20.0 | 20.0 | 50.0 | - | 40.0 | 20.0 | 30.0 | 10.0 |
| Conduir amb precaució | 3 | - | - | - | 33.3 | - | 66.7 | - | 33.3 | - | 66.7 | - |
| Els nens han d'anar protegits adequadament | 5 | 20.0 | - | - | 20.0 | - | 40.0 | 20.0 | 40.0 | 20.0 | 40.0 | - |
| No sap | 14 | 7.1 | - | - | 14.3 | 14.3 | 21.4 | 42.9 | 64.3 | 7.1 | 7.1 | 21.4 |

P30.En general, creu que la campanya de publicitat era molt, bastant, poc o gens...

Clara en el missatge

Base:Coneix campanya Clac i rum 252 8.7 5.6 3.2 15.9 16.3 26.2 24.2 55.2 13.9 18.3 12.7

| | | | | | | | | | | | | |
|--------------------|-----|------|------|-----|------|------|------|------|------|------|------|------|
| [5] Molt | 133 | 11.3 | 3.8 | 3.0 | 14.3 | 16.5 | 31.6 | 19.5 | 51.1 | 12.8 | 21.1 | 15.0 |
| [4] Bastant | 107 | 6.5 | 7.5 | 3.7 | 15.9 | 15.0 | 21.5 | 29.9 | 59.8 | 15.0 | 15.0 | 10.3 |
| [3] Ni molt ni poc | 3 | - | 33.3 | - | - | 66.7 | - | - | 33.3 | 33.3 | 33.3 | - |
| [2] Poc | 5 | - | - | - | 40.0 | - | 20.0 | 40.0 | 80.0 | - | 20.0 | - |
| No sap | 4 | - | - | - | 50.0 | 25.0 | - | 25.0 | 50.0 | 25.0 | - | 25.0 |

| | | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.48 | 4.68 | 4.29 | 4.50 | 4.39 | 4.50 | 4.61 | 4.37 | 4.43 | 4.47 | 4.54 | 4.65 |
| Desviació | 0.63 | 0.48 | 0.59 | 0.50 | 0.75 | 0.60 | 0.58 | 0.66 | 0.66 | 0.56 | 0.66 | 0.49 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base: Total entrevistes

600 5.5 5.0 5.2 16.5 16.0 27.7 24.2 57.5 14.2 14.2 14.2

Comprensible/entenedora en el llenguatge que utilitzava

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 124 | 10.5 | 4.0 | 2.4 | 15.3 | 15.3 | 31.5 | 21.0 | 54.0 | 14.5 | 20.2 | 11.3 |
| [4] Bastant | 114 | 7.0 | 7.9 | 4.4 | 15.8 | 16.7 | 21.9 | 26.3 | 55.3 | 13.2 | 16.7 | 14.9 |
| [3] Ni molt ni poc | 4 | - | - | - | - | 50.0 | - | 50.0 | 75.0 | 25.0 | - | - |
| [2] Poc | 6 | - | - | - | 33.3 | - | 33.3 | 33.3 | 66.7 | - | 33.3 | - |
| No sap | 4 | 25.0 | - | - | 25.0 | 25.0 | - | 25.0 | 50.0 | 25.0 | - | 25.0 |
| Mitjana | 4.44 | 4.62 | 4.36 | 4.38 | 4.38 | 4.42 | 4.53 | 4.33 | 4.41 | 4.50 | 4.46 | 4.45 |
| Desviació | 0.65 | 0.50 | 0.48 | 0.48 | 0.75 | 0.59 | 0.66 | 0.71 | 0.68 | 0.56 | 0.72 | 0.51 |

Original

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 92 | 8.7 | 4.3 | 2.2 | 18.5 | 15.2 | 28.3 | 22.8 | 56.5 | 15.2 | 16.3 | 12.0 |
| [4] Bastant | 126 | 9.5 | 7.9 | 2.4 | 12.7 | 14.3 | 27.8 | 25.4 | 57.1 | 8.7 | 20.6 | 13.5 |
| [3] Ni molt ni poc | 16 | 6.3 | - | 12.5 | 25.0 | 25.0 | 18.8 | 12.5 | 37.5 | 31.3 | 18.8 | 12.5 |
| [2] Poc | 10 | - | - | 10.0 | 20.0 | 20.0 | 20.0 | 30.0 | 40.0 | 30.0 | 20.0 | 10.0 |
| [1] Gens | 4 | - | - | - | - | 50.0 | - | 50.0 | 75.0 | 25.0 | - | - |
| No sap | 4 | 25.0 | - | - | 25.0 | 25.0 | - | 25.0 | 50.0 | 25.0 | - | 25.0 |
| Mitjana | 4.18 | 4.33 | 4.29 | 3.75 | 4.23 | 4.00 | 4.29 | 4.12 | 4.21 | 4.00 | 4.17 | 4.23 |
| Desviació | 0.84 | 0.58 | 0.45 | 0.97 | 0.84 | 1.06 | 0.70 | 0.94 | 0.84 | 1.10 | 0.74 | 0.72 |

Impactant

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 26 | 7.7 | - | 7.7 | 15.4 | 11.5 | 26.9 | 30.8 | 50.0 | 15.4 | 26.9 | 7.7 |
| [4] Bastant | 92 | 8.7 | 3.3 | 1.1 | 14.1 | 13.0 | 32.6 | 27.2 | 59.8 | 12.0 | 14.1 | 14.1 |
| [3] Ni molt ni poc | 22 | 13.6 | 13.6 | 9.1 | 9.1 | 9.1 | 36.4 | 9.1 | 36.4 | 4.5 | 31.8 | 27.3 |
| [2] Poc | 71 | 8.5 | 8.5 | 2.8 | 19.7 | 18.3 | 21.1 | 21.1 | 56.3 | 11.3 | 23.9 | 8.5 |
| [1] Gens | 30 | 6.7 | 3.3 | 3.3 | 10.0 | 30.0 | 20.0 | 26.7 | 56.7 | 26.7 | 3.3 | 13.3 |
| No sap | 11 | 9.1 | 9.1 | - | 36.4 | 18.2 | - | 27.3 | 54.5 | 27.3 | 9.1 | 9.1 |
| Mitjana | 3.05 | 3.10 | 2.62 | 3.13 | 3.03 | 2.67 | 3.26 | 3.17 | 3.05 | 2.84 | 3.18 | 3.10 |
| Desviació | 1.27 | 1.22 | 0.92 | 1.36 | 1.25 | 1.34 | 1.19 | 1.34 | 1.28 | 1.46 | 1.17 | 1.19 |

Adequada per complir el seu objectiu de conscienciació

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 69 | 5.8 | 5.8 | 2.9 | 14.5 | 17.4 | 30.4 | 23.2 | 58.0 | 14.5 | 11.6 | 15.9 |
| [4] Bastant | 147 | 8.2 | 6.1 | 4.1 | 16.3 | 12.9 | 27.2 | 25.2 | 54.4 | 12.2 | 21.1 | 12.2 |
| [3] Ni molt ni poc | 7 | 14.3 | 14.3 | - | - | 42.9 | - | 28.6 | 42.9 | 42.9 | 14.3 | - |
| [2] Poc | 15 | 13.3 | - | - | 26.7 | 20.0 | 20.0 | 20.0 | 60.0 | 6.7 | 26.7 | 6.7 |
| [1] Gens | 4 | - | - | - | - | 50.0 | 25.0 | 25.0 | 50.0 | 25.0 | 25.0 | - |
| No sap | 10 | 30.0 | - | - | 20.0 | 20.0 | 10.0 | 20.0 | 50.0 | 20.0 | 10.0 | 20.0 |
| Mitjana | 4.08 | 3.95 | 4.21 | 4.25 | 4.05 | 3.92 | 4.18 | 4.08 | 4.10 | 4.06 | 3.91 | 4.30 |
| Desviació | 0.84 | 0.85 | 0.56 | 0.43 | 0.84 | 1.09 | 0.79 | 0.82 | 0.85 | 0.90 | 0.87 | 0.65 |

Fàcil de recordar

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|-------|------|------|------|
| [5] Molt | 109 | 9.2 | 5.5 | 4.6 | 16.5 | 14.7 | 29.4 | 20.2 | 53.2 | 13.8 | 18.3 | 14.7 |
| [4] Bastant | 117 | 9.4 | 6.8 | 2.6 | 14.5 | 15.4 | 26.5 | 24.8 | 53.0 | 14.5 | 21.4 | 11.1 |
| [3] Ni molt ni poc | 6 | - | - | - | 16.7 | - | 16.7 | 66.7 | 100.0 | - | - | - |
| [2] Poc | 11 | 9.1 | - | - | 27.3 | 27.3 | 9.1 | 27.3 | 72.7 | - | - | 27.3 |
| [1] Gens | 6 | - | - | - | - | 50.0 | 16.7 | 33.3 | 50.0 | 33.3 | 16.7 | - |
| No sap | 3 | - | - | - | 33.3 | 33.3 | - | 33.3 | 66.7 | 33.3 | - | - |
| Mitjana | 4.25 | 4.36 | 4.43 | 4.63 | 4.28 | 4.03 | 4.39 | 4.10 | 4.20 | 4.26 | 4.37 | 4.31 |
| Desviació | 0.89 | 0.73 | 0.49 | 0.48 | 0.86 | 1.19 | 0.74 | 0.97 | 0.93 | 0.96 | 0.71 | 0.90 |

Mitjana característiques

| | | | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.17 | 4.05 | 4.10 | 4.08 | 3.93 | 4.21 | 4.03 | 4.07 | 4.04 | 4.11 | 4.16 |
| Desviació | 0.54 | 0.38 | 0.37 | 0.35 | 0.60 | 0.60 | 0.48 | 0.59 | 0.57 | 0.53 | 0.49 | 0.46 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P31. M'ha dit que la campanya no era gens... Clara en el missatge/ Comprensible-entenedora en el llenguatge que utilitzava/ Original/ Impactant/ Adequada per complir el seu objectiu de conscienciació/ Fàcil de recordar. Com hagués millorat vostè aquesta campanya?

Base: Gens a algun atribut

| | | | | | | | | | | | |
|----|-----|-----|-----|-----|------|------|------|------|------|-----|------|
| 36 | 5.6 | 2.8 | 2.8 | 8.3 | 30.6 | 19.4 | 30.6 | 55.6 | 27.8 | 5.6 | 11.1 |
|----|-----|-----|-----|-----|------|------|------|------|------|-----|------|

| | | | | | | | | | | | |
|---------------------------|----|-------|-----|------|-------|------|-------|-------|-------|------|------|
| Educació a l'auto-escola | 1 | - | - | - | 100.0 | - | - | 100.0 | - | - | - |
| Fent-la en castellà també | 1 | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Amb eslògans enganxosos | 2 | - | - | - | 50.0 | - | 50.0 | 100.0 | - | - | - |
| Més agressiva | 1 | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Imatges més impactants | 5 | - | - | 20.0 | 60.0 | 20.0 | - | 20.0 | 60.0 | - | 20.0 |
| Més realista | 2 | - | - | - | 50.0 | 50.0 | - | 50.0 | 50.0 | - | - |
| Més curtes i directes | 1 | 100.0 | - | - | - | - | - | - | 100.0 | - | - |
| Pels nens ja està bé | 2 | - | - | - | 50.0 | 50.0 | - | - | 50.0 | - | 50.0 |
| No sap | 20 | 5.0 | 5.0 | 5.0 | 10.0 | 20.0 | 20.0 | 35.0 | 60.0 | 20.0 | 10.0 |
| No contesta | 2 | - | - | - | 50.0 | - | 50.0 | 50.0 | 50.0 | - | - |

P32. Podria valorar-me la campanya "Clac i Rum" en una escala de 0 a 10, en que 0 és crec que no ha tingut gens d'impacte en la ciutadania i 10 és crec que ha tingut molt impacte en la ciutadania?

Base: Coneix campanya Clac i rum

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 252 | 8.7 | 5.6 | 3.2 | 15.9 | 16.3 | 26.2 | 24.2 | 55.2 | 13.9 | 18.3 | 12.7 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|-------|-------|------|------|------|
| [0] Gens d'impacte | 1 | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| [1] | 0 | - | - | - | - | - | - | - | - | - | - |
| [2] | 0 | - | - | - | - | - | - | - | - | - | - |
| [3] | 3 | - | - | - | 33.3 | 33.3 | 33.3 | - | 66.7 | - | 33.3 |
| [4] | 10 | 10.0 | - | - | 30.0 | 20.0 | 10.0 | 30.0 | 40.0 | 20.0 | 30.0 |
| [5] | 18 | - | 5.6 | - | 11.1 | 27.8 | 33.3 | 22.2 | 50.0 | 16.7 | 27.8 |
| [6] | 35 | 8.6 | 2.9 | 2.9 | 8.6 | 17.1 | 25.7 | 34.3 | 68.6 | 8.6 | 8.6 |
| [7] | 54 | 13.0 | 11.1 | 3.7 | 7.4 | 18.5 | 16.7 | 29.6 | 55.6 | 16.7 | 9.3 |
| [8] | 70 | 5.7 | 7.1 | 7.1 | 27.1 | 15.7 | 24.3 | 12.9 | 48.6 | 15.7 | 11.4 |
| [9] | 33 | 9.1 | 3.0 | - | 9.1 | 6.1 | 42.4 | 30.3 | 60.6 | 6.1 | 12.1 |
| [10] Molt impacte | 17 | 17.6 | - | - | 23.5 | 5.9 | 35.3 | 17.6 | 58.8 | 17.6 | 5.9 |
| No sap | 11 | 9.1 | - | - | 9.1 | 27.3 | 27.3 | 27.3 | 45.5 | 18.2 | 18.2 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.28 | 7.62 | 7.29 | 7.50 | 7.44 | 6.79 | 7.56 | 7.03 | 7.26 | 7.27 | 6.77 |
| Desviació | 1.62 | 1.53 | 0.96 | 0.71 | 1.73 | 1.53 | 1.63 | 1.78 | 1.67 | 1.55 | 1.83 |

P33. I, en la mateixa escala de 0 a 10, on 0 és gens i 10 és molt, quin impacte ha tingut sobre vostè aquesta campanya a l'hora de circular?

Base: Coneix campanya Clac i rum

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 252 | 8.7 | 5.6 | 3.2 | 15.9 | 16.3 | 26.2 | 24.2 | 55.2 | 13.9 | 18.3 | 12.7 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|-------------|------|------|------|------|------|------|------|-------|-------|------|------|
| [0] Gens | 27 | 11.1 | 7.4 | - | 14.8 | 18.5 | 7.4 | 40.7 | 55.6 | 25.9 | 7.4 |
| [1] | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - |
| [2] | 5 | - | - | - | 20.0 | 40.0 | 20.0 | 20.0 | 40.0 | 20.0 | 40.0 |
| [3] | 6 | - | - | - | 16.7 | 33.3 | 50.0 | - | 50.0 | - | 33.3 |
| [4] | 7 | - | - | - | 28.6 | 14.3 | 28.6 | 28.6 | 57.1 | - | 28.6 |
| [5] | 25 | 8.0 | 4.0 | 4.0 | 16.0 | 4.0 | 24.0 | 40.0 | 68.0 | 8.0 | 8.0 |
| [6] | 26 | 3.8 | 7.7 | 3.8 | 7.7 | 19.2 | 26.9 | 30.8 | 53.8 | 15.4 | 3.8 |
| [7] | 45 | 13.3 | 8.9 | 8.9 | 8.9 | 20.0 | 22.2 | 17.8 | 48.9 | 15.6 | 15.6 |
| [8] | 44 | 9.1 | 9.1 | 4.5 | 13.6 | 20.5 | 25.0 | 18.2 | 54.5 | 15.9 | 11.4 |
| [9] | 27 | 7.4 | 3.7 | - | 33.3 | 3.7 | 33.3 | 18.5 | 63.0 | - | 18.5 |
| [10] Molt | 31 | 12.9 | - | - | 22.6 | 12.9 | 35.5 | 16.1 | 48.4 | 19.4 | 12.9 |
| No sap | 8 | - | - | - | - | 25.0 | 50.0 | 25.0 | 62.5 | 12.5 | 12.5 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - | - |
| Mitjana | 6.39 | 6.73 | 6.14 | 6.88 | 6.80 | 5.97 | 7.10 | 5.49 | 6.33 | 5.91 | 6.48 |
| Desviació | 2.95 | 3.10 | 2.70 | 0.93 | 3.11 | 3.05 | 2.45 | 3.23 | 2.95 | 3.48 | 3.08 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base:Total entrevistes 600 5.5 5.0 5.2 16.5 16.0 27.7 24.2 57.5 14.2 14.2 14.2

P34.Perquè creu que ha tingut tant poc impacte aquesta campanya?

| Base:Valora poc impacte | 83 | 6.0 | 4.8 | 1.2 | 15.7 | 16.9 | 24.1 | 31.3 | 56.6 | 14.5 | 13.3 | 15.7 |
|---|----|------|------|------|------|-------|------|------|-------|-------|------|------|
| Es considera bon conductor i no l'afecten les campanyes | 33 | 6.1 | 9.1 | 3.0 | 9.1 | 21.2 | 21.2 | 30.3 | 48.5 | 24.2 | 12.1 | 15.2 |
| Són poc agressives | 10 | - | - | - | 20.0 | 20.0 | 10.0 | 50.0 | 80.0 | 10.0 | - | 10.0 |
| El missatge no és clar/ Eslògan poc definit | 4 | - | - | - | 50.0 | 25.0 | - | 25.0 | 100.0 | - | - | - |
| No canvien la mentalitat de la gent/ No canvien els hàbits de la població | 7 | - | - | - | 28.6 | 28.6 | 28.6 | 14.3 | 71.4 | - | 14.3 | 14.3 |
| Falta conscienciació | 9 | - | - | - | 22.2 | 11.1 | 22.2 | 44.4 | 77.8 | - | 11.1 | 11.1 |
| S'obliden molt ràpid/ Impacte momentani | 4 | 25.0 | - | - | - | 25.0 | - | 50.0 | 75.0 | - | 25.0 | - |
| Les campanyes no diuen res que la gent no sàpiga | 6 | - | - | - | 50.0 | 33.3 | 16.7 | - | 50.0 | - | 16.7 | 33.3 |
| No sembla seriós/ Es una campanya per infants (dibuixos...) | 4 | - | - | - | - | 25.0 | 25.0 | 50.0 | 75.0 | - | - | 25.0 |
| La gent continua fent el que vol/ No fan cas | 7 | 42.9 | - | 14.3 | 14.3 | - | 28.6 | - | 28.6 | 14.3 | 28.6 | 28.6 |
| Són un anunci més a la TV/ Acostumats a veure'ls | 7 | - | - | - | 28.6 | 14.3 | 28.6 | 28.6 | 85.7 | - | 14.3 | - |
| És pels nens | 8 | - | 12.5 | - | - | 25.0 | 25.0 | 37.5 | 62.5 | 37.5 | - | - |
| ell/ella ja tenia aquests hàbits | 1 | - | - | - | - | 100.0 | - | - | - | 100.0 | - | - |
| No sap | 6 | - | - | - | 33.3 | - | 50.0 | 16.7 | 50.0 | - | 16.7 | 33.3 |

P35.En relació a les campanyes de publicitat sobre trànsit, del següent llistat de mitjans de comunicació que li llegiré, valori cadascuna d'elles en una escala de 0 a 10, on 0 és no tenen cap tipus d'impacte sobre la societat i 10 tenen un impacte màxim sobre la societat.

Els missatges per TV

| Base:Total entrevistes | 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|------------------------|------|------|------|------|-------|------|-------|------|-------|------|-------|-------|
| [0] Cap impacte | 2 | - | - | - | 50.0 | 50.0 | - | - | 100.0 | - | - | - |
| [1] | 1 | - | - | - | - | - | 100.0 | - | - | - | 100.0 | - |
| [2] | 1 | - | - | - | 100.0 | - | - | - | - | - | - | 100.0 |
| [3] | 2 | - | - | - | - | - | 50.0 | 50.0 | 100.0 | - | - | - |
| [4] | 8 | - | 25.0 | - | 12.5 | 25.0 | 25.0 | 12.5 | 62.5 | 25.0 | - | 12.5 |
| [5] | 32 | 6.3 | 3.1 | 6.3 | 28.1 | 15.6 | 28.1 | 12.5 | 50.0 | 21.9 | 9.4 | 18.8 |
| [6] | 26 | 3.8 | 11.5 | 7.7 | 7.7 | 19.2 | 15.4 | 34.6 | 76.9 | 7.7 | 7.7 | 7.7 |
| [7] | 76 | 5.3 | 2.6 | 2.6 | 17.1 | 10.5 | 28.9 | 32.9 | 68.4 | 6.6 | 15.8 | 9.2 |
| [8] | 183 | 5.5 | 7.1 | 4.4 | 16.9 | 13.7 | 26.8 | 25.7 | 58.5 | 13.1 | 14.2 | 14.2 |
| [9] | 107 | 3.7 | 2.8 | 4.7 | 15.0 | 18.7 | 30.8 | 24.3 | 53.3 | 14.0 | 16.8 | 15.9 |
| [10] Màxim impacte | 148 | 7.4 | 2.7 | 7.4 | 14.9 | 19.6 | 29.7 | 18.2 | 50.0 | 19.6 | 14.9 | 15.5 |
| No sap | 11 | - | 9.1 | 9.1 | 18.2 | 9.1 | 9.1 | 45.5 | 72.7 | - | 9.1 | 18.2 |
| No contesta | 3 | 33.3 | 33.3 | - | 33.3 | - | - | - | 66.7 | 33.3 | - | - |
| Mitjana | 8.18 | 8.44 | 7.71 | 8.50 | 7.98 | 8.31 | 8.27 | 8.11 | 8.06 | 8.42 | 8.36 | 8.29 |
| Desviació | 1.62 | 1.48 | 1.63 | 1.55 | 1.84 | 1.77 | 1.60 | 1.39 | 1.63 | 1.64 | 1.52 | 1.65 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|----------------|--------|--------|----------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel- ona | Girona | Lleida | Tarrag- ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

Els missatges per Ràdio

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|-------|------|------|------|-------|------|------|-------|
| [0] Cap impacte | 6 | - | - | - | 33.3 | 33.3 | 33.3 | - | 83.3 | - | 16.7 | - |
| [1] | 1 | - | - | - | 100.0 | - | - | - | - | - | - | 100.0 |
| [2] | 8 | - | - | - | 25.0 | 25.0 | 12.5 | 37.5 | 75.0 | - | 12.5 | 12.5 |
| [3] | 22 | - | 9.1 | 4.5 | 27.3 | 27.3 | 18.2 | 13.6 | 36.4 | 31.8 | 9.1 | 22.7 |
| [4] | 40 | 7.5 | 2.5 | 5.0 | 15.0 | 15.0 | 27.5 | 27.5 | 72.5 | 12.5 | 2.5 | 12.5 |
| [5] | 89 | 5.6 | 4.5 | 7.9 | 23.6 | 16.9 | 27.0 | 14.6 | 44.9 | 21.3 | 16.9 | 16.9 |
| [6] | 100 | 5.0 | 7.0 | 4.0 | 10.0 | 12.0 | 28.0 | 34.0 | 64.0 | 9.0 | 14.0 | 13.0 |
| [7] | 98 | 3.1 | 4.1 | 4.1 | 11.2 | 15.3 | 32.7 | 29.6 | 62.2 | 9.2 | 14.3 | 14.3 |
| [8] | 105 | 7.6 | 3.8 | 5.7 | 18.1 | 18.1 | 28.6 | 18.1 | 48.6 | 19.0 | 16.2 | 16.2 |
| [9] | 41 | 2.4 | 7.3 | 7.3 | 14.6 | 19.5 | 26.8 | 22.0 | 53.7 | 19.5 | 17.1 | 9.8 |
| [10] Màxim impacte | 38 | 7.9 | 2.6 | 5.3 | 21.1 | 10.5 | 31.6 | 21.1 | 52.6 | 10.5 | 21.1 | 15.8 |
| No sap | 49 | 8.2 | 8.2 | 4.1 | 12.2 | 14.3 | 22.4 | 30.6 | 73.5 | 8.2 | 10.2 | 8.2 |
| No contesta | 3 | 33.3 | - | - | 33.3 | - | - | 33.3 | 100.0 | - | - | - |
| Mitjana | 6.50 | 6.82 | 6.50 | 6.66 | 6.25 | 6.31 | 6.64 | 6.54 | 6.43 | 6.48 | 6.85 | 6.43 |
| Desviació | 1.99 | 1.83 | 1.82 | 1.88 | 2.32 | 2.17 | 1.93 | 1.79 | 2.01 | 1.96 | 1.96 | 2.00 |

Els missatges en premsa escrita

| | | | | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|-------|------|------|------|
| [0] Cap impacte | 17 | - | 11.8 | - | 23.5 | 17.6 | 29.4 | 17.6 | 64.7 | 17.6 | 5.9 | 11.8 |
| [1] | 6 | - | - | 16.7 | 33.3 | - | 16.7 | 33.3 | 83.3 | - | - | 16.7 |
| [2] | 18 | - | - | - | 27.8 | 33.3 | 16.7 | 22.2 | 72.2 | 11.1 | 16.7 | - |
| [3] | 32 | 9.4 | 3.1 | 12.5 | 9.4 | 15.6 | 21.9 | 28.1 | 59.4 | 18.8 | 3.1 | 18.8 |
| [4] | 52 | 3.8 | 3.8 | - | 9.6 | 15.4 | 34.6 | 32.7 | 57.7 | 19.2 | 7.7 | 15.4 |
| [5] | 132 | 5.3 | 9.8 | 7.6 | 17.4 | 16.7 | 25.0 | 18.2 | 48.5 | 19.7 | 13.6 | 18.2 |
| [6] | 113 | 6.2 | 6.2 | 5.3 | 14.2 | 10.6 | 26.5 | 31.0 | 63.7 | 7.1 | 17.7 | 11.5 |
| [7] | 90 | 3.3 | 3.3 | 5.6 | 17.8 | 20.0 | 28.9 | 21.1 | 54.4 | 16.7 | 14.4 | 14.4 |
| [8] | 61 | 8.2 | 3.3 | 1.6 | 21.3 | 19.7 | 26.2 | 19.7 | 54.1 | 11.5 | 16.4 | 18.0 |
| [9] | 21 | 9.5 | - | 4.8 | 19.0 | 9.5 | 38.1 | 19.0 | 47.6 | 14.3 | 28.6 | 9.5 |
| [10] Màxim impacte | 25 | 4.0 | - | 8.0 | 12.0 | 12.0 | 36.0 | 28.0 | 56.0 | 16.0 | 20.0 | 8.0 |
| No sap | 32 | 6.3 | - | 3.1 | 15.6 | 15.6 | 31.3 | 28.1 | 75.0 | 3.1 | 12.5 | 9.4 |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | 100.0 | - | - | - |
| Mitjana | 5.72 | 6.10 | 5.17 | 5.70 | 5.68 | 5.62 | 5.88 | 5.66 | 5.62 | 5.57 | 6.30 | 5.68 |
| Desviació | 2.12 | 1.84 | 1.78 | 2.02 | 2.29 | 2.16 | 2.16 | 2.10 | 2.19 | 2.14 | 1.96 | 1.94 |

Els missatges en els panells informatius a les carreteres

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 11 | 9.1 | 9.1 | - | 18.2 | 9.1 | 27.3 | 27.3 | 72.7 | 9.1 | 9.1 | 9.1 |
| [1] | 4 | 25.0 | - | - | 50.0 | - | 25.0 | - | 25.0 | - | 25.0 | 50.0 |
| [2] | 12 | - | - | 8.3 | 8.3 | 25.0 | 25.0 | 33.3 | 66.7 | 8.3 | - | 25.0 |
| [3] | 24 | 4.2 | 4.2 | 12.5 | 16.7 | 8.3 | 25.0 | 29.2 | 58.3 | 4.2 | 25.0 | 12.5 |
| [4] | 32 | 3.1 | 3.1 | 6.3 | 9.4 | 18.8 | 31.3 | 28.1 | 68.8 | 18.8 | 3.1 | 9.4 |
| [5] | 92 | 6.5 | 3.3 | 4.3 | 19.6 | 18.5 | 18.5 | 29.3 | 57.6 | 17.4 | 10.9 | 14.1 |
| [6] | 75 | 6.7 | 6.7 | 2.7 | 18.7 | 14.7 | 30.7 | 20.0 | 48.0 | 21.3 | 20.0 | 10.7 |
| [7] | 101 | 2.0 | 6.9 | 4.0 | 14.9 | 14.9 | 35.6 | 21.8 | 58.4 | 12.9 | 11.9 | 16.8 |
| [8] | 122 | 5.7 | 4.1 | 7.4 | 15.6 | 14.8 | 28.7 | 23.8 | 54.9 | 13.1 | 16.4 | 15.6 |
| [9] | 51 | 3.9 | 3.9 | 5.9 | 17.6 | 19.6 | 23.5 | 25.5 | 62.7 | 13.7 | 11.8 | 11.8 |
| [10] Màxim impacte | 62 | 8.1 | 4.8 | 3.2 | 14.5 | 19.4 | 30.6 | 19.4 | 54.8 | 9.7 | 21.0 | 14.5 |
| No sap | 11 | 9.1 | 9.1 | 9.1 | 18.2 | 9.1 | 9.1 | 36.4 | 81.8 | 9.1 | - | 9.1 |
| No contesta | 3 | 33.3 | 33.3 | - | 33.3 | - | - | - | 66.7 | 33.3 | - | - |
| Mitjana | 6.66 | 6.65 | 6.75 | 6.60 | 6.56 | 6.80 | 6.78 | 6.48 | 6.60 | 6.59 | 6.95 | 6.63 |
| Desviació | 2.23 | 2.55 | 2.19 | 2.22 | 2.27 | 2.19 | 2.18 | 2.26 | 2.29 | 1.94 | 2.20 | 2.31 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

Els missatges a través de la Web del Servei Català de Trànsit

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 46 | 4.3 | 6.5 | 6.5 | 13.0 | 17.4 | 19.6 | 32.6 | 67.4 | 13.0 | 8.7 | 10.9 |
| [1] | 19 | - | - | - | 47.4 | 5.3 | 15.8 | 31.6 | 78.9 | - | 5.3 | 15.8 |
| [2] | 35 | 8.6 | - | 5.7 | 8.6 | 28.6 | 17.1 | 31.4 | 68.6 | 20.0 | - | 11.4 |
| [3] | 52 | 3.8 | 5.8 | 7.7 | 9.6 | 19.2 | 32.7 | 21.2 | 51.9 | 17.3 | 17.3 | 13.5 |
| [4] | 37 | 2.7 | 2.7 | 2.7 | 10.8 | 18.9 | 35.1 | 27.0 | 56.8 | 16.2 | 8.1 | 18.9 |
| [5] | 110 | 5.5 | 10.9 | 6.4 | 23.6 | 16.4 | 19.1 | 18.2 | 57.3 | 16.4 | 14.5 | 11.8 |
| [6] | 40 | 7.5 | 5.0 | 7.5 | 7.5 | 10.0 | 45.0 | 17.5 | 60.0 | 7.5 | 12.5 | 20.0 |
| [7] | 44 | 2.3 | 2.3 | 6.8 | 15.9 | 13.6 | 38.6 | 20.5 | 40.9 | 15.9 | 25.0 | 18.2 |
| [8] | 38 | 10.5 | 7.9 | 10.5 | 21.1 | 2.6 | 34.2 | 13.2 | 47.4 | 7.9 | 18.4 | 26.3 |
| [9] | 15 | - | 6.7 | - | 20.0 | 2.0 | 26.7 | 26.7 | 46.7 | 26.7 | 20.0 | 6.7 |
| [10] Màxim impacte | 20 | 5.0 | - | - | 35.0 | 20.0 | 25.0 | 15.0 | 45.0 | 20.0 | 20.0 | 15.0 |
| No sap | 136 | 6.6 | 2.2 | 2.9 | 12.5 | 16.2 | 28.7 | 30.9 | 61.8 | 11.0 | 16.2 | 11.0 |
| No contesta | 8 | 12.5 | 12.5 | - | 12.5 | 25.0 | 12.5 | 25.0 | 50.0 | 37.5 | - | 12.5 |
| Mitjana | 4.67 | 4.91 | 4.81 | 4.67 | 4.99 | 4.31 | 5.08 | 4.08 | 4.32 | 4.81 | 5.56 | 5.04 |
| Desviació | 2.68 | 2.64 | 2.33 | 2.47 | 2.90 | 2.66 | 2.53 | 2.77 | 2.68 | 2.68 | 2.53 | 2.61 |

Els missatges a través d'altres pàgines webs

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 47 | - | 8.5 | 8.5 | 19.1 | 12.8 | 21.3 | 29.8 | 68.1 | 12.8 | 12.8 | 6.4 |
| [1] | 16 | - | - | - | 43.8 | 18.8 | 12.5 | 25.0 | 81.3 | 12.5 | 6.3 | - |
| [2] | 38 | 7.9 | 2.6 | 7.9 | 5.3 | 26.3 | 28.9 | 21.1 | 60.5 | 13.2 | 2.6 | 23.7 |
| [3] | 47 | 8.5 | 6.4 | 8.5 | 8.5 | 19.1 | 27.7 | 21.3 | 57.4 | 21.3 | 10.6 | 10.6 |
| [4] | 59 | 5.1 | 3.4 | 3.4 | 18.6 | 18.6 | 23.7 | 27.1 | 50.8 | 16.9 | 15.3 | 16.9 |
| [5] | 121 | 5.8 | 5.0 | 4.1 | 19.0 | 17.4 | 26.4 | 22.3 | 56.2 | 17.4 | 9.9 | 16.5 |
| [6] | 43 | 2.3 | 14.0 | 2.3 | 16.3 | 2.3 | 39.5 | 23.3 | 65.1 | 2.3 | 16.3 | 16.3 |
| [7] | 34 | 5.9 | 5.9 | 11.8 | 14.7 | 17.6 | 32.4 | 11.8 | 44.1 | 20.6 | 17.6 | 17.6 |
| [8] | 31 | 3.2 | - | 6.5 | 19.4 | 9.7 | 45.2 | 16.1 | 41.9 | 9.7 | 25.8 | 22.6 |
| [9] | 6 | - | - | - | 16.7 | 16.7 | 33.3 | 33.3 | 66.7 | 16.7 | 16.7 | - |
| [10] Màxim impacte | 9 | - | - | - | 44.4 | 11.1 | 33.3 | 11.1 | 33.3 | 11.1 | 22.2 | 33.3 |
| No sap | 143 | 7.7 | 3.5 | 4.2 | 13.3 | 15.4 | 25.2 | 30.8 | 60.8 | 10.5 | 18.9 | 9.8 |
| No contesta | 6 | 16.7 | 16.7 | - | 16.7 | 33.3 | 16.7 | - | 33.3 | 50.0 | - | 16.7 |
| Mitjana | 4.35 | 4.43 | 4.13 | 4.04 | 4.51 | 4.03 | 4.79 | 4.01 | 4.07 | 4.25 | 5.02 | 4.90 |
| Desviació | 2.41 | 1.69 | 2.27 | 2.56 | 2.68 | 2.25 | 2.40 | 2.39 | 2.41 | 2.26 | 2.56 | 2.27 |

Els missatges presencials en escoles

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 4 | - | - | - | - | - | 50.0 | 50.0 | 75.0 | - | 25.0 | - |
| [1] | 3 | - | - | - | - | 33.3 | 66.7 | - | 33.3 | - | - | 66.7 |
| [2] | 5 | - | - | - | - | - | 60.0 | 40.0 | 80.0 | - | - | 20.0 |
| [3] | 9 | - | - | 11.1 | 22.2 | 33.3 | 11.1 | 22.2 | 88.9 | 11.1 | - | - |
| [4] | 14 | 7.1 | 7.1 | 7.1 | 21.4 | 21.4 | 14.3 | 21.4 | 50.0 | 21.4 | 7.1 | 21.4 |
| [5] | 60 | 6.7 | 3.3 | 6.7 | 23.3 | 18.3 | 26.7 | 15.0 | 60.0 | 13.3 | 8.3 | 18.3 |
| [6] | 65 | 4.6 | 6.2 | 6.2 | 13.8 | 18.5 | 27.7 | 23.1 | 70.8 | 9.2 | 7.7 | 12.3 |
| [7] | 99 | 5.1 | 5.1 | 6.1 | 10.1 | 15.2 | 25.3 | 33.3 | 60.6 | 16.2 | 11.1 | 12.1 |
| [8] | 133 | 5.3 | 4.5 | 4.5 | 18.8 | 16.5 | 30.8 | 19.5 | 54.9 | 12.0 | 24.1 | 9.0 |
| [9] | 59 | 6.8 | 3.4 | 5.1 | 23.7 | 6.8 | 25.4 | 28.8 | 49.2 | 13.6 | 15.3 | 22.0 |
| [10] Màxim impacte | 84 | 7.1 | 4.8 | 6.0 | 19.0 | 17.9 | 25.0 | 20.2 | 45.2 | 22.6 | 13.1 | 19.0 |
| No sap | 61 | 3.3 | 8.2 | 1.6 | 8.2 | 14.8 | 32.8 | 31.1 | 62.3 | 9.8 | 16.4 | 11.5 |
| No contesta | 4 | 25.0 | 25.0 | - | 25.0 | 25.0 | - | - | 50.0 | 50.0 | - | - |
| Mitjana | 7.32 | 7.63 | 7.46 | 7.27 | 7.51 | 7.16 | 7.23 | 7.29 | 7.09 | 7.70 | 7.77 | 7.38 |
| Desviació | 1.97 | 1.79 | 1.69 | 1.91 | 1.88 | 1.99 | 2.11 | 1.99 | 1.98 | 1.86 | 1.67 | 2.20 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base: Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

Els missatges presencials al carrer (camió-Tràiler)

| | | | | | | | | | | | | |
|--------------------|------|------|------|-------|------|------|------|------|-------|------|------|------|
| [0] Cap impacte | 24 | - | 12.5 | 4.2 | 33.3 | 20.8 | 16.7 | 12.5 | 58.3 | 16.7 | 8.3 | 16.7 |
| [1] | 1 | - | - | 100.0 | - | - | - | - | 100.0 | - | - | - |
| [2] | 11 | - | - | - | 27.3 | 9.1 | 27.3 | 36.4 | 90.9 | - | - | 9.1 |
| [3] | 28 | 7.1 | - | - | 10.7 | 21.4 | 35.7 | 25.0 | 60.7 | 7.1 | 7.1 | 25.0 |
| [4] | 36 | 8.3 | 8.3 | 2.8 | 16.7 | 16.7 | 16.7 | 30.6 | 61.1 | 19.4 | 5.6 | 13.9 |
| [5] | 123 | 6.5 | 5.7 | 6.5 | 16.3 | 15.4 | 24.4 | 25.2 | 59.3 | 14.6 | 12.2 | 13.8 |
| [6] | 91 | 2.2 | 5.5 | 7.7 | 15.4 | 16.5 | 31.9 | 20.9 | 57.1 | 12.1 | 15.4 | 15.4 |
| [7] | 91 | 3.3 | 5.5 | 4.4 | 13.2 | 12.1 | 29.7 | 31.9 | 56.0 | 12.1 | 15.4 | 16.5 |
| [8] | 75 | 8.0 | 4.0 | 5.3 | 17.3 | 17.3 | 26.7 | 21.3 | 53.3 | 16.0 | 17.3 | 13.3 |
| [9] | 17 | 5.9 | 5.9 | 5.9 | 23.5 | 5.9 | 29.4 | 23.5 | 52.9 | 11.8 | 29.4 | 5.9 |
| [10] Màxim impacte | 43 | 4.7 | 2.3 | 4.7 | 20.9 | 16.3 | 34.9 | 16.3 | 41.9 | 23.3 | 20.9 | 14.0 |
| No sap | 57 | 8.8 | 1.8 | 3.5 | 10.5 | 21.1 | 29.8 | 24.6 | 63.2 | 12.3 | 15.8 | 8.8 |
| No contesta | 3 | 33.3 | 33.3 | - | 33.3 | - | - | - | 66.7 | 33.3 | - | - |
| Mitjana | 5.99 | 6.22 | 5.54 | 6.07 | 5.84 | 5.82 | 6.23 | 5.95 | 5.78 | 6.25 | 6.71 | 5.83 |
| Desviació | 2.29 | 2.01 | 2.46 | 2.19 | 2.67 | 2.39 | 2.21 | 2.06 | 2.26 | 2.41 | 2.10 | 2.30 |

Resumen del nivell d'impacte campanyes de publicitat en mitjans de comunicació

| | | | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|------|------|
| Els missatges per TV | 8.18 | 8.44 | 7.71 | 8.50 | 7.98 | 8.31 | 8.27 | 8.11 | 8.06 | 8.42 | 8.36 | 8.29 |
| Els missatges per Ràdio | 6.50 | 6.82 | 6.50 | 6.66 | 6.25 | 6.31 | 6.64 | 6.54 | 6.43 | 6.48 | 6.85 | 6.43 |
| Els missatges en premsa escrita | 5.72 | 6.10 | 5.17 | 5.70 | 5.68 | 5.62 | 5.88 | 5.66 | 5.62 | 5.57 | 6.30 | 5.68 |
| Els missatges en els panells informatius a les carreteres | 6.66 | 6.65 | 6.75 | 6.60 | 6.56 | 6.80 | 6.78 | 6.48 | 6.60 | 6.59 | 6.95 | 6.63 |
| Els missatges a través de la Web del Servei Català de Trànsit | 4.67 | 4.91 | 4.81 | 4.67 | 4.99 | 4.31 | 5.08 | 4.08 | 4.32 | 4.81 | 5.56 | 5.04 |
| Els missatges a través d'altres pàgines webs | 4.35 | 4.43 | 4.13 | 4.04 | 4.51 | 4.03 | 4.79 | 4.01 | 4.07 | 4.25 | 5.02 | 4.90 |
| Els missatges presencials en escoles | 7.32 | 7.63 | 7.46 | 7.27 | 7.51 | 7.16 | 7.23 | 7.29 | 7.09 | 7.70 | 7.77 | 7.38 |
| Els missatges presencials al carrer (camió-Tràiler) | 5.99 | 6.22 | 5.54 | 6.07 | 5.84 | 5.82 | 6.23 | 5.95 | 5.78 | 6.25 | 6.71 | 5.83 |

P36. En relació al Servei Català de Trànsit, en general, creu que les campanyes de publicitat que realitza són molt, bastant, poc o gens...

Clares en els missatges

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 186 | 6.5 | 3.8 | 5.9 | 18.3 | 15.1 | 28.5 | 22.0 | 55.4 | 14.0 | 12.9 | 17.7 |
| [4] Bastant | 340 | 5.3 | 5.0 | 5.3 | 15.6 | 15.3 | 27.4 | 26.2 | 57.1 | 14.4 | 15.3 | 13.2 |
| [3] Ni molt ni poc | 16 | 6.3 | 12.5 | 6.3 | 6.3 | 18.8 | 31.3 | 18.8 | 81.3 | - | 12.5 | 6.3 |
| [2] Poc | 25 | - | 8.0 | 4.0 | 24.0 | 20.0 | 28.0 | 16.0 | 76.0 | 12.0 | 12.0 | - |
| [1] Gens | 10 | - | 10.0 | - | 20.0 | 20.0 | 30.0 | 20.0 | 50.0 | 20.0 | 10.0 | 20.0 |
| No sap | 21 | 4.8 | 4.8 | - | 14.3 | 28.6 | 19.0 | 28.6 | 47.6 | 23.8 | 9.5 | 19.0 |
| No contesta | 2 | 50.0 | - | - | - | - | 50.0 | - | 50.0 | - | 50.0 | - |
| Mitjana | 4.16 | 4.35 | 3.93 | 4.26 | 4.16 | 4.10 | 4.16 | 4.17 | 4.11 | 4.17 | 4.16 | 4.32 |
| Desviació | 0.81 | 0.55 | 0.96 | 0.68 | 0.89 | 0.87 | 0.83 | 0.73 | 0.84 | 0.82 | 0.74 | 0.74 |

Comprensibles/entenedores en el llenguatge que utilitzen

| | | | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 201 | 10.0 | 3.0 | 7.5 | 17.4 | 14.9 | 23.4 | 23.9 | 58.7 | 14.4 | 12.9 | 13.9 |
| [4] Bastant | 335 | 3.3 | 6.3 | 3.9 | 15.2 | 16.4 | 30.4 | 24.5 | 56.4 | 13.4 | 15.2 | 14.9 |
| [3] Ni molt ni poc | 8 | - | - | 12.5 | 25.0 | - | 37.5 | 25.0 | 75.0 | 12.5 | - | 12.5 |
| [2] Poc | 21 | - | 4.8 | 9.5 | 14.3 | 14.3 | 23.8 | 33.3 | 76.2 | 9.5 | 14.3 | - |
| [1] Gens | 9 | - | 11.1 | - | 33.3 | 11.1 | 33.3 | 11.1 | 44.4 | 22.2 | 11.1 | 22.2 |
| No sap | 24 | 4.2 | 4.2 | - | 20.8 | 29.2 | 20.8 | 20.8 | 45.8 | 25.0 | 12.5 | 16.7 |
| No contesta | 2 | 50.0 | - | - | - | - | 50.0 | - | 50.0 | - | 50.0 | - |
| Mitjana | 4.22 | 4.65 | 4.03 | 4.32 | 4.19 | 4.24 | 4.16 | 4.21 | 4.20 | 4.23 | 4.21 | 4.26 |
| Desviació | 0.78 | 0.49 | 0.82 | 0.83 | 0.88 | 0.72 | 0.77 | 0.76 | 0.80 | 0.82 | 0.74 | 0.72 |

| | Hàbitat | | | | | | | Província | | | | |
|--|---------|------|------|------|------|------|------|-----------|------------|--------|--------|------------|
| | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |
| Base:Total entrevistes | 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
| Originals | | | | | | | | | | | | |
| [5] Molt | 101 | 6.9 | 5.9 | 7.9 | 19.8 | 13.9 | 25.7 | 19.8 | 57.4 | 10.9 | 17.8 | 13.9 |
| [4] Bastant | 265 | 6.0 | 5.3 | 5.3 | 16.2 | 18.9 | 27.9 | 20.4 | 55.1 | 16.6 | 13.2 | 15.1 |
| [3] Ni molt ni poc | 68 | 7.4 | 4.4 | 2.9 | 14.7 | 5.9 | 33.8 | 30.9 | 54.4 | 13.2 | 14.7 | 17.6 |
| [2] Poc | 105 | 1.9 | 5.7 | 6.7 | 15.2 | 17.1 | 21.9 | 31.4 | 69.5 | 11.4 | 9.5 | 9.5 |
| [1] Gens | 22 | - | - | - | 22.7 | 9.1 | 45.5 | 22.7 | 59.1 | 9.1 | 13.6 | 18.2 |
| No sap | 35 | 5.7 | 2.9 | - | 14.3 | 22.9 | 25.7 | 28.6 | 42.9 | 20.0 | 22.9 | 14.3 |
| No contesta | 4 | 25.0 | - | - | - | - | 25.0 | 50.0 | 75.0 | - | 25.0 | - |
| Mitjana | 3.57 | 3.93 | 3.69 | 3.74 | 3.61 | 3.64 | 3.53 | 3.38 | 3.50 | 3.64 | 3.72 | 3.63 |
| Desviació | 1.10 | 0.83 | 1.04 | 1.09 | 1.16 | 1.05 | 1.13 | 1.13 | 1.14 | 0.99 | 1.09 | 1.07 |
| Impactants | | | | | | | | | | | | |
| [5] Molt | 169 | 5.9 | 4.7 | 4.7 | 17.8 | 13.0 | 30.8 | 23.1 | 50.9 | 14.8 | 14.2 | 20.1 |
| [4] Bastant | 286 | 4.2 | 3.8 | 4.5 | 16.4 | 17.8 | 29.4 | 23.8 | 60.5 | 13.6 | 14.3 | 11.5 |
| [3] Ni molt ni poc | 29 | 6.9 | 6.9 | 10.3 | 13.8 | 6.9 | 24.1 | 31.0 | 65.5 | 6.9 | 24.1 | 3.4 |
| [2] Poc | 78 | 7.7 | 10.3 | 7.7 | 14.1 | 15.4 | 19.2 | 25.6 | 60.3 | 16.7 | 10.3 | 12.8 |
| [1] Gens | 9 | - | - | - | 22.2 | 33.3 | 22.2 | 22.2 | 66.7 | 11.1 | 11.1 | 11.1 |
| No sap | 27 | 7.4 | 3.7 | 3.7 | 18.5 | 22.2 | 18.5 | 25.9 | 48.1 | 18.5 | 11.1 | 22.2 |
| No contesta | 2 | 50.0 | - | - | - | - | 50.0 | - | 50.0 | - | 50.0 | - |
| Mitjana | 3.92 | 3.87 | 3.66 | 3.77 | 3.98 | 3.86 | 4.06 | 3.88 | 3.86 | 3.92 | 3.98 | 4.13 |
| Desviació | 1.02 | 1.11 | 1.17 | 1.07 | 1.02 | 1.04 | 0.93 | 1.03 | 1.02 | 1.05 | 0.95 | 1.03 |
| Adequades per complir el seu objectiu de conscienciació | | | | | | | | | | | | |
| [5] Molt | 145 | 5.5 | 7.6 | 6.9 | 15.9 | 13.8 | 29.0 | 21.4 | 53.8 | 14.5 | 16.6 | 15.2 |
| [4] Bastant | 301 | 5.6 | 3.7 | 4.7 | 17.6 | 16.3 | 27.9 | 24.3 | 56.8 | 14.6 | 14.6 | 14.0 |
| [3] Ni molt ni poc | 31 | 6.5 | 6.5 | - | 6.5 | 9.7 | 29.0 | 41.9 | 64.5 | 6.5 | 16.1 | 12.9 |
| [2] Poc | 74 | 2.7 | 5.4 | 8.1 | 16.2 | 18.9 | 24.3 | 24.3 | 64.9 | 14.9 | 10.8 | 9.5 |
| [1] Gens | 16 | - | 6.3 | - | 31.3 | 18.8 | 37.5 | 6.3 | 62.5 | 6.3 | 12.5 | 18.8 |
| No sap | 30 | 6.7 | 3.3 | 3.3 | 13.3 | 23.3 | 20.0 | 30.0 | 56.7 | 20.0 | 3.3 | 20.0 |
| No contesta | 3 | 66.7 | - | - | - | - | 33.3 | - | 33.3 | - | 33.3 | 33.3 |
| Mitjana | 3.86 | 4.07 | 3.93 | 3.93 | 3.81 | 3.78 | 3.87 | 3.85 | 3.79 | 3.92 | 3.96 | 3.94 |
| Desviació | 1.03 | 0.80 | 1.16 | 1.08 | 1.10 | 1.07 | 1.05 | 0.95 | 1.06 | 0.98 | 0.98 | 1.02 |
| Fàcils de recordar | | | | | | | | | | | | |
| [5] Molt | 147 | 6.8 | 6.1 | 6.1 | 15.6 | 13.6 | 29.3 | 22.4 | 55.8 | 13.6 | 16.3 | 14.3 |
| [4] Bastant | 298 | 5.7 | 4.7 | 5.0 | 17.8 | 17.1 | 25.2 | 24.5 | 57.7 | 14.8 | 13.1 | 14.4 |
| [3] Ni molt ni poc | 27 | 3.7 | - | 3.7 | 14.8 | 11.1 | 33.3 | 33.3 | 59.3 | 11.1 | 14.8 | 14.8 |
| [2] Poc | 80 | 2.5 | 7.5 | 6.3 | 17.5 | 12.5 | 30.0 | 23.8 | 60.0 | 13.8 | 16.3 | 10.0 |
| [1] Gens | 25 | - | 4.0 | 4.0 | 12.0 | 28.0 | 36.0 | 16.0 | 60.0 | 12.0 | 12.0 | 16.0 |
| No sap | 20 | 5.0 | - | - | 10.0 | 25.0 | 25.0 | 35.0 | 55.0 | 20.0 | 5.0 | 20.0 |
| No contesta | 3 | 66.7 | - | - | - | - | 33.3 | - | 33.3 | - | 33.3 | 33.3 |
| Mitjana | 3.80 | 4.17 | 3.80 | 3.84 | 3.81 | 3.74 | 3.74 | 3.81 | 3.77 | 3.83 | 3.82 | 3.86 |
| Desviació | 1.10 | 0.79 | 1.19 | 1.13 | 1.05 | 1.15 | 1.17 | 1.04 | 1.11 | 1.07 | 1.13 | 1.08 |
| Mitjana característiques | | | | | | | | | | | | |
| Mitjana | 3.91 | 4.17 | 3.79 | 3.98 | 3.90 | 3.85 | 3.92 | 3.88 | 3.86 | 3.93 | 3.96 | 3.99 |
| Desviació | 0.72 | 0.54 | 0.82 | 0.70 | 0.76 | 0.78 | 0.71 | 0.68 | 0.74 | 0.71 | 0.65 | 0.73 |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|------------|--------|--------|------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel-ona | Girona | Lleida | Tarrag-ona |

Base:Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P37.M'ha dit que les campanyes del Servei Català de Trànsit eren gens...Clares en els missatges/ Comprensibles-entenedores en el llenguatge que utilitzen/ Originals/ Impactants/ Adequades per complir el seu objectiu de conscienciació/ Fàcils de recordar. Com milloraria vostè aquestes campanyes de cara al futur?

Base:Gens a algun atribut

| | | | | | | | | | | | |
|--|----|-----|------|------|------|-------|-------|-------|------|------|-------|
| 48 | - | 4.2 | 2.1 | 18.8 | 20.8 | 35.4 | 18.8 | 68.8 | 8.3 | 10.4 | 12.5 |
| Fent-la en castellà també | 2 | - | - | 50.0 | - | 50.0 | - | 50.0 | - | - | 50.0 |
| Amb eslògans enganxosos | 1 | - | - | - | - | 100.0 | - | - | - | - | 100.0 |
| Més agressiva | 2 | - | - | - | - | 100.0 | - | 50.0 | - | 50.0 | - |
| Imatges més impactants | 10 | - | 10.0 | 10.0 | - | 60.0 | 20.0 | 60.0 | 10.0 | 20.0 | 10.0 |
| Més realista | 7 | - | - | 14.3 | 42.9 | 42.9 | - | 85.7 | - | 14.3 | - |
| Amb llenguatge més proper | 2 | - | - | 50.0 | - | 50.0 | - | 100.0 | - | - | - |
| Fer campanyes més presencials i no només a través dels mitjans | 1 | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Més curtes i directes | 1 | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Més panells informatius a les carreteres i autopistes | 1 | - | - | - | - | 100.0 | - | 100.0 | - | - | - |
| No sap | 23 | - | 4.3 | - | 26.1 | 30.4 | 17.4 | 21.7 | 60.9 | 13.0 | 13.0 |

DADES DE CLASSIFICACIÓ

P38.Quina és la seva nacionalitat?

Base:Total entrevistes

| | | | | | | | | | | | | |
|-------------|-----|------|-----|------|-------|-------|-------|-------|-------|-------|-------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 | |
| Espanyola | 574 | 5.6 | 5.2 | 5.4 | 16.7 | 15.7 | 27.7 | 23.7 | 57.7 | 13.9 | 13.9 | 14.5 |
| Italiana | 3 | - | - | - | - | - | 33.3 | 66.7 | 66.7 | - | - | 33.3 |
| Peruana | 2 | 50.0 | - | - | - | - | 50.0 | - | - | - | 50.0 | 50.0 |
| Colombiana | 2 | - | - | - | - | - | 50.0 | 50.0 | 50.0 | - | 50.0 | - |
| Argentina | 2 | - | - | - | - | 50.0 | 50.0 | - | - | 50.0 | 50.0 | - |
| Equatoriana | 2 | - | - | - | 50.0 | - | 50.0 | - | 50.0 | - | 50.0 | - |
| Veneçolana | 1 | - | - | - | - | - | 100.0 | - | - | - | 100.0 | - |
| Xilena | 1 | - | - | - | - | 100.0 | - | - | - | 100.0 | - | - |
| Xinesa | 1 | - | - | - | - | 100.0 | - | - | - | 100.0 | - | - |
| Marroquina | 1 | - | - | - | - | 100.0 | - | - | - | 100.0 | - | - |
| Australiana | 2 | - | - | - | - | 50.0 | - | 50.0 | 50.0 | 50.0 | - | - |
| Francesa | 2 | - | - | - | 100.0 | - | - | - | 100.0 | - | - | - |
| Portuguesa | 1 | - | - | - | - | 100.0 | - | - | 100.0 | - | - | - |
| Hondurenya | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Filipina | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Dominicana | 2 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| Holandesa | 1 | - | - | - | - | - | 100.0 | - | 100.0 | - | - | - |
| Rumanesa | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |

P39.Em podria dir la seva situació professional?

| | | | | | | | | | | | |
|----------------------|-----|------|------|-------|------|------|------|------|-------|------|-------|
| 474 | 5.5 | 4.6 | 4.6 | 15.8 | 16.5 | 27.4 | 25.5 | 57.2 | 15.0 | 13.9 | 13.9 |
| Treballa | 474 | 5.5 | 4.6 | 4.6 | 15.8 | 16.5 | 27.4 | 25.5 | 57.2 | 15.0 | 13.9 |
| Estudia | 1 | - | - | 100.0 | - | - | - | - | - | - | 100.0 |
| Mestressa de casa | 37 | 5.4 | 10.8 | 5.4 | 21.6 | 5.4 | 32.4 | 18.9 | 54.1 | 5.4 | 18.9 |
| Jubilat, pensionista | 9 | - | 22.2 | 11.1 | 11.1 | 33.3 | 11.1 | 11.1 | 44.4 | 33.3 | 11.1 |
| Aturat | 76 | 5.3 | 2.6 | 6.6 | 19.7 | 17.1 | 27.6 | 21.1 | 61.8 | 11.8 | 14.5 |
| No contesta | 3 | 33.3 | - | - | - | - | 66.7 | - | 100.0 | - | - |

P40.Em podria dir la seva professió actual?

Base:Treballa

| | | | | | | | | | | | | |
|------------------------|-----|------|------|------|------|------|------|-------|-------|------|------|------|
| 474 | 5.5 | 4.6 | 4.6 | 15.8 | 16.5 | 27.4 | 25.5 | 57.2 | 15.0 | 13.9 | 13.9 | |
| Professional liberal | 21 | 9.5 | - | 9.5 | 14.3 | 14.3 | 19.0 | 33.3 | 47.6 | 28.6 | 19.0 | 4.8 |
| Empresaris/Propietaris | 22 | 4.5 | 9.1 | 4.5 | 9.1 | 18.2 | 40.9 | 13.6 | 40.9 | 18.2 | 22.7 | 18.2 |
| Autònom | 52 | 11.5 | 5.8 | 3.8 | 11.5 | 19.2 | 21.2 | 26.9 | 59.6 | 13.5 | 17.3 | 9.6 |
| Quadre | 12 | - | 8.3 | - | 8.3 | 16.7 | 25.0 | 41.7 | 66.7 | 8.3 | 8.3 | 16.7 |
| Empleat | 326 | 4.9 | 3.7 | 4.6 | 16.9 | 15.6 | 28.5 | 25.8 | 58.0 | 14.7 | 12.0 | 15.3 |
| Treballador/obrer | 38 | 2.6 | 10.5 | 5.3 | 18.4 | 21.1 | 23.7 | 18.4 | 55.3 | 13.2 | 21.1 | 10.5 |
| No sap | 1 | - | - | - | - | - | - | 100.0 | 100.0 | - | - | - |
| No contesta | 2 | - | - | - | 50.0 | - | 50.0 | - | 100.0 | - | - | - |

| TOTAL | Hàbitat | | | | | | | Província | | | |
|-------|---------|---|---|---|---|---|---|----------------|--------|--------|----------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Barcel- ona | Girona | Lleida | Tarrag- ona |

Base:Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

P41.Quin és el seu nivell d'estudis finalitzats?

Base:Total entrevistes

| | | | | | | | | | | | |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|
| 600 | 5.5 | 5.0 | 5.2 | 16.5 | 16.0 | 27.7 | 24.2 | 57.5 | 14.2 | 14.2 | 14.2 |
|-----|-----|-----|-----|------|------|------|------|------|------|------|------|

| | | | | | | | | | | | |
|--|-----|------|-------|-----|-------|------|------|------|-------|------|------|
| No sap llegir ni escriure | 1 | - | 100.0 | - | - | - | - | - | 100.0 | - | - |
| Elementals incomplets (sap llegir i escriure sense haver finalitzat l'educació primària) | 3 | 33.3 | - | - | 33.3 | - | - | 33.3 | 33.3 | - | 66.7 |
| Primaris complets (cinc cursos aprovats d'EGB) | 37 | 5.4 | 8.1 | 8.1 | 40.5 | 8.1 | 21.6 | 8.1 | 43.2 | 21.6 | 18.9 |
| 1era etapa d'educació secundària (graduat escolar,batxillerat elemental,EGB o ESO) | 72 | 8.3 | 11.1 | 9.7 | 16.7 | 18.1 | 23.6 | 12.5 | 51.4 | 15.3 | 20.8 |
| Ensenyaments de batxillerat: batxillerat superior, BUP, batxillerat pla nou, PREU o COU | 118 | 5.1 | 2.5 | 2.5 | 17.8 | 22.0 | 23.7 | 26.3 | 60.2 | 18.6 | 8.5 |
| FP de grau mitjà: oficial industrial, FPI, CFGM | 55 | 7.3 | 14.5 | 3.6 | 23.6 | 7.3 | 27.3 | 16.4 | 50.9 | 9.1 | 18.2 |
| FP de grau superior, CFGS, mestratge industrial, FPII | 84 | 3.6 | 2.4 | 4.8 | 11.9 | 9.5 | 41.7 | 26.2 | 59.5 | 7.1 | 16.7 |
| Universitaris de grau mitjà (diplomatures i ensenyaments universitaris de primer cicle) | 73 | 8.2 | 1.4 | 6.8 | 15.1 | 16.4 | 31.5 | 20.5 | 47.9 | 19.2 | 19.2 |
| Universitaris de grau superior (licenciats i ensenyaments universitaris de segon cicle) | 139 | 2.2 | 2.9 | 4.3 | 10.1 | 20.9 | 24.5 | 35.3 | 66.9 | 12.2 | 8.6 |
| Universitaris de tercer cicle | 12 | 8.3 | - | 8.3 | - | 8.3 | 25.0 | 50.0 | 75.0 | 8.3 | 16.7 |
| Altres | 2 | - | - | - | 100.0 | - | - | - | 100.0 | - | - |
| No contesta | 4 | 25.0 | - | - | - | - | 75.0 | - | 75.0 | - | 25.0 |

| | Zona | | | | | | | | | |
|--------------------------------|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | TOTAL | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |
| Base: Total entrevistes | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
| Hàbitat | | | | | | | | | | |
| -2.000 | 33 | - | - | 15.2 | - | 18.2 | - | 45.5 | - | 21.2 |
| 2.000-5.000 | 30 | - | 3.3 | 26.7 | - | 23.3 | - | 30.0 | - | 16.7 |
| 5.001-10.000 | 31 | - | 9.7 | 45.2 | - | 19.4 | - | 12.9 | - | 12.9 |
| 10.001-50.000 | 99 | - | 29.3 | 34.3 | - | 16.2 | - | 7.1 | - | 13.1 |
| 50.001-100.000 | 96 | - | 26.0 | 15.6 | 52.1 | - | - | - | - | 6.3 |
| 100.001-500.000 | 166 | - | 25.3 | 14.5 | - | - | 30.1 | - | 30.1 | - |
| +500.0000 | 145 | 100.0 | - | - | - | - | - | - | - | - |
| Província | | | | | | | | | | |
| Barcelona | 345 | 42.0 | 29.0 | 29.0 | - | - | - | - | - | - |
| Girona | 85 | - | - | - | 58.8 | 41.2 | - | - | - | - |
| Lleida | 85 | - | - | - | - | - | 58.8 | 41.2 | - | - |
| Tarragona | 85 | - | - | - | - | - | - | - | 58.8 | 41.2 |
| Zona | | | | | | | | | | |
| Barcelona Ciutat | 145 | 100.0 | - | - | - | - | - | - | - | - |
| Barcelona AM | 100 | - | 100.0 | - | - | - | - | - | - | - |
| Barcelona resta província | 100 | - | - | 100.0 | - | - | - | - | - | - |
| Girona | 50 | - | - | - | 100.0 | - | - | - | - | - |
| Girona resta província | 35 | - | - | - | - | 100.0 | - | - | - | - |
| Lleida | 50 | - | - | - | - | - | 100.0 | - | - | - |
| Lleida resta província | 35 | - | - | - | - | - | - | 100.0 | - | - |
| Tarragona | 50 | - | - | - | - | - | - | - | 100.0 | - |
| Tarragona resta província | 35 | - | - | - | - | - | - | - | - | 100.0 |
| Sexe | | | | | | | | | | |
| Home | 301 | 23.6 | 16.6 | 16.9 | 8.3 | 6.0 | 8.3 | 6.0 | 8.3 | 6.0 |
| Dona | 299 | 24.7 | 16.7 | 16.4 | 8.4 | 5.7 | 8.4 | 5.7 | 8.4 | 5.7 |
| Edat | | | | | | | | | | |
| 18-30 anys | 26 | 19.2 | 23.1 | 19.2 | 7.7 | 3.8 | 11.5 | 7.7 | 3.8 | 3.8 |
| 31-45 anys | 445 | 22.9 | 16.6 | 17.1 | 8.5 | 5.6 | 8.3 | 5.8 | 9.7 | 5.4 |
| Més de 46 anys | 129 | 29.5 | 15.5 | 14.7 | 7.8 | 7.0 | 7.8 | 5.4 | 4.7 | 7.8 |

PERFIL DEL CONSULTAT I ACTITUDS ENVERS LA SINISTRALITAT

P1.Podria dir-nos si en aquesta llar hi ha nens de 0 a 12 anys?

| | | | | | | | | | | |
|----|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| Si | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|----|-----|------|------|------|-----|-----|-----|-----|-----|-----|

P2.Per començar, podria dir-nos si vostè disposa de permís de conduir?

| | | | | | | | | | | |
|----|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| Si | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|----|-----|------|------|------|-----|-----|-----|-----|-----|-----|

P3.Em podria dir quin tipus de vehicle o vehicles tenen a la seva llar?

| | | | | | | | | | | |
|------------|-----|------|------|-------|------|------|------|------|------|------|
| Turisme | 584 | 24.1 | 17.0 | 16.4 | 8.4 | 5.7 | 8.6 | 5.7 | 8.6 | 5.7 |
| Ciclomotor | 17 | 11.8 | 23.5 | 5.9 | 5.9 | - | 17.6 | 11.8 | 23.5 | - |
| Moto | 65 | 32.3 | 15.4 | 21.5 | 7.7 | 4.6 | 7.7 | 1.5 | 7.7 | 1.5 |
| Bicicleta | 42 | 33.3 | 14.3 | 19.0 | 4.8 | 9.5 | 9.5 | 7.1 | 2.4 | - |
| Furgoneta | 30 | 16.7 | 6.7 | 23.3 | 10.0 | 16.7 | 6.7 | 10.0 | - | 10.0 |
| Camió | 1 | - | - | 100.0 | - | - | - | - | - | - |
| Altres | 9 | 11.1 | 11.1 | 22.2 | - | 44.4 | - | 11.1 | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

P4. Em podria quants fills té entre 0 i 12 anys si us plau?

| | | | | | | | | | | |
|------------------|------|------|-------|------|------|------|------|-------|------|------|
| 1 | 344 | 24.4 | 16.6 | 16.9 | 7.6 | 5.8 | 9.0 | 6.4 | 7.6 | 5.8 |
| 2 | 218 | 24.3 | 16.5 | 15.6 | 7.8 | 6.9 | 7.8 | 5.0 | 10.1 | 6.0 |
| 3 | 33 | 21.2 | 18.2 | 21.2 | 21.2 | - | 6.1 | 3.0 | 6.1 | 3.0 |
| 4 | 3 | 33.3 | - | 33.3 | - | - | - | - | - | 33.3 |
| 5 | 1 | - | - | - | - | - | - | 100.0 | - | - |
| 6 | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Mitjana de fills | 1.50 | 1.48 | 1.53 | 1.51 | 1.62 | 1.43 | 1.42 | 1.49 | 1.52 | 1.51 |
| | 0.67 | 0.62 | 0.76 | 0.67 | 0.73 | 0.50 | 0.57 | 0.82 | 0.58 | 0.70 |

P4a. Sexe del fill sel·leccionat

| | | | | | | | | | | |
|------|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| Home | 310 | 22.3 | 16.5 | 18.4 | 8.4 | 6.1 | 7.7 | 6.5 | 7.4 | 6.8 |
| Dona | 290 | 26.2 | 16.9 | 14.8 | 8.3 | 5.5 | 9.0 | 5.2 | 9.3 | 4.8 |

P4b. Edat del fill sel·leccionat

| | | | | | | | | | | |
|----------------|-----|------|------|------|------|-----|-----|-----|-----|-----|
| De 0 a 5 anys | 253 | 21.3 | 20.2 | 16.2 | 8.7 | 4.3 | 9.9 | 4.7 | 9.1 | 5.5 |
| De 6 a 8 anys | 161 | 24.2 | 17.4 | 16.8 | 11.8 | 3.7 | 8.1 | 5.0 | 7.5 | 5.6 |
| De 9 a 12 anys | 186 | 28.0 | 11.3 | 17.2 | 4.8 | 9.7 | 6.5 | 8.1 | 8.1 | 6.5 |

Edat del fill desagregat

| | | | | | | | | | | |
|---------|----|------|------|------|------|------|------|------|------|------|
| 0 anys | 23 | 13.0 | 21.7 | 17.4 | 4.3 | 4.3 | 13.0 | 4.3 | 13.0 | 8.7 |
| 1 anys | 34 | 26.5 | 26.5 | 11.8 | 14.7 | 2.9 | 2.9 | 5.9 | 8.8 | - |
| 2 anys | 46 | 34.8 | 15.2 | 10.9 | 6.5 | 6.5 | 10.9 | 2.2 | 10.9 | 2.2 |
| 3 anys | 53 | 18.9 | 30.2 | 20.8 | 5.7 | 3.8 | 9.4 | 1.9 | 5.7 | 3.8 |
| 4 anys | 49 | 12.2 | 12.2 | 18.4 | 12.2 | 6.1 | 10.2 | 10.2 | 10.2 | 8.2 |
| 5 anys | 48 | 20.8 | 16.7 | 16.7 | 8.3 | 2.1 | 12.5 | 4.2 | 8.3 | 10.4 |
| 6 anys | 71 | 26.8 | 18.3 | 15.5 | 12.7 | 4.2 | 8.5 | 2.8 | 7.0 | 4.2 |
| 7 anys | 47 | 25.5 | 19.1 | 17.0 | 8.5 | 2.1 | 6.4 | 8.5 | 10.6 | 2.1 |
| 8 anys | 43 | 18.6 | 14.0 | 18.6 | 14.0 | 4.7 | 9.3 | 4.7 | 4.7 | 11.6 |
| 9 anys | 41 | 22.0 | 7.3 | 19.5 | 7.3 | 9.8 | 7.3 | 7.3 | 9.8 | 9.8 |
| 10 anys | 51 | 37.3 | 5.9 | 9.8 | 5.9 | 3.9 | 7.8 | 7.8 | 13.7 | 7.8 |
| 11 anys | 39 | 30.8 | 15.4 | 15.4 | 5.1 | 10.3 | 7.7 | 7.7 | 5.1 | 2.6 |
| 12 anys | 55 | 21.8 | 16.4 | 23.6 | 1.8 | 14.5 | 3.6 | 9.1 | 3.6 | 5.5 |

P5. Em podria dir de forma aproximada l'alçada (en centímetres) del seu fill/a?

| | | | | | | | | | | |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| De 31 a 40 centímetres | 1 | 100.0 | - | - | - | - | - | - | - | - |
| De 41 a 50 centímetres | 6 | 33.3 | 16.7 | - | - | - | 16.7 | - | 33.3 | - |
| De 51 a 60 centímetres | 15 | 6.7 | 33.3 | 20.0 | 13.3 | 6.7 | 6.7 | - | 6.7 | 6.7 |
| De 61 a 70 centímetres | 16 | 12.5 | 12.5 | 25.0 | 12.5 | - | 12.5 | 12.5 | 6.3 | 6.3 |
| De 71 a 80 centímetres | 25 | 40.0 | 16.0 | 4.0 | 8.0 | 4.0 | 8.0 | 8.0 | 12.0 | - |
| De 81 a 90 centímetres | 33 | 24.2 | 27.3 | 15.2 | 6.1 | 3.0 | 3.0 | 3.0 | 12.1 | 6.1 |
| De 91 a 100 centímetres | 53 | 18.9 | 18.9 | 22.6 | 3.8 | 7.5 | 13.2 | 3.8 | 7.5 | 3.8 |
| De 101 a 110 centímetres | 55 | 12.7 | 18.2 | 18.2 | 10.9 | 3.6 | 10.9 | 1.8 | 9.1 | 14.5 |
| De 111 a 120 centímetres | 96 | 22.9 | 20.8 | 14.6 | 8.3 | 4.2 | 9.4 | 4.2 | 12.5 | 3.1 |
| De 121 a 130 centímetres | 74 | 25.7 | 14.9 | 17.6 | 12.2 | 2.7 | 8.1 | 6.8 | 5.4 | 6.8 |
| De 131 a 140 centímetres | 72 | 33.3 | 8.3 | 13.9 | 9.7 | 8.3 | 5.6 | 2.8 | 12.5 | 5.6 |
| De 141 a 150 centímetres | 65 | 21.5 | 20.0 | 16.9 | 4.6 | 6.2 | 7.7 | 10.8 | 4.6 | 7.7 |
| De 151 a 160 centímetres | 42 | 31.0 | 11.9 | 21.4 | 7.1 | 16.7 | 2.4 | 7.1 | - | 2.4 |
| De 161 a 170 centímetres | 10 | 30.0 | - | 10.0 | 10.0 | 10.0 | - | 20.0 | 10.0 | 10.0 |
| De 171 a 180 centímetres | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| No sap | 35 | 25.7 | 11.4 | 20.0 | 8.6 | 5.7 | 14.3 | 8.6 | - | 5.7 |
| Mitjana d'alçada | !!!! | 120.58 | 113.49 | 119.18 | 119.09 | 129.06 | 112.98 | 128.09 | 113.26 | 120.21 |
| | 27.12 | 27.32 | 27.06 | 26.46 | 26.32 | 27.11 | 24.91 | 30.03 | 28.01 | 24.12 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

P6. Podria dir-me de forma aproximada el pes del seu fill/a (en quilos)?

| | | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| De 1 a 10 quilos | 52 | 19.2 | 21.2 | 11.5 | 13.5 | 5.8 | 7.7 | 7.7 | 9.6 | 3.8 |
| De 11 a 20 quilos | 189 | 21.7 | 19.6 | 19.0 | 7.9 | 4.8 | 9.5 | 4.8 | 9.0 | 3.7 |
| De 21 a 30 quilos | 156 | 26.3 | 13.5 | 14.1 | 8.3 | 4.5 | 10.3 | 4.5 | 10.3 | 8.3 |
| De 31 a 40 quilos | 108 | 25.9 | 13.9 | 22.2 | 8.3 | 5.6 | 5.6 | 5.6 | 6.5 | 6.5 |
| De 41 a 50 quilos | 49 | 26.5 | 16.3 | 12.2 | 4.1 | 12.2 | 4.1 | 10.2 | 6.1 | 8.2 |
| De 51 a 60 quilos | 17 | 35.3 | 17.6 | 5.9 | 11.8 | 17.6 | - | 11.8 | - | - |
| De 61 a 70 quilos | 6 | - | - | 33.3 | - | - | 16.7 | 16.7 | 16.7 | 16.7 |
| No sap | 22 | 27.3 | 18.2 | 13.6 | 9.1 | 4.5 | 13.6 | 4.5 | 4.5 | 4.5 |
| No contesta | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Mitjana de pes | 25.91 | 26.92 | 23.66 | 25.93 | 24.69 | 29.59 | 23.30 | 30.03 | 23.61 | 28.82 |
| | 12.79 | 12.79 | 12.36 | 12.33 | 11.09 | 15.29 | 11.33 | 15.75 | 12.28 | 12.60 |

P7. Dels següents problemes socials, quin és el que més li preocupa?

| | | | | | | | | | | |
|-------------------------------|-----|-------|------|------|------|------|------|------|------|------|
| Els accidents de trànsit | 61 | 24.6 | 11.5 | 8.2 | 8.2 | 9.8 | 6.6 | 14.8 | 11.5 | 4.9 |
| Els accidents de treball | 6 | - | 16.7 | 33.3 | 16.7 | 16.7 | 16.7 | - | - | - |
| La integració dels immigrants | 47 | 10.6 | 17.0 | 14.9 | 17.0 | 4.3 | 19.1 | 8.5 | 2.1 | 6.4 |
| L'atur | 328 | 26.2 | 17.7 | 17.7 | 7.6 | 4.0 | 7.3 | 4.9 | 8.8 | 5.8 |
| La inseguretat ciutadana | 87 | 21.8 | 18.4 | 17.2 | 8.0 | 11.5 | 5.7 | 4.6 | 8.0 | 4.6 |
| L'habitatge | 13 | 46.2 | 23.1 | 7.7 | - | - | - | - | 15.4 | 7.7 |
| El terrorisme | 24 | 29.2 | 12.5 | 16.7 | 4.2 | 4.2 | 4.2 | 4.2 | 12.5 | 12.5 |
| Altres | 23 | 13.0 | 13.0 | 21.7 | 13.0 | 8.7 | 17.4 | 4.3 | 4.3 | 4.3 |
| No sap | 10 | 30.0 | 10.0 | 30.0 | - | - | 20.0 | - | - | 10.0 |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | - | - |

P8. Digui'm en una escala de 0 a 10 (on 0 significa cap preocupació i 10 significa màxima preocupació), en quina mesura li preocupen els accidents de trànsit?

| | | | | | | | | | | |
|-------------------------|------|------|------|------|------|-------|------|------|------|------|
| [0] Cap preocupació | 1 | - | - | - | - | 100.0 | - | - | - | - |
| [1] | 0 | - | - | - | - | - | - | - | - | - |
| [2] | 3 | 33.3 | - | 33.3 | - | - | - | - | 33.3 | - |
| [3] | 6 | 33.3 | 33.3 | 16.7 | - | - | - | 16.7 | - | - |
| [4] | 13 | 38.5 | 7.7 | 15.4 | 7.7 | 7.7 | 7.7 | - | 15.4 | - |
| [5] | 47 | 17.0 | 25.5 | 17.0 | 12.8 | 4.3 | 6.4 | 4.3 | 8.5 | 4.3 |
| [6] | 33 | 42.4 | 12.1 | 15.2 | 9.1 | - | 9.1 | - | 9.1 | 3.0 |
| [7] | 110 | 23.6 | 17.3 | 19.1 | 7.3 | 1.8 | 11.8 | 7.3 | 6.4 | 5.5 |
| [8] | 163 | 24.5 | 17.8 | 19.0 | 9.2 | 7.4 | 6.1 | 5.5 | 8.0 | 2.5 |
| [9] | 80 | 22.5 | 18.8 | 15.0 | 8.8 | 5.0 | 11.3 | 5.0 | 7.5 | 6.3 |
| [10] Màxima preocupació | 144 | 21.5 | 12.5 | 13.2 | 6.9 | 9.0 | 7.6 | 7.6 | 9.7 | 11.8 |
| No sap | 0 | - | - | - | - | - | - | - | - | - |
| No contesta | 0 | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.91 | 7.77 | 7.74 | 7.76 | 7.82 | 8.29 | 7.98 | 8.20 | 7.90 | 8.71 |
| Desviació | 1.76 | 1.78 | 1.71 | 1.71 | 1.66 | 2.12 | 1.57 | 1.69 | 1.94 | 1.56 |

P9. En l'últim any, ha patit vostè algun accident de trànsit encara que fos de poca gravetat, ja sigui de conductor, d'acompanyant o de vianant?

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|-----|-----|------|------|-----|
| Si com conductor | 35 | 11.4 | 14.3 | 8.6 | 14.3 | 8.6 | 8.6 | 11.4 | 17.1 | 5.7 |
| Si com acompanyant | 5 | 20.0 | 40.0 | 20.0 | 20.0 | - | - | - | - | - |
| No | 560 | 25.0 | 16.6 | 17.1 | 7.9 | 5.7 | 8.4 | 5.5 | 7.9 | 5.9 |

P10. De quants Cotxes (Turismes o Furgonetes) disposen a la seva llar i ha fet servir en els darrers 12 mesos per portar al seu fill/a?

Base: Té turisme o furgoneta

| | | | | | | | | | | |
|-------------|------|------|------|-------|-----|------|------|------|------|------|
| 596 | 24.0 | 16.8 | 16.6 | 8.4 | 5.9 | 8.4 | 5.7 | 8.4 | 5.9 | |
| 1 | 327 | 32.4 | 19.3 | 9.8 | 8.0 | 3.4 | 10.1 | 6.1 | 6.4 | 4.6 |
| 2 | 248 | 14.5 | 13.7 | 23.8 | 9.3 | 8.9 | 6.5 | 4.0 | 11.7 | 7.7 |
| 3 | 18 | - | 16.7 | 38.9 | 5.6 | 11.1 | 5.6 | 22.2 | - | - |
| 7 | 1 | - | - | 100.0 | - | - | - | - | - | - |
| No contesta | 2 | 50.0 | - | - | - | - | - | - | - | 50.0 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------|---------------|------------------|--------|--------------|--------|--------------|------------|------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

| | | | | | | | | | | |
|-------------------------------|------|------|------|------|------|------|------|------|------|------|
| <u>Base:Total entrevistes</u> | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
| Mitjana de cotxes | 1.49 | 1.33 | 1.22 | 2.11 | 1.25 | 2.00 | 1.40 | 1.00 | 1.79 | 1.50 |
| | 0.73 | 0.48 | 0.42 | 1.32 | 0.43 | 0.00 | 0.66 | 0.00 | 0.41 | 0.50 |

P11.Del següent llistat de sistemes de retenció infantil que li llegiré, podria dir-me quin utilitza habitualment quan porta al seu fill/a en aquest cotxe?

| | | | | | | | | | | |
|---------------------------------------|-----|------|-------|------|------|------|------|------|------|-----|
| <u>Base:Utilitza vehicle per nens</u> | 596 | 24.0 | 16.8 | 16.6 | 8.4 | 5.9 | 8.4 | 5.7 | 8.4 | 5.9 |
| Cabàs | 8 | 12.5 | 25.0 | 12.5 | - | - | 25.0 | 25.0 | - | - |
| Portabebè | 20 | 15.0 | 25.0 | 10.0 | 15.0 | 5.0 | 10.0 | - | 15.0 | 5.0 |
| Cadira | 192 | 24.5 | 17.7 | 15.1 | 7.3 | 5.2 | 12.0 | 4.7 | 7.8 | 5.7 |
| Cadira elevador | 213 | 20.7 | 17.8 | 18.3 | 11.3 | 4.7 | 5.6 | 4.7 | 8.9 | 8.0 |
| Coixí elevador | 47 | 29.8 | 12.8 | 10.6 | 4.3 | 4.3 | 10.6 | 10.6 | 12.8 | 4.3 |
| Només cinturó de seguretat | 115 | 29.6 | 12.2 | 20.0 | 6.1 | 10.4 | 5.2 | 7.0 | 6.1 | 3.5 |
| Cap | 1 | - | 100.0 | - | - | - | - | - | - | - |

P12.Perquè no utilitza cap sistema de retenció infantil?

| | | | | | | | | | | |
|-----------------------|---|---|-------|---|---|---|---|---|---|---|
| <u>Base:Cap SRI</u> | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Ho troba una bestiesa | 1 | - | 100.0 | - | - | - | - | - | - | - |

Utilitza SRI adequat

| | | | | | | | | | | |
|------------------------------------|-----|------|------|------|------|-----|------|------|-----|-----|
| <u>Base:Té turisme o furgoneta</u> | 596 | 24.0 | 16.8 | 16.6 | 8.4 | 5.9 | 8.4 | 5.7 | 8.4 | 5.9 |
| Si | 377 | 23.1 | 18.8 | 17.5 | 8.0 | 6.4 | 6.1 | 5.8 | 9.0 | 5.3 |
| No | 179 | 26.3 | 12.8 | 14.5 | 8.9 | 5.0 | 12.3 | 4.5 | 8.9 | 6.7 |
| N.S./N.C. | 40 | 22.5 | 15.0 | 17.5 | 10.0 | 5.0 | 12.5 | 10.0 | - | 7.5 |

P13.Em pot dir quin ha estat el canal principal pel que s'ha informat del sistema de Retenció Infantil més adient pel seu fill/a?

| | | | | | | | | | | |
|---|-----|------|------|------|------|-------|------|------|------|------|
| <u>Base:Utilitza SRI</u> | 595 | 24.0 | 16.6 | 16.6 | 8.4 | 5.9 | 8.4 | 5.7 | 8.4 | 5.9 |
| Fulletons informatius sobre SRI | 42 | 28.6 | 23.8 | 9.5 | 4.8 | 7.1 | 11.9 | 2.4 | 9.5 | 2.4 |
| A la Botiga on va comprar el SRI | 261 | 23.0 | 15.7 | 18.0 | 9.6 | 2.7 | 10.0 | 6.9 | 7.7 | 6.5 |
| Internet | 78 | 24.4 | 23.1 | 12.8 | 7.7 | 6.4 | 7.7 | 1.3 | 9.0 | 7.7 |
| Familiars/amics | 60 | 23.3 | 16.7 | 15.0 | 5.0 | 11.7 | 10.0 | 3.3 | 6.7 | 8.3 |
| Revistes | 41 | 19.5 | 17.1 | 19.5 | 12.2 | 4.9 | - | 4.9 | 17.1 | 4.9 |
| Professionals Sanitaris (pediatra, infermeres...) | 15 | 33.3 | - | 20.0 | 6.7 | 13.3 | - | - | 26.7 | - |
| Mitjans de comunicació | 26 | 19.2 | 19.2 | 19.2 | 7.7 | 3.8 | 19.2 | 7.7 | - | 3.8 |
| Forces de seguretat | 6 | 16.7 | - | 50.0 | - | - | - | 33.3 | - | - |
| Concessionari/Asseguradora | 15 | 33.3 | 13.3 | 6.7 | 13.3 | 13.3 | 6.7 | 6.7 | - | 6.7 |
| Llegint el reglament | 2 | - | 50.0 | - | - | - | - | 50.0 | - | - |
| Per lògica/Sentit comú | 10 | 30.0 | - | 20.0 | 20.0 | 10.0 | - | 10.0 | - | 10.0 |
| Per l'escola | 1 | - | - | - | - | 100.0 | - | - | - | - |
| Varis canals | 4 | 25.0 | 25.0 | 25.0 | - | 25.0 | - | - | - | - |
| No sap | 25 | 24.0 | 16.0 | 20.0 | 4.0 | 8.0 | 4.0 | 12.0 | 8.0 | 4.0 |
| No contesta | 9 | 44.4 | - | 11.1 | 11.1 | 11.1 | - | - | 22.2 | - |

P14.El seu filla s'ha negat alguna vegada a fer servir el SRI?

| | | | | | | | | | | |
|--------------------------|-----|------|------|------|------|-----|-----|-----|-----|-----|
| <u>Base:Utilitza SRI</u> | 595 | 24.0 | 16.6 | 16.6 | 8.4 | 5.9 | 8.4 | 5.7 | 8.4 | 5.9 |
| Si | 109 | 26.6 | 20.2 | 11.0 | 10.1 | 7.3 | 7.3 | 4.6 | 8.3 | 4.6 |
| No | 486 | 23.5 | 15.8 | 17.9 | 8.0 | 5.6 | 8.6 | 6.0 | 8.4 | 6.2 |

P15.Quan el seu fill/a s'ha oposat a fer servir el sistema de retenció infantil com ha actuat vostè?

| | | | | | | | | | | |
|---|-----|------|------|------|------|------|------|-----|------|-----|
| <u>Base:Fill s'ha negat a utilitzar SRI</u> | 109 | 26.6 | 20.2 | 11.0 | 10.1 | 7.3 | 7.3 | 4.6 | 8.3 | 4.6 |
| Sempre que passa, li he tret | 2 | - | - | - | - | 50.0 | - | - | 50.0 | - |
| Alguna vegada li he tret | 9 | 33.3 | 33.3 | 22.2 | - | - | 11.1 | - | - | - |
| Mai li he tret, sempre li deixo posat | 98 | 26.5 | 19.4 | 10.2 | 11.2 | 7.1 | 7.1 | 5.1 | 8.2 | 5.1 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base:Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

P16.Si el seu fill/a s'oposés a fer servir el sistema de retenció infantil com actuaria vostè?

Base:Fill no s'ha negat a utilitzar SRI

| | | | | | | | | | | |
|---------------------------------|-----|------|------|------|-------|-----|------|-----|-----|------|
| Li trauria | 4 | - | 25.0 | - | - | - | 50.0 | - | - | 25.0 |
| Depen de la situació li trauria | 5 | 20.0 | 40.0 | 40.0 | - | - | - | - | - | - |
| Mai li trauria | 476 | 23.7 | 15.5 | 17.9 | 8.0 | 5.7 | 8.4 | 6.1 | 8.6 | 6.1 |
| No sap | 1 | - | - | - | 100.0 | - | - | - | - | - |

P17.Quin és el principal inconvenient que es troba a l'hora d'utilitzar el sistema de retenció infantil?

Base:Utilitza SRI

| | | | | | | | | | | |
|--------------------------------------|-----|------|-------|------|------|------|------|------|------|------|
| Desprèn molta calor | 9 | 33.3 | 33.3 | 22.2 | - | - | 11.1 | - | - | - |
| Incomoditat pel cinturó | 23 | 17.4 | 21.7 | 13.0 | 17.4 | 8.7 | 4.3 | 4.3 | 8.7 | 4.3 |
| Ocupen molt espai | 32 | 12.5 | 18.8 | 25.0 | 6.3 | 3.1 | 21.9 | 9.4 | 3.1 | - |
| Incomoditat | 49 | 30.6 | 26.5 | 10.2 | 4.1 | - | 6.1 | 2.0 | 12.2 | 8.2 |
| Alçada de la cadira | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Posar el SRI en vehicles no propis | 11 | 36.4 | - | 18.2 | 18.2 | 9.1 | 9.1 | - | 9.1 | - |
| Poca mobilitat pels nens | 7 | 42.9 | 28.6 | - | - | 14.3 | - | - | 14.3 | - |
| Dificultat en la utilització | 23 | 17.4 | 8.7 | 13.0 | 8.7 | 8.7 | 13.0 | 8.7 | 13.0 | 8.7 |
| Quan dormen el cap no queda subjecte | 10 | 40.0 | 10.0 | - | 20.0 | - | 10.0 | - | 10.0 | 10.0 |
| El nen es descorda | 2 | - | 50.0 | - | - | - | 50.0 | - | - | - |
| Inseguretat en cas d'accident | 8 | 25.0 | - | 25.0 | - | - | 37.5 | - | - | 12.5 |
| Altres | 8 | 37.5 | 25.0 | 12.5 | - | - | - | 12.5 | 12.5 | - |
| Cap | 406 | 23.6 | 15.3 | 18.0 | 8.6 | 6.9 | 6.9 | 5.9 | 8.4 | 6.4 |
| No sap | 3 | - | 33.3 | - | 33.3 | - | 33.3 | - | - | - |
| No contesta | 3 | 33.3 | - | - | - | - | - | 66.7 | - | - |

P18.De les següents vies que li llegiré, podria dirme amb quina freqüència (sempre, la majoria de vegades, algunes vegades, rarament o mai) quan circula per elles acostuma a posarli al seu fill/a algun tipus de sistema de retenció infantil?

Vies urbanes (desplaçaments de menys de 5 minuts)

Base:Utilitza SRI

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|------|------|-----|------|
| Sempre | 562 | 24.0 | 17.6 | 16.4 | 8.5 | 5.5 | 8.5 | 5.0 | 8.9 | 5.5 |
| La majoria de vegades | 18 | 22.2 | - | 27.8 | 5.6 | 11.1 | 5.6 | 11.1 | - | 16.7 |
| Alguna vegada | 6 | - | - | 16.7 | - | 16.7 | 16.7 | 33.3 | - | 16.7 |
| Rarament | 3 | 33.3 | - | - | 33.3 | 33.3 | - | - | - | - |
| Mai | 4 | 50.0 | - | 25.0 | - | - | - | 25.0 | - | - |
| No sap | 2 | 50.0 | - | - | - | - | - | 50.0 | - | - |

Vies urbanes (desplaçaments de més de 5 minuts)

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|-----|-----|------|-------|------|------|
| Sempre | 578 | 24.2 | 16.4 | 16.6 | 8.7 | 6.1 | 8.5 | 5.4 | 8.5 | 5.7 |
| La majoria de vegades | 7 | 28.6 | - | 14.3 | - | - | 14.3 | - | 14.3 | 28.6 |
| Alguna vegada | 4 | - | 50.0 | 25.0 | - | - | - | 25.0 | - | - |
| Rarament | 2 | - | 50.0 | - | - | - | - | 50.0 | - | - |
| Mai | 3 | 33.3 | 33.3 | 33.3 | - | - | - | - | - | - |
| No sap | 1 | - | - | - | - | - | - | 100.0 | - | - |

Vies interurbanes de curt recorregut

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|-----|------|------|------|------|
| Sempre | 577 | 24.1 | 16.5 | 16.6 | 8.5 | 6.1 | 8.5 | 5.7 | 8.5 | 5.5 |
| La majoria de vegades | 10 | 20.0 | 10.0 | 10.0 | 10.0 | - | - | 10.0 | 10.0 | 30.0 |
| Alguna vegada | 4 | - | 75.0 | 25.0 | - | - | - | - | - | - |
| Rarament | 2 | 50.0 | - | - | - | - | 50.0 | - | - | - |
| Mai | 2 | 50.0 | - | 50.0 | - | - | - | - | - | - |

Vies interurbanes de llarg recorregut

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|-----|-----|------|-----|------|-----|
| Sempre | 584 | 24.1 | 16.3 | 16.4 | 8.6 | 6.0 | 8.4 | 5.8 | 8.4 | 6.0 |
| La majoria de vegades | 5 | - | 60.0 | 20.0 | - | - | - | - | 20.0 | - |
| Rarament | 3 | 33.3 | - | 33.3 | - | - | 33.3 | - | - | - |
| Mai | 3 | 33.3 | 33.3 | 33.3 | - | - | - | - | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

P19. Acostuma a posar el casc al seu fill/a si el porta amb la moto/ciclomotor?

| | | | | | | | | | | |
|--------------------------------------|----|-------|------|------|------|------|-------|-----|------|-----|
| <u>Base: Té moto o ciclomotor</u> | 81 | 28.4 | 17.3 | 18.5 | 7.4 | 3.7 | 9.9 | 3.7 | 9.9 | 1.2 |
| Sempre | 24 | 25.0 | 16.7 | 12.5 | 12.5 | 12.5 | 4.2 | - | 12.5 | 4.2 |
| Rarament | 1 | - | - | - | - | - | 100.0 | - | - | - |
| No el porto mai a la moto/ciclomotor | 55 | 29.1 | 18.2 | 21.8 | 5.5 | - | 10.9 | 5.5 | 9.1 | - |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | - | - |

P20. De les següents frases que li llegiré a continuació, podria dirme si està molt, bastant, poc o gens d'acord amb elles?

Els SRI resulten perillosos en cas de que sigui necessari abandonar ràpidament el vehicle

| | | | | | | | | | | |
|--------------------------------|------|------|------|------|------|------|------|------|------|------|
| <u>Base: Total entrevistes</u> | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
| [5] Molt | 44 | 25.0 | 15.9 | 18.2 | 9.1 | 6.8 | 9.1 | - | 11.4 | 4.5 |
| [4] Bastant | 128 | 22.7 | 16.4 | 16.4 | 9.4 | 7.0 | 11.7 | 3.9 | 7.0 | 5.5 |
| [3] Ni molt ni poc | 40 | 25.0 | 15.0 | 15.0 | 2.5 | 10.0 | 10.0 | 7.5 | 10.0 | 5.0 |
| [2] Poc | 163 | 21.5 | 20.2 | 14.1 | 8.0 | 3.1 | 10.4 | 7.4 | 9.8 | 5.5 |
| [1] Gens | 175 | 24.6 | 16.6 | 20.6 | 9.1 | 5.7 | 4.6 | 5.1 | 8.0 | 5.7 |
| No sap | 46 | 34.8 | 8.7 | 10.9 | 8.7 | 4.3 | 4.3 | 13.0 | 4.3 | 10.9 |
| No contesta | 4 | 25.0 | - | 25.0 | - | 50.0 | - | - | - | - |
| Mitjana | 2.46 | 2.45 | 2.42 | 2.38 | 2.46 | 2.68 | 2.79 | 2.14 | 2.48 | 2.40 |
| Desviació | 1.35 | 1.38 | 1.32 | 1.41 | 1.43 | 1.45 | 1.29 | 1.06 | 1.37 | 1.35 |

La normativa que regula l'ús dels SRI és excessivament dura

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 42 | 21.4 | 14.3 | 11.9 | 11.9 | 11.9 | 4.8 | 11.9 | 7.1 | 4.8 |
| [4] Bastant | 64 | 28.1 | 10.9 | 25.0 | 6.3 | 9.4 | 4.7 | 3.1 | 9.4 | 3.1 |
| [3] Ni molt ni poc | 29 | 17.2 | 20.7 | 10.3 | 10.3 | 6.9 | 13.8 | 3.4 | 10.3 | 6.9 |
| [2] Poc | 103 | 22.3 | 18.4 | 13.6 | 10.7 | 4.9 | 8.7 | 7.8 | 5.8 | 7.8 |
| [1] Gens | 340 | 25.6 | 17.1 | 17.6 | 7.4 | 4.7 | 8.2 | 5.0 | 8.5 | 5.9 |
| No sap | 22 | 13.6 | 18.2 | 9.1 | 9.1 | 4.5 | 18.2 | 9.1 | 13.6 | 4.5 |
| Mitjana | 1.90 | 1.87 | 1.79 | 1.90 | 2.02 | 2.38 | 1.74 | 2.09 | 1.89 | 1.76 |
| Desviació | 1.31 | 1.31 | 1.22 | 1.33 | 1.38 | 1.58 | 1.14 | 1.49 | 1.34 | 1.18 |

El meu fill no vol utilitzar els SRI

| | | | | | | | | | | |
|--------------------|------|------|-------|------|------|------|------|------|------|------|
| [5] Molt | 33 | 42.4 | 9.1 | 18.2 | 6.1 | 6.1 | 3.0 | 6.1 | 6.1 | 3.0 |
| [4] Bastant | 35 | 20.0 | 25.7 | 22.9 | 14.3 | - | 5.7 | - | 8.6 | 2.9 |
| [3] Ni molt ni poc | 6 | - | - | 16.7 | 33.3 | 16.7 | 16.7 | 16.7 | - | - |
| [2] Poc | 88 | 28.4 | 15.9 | 13.6 | 4.5 | 3.4 | 11.4 | 9.1 | 5.7 | 8.0 |
| [1] Gens | 431 | 23.0 | 16.7 | 16.9 | 8.6 | 6.0 | 8.1 | 5.3 | 9.3 | 6.0 |
| No sap | 6 | - | 16.7 | - | - | 50.0 | 16.7 | 16.7 | - | - |
| No contesta | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Mitjana | 1.57 | 1.70 | 1.54 | 1.62 | 1.62 | 1.41 | 1.45 | 1.53 | 1.44 | 1.40 |
| Desviació | 1.14 | 1.29 | 1.09 | 1.21 | 1.19 | 1.04 | 0.89 | 1.02 | 1.05 | 0.88 |

Els fabricants de vehicles haurien d'incorporar de sèrie dispositius elevadors per nens de més de 4 anys

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|-------|------|------|------|------|
| [5] Molt | 266 | 21.8 | 15.8 | 13.9 | 9.8 | 5.6 | 8.6 | 6.8 | 11.7 | 6.0 |
| [4] Bastant | 191 | 26.7 | 19.9 | 18.8 | 7.9 | 4.2 | 8.4 | 4.7 | 4.2 | 5.2 |
| [3] Ni molt ni poc | 18 | 11.1 | 5.6 | 22.2 | 5.6 | 22.2 | 11.1 | - | 11.1 | 11.1 |
| [2] Poc | 47 | 27.7 | 10.6 | 14.9 | 6.4 | 6.4 | 10.6 | 8.5 | 8.5 | 6.4 |
| [1] Gens | 66 | 24.2 | 19.7 | 24.2 | 7.6 | 4.5 | 4.5 | 4.5 | 7.6 | 3.0 |
| No sap | 11 | 45.5 | 9.1 | - | - | 9.1 | 9.1 | 9.1 | - | 18.2 |
| No contesta | 1 | - | - | - | - | 100.0 | - | - | - | - |
| Mitjana | 3.93 | 3.87 | 3.92 | 3.71 | 4.08 | 3.88 | 4.04 | 4.03 | 4.12 | 4.06 |
| Desviació | 1.35 | 1.35 | 1.35 | 1.44 | 1.31 | 1.34 | 1.22 | 1.36 | 1.38 | 1.22 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------|---------------|------------------|--------|--------------|--------|--------------|------------|------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

Els nens més grans de 7 anys ja viatgen suficientment segurs només amb el cinturó de seguretat de l'automòbil

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|------|------|
| [5] Molt | 33 | 30.3 | 15.2 | 12.1 | 12.1 | 9.1 | 9.1 | 6.1 | 6.1 | - |
| [4] Bastant | 90 | 24.4 | 18.9 | 18.9 | 12.2 | 1.1 | 10.0 | 4.4 | 6.7 | 3.3 |
| [3] Ni molt ni poc | 29 | 20.7 | 10.3 | 13.8 | 10.3 | - | 20.7 | 10.3 | 3.4 | 10.3 |
| [2] Poc | 148 | 21.6 | 17.6 | 16.2 | 6.8 | 8.1 | 8.8 | 4.7 | 7.4 | 8.8 |
| [1] Gens | 259 | 23.6 | 17.0 | 17.4 | 8.1 | 6.2 | 6.6 | 6.2 | 10.0 | 5.0 |
| No sap | 37 | 35.1 | 13.5 | 16.2 | 2.7 | 2.7 | 5.4 | 8.1 | 10.8 | 5.4 |
| No contesta | 4 | 25.0 | - | - | - | 50.0 | - | - | - | 25.0 |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 2.09 | 2.15 | 2.08 | 2.05 | 2.33 | 1.84 | 2.33 | 2.03 | 1.85 | 1.88 |
| Desviació | 1.30 | 1.37 | 1.30 | 1.28 | 1.43 | 1.22 | 1.31 | 1.31 | 1.23 | 0.94 |

El manual d'instruccions que acompanya als SRI resulta difícil de comprendre

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|-----|------|------|------|-----|
| [5] Molt | 50 | 24.0 | 28.0 | 6.0 | 6.0 | 2.0 | 16.0 | 4.0 | 10.0 | 4.0 |
| [4] Bastant | 134 | 23.9 | 20.1 | 13.4 | 11.2 | 6.0 | 7.5 | 3.0 | 9.7 | 5.2 |
| [3] Ni molt ni poc | 25 | 20.0 | 12.0 | 20.0 | 12.0 | 8.0 | 4.0 | 12.0 | 4.0 | 8.0 |
| [2] Poc | 131 | 23.7 | 13.0 | 18.3 | 5.3 | 5.3 | 11.5 | 6.9 | 9.2 | 6.9 |
| [1] Gens | 235 | 25.1 | 14.9 | 18.7 | 8.9 | 7.2 | 6.0 | 6.0 | 7.2 | 6.0 |
| No sap | 25 | 24.0 | 16.0 | 24.0 | 4.0 | - | 8.0 | 12.0 | 8.0 | 4.0 |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 2.36 | 2.33 | 2.67 | 2.06 | 2.43 | 2.11 | 2.65 | 2.09 | 2.52 | 2.24 |
| Desviació | 1.43 | 1.44 | 1.55 | 1.26 | 1.46 | 1.32 | 1.51 | 1.28 | 1.47 | 1.35 |

El meu fill se sent incòmode, irritat o enfadat per estar subjecte amb el SRI

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|-----|-------|-----|------|------|
| [5] Molt | 39 | 25.6 | 17.9 | 10.3 | 12.8 | 7.7 | 5.1 | 5.1 | 12.8 | 2.6 |
| [4] Bastant | 61 | 29.5 | 19.7 | 19.7 | 8.2 | 1.6 | 9.8 | 6.6 | 3.3 | 1.6 |
| [3] Ni molt ni poc | 18 | 11.1 | 27.8 | 16.7 | 5.6 | 5.6 | 16.7 | 5.6 | 11.1 | - |
| [2] Poc | 110 | 24.5 | 20.0 | 15.5 | 4.5 | 5.5 | 1.8 | 5.5 | 11.8 | 10.9 |
| [1] Gens | 371 | 23.7 | 14.6 | 17.3 | 9.2 | 6.5 | 9.7 | 5.9 | 7.5 | 5.7 |
| No sap | 1 | - | - | - | - | - | 100.0 | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 1.81 | 1.86 | 1.96 | 1.75 | 1.84 | 1.66 | 1.69 | 1.80 | 1.86 | 1.54 |
| Desviació | 1.27 | 1.32 | 1.31 | 1.21 | 1.42 | 1.24 | 1.26 | 1.28 | 1.29 | 0.89 |

P21. De les següents situacions que l'hi llegiré a continuació, digui'm si mai, alguna vegada, la majoria de vegades o sempre ha permès al seu fill/a viatjar en automòbil sense utilitzar un SRI.

Viatjant en braços d'una persona adulta

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|-----|-----|-----|------|-----|
| Mai | 526 | 21.9 | 16.9 | 17.1 | 8.2 | 6.5 | 8.2 | 6.1 | 8.6 | 6.7 |
| Alguna vegada | 71 | 40.8 | 15.5 | 14.1 | 8.5 | 1.4 | 9.9 | 4.2 | 5.6 | - |
| La majoria de vegades | 3 | 33.3 | - | - | 33.3 | - | - | - | 33.3 | - |

Al desplaçar-se en cotxe d'una altra persona (familiars, amics,..) que no disposa d'un SRI

| | | | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|-----|------|-----|-----|
| Mai | 453 | 22.7 | 14.8 | 17.2 | 8.2 | 6.4 | 9.5 | 6.4 | 8.2 | 6.6 |
| Alguna vegada | 135 | 28.9 | 23.7 | 13.3 | 8.9 | 3.0 | 5.2 | 3.7 | 9.6 | 3.7 |
| Ni molt ni poc | 2 | 50.0 | - | 50.0 | - | - | - | - | - | - |
| La majoria de vegades | 5 | 20.0 | 20.0 | 40.0 | - | 20.0 | - | - | - | - |
| Sempre | 2 | - | - | 50.0 | 50.0 | - | - | - | - | - |
| No sap | 3 | 33.3 | - | - | - | 33.3 | - | 33.3 | - | - |

Al desplaçar-se en taxi

| | | | | | | | | | | |
|-----------------------|-----|-------|------|------|------|------|-----|------|------|-----|
| Mai | 369 | 16.8 | 16.3 | 18.4 | 8.7 | 6.2 | 8.9 | 6.0 | 10.8 | 7.9 |
| Alguna vegada | 106 | 43.4 | 18.9 | 10.4 | 8.5 | 1.9 | 7.5 | 3.8 | 4.7 | 0.9 |
| Ni molt ni poc | 1 | 100.0 | - | - | - | - | - | - | - | - |
| La majoria de vegades | 21 | 33.3 | 14.3 | 4.8 | 14.3 | - | 9.5 | 4.8 | 14.3 | 4.8 |
| Sempre | 42 | 42.9 | 19.0 | 16.7 | 9.5 | 2.4 | 4.8 | - | 2.4 | 2.4 |
| No sap | 54 | 16.7 | 13.0 | 18.5 | 3.7 | 16.7 | 9.3 | 14.8 | 1.9 | 5.6 |
| No contesta | 7 | 28.6 | 28.6 | 42.9 | - | - | - | - | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base:Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

Quan el nen s'ha resistit a utilitzar el SRI

| | | | | | | | | | | |
|---------------|-----|-------|------|-------|-----|-----|-----|------|-----|------|
| Mai | 566 | 24.2 | 16.8 | 16.4 | 8.5 | 6.2 | 8.5 | 5.5 | 8.5 | 5.5 |
| Alguna vegada | 28 | 21.4 | 17.9 | 17.9 | 7.1 | - | 7.1 | 14.3 | 7.1 | 7.1 |
| Sempre | 4 | 25.0 | - | 25.0 | - | - | - | - | - | 50.0 |
| No sap | 1 | - | - | 100.0 | - | - | - | - | - | - |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | - | - |

Quan hi ha varis passatgers als seients posteriors del cotxe

| | | | | | | | | | | |
|-----------------------|-----|-------|------|------|------|-----|-----|-----|------|------|
| Mai | 547 | 23.8 | 17.2 | 17.2 | 7.9 | 5.9 | 8.6 | 5.9 | 8.2 | 5.5 |
| Alguna vegada | 46 | 23.9 | 13.0 | 10.9 | 13.0 | 6.5 | 6.5 | 6.5 | 10.9 | 8.7 |
| La majoria de vegades | 3 | 33.3 | - | 33.3 | 33.3 | - | - | - | - | - |
| Sempre | 3 | 66.7 | - | - | - | - | - | - | - | 33.3 |
| No sap | 1 | 100.0 | - | - | - | - | - | - | - | - |

P22.A l'escola del seu fill/a, sap si s'ha realitzat alguna activitat relacionada amb la prevenció viaria en aquest any 2010?

| | | | | | | | | | | |
|-------------------------------|-----|------|------|------|------|-----|-----|-----|------|-----|
| Si | 255 | 20.8 | 15.7 | 16.1 | 9.0 | 7.5 | 7.1 | 7.1 | 10.2 | 6.7 |
| No | 267 | 29.2 | 15.0 | 18.4 | 6.7 | 4.1 | 9.7 | 4.9 | 6.4 | 5.6 |
| El fill encara no va a escola | 67 | 16.4 | 28.4 | 11.9 | 10.4 | 7.5 | 7.5 | 4.5 | 10.4 | 3.0 |
| No contesta | 11 | 27.3 | 9.1 | 18.2 | 18.2 | - | 9.1 | 9.1 | - | 9.1 |

P23.Quines?

| | | | | | | | | | | |
|--|-----|-------|------|------|------|------|------|------|------|------|
| <u>Base:Activitat vial a la escola</u> | 255 | 20.8 | 15.7 | 16.1 | 9.0 | 7.5 | 7.1 | 7.1 | 10.2 | 6.7 |
| Camió - Tràiler del "Clac i Rum" | 12 | 25.0 | - | 8.3 | 16.7 | 16.7 | 8.3 | 8.3 | 8.3 | 8.3 |
| Visita de la policia-Educació vial | 106 | 21.7 | 22.6 | 15.1 | 8.5 | 8.5 | 3.8 | 3.8 | 11.3 | 4.7 |
| Visita a un circuit | 27 | 18.5 | 11.1 | 11.1 | 11.1 | 7.4 | 7.4 | 3.7 | 25.9 | 3.7 |
| A classe, educació vial | 26 | 15.4 | - | 46.2 | 15.4 | - | 3.8 | 11.5 | - | 7.7 |
| Sortida al Forum | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Altres | 9 | 11.1 | 22.2 | 22.2 | - | 11.1 | 11.1 | - | 11.1 | 11.1 |
| No sap | 74 | 20.3 | 14.9 | 9.5 | 9.5 | 5.4 | 12.2 | 10.8 | 8.1 | 9.5 |
| No contesta | 3 | 33.3 | - | - | - | 33.3 | - | 33.3 | - | - |

CAMPANYA CLAC I RUM

P24.Durant el 2010, vostè ha vist/escoltat alguna campanya de prevenció de trànsit?

| | | | | | | | | | | |
|-------------------------------|-----|------|------|------|------|-----|------|-----|-----|-----|
| <u>Base:Total entrevistes</u> | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
| Si | 457 | 23.2 | 17.7 | 15.1 | 7.7 | 5.7 | 8.5 | 6.3 | 8.8 | 7.0 |
| No | 139 | 26.6 | 13.7 | 22.3 | 10.8 | 6.5 | 6.5 | 4.3 | 7.2 | 2.2 |
| No contesta | 4 | 50.0 | - | - | - | - | 50.0 | - | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base:Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

P25.Sabria dir-me els eslògans de les campanyes que més recordi?

Base:Ha vist/escollat campanyes 457 23.2 17.7 15.1 7.7 5.7 8.5 6.3 8.8 7.0

| | | | | | | | | | | |
|--|-----|-------|-------|-------|-------|------|------|------|------|------|
| Llums a punt 09 | 6 | 16.7 | 16.7 | 33.3 | - | - | - | - | 16.7 | 16.7 |
| La revolució dels petits gestos | 13 | 30.8 | 30.8 | - | 7.7 | 23.1 | - | - | - | 7.7 |
| Quan conduïx, mira la carretera | 17 | 17.6 | 5.9 | 29.4 | 11.8 | 11.8 | 5.9 | - | 5.9 | 11.8 |
| Una gran moto requereix una gran experiència | 7 | 42.9 | 28.6 | 14.3 | - | 14.3 | - | - | - | - |
| Clac i Rum | 67 | 25.4 | 10.4 | 25.4 | 7.5 | 7.5 | 7.5 | 7.5 | 3.0 | 6.0 |
| Pensa en els punts, salven vides | 15 | 20.0 | 26.7 | 13.3 | 6.7 | 13.3 | - | - | 6.7 | 13.3 |
| No te la juguis, para i descansa, pel teu bé i pel de la resta de conductors | 21 | 23.8 | 38.1 | 4.8 | 9.5 | 19.0 | 4.8 | - | - | - |
| Gràcies perquè sense tu no hagués estat possible | 10 | 30.0 | 20.0 | 10.0 | 10.0 | 20.0 | 10.0 | - | - | - |
| Campanya de vigilància de transport escolar i de menors | 6 | 16.7 | 33.3 | 16.7 | 16.7 | - | - | - | 16.7 | - |
| Si beus no conduïx | 4 | 25.0 | 25.0 | 25.0 | - | - | 25.0 | - | - | - |
| Tots sabem com evitar un accident. Perquè no ho fem? | 1 | - | 100.0 | - | - | - | - | - | - | - |
| No corris, la qüestió és arribar | 3 | 33.3 | 33.3 | - | - | - | - | - | 33.3 | - |
| Et pot passar a tu | 2 | - | 50.0 | - | 50.0 | - | - | - | - | - |
| Posa-hi fre | 11 | 27.3 | 18.2 | 9.1 | - | 9.1 | 9.1 | 9.1 | 9.1 | 9.1 |
| Posa't el cinturó | 6 | 16.7 | 16.7 | 16.7 | - | - | 33.3 | - | - | 16.7 |
| Posa't el casc | 2 | 50.0 | - | - | - | - | 50.0 | - | - | - |
| En un segon et canvia la vida i res torna a ser igual | 2 | 100.0 | - | - | - | - | - | - | - | - |
| Anuncis contra l'ús del mòbil conduint (en general) | 4 | 75.0 | - | - | - | - | - | - | - | 25.0 |
| Ja prou! Per favor, respecta les normes | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Sigues prudent, tu no tens recanvi | 1 | - | - | 100.0 | - | - | - | - | - | - |
| No als accidents | 3 | 33.3 | - | - | - | 33.3 | - | 33.3 | - | - |
| En 3 segons es pot perdre la vida | 1 | - | - | - | 100.0 | - | - | - | - | - |
| No podem conduir per tu | 3 | - | - | - | - | - | 33.3 | - | 66.7 | - |
| Altres | 7 | 28.6 | - | 14.3 | 28.6 | 14.3 | - | - | 14.3 | - |
| No sap | 298 | 21.5 | 18.1 | 13.8 | 8.4 | 5.4 | 9.4 | 7.7 | 9.4 | 6.4 |
| No contesta | 5 | 20.0 | 40.0 | - | - | 20.0 | - | - | 20.0 | - |

P26.Vostè ha vist/escollat la campanya de publicitat "Al Cotxe, primer Clac i després Rum"?

Base:No coneix campanya Clac i rum 390 22.8 19.0 13.3 7.7 5.4 8.7 6.2 9.7 7.2

| | | | | | | | | | | |
|-------------|-----|-------|------|------|-----|-----|------|-----|------|-----|
| Si | 185 | 23.8 | 15.1 | 14.1 | 9.7 | 3.8 | 11.9 | 7.6 | 7.0 | 7.0 |
| No | 204 | 21.6 | 22.5 | 12.7 | 5.9 | 6.9 | 5.9 | 4.9 | 12.3 | 7.4 |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | - | - |

P27.Sap si el seu fill/a ha vist/escollat la campanya de prevenció de trànsit "Al Cotxe, primer Clac i després Rum"?

Base:Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

| | | | | | | | | | | |
|---------------------|-----|------|------|------|------|------|------|------|------|-----|
| Si a l'escola | 78 | 20.5 | 6.4 | 16.7 | 14.1 | 7.7 | 7.7 | 10.3 | 11.5 | 5.1 |
| Si fora de l'escola | 171 | 28.1 | 14.0 | 21.1 | 6.4 | 5.3 | 8.2 | 5.3 | 4.1 | 7.6 |
| No | 272 | 25.0 | 21.0 | 16.2 | 8.8 | 4.4 | 6.3 | 2.2 | 10.7 | 5.5 |
| No sap | 90 | 20.0 | 16.7 | 10.0 | 5.6 | 8.9 | 15.6 | 13.3 | 5.6 | 4.4 |
| No contesta | 2 | - | 50.0 | - | - | 50.0 | - | - | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

P28. Sabria dir-me en quin mitjà ha vist o escoltat vostè la campanya de trànsit "Clac i Rum"?

| Base: Coneix campanya Clac i rum | 252 | 24.2 | 13.9 | 17.1 | 9.1 | 4.8 | 10.7 | 7.5 | 6.0 | 6.7 |
|----------------------------------|-----|------|------|------|------|------|------|------|------|------|
| TV | 219 | 23.3 | 14.2 | 17.8 | 9.1 | 5.0 | 10.0 | 7.8 | 5.9 | 6.8 |
| Radio | 43 | 14.0 | 14.0 | 16.3 | 18.6 | 7.0 | 16.3 | 7.0 | 4.7 | 2.3 |
| Revistes infantils | 9 | 22.2 | 22.2 | 11.1 | 11.1 | 11.1 | - | - | 22.2 | - |
| Itinerant (Camió - Tràiler) | 7 | 28.6 | 14.3 | - | - | - | 14.3 | 28.6 | 14.3 | - |
| Pediatra | 15 | 26.7 | 13.3 | 6.7 | 6.7 | 13.3 | 20.0 | 6.7 | 6.7 | - |
| Cartells | 5 | - | 20.0 | 20.0 | 20.0 | 40.0 | - | - | - | - |
| Altres | 13 | 23.1 | 15.4 | 15.4 | 7.7 | 7.7 | 30.8 | - | - | - |
| No sap | 5 | 60.0 | - | - | - | - | 20.0 | - | - | 20.0 |

P29. Podria dir-nos quin creu que era el principal missatge de la campanya?

| Base: Coneix campanya Clac i rum | 252 | 24.2 | 13.9 | 17.1 | 9.1 | 4.8 | 10.7 | 7.5 | 6.0 | 6.7 |
|--|-----|------|------|------|------|------|------|------|------|------|
| Posa't el cinturó abans d'iniciar la conducció | 210 | 24.8 | 14.8 | 15.7 | 9.5 | 5.2 | 10.0 | 7.6 | 5.2 | 7.1 |
| Conscienciar als nens | 3 | 33.3 | - | 33.3 | - | - | - | - | 33.3 | - |
| Utilitzar els diferents sistemes de seguretat | 7 | 14.3 | - | 57.1 | - | - | - | 14.3 | - | 14.3 |
| Posar-se el cinturó | 10 | - | 10.0 | 30.0 | 20.0 | - | 20.0 | 10.0 | 10.0 | - |
| Conduir amb precaució | 3 | - | - | 33.3 | - | - | 66.7 | - | - | - |
| Els nens han d'anar protegits adequadament | 5 | 20.0 | - | 20.0 | - | 20.0 | 20.0 | 20.0 | - | - |
| No sap | 14 | 42.9 | 21.4 | - | 7.1 | - | 7.1 | - | 14.3 | 7.1 |

P30. En general, creu que la campanya de publicitat era molt, bastant, poc o gens...

Clara en el missatge

| Base: Coneix campanya Clac i rum | 252 | 24.2 | 13.9 | 17.1 | 9.1 | 4.8 | 10.7 | 7.5 | 6.0 | 6.7 |
|----------------------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 133 | 19.5 | 15.0 | 16.5 | 9.0 | 3.8 | 13.5 | 7.5 | 8.3 | 6.8 |
| [4] Bastant | 107 | 29.9 | 11.2 | 18.7 | 8.4 | 6.5 | 7.5 | 7.5 | 3.7 | 6.5 |
| [3] Ni molt ni poc | 3 | - | 33.3 | - | 33.3 | - | - | 33.3 | - | - |
| [2] Poc | 5 | 40.0 | 20.0 | 20.0 | - | - | 20.0 | - | - | - |
| No sap | 4 | 25.0 | 25.0 | - | 25.0 | - | - | - | - | 25.0 |
| Mitjana | 4.48 | 4.37 | 4.50 | 4.47 | 4.50 | 4.42 | 4.59 | 4.47 | 4.73 | 4.56 |
| Desviació | 0.63 | 0.66 | 0.71 | 0.63 | 0.60 | 0.49 | 0.69 | 0.61 | 0.44 | 0.50 |

Comprensible/entenedora en el llenguatge que utilitzava

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 124 | 21.0 | 13.7 | 19.4 | 8.9 | 5.6 | 12.9 | 7.3 | 7.3 | 4.0 |
| [4] Bastant | 114 | 26.3 | 13.2 | 15.8 | 8.8 | 4.4 | 7.9 | 8.8 | 5.3 | 9.6 |
| [3] Ni molt ni poc | 4 | 50.0 | 25.0 | - | 25.0 | - | - | - | - | - |
| [2] Poc | 6 | 33.3 | 16.7 | 16.7 | - | - | 33.3 | - | - | - |
| No sap | 4 | 25.0 | 25.0 | - | 25.0 | - | - | - | - | 25.0 |
| Mitjana | 4.44 | 4.33 | 4.41 | 4.51 | 4.45 | 4.58 | 4.44 | 4.47 | 4.60 | 4.31 |
| Desviació | 0.65 | 0.71 | 0.70 | 0.63 | 0.60 | 0.49 | 0.85 | 0.51 | 0.49 | 0.46 |

Original

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 92 | 22.8 | 15.2 | 18.5 | 10.9 | 4.3 | 9.8 | 6.5 | 7.6 | 4.3 |
| [4] Bastant | 126 | 25.4 | 14.3 | 17.5 | 4.8 | 4.0 | 11.9 | 8.7 | 4.8 | 8.7 |
| [3] Ni molt ni poc | 16 | 12.5 | 6.3 | 18.8 | 18.8 | 12.5 | 12.5 | 6.3 | 6.3 | 6.3 |
| [2] Poc | 10 | 30.0 | 10.0 | - | 20.0 | 10.0 | 10.0 | 10.0 | 10.0 | - |
| [1] Gens | 4 | 50.0 | - | 25.0 | 25.0 | - | - | - | - | - |
| No sap | 4 | 25.0 | 25.0 | - | 25.0 | - | - | - | - | 25.0 |
| Mitjana | 4.18 | 4.12 | 4.32 | 4.26 | 4.00 | 4.00 | 4.19 | 4.16 | 4.27 | 4.19 |
| Desviació | 0.84 | 0.94 | 0.68 | 0.79 | 1.20 | 0.91 | 0.74 | 0.76 | 0.85 | 0.53 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------|---------------|------------------|--------|--------------|--------|--------------|------------|------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

Impactant

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 26 | 30.8 | 11.5 | 7.7 | 7.7 | 7.7 | 19.2 | 7.7 | 3.8 | 3.8 |
| [4] Bastant | 92 | 27.2 | 15.2 | 17.4 | 8.7 | 3.3 | 8.7 | 5.4 | 7.6 | 6.5 |
| [3] Ni molt ni poc | 22 | 9.1 | - | 27.3 | 4.5 | - | 13.6 | 18.2 | 9.1 | 18.2 |
| [2] Poc | 71 | 21.1 | 18.3 | 16.9 | 5.6 | 5.6 | 14.1 | 9.9 | 2.8 | 5.6 |
| [1] Gens | 30 | 26.7 | 10.0 | 20.0 | 20.0 | 6.7 | 3.3 | - | 10.0 | 3.3 |
| No sap | 11 | 27.3 | 18.2 | 9.1 | 18.2 | 9.1 | - | 9.1 | - | 9.1 |
| Mitjana | 3.05 | 3.17 | 3.03 | 2.90 | 2.81 | 2.91 | 3.22 | 3.11 | 3.07 | 3.13 |
| Desviació | 1.27 | 1.34 | 1.26 | 1.21 | 1.47 | 1.44 | 1.25 | 1.08 | 1.29 | 1.05 |

Adequada per complir el seu objectiu de conscienciació

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 69 | 23.2 | 15.9 | 18.8 | 10.1 | 4.3 | 8.7 | 2.9 | 8.7 | 7.2 |
| [4] Bastant | 147 | 25.2 | 13.6 | 15.6 | 6.8 | 5.4 | 12.2 | 8.8 | 6.1 | 6.1 |
| [3] Ni molt ni poc | 7 | 28.6 | - | 14.3 | 42.9 | - | - | 14.3 | - | - |
| [2] Poc | 15 | 20.0 | 20.0 | 20.0 | 6.7 | - | 13.3 | 13.3 | - | 6.7 |
| [1] Gens | 4 | 25.0 | - | 25.0 | 25.0 | - | 25.0 | - | - | - |
| No sap | 10 | 20.0 | 10.0 | 20.0 | 10.0 | 10.0 | - | 10.0 | - | 20.0 |
| Mitjana | 4.08 | 4.08 | 4.15 | 4.07 | 3.95 | 4.27 | 3.96 | 3.83 | 4.40 | 4.20 |
| Desviació | 0.84 | 0.82 | 0.82 | 0.93 | 1.05 | 0.45 | 0.94 | 0.79 | 0.49 | 0.75 |

Fàcil de recordar

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 109 | 20.2 | 14.7 | 18.3 | 7.3 | 6.4 | 12.8 | 5.5 | 6.4 | 8.3 |
| [4] Bastant | 117 | 24.8 | 12.8 | 15.4 | 10.3 | 4.3 | 10.3 | 11.1 | 6.8 | 4.3 |
| [3] Ni molt ni poc | 6 | 66.7 | - | 33.3 | - | - | - | - | - | - |
| [2] Poc | 11 | 27.3 | 18.2 | 27.3 | - | - | - | - | - | 27.3 |
| [1] Gens | 6 | 33.3 | 16.7 | - | 33.3 | - | 16.7 | - | - | - |
| No sap | 3 | 33.3 | 33.3 | - | 33.3 | - | - | - | - | - |
| Mitjana | 4.25 | 4.10 | 4.26 | 4.28 | 4.09 | 4.58 | 4.41 | 4.32 | 4.47 | 4.18 |
| Desviació | 0.89 | 0.97 | 0.96 | 0.85 | 1.11 | 0.49 | 0.84 | 0.48 | 0.50 | 1.13 |

Mitjana característiques

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.03 | 4.12 | 4.09 | 3.98 | 4.14 | 4.14 | 4.07 | 4.26 | 4.08 |
| Desviació | 0.54 | 0.59 | 0.61 | 0.52 | 0.58 | 0.41 | 0.58 | 0.35 | 0.45 | 0.46 |

P31.M'ha dit que la campanya no era gens...Clara en el missatge/ Comprensible-entenedora en el llenguatge que utilitzava/ Original/ Impactant/ Adequada per complir el seu objectiu de conscienciació/ Fàcil de recordar. Com hagués millorat vostè aquesta campanya?

Base: Gens a algun atribut

| | | | | | | | | | |
|---------------------------|------|-------|-------|------|------|-------|------|-----|------|
| 36 | 30.6 | 8.3 | 16.7 | 22.2 | 5.6 | 5.6 | - | 8.3 | 2.8 |
| Educació a l'auto-escola | 1 | - | 100.0 | - | - | - | - | - | - |
| Fent-la en castellà també | 1 | 100.0 | - | - | - | - | - | - | - |
| Amb eslògans enganxosos | 2 | 50.0 | - | 50.0 | - | - | - | - | - |
| Més agressiva | 1 | 100.0 | - | - | - | - | - | - | - |
| Imatges més impactants | 5 | - | - | 20.0 | 60.0 | - | - | - | 20.0 |
| Més realista | 2 | - | - | 50.0 | 50.0 | - | - | - | - |
| Més curtes i directes | 1 | - | - | - | - | 100.0 | - | - | - |
| Pels nens ja està bé | 2 | - | - | - | 50.0 | - | - | - | 50.0 |
| No sap | 20 | 35.0 | 10.0 | 15.0 | 15.0 | 5.0 | 10.0 | - | 10.0 |
| No contesta | 2 | 50.0 | - | - | 50.0 | - | - | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

P32. Podria valorar-me la campanya "Clac i Rum" en una escala de 0 a 10, en que 0 és crec que no ha tingut gens d'impacte en la ciutadania i 10 és crec que ha tingut molt impacte en la ciutadania?

Base: Coneix campanya Clac i rum

| | | | | | | | | | |
|-----|------|------|------|-----|-----|------|-----|-----|-----|
| 252 | 24.2 | 13.9 | 17.1 | 9.1 | 4.8 | 10.7 | 7.5 | 6.0 | 6.7 |
|-----|------|------|------|-----|-----|------|-----|-----|-----|

| | | | | | | | | | | |
|--------------------|----|-------|------|------|------|------|------|------|------|------|
| [0] Gens d'impacte | 1 | 100.0 | - | - | - | - | - | - | - | - |
| [1] | 0 | - | - | - | - | - | - | - | - | - |
| [2] | 0 | - | - | - | - | - | - | - | - | - |
| [3] | 3 | - | 33.3 | 33.3 | - | - | - | 33.3 | - | - |
| [4] | 10 | 30.0 | 10.0 | - | 20.0 | - | 10.0 | - | - | 30.0 |
| [5] | 18 | 22.2 | 16.7 | 11.1 | 11.1 | 5.6 | 5.6 | - | 22.2 | 5.6 |
| [6] | 35 | 34.3 | 14.3 | 20.0 | 8.6 | - | 11.4 | 2.9 | 2.9 | 5.7 |
| [7] | 54 | 29.6 | 11.1 | 14.8 | 11.1 | 5.6 | 5.6 | 13.0 | 3.7 | 5.6 |
| [8] | 70 | 12.9 | 17.1 | 18.6 | 8.6 | 7.1 | 11.4 | 12.9 | 4.3 | 7.1 |
| [9] | 33 | 30.3 | 12.1 | 18.2 | 3.0 | 3.0 | 18.2 | 3.0 | 9.1 | 3.0 |
| [10] Molt impacte | 17 | 17.6 | 17.6 | 23.5 | 5.9 | 11.8 | 11.8 | 5.9 | - | 5.9 |
| No sap | 11 | 27.3 | - | 18.2 | 18.2 | - | 18.2 | - | 9.1 | 9.1 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 7.28 | 7.03 | 7.31 | 7.54 | 6.90 | 7.92 | 7.68 | 7.68 | 6.71 | 6.81 |
| Desviació | 1.62 | 1.78 | 1.66 | 1.52 | 1.55 | 1.32 | 1.52 | 0.89 | 1.83 | 1.78 |

P33.I, en la mateixa escala de 0 a 10, on 0 és gens i 10 és molt, quin impacte ha tingut sobre vostè aquesta campanya a l'hora de circular?

Base: Coneix campanya Clac i rum

| | | | | | | | | | |
|-----|------|------|------|-----|-----|------|-----|-----|-----|
| 252 | 24.2 | 13.9 | 17.1 | 9.1 | 4.8 | 10.7 | 7.5 | 6.0 | 6.7 |
|-----|------|------|------|-----|-----|------|-----|-----|-----|

| | | | | | | | | | | |
|-------------|----|-------|------|------|------|-----|------|------|------|------|
| [0] Gens | 27 | 40.7 | 11.1 | 3.7 | 18.5 | 7.4 | - | 7.4 | 3.7 | 7.4 |
| [1] | 1 | 100.0 | - | - | - | - | - | - | - | - |
| [2] | 5 | 20.0 | 20.0 | - | 20.0 | - | - | - | - | 40.0 |
| [3] | 6 | - | 33.3 | 16.7 | - | - | 33.3 | - | 16.7 | - |
| [4] | 7 | 28.6 | 14.3 | 14.3 | - | - | 28.6 | - | - | 14.3 |
| [5] | 25 | 40.0 | 8.0 | 20.0 | 4.0 | 4.0 | 8.0 | 8.0 | 4.0 | 4.0 |
| [6] | 26 | 30.8 | 7.7 | 15.4 | 7.7 | 7.7 | 19.2 | 7.7 | 3.8 | - |
| [7] | 45 | 17.8 | 17.8 | 13.3 | 13.3 | 2.2 | 8.9 | 11.1 | 6.7 | 8.9 |
| [8] | 44 | 18.2 | 6.8 | 29.5 | 9.1 | 6.8 | 9.1 | 9.1 | 6.8 | 4.5 |
| [9] | 27 | 18.5 | 14.8 | 29.6 | - | - | 14.8 | 3.7 | 11.1 | 7.4 |
| [10] Molt | 31 | 16.1 | 25.8 | 6.5 | 9.7 | 9.7 | 9.7 | 9.7 | 3.2 | 9.7 |
| No sap | 8 | 25.0 | 12.5 | 25.0 | 12.5 | - | 12.5 | - | 12.5 | - |
| No contesta | 0 | - | - | - | - | - | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.39 | 5.49 | 6.76 | 7.17 | 5.59 | 6.50 | 6.92 | 6.74 | 6.86 | 6.18 |
| Desviació | 2.95 | 3.23 | 3.08 | 2.00 | 3.54 | 3.30 | 2.10 | 2.81 | 2.59 | 3.41 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

P34. Perquè creu que ha tingut tant poc impacte aquesta campanya?

| Base: Valora poc impacte | 83 | 31.3 | 14.5 | 10.8 | 9.6 | 4.8 | 8.4 | 4.8 | 8.4 | 7.2 |
|---|----|------|------|------|-------|------|------|------|------|------|
| Es considera bon conductor i no l'afecten les campanyes | 33 | 30.3 | 15.2 | 3.0 | 15.2 | 9.1 | 6.1 | 6.1 | 9.1 | 6.1 |
| Són poc agressives | 10 | 50.0 | - | 30.0 | 10.0 | - | - | - | - | 10.0 |
| El missatge no és clar/ Eslògan poc definit | 4 | 25.0 | 50.0 | 25.0 | - | - | - | - | - | - |
| No canvien la mentalitat de la gent/ No canvien els hàbits de la població | 7 | 14.3 | 14.3 | 42.9 | - | - | 14.3 | - | 14.3 | - |
| Falta conscienciació | 9 | 44.4 | 22.2 | 11.1 | - | - | 11.1 | - | 11.1 | - |
| S'obliden molt ràpid/ Impacte momentani | 4 | 50.0 | 25.0 | - | - | - | - | 25.0 | - | - |
| Les campanyes no diuen res que la gent no sàpiga | 6 | - | 16.7 | 33.3 | - | - | 16.7 | - | - | 33.3 |
| No sembla seriós/ Es una campanya per infants (dibuixos...) | 4 | 50.0 | 25.0 | - | - | - | - | - | 25.0 | - |
| La gent continua fent el que vol/ No fan cas | 7 | - | - | 28.6 | - | 14.3 | - | 28.6 | 14.3 | 14.3 |
| Són un anunci més a la TV/ Acostumats a veure'ls | 7 | 28.6 | 28.6 | 28.6 | - | - | 14.3 | - | - | - |
| És pels nens | 8 | 37.5 | 25.0 | - | 25.0 | 12.5 | - | - | - | - |
| ell/ella ja tenia aquests hàbits | 1 | - | - | - | 100.0 | - | - | - | - | - |
| No sap | 6 | 16.7 | 16.7 | 16.7 | - | - | 16.7 | - | 33.3 | - |

P35. En relació a les campanyes de publicitat sobre trànsit, del següent llistat de mitjans de comunicació que li llegiré, valori cadascuna d'elles en una escala de 0 a 10, on 0 és no tenen cap tipus d'impacte sobre la societat i 10 tenen un impacte màxim sobre la societat.

Els missatges per TV

| Base: Total entrevistes | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-------------------------|------|------|------|-------|------|------|-------|------|------|-------|
| [0] Cap impacte | 2 | - | - | 100.0 | - | - | - | - | - | - |
| [1] | 1 | - | - | - | - | - | 100.0 | - | - | - |
| [2] | 1 | - | - | - | - | - | - | - | - | 100.0 |
| [3] | 2 | 50.0 | - | 50.0 | - | - | - | - | - | - |
| [4] | 8 | 12.5 | 25.0 | 25.0 | 12.5 | 12.5 | - | - | 12.5 | - |
| [5] | 32 | 12.5 | 12.5 | 25.0 | 6.3 | 15.6 | 6.3 | 3.1 | 9.4 | 9.4 |
| [6] | 26 | 34.6 | 15.4 | 26.9 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 | 3.8 |
| [7] | 76 | 32.9 | 22.4 | 13.2 | 3.9 | 2.6 | 9.2 | 6.6 | 7.9 | 1.3 |
| [8] | 183 | 25.7 | 18.0 | 14.8 | 7.1 | 6.0 | 8.2 | 6.0 | 7.1 | 7.1 |
| [9] | 107 | 24.3 | 11.2 | 17.8 | 11.2 | 2.8 | 9.3 | 7.5 | 13.1 | 2.8 |
| [10] Màxim impacte | 148 | 18.2 | 18.2 | 13.5 | 12.2 | 7.4 | 9.5 | 5.4 | 8.1 | 7.4 |
| No sap | 11 | 45.5 | 9.1 | 18.2 | - | - | - | 9.1 | - | 18.2 |
| No contesta | 3 | - | - | 66.7 | - | 33.3 | - | - | - | - |
| Mitjana | 8.18 | 8.11 | 8.21 | 7.81 | 8.66 | 8.06 | 8.32 | 8.41 | 8.34 | 8.21 |
| Desviació | 1.62 | 1.39 | 1.49 | 2.03 | 1.45 | 1.86 | 1.68 | 1.26 | 1.49 | 1.88 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

Els missatges per Ràdio

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|-----|------|-------|
| [0] Cap impacte | 6 | - | 33.3 | 50.0 | - | - | 16.7 | - | - | - |
| [1] | 1 | - | - | - | - | - | - | - | - | 100.0 |
| [2] | 8 | 37.5 | 12.5 | 25.0 | - | - | 12.5 | - | - | 12.5 |
| [3] | 22 | 13.6 | 9.1 | 13.6 | 22.7 | 9.1 | 4.5 | 4.5 | 13.6 | 9.1 |
| [4] | 40 | 27.5 | 15.0 | 30.0 | 10.0 | 2.5 | - | 2.5 | 12.5 | - |
| [5] | 89 | 14.6 | 19.1 | 11.2 | 10.1 | 11.2 | 10.1 | 6.7 | 9.0 | 7.9 |
| [6] | 100 | 34.0 | 17.0 | 13.0 | 7.0 | 2.0 | 7.0 | 7.0 | 8.0 | 5.0 |
| [7] | 98 | 29.6 | 22.4 | 10.2 | 5.1 | 4.1 | 10.2 | 4.1 | 11.2 | 3.1 |
| [8] | 105 | 18.1 | 12.4 | 18.1 | 11.4 | 7.6 | 8.6 | 7.6 | 8.6 | 7.6 |
| [9] | 41 | 22.0 | 9.8 | 22.0 | 9.8 | 9.8 | 12.2 | 4.9 | 7.3 | 2.4 |
| [10] Màxim impacte | 38 | 21.1 | 18.4 | 13.2 | 5.3 | 5.3 | 13.2 | 7.9 | 7.9 | 7.9 |
| No sap | 49 | 30.6 | 18.4 | 24.5 | 4.1 | 4.1 | 4.1 | 6.1 | - | 8.2 |
| No contesta | 3 | 33.3 | - | 66.7 | - | - | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.50 | 6.54 | 6.41 | 6.30 | 6.35 | 6.67 | 6.85 | 6.84 | 6.46 | 6.39 |
| Desviació | 1.99 | 1.79 | 1.98 | 2.34 | 1.98 | 1.95 | 2.09 | 1.78 | 1.84 | 2.26 |

Els missatges en premsa escrita

| | | | | | | | | | | |
|--------------------|-----|------|------|-------|------|------|------|-----|------|------|
| [0] Cap impacte | 17 | 17.6 | 23.5 | 23.5 | 5.9 | 11.8 | 5.9 | - | 5.9 | 5.9 |
| [1] | 6 | 33.3 | 16.7 | 33.3 | - | - | - | - | - | 16.7 |
| [2] | 18 | 22.2 | 33.3 | 16.7 | 5.6 | 5.6 | 11.1 | 5.6 | - | - |
| [3] | 32 | 28.1 | 18.8 | 12.5 | 9.4 | 9.4 | 3.1 | - | 9.4 | 9.4 |
| [4] | 52 | 32.7 | 13.5 | 11.5 | 13.5 | 5.8 | 3.8 | 3.8 | 13.5 | 1.9 |
| [5] | 132 | 18.2 | 14.4 | 15.9 | 10.6 | 9.1 | 6.8 | 6.8 | 10.6 | 7.6 |
| [6] | 113 | 31.0 | 18.6 | 14.2 | 3.5 | 3.5 | 8.8 | 8.8 | 8.0 | 3.5 |
| [7] | 90 | 21.1 | 15.6 | 17.8 | 12.2 | 4.4 | 8.9 | 5.6 | 8.9 | 5.6 |
| [8] | 61 | 19.7 | 13.1 | 21.3 | 6.6 | 4.9 | 9.8 | 6.6 | 8.2 | 9.8 |
| [9] | 21 | 19.0 | 9.5 | 19.0 | 4.8 | 9.5 | 23.8 | 4.8 | 4.8 | 4.8 |
| [10] Màxim impacte | 25 | 28.0 | 16.0 | 12.0 | 12.0 | 4.0 | 20.0 | - | 4.0 | 4.0 |
| No sap | 32 | 28.1 | 25.0 | 21.9 | 3.1 | - | 3.1 | 9.4 | 3.1 | 6.3 |
| No contesta | 1 | - | - | 100.0 | - | - | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 5.72 | 5.66 | 5.43 | 5.73 | 5.73 | 5.34 | 6.51 | 5.97 | 5.63 | 5.76 |
| Desviació | 2.12 | 2.10 | 2.26 | 2.27 | 2.05 | 2.26 | 2.23 | 1.43 | 1.78 | 2.19 |

Els missatges en els panells informatius a les carreteres

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 11 | 27.3 | 18.2 | 27.3 | - | 9.1 | - | 9.1 | 9.1 | - |
| [1] | 4 | - | 25.0 | - | - | - | 25.0 | - | - | 50.0 |
| [2] | 12 | 33.3 | 25.0 | 8.3 | 8.3 | - | - | - | 16.7 | 8.3 |
| [3] | 24 | 29.2 | 8.3 | 20.8 | 4.2 | - | 8.3 | 16.7 | 12.5 | - |
| [4] | 32 | 28.1 | 31.3 | 9.4 | 9.4 | 9.4 | 3.1 | - | 9.4 | - |
| [5] | 92 | 29.3 | 12.0 | 16.3 | 9.8 | 7.6 | 3.3 | 7.6 | 6.5 | 7.6 |
| [6] | 75 | 20.0 | 17.3 | 10.7 | 9.3 | 12.0 | 10.7 | 9.3 | 9.3 | 1.3 |
| [7] | 101 | 21.8 | 22.8 | 13.9 | 7.9 | 5.0 | 9.9 | 2.0 | 10.9 | 5.9 |
| [8] | 122 | 23.8 | 13.9 | 17.2 | 8.2 | 4.9 | 10.7 | 5.7 | 7.4 | 8.2 |
| [9] | 51 | 25.5 | 17.6 | 19.6 | 13.7 | - | 5.9 | 5.9 | 7.8 | 3.9 |
| [10] Màxim impacte | 62 | 19.4 | 12.9 | 22.6 | 6.5 | 3.2 | 14.5 | 6.5 | 6.5 | 8.1 |
| No sap | 11 | 36.4 | 9.1 | 36.4 | - | 9.1 | - | - | - | 9.1 |
| No contesta | 3 | - | - | 66.7 | - | 33.3 | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.66 | 6.48 | 6.51 | 6.89 | 6.86 | 6.18 | 7.30 | 6.46 | 6.44 | 6.91 |
| Desviació | 2.23 | 2.26 | 2.23 | 2.39 | 1.94 | 1.89 | 2.01 | 2.38 | 2.26 | 2.39 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

Els missatges a través de la Web del Servei Català de Trànsit

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|-----|------|------|
| [0] Cap impacte | 46 | 32.6 | 17.4 | 17.4 | 4.3 | 8.7 | 6.5 | 2.2 | 4.3 | 6.5 |
| [1] | 19 | 31.6 | 31.6 | 15.8 | - | - | - | 5.3 | 10.5 | 5.3 |
| [2] | 35 | 31.4 | 22.9 | 14.3 | 11.4 | 8.6 | - | - | 8.6 | 2.9 |
| [3] | 52 | 21.2 | 17.3 | 13.5 | 11.5 | 5.8 | 9.6 | 7.7 | 11.5 | 1.9 |
| [4] | 37 | 27.0 | 24.3 | 5.4 | 13.5 | 2.7 | 5.4 | 2.7 | 16.2 | 2.7 |
| [5] | 110 | 18.2 | 13.6 | 25.5 | 7.3 | 9.1 | 5.5 | 9.1 | 6.4 | 5.5 |
| [6] | 40 | 17.5 | 32.5 | 10.0 | 5.0 | 2.5 | 5.0 | 7.5 | 12.5 | 7.5 |
| [7] | 44 | 20.5 | 9.1 | 11.4 | 9.1 | 6.8 | 20.5 | 4.5 | 11.4 | 6.8 |
| [8] | 38 | 13.2 | 15.8 | 18.4 | 2.6 | 5.3 | 10.5 | 7.9 | 7.9 | 18.4 |
| [9] | 15 | 26.7 | 6.7 | 13.3 | 20.0 | 6.7 | 13.3 | 6.7 | 6.7 | - |
| [10] Màxim impacte | 20 | 15.0 | 10.0 | 20.0 | 10.0 | 10.0 | 20.0 | - | 5.0 | 10.0 |
| No sap | 136 | 30.9 | 14.0 | 16.9 | 8.1 | 2.9 | 9.6 | 6.6 | 5.9 | 5.1 |
| No contesta | 8 | 25.0 | - | 25.0 | 25.0 | 12.5 | - | - | 12.5 | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.67 | 4.08 | 4.23 | 4.73 | 4.89 | 4.70 | 5.89 | 5.08 | 4.71 | 5.54 |
| Desviació | 2.68 | 2.77 | 2.54 | 2.69 | 2.58 | 2.84 | 2.76 | 2.12 | 2.39 | 2.89 |

Els missatges a través d'altres pàgines webs

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 47 | 29.8 | 21.3 | 17.0 | 2.1 | 10.6 | 10.6 | 2.1 | 4.3 | 2.1 |
| [1] | 16 | 25.0 | 43.8 | 12.5 | 12.5 | - | - | 6.3 | - | - |
| [2] | 38 | 21.1 | 18.4 | 21.1 | 5.3 | 7.9 | 2.6 | - | 15.8 | 7.9 |
| [3] | 47 | 21.3 | 21.3 | 14.9 | 12.8 | 8.5 | 2.1 | 8.5 | 10.6 | - |
| [4] | 59 | 27.1 | 18.6 | 5.1 | 13.6 | 3.4 | 5.1 | 10.2 | 13.6 | 3.4 |
| [5] | 121 | 22.3 | 18.2 | 15.7 | 9.1 | 8.3 | 5.8 | 4.1 | 9.1 | 7.4 |
| [6] | 43 | 23.3 | 20.9 | 20.9 | - | 2.3 | 11.6 | 4.7 | 7.0 | 9.3 |
| [7] | 34 | 11.8 | 8.8 | 23.5 | 11.8 | 8.8 | 14.7 | 2.9 | 8.8 | 8.8 |
| [8] | 31 | 16.1 | 12.9 | 12.9 | 3.2 | 6.5 | 22.6 | 3.2 | 12.9 | 9.7 |
| [9] | 6 | 33.3 | 16.7 | 16.7 | 16.7 | - | 16.7 | - | - | - |
| [10] Màxim impacte | 9 | 11.1 | - | 22.2 | 11.1 | - | 22.2 | - | 11.1 | 22.2 |
| No sap | 143 | 30.8 | 11.2 | 18.9 | 7.7 | 2.8 | 9.1 | 9.8 | 4.2 | 5.6 |
| No contesta | 6 | - | - | 33.3 | 33.3 | 16.7 | - | - | 16.7 | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.35 | 4.01 | 3.82 | 4.46 | 4.49 | 3.97 | 5.46 | 4.24 | 4.53 | 5.48 |
| Desviació | 2.41 | 2.39 | 2.28 | 2.56 | 2.13 | 2.41 | 2.82 | 1.81 | 2.18 | 2.33 |

Els missatges presencials en escoles

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|-----|------|------|
| [0] Cap impacte | 4 | 50.0 | 25.0 | - | - | - | 25.0 | - | - | - |
| [1] | 3 | - | 33.3 | - | - | - | - | - | 66.7 | - |
| [2] | 5 | 40.0 | 20.0 | 20.0 | - | - | - | - | 20.0 | - |
| [3] | 9 | 22.2 | 11.1 | 55.6 | 11.1 | - | - | - | - | - |
| [4] | 14 | 21.4 | 14.3 | 14.3 | 14.3 | 7.1 | - | 7.1 | 14.3 | 7.1 |
| [5] | 60 | 15.0 | 20.0 | 25.0 | 8.3 | 5.0 | 5.0 | 3.3 | 6.7 | 11.7 |
| [6] | 65 | 23.1 | 23.1 | 24.6 | 7.7 | 1.5 | 4.6 | 3.1 | 7.7 | 4.6 |
| [7] | 99 | 33.3 | 15.2 | 12.1 | 8.1 | 8.1 | 6.1 | 5.1 | 9.1 | 3.0 |
| [8] | 133 | 19.5 | 19.5 | 15.8 | 9.0 | 3.0 | 14.3 | 9.8 | 6.0 | 3.0 |
| [9] | 59 | 28.8 | 13.6 | 6.8 | 3.4 | 10.2 | 8.5 | 6.8 | 15.3 | 6.8 |
| [10] Màxim impacte | 84 | 20.2 | 10.7 | 14.3 | 11.9 | 10.7 | 8.3 | 4.8 | 7.1 | 11.9 |
| No sap | 61 | 31.1 | 14.8 | 16.4 | 6.6 | 3.3 | 9.8 | 6.6 | 6.6 | 4.9 |
| No contesta | 4 | - | - | 50.0 | 25.0 | 25.0 | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 7.32 | 7.29 | 7.02 | 6.86 | 7.47 | 8.03 | 7.77 | 7.77 | 7.17 | 7.69 |
| Desviació | 1.97 | 1.99 | 1.96 | 1.98 | 1.90 | 1.77 | 1.80 | 1.48 | 2.27 | 2.09 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

Els missatges presencials al carrer (camió-Tràiler)

| | | | | | | | | | | |
|--------------------|-----|------|-------|------|------|------|------|-----|------|-----|
| [0] Cap impacte | 24 | 12.5 | 20.8 | 25.0 | 8.3 | 8.3 | 8.3 | - | 8.3 | 8.3 |
| [1] | 1 | - | 100.0 | - | - | - | - | - | - | - |
| [2] | 11 | 36.4 | 45.5 | 9.1 | - | - | - | - | - | 9.1 |
| [3] | 28 | 25.0 | 21.4 | 14.3 | 7.1 | - | - | 7.1 | 17.9 | 7.1 |
| [4] | 36 | 30.6 | 11.1 | 19.4 | 8.3 | 11.1 | 2.8 | 2.8 | 5.6 | 8.3 |
| [5] | 123 | 25.2 | 13.8 | 20.3 | 7.3 | 7.3 | 5.7 | 6.5 | 7.3 | 6.5 |
| [6] | 91 | 20.9 | 15.4 | 20.9 | 9.9 | 2.2 | 8.8 | 6.6 | 12.1 | 3.3 |
| [7] | 91 | 31.9 | 15.4 | 8.8 | 7.7 | 4.4 | 8.8 | 6.6 | 13.2 | 3.3 |
| [8] | 75 | 21.3 | 17.3 | 14.7 | 8.0 | 8.0 | 10.7 | 6.7 | 5.3 | 8.0 |
| [9] | 17 | 23.5 | 11.8 | 17.6 | 5.9 | 5.9 | 23.5 | 5.9 | 5.9 | - |
| [10] Màxim impacte | 43 | 16.3 | 16.3 | 9.3 | 11.6 | 11.6 | 18.6 | 2.3 | 7.0 | 7.0 |
| No sap | 57 | 24.6 | 21.1 | 17.5 | 10.5 | 1.8 | 7.0 | 8.8 | 1.8 | 7.0 |
| No contesta | 3 | - | - | 66.7 | - | 33.3 | - | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 5.99 | 5.95 | 5.73 | 5.59 | 6.20 | 6.30 | 7.02 | 6.23 | 5.90 | 5.71 |
| Desviació | 2.29 | 2.06 | 2.54 | 2.27 | 2.31 | 2.57 | 2.30 | 1.65 | 2.13 | 2.57 |

Resumen del nivell d'impacte campanyes de publicitat en mitjans de comunicació

| | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|
| Els missatges per TV | 8.18 | 8.11 | 8.21 | 7.81 | 8.66 | 8.06 | 8.32 | 8.41 | 8.34 | 8.21 |
| Els missatges per Ràdio | 6.50 | 6.54 | 6.41 | 6.30 | 6.35 | 6.67 | 6.85 | 6.84 | 6.46 | 6.39 |
| Els missatges en premsa escrita | 5.72 | 5.66 | 5.43 | 5.73 | 5.73 | 5.34 | 6.51 | 5.97 | 5.63 | 5.76 |
| Els missatges en els panells informatius a les carreteres | 6.66 | 6.48 | 6.51 | 6.89 | 6.86 | 6.18 | 7.30 | 6.46 | 6.44 | 6.91 |
| Els missatges a través de la Web del Servei Català de Trànsit | 4.67 | 4.08 | 4.23 | 4.73 | 4.89 | 4.70 | 5.89 | 5.08 | 4.71 | 5.54 |
| Els missatges a través d'altres pàgines webs | 4.35 | 4.01 | 3.82 | 4.46 | 4.49 | 3.97 | 5.46 | 4.24 | 4.53 | 5.48 |
| Els missatges presencials en escoles | 7.32 | 7.29 | 7.02 | 6.86 | 7.47 | 8.03 | 7.77 | 7.77 | 7.17 | 7.69 |
| Els missatges presencials al carrer (camió-Tràiler) | 5.99 | 5.95 | 5.73 | 5.59 | 6.20 | 6.30 | 7.02 | 6.23 | 5.90 | 5.71 |

P36. En relació al Servei Català de Trànsit, en general, creu que les campanyes de publicitat que realitza són molt, bastant, poc o gens...

Clares en els missatges

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|------|------|
| [5] Molt | 186 | 22.0 | 15.6 | 17.7 | 7.5 | 6.5 | 7.5 | 5.4 | 9.1 | 8.6 |
| [4] Bastant | 340 | 26.2 | 14.4 | 16.5 | 8.5 | 5.9 | 9.1 | 6.2 | 8.8 | 4.4 |
| [3] Ni molt ni poc | 16 | 18.8 | 56.3 | 6.3 | - | - | - | 12.5 | - | 6.3 |
| [2] Poc | 25 | 16.0 | 28.0 | 32.0 | 8.0 | 4.0 | 8.0 | 4.0 | - | - |
| [1] Gens | 10 | 20.0 | 20.0 | 10.0 | 10.0 | 10.0 | 10.0 | - | 20.0 | - |
| No sap | 21 | 28.6 | 19.0 | - | 19.0 | 4.8 | 4.8 | 4.8 | 4.8 | 14.3 |
| No contesta | 2 | - | - | 50.0 | - | - | 50.0 | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.16 | 4.17 | 4.00 | 4.13 | 4.15 | 4.21 | 4.15 | 4.18 | 4.22 | 4.47 |
| Desviació | 0.81 | 0.73 | 0.94 | 0.86 | 0.82 | 0.84 | 0.80 | 0.67 | 0.82 | 0.57 |

Comprensibles/entenedores en el llenguatge que utilitzen

| | | | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|-----|------|------|
| [5] Molt | 201 | 23.9 | 14.4 | 20.4 | 7.0 | 7.5 | 6.5 | 6.5 | 7.5 | 6.5 |
| [4] Bastant | 335 | 24.5 | 17.3 | 14.6 | 9.0 | 4.5 | 9.6 | 5.7 | 9.6 | 5.4 |
| [3] Ni molt ni poc | 8 | 25.0 | 37.5 | 12.5 | - | 12.5 | - | - | - | 12.5 |
| [2] Poc | 21 | 33.3 | 14.3 | 28.6 | 4.8 | 4.8 | 4.8 | 9.5 | - | - |
| [1] Gens | 9 | 11.1 | 22.2 | 11.1 | 11.1 | 11.1 | 11.1 | - | 22.2 | - |
| No sap | 24 | 20.8 | 20.8 | 4.2 | 16.7 | 8.3 | 8.3 | 4.2 | 4.2 | 12.5 |
| No contesta | 2 | - | - | 50.0 | - | - | 50.0 | - | - | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.22 | 4.21 | 4.15 | 4.26 | 4.20 | 4.27 | 4.17 | 4.26 | 4.18 | 4.38 |
| Desviació | 0.78 | 0.76 | 0.80 | 0.84 | 0.75 | 0.91 | 0.73 | 0.75 | 0.81 | 0.55 |

| | Zona | | | | | | | | | |
|--|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | TOTAL | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |
| Base: Total entrevistes | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
| Originals | | | | | | | | | | |
| [5] Molt | 101 | 19.8 | 14.9 | 22.8 | 4.0 | 6.9 | 10.9 | 6.9 | 8.9 | 5.0 |
| [4] Bastant | 265 | 20.4 | 16.6 | 18.1 | 10.6 | 6.0 | 6.8 | 6.4 | 8.3 | 6.8 |
| [3] Ni molt ni poc | 68 | 30.9 | 14.7 | 8.8 | 4.4 | 8.8 | 8.8 | 5.9 | 11.8 | 5.9 |
| [2] Poc | 105 | 31.4 | 21.0 | 17.1 | 7.6 | 3.8 | 4.8 | 4.8 | 6.7 | 2.9 |
| [1] Gens | 22 | 22.7 | 22.7 | 13.6 | 9.1 | - | 13.6 | - | 13.6 | 4.5 |
| No sap | 35 | 28.6 | 11.4 | 2.9 | 14.3 | 5.7 | 17.1 | 5.7 | 2.9 | 11.4 |
| No contesta | 4 | 50.0 | - | 25.0 | - | - | 25.0 | - | - | - |
| Mitjana | 3.57 | 3.38 | 3.44 | 3.71 | 3.53 | 3.79 | 3.67 | 3.79 | 3.55 | 3.74 |
| Desviació | 1.10 | 1.13 | 1.16 | 1.11 | 1.04 | 0.93 | 1.19 | 0.96 | 1.14 | 0.96 |
| Impactants | | | | | | | | | | |
| [5] Molt | 169 | 23.1 | 9.5 | 18.3 | 7.7 | 7.1 | 10.1 | 4.1 | 13.0 | 7.1 |
| [4] Bastant | 286 | 23.8 | 19.9 | 16.8 | 9.1 | 4.5 | 9.1 | 5.2 | 6.6 | 4.9 |
| [3] Ni molt ni poc | 29 | 31.0 | 27.6 | 6.9 | 3.4 | 3.4 | 6.9 | 17.2 | 3.4 | - |
| [2] Poc | 78 | 25.6 | 15.4 | 19.2 | 6.4 | 10.3 | 2.6 | 7.7 | 6.4 | 6.4 |
| [1] Gens | 9 | 22.2 | 22.2 | 22.2 | 11.1 | - | 11.1 | - | 11.1 | - |
| No sap | 27 | 25.9 | 18.5 | 3.7 | 14.8 | 3.7 | 3.7 | 7.4 | 7.4 | 14.8 |
| No contesta | 2 | - | - | 50.0 | - | - | 50.0 | - | - | - |
| Mitjana | 3.92 | 3.88 | 3.77 | 3.93 | 3.98 | 3.85 | 4.17 | 3.70 | 4.17 | 4.06 |
| Desviació | 1.02 | 1.03 | 0.95 | 1.07 | 0.98 | 1.16 | 0.86 | 1.02 | 1.04 | 1.03 |
| Adequades per complir el seu objectiu de conscienciació | | | | | | | | | | |
| [5] Molt | 145 | 21.4 | 11.0 | 21.4 | 8.3 | 6.2 | 9.7 | 6.9 | 10.3 | 4.8 |
| [4] Bastant | 301 | 24.3 | 16.9 | 15.6 | 8.6 | 6.0 | 8.6 | 6.0 | 8.6 | 5.3 |
| [3] Ni molt ni poc | 31 | 41.9 | 9.7 | 12.9 | 3.2 | 3.2 | 6.5 | 9.7 | 6.5 | 6.5 |
| [2] Poc | 74 | 24.3 | 25.7 | 14.9 | 8.1 | 6.8 | 5.4 | 5.4 | 4.1 | 5.4 |
| [1] Gens | 16 | 6.3 | 31.3 | 25.0 | 6.3 | - | 12.5 | - | 12.5 | 6.3 |
| No sap | 30 | 30.0 | 20.0 | 6.7 | 13.3 | 6.7 | 3.3 | - | 6.7 | 13.3 |
| No contesta | 3 | - | - | 33.3 | - | - | 33.3 | - | - | 33.3 |
| Mitjana | 3.86 | 3.85 | 3.57 | 3.93 | 3.91 | 3.94 | 3.96 | 3.97 | 4.02 | 3.80 |
| Desviació | 1.03 | 0.95 | 1.15 | 1.09 | 1.01 | 0.97 | 1.03 | 0.92 | 1.00 | 1.06 |
| Fàcils de recordar | | | | | | | | | | |
| [5] Molt | 147 | 22.4 | 14.3 | 19.0 | 6.8 | 6.8 | 9.5 | 6.8 | 9.5 | 4.8 |
| [4] Bastant | 298 | 24.5 | 15.4 | 17.8 | 9.4 | 5.4 | 7.7 | 5.4 | 8.1 | 6.4 |
| [3] Ni molt ni poc | 27 | 33.3 | 18.5 | 7.4 | 3.7 | 7.4 | 7.4 | 7.4 | 7.4 | 7.4 |
| [2] Poc | 80 | 23.8 | 23.8 | 12.5 | 6.3 | 7.5 | 8.8 | 7.5 | 5.0 | 5.0 |
| [1] Gens | 25 | 16.0 | 24.0 | 20.0 | 8.0 | 4.0 | 8.0 | 4.0 | 16.0 | - |
| No sap | 20 | 35.0 | 15.0 | 5.0 | 20.0 | - | 5.0 | - | 10.0 | 10.0 |
| No contesta | 3 | - | - | 33.3 | - | - | 33.3 | - | - | 33.3 |
| Mitjana | 3.80 | 3.81 | 3.59 | 3.91 | 3.85 | 3.80 | 3.83 | 3.80 | 3.83 | 3.91 |
| Desviació | 1.10 | 1.04 | 1.21 | 1.08 | 1.03 | 1.13 | 1.14 | 1.13 | 1.19 | 0.89 |
| Mitjana característiques | | | | | | | | | | |
| Mitjana | 3.91 | 3.88 | 3.72 | 3.98 | 3.94 | 3.91 | 3.99 | 3.93 | 4.00 | 3.99 |
| Desviació | 0.72 | 0.68 | 0.81 | 0.73 | 0.65 | 0.79 | 0.69 | 0.59 | 0.78 | 0.67 |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------|---------------|------------------|--------|--------------|--------|--------------|------------|------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base:Total entrevistes 600 24.2 16.7 16.7 8.3 5.8 8.3 5.8 8.3 5.8

P37.M'ha dit que les campanyes del Servei Català de Trànsit eren gens...Clares en els missatges/ Comprensibles-entenedores en el llenguatge que utilitzen/ Originals/ Impactants/ Adequades per complir el seu objectiu de conscienciació/ Fàcils de recordar. Com milloraria vostè aquestes campanyes de cara al futur?

| Base:Gens a algún atribut | 48 | 18.8 | 29.2 | 20.8 | 6.3 | 2.1 | 8.3 | 2.1 | 8.3 | 4.2 |
|--|----|-------|------|-------|------|------|------|-----|-------|-----|
| Fent-la en castellà també | 2 | - | 50.0 | - | - | - | - | - | 50.0 | - |
| Amb eslògans enganxosos | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Més agressiva | 2 | - | - | 50.0 | - | - | 50.0 | - | - | - |
| Imatges més impactants | 10 | 20.0 | 20.0 | 20.0 | - | 10.0 | 20.0 | - | 10.0 | - |
| Més realista | 7 | - | 57.1 | 28.6 | - | - | 14.3 | - | - | - |
| Amb llenguatge més proper | 2 | - | 50.0 | 50.0 | - | - | - | - | - | - |
| Fer campanyes més presencials i no només a través dels mitjans | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Més curtes i directes | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Més panells informatius a les carreteres i autopistes | 1 | - | - | 100.0 | - | - | - | - | - | - |
| No sap | 23 | 21.7 | 26.1 | 13.0 | 13.0 | - | 8.7 | 4.3 | 4.3 | 8.7 |

DADES DE CLASSIFICACIÓ

P38.Quina és la seva nacionalitat?

| Base:Total entrevistes | 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|------------------------|-----|-------|-------|-------|-------|-----|-------|------|------|-----|
| Espanyola | 574 | 23.7 | 16.9 | 17.1 | 7.8 | 6.1 | 8.2 | 5.7 | 8.4 | 6.1 |
| Italiana | 3 | 66.7 | - | - | - | - | - | - | 33.3 | - |
| Peruana | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Colombiana | 2 | 50.0 | - | - | - | - | 50.0 | - | - | - |
| Argentina | 2 | - | - | - | 50.0 | - | 50.0 | - | - | - |
| Equatoriana | 2 | - | - | 50.0 | - | - | - | 50.0 | - | - |
| Veneçolana | 1 | - | - | - | - | - | 100.0 | - | - | - |
| Xilena | 1 | - | - | - | 100.0 | - | - | - | - | - |
| Xinesa | 1 | - | - | - | 100.0 | - | - | - | - | - |
| Marroquina | 1 | - | - | - | 100.0 | - | - | - | - | - |
| Australiana | 2 | 50.0 | - | - | 50.0 | - | - | - | - | - |
| Francesa | 2 | - | 100.0 | - | - | - | - | - | - | - |
| Portuguesa | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Hondurenysa | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Filipina | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Dominicana | 2 | 100.0 | - | - | - | - | - | - | - | - |
| Holandesa | 1 | - | - | 100.0 | - | - | - | - | - | - |
| Rumanesa | 1 | 100.0 | - | - | - | - | - | - | - | - |

P39.Em podria dir la seva situació professional?

| | | | | | | | | | | |
|----------------------|-----|------|------|------|------|------|------|------|------|-------|
| Treballa | 474 | 25.5 | 15.6 | 16.0 | 9.3 | 5.7 | 8.2 | 5.7 | 8.6 | 5.3 |
| Estudia | 1 | - | - | - | - | - | - | - | - | 100.0 |
| Mestressa de casa | 37 | 18.9 | 13.5 | 21.6 | 2.7 | 2.7 | 10.8 | 8.1 | 10.8 | 10.8 |
| Jubilat, pensionista | 9 | 11.1 | - | 33.3 | 11.1 | 22.2 | - | 11.1 | 11.1 | - |
| Aturat | 76 | 21.1 | 25.0 | 15.8 | 5.3 | 6.6 | 9.2 | 5.3 | 5.3 | 6.6 |
| No contesta | 3 | - | 66.7 | 33.3 | - | - | - | - | - | - |

P40.Em podria dir la seva professió actual?

| Base:Treballa | 474 | 25.5 | 15.6 | 16.0 | 9.3 | 5.7 | 8.2 | 5.7 | 8.6 | 5.3 |
|------------------------|-----|-------|------|------|------|------|------|------|------|-----|
| Professional liberal | 21 | 33.3 | 4.8 | 9.5 | 14.3 | 14.3 | 9.5 | 9.5 | 4.8 | - |
| Empresaris/Propietaris | 22 | 13.6 | 9.1 | 18.2 | 18.2 | - | 13.6 | 9.1 | 18.2 | - |
| Autònom | 52 | 26.9 | 17.3 | 15.4 | 5.8 | 7.7 | 9.6 | 7.7 | 5.8 | 3.8 |
| Quadre | 12 | 41.7 | 16.7 | 8.3 | 8.3 | - | 8.3 | - | 8.3 | 8.3 |
| Empleat | 326 | 25.8 | 15.6 | 16.6 | 8.9 | 5.8 | 7.4 | 4.6 | 9.2 | 6.1 |
| Treballador/obrer | 38 | 18.4 | 21.1 | 15.8 | 10.5 | 2.6 | 10.5 | 10.5 | 5.3 | 5.3 |
| No sap | 1 | 100.0 | - | - | - | - | - | - | - | - |
| No contesta | 2 | - | 50.0 | 50.0 | - | - | - | - | - | - |

| TOTAL | Zona | | | | | | | | |
|-------|-------------------------|---------------------|------------------------|--------|-----------------|--------|-----------------|---------------|------------------------|
| | Barce lona Ciutat | Barce lona AM | Barce lona Resta | Girona | Girona Resta | Lleida | Lleida Resta | Tarra gona | Tarra gona Resta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

P41. Quin és el seu nivell d'estudis finalitzats?

Base: Total entrevistes

| | | | | | | | | | |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|
| 600 | 24.2 | 16.7 | 16.7 | 8.3 | 5.8 | 8.3 | 5.8 | 8.3 | 5.8 |
|-----|------|------|------|-----|-----|-----|-----|-----|-----|

| | | | | | | | | | | |
|--|-----|------|------|------|------|-------|------|------|------|------|
| No sap llegir ni escriure | 1 | - | - | - | - | 100.0 | - | - | - | - |
| Elementals incomplets (sap llegir i escriure sense haver finalitzat l'educació primària) | 3 | 33.3 | - | - | - | - | - | - | - | 66.7 |
| Primaris complerts (cinc cursos aprovats d'EGB) | 37 | 8.1 | 16.2 | 18.9 | 2.7 | 18.9 | 10.8 | 8.1 | 8.1 | 8.1 |
| 1era etapa d'educació secundària (graduats escolars, batxillerat elemental, EGB o ESO) | 72 | 12.5 | 15.3 | 23.6 | 9.7 | 5.6 | 8.3 | 12.5 | 6.9 | 5.6 |
| Ensenyaments de batxillerat: batxillerat superior, BUP, batxillerat pla nou, PREU o COU | 118 | 26.3 | 21.2 | 12.7 | 13.6 | 5.1 | 5.1 | 3.4 | 5.9 | 6.8 |
| FP de grau mitjà: oficial industrial, FPI, CFGM | 55 | 16.4 | 10.9 | 23.6 | - | 9.1 | 7.3 | 10.9 | 12.7 | 9.1 |
| FP de grau superior, CFGS, mestratge industrial, FPII | 84 | 26.2 | 14.3 | 19.0 | 6.0 | 1.2 | 13.1 | 3.6 | 8.3 | 8.3 |
| Universitaris de grau mitjà (diplomatures i ensenyaments universitaris de primer cicle) | 73 | 20.5 | 15.1 | 12.3 | 9.6 | 9.6 | 12.3 | 6.8 | 12.3 | 1.4 |
| Universitaris de grau superior (licenciats i ensenyaments universitaris de segon cicle) | 139 | 35.3 | 18.0 | 13.7 | 9.4 | 2.9 | 5.8 | 2.9 | 8.6 | 3.6 |
| Universitaris de tercer cicle | 12 | 50.0 | 8.3 | 16.7 | 8.3 | - | 8.3 | 8.3 | - | - |
| Altres | 2 | - | 50.0 | 50.0 | - | - | - | - | - | - |
| No contesta | 4 | - | 50.0 | 25.0 | - | - | 25.0 | - | - | - |

| | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | | No contesta |
|--------------------------------|--------------------|---------|------------|------|-----------|-------------------------------|------|------|-------------|
| | TOTAL | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | |
| Base: Total entrevistes | 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
| Hàbitat | | | | | | | | | |
| -2.000 | 33 | 97.0 | 3.0 | 9.1 | 12.1 | 6.1 | 66.7 | 33.3 | - |
| 2.000-5.000 | 30 | 90.0 | 3.3 | 6.7 | 13.3 | 3.3 | 46.7 | 53.3 | - |
| 5.001-10.000 | 31 | 100.0 | 6.5 | 6.5 | - | 12.9 | 25.8 | 74.2 | - |
| 10.001-50.000 | 99 | 94.9 | 1.0 | 10.1 | 8.1 | 11.1 | 40.4 | 59.6 | - |
| 50.001-100.000 | 96 | 99.0 | 1.0 | 7.3 | 5.2 | 4.2 | 42.7 | 57.3 | - |
| 100.001-500.000 | 166 | 98.8 | 5.4 | 12.0 | 2.4 | 8.4 | 39.8 | 59.0 | 1.2 |
| +500.0000 | 145 | 97.2 | 1.4 | 14.5 | 3.4 | 10.3 | 42.1 | 55.9 | 2.1 |
| Província | | | | | | | | | |
| Barcelona | 345 | 97.4 | 2.0 | 13.0 | 4.1 | 9.3 | 40.3 | 58.8 | 0.9 |
| Girona | 85 | 96.5 | 1.2 | 9.4 | 9.4 | 11.8 | 41.2 | 58.8 | - |
| Lleida | 85 | 97.6 | 5.9 | 7.1 | 5.9 | 9.4 | 54.1 | 43.5 | 2.4 |
| Tarragona | 85 | 97.6 | 4.7 | 7.1 | 3.5 | 1.2 | 37.6 | 62.4 | - |
| Zona | | | | | | | | | |
| Barcelona Ciutat | 145 | 97.2 | 1.4 | 14.5 | 3.4 | 10.3 | 42.1 | 55.9 | 2.1 |
| Barcelona AM | 100 | 99.0 | 4.0 | 10.0 | 2.0 | 7.0 | 35.0 | 65.0 | - |
| Barcelona resta província | 100 | 96.0 | 1.0 | 14.0 | 7.0 | 10.0 | 43.0 | 57.0 | - |
| Girona | 50 | 98.0 | 2.0 | 10.0 | 6.0 | 4.0 | 46.0 | 54.0 | - |
| Girona resta província | 35 | 94.3 | - | 8.6 | 14.3 | 22.9 | 34.3 | 65.7 | - |
| Lleida | 50 | 100.0 | 6.0 | 10.0 | 4.0 | 8.0 | 54.0 | 42.0 | 4.0 |
| Lleida resta província | 35 | 94.3 | 5.7 | 2.9 | 8.6 | 11.4 | 54.3 | 45.7 | - |
| Tarragona | 50 | 100.0 | 8.0 | 10.0 | - | 2.0 | 30.0 | 70.0 | - |
| Tarragona resta província | 35 | 94.3 | - | 2.9 | 8.6 | - | 48.6 | 51.4 | - |
| Sexe | | | | | | | | | |
| Home | 301 | 96.7 | 3.3 | 13.3 | 5.3 | 11.6 | 37.9 | 61.5 | 0.7 |
| Dona | 299 | 98.0 | 2.3 | 8.4 | 4.7 | 5.4 | 46.2 | 52.8 | 1.0 |
| Edat | | | | | | | | | |
| 18-30 anys | 26 | 92.3 | 7.7 | 15.4 | 7.7 | 7.7 | 30.8 | 69.2 | - |
| 31-45 anys | 445 | 97.3 | 3.1 | 9.9 | 4.9 | 8.3 | 43.8 | 55.1 | 1.1 |
| Més de 46 anys | 129 | 98.4 | 0.8 | 13.2 | 4.7 | 9.3 | 38.0 | 62.0 | - |

PERFIL DEL CONSULTAT I ACTITUDS ENVERS LA SINISTRALITAT

P1.Podria dir-nos si en aquesta llar hi ha nens de 0 a 12 anys?

| | | | | | | | | | |
|----|-----|------|-----|------|-----|-----|------|------|-----|
| Si | 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|----|-----|------|-----|------|-----|-----|------|------|-----|

P2.Per començar, podria dir-nos si vostè disposa de permís de conduir?

| | | | | | | | | | |
|----|-----|------|-----|------|-----|-----|------|------|-----|
| Si | 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|----|-----|------|-----|------|-----|-----|------|------|-----|

P3.Em podria dir quin tipus de vehicle o vehicles tenen a la seva llar?

| | | | | | | | | | |
|------------|-----|-------|-------|-------|-------|-------|------|-------|-----|
| Turisme | 584 | 100.0 | 2.6 | 10.8 | 3.1 | 8.4 | 41.6 | 57.5 | 0.9 |
| Ciclomotor | 17 | 88.2 | 100.0 | 5.9 | - | 11.8 | 47.1 | 47.1 | 5.9 |
| Moto | 65 | 96.9 | 1.5 | 100.0 | 6.2 | 20.0 | 35.4 | 64.6 | - |
| Bicicleta | 42 | 97.6 | 4.8 | 28.6 | 7.1 | 100.0 | 47.6 | 52.4 | - |
| Furgoneta | 30 | 60.0 | - | 13.3 | 100.0 | 13.3 | 43.3 | 56.7 | - |
| Camió | 1 | 100.0 | - | 100.0 | - | 100.0 | - | 100.0 | - |
| Altres | 9 | 88.9 | - | 11.1 | 11.1 | 100.0 | 44.4 | 55.6 | - |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escollat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P4. Em podria quants fills té entre 0 i 12 anys si us plau?

| | | | | | | | | | |
|------------------|------|-------|------|------|-------|------|-------|-------|------|
| 1 | 344 | 98.0 | 2.3 | 12.2 | 4.9 | 8.7 | 39.0 | 60.2 | 0.9 |
| 2 | 218 | 97.2 | 3.7 | 8.3 | 4.1 | 8.3 | 46.3 | 52.8 | 0.9 |
| 3 | 33 | 93.9 | 3.0 | 15.2 | 9.1 | 9.1 | 42.4 | 57.6 | - |
| 4 | 3 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |
| 5 | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| 6 | 1 | - | - | - | 100.0 | - | - | 100.0 | - |
| Mitjana de fills | 1.50 | 1.49 | 1.59 | 1.43 | 1.67 | 1.47 | 1.55 | 1.47 | 1.40 |
| | 0.67 | 0.64 | 0.62 | 0.64 | 1.06 | 0.61 | 0.67 | 0.66 | 0.49 |

P4a. Sexe del fill sel·leccionat

| | | | | | | | | | |
|------|-----|------|-----|------|-----|-----|------|------|-----|
| Home | 310 | 97.4 | 2.9 | 11.6 | 4.2 | 8.4 | 43.5 | 55.5 | 1.0 |
| Dona | 290 | 97.2 | 2.8 | 10.0 | 5.9 | 8.6 | 40.3 | 59.0 | 0.7 |

P4b. Edat del fill sel·leccionat

| | | | | | | | | | |
|----------------|-----|------|-----|------|-----|-----|------|------|-----|
| De 0 a 5 anys | 253 | 96.8 | 4.3 | 9.5 | 5.9 | 7.1 | 41.1 | 57.7 | 1.2 |
| De 6 a 8 anys | 161 | 96.9 | 3.1 | 14.9 | 3.7 | 9.9 | 43.5 | 55.9 | 0.6 |
| De 9 a 12 anys | 186 | 98.4 | 0.5 | 9.1 | 4.8 | 9.1 | 41.9 | 57.5 | 0.5 |

Edat del fill desagregat

| | | | | | | | | | |
|---------|----|-------|-----|------|-----|------|------|------|-----|
| 0 anys | 23 | 95.7 | 8.7 | - | 8.7 | - | 34.8 | 60.9 | 4.3 |
| 1 anys | 34 | 94.1 | - | 23.5 | 8.8 | 8.8 | 26.5 | 70.6 | 2.9 |
| 2 anys | 46 | 100.0 | 4.3 | 13.0 | 8.7 | 6.5 | 47.8 | 52.2 | - |
| 3 anys | 53 | 96.2 | 5.7 | 7.5 | 7.5 | 7.5 | 41.5 | 58.5 | - |
| 4 anys | 49 | 93.9 | 4.1 | 8.2 | 4.1 | 8.2 | 40.8 | 57.1 | 2.0 |
| 5 anys | 48 | 100.0 | 4.2 | 4.2 | - | 8.3 | 47.9 | 52.1 | - |
| 6 anys | 71 | 98.6 | 1.4 | 15.5 | 1.4 | 14.1 | 46.5 | 52.1 | 1.4 |
| 7 anys | 47 | 93.6 | 6.4 | 14.9 | 6.4 | 6.4 | 44.7 | 55.3 | - |
| 8 anys | 43 | 97.7 | 2.3 | 14.0 | 4.7 | 7.0 | 37.2 | 62.8 | - |
| 9 anys | 41 | 97.6 | - | 2.4 | 2.4 | 4.9 | 29.3 | 70.7 | - |
| 10 anys | 51 | 98.0 | - | 15.7 | 2.0 | 13.7 | 51.0 | 49.0 | - |
| 11 anys | 39 | 97.4 | - | 7.7 | 5.1 | 10.3 | 53.8 | 46.2 | - |
| 12 anys | 55 | 100.0 | 1.8 | 9.1 | 9.1 | 7.3 | 34.5 | 63.6 | 1.8 |

P5. Em podria dir de forma aproximada l'alçada (en centímetres) del seu fill/a?

| | | | | | | | | | |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| De 31 a 40 centímetres | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| De 41 a 50 centímetres | 6 | 100.0 | - | - | - | - | 16.7 | 83.3 | - |
| De 51 a 60 centímetres | 15 | 86.7 | - | - | 20.0 | - | 26.7 | 73.3 | - |
| De 61 a 70 centímetres | 16 | 100.0 | 12.5 | 18.8 | 6.3 | 6.3 | 43.8 | 50.0 | 6.3 |
| De 71 a 80 centímetres | 25 | 100.0 | 4.0 | 24.0 | 8.0 | 4.0 | 40.0 | 56.0 | 4.0 |
| De 81 a 90 centímetres | 33 | 100.0 | 3.0 | 12.1 | 6.1 | 6.1 | 27.3 | 72.7 | - |
| De 91 a 100 centímetres | 53 | 94.3 | 5.7 | 9.4 | 7.5 | 9.4 | 45.3 | 54.7 | - |
| De 101 a 110 centímetres | 55 | 100.0 | 1.8 | 9.1 | - | 7.3 | 52.7 | 47.3 | - |
| De 111 a 120 centímetres | 96 | 99.0 | 4.2 | 10.4 | 1.0 | 12.5 | 40.6 | 58.3 | 1.0 |
| De 121 a 130 centímetres | 74 | 95.9 | 5.4 | 6.8 | 1.4 | 9.5 | 54.1 | 45.9 | - |
| De 131 a 140 centímetres | 72 | 97.2 | - | 18.1 | 9.7 | 6.9 | 37.5 | 62.5 | - |
| De 141 a 150 centímetres | 65 | 96.9 | - | 7.7 | 4.6 | 9.2 | 43.1 | 56.9 | - |
| De 151 a 160 centímetres | 42 | 100.0 | - | 7.1 | 7.1 | 9.5 | 38.1 | 59.5 | 2.4 |
| De 161 a 170 centímetres | 10 | 100.0 | - | - | - | 20.0 | 30.0 | 70.0 | - |
| De 171 a 180 centímetres | 2 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| No sap | 35 | 91.4 | 2.9 | 17.1 | 8.6 | 5.7 | 37.1 | 60.0 | 2.9 |
| Mitjana d'alçada | !!!! | 118.75 | 104.31 | 116.47 | 114.04 | 124.29 | 119.37 | 118.34 | 102.75 |
| | 27.12 | 27.06 | 21.72 | 25.69 | 34.04 | 22.51 | 25.33 | 28.20 | 38.23 |

| | Vehicles a la llar | | | | | | Ha vist/escollat "Clac i Rum" | | |
|--|--------------------|---------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | TOTAL | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | | |
|--|-----|------|-----|------|-----|-----|------|------|-----|
| | 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|--|-----|------|-----|------|-----|-----|------|------|-----|

P6. Podria dir-me de forma aproximada el pes del seu fill/a (en quilos)?

| | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| De 1 a 10 quilos | 52 | 94.2 | 3.8 | 11.5 | 11.5 | 5.8 | 32.7 | 63.5 | 3.8 |
| De 11 a 20 quilos | 189 | 97.9 | 4.8 | 11.1 | 4.2 | 8.5 | 43.4 | 56.1 | 0.5 |
| De 21 a 30 quilos | 156 | 98.1 | 2.6 | 10.9 | 3.8 | 9.0 | 48.1 | 51.9 | - |
| De 31 a 40 quilos | 108 | 95.4 | 1.9 | 10.2 | 4.6 | 7.4 | 39.8 | 60.2 | - |
| De 41 a 50 quilos | 49 | 100.0 | - | 10.2 | 2.0 | 14.3 | 42.9 | 57.1 | - |
| De 51 a 60 quilos | 17 | 100.0 | - | 5.9 | 11.8 | 11.8 | 23.5 | 70.6 | 5.9 |
| De 61 a 70 quilos | 6 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |
| No sap | 22 | 95.5 | - | 18.2 | 9.1 | 4.5 | 36.4 | 59.1 | 4.5 |
| No contesta | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Mitjana de pes | 25.91 | 25.99 | 18.47 | 24.13 | 23.86 | 26.94 | 25.54 | 26.22 | 22.50 |
| | 12.79 | 12.81 | 8.60 | 11.41 | 14.28 | 12.83 | 11.71 | 13.44 | 19.47 |

P7. Dels següents problemes socials, quin és el que més li preocupa?

| | | | | | | | | | |
|-------------------------------|-----|-------|------|------|------|-------|------|-------|-----|
| Els accidents de trànsit | 61 | 98.4 | 3.3 | 8.2 | 3.3 | 8.2 | 47.5 | 50.8 | 1.6 |
| Els accidents de treball | 6 | 100.0 | 16.7 | 16.7 | - | 16.7 | - | 100.0 | - |
| La integració dels immigrants | 47 | 95.7 | 6.4 | 17.0 | 4.3 | 6.4 | 55.3 | 44.7 | - |
| L'atur | 328 | 97.6 | 2.7 | 9.5 | 4.9 | 7.0 | 39.6 | 59.1 | 1.2 |
| La inseguretat ciutadana | 87 | 96.6 | 1.1 | 14.9 | 6.9 | 13.8 | 50.6 | 49.4 | - |
| L'habitatge | 13 | 100.0 | - | 15.4 | 7.7 | 15.4 | 23.1 | 76.9 | - |
| El terrorisme | 24 | 95.8 | - | 8.3 | 8.3 | 12.5 | 37.5 | 62.5 | - |
| Altres | 23 | 95.7 | 4.3 | - | - | 4.3 | 30.4 | 69.6 | - |
| No sap | 10 | 100.0 | - | 30.0 | 10.0 | - | 40.0 | 60.0 | - |
| No contesta | 1 | 100.0 | - | - | - | 100.0 | - | 100.0 | - |

P8. Digui'm en una escala de 0 a 10 (on 0 significa cap preocupació i 10 significa màxima preocupació), en quina mesura li preocupen els accidents de trànsit?

| | | | | | | | | | |
|-------------------------|------|-------|------|------|------|-------|------|-------|------|
| [0] Cap preocupació | 1 | 100.0 | - | - | - | 100.0 | - | 100.0 | - |
| [1] | 0 | - | - | - | - | - | - | - | - |
| [2] | 3 | 100.0 | - | 33.3 | - | - | 33.3 | 66.7 | - |
| [3] | 6 | 100.0 | - | 16.7 | - | 16.7 | - | 100.0 | - |
| [4] | 13 | 100.0 | 7.7 | 15.4 | - | 7.7 | 23.1 | 76.9 | - |
| [5] | 47 | 97.9 | 2.1 | 12.8 | 2.1 | 2.1 | 25.5 | 70.2 | 4.3 |
| [6] | 33 | 100.0 | 6.1 | 9.1 | 6.1 | 12.1 | 45.5 | 54.5 | - |
| [7] | 110 | 98.2 | 1.8 | 18.2 | 1.8 | 7.3 | 51.8 | 48.2 | - |
| [8] | 163 | 96.3 | 1.2 | 9.2 | 6.1 | 8.6 | 45.4 | 52.8 | 1.8 |
| [9] | 80 | 98.8 | - | 10.0 | 5.0 | 11.3 | 40.0 | 60.0 | - |
| [10] Màxima preocupació | 144 | 95.8 | 6.3 | 6.3 | 7.6 | 8.3 | 40.3 | 59.7 | - |
| No sap | 0 | - | - | - | - | - | - | - | - |
| No contesta | 0 | - | - | - | - | - | - | - | - |
| Mitjana | 7.91 | 7.89 | 8.29 | 7.43 | 8.57 | 7.94 | 8.03 | 7.83 | 6.80 |
| Desviació | 1.76 | 1.76 | 2.08 | 1.78 | 1.41 | 1.97 | 1.51 | 1.91 | 1.47 |

P9. En l'últim any, ha patit vostè algun accident de trànsit encara que fos de poca gravetat, ja sigui de conductor, d'acompanyant o de vianant?

| | | | | | | | | | |
|--------------------|-----|------|------|------|-----|-----|------|------|-----|
| Si com conductor | 35 | 97.1 | 5.7 | 25.7 | 2.9 | 5.7 | 51.4 | 48.6 | - |
| Si com acompanyant | 5 | 80.0 | 20.0 | - | - | - | 60.0 | 40.0 | - |
| No | 560 | 97.5 | 2.5 | 10.0 | 5.2 | 8.8 | 41.3 | 57.9 | 0.9 |

P10. De quants Cotxes (Turismes o Furgonetes) disposen a la seva llar i ha fet servir en els darrers 12 mesos per portar al seu fill/a?

Base: Té turisme o furgoneta

| | | | | | | | | | |
|-------------|-----|-------|-----|------|-------|------|-------|------|-----|
| | 596 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.9 | 57.2 | 0.8 |
| 1 | 327 | 98.2 | 3.1 | 8.0 | 3.4 | 7.6 | 43.4 | 55.0 | 1.5 |
| 2 | 248 | 98.4 | 1.6 | 14.5 | 6.5 | 8.1 | 38.7 | 61.3 | - |
| 3 | 18 | 100.0 | 5.6 | 5.6 | 5.6 | 33.3 | 50.0 | 50.0 | - |
| 7 | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| No contesta | 2 | - | - | - | 100.0 | - | 100.0 | - | - |

| | Vehicles a la llar | | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------------------------------|--------------------|---------|------------|------|-----------|--------|-------------------------------|------|-------------|
| | TOTAL | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |
| <u>Base:Total entrevistes</u> | 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
| Mitjana de cotxes | 1.49 | 1.49 | 1.50 | 1.50 | 1.44 | 1.43 | 1.53 | 1.47 | 1.00 |
| | 0.73 | 0.74 | 0.76 | 0.50 | 0.50 | 0.49 | 1.01 | 0.53 | 0.00 |

P11.Del següent llistat de sistemes de retenció infantil que li llegiré, podria dir-me quin utilitza habitualment quan porta al seu fill/a en aquest cotxe?

| | | | | | | | | | |
|---------------------------------------|-----|-------|------|------|------|------|-------|------|------|
| <u>Base:Utilitza vehicle per nens</u> | 596 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.9 | 57.2 | 0.8 |
| Cabàs | 8 | 87.5 | 12.5 | - | 25.0 | - | 37.5 | 50.0 | 12.5 |
| Portabebè | 20 | 95.0 | 5.0 | 5.0 | 20.0 | 5.0 | 20.0 | 80.0 | - |
| Cadira | 192 | 97.4 | 3.1 | 13.0 | 4.7 | 10.4 | 44.3 | 54.7 | 1.0 |
| Cadira elevador | 213 | 98.1 | 2.8 | 9.4 | 3.8 | 8.0 | 42.3 | 57.3 | 0.5 |
| Coixí elevador | 47 | 97.9 | - | 14.9 | 2.1 | 6.4 | 48.9 | 51.1 | - |
| Només cinturó de seguretat | 115 | 100.0 | 0.9 | 8.7 | 5.2 | 8.7 | 38.3 | 60.9 | 0.9 |
| Cap | 1 | 100.0 | - | - | - | - | 100.0 | - | - |

P12.Perquè no utilitza cap sistema de retenció infantil?

| | | | | | | | | | |
|-----------------------|---|-------|---|---|---|---|-------|---|---|
| <u>Base:Cap SRI</u> | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| Ho troba una bestiesa | 1 | 100.0 | - | - | - | - | 100.0 | - | - |

Utilitza SRI adequat

| | | | | | | | | | |
|------------------------------------|-----|------|-----|------|------|-----|------|------|-----|
| <u>Base:Té turisme o furgoneta</u> | 596 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.9 | 57.2 | 0.8 |
| Si | 377 | 98.4 | 2.4 | 10.3 | 5.3 | 9.3 | 42.2 | 56.8 | 1.1 |
| No | 179 | 98.3 | 2.8 | 10.6 | 3.4 | 7.8 | 42.5 | 57.5 | - |
| N.S./N.C. | 40 | 92.5 | 2.5 | 12.5 | 10.0 | 5.0 | 37.5 | 60.0 | 2.5 |

P13.Em pot dir quin ha estat el canal principal pel que s'ha informat del sistema de Retenció Infantil més adient pel seu fill/a?

| | | | | | | | | | |
|---|-----|-------|-----|------|------|------|-------|------|-----|
| <u>Base:Utilitza SRI</u> | 595 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.8 | 57.3 | 0.8 |
| Fulletons informatius sobre SRI | 42 | 100.0 | 4.8 | 4.8 | - | 4.8 | 45.2 | 52.4 | 2.4 |
| A la Botiga on va comprar el SRI | 261 | 98.1 | 2.7 | 12.3 | 4.2 | 7.3 | 43.3 | 55.6 | 1.1 |
| Internet | 78 | 98.7 | 1.3 | 9.0 | 2.6 | 10.3 | 39.7 | 59.0 | 1.3 |
| Familiars/amics | 60 | 96.7 | 5.0 | 13.3 | 10.0 | 5.0 | 41.7 | 58.3 | - |
| Revistes | 41 | 95.1 | 4.9 | 9.8 | 12.2 | 24.4 | 26.8 | 73.2 | - |
| Professionals Sanitaris (pediatra, infermeres...) | 15 | 86.7 | - | - | 13.3 | 13.3 | 53.3 | 46.7 | - |
| Mitjans de comunicació | 26 | 100.0 | - | 7.7 | 3.8 | 3.8 | 42.3 | 57.7 | - |
| Forces de seguretat | 6 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |
| Concessionari/Asseguradora | 15 | 100.0 | - | 13.3 | - | 6.7 | 46.7 | 53.3 | - |
| Llegint el reglament | 2 | 100.0 | - | - | - | - | 100.0 | - | - |
| Per lògica/Sentit comú | 10 | 100.0 | - | 20.0 | - | 30.0 | 30.0 | 70.0 | - |
| Per l'escola | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| Varis canals | 4 | 100.0 | - | - | 25.0 | 50.0 | 25.0 | 75.0 | - |
| No sap | 25 | 100.0 | - | 16.0 | 8.0 | - | 36.0 | 64.0 | - |
| No contesta | 9 | 100.0 | - | - | - | - | 44.4 | 55.6 | - |

P14.El seu fill/a s'ha negat alguna vegada a fer servir el SRI?

| | | | | | | | | | |
|--------------------------|-----|------|-----|------|-----|-----|------|------|-----|
| <u>Base:Utilitza SRI</u> | 595 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.8 | 57.3 | 0.8 |
| Si | 109 | 99.1 | 2.8 | 17.4 | 4.6 | 6.4 | 40.4 | 59.6 | - |
| No | 486 | 97.7 | 2.5 | 9.1 | 5.1 | 9.1 | 42.2 | 56.8 | 1.0 |

P15.Quan el seu fill/a s'ha oposat a fer servir el sistema de retenció infantil com ha actuat vostè?

| | | | | | | | | | |
|---|-----|-------|------|------|-----|-----|------|-------|---|
| <u>Base:Fill s'ha negat a utilitzar SRI</u> | 109 | 99.1 | 2.8 | 17.4 | 4.6 | 6.4 | 40.4 | 59.6 | - |
| Sempre que passa, li he tret | 2 | 100.0 | - | - | - | - | - | 100.0 | - |
| Alguna vegada li he tret | 9 | 100.0 | 11.1 | 11.1 | - | - | 22.2 | 77.8 | - |
| Mai li he tret, sempre li deixo posat | 98 | 99.0 | 2.0 | 18.4 | 5.1 | 7.1 | 42.9 | 57.1 | - |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escollat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P16. Si el seu fill/a s'oposés a fer servir el sistema de retenció infantil com actuaaria vostè?

Base: Fill no s'ha negat a utilitzar SRI

| | | | | | | | | |
|---------------------------------|------|-------|------|-----|-----|------|-------|------|
| 486 | 97.7 | 2.5 | 9.1 | 5.1 | 9.1 | 42.2 | 56.8 | 1.0 |
| Li trauria | 4 | 100.0 | 25.0 | - | - | - | 100.0 | - |
| Depen de la situació li trauria | 5 | 100.0 | - | - | - | - | 100.0 | - |
| Mai li trauria | 476 | 97.7 | 2.3 | 9.2 | 5.3 | 9.2 | 43.1 | 55.9 |
| No sap | 1 | 100.0 | - | - | - | - | 100.0 | - |

P17. Quin és el principal inconvenient que es troba a l'hora d'utilitzar el sistema de retenció infantil?

Base: Utilitza SRI

| | | | | | | | | |
|--------------------------------------|------|-------|------|------|------|-------|-------|------|
| 595 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.8 | 57.3 | 0.8 |
| Desprèn molta calor | 9 | 100.0 | - | - | - | 44.4 | 55.6 | - |
| Incomoditat pel cinturó | 23 | 100.0 | - | 21.7 | 4.3 | 17.4 | 47.8 | 52.2 |
| Ocupen molt espai | 32 | 100.0 | 3.1 | 6.3 | 6.3 | 9.4 | 43.8 | 53.1 |
| Incomoditat | 49 | 98.0 | 12.2 | 14.3 | 6.1 | 14.3 | 57.1 | 42.9 |
| Alçada de la cadira | 1 | 100.0 | - | - | - | 100.0 | - | - |
| Posar el SRI en vehicles no propis | 11 | 100.0 | - | - | - | 18.2 | 63.6 | 36.4 |
| Poca mobilitat pels nens | 7 | 100.0 | - | 14.3 | - | 14.3 | 28.6 | 71.4 |
| Dificultat en la utilització | 23 | 95.7 | 4.3 | 8.7 | 4.3 | 4.3 | 52.2 | 39.1 |
| Quan dormen el cap no queda subjecte | 10 | 100.0 | - | - | - | 10.0 | 60.0 | 40.0 |
| El nen es descorda | 2 | 100.0 | - | - | - | - | 100.0 | - |
| Inseguretat en cas d'accident | 8 | 100.0 | - | 12.5 | - | 25.0 | 62.5 | 37.5 |
| Altres | 8 | 87.5 | - | 12.5 | 12.5 | - | 25.0 | 75.0 |
| Cap | 406 | 97.8 | 1.7 | 10.6 | 5.2 | 7.4 | 37.9 | 61.6 |
| No sap | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 |
| No contesta | 3 | 100.0 | - | 33.3 | 33.3 | - | 66.7 | 33.3 |

P18. De les següents vies que li llegiré, podria dirme amb quina freqüència (sempre, la majoria de vegades, algunes vegades, rarament o mai) quan circula per elles acostuma a posarli al seu fill/a algun tipus de sistema de retenció infantil?

Vies urbanes (desplaçaments de menys de 5 minuts)

Base: Utilitza SRI

| | | | | | | | | |
|-----------------------|------|-------|------|------|------|------|------|-------|
| 595 | 98.0 | 2.5 | 10.6 | 5.0 | 8.6 | 41.8 | 57.3 | 0.8 |
| Sempre | 562 | 97.9 | 2.5 | 10.9 | 5.0 | 8.2 | 41.6 | 57.7 |
| La majoria de vegades | 18 | 100.0 | - | 5.6 | 11.1 | 16.7 | 66.7 | 33.3 |
| Alguna vegada | 6 | 100.0 | - | - | - | 16.7 | 33.3 | 66.7 |
| Rarament | 3 | 100.0 | - | 33.3 | - | 33.3 | - | 100.0 |
| Mai | 4 | 100.0 | 25.0 | - | - | - | 25.0 | 50.0 |
| No sap | 2 | 100.0 | - | - | - | - | - | 100.0 |

Vies urbanes (desplaçaments de més de 5 minuts)

| | | | | | | | | |
|-----------------------|------|-------|------|-----|------|------|------|-------|
| 578 | 97.9 | 2.6 | 10.9 | 4.8 | 8.7 | 42.6 | 56.7 | 0.7 |
| Sempre | 7 | 100.0 | - | - | 14.3 | 14.3 | 42.9 | 57.1 |
| La majoria de vegades | 4 | 100.0 | - | - | 25.0 | - | - | 100.0 |
| Alguna vegada | 2 | 100.0 | - | - | - | - | - | 100.0 |
| Rarament | 3 | 100.0 | - | - | - | - | - | 66.7 |
| Mai | 1 | 100.0 | - | - | - | - | - | 100.0 |

Vies interurbanes de curt recorregut

| | | | | | | | | |
|-----------------------|------|-------|------|------|------|------|------|-------|
| 577 | 97.9 | 2.6 | 10.7 | 5.0 | 8.7 | 42.3 | 57.0 | 0.7 |
| Sempre | 10 | 100.0 | - | 10.0 | - | 10.0 | 50.0 | 50.0 |
| La majoria de vegades | 4 | 100.0 | - | - | 25.0 | - | - | 100.0 |
| Alguna vegada | 2 | 100.0 | - | - | - | - | - | 100.0 |
| Rarament | 2 | 100.0 | - | - | - | - | - | 100.0 |
| Mai | 2 | 100.0 | - | - | - | - | - | 50.0 |

Vies interurbanes de llarg recorregut

| | | | | | | | | |
|-----------------------|------|-------|------|-----|------|------|------|-------|
| 584 | 97.9 | 2.6 | 10.8 | 5.0 | 8.7 | 42.3 | 57.0 | 0.7 |
| Sempre | 5 | 100.0 | - | - | - | 20.0 | 80.0 | - |
| La majoria de vegades | 3 | 100.0 | - | - | 33.3 | - | - | 100.0 |
| Rarament | 3 | 100.0 | - | - | - | - | - | 33.3 |
| Mai | 3 | 100.0 | - | - | - | - | - | 33.3 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escollat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P19. Acostuma a posar el casc al seu fill/a si el porta amb la moto/ciclomotor?

Base: Té moto o ciclomotor

| | | | | | | | | |
|----|------|------|------|-----|------|------|------|-----|
| 81 | 95.1 | 21.0 | 80.2 | 4.9 | 18.5 | 38.3 | 60.5 | 1.2 |
|----|------|------|------|-----|------|------|------|-----|

| | | | | | | | | | |
|--------------------------------------|----|-------|-------|-------|-----|------|-------|------|-----|
| Sempre | 24 | 95.8 | 12.5 | 91.7 | 8.3 | 16.7 | 45.8 | 54.2 | - |
| Rarament | 1 | 100.0 | - | 100.0 | - | - | 100.0 | - | - |
| No el porto mai a la moto/ciclomotor | 55 | 96.4 | 23.6 | 76.4 | 3.6 | 20.0 | 32.7 | 65.5 | 1.8 |
| No contesta | 1 | - | 100.0 | - | - | - | 100.0 | - | - |

P20. De les següents frases que li llegiré a continuació, podria dirme si està molt, bastant, poc o gens d'acord amb elles?

Els SRI resulten perillosos en cas de que sigui necessari abandonar ràpidament el vehicle

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|------|
| [5] Molt | 44 | 93.2 | 2.3 | 13.6 | 6.8 | 2.3 | 36.4 | 63.6 | - |
| [4] Bastant | 128 | 97.7 | 5.5 | 9.4 | 5.5 | 10.2 | 37.5 | 61.7 | 0.8 |
| [3] Ni molt ni poc | 40 | 100.0 | - | 12.5 | 5.0 | 12.5 | 40.0 | 60.0 | - |
| [2] Poc | 163 | 98.8 | 1.8 | 9.8 | 5.5 | 7.4 | 43.6 | 55.8 | 0.6 |
| [1] Gens | 175 | 98.3 | 2.3 | 13.1 | 2.9 | 7.4 | 45.1 | 54.3 | 0.6 |
| No sap | 46 | 89.1 | 4.3 | 6.5 | 8.7 | 13.0 | 43.5 | 52.2 | 4.3 |
| No contesta | 4 | 100.0 | - | - | - | 25.0 | 50.0 | 50.0 | - |
| Mitjana | 2.46 | 2.45 | 2.87 | 2.39 | 2.77 | 2.48 | 2.35 | 2.54 | 2.33 |
| Desviació | 1.35 | 1.34 | 1.41 | 1.41 | 1.37 | 1.27 | 1.33 | 1.37 | 1.25 |

La normativa que regula l'ús dels SRI és excessivament dura

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|------|
| [5] Molt | 42 | 95.2 | 4.8 | - | 9.5 | 9.5 | 23.8 | 76.2 | - |
| [4] Bastant | 64 | 100.0 | 1.6 | 12.5 | 3.1 | 12.5 | 35.9 | 64.1 | - |
| [3] Ni molt ni poc | 29 | 86.2 | 6.9 | 17.2 | 10.3 | 10.3 | 48.3 | 51.7 | - |
| [2] Poc | 103 | 96.1 | 2.9 | 9.7 | 6.8 | 7.8 | 44.7 | 55.3 | - |
| [1] Gens | 340 | 98.5 | 2.6 | 10.6 | 3.5 | 7.6 | 45.3 | 53.2 | 1.5 |
| No sap | 22 | 95.5 | - | 27.3 | 9.1 | 9.1 | 22.7 | 77.3 | - |
| Mitjana | 1.90 | 1.89 | 2.06 | 1.75 | 2.25 | 2.10 | 1.74 | 2.04 | 1.00 |
| Desviació | 1.31 | 1.31 | 1.43 | 1.09 | 1.46 | 1.42 | 1.16 | 1.41 | 0.00 |

El meu fill no vol utilitzar els SRI

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|-------|------|------|
| [5] Molt | 33 | 100.0 | 3.0 | 15.2 | 3.0 | 12.1 | 24.2 | 75.8 | - |
| [4] Bastant | 35 | 100.0 | 5.7 | 14.3 | - | 11.4 | 42.9 | 57.1 | - |
| [3] Ni molt ni poc | 6 | 100.0 | - | - | 16.7 | - | 83.3 | 16.7 | - |
| [2] Poc | 88 | 97.7 | 2.3 | 8.0 | 5.7 | 10.2 | 45.5 | 54.5 | - |
| [1] Gens | 431 | 96.8 | 2.8 | 10.9 | 5.3 | 7.9 | 41.8 | 57.1 | 1.2 |
| No sap | 6 | 100.0 | - | 16.7 | - | - | 50.0 | 50.0 | - |
| No contesta | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| Mitjana | 1.57 | 1.58 | 1.71 | 1.66 | 1.37 | 1.73 | 1.51 | 1.62 | 1.00 |
| Desviació | 1.14 | 1.15 | 1.31 | 1.29 | 0.85 | 1.28 | 1.02 | 1.22 | 0.00 |

Els fabricants de vehicles haurien d'incorporar de sèrie dispositius elevadors per nens de més de 4 anys

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|-------|------|
| [5] Molt | 266 | 95.9 | 2.3 | 11.3 | 6.8 | 7.5 | 41.0 | 57.5 | 1.5 |
| [4] Bastant | 191 | 98.4 | 5.2 | 9.9 | 3.1 | 9.4 | 42.9 | 57.1 | - |
| [3] Ni molt ni poc | 18 | 100.0 | - | 16.7 | 11.1 | 5.6 | 27.8 | 72.2 | - |
| [2] Poc | 47 | 97.9 | 2.1 | 12.8 | 4.3 | 6.4 | 53.2 | 46.8 | - |
| [1] Gens | 66 | 100.0 | - | 10.6 | - | 12.1 | 40.9 | 59.1 | - |
| No sap | 11 | 90.9 | - | - | 18.2 | 9.1 | 36.4 | 54.5 | 9.1 |
| No contesta | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Mitjana | 3.93 | 3.91 | 4.24 | 3.91 | 4.43 | 3.78 | 3.89 | 3.94 | 5.00 |
| Desviació | 1.35 | 1.35 | 0.75 | 1.37 | 0.92 | 1.45 | 1.36 | 1.34 | 0.00 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escollat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Els nens més grans de 7 anys ja viatgen suficientment segurs només amb el cinturó de seguretat de l'automòbil

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|-----|------|------|-------|-----|
| [5] Molt | 33 | 97.0 | - | 9.1 | 6.1 | 3.0 | 21.2 | 78.8 | - |
| [4] Bastant | 90 | 97.8 | 5.6 | 12.2 | 3.3 | 10.0 | 45.6 | 52.2 | 2.2 |
| [3] Ni molt ni poc | 29 | 96.6 | 3.4 | 10.3 | - | 13.8 | 44.8 | 55.2 | - |
| [2] Poc | 148 | 96.6 | 0.7 | 11.5 | 6.1 | 6.1 | 41.2 | 58.8 | - |
| [1] Gens | 259 | 97.7 | 3.5 | 10.0 | 5.4 | 9.3 | 45.9 | 52.9 | 1.2 |
| No sap | 37 | 97.3 | 2.7 | 13.5 | 5.4 | 10.8 | 29.7 | 70.3 | - |
| No contesta | 4 | 100.0 | - | - | - | - | - | 100.0 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 2.09 | 2.09 | 2.13 | 2.13 | 1.93 | 2.02 | 1.99 | 2.16 | 2.20 |
| Desviació | 1.30 | 1.30 | 1.36 | 1.29 | 1.27 | 1.26 | 1.22 | 1.35 | 1.47 |

El manual d'instruccions que acompanya als SRI resulta difícil de comprendre

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|------|------|-----|
| [5] Molt | 50 | 98.0 | 6.0 | 18.0 | 4.0 | 8.0 | 46.0 | 52.0 | 2.0 |
| [4] Bastant | 134 | 94.8 | 3.7 | 6.7 | 5.2 | 6.7 | 40.3 | 59.7 | - |
| [3] Ni molt ni poc | 25 | 96.0 | - | 12.0 | 12.0 | 12.0 | 48.0 | 52.0 | - |
| [2] Poc | 131 | 98.5 | 3.1 | 6.1 | 3.8 | 9.2 | 45.0 | 55.0 | - |
| [1] Gens | 235 | 97.9 | 2.1 | 14.0 | 5.5 | 9.4 | 40.4 | 57.9 | 1.7 |
| No sap | 25 | 100.0 | - | 12.0 | - | 4.0 | 36.0 | 64.0 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 2.36 | 2.35 | 2.82 | 2.24 | 2.33 | 2.22 | 2.39 | 2.35 | 1.80 |
| Desviació | 1.43 | 1.43 | 1.59 | 1.56 | 1.42 | 1.39 | 1.43 | 1.43 | 1.60 |

El meu fill se sent incòmode, irritat o enfadat per estar subjecte amb el SRI

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|-----|-------|------|-----|
| [5] Molt | 39 | 100.0 | 2.6 | 15.4 | 12.8 | 7.7 | 23.1 | 76.9 | - |
| [4] Bastant | 61 | 100.0 | 4.9 | 8.2 | 4.9 | 8.2 | 36.1 | 63.9 | - |
| [3] Ni molt ni poc | 18 | 94.4 | - | 11.1 | 5.6 | 5.6 | 22.2 | 77.8 | - |
| [2] Poc | 110 | 93.6 | 4.5 | 12.7 | 4.5 | 7.3 | 45.5 | 54.5 | - |
| [1] Gens | 371 | 97.8 | 2.2 | 10.2 | 4.3 | 9.2 | 44.7 | 53.9 | 1.3 |
| No sap | 1 | 100.0 | - | - | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 1.81 | 1.82 | 2.06 | 1.88 | 2.20 | 1.73 | 1.64 | 1.95 | 1.00 |
| Desviació | 1.27 | 1.28 | 1.34 | 1.33 | 1.58 | 1.25 | 1.11 | 1.37 | 0.00 |

P21. De les següents situacions que l'hi llegiré a continuació, digui'm si mai, alguna vegada, la majoria de vegades o sempre ha permès al seu fill/a viatjar en automòbil sense utilitzar un SRI.

Viatjant en braços d'una persona adulta

| | | | | | | | | | |
|-----------------------|-----|-------|-----|------|-----|-----|------|-------|-----|
| Mai | 526 | 97.1 | 2.7 | 10.6 | 5.3 | 8.4 | 41.8 | 57.2 | 1.0 |
| Alguna vegada | 71 | 98.6 | 4.2 | 12.7 | 2.8 | 9.9 | 45.1 | 54.9 | - |
| La majoria de vegades | 3 | 100.0 | - | - | - | - | - | 100.0 | - |

Al desplaçar-se en cotxe d'una altra persona (familiars, amics,..) que no disposa d'un SRI

| | | | | | | | | | |
|-----------------------|-----|-------|-----|------|------|-----|------|-------|-----|
| Mai | 453 | 97.4 | 3.1 | 10.8 | 5.3 | 8.8 | 40.8 | 58.3 | 0.9 |
| Alguna vegada | 135 | 97.0 | 2.2 | 11.9 | 3.7 | 8.1 | 48.1 | 51.1 | 0.7 |
| Ni molt ni poc | 2 | 100.0 | - | - | - | - | - | 100.0 | - |
| La majoria de vegades | 5 | 100.0 | - | - | 20.0 | - | 20.0 | 80.0 | - |
| Sempre | 2 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| No sap | 3 | 100.0 | - | - | - | - | - | 100.0 | - |

Al desplaçar-se en taxi

| | | | | | | | | | |
|-----------------------|-----|-------|-----|------|-----|------|-------|------|-----|
| Mai | 369 | 97.8 | 3.3 | 10.8 | 4.9 | 8.9 | 40.4 | 59.3 | 0.3 |
| Alguna vegada | 106 | 97.2 | 0.9 | 10.4 | 5.7 | 8.5 | 46.2 | 52.8 | 0.9 |
| Ni molt ni poc | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| La majoria de vegades | 21 | 100.0 | - | - | 4.8 | 4.8 | 28.6 | 71.4 | - |
| Sempre | 42 | 97.6 | 2.4 | 19.0 | - | 2.4 | 52.4 | 45.2 | 2.4 |
| No sap | 54 | 92.6 | 5.6 | 9.3 | 9.3 | 11.1 | 38.9 | 57.4 | 3.7 |
| No contesta | 7 | 100.0 | - | 14.3 | - | 14.3 | 57.1 | 42.9 | - |

| | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|--|--------------------|---------|------------|------|-----------|-------------------------------|----|----|
| | TOTAL | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Quan el nen s'ha resistit a utilitzar el SRI

| | | | | | | | | | |
|---------------|-----|-------|------|------|-----|-----|-------|-------|-----|
| Mai | 566 | 97.5 | 2.5 | 11.1 | 5.1 | 8.7 | 42.0 | 57.1 | 0.9 |
| Alguna vegada | 28 | 92.9 | 10.7 | 7.1 | 3.6 | 7.1 | 39.3 | 60.7 | - |
| Sempre | 4 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| No sap | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| No contesta | 1 | 100.0 | - | - | - | - | - | 100.0 | - |

Quan hi ha varis passatgers als seients posteriors del cotxe

| | | | | | | | | | |
|-----------------------|-----|-------|-----|------|-----|------|-------|-------|-----|
| Mai | 547 | 97.3 | 3.1 | 10.2 | 4.8 | 8.2 | 42.0 | 57.0 | 0.9 |
| Alguna vegada | 46 | 97.8 | - | 17.4 | 8.7 | 13.0 | 43.5 | 56.5 | - |
| La majoria de vegades | 3 | 100.0 | - | 33.3 | - | - | - | 100.0 | - |
| Sempre | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |
| No sap | 1 | 100.0 | - | - | - | - | 100.0 | - | - |

P22.A l'escola del seu fill/a, sap si s'ha realitzat alguna activitat relacionada amb la prevenció viària en aquest any 2010?

| | | | | | | | | | |
|-------------------------------|-----|-------|-----|------|------|------|------|------|-----|
| Si | 255 | 97.3 | 2.4 | 9.4 | 4.7 | 9.4 | 46.7 | 52.2 | 1.2 |
| No | 267 | 98.1 | 3.0 | 10.9 | 3.7 | 7.5 | 39.3 | 60.7 | - |
| El fill encara no va a escola | 67 | 94.0 | 4.5 | 16.4 | 11.9 | 10.4 | 35.8 | 61.2 | 3.0 |
| No contesta | 11 | 100.0 | - | 9.1 | - | - | 36.4 | 63.6 | - |

P23.Quines?

Base: Activitat vial a la escola

| | | | | | | | | |
|-----|------|-----|-----|-----|-----|------|------|-----|
| 255 | 97.3 | 2.4 | 9.4 | 4.7 | 9.4 | 46.7 | 52.2 | 1.2 |
|-----|------|-----|-----|-----|-----|------|------|-----|

| | | | | | | | | | |
|------------------------------------|-----|-------|-----|------|-----|------|------|-------|-----|
| Camió - Tràiler del "Clac i Rum" | 12 | 91.7 | - | 33.3 | 8.3 | - | 66.7 | 33.3 | - |
| Visita de la policia-Educació vial | 106 | 97.2 | 3.8 | 9.4 | 2.8 | 10.4 | 53.8 | 45.3 | 0.9 |
| Visita a un circuit | 27 | 96.3 | - | 14.8 | 3.7 | 18.5 | 44.4 | 55.6 | - |
| A classe, educació vial | 26 | 100.0 | - | - | 3.8 | 15.4 | 46.2 | 53.8 | - |
| Sortida al Forum | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Altres | 9 | 100.0 | - | - | - | - | 44.4 | 55.6 | - |
| No sap | 74 | 97.3 | 2.7 | 10.8 | 8.1 | 6.8 | 36.5 | 60.8 | 2.7 |
| No contesta | 3 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |

CAMPANYA CLAC I RUM

P24.Durant el 2010, vostè ha vist/escoltat alguna campanya de prevenció de trànsit?

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|-------------|-----|-------|------|------|-----|-----|------|-------|-------|
| Si | 457 | 97.4 | 2.6 | 10.9 | 5.7 | 9.0 | 55.1 | 44.6 | 0.2 |
| No | 139 | 97.1 | 2.9 | 10.8 | 2.9 | 7.2 | - | 100.0 | - |
| No contesta | 4 | 100.0 | 25.0 | - | - | - | - | - | 100.0 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base:Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P25.Sabria dir-me els eslògans de les campanyes que més recordi?

Base:Ha vist/escoltat campanyes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 457 | 97.4 | 2.6 | 10.9 | 5.7 | 9.0 | 55.1 | 44.6 | 0.2 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|--|-----|-------|------|-------|------|------|-------|-------|-----|
| Llums a punt 09 | 6 | 100.0 | 16.7 | 16.7 | - | 33.3 | 33.3 | 66.7 | - |
| La revolució dels petits gestos | 13 | 92.3 | - | 15.4 | 7.7 | 38.5 | 53.8 | 46.2 | - |
| Quan conduïx, mira la carretera | 17 | 100.0 | - | 5.9 | - | 35.3 | 64.7 | 35.3 | - |
| Una gran moto requereix una gran experiència | 7 | 100.0 | 14.3 | 28.6 | - | 57.1 | 42.9 | 57.1 | - |
| Clac i Rum | 67 | 97.0 | 1.5 | 11.9 | 1.5 | 16.4 | 100.0 | - | - |
| Pensa en els punts, salven vides | 15 | 100.0 | 6.7 | 20.0 | - | 46.7 | 40.0 | 60.0 | - |
| No te la juguis, para i descansa, pel teu bé i pel de la resta de conductors | 21 | 100.0 | 4.8 | 23.8 | 4.8 | 38.1 | 38.1 | 61.9 | - |
| Gràcies perquè sense tu no hagués estat possible | 10 | 100.0 | - | 30.0 | - | 50.0 | 50.0 | 50.0 | - |
| Campanya de vigilància de transport escolar i de menors | 6 | 100.0 | 16.7 | - | - | 50.0 | 16.7 | 83.3 | - |
| Si beus no conduïx | 4 | 100.0 | - | 25.0 | - | - | 50.0 | 50.0 | - |
| Tots sabem com evitar un accident. Perquè no ho fem? | 1 | 100.0 | - | 100.0 | - | - | - | 100.0 | - |
| No corris, la qüestió és arribar | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |
| Et pot passar a tu | 2 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| Posa-hi fre | 11 | 90.9 | - | 9.1 | 18.2 | - | 27.3 | 72.7 | - |
| Posa't el cinturó | 6 | 100.0 | - | 16.7 | - | - | 83.3 | 16.7 | - |
| Posa't el casc | 2 | 100.0 | - | 100.0 | - | - | 100.0 | - | - |
| En un segon et canvia la vida i res torna a ser igual | 2 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| Anuncis contra l'ús del mòbil conduint (en general) | 4 | 75.0 | - | 25.0 | 50.0 | 25.0 | 50.0 | 50.0 | - |
| Ja prou! Per favor, respecta les normes | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| Sigues prudent, tu no tens recanvi | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| No als accidents | 3 | 66.7 | - | - | 66.7 | 33.3 | 66.7 | 33.3 | - |
| En 3 segons es pot perdre la vida | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| No podem conduir per tu | 3 | 100.0 | 33.3 | - | - | - | 66.7 | 33.3 | - |
| Altres | 7 | 100.0 | - | 14.3 | - | - | 71.4 | 28.6 | - |
| No sap | 298 | 98.0 | 3.0 | 11.1 | 5.7 | 7.7 | 48.0 | 51.7 | 0.3 |
| No contesta | 5 | 100.0 | - | - | - | - | 40.0 | 60.0 | - |

P26.Vostè ha vist/escoltat la campanya de publicitat "Al Cotxe, primer Clac i després Rum"?

Base:No coneix campanya Clac i rum

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 390 | 97.4 | 2.8 | 10.8 | 6.4 | 7.7 | 47.4 | 52.3 | 0.3 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|-------------|-----|-------|-----|------|-----|-----|-------|-------|-------|
| Si | 185 | 96.2 | 3.8 | 8.1 | 6.5 | 7.0 | 100.0 | - | - |
| No | 204 | 98.5 | 2.0 | 13.2 | 6.4 | 8.3 | - | 100.0 | - |
| No contesta | 1 | 100.0 | - | - | - | - | - | - | 100.0 |

P27.Sap si el seu fill/a ha vist/escoltat la campanya de prevenció de trànsit "Al Cotxe, primer Clac i després Rum"?

Base:Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|---------------------|-----|-------|-----|------|-----|------|------|-------|-----|
| Si a l'escola | 78 | 94.9 | 3.8 | 11.5 | 3.8 | 11.5 | 70.5 | 29.5 | - |
| Si fora de l'escola | 171 | 97.1 | 2.9 | 9.9 | 4.7 | 10.5 | 71.3 | 28.1 | 0.6 |
| No | 272 | 97.4 | 2.9 | 11.0 | 5.5 | 5.5 | 24.6 | 74.3 | 1.1 |
| No sap | 90 | 98.9 | 1.1 | 11.1 | 5.6 | 11.1 | 23.3 | 75.6 | 1.1 |
| No contesta | 2 | 100.0 | - | - | - | - | - | 100.0 | - |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P28. Sabria dir-me en quin mitjà ha vist o escoltat vostè la campanya de trànsit "Clac i Rum"?

Base: Coneix campanya Clac i rum

| | | | | | | | | |
|-----------------------------|------|-------|------|------|------|-------|-------|---|
| 252 | 96.4 | 3.2 | 9.1 | 5.2 | 9.5 | 100.0 | - | - |
| TV | 219 | 96.3 | 3.2 | 8.2 | 5.5 | 9.6 | 100.0 | - |
| Radio | 43 | 95.3 | 4.7 | 9.3 | 7.0 | 4.7 | 100.0 | - |
| Revistes infantils | 9 | 100.0 | 33.3 | 22.2 | - | 22.2 | 100.0 | - |
| Itinerant (Camió - Tràiler) | 7 | 100.0 | - | 28.6 | 14.3 | 14.3 | 100.0 | - |
| Pediatra | 15 | 100.0 | 6.7 | 13.3 | - | 6.7 | 100.0 | - |
| Cartells | 5 | 100.0 | - | 20.0 | - | 40.0 | 100.0 | - |
| Altres | 13 | 100.0 | - | 7.7 | - | 23.1 | 100.0 | - |
| No sap | 5 | 80.0 | - | - | 20.0 | - | 100.0 | - |

P29. Podria dir-nos quin creu que era el principal missatge de la campanya?

Base: Coneix campanya Clac i rum

| | | | | | | | | |
|--|------|-------|-----|------|------|-------|-------|---|
| 252 | 96.4 | 3.2 | 9.1 | 5.2 | 9.5 | 100.0 | - | - |
| Posa't el cinturó abans d'iniciar la conducció | 210 | 96.2 | 3.8 | 10.5 | 4.3 | 10.0 | 100.0 | - |
| Conscienciar als nens | 3 | 100.0 | - | - | - | 33.3 | 100.0 | - |
| Utilitzar els diferents sistemes de seguretat | 7 | 100.0 | - | - | 14.3 | - | 100.0 | - |
| Posar-se el cinturó | 10 | 90.0 | - | - | 20.0 | 10.0 | 100.0 | - |
| Conduir amb precaució | 3 | 100.0 | - | - | - | - | 100.0 | - |
| Els nens han d'anar protegits adequadament | 5 | 100.0 | - | - | - | 20.0 | 100.0 | - |
| No sap | 14 | 100.0 | - | 7.1 | 7.1 | - | 100.0 | - |

P30. En general, creu que la campanya de publicitat era molt, bastant, poc o gens...

Clara en el missatge

Base: Coneix campanya Clac i rum

| | | | | | | | | |
|--------------------|------|-------|------|------|------|-------|-------|------|
| 252 | 96.4 | 3.2 | 9.1 | 5.2 | 9.5 | 100.0 | - | - |
| [5] Molt | 133 | 97.7 | 3.0 | 9.8 | 5.3 | 9.0 | 100.0 | - |
| [4] Bastant | 107 | 94.4 | 3.7 | 7.5 | 4.7 | 10.3 | 100.0 | - |
| [3] Ni molt ni poc | 3 | 100.0 | - | 33.3 | 33.3 | - | 100.0 | - |
| [2] Poc | 5 | 100.0 | - | 20.0 | - | 20.0 | 100.0 | - |
| No sap | 4 | 100.0 | - | - | - | - | 100.0 | - |
| Mitjana | 4.48 | 4.49 | 4.50 | 4.43 | 4.46 | 4.42 | 4.48 | 0.00 |
| Desviació | 0.63 | 0.63 | 0.50 | 0.79 | 0.63 | 0.72 | 0.63 | 0.00 |

Comprensible/entenedora en el llenguatge que utilitzava

| | | | | | | | | |
|--------------------|------|-------|------|------|------|-------|-------|------|
| 124 | 99.2 | 2.4 | 8.1 | 3.2 | 8.1 | 100.0 | - | - |
| [4] Bastant | 114 | 93.0 | 4.4 | 9.6 | 7.0 | 10.5 | 100.0 | - |
| [3] Ni molt ni poc | 4 | 100.0 | - | 25.0 | 25.0 | - | 100.0 | - |
| [2] Poc | 6 | 100.0 | - | 16.7 | - | 33.3 | 100.0 | - |
| No sap | 4 | 100.0 | - | - | - | - | 100.0 | - |
| Mitjana | 4.44 | 4.45 | 4.38 | 4.30 | 4.23 | 4.25 | 4.44 | 0.00 |
| Desviació | 0.65 | 0.66 | 0.48 | 0.76 | 0.58 | 0.85 | 0.65 | 0.00 |

Original

| | | | | | | | | |
|--------------------|------|-------|------|------|------|-------|-------|------|
| 92 | 95.7 | 3.3 | 12.0 | 6.5 | 12.0 | 100.0 | - | - |
| [4] Bastant | 126 | 96.8 | 4.0 | 7.1 | 4.8 | 8.7 | 100.0 | - |
| [3] Ni molt ni poc | 16 | 93.8 | - | 12.5 | 6.3 | 6.3 | 100.0 | - |
| [2] Poc | 10 | 100.0 | - | 10.0 | - | 10.0 | 100.0 | - |
| [1] Gens | 4 | 100.0 | - | - | - | - | 100.0 | - |
| No sap | 4 | 100.0 | - | - | - | - | 100.0 | - |
| Mitjana | 4.18 | 4.17 | 4.38 | 4.30 | 4.38 | 4.33 | 4.18 | 0.00 |
| Desviació | 0.84 | 0.85 | 0.48 | 0.82 | 0.62 | 0.76 | 0.84 | 0.00 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Impactant

| | | | | | | | | | |
|--------------------|----|-------|------|------|-----|------|-------|---|---|
| [5] Molt | 26 | 96.2 | 11.5 | - | 7.7 | 3.8 | 100.0 | - | - |
| [4] Bastant | 92 | 96.7 | 2.2 | 7.6 | 3.3 | 13.0 | 100.0 | - | - |
| [3] Ni molt ni poc | 22 | 95.5 | - | 9.1 | 4.5 | 4.5 | 100.0 | - | - |
| [2] Poc | 71 | 97.2 | 1.4 | 14.1 | 7.0 | 9.9 | 100.0 | - | - |
| [1] Gens | 30 | 93.3 | 6.7 | 10.0 | 6.7 | 10.0 | 100.0 | - | - |
| No sap | 11 | 100.0 | - | 9.1 | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.05 | 3.06 | 3.38 | 2.59 | 2.85 | 3.04 | 3.05 | 0.00 | 0.00 |
| Desviació | 1.27 | 1.26 | 1.65 | 1.10 | 1.35 | 1.23 | 1.27 | 0.00 | 0.00 |

Adequada per complir el seu objectiu de conscienciació

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|-------|---|---|
| [5] Molt | 69 | 95.7 | 2.9 | 5.8 | 5.8 | 5.8 | 100.0 | - | - |
| [4] Bastant | 147 | 98.0 | 4.1 | 11.6 | 4.1 | 12.2 | 100.0 | - | - |
| [3] Ni molt ni poc | 7 | 71.4 | - | - | 28.6 | - | 100.0 | - | - |
| [2] Poc | 15 | 93.3 | - | - | 6.7 | 13.3 | 100.0 | - | - |
| [1] Gens | 4 | 100.0 | - | 25.0 | - | - | 100.0 | - | - |
| No sap | 10 | 100.0 | - | 10.0 | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.09 | 4.25 | 4.05 | 4.00 | 4.00 | 4.08 | 0.00 | 0.00 |
| Desviació | 0.84 | 0.83 | 0.43 | 0.79 | 0.88 | 0.72 | 0.84 | 0.00 | 0.00 |

Fàcil de recordar

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|-----|------|-------|---|---|
| [5] Molt | 109 | 97.2 | 1.8 | 7.3 | 5.5 | 9.2 | 100.0 | - | - |
| [4] Bastant | 117 | 94.9 | 5.1 | 10.3 | 5.1 | 10.3 | 100.0 | - | - |
| [3] Ni molt ni poc | 6 | 100.0 | - | 16.7 | - | 16.7 | 100.0 | - | - |
| [2] Poc | 11 | 100.0 | - | 9.1 | 9.1 | - | 100.0 | - | - |
| [1] Gens | 6 | 100.0 | - | 16.7 | - | 16.7 | 100.0 | - | - |
| No sap | 3 | 100.0 | - | - | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.25 | 4.25 | 4.25 | 4.09 | 4.31 | 4.25 | 4.25 | 0.00 | 0.00 |
| Desviació | 0.89 | 0.90 | 0.43 | 1.00 | 0.82 | 0.90 | 0.89 | 0.00 | 0.00 |

Mitjana característiques

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.09 | 4.19 | 3.98 | 4.04 | 4.05 | 4.08 | 0.00 | 0.00 |
| Desviació | 0.54 | 0.54 | 0.40 | 0.48 | 0.49 | 0.46 | 0.54 | 0.00 | 0.00 |

P31.M'ha dit que la campanya no era gens...Clara en el missatge/ Comprensible-entenedora en el llenguatge que utilitzava/ Original/ Impactant/ Adequada per complir el seu objectiu de conscienciació/ Fàcil de recordar. Com hagués millorat vostè aquesta campanya?

Base: Gens a algun atribut

| | | | | | | | | |
|---------------------------|------|-------|------|-------|------|-------|---|---|
| 36 | 94.4 | 5.6 | 11.1 | 5.6 | 8.3 | 100.0 | - | - |
| Educació a l'auto-escola | 1 | 100.0 | - | - | - | 100.0 | - | - |
| Fent-la en castellà també | 1 | 100.0 | - | - | - | 100.0 | - | - |
| Amb eslògans enganxosos | 2 | 100.0 | - | 50.0 | - | 100.0 | - | - |
| Més agressiva | 1 | 100.0 | - | - | - | 100.0 | - | - |
| Imatges més impactants | 5 | 100.0 | - | - | 20.0 | 100.0 | - | - |
| Més realista | 2 | 100.0 | - | - | 50.0 | 100.0 | - | - |
| Més curtes i directes | 1 | 100.0 | - | 100.0 | - | 100.0 | - | - |
| Pels nens ja està bé | 2 | 100.0 | - | - | - | 100.0 | - | - |
| No sap | 20 | 90.0 | 10.0 | 10.0 | 10.0 | 100.0 | - | - |
| No contesta | 2 | 100.0 | - | - | - | 100.0 | - | - |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P32. Podria valorar-me la campanya "Clac i Rum" en una escala de 0 a 10, en que 0 és crec que no ha tingut gens d'impacte en la ciutadania i 10 és crec que ha tingut molt impacte en la ciutadania?

Base: Coneix campanya Clac i rum

| | | | | | | | | |
|--------------------|------|-------|------|------|------|-------|-------|------|
| 252 | 96.4 | 3.2 | 9.1 | 5.2 | 9.5 | 100.0 | - | - |
| [0] Gens d'impacte | 1 | 100.0 | - | - | - | 100.0 | - | - |
| [1] | 0 | - | - | - | - | - | - | - |
| [2] | 0 | - | - | - | - | - | - | - |
| [3] | 3 | 100.0 | 33.3 | - | - | 33.3 | 100.0 | - |
| [4] | 10 | 100.0 | - | - | - | 100.0 | - | - |
| [5] | 18 | 100.0 | 5.6 | 5.6 | - | 11.1 | 100.0 | - |
| [6] | 35 | 100.0 | - | 8.6 | 2.9 | 11.4 | 100.0 | - |
| [7] | 54 | 90.7 | 5.6 | 14.8 | 7.4 | 3.7 | 100.0 | - |
| [8] | 70 | 95.7 | 2.9 | 10.0 | 7.1 | 11.4 | 100.0 | - |
| [9] | 33 | 100.0 | 3.0 | 3.0 | 3.0 | 9.1 | 100.0 | - |
| [10] Molt impacte | 17 | 94.1 | - | 11.8 | 11.8 | 17.6 | 100.0 | - |
| No sap | 11 | 100.0 | - | 9.1 | - | 9.1 | 100.0 | - |
| No contesta | 0 | - | - | - | - | - | - | - |
| Mitjana | 7.28 | 7.26 | 6.75 | 7.45 | 7.92 | 7.48 | 7.28 | 0.00 |
| Desviació | 1.62 | 1.64 | 1.79 | 1.22 | 1.14 | 1.78 | 1.62 | 0.00 |

P33.I. en la mateixa escala de 0 a 10, on 0 és gens i 10 és molt, quin impacte ha tingut sobre vostè aquesta campanya a l'hora de circular?

Base: Coneix campanya Clac i rum

| | | | | | | | | |
|-------------|------|-------|------|------|------|-------|-------|------|
| 252 | 96.4 | 3.2 | 9.1 | 5.2 | 9.5 | 100.0 | - | - |
| [0] Gens | 27 | 92.6 | - | 3.7 | 7.4 | 3.7 | 100.0 | - |
| [1] | 1 | 100.0 | - | - | - | - | 100.0 | - |
| [2] | 5 | 100.0 | - | - | - | 20.0 | 100.0 | - |
| [3] | 6 | 100.0 | 16.7 | 16.7 | - | - | 100.0 | - |
| [4] | 7 | 100.0 | - | 14.3 | - | 42.9 | 100.0 | - |
| [5] | 25 | 92.0 | 4.0 | 12.0 | 8.0 | 8.0 | 100.0 | - |
| [6] | 26 | 100.0 | - | 7.7 | - | 19.2 | 100.0 | - |
| [7] | 45 | 97.8 | 6.7 | 11.1 | 2.2 | 4.4 | 100.0 | - |
| [8] | 44 | 93.2 | 2.3 | 9.1 | 9.1 | 6.8 | 100.0 | - |
| [9] | 27 | 100.0 | 7.4 | 3.7 | 7.4 | 11.1 | 100.0 | - |
| [10] Molt | 31 | 96.8 | - | 12.9 | 6.5 | 12.9 | 100.0 | - |
| No sap | 8 | 100.0 | - | 12.5 | - | - | 100.0 | - |
| No contesta | 0 | - | - | - | - | - | - | - |
| Mitjana | 6.39 | 6.41 | 6.88 | 6.82 | 6.69 | 6.63 | 6.39 | 0.00 |
| Desviació | 2.95 | 2.92 | 1.90 | 2.50 | 3.22 | 2.65 | 2.95 | 0.00 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base:Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P34.Perquè creu que ha tingut tant poc impacte aquesta campanya?

Base:Valora poc impacte

| | | | | | | | | |
|----|------|-----|-----|-----|-----|-------|---|---|
| 83 | 95.2 | 3.6 | 7.2 | 4.8 | 9.6 | 100.0 | - | - |
|----|------|-----|-----|-----|-----|-------|---|---|

Es considera bon conductor i no l'afecten les campanyes

| | | | | | | | | |
|----|------|-----|-----|-----|-----|-------|---|---|
| 33 | 93.9 | 3.0 | 9.1 | 6.1 | 9.1 | 100.0 | - | - |
|----|------|-----|-----|-----|-----|-------|---|---|

Són poc agressives

| | | | | | | | | |
|----|------|---|---|------|------|-------|---|---|
| 10 | 90.0 | - | - | 10.0 | 10.0 | 100.0 | - | - |
|----|------|---|---|------|------|-------|---|---|

El missatge no és clar/ Eslògan poc definit

| | | | | | | | | |
|---|-------|---|------|---|------|-------|---|---|
| 4 | 100.0 | - | 25.0 | - | 25.0 | 100.0 | - | - |
|---|-------|---|------|---|------|-------|---|---|

No canvien la mentalitat de la gent/ No canvien els hàbits de la població

| | | | | | | | | |
|---|-------|------|---|---|------|-------|---|---|
| 7 | 100.0 | 14.3 | - | - | 42.9 | 100.0 | - | - |
|---|-------|------|---|---|------|-------|---|---|

Falta conscienciació

| | | | | | | | | |
|---|-------|------|---|---|------|-------|---|---|
| 9 | 100.0 | 11.1 | - | - | 22.2 | 100.0 | - | - |
|---|-------|------|---|---|------|-------|---|---|

S'obliden molt ràpid/ Impacte momentani

| | | | | | | | | |
|---|-------|------|---|---|---|-------|---|---|
| 4 | 100.0 | 25.0 | - | - | - | 100.0 | - | - |
|---|-------|------|---|---|---|-------|---|---|

Les campanyes no diuen res que la gent no sàpiga

| | | | | | | | | |
|---|-------|---|---|---|---|-------|---|---|
| 6 | 100.0 | - | - | - | - | 100.0 | - | - |
|---|-------|---|---|---|---|-------|---|---|

No sembla seriós/ Es una campanya per infants (dibuixos...)

| | | | | | | | | |
|---|-------|---|------|---|---|-------|---|---|
| 4 | 100.0 | - | 25.0 | - | - | 100.0 | - | - |
|---|-------|---|------|---|---|-------|---|---|

La gent continua fent el que vol/ No fan cas

| | | | | | | | | |
|---|-------|------|---|---|------|-------|---|---|
| 7 | 100.0 | 28.6 | - | - | 42.9 | 100.0 | - | - |
|---|-------|------|---|---|------|-------|---|---|

Són un anunci més a la TV/ Acostumats a veure'ls

| | | | | | | | | |
|---|-------|---|---|---|------|-------|---|---|
| 7 | 100.0 | - | - | - | 28.6 | 100.0 | - | - |
|---|-------|---|---|---|------|-------|---|---|

És pels nens

| | | | | | | | | |
|---|------|---|---|------|------|-------|---|---|
| 8 | 75.0 | - | - | 25.0 | 12.5 | 100.0 | - | - |
|---|------|---|---|------|------|-------|---|---|

ell/ella ja tenia aquests hàbits

| | | | | | | | | |
|---|-------|---|---|---|---|-------|---|---|
| 1 | 100.0 | - | - | - | - | 100.0 | - | - |
|---|-------|---|---|---|---|-------|---|---|

No sap

| | | | | | | | | |
|---|-------|---|------|---|---|-------|---|---|
| 6 | 100.0 | - | 16.7 | - | - | 100.0 | - | - |
|---|-------|---|------|---|---|-------|---|---|

P35.En relació a les campanyes de publicitat sobre trànsit, del següent llistat de mitjans de comunicació que li llegiré, valori cadascuna d'elles en una escala de 0 a 10, on 0 és no tenen cap tipus d'impacte sobre la societat i 10 tenen un impacte màxim sobre la societat.

Els missatges per TV

Base:Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

[0] Cap impacte

| | | | | | | | | |
|---|-------|---|------|---|---|---|-------|---|
| 2 | 100.0 | - | 50.0 | - | - | - | 100.0 | - |
|---|-------|---|------|---|---|---|-------|---|

[1]

| | | | | | | | | |
|---|-------|---|---|---|---|---|-------|---|
| 1 | 100.0 | - | - | - | - | - | 100.0 | - |
|---|-------|---|---|---|---|---|-------|---|

[2]

| | | | | | | | | |
|---|-------|---|---|---|---|-------|---|---|
| 1 | 100.0 | - | - | - | - | 100.0 | - | - |
|---|-------|---|---|---|---|-------|---|---|

[3]

| | | | | | | | | |
|---|-------|---|------|---|------|---|-------|---|
| 2 | 100.0 | - | 50.0 | - | 50.0 | - | 100.0 | - |
|---|-------|---|------|---|------|---|-------|---|

[4]

| | | | | | | | | |
|---|------|------|---|------|------|------|------|---|
| 8 | 87.5 | 12.5 | - | 12.5 | 25.0 | 50.0 | 50.0 | - |
|---|------|------|---|------|------|------|------|---|

[5]

| | | | | | | | | |
|----|------|-----|-----|---|-----|------|------|-----|
| 32 | 96.9 | 3.1 | 9.4 | - | 3.1 | 31.3 | 62.5 | 6.3 |
|----|------|-----|-----|---|-----|------|------|-----|

[6]

| | | | | | | | | |
|----|-------|---|------|---|-----|------|------|---|
| 26 | 100.0 | - | 15.4 | - | 7.7 | 46.2 | 53.8 | - |
|----|-------|---|------|---|-----|------|------|---|

[7]

| | | | | | | | | |
|----|------|-----|------|-----|-----|------|------|---|
| 76 | 94.7 | 3.9 | 17.1 | 5.3 | 7.9 | 43.4 | 56.6 | - |
|----|------|-----|------|-----|-----|------|------|---|

[8]

| | | | | | | | | |
|-----|------|-----|-----|-----|------|------|------|-----|
| 183 | 96.7 | 2.7 | 9.8 | 5.5 | 12.0 | 50.8 | 48.6 | 0.5 |
|-----|------|-----|-----|-----|------|------|------|-----|

[9]

| | | | | | | | | |
|-----|-------|-----|-----|-----|-----|------|------|-----|
| 107 | 100.0 | 0.9 | 7.5 | 2.8 | 4.7 | 45.8 | 52.3 | 1.9 |
|-----|-------|-----|-----|-----|-----|------|------|-----|

[10] Màxim impacte

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|---|
| 148 | 98.0 | 4.1 | 10.1 | 7.4 | 7.4 | 32.4 | 67.6 | - |
|-----|------|-----|------|-----|-----|------|------|---|

No sap

| | | | | | | | | |
|----|------|---|------|-----|-----|-----|------|---|
| 11 | 90.9 | - | 18.2 | 9.1 | 9.1 | 9.1 | 90.9 | - |
|----|------|---|------|-----|-----|-----|------|---|

No contesta

| | | | | | | | | |
|---|-------|---|---|---|---|------|------|---|
| 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |
|---|-------|---|---|---|---|------|------|---|

Mitjana

| | | | | | | | | |
|------|------|------|------|------|------|------|------|------|
| 8.18 | 8.20 | 8.18 | 7.92 | 8.59 | 8.02 | 8.14 | 8.23 | 7.20 |
|------|------|------|------|------|------|------|------|------|

Desviació

| | | | | | | | | |
|------|------|------|------|------|------|------|------|------|
| 1.62 | 1.62 | 1.81 | 1.85 | 1.43 | 1.62 | 1.43 | 1.75 | 1.83 |
|------|------|------|------|------|------|------|------|------|

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Els missatges per Ràdio

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|-------|------|------|-------|-----|
| [0] Cap impacte | 6 | 100.0 | - | 16.7 | - | 16.7 | 33.3 | 66.7 | - |
| [1] | 1 | - | - | - | 100.0 | - | - | 100.0 | - |
| [2] | 8 | 87.5 | - | 12.5 | - | 12.5 | 37.5 | 62.5 | - |
| [3] | 22 | 95.5 | 4.5 | 9.1 | - | 9.1 | 31.8 | 68.2 | - |
| [4] | 40 | 97.5 | - | 15.0 | 2.5 | 7.5 | 30.0 | 70.0 | - |
| [5] | 89 | 95.5 | 3.4 | 7.9 | 9.0 | 7.9 | 36.0 | 59.6 | 4.5 |
| [6] | 100 | 100.0 | 2.0 | 14.0 | 2.0 | 7.0 | 49.0 | 51.0 | - |
| [7] | 98 | 100.0 | 5.1 | 9.2 | 2.0 | 10.2 | 49.0 | 51.0 | - |
| [8] | 105 | 96.2 | - | 12.4 | 7.6 | 13.3 | 46.7 | 53.3 | - |
| [9] | 41 | 100.0 | 2.4 | 9.8 | 7.3 | 4.9 | 41.5 | 58.5 | - |
| [10] Màxim impacte | 38 | 97.4 | 5.3 | 5.3 | 7.9 | 2.6 | 31.6 | 68.4 | - |
| No sap | 49 | 93.9 | 6.1 | 12.2 | 4.1 | 6.1 | 38.8 | 59.2 | 2.0 |
| No contesta | 3 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.50 | 6.53 | 6.71 | 6.34 | 6.86 | 6.40 | 6.62 | 6.43 | 5.00 |
| Desviació | 1.99 | 1.97 | 1.91 | 1.96 | 2.16 | 1.97 | 1.82 | 2.12 | 0.00 |

Els missatges en premsa escrita

| | | | | | | | | | |
|--------------------|-----|-------|------|------|------|------|-------|------|-----|
| [0] Cap impacte | 17 | 94.1 | - | 11.8 | 5.9 | 11.8 | 17.6 | 82.4 | - |
| [1] | 6 | 66.7 | 16.7 | 16.7 | 16.7 | - | 16.7 | 83.3 | - |
| [2] | 18 | 94.4 | - | 11.1 | - | - | 33.3 | 66.7 | - |
| [3] | 32 | 96.9 | 6.3 | 6.3 | 3.1 | 9.4 | 28.1 | 68.8 | 3.1 |
| [4] | 52 | 96.2 | - | 5.8 | 7.7 | 9.6 | 46.2 | 53.8 | - |
| [5] | 132 | 99.2 | 2.3 | 12.1 | 2.3 | 9.8 | 39.4 | 59.8 | 0.8 |
| [6] | 113 | 97.3 | 5.3 | 11.5 | 4.4 | 10.6 | 56.6 | 43.4 | - |
| [7] | 90 | 97.8 | 3.3 | 11.1 | 7.8 | 4.4 | 47.8 | 50.0 | 2.2 |
| [8] | 61 | 98.4 | - | 14.8 | 3.3 | 14.8 | 39.3 | 59.0 | 1.6 |
| [9] | 21 | 100.0 | - | 4.8 | 4.8 | - | 47.6 | 52.4 | - |
| [10] Màxim impacte | 25 | 96.0 | 4.0 | 8.0 | 12.0 | 8.0 | 20.0 | 80.0 | - |
| No sap | 32 | 96.9 | 3.1 | 12.5 | 6.3 | 3.1 | 31.3 | 68.8 | - |
| No contesta | 1 | 100.0 | - | - | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 5.72 | 5.74 | 5.56 | 5.77 | 6.04 | 5.72 | 5.86 | 5.60 | 6.00 |
| Desviació | 2.12 | 2.10 | 1.97 | 2.08 | 2.44 | 2.02 | 1.78 | 2.35 | 1.79 |

Els missatges en els panells informatius a les carreteres

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|------|------|-----|
| [0] Cap impacte | 11 | 100.0 | - | 27.3 | - | 18.2 | 27.3 | 72.7 | - |
| [1] | 4 | 75.0 | - | - | 25.0 | - | 50.0 | 50.0 | - |
| [2] | 12 | 100.0 | - | 8.3 | - | 8.3 | 33.3 | 66.7 | - |
| [3] | 24 | 95.8 | 8.3 | 12.5 | - | 8.3 | 33.3 | 62.5 | 4.2 |
| [4] | 32 | 96.9 | - | 12.5 | 3.1 | 18.8 | 34.4 | 62.5 | 3.1 |
| [5] | 92 | 100.0 | 3.3 | 6.5 | 3.3 | 6.5 | 32.6 | 66.3 | 1.1 |
| [6] | 75 | 96.0 | 5.3 | 8.0 | 5.3 | 9.3 | 49.3 | 49.3 | 1.3 |
| [7] | 101 | 95.0 | 1.0 | 9.9 | 5.0 | 5.9 | 51.5 | 48.5 | - |
| [8] | 122 | 98.4 | 3.3 | 14.8 | 6.6 | 11.5 | 45.9 | 53.3 | 0.8 |
| [9] | 51 | 98.0 | - | 11.8 | 5.9 | 5.9 | 43.1 | 56.9 | - |
| [10] Màxim impacte | 62 | 96.8 | 4.8 | 8.1 | 8.1 | 4.8 | 35.5 | 64.5 | - |
| No sap | 11 | 100.0 | - | 27.3 | - | 9.1 | 36.4 | 63.6 | - |
| No contesta | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 6.66 | 6.66 | 6.71 | 6.63 | 7.33 | 6.30 | 6.80 | 6.57 | 5.20 |
| Desviació | 2.23 | 2.23 | 2.20 | 2.44 | 2.06 | 2.34 | 2.05 | 2.35 | 1.72 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Els missatges a través de la Web del Servei Català de Trànsit

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|------|
| [0] Cap impacte | 46 | 100.0 | 2.2 | 17.4 | 2.2 | 10.9 | 26.1 | 73.9 | - |
| [1] | 19 | 94.7 | - | 15.8 | 5.3 | - | 31.6 | 63.2 | 5.3 |
| [2] | 35 | 100.0 | - | 11.4 | - | 5.7 | 28.6 | 71.4 | - |
| [3] | 52 | 96.2 | 7.7 | 11.5 | 5.8 | 15.4 | 51.9 | 48.1 | - |
| [4] | 37 | 97.3 | 2.7 | 13.5 | 2.7 | 13.5 | 54.1 | 43.2 | 2.7 |
| [5] | 110 | 94.5 | 0.9 | 10.0 | 9.1 | 9.1 | 45.5 | 54.5 | - |
| [6] | 40 | 100.0 | 2.5 | 10.0 | 2.5 | 7.5 | 40.0 | 60.0 | - |
| [7] | 44 | 100.0 | 4.5 | 11.4 | 4.5 | 9.1 | 43.2 | 56.8 | - |
| [8] | 38 | 100.0 | 7.9 | 5.3 | 2.6 | 2.6 | 47.4 | 52.6 | - |
| [9] | 15 | 100.0 | - | 6.7 | - | - | 66.7 | 33.3 | - |
| [10] Màxim impacte | 20 | 95.0 | - | 10.0 | 20.0 | 10.0 | 25.0 | 75.0 | - |
| No sap | 136 | 96.3 | 2.9 | 8.8 | 4.4 | 7.4 | 41.2 | 56.6 | 2.2 |
| No contesta | 8 | 100.0 | - | 25.0 | - | 12.5 | 37.5 | 62.5 | - |
| Mitjana | 4.67 | 4.67 | 5.00 | 4.08 | 5.50 | 4.30 | 4.92 | 4.50 | 2.50 |
| Desviació | 2.68 | 2.69 | 2.45 | 2.75 | 2.69 | 2.47 | 2.45 | 2.83 | 1.50 |

Els missatges a través d'altres pàgines webs

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|------|------|
| [0] Cap impacte | 47 | 95.7 | - | 10.6 | 4.3 | 6.4 | 27.7 | 70.2 | 2.1 |
| [1] | 16 | 100.0 | - | 12.5 | - | - | 31.3 | 68.8 | - |
| [2] | 38 | 100.0 | - | 15.8 | - | 10.5 | 31.6 | 68.4 | - |
| [3] | 47 | 97.9 | 6.4 | 12.8 | 4.3 | 17.0 | 61.7 | 38.3 | - |
| [4] | 59 | 96.6 | 1.7 | 10.2 | 6.8 | 13.6 | 44.1 | 54.2 | 1.7 |
| [5] | 121 | 95.9 | 3.3 | 10.7 | 6.6 | 6.6 | 40.5 | 59.5 | - |
| [6] | 43 | 100.0 | 4.7 | 11.6 | 4.7 | 11.6 | 48.8 | 51.2 | - |
| [7] | 34 | 100.0 | 2.9 | 17.6 | 5.9 | 2.9 | 47.1 | 52.9 | - |
| [8] | 31 | 100.0 | 6.5 | 6.5 | - | 9.7 | 32.3 | 67.7 | - |
| [9] | 6 | 100.0 | - | - | - | - | 83.3 | 16.7 | - |
| [10] Màxim impacte | 9 | 88.9 | - | - | 11.1 | - | 33.3 | 66.7 | - |
| No sap | 143 | 96.5 | 2.8 | 8.4 | 6.3 | 7.0 | 42.0 | 55.9 | 2.1 |
| No contesta | 6 | 100.0 | - | 33.3 | - | 16.7 | 50.0 | 50.0 | - |
| Mitjana | 4.35 | 4.35 | 5.23 | 4.10 | 4.67 | 4.13 | 4.54 | 4.23 | 2.00 |
| Desviació | 2.41 | 2.40 | 1.67 | 2.22 | 2.18 | 2.00 | 2.24 | 2.51 | 2.00 |

Els missatges presencials en escoles

| | | | | | | | | | |
|--------------------|------|-------|------|------|------|------|------|-------|------|
| [0] Cap impacte | 4 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| [1] | 3 | 100.0 | - | - | - | - | - | 100.0 | - |
| [2] | 5 | 100.0 | - | 20.0 | - | 20.0 | 20.0 | 80.0 | - |
| [3] | 9 | 100.0 | - | 11.1 | - | 11.1 | 22.2 | 77.8 | - |
| [4] | 14 | 92.9 | - | - | 7.1 | 14.3 | 57.1 | 42.9 | - |
| [5] | 60 | 98.3 | 5.0 | 15.0 | 3.3 | 5.0 | 40.0 | 58.3 | 1.7 |
| [6] | 65 | 98.5 | 4.6 | 7.7 | 4.6 | 9.2 | 30.8 | 69.2 | - |
| [7] | 99 | 97.0 | 3.0 | 13.1 | 5.1 | 6.1 | 52.5 | 45.5 | 2.0 |
| [8] | 133 | 97.0 | 2.3 | 9.8 | 4.5 | 14.3 | 45.9 | 53.4 | 0.8 |
| [9] | 59 | 98.3 | 3.4 | 8.5 | 6.8 | 8.5 | 42.4 | 57.6 | - |
| [10] Màxim impacte | 84 | 96.4 | 3.6 | 10.7 | 7.1 | 4.8 | 41.7 | 58.3 | - |
| No sap | 61 | 96.7 | - | 14.8 | 4.9 | 4.9 | 32.8 | 65.6 | 1.6 |
| No contesta | 4 | 100.0 | - | - | - | 25.0 | 50.0 | 50.0 | - |
| Mitjana | 7.32 | 7.31 | 7.41 | 7.32 | 7.81 | 7.30 | 7.42 | 7.24 | 6.75 |
| Desviació | 1.97 | 1.98 | 1.77 | 1.86 | 1.73 | 1.79 | 1.84 | 2.07 | 1.09 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Els missatges presencials al carrer (camió-Tràiler)

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|------|-------|-----|
| [0] Cap impacte | 24 | 91.7 | - | 20.8 | 12.5 | 12.5 | 33.3 | 66.7 | - |
| [1] | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| [2] | 11 | 90.9 | - | 9.1 | - | - | 27.3 | 72.7 | - |
| [3] | 28 | 100.0 | - | 10.7 | - | 7.1 | 39.3 | 60.7 | - |
| [4] | 36 | 97.2 | 2.8 | 8.3 | 2.8 | 5.6 | 41.7 | 58.3 | - |
| [5] | 123 | 96.7 | 2.4 | 10.6 | 4.1 | 6.5 | 36.6 | 60.2 | 3.3 |
| [6] | 91 | 97.8 | 2.2 | 11.0 | 4.4 | 9.9 | 44.0 | 54.9 | 1.1 |
| [7] | 91 | 97.8 | 6.6 | 11.0 | 3.3 | 6.6 | 54.9 | 45.1 | - |
| [8] | 75 | 98.7 | 1.3 | 8.0 | 10.7 | 16.0 | 33.3 | 66.7 | - |
| [9] | 17 | 100.0 | - | 11.8 | - | 17.6 | 58.8 | 41.2 | - |
| [10] Màxim impacte | 43 | 97.7 | 4.7 | 7.0 | 7.0 | 4.7 | 39.5 | 60.5 | - |
| No sap | 57 | 96.5 | 3.5 | 15.8 | 5.3 | 7.0 | 47.4 | 52.6 | - |
| No contesta | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 5.99 | 6.01 | 6.73 | 5.61 | 6.22 | 6.23 | 6.13 | 5.89 | 5.20 |
| Desviació | 2.29 | 2.27 | 1.65 | 2.48 | 2.76 | 2.34 | 2.17 | 2.38 | 0.40 |

Resumen del nivell d'impacte campanyes de publicitat en mitjans de comunicació

| | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|
| Els missatges per TV | 8.18 | 8.20 | 8.18 | 7.92 | 8.59 | 8.02 | 8.14 | 8.23 | 7.20 |
| Els missatges per Ràdio | 6.50 | 6.53 | 6.71 | 6.34 | 6.86 | 6.40 | 6.62 | 6.43 | 5.00 |
| Els missatges en premsa escrita | 5.72 | 5.74 | 5.56 | 5.77 | 6.04 | 5.72 | 5.86 | 5.60 | 6.00 |
| Els missatges en els panells informatius a les carreteres | 6.66 | 6.66 | 6.71 | 6.63 | 7.33 | 6.30 | 6.80 | 6.57 | 5.20 |
| Els missatges a través de la Web del Servei Català de Trànsit | 4.67 | 4.67 | 5.00 | 4.08 | 5.50 | 4.30 | 4.92 | 4.50 | 2.50 |
| Els missatges a través d'altres pàgines webs | 4.35 | 4.35 | 5.23 | 4.10 | 4.67 | 4.13 | 4.54 | 4.23 | 2.00 |
| Els missatges presencials en escoles | 7.32 | 7.31 | 7.41 | 7.32 | 7.81 | 7.30 | 7.42 | 7.24 | 6.75 |
| Els missatges presencials al carrer (camió-Tràiler) | 5.99 | 6.01 | 6.73 | 5.61 | 6.22 | 6.23 | 6.13 | 5.89 | 5.20 |

P36. En relació al Servei Català de Trànsit, en general, creu que les campanyes de publicitat que realitza són molt, bastant, poc o gens...

Clares en els missatges

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|-------|------|-----|
| [5] Molt | 186 | 97.3 | 2.2 | 9.1 | 6.5 | 6.5 | 39.8 | 59.7 | 0.5 |
| [4] Bastant | 340 | 97.4 | 2.9 | 10.9 | 4.4 | 7.6 | 46.5 | 52.6 | 0.9 |
| [3] Ni molt ni poc | 16 | 100.0 | 6.3 | 18.8 | 6.3 | 25.0 | 25.0 | 75.0 | - |
| [2] Poc | 25 | 100.0 | 8.0 | 12.0 | - | 20.0 | 44.0 | 52.0 | 4.0 |
| [1] Gens | 10 | 90.0 | - | 30.0 | 10.0 | 30.0 | 10.0 | 90.0 | - |
| No sap | 21 | 95.2 | - | 9.5 | 4.8 | 4.8 | 9.5 | 90.5 | - |
| No contesta | 2 | 100.0 | - | - | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.16 | 4.16 | 3.94 | 3.98 | 4.28 | 3.78 | 4.18 | 4.14 | 3.80 |
| Desviació | 0.81 | 0.81 | 0.90 | 0.98 | 0.84 | 1.11 | 0.71 | 0.88 | 0.98 |

Comprensibles/entenedores en el llenguatge que utilitzen

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|-------|------|-----|
| [5] Molt | 201 | 97.5 | 3.5 | 9.0 | 5.5 | 6.5 | 40.3 | 59.2 | 0.5 |
| [4] Bastant | 335 | 97.3 | 2.7 | 10.7 | 4.8 | 8.1 | 47.5 | 51.6 | 0.9 |
| [3] Ni molt ni poc | 8 | 100.0 | - | 37.5 | 12.5 | 25.0 | 25.0 | 75.0 | - |
| [2] Poc | 21 | 100.0 | 4.8 | 14.3 | - | 28.6 | 19.0 | 76.2 | 4.8 |
| [1] Gens | 9 | 88.9 | - | 33.3 | 11.1 | 22.2 | 11.1 | 88.9 | - |
| No sap | 24 | 95.8 | - | 8.3 | 4.2 | 4.2 | 12.5 | 87.5 | - |
| No contesta | 2 | 100.0 | - | - | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.22 | 4.22 | 4.29 | 4.00 | 4.24 | 3.86 | 4.28 | 4.18 | 3.80 |
| Desviació | 0.78 | 0.77 | 0.77 | 0.98 | 0.83 | 1.07 | 0.60 | 0.88 | 0.98 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

Originals

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|-----|------|------|------|------|
| [5] Molt | 101 | 99.0 | 4.0 | 5.0 | 5.9 | 5.9 | 40.6 | 59.4 | - |
| [4] Bastant | 265 | 96.6 | 3.0 | 10.6 | 6.0 | 8.3 | 49.4 | 50.2 | 0.4 |
| [3] Ni molt ni poc | 68 | 95.6 | 1.5 | 13.2 | 5.9 | 8.8 | 42.6 | 55.9 | 1.5 |
| [2] Poc | 105 | 98.1 | 2.9 | 14.3 | 1.9 | 13.3 | 39.0 | 61.0 | - |
| [1] Gens | 22 | 100.0 | - | 22.7 | 4.5 | 4.5 | 18.2 | 81.8 | - |
| No sap | 35 | 97.1 | 2.9 | 8.6 | 2.9 | 5.7 | 11.4 | 82.9 | 5.7 |
| No contesta | 4 | 100.0 | - | - | - | - | 50.0 | 25.0 | 25.0 |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.57 | 3.57 | 3.81 | 3.21 | 3.83 | 3.37 | 3.67 | 3.49 | 3.50 |
| Desviació | 1.10 | 1.11 | 1.01 | 1.15 | 0.97 | 1.09 | 1.00 | 1.18 | 0.50 |

Impactants

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|-------|------|-----|
| [5] Molt | 169 | 96.4 | 4.1 | 10.7 | 6.5 | 6.5 | 36.1 | 63.3 | 0.6 |
| [4] Bastant | 286 | 97.9 | 3.5 | 9.8 | 4.5 | 9.1 | 45.8 | 53.5 | 0.7 |
| [3] Ni molt ni poc | 29 | 93.1 | - | 10.3 | 10.3 | 17.2 | 55.2 | 41.4 | 3.4 |
| [2] Poc | 78 | 98.7 | - | 12.8 | 2.6 | 9.0 | 44.9 | 53.8 | 1.3 |
| [1] Gens | 9 | 100.0 | - | 33.3 | - | 11.1 | 22.2 | 77.8 | - |
| No sap | 27 | 96.3 | - | 11.1 | 3.7 | 3.7 | 18.5 | 81.5 | - |
| No contesta | 2 | 100.0 | - | - | - | - | 100.0 | - | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.92 | 3.92 | 4.41 | 3.77 | 4.14 | 3.78 | 3.87 | 3.97 | 3.60 |
| Desviació | 1.02 | 1.02 | 0.51 | 1.18 | 0.88 | 1.02 | 0.97 | 1.05 | 1.02 |

Adequades per complir el seu objectiu de conscienciació

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|-----|------|------|------|-----|
| [5] Molt | 145 | 98.6 | 2.8 | 6.2 | 6.9 | 5.5 | 37.9 | 62.1 | - |
| [4] Bastant | 301 | 96.3 | 3.0 | 10.0 | 6.0 | 8.3 | 50.2 | 48.8 | 1.0 |
| [3] Ni molt ni poc | 31 | 93.5 | 6.5 | 22.6 | 3.2 | 22.6 | 38.7 | 61.3 | - |
| [2] Poc | 74 | 100.0 | 2.7 | 13.5 | - | 10.8 | 32.4 | 66.2 | 1.4 |
| [1] Gens | 16 | 100.0 | - | 12.5 | - | 18.8 | 31.3 | 68.8 | - |
| No sap | 30 | 96.7 | - | 23.3 | 3.3 | - | 10.0 | 86.7 | 3.3 |
| No contesta | 3 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.86 | 3.85 | 3.88 | 3.59 | 4.31 | 3.53 | 3.92 | 3.81 | 3.50 |
| Desviació | 1.03 | 1.04 | 0.93 | 1.06 | 0.54 | 1.12 | 0.92 | 1.12 | 0.87 |

Fàcils de recordar

| | | | | | | | | | |
|--------------------|-----|-------|-----|------|------|------|------|------|-----|
| [5] Molt | 147 | 98.0 | 3.4 | 8.2 | 5.4 | 4.8 | 42.2 | 57.8 | - |
| [4] Bastant | 298 | 97.0 | 3.0 | 10.1 | 5.4 | 8.4 | 46.3 | 52.7 | 1.0 |
| [3] Ni molt ni poc | 27 | 92.6 | - | 14.8 | 11.1 | 18.5 | 48.1 | 51.9 | - |
| [2] Poc | 80 | 98.8 | 2.5 | 16.3 | 2.5 | 11.3 | 37.5 | 61.3 | 1.3 |
| [1] Gens | 25 | 96.0 | 4.0 | 16.0 | 4.0 | 20.0 | 16.0 | 84.0 | - |
| No sap | 20 | 100.0 | - | 10.0 | - | - | 15.0 | 80.0 | 5.0 |
| No contesta | 3 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.80 | 3.80 | 3.88 | 3.52 | 3.93 | 3.39 | 3.91 | 3.72 | 3.50 |
| Desviació | 1.10 | 1.10 | 1.17 | 1.20 | 0.98 | 1.22 | 0.96 | 1.19 | 0.87 |

Mitjana característiques

| | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.91 | 3.91 | 4.04 | 3.68 | 4.09 | 3.61 | 3.97 | 3.86 | 3.56 |
| Desviació | 0.72 | 0.73 | 0.63 | 0.83 | 0.58 | 0.89 | 0.59 | 0.80 | 0.78 |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base:Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

P37.M'ha dit que les campanyes del Servei Català de Trànsit eren gens...Clares en els missatges/ Comprensibles-entenedores en el llenguatge que utilitzen/ Originals/ Impactants/ Adequades per complir el seu objectiu de conscienciació/ Fàcils de recordar. Com milloraria vostè aquestes campanyes de cara al futur?

Base:Gens a algún atribut

| | | | | | | | | |
|----|------|-----|------|-----|------|------|------|---|
| 48 | 97.9 | 2.1 | 14.6 | 4.2 | 14.6 | 22.9 | 77.1 | - |
|----|------|-----|------|-----|------|------|------|---|

| | | | | | | | | | |
|--|----|-------|------|-------|------|-------|------|-------|---|
| Fent-la en castellà també | 2 | 100.0 | - | - | - | - | - | 100.0 | - |
| Amb eslògans enganxosos | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Més agressiva | 2 | 100.0 | - | 50.0 | - | - | 50.0 | 50.0 | - |
| Imatges més impactants | 10 | 90.0 | 10.0 | 10.0 | 10.0 | 20.0 | 30.0 | 70.0 | - |
| Més realista | 7 | 100.0 | - | - | - | 28.6 | 14.3 | 85.7 | - |
| Amb llenguatge més proper | 2 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| Fer campanyes més presencials i no només a través dels mitjans | 1 | 100.0 | - | 100.0 | - | 100.0 | - | 100.0 | - |
| Més curtes i directes | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Més panells informatius a les carreteres i autopistes | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| No sap | 23 | 100.0 | - | 17.4 | 4.3 | 8.7 | 26.1 | 73.9 | - |

DADES DE CLASSIFICACIÓ

P38.Quina és la seva nacionalitat?

Base:Total entrevistes

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 600 | 97.3 | 2.8 | 10.8 | 5.0 | 8.5 | 42.0 | 57.2 | 0.8 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|-------------|-----|-------|------|-------|------|-------|-------|-------|-----|
| Espanyola | 574 | 97.2 | 2.8 | 11.0 | 5.1 | 8.7 | 42.7 | 56.4 | 0.9 |
| Italiana | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |
| Peruana | 2 | 100.0 | - | - | - | - | - | 100.0 | - |
| Colombiana | 2 | 100.0 | 50.0 | - | - | - | - | 100.0 | - |
| Argentina | 2 | 100.0 | - | - | - | - | - | 100.0 | - |
| Equatoriana | 2 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |
| Veneçolana | 1 | 100.0 | - | - | - | 100.0 | 100.0 | - | - |
| Xilena | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Xinesa | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Marroquina | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Australiana | 2 | 100.0 | - | - | - | - | 100.0 | - | - |
| Francesa | 2 | 100.0 | - | 100.0 | - | - | - | 100.0 | - |
| Portuguesa | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Hondurenysa | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Filipina | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Dominicana | 2 | 100.0 | - | - | 50.0 | - | 50.0 | 50.0 | - |
| Holandesa | 1 | 100.0 | - | - | - | - | 100.0 | - | - |
| Rumanesa | 1 | 100.0 | - | - | - | - | - | 100.0 | - |

P39.Em podria dir la seva situació professional?

| | | | | | | | | | |
|----------------------|-----|-------|-----|------|-----|-----|------|-------|-----|
| Treballa | 474 | 97.5 | 2.1 | 11.6 | 5.3 | 8.9 | 42.4 | 56.5 | 1.1 |
| Estudia | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Mestressa de casa | 37 | 97.3 | 8.1 | 10.8 | 5.4 | 8.1 | 45.9 | 54.1 | - |
| Jubilat, pensionista | 9 | 100.0 | - | - | - | - | 44.4 | 55.6 | - |
| Aturat | 76 | 96.1 | 5.3 | 7.9 | 3.9 | 7.9 | 38.2 | 61.8 | - |
| No contesta | 3 | 100.0 | - | - | - | - | 33.3 | 66.7 | - |

P40.Em podria dir la seva professió actual?

Base:Treballa

| | | | | | | | | |
|-----|------|-----|------|-----|-----|------|------|-----|
| 474 | 97.5 | 2.1 | 11.6 | 5.3 | 8.9 | 42.4 | 56.5 | 1.1 |
|-----|------|-----|------|-----|-----|------|------|-----|

| | | | | | | | | | |
|------------------------|-----|-------|-----|------|-----|------|------|-------|-----|
| Professional liberal | 21 | 100.0 | - | 9.5 | 4.8 | 9.5 | 47.6 | 52.4 | - |
| Empresaris/Propietaris | 22 | 95.5 | - | 13.6 | 4.5 | 9.1 | 27.3 | 72.7 | - |
| Autònom | 52 | 98.1 | 1.9 | 17.3 | 7.7 | 11.5 | 36.5 | 59.6 | 3.8 |
| Quadre | 12 | 91.7 | - | 33.3 | 8.3 | - | 58.3 | 41.7 | - |
| Empleat | 326 | 97.2 | 2.5 | 10.7 | 5.5 | 8.3 | 43.6 | 55.5 | 0.9 |
| Treballador/obrer | 38 | 100.0 | 2.6 | 5.3 | - | 13.2 | 44.7 | 55.3 | - |
| No sap | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| No contesta | 2 | 100.0 | - | - | - | - | - | 100.0 | - |

| TOTAL | Vehicles a la llar | | | | | Ha vist/escoltat "Clac i Rum" | | |
|-------|--------------------|------------|------|-----------|--------|-------------------------------|----|-------------|
| | Turisme | Ciclomotor | Moto | Furgoneta | Altres | Si | No | No contesta |

Base: Total entrevistes

600 97.3 2.8 10.8 5.0 8.5 42.0 57.2 0.8

P41. Quin és el seu nivell d'estudis finalitzats?

Base: Total entrevistes

600 97.3 2.8 10.8 5.0 8.5 42.0 57.2 0.8

| | | | | | | | | | |
|--|-----|-------|-----|------|------|------|------|-------|-----|
| No sap llegir ni escriure | 1 | 100.0 | - | - | - | - | - | 100.0 | - |
| Elementals incomplets (sap llegir i escriure sense haver finalitzat l'educació primària) | 3 | 100.0 | - | - | - | - | 66.7 | 33.3 | - |
| Primaris complerts (cinc cursos aprovats d'EGB) | 37 | 94.6 | - | 5.4 | 8.1 | 5.4 | 24.3 | 75.7 | - |
| 1era etapa d'educació secundària (graduat escolar, batxillerat elemental, EGB o ESO) | 72 | 94.4 | 4.2 | 6.9 | 11.1 | 1.4 | 30.6 | 68.1 | 1.4 |
| Ensenyaments de batxillerat: batxillerat superior, BUP, batxillerat pla nou, PREU o COU | 118 | 96.6 | 2.5 | 12.7 | 5.1 | 13.6 | 44.1 | 55.1 | 0.8 |
| FP de grau mitjà: oficial industrial, FPI, CFGM | 55 | 94.5 | 9.1 | 7.3 | 7.3 | 7.3 | 49.1 | 50.9 | - |
| FP de grau superior, CFGS, mestratge industrial, FPII | 84 | 98.8 | 3.6 | 11.9 | 2.4 | 11.9 | 39.3 | 59.5 | 1.2 |
| Universitaris de grau mitjà (diplomatures i ensenyaments universitaris de primer cicle) | 73 | 97.3 | 1.4 | 11.0 | 4.1 | 8.2 | 47.9 | 52.1 | - |
| Universitaris de grau superior (licenciats i ensenyaments universitaris de segon cicle) | 139 | 100.0 | 1.4 | 14.4 | 2.9 | 7.2 | 43.2 | 55.4 | 1.4 |
| Universitaris de tercer cicle | 12 | 100.0 | - | - | - | 16.7 | 75.0 | 25.0 | - |
| Altres | 2 | 100.0 | - | 50.0 | - | - | 50.0 | 50.0 | - |
| No contesta | 4 | 100.0 | - | - | - | - | 50.0 | 50.0 | - |

| | Fill visita Camió - Tràiler | | | | | Utilitza SRI adequat | | |
|--|-----------------------------|---------------|---------------------|-------|-----------|----------------------|-------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| Base: Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| Hàbitat | | | | | | | | |
| -2.000 | 33 | 15.2 | 33.3 | 24.2 | 27.3 | 66.7 | 30.3 | 3.0 |
| 2.000-5.000 | 30 | 16.7 | 33.3 | 26.7 | 26.7 | 73.3 | 13.3 | 10.0 |
| 5.001-10.000 | 31 | 19.4 | 35.5 | 32.3 | 16.1 | 64.5 | 32.3 | 3.2 |
| 10.001-50.000 | 99 | 13.1 | 33.3 | 45.5 | 11.1 | 60.6 | 26.3 | 12.1 |
| 50.001-100.000 | 96 | 12.5 | 21.9 | 47.9 | 18.8 | 61.5 | 33.3 | 5.2 |
| 100.001-500.000 | 166 | 12.7 | 22.3 | 52.4 | 13.9 | 64.5 | 30.1 | 5.4 |
| +500.0000 | 145 | 11.0 | 33.1 | 46.9 | 12.4 | 60.0 | 32.4 | 6.2 |
| Província | | | | | | | | |
| Barcelona | 345 | 9.9 | 31.3 | 49.0 | 12.5 | 64.9 | 27.8 | 6.4 |
| Girona | 85 | 20.0 | 23.5 | 42.4 | 16.5 | 63.5 | 29.4 | 7.1 |
| Lleida | 85 | 16.5 | 27.1 | 27.1 | 30.6 | 52.9 | 35.3 | 10.6 |
| Tarragona | 85 | 15.3 | 23.5 | 51.8 | 10.6 | 63.5 | 32.9 | 3.5 |
| Zona | | | | | | | | |
| Barcelona Ciutat | 145 | 11.0 | 33.1 | 46.9 | 12.4 | 60.0 | 32.4 | 6.2 |
| Barcelona AM | 100 | 5.0 | 24.0 | 57.0 | 16.0 | 71.0 | 23.0 | 6.0 |
| Barcelona resta província | 100 | 13.0 | 36.0 | 44.0 | 9.0 | 66.0 | 26.0 | 7.0 |
| Girona | 50 | 22.0 | 22.0 | 48.0 | 10.0 | 60.0 | 32.0 | 8.0 |
| Girona resta província | 35 | 17.1 | 25.7 | 34.3 | 25.7 | 68.6 | 25.7 | 5.7 |
| Lleida | 50 | 12.0 | 28.0 | 34.0 | 28.0 | 46.0 | 44.0 | 10.0 |
| Lleida resta província | 35 | 22.9 | 25.7 | 17.1 | 34.3 | 62.9 | 22.9 | 11.4 |
| Tarragona | 50 | 18.0 | 14.0 | 58.0 | 10.0 | 68.0 | 32.0 | - |
| Tarragona resta província | 35 | 11.4 | 37.1 | 42.9 | 11.4 | 57.1 | 34.3 | 8.6 |
| Sexe | | | | | | | | |
| Home | 301 | 8.3 | 24.6 | 49.5 | 18.9 | 61.8 | 29.2 | 8.0 |
| Dona | 299 | 17.7 | 32.4 | 41.1 | 11.7 | 63.9 | 30.4 | 5.4 |
| Edat | | | | | | | | |
| 18-30 anys | 26 | 11.5 | 3.8 | 73.1 | 11.5 | 50.0 | 30.8 | 15.4 |
| 31-45 anys | 445 | 13.5 | 28.5 | 47.0 | 12.8 | 64.0 | 29.2 | 6.3 |
| Més de 46 anys | 129 | 11.6 | 33.3 | 34.1 | 24.8 | 61.2 | 31.8 | 6.2 |
| PERFIL DEL CONSULTAT I ACTITUDS ENVERS LA SINISTRALITAT | | | | | | | | |
| P1.Podria dir-nos si en aquesta llar hi ha nens de 0 a 12 anys? | | | | | | | | |
| Si | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| P2.Per començar, podria dir-nos si vostè disposa de permís de conduir? | | | | | | | | |
| Si | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| P3.Em podria dir quin tipus de vehicle o vehicles tenen a la seva llar? | | | | | | | | |
| Turisme | 584 | 12.7 | 28.4 | 45.4 | 15.6 | 63.5 | 30.1 | 6.3 |
| Ciclomotor | 17 | 17.6 | 29.4 | 47.1 | 5.9 | 52.9 | 29.4 | 5.9 |
| Moto | 65 | 13.8 | 26.2 | 46.2 | 15.4 | 60.0 | 29.2 | 7.7 |
| Bicicleta | 42 | 14.3 | 35.7 | 31.0 | 21.4 | 71.4 | 26.2 | 2.4 |
| Furgoneta | 30 | 10.0 | 26.7 | 50.0 | 16.7 | 66.7 | 20.0 | 13.3 |
| Camió | 1 | - | - | - | 100.0 | - | 100.0 | - |
| Altres | 9 | 33.3 | 33.3 | 22.2 | 11.1 | 55.6 | 33.3 | 11.1 |
| P4.Em podria quants fills té entre 0 i 12 anys si us plau? | | | | | | | | |
| 1 | 344 | 10.8 | 25.9 | 47.4 | 18.0 | 62.8 | 30.8 | 5.5 |
| 2 | 218 | 15.6 | 33.0 | 42.7 | 11.0 | 62.8 | 28.4 | 8.3 |
| 3 | 33 | 18.2 | 30.3 | 36.4 | 18.2 | 66.7 | 24.2 | 9.1 |
| 4 | 3 | 33.3 | - | 66.7 | - | - | 100.0 | - |
| 5 | 1 | - | - | 100.0 | - | 100.0 | - | - |
| 6 | 1 | - | - | 100.0 | - | 100.0 | - | - |

| | Fill visita Camió - Tràiler | | | | | Utilitza SRI adequat | | |
|-------------------------------|-----------------------------|---------------|---------------------|------|-----------|----------------------|------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| <u>Base:Total entrevistes</u> | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| Mitjana de fills | 1.50 | 1.63 | 1.54 | 1.49 | 1.39 | 1.50 | 1.49 | 1.60 |
| | 0.67 | 0.69 | 0.61 | 0.71 | 0.61 | 0.67 | 0.66 | 0.63 |

P4a.Sexe del fill sel·leccionat

| | | | | | | | | |
|------|-----|------|------|------|------|------|------|-----|
| Home | 310 | 14.5 | 29.0 | 42.3 | 15.5 | 62.9 | 31.3 | 5.2 |
| Dona | 290 | 11.4 | 27.9 | 48.6 | 15.2 | 62.8 | 28.3 | 8.3 |

P4b.Edad del fill sel·leccionat

| | | | | | | | | |
|----------------|-----|------|------|------|------|------|------|-----|
| De 0 a 5 anys | 253 | 7.9 | 19.0 | 65.6 | 7.5 | 67.6 | 22.9 | 9.1 |
| De 6 a 8 anys | 161 | 15.5 | 36.6 | 31.7 | 18.6 | 55.3 | 37.3 | 6.2 |
| De 9 a 12 anys | 186 | 17.7 | 34.4 | 29.6 | 23.1 | 62.9 | 32.8 | 3.8 |

Edat del fill desagregat

| | | | | | | | | |
|---------|----|------|------|------|------|------|------|------|
| 0 anys | 23 | - | 8.7 | 87.0 | 4.3 | 87.0 | 13.0 | - |
| 1 anys | 34 | 2.9 | 2.9 | 88.2 | 5.9 | 70.6 | 20.6 | 8.8 |
| 2 anys | 46 | 2.2 | 19.6 | 71.7 | 6.5 | 71.7 | 15.2 | 13.0 |
| 3 anys | 53 | 5.7 | 24.5 | 64.2 | 5.7 | 67.9 | 24.5 | 7.5 |
| 4 anys | 49 | 20.4 | 18.4 | 49.0 | 12.2 | 65.3 | 18.4 | 14.3 |
| 5 anys | 48 | 10.4 | 29.2 | 52.1 | 8.3 | 54.2 | 39.6 | 6.3 |
| 6 anys | 71 | 14.1 | 43.7 | 31.0 | 16.9 | 64.8 | 31.0 | 4.2 |
| 7 anys | 47 | 21.3 | 38.3 | 23.4 | 17.0 | 42.6 | 51.1 | 4.3 |
| 8 anys | 43 | 11.6 | 23.3 | 41.9 | 23.3 | 53.5 | 32.6 | 11.6 |
| 9 anys | 41 | 12.2 | 26.8 | 43.9 | 19.5 | 46.3 | 53.7 | - |
| 10 anys | 51 | 25.5 | 37.3 | 23.5 | 19.6 | 51.0 | 41.2 | 7.8 |
| 11 anys | 39 | 20.5 | 41.0 | 23.1 | 23.1 | 66.7 | 28.2 | 2.6 |
| 12 anys | 55 | 12.7 | 32.7 | 29.1 | 29.1 | 83.6 | 12.7 | 3.6 |

P5.Em podria dir de forma aproximada l'alçada (en centímetres) del seu fill/a?

| | | | | | | | | |
|--------------------------|-------|--------|--------|--------|--------|--------|--------|--------|
| De 31 a 40 centímetres | 1 | - | - | 100.0 | - | - | 100.0 | - |
| De 41 a 50 centímetres | 6 | - | 33.3 | 66.7 | - | 83.3 | 16.7 | - |
| De 51 a 60 centímetres | 15 | 6.7 | - | 80.0 | 13.3 | 80.0 | 20.0 | - |
| De 61 a 70 centímetres | 16 | - | 6.3 | 93.8 | - | 87.5 | 12.5 | - |
| De 71 a 80 centímetres | 25 | - | 8.0 | 84.0 | 8.0 | 76.0 | 24.0 | - |
| De 81 a 90 centímetres | 33 | - | 12.1 | 78.8 | 9.1 | 84.8 | 15.2 | - |
| De 91 a 100 centímetres | 53 | 11.3 | 30.2 | 47.2 | 11.3 | 69.8 | 26.4 | 3.8 |
| De 101 a 110 centímetres | 55 | 10.9 | 29.1 | 50.9 | 9.1 | 70.9 | 29.1 | - |
| De 111 a 120 centímetres | 96 | 16.7 | 36.5 | 39.6 | 11.5 | 65.6 | 33.3 | 1.0 |
| De 121 a 130 centímetres | 74 | 21.6 | 31.1 | 29.7 | 21.6 | 70.3 | 24.3 | 2.7 |
| De 131 a 140 centímetres | 72 | 20.8 | 25.0 | 37.5 | 19.4 | 34.7 | 63.9 | 1.4 |
| De 141 a 150 centímetres | 65 | 13.8 | 36.9 | 30.8 | 21.5 | 50.8 | 47.7 | - |
| De 151 a 160 centímetres | 42 | 14.3 | 42.9 | 19.0 | 28.6 | 90.5 | 9.5 | - |
| De 161 a 170 centímetres | 10 | 10.0 | 20.0 | 50.0 | 20.0 | 100.0 | - | - |
| De 171 a 180 centímetres | 2 | - | 100.0 | - | - | 100.0 | - | - |
| No sap | 35 | 5.7 | 22.9 | 57.1 | 14.3 | - | - | 97.1 |
| Mitjana d'alçada | !!!! | 128.29 | 126.07 | 108.22 | 128.95 | 116.56 | 122.89 | 117.17 |
| | 27.12 | 18.75 | 22.92 | 28.99 | 22.96 | 28.76 | 23.31 | 13.59 |

P6.Podria dir-me de forma aproximada el pes del seu fill/a (en quilos)?

| | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| De 1 a 10 quilos | 52 | - | 7.7 | 86.5 | 5.8 | 80.8 | 15.4 | 3.8 |
| De 11 a 20 quilos | 189 | 9.5 | 25.9 | 55.6 | 9.0 | 68.8 | 22.8 | 7.9 |
| De 21 a 30 quilos | 156 | 16.7 | 34.6 | 36.5 | 16.0 | 55.8 | 39.1 | 4.5 |
| De 31 a 40 quilos | 108 | 21.3 | 28.7 | 37.0 | 15.7 | 50.0 | 45.4 | 2.8 |
| De 41 a 50 quilos | 49 | 18.4 | 38.8 | 28.6 | 22.4 | 77.6 | 22.4 | - |
| De 51 a 60 quilos | 17 | 5.9 | 35.3 | 23.5 | 35.3 | 100.0 | - | - |
| De 61 a 70 quilos | 6 | - | 50.0 | 16.7 | 33.3 | 100.0 | - | - |
| No sap | 22 | 4.5 | 22.7 | 27.3 | 45.5 | 13.6 | 27.3 | 59.1 |
| No contesta | 1 | - | - | - | 100.0 | - | 100.0 | - |
| Mitjana de pes | 25.91 | 28.99 | 28.64 | 21.85 | 31.59 | 25.93 | 26.84 | 19.48 |
| | 12.79 | 9.86 | 12.45 | 12.20 | 13.40 | 14.19 | 9.60 | 8.29 |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base: Total entrevistes

| | | | | | | | |
|-----|------|------|------|------|------|------|-----|
| 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
|-----|------|------|------|------|------|------|-----|

P7. Dels següents problemes socials, quin és el que més li preocupa?

| | | | | | | | | |
|-------------------------------|-----|------|-------|------|------|------|-------|------|
| Els accidents de trànsit | 61 | 16.4 | 31.1 | 44.3 | 11.5 | 65.6 | 26.2 | 8.2 |
| Els accidents de treball | 6 | 16.7 | - | 66.7 | 16.7 | 33.3 | 66.7 | - |
| La integració dels immigrants | 47 | 14.9 | 38.3 | 38.3 | 12.8 | 63.8 | 31.9 | 4.3 |
| L'atur | 328 | 11.6 | 27.1 | 46.6 | 16.5 | 64.3 | 28.4 | 7.0 |
| La inseguretat ciutadana | 87 | 18.4 | 28.7 | 40.2 | 14.9 | 64.4 | 31.0 | 3.4 |
| L'habitatge | 13 | 7.7 | 7.7 | 61.5 | 23.1 | 53.8 | 46.2 | - |
| El terrorisme | 24 | - | 33.3 | 50.0 | 16.7 | 54.2 | 25.0 | 16.7 |
| Altres | 23 | 17.4 | 21.7 | 56.5 | 4.3 | 65.2 | 26.1 | 4.3 |
| No sap | 10 | 10.0 | 50.0 | 20.0 | 30.0 | 30.0 | 50.0 | 20.0 |
| No contesta | 1 | - | 100.0 | - | - | - | 100.0 | - |

P8. Digui'm en una escala de 0 a 10 (on 0 significa cap preocupació i 10 significa màxima preocupació), en quina mesura li preocupen els accidents de trànsit?

| | | | | | | | | |
|-------------------------|------|------|-------|------|------|-------|------|------|
| [0] Cap preocupació | 1 | - | 100.0 | - | - | 100.0 | - | - |
| [1] | 0 | - | - | - | - | - | - | - |
| [2] | 3 | - | 33.3 | 33.3 | 33.3 | 100.0 | - | - |
| [3] | 6 | - | 16.7 | 33.3 | 50.0 | 66.7 | 33.3 | - |
| [4] | 13 | 7.7 | 30.8 | 46.2 | 15.4 | 61.5 | 23.1 | 15.4 |
| [5] | 47 | 6.4 | 21.3 | 63.8 | 8.5 | 66.0 | 27.7 | 6.4 |
| [6] | 33 | 9.1 | 33.3 | 48.5 | 12.1 | 60.6 | 27.3 | 12.1 |
| [7] | 110 | 18.2 | 31.8 | 39.1 | 13.6 | 57.3 | 31.8 | 10.0 |
| [8] | 163 | 12.9 | 30.1 | 44.2 | 15.3 | 66.9 | 28.2 | 3.7 |
| [9] | 80 | 15.0 | 23.8 | 42.5 | 20.0 | 65.0 | 28.7 | 6.3 |
| [10] Màxima preocupació | 144 | 12.5 | 27.8 | 47.2 | 15.3 | 59.7 | 33.3 | 6.3 |
| No sap | 0 | - | - | - | - | - | - | - |
| No contesta | 0 | - | - | - | - | - | - | - |
| Mitjana | 7.91 | 8.12 | 7.87 | 7.87 | 7.96 | 7.87 | 8.03 | 7.67 |
| Desviació | 1.76 | 1.43 | 1.77 | 1.78 | 1.86 | 1.79 | 1.68 | 1.77 |

P9. En l'últim any, ha patit vostè algun accident de trànsit encara que fos de poca gravetat, ja sigui de conductor, d'acompanyant o de vianant?

| | | | | | | | | |
|--------------------|-----|------|------|------|------|------|------|------|
| Si com conductor | 35 | 11.4 | 31.4 | 31.4 | 28.6 | 51.4 | 34.3 | 11.4 |
| Si com acompanyant | 5 | 40.0 | 40.0 | 40.0 | - | 80.0 | - | - |
| No | 560 | 12.9 | 28.2 | 46.3 | 14.6 | 63.4 | 29.8 | 6.4 |

P10. De quants Cotxes (Turismes o Furgonetes) disposen a la seva llar i ha fet servir en els darrers 12 mesos per portar al seu fill/a?

| | | | | | | | | |
|------------------------------|------|------|-------|-------|------|-------|-------|------|
| Base: Té turisme o furgoneta | 596 | 12.8 | 28.5 | 45.5 | 15.4 | 63.3 | 30.0 | 6.7 |
| 1 | 327 | 12.8 | 29.7 | 44.0 | 15.6 | 63.0 | 28.4 | 8.6 |
| 2 | 248 | 12.1 | 26.2 | 48.4 | 15.3 | 62.1 | 33.1 | 4.8 |
| 3 | 18 | 16.7 | 33.3 | 33.3 | 16.7 | 83.3 | 16.7 | - |
| 7 | 1 | - | - | 100.0 | - | - | 100.0 | - |
| No contesta | 2 | 50.0 | 100.0 | - | - | 100.0 | - | - |
| Mitjana de cotxes | 1.49 | 1.25 | 1.44 | 1.54 | 1.18 | 1.43 | 1.72 | 1.00 |
| | 0.73 | 0.43 | 0.50 | 0.80 | 0.39 | 0.54 | 1.21 | 0.00 |

P11. Del següent llistat de sistemes de retenció infantil que li llegiré, podria dir-me quin utilitza habitualment quan porta al seu fill/a en aquest cotxe?

| | | | | | | | | |
|---------------------------------|-----|------|------|-------|------|-------|-------|------|
| Base: Utilitza vehicle per nens | 596 | 12.8 | 28.5 | 45.5 | 15.4 | 63.3 | 30.0 | 6.7 |
| Cabàs | 8 | - | 12.5 | 87.5 | - | 100.0 | - | - |
| Portabebè | 20 | - | 10.0 | 85.0 | 5.0 | 95.0 | 5.0 | - |
| Cadira | 192 | 9.4 | 22.4 | 56.8 | 12.5 | 47.9 | 39.6 | 12.5 |
| Cadira elevador | 213 | 17.4 | 32.9 | 40.8 | 12.2 | 64.3 | 30.0 | 5.6 |
| Coixí elevador | 47 | 14.9 | 29.8 | 38.3 | 17.0 | 40.4 | 57.4 | 2.1 |
| Només cinturó de seguretat | 115 | 12.2 | 34.8 | 27.8 | 28.7 | 88.7 | 8.7 | 2.6 |
| Cap | 1 | - | - | 100.0 | - | - | 100.0 | - |

| | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | | |
|-------------------------------|-----------------------------|---------------|---------------------|------|----------------------|------|------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| <u>Base:Total entrevistes</u> | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |

P12.Perquè no utilitza cap sistema de retenció infantil?

| | | | | | | | | |
|-----------------------|---|---|---|-------|---|---|-------|---|
| <u>Base:Cap SRI</u> | 1 | - | - | 100.0 | - | - | 100.0 | - |
| Ho troba una bestiesa | 1 | - | - | 100.0 | - | - | 100.0 | - |

Utilitza SRI adequat

| | | | | | | | | |
|------------------------------------|-----|------|------|------|------|-------|-------|-------|
| <u>Base:Té turisme o furgoneta</u> | 596 | 12.8 | 28.5 | 45.5 | 15.4 | 63.3 | 30.0 | 6.7 |
| Si | 377 | 11.4 | 30.0 | 45.6 | 14.9 | 100.0 | - | - |
| No | 179 | 17.3 | 26.8 | 43.6 | 15.6 | - | 100.0 | - |
| N.S./N.C. | 40 | 5.0 | 22.5 | 52.5 | 20.0 | - | - | 100.0 |

P13.Em pot dir quin ha estat el canal principal pel que s'ha informat del sistema de Retenció Infantil més adient pel seu fill/a?

| | | | | | | | | |
|---|-----|-------|-------|------|------|-------|-------|------|
| <u>Base:Utilitza SRI</u> | 595 | 12.8 | 28.6 | 45.4 | 15.5 | 63.4 | 29.9 | 6.7 |
| Fulletons informatius sobre SRI | 42 | 33.3 | 26.2 | 38.1 | 14.3 | 61.9 | 31.0 | 7.1 |
| A la Botiga on va comprar el SRI | 261 | 12.6 | 28.0 | 50.2 | 10.3 | 61.3 | 32.2 | 6.5 |
| Internet | 78 | 12.8 | 25.6 | 46.2 | 16.7 | 55.1 | 39.7 | 5.1 |
| Familiars/amics | 60 | 3.3 | 31.7 | 56.7 | 10.0 | 71.7 | 25.0 | 3.3 |
| Revistes | 41 | 9.8 | 14.6 | 61.0 | 14.6 | 78.0 | 14.6 | 7.3 |
| Professionals Sanitaris (pediatra, infermeres...) | 15 | 33.3 | 26.7 | 40.0 | 6.7 | 46.7 | 53.3 | - |
| Mitjans de comunicació | 26 | 7.7 | 42.3 | 23.1 | 30.8 | 57.7 | 30.8 | 11.5 |
| Forces de seguretat | 6 | 50.0 | 33.3 | 16.7 | 16.7 | 100.0 | - | - |
| Concessionari/Asseguradora | 15 | 6.7 | 46.7 | 33.3 | 13.3 | 60.0 | 13.3 | 26.7 |
| Llegint el reglament | 2 | - | 100.0 | - | - | 50.0 | - | 50.0 |
| Per lògica/Sentit comú | 10 | - | 40.0 | 10.0 | 50.0 | 80.0 | - | 20.0 |
| Per l'escola | 1 | 100.0 | - | - | - | - | 100.0 | - |
| Varis canals | 4 | - | 25.0 | - | 75.0 | 75.0 | 25.0 | - |
| No sap | 25 | - | 32.0 | 24.0 | 44.0 | 68.0 | 28.0 | 4.0 |
| No contesta | 9 | 11.1 | 22.2 | 33.3 | 33.3 | 77.8 | 22.2 | - |

P14.El seu filla s'ha negat alguna vegada a fer servir el SRI?

| | | | | | | | | |
|--------------------------|-----|------|------|------|------|------|------|-----|
| <u>Base:Utilitza SRI</u> | 595 | 12.8 | 28.6 | 45.4 | 15.5 | 63.4 | 29.9 | 6.7 |
| Si | 109 | 11.0 | 23.9 | 49.5 | 17.4 | 67.9 | 26.6 | 5.5 |
| No | 486 | 13.2 | 29.6 | 44.4 | 15.0 | 62.3 | 30.7 | 7.0 |

P15.Quan el seu fill/a s'ha oposat a fer servir el sistema de retenció infantil com ha actuat vostè?

| | | | | | | | | |
|---|-----|------|------|------|------|-------|------|-----|
| <u>Base:Fill s'ha negat a utilitzar SRI</u> | 109 | 11.0 | 23.9 | 49.5 | 17.4 | 67.9 | 26.6 | 5.5 |
| Sempre que passa, li he tret | 2 | - | 50.0 | - | 50.0 | 100.0 | - | - |
| Alguna vegada li he tret | 9 | 22.2 | - | 77.8 | - | 66.7 | 33.3 | - |
| Mai li he tret, sempre li deixo posat | 98 | 10.2 | 25.5 | 48.0 | 18.4 | 67.3 | 26.5 | 6.1 |

P16.Si el seu fill/a s'oposés a fer servir el sistema de retenció infantil com actuaria vostè?

| | | | | | | | | |
|--|-----|-------|------|------|------|------|-------|-----|
| <u>Base:Fill no s'ha negat a utilitzar SRI</u> | 486 | 13.2 | 29.6 | 44.4 | 15.0 | 62.3 | 30.7 | 7.0 |
| Li trauria | 4 | 25.0 | - | 75.0 | - | 75.0 | 25.0 | - |
| Depen de la situació li trauria | 5 | - | 20.0 | 60.0 | 20.0 | 80.0 | 20.0 | - |
| Mai li trauria | 476 | 13.0 | 30.0 | 44.1 | 15.1 | 62.2 | 30.7 | 7.1 |
| No sap | 1 | 100.0 | - | - | - | - | 100.0 | - |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

P17.Quin és el principal inconvenient que es troba a l'hora d'utilitzar el sistema de retenció infantil?

Base:Utilitza SRI 595 12.8 28.6 45.4 15.5 63.4 29.9 6.7

| | | | | | | | | |
|--------------------------------------|-----|------|-------|------|------|-------|------|------|
| Desprèn molta calor | 9 | - | 33.3 | 55.6 | 11.1 | 66.7 | 33.3 | - |
| Incomoditat pel cinturó | 23 | 8.7 | 26.1 | 47.8 | 17.4 | 60.9 | 39.1 | - |
| Ocupen molt espai | 32 | 15.6 | 18.8 | 53.1 | 12.5 | 59.4 | 37.5 | 3.1 |
| Incomoditat | 49 | 8.2 | 30.6 | 51.0 | 12.2 | 69.4 | 28.6 | 2.0 |
| Alçada de la cadira | 1 | - | 100.0 | - | - | 100.0 | - | - |
| Posar el SRI en vehicles no propis | 11 | 18.2 | 36.4 | 36.4 | 9.1 | 36.4 | 54.5 | 9.1 |
| Poca mobilitat pels nens | 7 | 28.6 | - | 42.9 | 28.6 | 71.4 | 28.6 | - |
| Dificultat en la utilització | 23 | 4.3 | 39.1 | 47.8 | 8.7 | 73.9 | 21.7 | 4.3 |
| Quan dormen el cap no queda subjecte | 10 | - | 40.0 | 50.0 | 10.0 | 80.0 | 20.0 | - |
| El nen es descorda | 2 | - | - | 50.0 | 50.0 | 100.0 | - | - |
| Inseguretat en cas d'accident | 8 | 37.5 | 25.0 | 37.5 | 12.5 | 75.0 | 12.5 | 12.5 |
| Altres | 8 | 12.5 | 25.0 | 37.5 | 25.0 | 75.0 | 12.5 | 12.5 |
| Cap | 406 | 13.3 | 28.6 | 44.6 | 16.3 | 62.1 | 29.6 | 8.4 |
| No sap | 3 | 33.3 | 33.3 | - | 33.3 | 33.3 | 66.7 | - |
| No contesta | 3 | 33.3 | 33.3 | 33.3 | - | 66.7 | 33.3 | - |

P18.De les següents vies que li llegiré, podria dir-me amb quina freqüència (sempre, la majoria de vegades, algunes vegades, rarament o mai) quan circula per elles acostuma a posar-li al seu fill/a algun tipus de sistema de retenció infantil?

Vies urbanes (desplaçaments de menys de 5 minuts)

Base:Utilitza SRI 595 12.8 28.6 45.4 15.5 63.4 29.9 6.7

| | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|------|------|
| Sempre | 562 | 12.8 | 28.8 | 45.6 | 14.9 | 63.9 | 29.4 | 6.8 |
| La majoria de vegades | 18 | 16.7 | 38.9 | 38.9 | 11.1 | 61.1 | 38.9 | - |
| Alguna vegada | 6 | 16.7 | - | 33.3 | 50.0 | 33.3 | 50.0 | 16.7 |
| Rarament | 3 | - | - | 66.7 | 33.3 | 66.7 | 33.3 | - |
| Mai | 4 | - | 25.0 | 50.0 | 25.0 | 50.0 | 25.0 | 25.0 |
| No sap | 2 | - | - | 50.0 | 50.0 | 50.0 | 50.0 | - |

Vies urbanes (desplaçaments de més de 5 minuts)

| | | | | | | | | |
|-----------------------|-----|------|------|------|-------|------|-------|-----|
| Sempre | 578 | 12.8 | 28.5 | 45.8 | 15.1 | 63.7 | 29.4 | 6.9 |
| La majoria de vegades | 7 | 14.3 | 42.9 | 42.9 | - | 71.4 | 28.6 | - |
| Alguna vegada | 4 | 25.0 | 50.0 | - | 25.0 | 25.0 | 75.0 | - |
| Rarament | 2 | - | - | - | 100.0 | 50.0 | 50.0 | - |
| Mai | 3 | - | - | 66.7 | 33.3 | 66.7 | 33.3 | - |
| No sap | 1 | - | - | - | 100.0 | - | 100.0 | - |

Vies interurbanes de curt recorregut

| | | | | | | | | |
|-----------------------|-----|------|------|-------|------|-------|-------|-----|
| Sempre | 577 | 12.5 | 28.8 | 45.8 | 15.3 | 64.0 | 29.1 | 6.9 |
| La majoria de vegades | 10 | 30.0 | 40.0 | 20.0 | 10.0 | 40.0 | 60.0 | - |
| Alguna vegada | 4 | 25.0 | - | 25.0 | 50.0 | 50.0 | 50.0 | - |
| Rarament | 2 | - | - | 100.0 | - | - | 100.0 | - |
| Mai | 2 | - | - | 50.0 | 50.0 | 100.0 | - | - |

Vies interurbanes de llarg recorregut

| | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|------|-----|
| Sempre | 584 | 13.0 | 28.6 | 45.4 | 15.2 | 63.5 | 29.6 | 6.8 |
| La majoria de vegades | 5 | - | 60.0 | 40.0 | - | 60.0 | 40.0 | - |
| Rarament | 3 | - | - | 66.7 | 33.3 | 33.3 | 66.7 | - |
| Mai | 3 | - | - | 33.3 | 66.7 | 66.7 | 33.3 | - |

P19.Acostuma a posar el casc al seu fill/a si el porta amb la moto/ciclomotor?

Base:Té moto o ciclomotor 81 14.8 25.9 46.9 13.6 58.0 29.6 7.4

| | | | | | | | | |
|--------------------------------------|----|-------|-------|------|------|------|-------|------|
| Sempre | 24 | 16.7 | 37.5 | 29.2 | 20.8 | 50.0 | 33.3 | 12.5 |
| Rarament | 1 | 100.0 | - | - | - | - | 100.0 | - |
| No el porto mai a la moto/ciclomotor | 55 | 12.7 | 20.0 | 56.4 | 10.9 | 63.6 | 27.3 | 5.5 |
| No contesta | 1 | - | 100.0 | - | - | - | - | - |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base: Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

P20. De les següents frases que li llegiré a continuació, podria dir-me si està molt, bastant, poc o gens d'acord amb elles?

Els SRI resulten perillosos en cas de que sigui necessari abandonar ràpidament el vehicle

| | | | | | | | | |
|-------------------------|------|------|------|------|------|-------|------|------|
| Base: Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| [5] Molt | 44 | 9.1 | 13.6 | 59.1 | 20.5 | 61.4 | 29.5 | 6.8 |
| [4] Bastant | 128 | 15.6 | 23.4 | 50.8 | 11.7 | 69.5 | 23.4 | 6.3 |
| [3] Ni molt ni poc | 40 | 17.5 | 20.0 | 55.0 | 7.5 | 62.5 | 30.0 | 7.5 |
| [2] Poc | 163 | 11.7 | 27.0 | 46.6 | 16.0 | 64.4 | 28.2 | 7.4 |
| [1] Gens | 175 | 12.0 | 38.3 | 37.1 | 16.6 | 56.0 | 36.0 | 7.4 |
| No sap | 46 | 15.2 | 30.4 | 39.1 | 17.4 | 63.0 | 32.6 | 2.2 |
| No contesta | 4 | - | 50.0 | - | 50.0 | 100.0 | - | - |
| Mitjana | 2.46 | 2.54 | 2.12 | 2.65 | 2.38 | 2.54 | 2.29 | 2.38 |
| Desviació | 1.35 | 1.33 | 1.27 | 1.37 | 1.41 | 1.35 | 1.35 | 1.35 |

La normativa que regula l'ús dels SRI és excessivament dura

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [5] Molt | 42 | 9.5 | 16.7 | 59.5 | 14.3 | 57.1 | 28.6 | 11.9 |
| [4] Bastant | 64 | 14.1 | 26.6 | 46.9 | 14.1 | 75.0 | 20.3 | 4.7 |
| [3] Ni molt ni poc | 29 | 17.2 | 37.9 | 37.9 | 10.3 | 58.6 | 24.1 | 10.3 |
| [2] Poc | 103 | 11.7 | 31.1 | 43.7 | 15.5 | 62.1 | 31.1 | 5.8 |
| [1] Gens | 340 | 13.8 | 29.4 | 43.2 | 16.2 | 61.8 | 31.8 | 6.5 |
| No sap | 22 | 4.5 | 18.2 | 63.6 | 13.6 | 63.6 | 31.8 | 4.5 |
| Mitjana | 1.90 | 1.84 | 1.80 | 2.00 | 1.82 | 1.93 | 1.77 | 2.05 |
| Desviació | 1.31 | 1.27 | 1.19 | 1.40 | 1.28 | 1.32 | 1.25 | 1.47 |

El meu fill no vol utilitzar els SRI

| | | | | | | | | |
|--------------------|------|------|------|-------|------|-------|-------|------|
| [5] Molt | 33 | 6.1 | 21.2 | 54.5 | 18.2 | 66.7 | 21.2 | 12.1 |
| [4] Bastant | 35 | 11.4 | 14.3 | 65.7 | 8.6 | 82.9 | 14.3 | 2.9 |
| [3] Ni molt ni poc | 6 | 16.7 | 50.0 | 16.7 | 16.7 | 66.7 | 33.3 | - |
| [2] Poc | 88 | 10.2 | 36.4 | 43.2 | 13.6 | 61.4 | 30.7 | 8.0 |
| [1] Gens | 431 | 14.4 | 28.5 | 43.4 | 16.0 | 60.8 | 31.8 | 6.5 |
| No sap | 6 | - | 16.7 | 66.7 | 16.7 | 100.0 | - | - |
| No contesta | 1 | - | - | 100.0 | - | - | 100.0 | - |
| Mitjana | 1.57 | 1.40 | 1.48 | 1.68 | 1.52 | 1.64 | 1.42 | 1.65 |
| Desviació | 1.14 | 0.94 | 0.98 | 1.25 | 1.13 | 1.20 | 0.95 | 1.27 |

Els fabricants de vehicles haurien d'incorporar de sèrie dispositius elevadors per nens de més de 4 anys

| | | | | | | | | |
|--------------------|------|------|------|------|-------|-------|------|------|
| [5] Molt | 266 | 13.5 | 27.8 | 44.7 | 15.8 | 63.2 | 30.1 | 6.0 |
| [4] Bastant | 191 | 11.0 | 26.7 | 49.2 | 15.2 | 67.0 | 26.7 | 5.2 |
| [3] Ni molt ni poc | 18 | 16.7 | 16.7 | 55.6 | 16.7 | 38.9 | 38.9 | 22.2 |
| [2] Poc | 47 | 23.4 | 38.3 | 29.8 | 10.6 | 59.6 | 36.2 | 4.3 |
| [1] Gens | 66 | 10.6 | 34.8 | 42.4 | 15.2 | 56.1 | 34.8 | 9.1 |
| No sap | 11 | - | 18.2 | 63.6 | 18.2 | 72.7 | 9.1 | 18.2 |
| No contesta | 1 | - | - | - | 100.0 | 100.0 | - | - |
| Mitjana | 3.93 | 3.87 | 3.80 | 3.99 | 3.99 | 3.98 | 3.83 | 3.74 |
| Desviació | 1.35 | 1.37 | 1.44 | 1.29 | 1.33 | 1.30 | 1.42 | 1.46 |

Els nens més grans de 7 anys ja viatgen suficientment segurs només amb el cinturó de seguretat de l'automòbil

| | | | | | | | | |
|--------------------|------|------|------|------|------|-------|------|------|
| [5] Molt | 33 | 12.1 | 18.2 | 60.6 | 9.1 | 54.5 | 36.4 | 6.1 |
| [4] Bastant | 90 | 8.9 | 26.7 | 56.7 | 8.9 | 74.4 | 21.1 | 4.4 |
| [3] Ni molt ni poc | 29 | 20.7 | 17.2 | 37.9 | 24.1 | 65.5 | 31.0 | - |
| [2] Poc | 148 | 13.5 | 32.4 | 42.6 | 14.2 | 58.8 | 29.7 | 10.8 |
| [1] Gens | 259 | 14.3 | 31.7 | 39.4 | 17.8 | 59.8 | 34.4 | 5.4 |
| No sap | 37 | 8.1 | 16.2 | 62.2 | 13.5 | 73.0 | 16.2 | 10.8 |
| No contesta | 4 | - | - | 50.0 | 50.0 | 100.0 | - | - |
| Mitjana | 2.09 | 1.96 | 1.93 | 2.29 | 1.84 | 2.15 | 1.97 | 2.00 |
| Desviació | 1.30 | 1.22 | 1.20 | 1.39 | 1.14 | 1.31 | 1.28 | 1.17 |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base: Total entrevistes

| | | | | | | | |
|-----|------|------|------|------|------|------|-----|
| 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
|-----|------|------|------|------|------|------|-----|

El manual d'instruccions que acompanya als SRI resulta difícil de comprendre

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [5] Molt | 50 | 20.0 | 22.0 | 46.0 | 16.0 | 74.0 | 24.0 | - |
| [4] Bastant | 134 | 15.7 | 21.6 | 50.0 | 14.9 | 70.9 | 23.1 | 5.2 |
| [3] Ni molt ni poc | 25 | 8.0 | 36.0 | 40.0 | 20.0 | 72.0 | 20.0 | 8.0 |
| [2] Poc | 131 | 13.0 | 32.1 | 44.3 | 12.2 | 63.4 | 32.1 | 3.8 |
| [1] Gens | 235 | 11.5 | 29.4 | 45.1 | 16.2 | 54.0 | 34.9 | 10.6 |
| No sap | 25 | 4.0 | 44.0 | 32.0 | 20.0 | 68.0 | 28.0 | 4.0 |
| Mitjana | 2.36 | 2.61 | 2.19 | 2.41 | 2.36 | 2.53 | 2.12 | 1.77 |
| Desviació | 1.43 | 1.51 | 1.34 | 1.44 | 1.46 | 1.45 | 1.36 | 1.18 |

El meu fill se sent incòmode, irritat o enfadat per estar subjecte amb el SRI

| | | | | | | | | |
|--------------------|------|------|------|-------|------|-------|------|------|
| [5] Molt | 39 | 5.1 | 12.8 | 76.9 | 7.7 | 66.7 | 23.1 | 10.3 |
| [4] Bastant | 61 | 11.5 | 21.3 | 49.2 | 18.0 | 65.6 | 27.9 | 6.6 |
| [3] Ni molt ni poc | 18 | 11.1 | 16.7 | 55.6 | 16.7 | 72.2 | 11.1 | 16.7 |
| [2] Poc | 110 | 14.5 | 36.4 | 42.7 | 8.2 | 63.6 | 26.4 | 8.2 |
| [1] Gens | 371 | 13.7 | 29.6 | 41.5 | 17.8 | 61.2 | 32.9 | 5.4 |
| No sap | 1 | - | - | 100.0 | - | 100.0 | - | - |
| Mitjana | 1.81 | 1.63 | 1.61 | 2.02 | 1.65 | 1.85 | 1.67 | 2.08 |
| Desviació | 1.27 | 1.07 | 1.04 | 1.43 | 1.19 | 1.29 | 1.19 | 1.38 |

P21. De les següents situacions que l'hi llegiré a continuació, digui'm si mai, alguna vegada, la majoria de vegades o sempre ha permès al seu fill/a viatjar en automòbil sense utilitzar un SRI.

Viatjant en braços d'una persona adulta

| | | | | | | | | |
|-----------------------|-----|------|------|------|------|------|------|------|
| Mai | 526 | 13.5 | 28.5 | 44.9 | 15.6 | 63.9 | 29.3 | 6.3 |
| Alguna vegada | 71 | 8.5 | 29.6 | 47.9 | 14.1 | 57.7 | 32.4 | 8.5 |
| La majoria de vegades | 3 | 33.3 | - | 66.7 | - | - | 66.7 | 33.3 |

Al desplaçar-se en cotxe d'una altra persona (familiars, amics,..) que no disposa d'un SRI

| | | | | | | | | |
|-----------------------|-----|------|------|-------|------|------|------|------|
| Mai | 453 | 13.0 | 27.4 | 45.5 | 16.6 | 62.5 | 29.6 | 7.3 |
| Alguna vegada | 135 | 14.1 | 33.3 | 43.0 | 11.1 | 64.4 | 30.4 | 4.4 |
| Ni molt ni poc | 2 | - | - | 100.0 | - | 50.0 | 50.0 | - |
| La majoria de vegades | 5 | - | 40.0 | 60.0 | - | 60.0 | 40.0 | - |
| Sempre | 2 | - | - | 100.0 | - | 50.0 | - | 50.0 |
| No sap | 3 | - | - | 33.3 | 66.7 | 66.7 | 33.3 | - |

Al desplaçar-se en taxi

| | | | | | | | | |
|-----------------------|-----|------|------|-------|------|-------|------|------|
| Mai | 369 | 14.4 | 24.4 | 49.1 | 14.6 | 62.9 | 30.4 | 6.2 |
| Alguna vegada | 106 | 10.4 | 38.7 | 36.8 | 16.0 | 64.2 | 31.1 | 4.7 |
| Ni molt ni poc | 1 | - | - | 100.0 | - | 100.0 | - | - |
| La majoria de vegades | 21 | 4.8 | 33.3 | 57.1 | 9.5 | 47.6 | 42.9 | 9.5 |
| Sempre | 42 | 11.9 | 38.1 | 40.5 | 11.9 | 59.5 | 31.0 | 7.1 |
| No sap | 54 | 14.8 | 25.9 | 37.0 | 22.2 | 64.8 | 20.4 | 13.0 |
| No contesta | 7 | - | 42.9 | 28.6 | 28.6 | 85.7 | 14.3 | - |

Quan el nen s'ha resistit a utilitzar el SRI

| | | | | | | | | |
|---------------|-----|------|-------|-------|------|-------|-------|-----|
| Mai | 566 | 12.7 | 28.4 | 45.9 | 15.0 | 62.5 | 30.2 | 6.7 |
| Alguna vegada | 28 | 17.9 | 32.1 | 28.6 | 25.0 | 71.4 | 17.9 | 7.1 |
| Sempre | 4 | 25.0 | - | 75.0 | - | 50.0 | 50.0 | - |
| No sap | 1 | - | 100.0 | - | - | 100.0 | - | - |
| No contesta | 1 | - | - | 100.0 | - | - | 100.0 | - |

Quan hi ha varis passatgers als seients posteriors del cotxe

| | | | | | | | | |
|-----------------------|-----|------|------|-------|------|-------|------|------|
| Mai | 547 | 13.0 | 29.3 | 44.8 | 15.4 | 62.5 | 30.0 | 6.8 |
| Alguna vegada | 46 | 15.2 | 19.6 | 47.8 | 17.4 | 65.2 | 30.4 | 4.3 |
| La majoria de vegades | 3 | - | 33.3 | 66.7 | - | 66.7 | - | 33.3 |
| Sempre | 3 | - | 33.3 | 66.7 | - | 66.7 | 33.3 | - |
| No sap | 1 | - | - | 100.0 | - | 100.0 | - | - |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

P22.A l'escola del seu fill/a, sap si s'ha realitzat alguna activitat relacionada amb la prevenció viària en aquest any 2010?

| | | | | | | | | |
|-------------------------------|-----|------|------|------|------|------|------|------|
| Si | 255 | 22.0 | 32.5 | 29.4 | 20.8 | 58.8 | 34.5 | 5.9 |
| No | 267 | 8.2 | 29.2 | 51.3 | 11.6 | 63.3 | 29.6 | 6.4 |
| El fill encara no va a escola | 67 | - | 9.0 | 85.1 | 6.0 | 77.6 | 11.9 | 10.4 |
| No contesta | 11 | - | 36.4 | 27.3 | 36.4 | 54.5 | 36.4 | 9.1 |

P23.Quines?

Base:Activitat vial a la escola 255 22.0 32.5 29.4 20.8 58.8 34.5 5.9

| | | | | | | | | |
|------------------------------------|-----|-------|------|-------|------|------|-------|------|
| Camión - Tràiler del "Clac i Rum" | 12 | 100.0 | 33.3 | - | - | 58.3 | 41.7 | - |
| Visita de la policia-Educació vial | 106 | 21.7 | 40.6 | 26.4 | 17.0 | 61.3 | 32.1 | 5.7 |
| Visita a un circuit | 27 | 18.5 | 33.3 | 37.0 | 18.5 | 48.1 | 51.9 | - |
| A classe, educació vial | 26 | 7.7 | 38.5 | 34.6 | 19.2 | 57.7 | 38.5 | 3.8 |
| Sortida al Forum | 1 | - | - | 100.0 | - | - | 100.0 | - |
| Altres | 9 | 11.1 | 22.2 | 44.4 | 22.2 | 33.3 | 55.6 | 11.1 |
| No sap | 74 | 18.9 | 21.6 | 31.1 | 29.7 | 63.5 | 27.0 | 8.1 |
| No contesta | 3 | 33.3 | 33.3 | - | 33.3 | 66.7 | - | 33.3 |

CAMPANYA CLAC I RUM

P24.Durant el 2010, vostè ha vist/escollat alguna campanya de prevenció de trànsit?

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

| | | | | | | | | |
|-------------|-----|------|------|------|------|-------|------|-----|
| Si | 457 | 13.3 | 29.8 | 43.5 | 16.2 | 63.0 | 29.3 | 7.2 |
| No | 139 | 12.2 | 24.5 | 51.1 | 12.2 | 61.2 | 32.4 | 5.0 |
| No contesta | 4 | - | 25.0 | 50.0 | 25.0 | 100.0 | - | - |

P25.Sabria dir-me els eslògans de les campanyes que més recordi?

Base:Ha vist/escollat campanyes 457 13.3 29.8 43.5 16.2 63.0 29.3 7.2

| | | | | | | | | |
|--|-----|------|-------|-------|------|-------|-------|------|
| Llums a punt 09 | 6 | - | 33.3 | 16.7 | 50.0 | 33.3 | 66.7 | - |
| La revolució dels petits gestos | 13 | 23.1 | 30.8 | 46.2 | 23.1 | 69.2 | 30.8 | - |
| Quan condueixis, mira la carretera | 17 | 29.4 | 29.4 | 29.4 | 17.6 | 64.7 | 35.3 | - |
| Una gran moto requereix una gran experiència | 7 | 14.3 | 28.6 | 28.6 | 42.9 | 71.4 | 28.6 | - |
| Clac i Rum | 67 | 26.9 | 53.7 | 20.9 | 7.5 | 70.1 | 26.9 | - |
| Pensa en els punts, salven vides | 15 | 13.3 | 33.3 | 33.3 | 33.3 | 73.3 | 26.7 | - |
| No te la juguis, para i descansa, pel teu bé i pel de la resta de conductors | 21 | 4.8 | 33.3 | 38.1 | 28.6 | 66.7 | 33.3 | - |
| Gràcies perquè sense tu no hagués estat possible | 10 | - | 10.0 | 60.0 | 30.0 | 70.0 | 30.0 | - |
| Campanya de vigilància de transport escolar i de menors | 6 | - | - | 66.7 | 33.3 | 66.7 | 33.3 | - |
| Si beus no condueixis | 4 | 50.0 | - | 50.0 | - | 25.0 | 75.0 | - |
| Tots sabem com evitar un accident. Perquè no ho fem? | 1 | - | - | 100.0 | - | - | 100.0 | - |
| No corris, la qüestió és arribar | 3 | - | 33.3 | 33.3 | 33.3 | 33.3 | 66.7 | - |
| Et pot passar a tu | 2 | - | 50.0 | - | 50.0 | 50.0 | 50.0 | - |
| Posa-hi fre | 11 | 27.3 | 9.1 | 45.5 | 18.2 | 72.7 | 18.2 | 9.1 |
| Posa't el cinturó | 6 | 33.3 | 33.3 | 16.7 | 16.7 | 66.7 | 33.3 | - |
| Posa't el casc | 2 | 50.0 | - | 50.0 | - | - | 100.0 | - |
| En un segon et canvia la vida i res torna a ser igual | 2 | 50.0 | 50.0 | 50.0 | - | 50.0 | 50.0 | - |
| Anuncis contra l'ús del mòbil conduint (en general) | 4 | 25.0 | 25.0 | 50.0 | - | 100.0 | - | - |
| Ja prou! Per favor, respecta les normes | 1 | - | 100.0 | - | - | - | 100.0 | - |
| Sigues prudent, tu no tens recanvi | 1 | - | 100.0 | - | - | - | 100.0 | - |
| No als accidents | 3 | 33.3 | - | 66.7 | - | 33.3 | 66.7 | - |
| En 3 segons es pot perdre la vida | 1 | - | 100.0 | - | - | 100.0 | - | - |
| No podem conduir per tu | 3 | 66.7 | 33.3 | - | - | 66.7 | 33.3 | - |
| Altres | 7 | 28.6 | 14.3 | 42.9 | 14.3 | 42.9 | 42.9 | 14.3 |
| No sap | 298 | 8.7 | 24.8 | 49.0 | 18.8 | 61.4 | 28.2 | 10.4 |
| No contesta | 5 | - | 40.0 | 20.0 | 40.0 | 100.0 | - | - |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

P26.Vostè ha vist/escoltat la campanya de publicitat "Al Cotxe, primer Clac i després Rum"?

Base:No coneix campanya Clac i rum 390 11.0 25.6 47.4 17.7 61.8 29.7 8.5

| | | | | | | | | |
|-------------|-----|------|------|-------|------|------|------|-------|
| Si | 185 | 20.0 | 46.5 | 28.6 | 8.6 | 60.5 | 31.4 | 8.1 |
| No | 204 | 2.9 | 6.9 | 64.2 | 26.0 | 63.2 | 28.4 | 8.3 |
| No contesta | 1 | - | - | 100.0 | - | - | - | 100.0 |

P27.Sap si el seu fill/a ha vist/escoltat la campanya de prevenció de trànsit "Al Cotxe, primer Clac i després Rum"?

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

| | | | | | | | | |
|---------------------|-----|-------|-------|-------|-------|------|-------|-----|
| Si a l'escola | 78 | 100.0 | 16.7 | - | - | 55.1 | 39.7 | 2.6 |
| Si fora de l'escola | 171 | 7.6 | 100.0 | - | - | 66.1 | 28.1 | 5.3 |
| No | 272 | - | - | 100.0 | - | 63.2 | 28.7 | 7.7 |
| No sap | 90 | - | - | - | 100.0 | 62.2 | 28.9 | 8.9 |
| No contesta | 2 | - | - | - | 100.0 | - | 100.0 | - |

P28.Sabria dir-me en quin mitjà ha vist o escoltat vostè la campanya de trànsit "Clac i Rum"?

Base:Coneix campanya Clac i rum 252 21.8 48.4 26.6 8.3 63.1 30.2 6.0

| | | | | | | | | |
|-----------------------------|-----|------|------|------|------|------|------|------|
| TV | 219 | 20.5 | 51.1 | 26.5 | 7.3 | 64.4 | 28.8 | 5.9 |
| Radio | 43 | 14.0 | 55.8 | 32.6 | 7.0 | 65.1 | 32.6 | 2.3 |
| Revistes infantils | 9 | 55.6 | 33.3 | 11.1 | 11.1 | 77.8 | 22.2 | - |
| Itinerant (Camió - Tràiler) | 7 | 71.4 | 14.3 | 14.3 | - | 85.7 | 14.3 | - |
| Pediatra | 15 | 33.3 | 53.3 | 13.3 | 13.3 | 53.3 | 40.0 | 6.7 |
| Cartells | 5 | 40.0 | 40.0 | 20.0 | 20.0 | 60.0 | 40.0 | - |
| Altres | 13 | 53.8 | 46.2 | 7.7 | 15.4 | 38.5 | 53.8 | 7.7 |
| No sap | 5 | 40.0 | 20.0 | 60.0 | - | 20.0 | 60.0 | 20.0 |

P29.Podria dir-nos quin creu que era el principal missatge de la campanya?

Base:Coneix campanya Clac i rum 252 21.8 48.4 26.6 8.3 63.1 30.2 6.0

| | | | | | | | | |
|--|-----|------|------|------|------|------|------|------|
| Posa't el cinturó abans d'iniciar la conducció | 210 | 20.5 | 51.0 | 26.2 | 7.6 | 64.8 | 29.0 | 5.2 |
| Conscienciar als nens | 3 | 66.7 | 33.3 | - | - | 66.7 | 33.3 | - |
| Utilitzar els diferents sistemes de seguretat | 7 | 28.6 | 71.4 | 14.3 | 14.3 | 42.9 | 28.6 | 28.6 |
| Posar-se el cinturó | 10 | 40.0 | 40.0 | 20.0 | - | 50.0 | 40.0 | 10.0 |
| Conduir amb precaució | 3 | 66.7 | - | 33.3 | - | 66.7 | 33.3 | - |
| Els nens han d'anar protegits adequadament | 5 | 40.0 | 20.0 | 20.0 | 20.0 | 60.0 | 20.0 | 20.0 |
| No sap | 14 | - | 28.6 | 50.0 | 21.4 | 57.1 | 42.9 | - |

P30.En general, creu que la campanya de publicitat era molt, bastant, poc o gens...

Clara en el missatge

Base:Coneix campanya Clac i rum 252 21.8 48.4 26.6 8.3 63.1 30.2 6.0

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [5] Molt | 133 | 20.3 | 51.1 | 27.8 | 5.3 | 62.4 | 31.6 | 6.0 |
| [4] Bastant | 107 | 23.4 | 48.6 | 22.4 | 12.1 | 66.4 | 27.1 | 4.7 |
| [3] Ni molt ni poc | 3 | 33.3 | - | 33.3 | 33.3 | 66.7 | 33.3 | - |
| [2] Poc | 5 | 20.0 | 20.0 | 60.0 | - | 20.0 | 60.0 | 20.0 |
| No sap | 4 | 25.0 | 25.0 | 50.0 | - | 50.0 | 25.0 | 25.0 |
| Mitjana | 4.48 | 4.44 | 4.55 | 4.46 | 4.29 | 4.50 | 4.47 | 4.43 |
| Desviació | 0.63 | 0.63 | 0.55 | 0.75 | 0.56 | 0.56 | 0.72 | 0.82 |

| | Fill visita Camió - Tràiler | | | | | Utilitza SRI adequat | | |
|---|-----------------------------|---------------|---------------------|------|-----------|----------------------|------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| Base:Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| Compreensible/entenedora en el llenguatge que utilitzava | | | | | | | | |
| [5] Molt | 124 | 25.0 | 52.4 | 25.8 | 3.2 | 62.9 | 32.3 | 4.8 |
| [4] Bastant | 114 | 18.4 | 47.4 | 26.3 | 12.3 | 66.7 | 24.6 | 7.0 |
| [3] Ni molt ni poc | 4 | 25.0 | 25.0 | - | 50.0 | 50.0 | 50.0 | - |
| [2] Poc | 6 | 16.7 | 16.7 | 50.0 | 16.7 | 16.7 | 66.7 | 16.7 |
| No sap | 4 | 25.0 | 25.0 | 50.0 | - | 50.0 | 50.0 | - |
| Mitjana | 4.44 | 4.52 | 4.51 | 4.40 | 4.00 | 4.47 | 4.41 | 4.27 |
| Desviació | 0.65 | 0.64 | 0.56 | 0.72 | 0.71 | 0.56 | 0.79 | 0.77 |
| Original | | | | | | | | |
| [5] Molt | 92 | 22.8 | 45.7 | 29.3 | 6.5 | 65.2 | 27.2 | 6.5 |
| [4] Bastant | 126 | 18.3 | 56.3 | 23.8 | 7.1 | 61.9 | 33.3 | 4.0 |
| [3] Ni molt ni poc | 16 | 43.8 | 31.3 | 25.0 | 12.5 | 62.5 | 31.3 | 6.3 |
| [2] Poc | 10 | 30.0 | 30.0 | 10.0 | 30.0 | 70.0 | 10.0 | 20.0 |
| [1] Gens | 4 | - | - | 75.0 | 25.0 | 50.0 | 25.0 | 25.0 |
| No sap | 4 | 25.0 | 25.0 | 50.0 | - | 50.0 | 50.0 | - |
| Mitjana | 4.18 | 4.15 | 4.26 | 4.18 | 3.76 | 4.19 | 4.20 | 3.87 |
| Desviació | 0.84 | 0.86 | 0.65 | 0.97 | 1.18 | 0.84 | 0.74 | 1.26 |
| Impactant | | | | | | | | |
| [5] Molt | 26 | 19.2 | 53.8 | 23.1 | 7.7 | 73.1 | 23.1 | - |
| [4] Bastant | 92 | 15.2 | 58.7 | 26.1 | 6.5 | 64.1 | 29.3 | 6.5 |
| [3] Ni molt ni poc | 22 | 27.3 | 22.7 | 40.9 | 9.1 | 72.7 | 22.7 | 4.5 |
| [2] Poc | 71 | 23.9 | 43.7 | 21.1 | 14.1 | 63.4 | 29.6 | 5.6 |
| [1] Gens | 30 | 30.0 | 43.3 | 33.3 | - | 46.7 | 40.0 | 13.3 |
| No sap | 11 | 36.4 | 45.5 | 27.3 | 9.1 | 54.5 | 45.5 | - |
| Mitjana | 3.05 | 2.78 | 3.21 | 3.02 | 3.00 | 3.16 | 2.92 | 2.60 |
| Desviació | 1.27 | 1.30 | 1.27 | 1.28 | 1.12 | 1.24 | 1.31 | 1.25 |
| Adequada per complir el seu objectiu de conscienciació | | | | | | | | |
| [5] Molt | 69 | 23.2 | 44.9 | 34.8 | 2.9 | 58.0 | 30.4 | 10.1 |
| [4] Bastant | 147 | 21.1 | 51.7 | 22.4 | 10.9 | 66.0 | 29.3 | 4.1 |
| [3] Ni molt ni poc | 7 | 28.6 | 57.1 | 14.3 | - | 57.1 | 42.9 | - |
| [2] Poc | 15 | 20.0 | 46.7 | 20.0 | 13.3 | 60.0 | 26.7 | 13.3 |
| [1] Gens | 4 | 25.0 | 25.0 | 50.0 | - | 50.0 | 50.0 | - |
| No sap | 10 | 20.0 | 30.0 | 40.0 | 10.0 | 70.0 | 30.0 | - |
| Mitjana | 4.08 | 4.09 | 4.08 | 4.17 | 3.90 | 4.08 | 4.05 | 4.20 |
| Desviació | 0.84 | 0.86 | 0.78 | 0.93 | 0.72 | 0.80 | 0.90 | 0.98 |
| Fàcil de recordar | | | | | | | | |
| [5] Molt | 109 | 26.6 | 51.4 | 25.7 | 3.7 | 64.2 | 30.3 | 5.5 |
| [4] Bastant | 117 | 18.8 | 47.9 | 23.9 | 12.8 | 65.8 | 25.6 | 6.8 |
| [3] Ni molt ni poc | 6 | 16.7 | 66.7 | 33.3 | - | 50.0 | 50.0 | - |
| [2] Poc | 11 | - | 27.3 | 54.5 | 18.2 | 45.5 | 45.5 | 9.1 |
| [1] Gens | 6 | 33.3 | 50.0 | 16.7 | - | 33.3 | 66.7 | - |
| No sap | 3 | 33.3 | - | 66.7 | - | 66.7 | 33.3 | - |
| Mitjana | 4.25 | 4.41 | 4.30 | 4.17 | 4.00 | 4.32 | 4.11 | 4.27 |
| Desviació | 0.89 | 0.86 | 0.85 | 0.98 | 0.77 | 0.78 | 1.11 | 0.77 |
| Mitjana característiques | | | | | | | | |
| Mitjana | 4.08 | 4.07 | 4.16 | 4.07 | 3.83 | 4.13 | 4.02 | 3.94 |
| Desviació | 0.54 | 0.50 | 0.48 | 0.63 | 0.52 | 0.48 | 0.61 | 0.69 |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes

| | | | | | | | |
|-----|------|------|------|------|------|------|-----|
| 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
|-----|------|------|------|------|------|------|-----|

P31.M'ha dit que la campanya no era gens...Clara en el missatge/ Comprensible-entenedora en el llenguatge que utilitzava/ Original/ Impactant/ Adequada per complir el seu objectiu de conscienciació/ Fàcil de recordar. Com hagués millorat vostè aquesta campanya?

Base:Gens a algun atribut

| | | | | | | | |
|----|------|------|------|-----|------|------|------|
| 36 | 27.8 | 41.7 | 33.3 | 2.8 | 47.2 | 41.7 | 11.1 |
|----|------|------|------|-----|------|------|------|

| | | | | | | | | |
|---------------------------|----|-------|-------|-------|-----|-------|-------|-------|
| Educació a l'auto-escola | 1 | - | 100.0 | - | - | - | 100.0 | - |
| Fent-la en castellà també | 1 | 100.0 | - | - | - | - | 100.0 | - |
| Amb eslògans enganxosos | 2 | 50.0 | - | 50.0 | - | 50.0 | 50.0 | - |
| Més agressiva | 1 | - | - | 100.0 | - | - | - | 100.0 |
| Imatges més impactants | 5 | 20.0 | 40.0 | 40.0 | - | 100.0 | - | - |
| Més realista | 2 | - | 100.0 | - | - | 50.0 | 50.0 | - |
| Més curtes i directes | 1 | - | 100.0 | - | - | 100.0 | - | - |
| Pels nens ja està bé | 2 | 50.0 | 50.0 | - | - | - | 50.0 | 50.0 |
| No sap | 20 | 30.0 | 40.0 | 35.0 | 5.0 | 40.0 | 50.0 | 10.0 |
| No contesta | 2 | - | 50.0 | 50.0 | - | 100.0 | - | - |

P32.Podria valorar-me la campanya "Clac i Rum" en una escala de 0 a 10, en que 0 és crec que no ha tingut gens d'impacte en la ciutadania i 10 és crec que ha tingut molt impacte en la ciutadania?

Base:Coneix campanya Clac i rum

| | | | | | | | |
|-----|------|------|------|-----|------|------|-----|
| 252 | 21.8 | 48.4 | 26.6 | 8.3 | 63.1 | 30.2 | 6.0 |
|-----|------|------|------|-----|------|------|-----|

| | | | | | | | | |
|--------------------|------|-------|-------|------|------|------|-------|------|
| [0] Gens d'impacte | 1 | 100.0 | 100.0 | - | - | - | 100.0 | - |
| [1] | 0 | - | - | - | - | - | - | - |
| [2] | 0 | - | - | - | - | - | - | - |
| [3] | 3 | - | 33.3 | 66.7 | - | 33.3 | 66.7 | - |
| [4] | 10 | 20.0 | 30.0 | 30.0 | 20.0 | 40.0 | 50.0 | 10.0 |
| [5] | 18 | 11.1 | 38.9 | 33.3 | 16.7 | 88.9 | 11.1 | - |
| [6] | 35 | 28.6 | 48.6 | 25.7 | 5.7 | 71.4 | 22.9 | 5.7 |
| [7] | 54 | 16.7 | 44.4 | 35.2 | 7.4 | 64.8 | 25.9 | 5.6 |
| [8] | 70 | 24.3 | 50.0 | 22.9 | 8.6 | 55.7 | 37.1 | 7.1 |
| [9] | 33 | 24.2 | 60.6 | 9.1 | 9.1 | 69.7 | 27.3 | 3.0 |
| [10] Molt impacte | 17 | 29.4 | 52.9 | 23.5 | 5.9 | 64.7 | 23.5 | 11.8 |
| No sap | 11 | 9.1 | 45.5 | 45.5 | - | 45.5 | 45.5 | 9.1 |
| No contesta | 0 | - | - | - | - | - | - | - |
| Mitjana | 7.28 | 7.39 | 7.44 | 6.94 | 7.05 | 7.29 | 7.20 | 7.57 |
| Desviació | 1.62 | 1.80 | 1.64 | 1.60 | 1.72 | 1.53 | 1.84 | 1.55 |

P33.I, en la mateixa escala de 0 a 10, on 0 és gens i 10 és molt, quin impacte ha tingut sobre vostè aquesta campanya a l'hora de circular?

Base:Coneix campanya Clac i rum

| | | | | | | | |
|-----|------|------|------|-----|------|------|-----|
| 252 | 21.8 | 48.4 | 26.6 | 8.3 | 63.1 | 30.2 | 6.0 |
|-----|------|------|------|-----|------|------|-----|

| | | | | | | | | |
|-------------|------|------|------|------|-------|-------|------|------|
| [0] Gens | 27 | 22.2 | 44.4 | 29.6 | 7.4 | 63.0 | 29.6 | 7.4 |
| [1] | 1 | - | - | - | 100.0 | 100.0 | - | - |
| [2] | 5 | - | 80.0 | 20.0 | - | 80.0 | - | 20.0 |
| [3] | 6 | 50.0 | 33.3 | 33.3 | - | 33.3 | 66.7 | - |
| [4] | 7 | 14.3 | - | 57.1 | 28.6 | 71.4 | 28.6 | - |
| [5] | 25 | 36.0 | 52.0 | 16.0 | 12.0 | 64.0 | 28.0 | 8.0 |
| [6] | 26 | 19.2 | 46.2 | 26.9 | 15.4 | 65.4 | 34.6 | - |
| [7] | 45 | 15.6 | 48.9 | 35.6 | 2.2 | 68.9 | 26.7 | 2.2 |
| [8] | 44 | 22.7 | 45.5 | 29.5 | 6.8 | 54.5 | 38.6 | 4.5 |
| [9] | 27 | 22.2 | 63.0 | 11.1 | 3.7 | 66.7 | 18.5 | 14.8 |
| [10] Molt | 31 | 22.6 | 51.6 | 25.8 | 6.5 | 61.3 | 32.3 | 6.5 |
| No sap | 8 | 12.5 | 50.0 | 12.5 | 25.0 | 62.5 | 25.0 | 12.5 |
| No contesta | 0 | - | - | - | - | - | - | - |
| Mitjana | 6.39 | 6.31 | 6.59 | 6.20 | 5.68 | 6.35 | 6.41 | 6.50 |
| Desviació | 2.95 | 2.96 | 2.92 | 2.94 | 2.98 | 2.95 | 2.90 | 3.42 |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

P34.Perquè creu que ha tingut tant poc impacte aquesta campanya?

| | | | | | | | | |
|---|----|------|-------|------|------|------|-------|------|
| Base:Valora poc impacte | 83 | 22.9 | 47.0 | 26.5 | 10.8 | 65.1 | 28.9 | 6.0 |
| Es considera bon conductor i no l'afecten les campanyes | 33 | 18.2 | 51.5 | 24.2 | 15.2 | 72.7 | 21.2 | 6.1 |
| Són poc agressives | 10 | 30.0 | 20.0 | 50.0 | 10.0 | 70.0 | 20.0 | 10.0 |
| El missatge no és clar/ Eslògan poc definit | 4 | 25.0 | 25.0 | 50.0 | - | 75.0 | 25.0 | - |
| No canvien la mentalitat de la gent/ No canvien els hàbits de la població | 7 | 42.9 | 14.3 | 28.6 | 14.3 | 85.7 | - | 14.3 |
| Falta conscienciació | 9 | 44.4 | 55.6 | 11.1 | 22.2 | 55.6 | 33.3 | 11.1 |
| S'obliden molt ràpid/ Impacte momentani | 4 | - | 50.0 | 25.0 | 25.0 | 50.0 | 25.0 | 25.0 |
| Les campanyes no diuen res que la gent no sàpiga | 6 | - | 50.0 | 33.3 | 16.7 | 83.3 | 16.7 | - |
| No sembla seriós/ Es una campanya per infants (dibuixos...) | 4 | 50.0 | 25.0 | - | 50.0 | 75.0 | 25.0 | - |
| La gent continua fent el que vol/ No fan cas | 7 | 14.3 | 57.1 | 28.6 | - | 71.4 | 14.3 | 14.3 |
| Són un anunci més a la TV/ Acostumats a veure'ls | 7 | 42.9 | 14.3 | - | 42.9 | 57.1 | 42.9 | - |
| És pels nens | 8 | 12.5 | 50.0 | 25.0 | 12.5 | 75.0 | 25.0 | - |
| ell/ella ja tenia aquests hàbits | 1 | - | 100.0 | - | - | - | 100.0 | - |
| No sap | 6 | 33.3 | 33.3 | 33.3 | - | 50.0 | 50.0 | - |

P35.En relació a les campanyes de publicitat sobre trànsit, del següent llistat de mitjans de comunicació que li llegiré, valori cadascuna d'elles en una escala de 0 a 10, on 0 és no tenen cap tipus d'impacte sobre la societat i 10 tenen un impacte màxim sobre la societat.

Els missatges per TV

| | | | | | | | | |
|------------------------|------|------|-------|-------|------|-------|------|------|
| Base:Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| [0] Cap impacte | 2 | - | - | 100.0 | - | 50.0 | 50.0 | - |
| [1] | 1 | - | - | 100.0 | - | 100.0 | - | - |
| [2] | 1 | - | 100.0 | - | - | 100.0 | - | - |
| [3] | 2 | - | - | 100.0 | - | 50.0 | 50.0 | - |
| [4] | 8 | 12.5 | 25.0 | 50.0 | 12.5 | 87.5 | 12.5 | - |
| [5] | 32 | 12.5 | 28.1 | 43.8 | 15.6 | 68.8 | 21.9 | 6.3 |
| [6] | 26 | 11.5 | 15.4 | 57.7 | 15.4 | 69.2 | 26.9 | 3.8 |
| [7] | 76 | 11.8 | 30.3 | 43.4 | 15.8 | 56.6 | 32.9 | 7.9 |
| [8] | 183 | 17.5 | 37.7 | 32.8 | 15.8 | 65.6 | 29.5 | 4.4 |
| [9] | 107 | 12.1 | 23.4 | 56.1 | 10.3 | 60.7 | 30.8 | 8.4 |
| [10] Màxim impacte | 148 | 10.8 | 21.6 | 51.4 | 18.2 | 62.2 | 31.1 | 6.8 |
| No sap | 11 | - | 45.5 | 36.4 | 18.2 | 27.3 | 36.4 | 36.4 |
| No contesta | 3 | - | 33.3 | 33.3 | 33.3 | 100.0 | - | - |
| Mitjana | 8.18 | 8.18 | 8.10 | 8.22 | 8.29 | 8.13 | 8.27 | 8.42 |
| Desviació | 1.62 | 1.38 | 1.44 | 1.80 | 1.51 | 1.66 | 1.56 | 1.42 |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base: Total entrevistes

| | | | | | | | |
|-----|------|------|------|------|------|------|-----|
| 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
|-----|------|------|------|------|------|------|-----|

Els missatges per Ràdio

| | | | | | | | | |
|--------------------|------|------|------|-------|------|-------|------|-------|
| [0] Cap impacte | 6 | - | 33.3 | 66.7 | - | 66.7 | 33.3 | - |
| [1] | 1 | - | - | 100.0 | - | - | - | 100.0 |
| [2] | 8 | 12.5 | 37.5 | 50.0 | - | 75.0 | 12.5 | - |
| [3] | 22 | 22.7 | 18.2 | 50.0 | 9.1 | 72.7 | 18.2 | 4.5 |
| [4] | 40 | 20.0 | 17.5 | 47.5 | 15.0 | 65.0 | 30.0 | 5.0 |
| [5] | 89 | 9.0 | 31.5 | 44.9 | 18.0 | 66.3 | 24.7 | 9.0 |
| [6] | 100 | 16.0 | 27.0 | 43.0 | 16.0 | 62.0 | 34.0 | 4.0 |
| [7] | 98 | 11.2 | 32.7 | 43.9 | 14.3 | 68.4 | 28.6 | 3.1 |
| [8] | 105 | 13.3 | 31.4 | 43.8 | 14.3 | 63.8 | 28.6 | 7.6 |
| [9] | 41 | 12.2 | 26.8 | 46.3 | 17.1 | 46.3 | 43.9 | 9.8 |
| [10] Màxim impacte | 38 | 7.9 | 18.4 | 57.9 | 18.4 | 52.6 | 34.2 | 13.2 |
| No sap | 49 | 14.3 | 32.7 | 36.7 | 18.4 | 57.1 | 30.6 | 8.2 |
| No contesta | 3 | - | 33.3 | 66.7 | - | 100.0 | - | - |
| Mitjana | 6.50 | 6.32 | 6.53 | 6.49 | 6.71 | 6.38 | 6.73 | 6.86 |
| Desviació | 1.99 | 1.90 | 1.89 | 2.13 | 1.80 | 1.96 | 1.96 | 2.23 |

Els missatges en premsa escrita

| | | | | | | | | |
|--------------------|------|------|-------|------|------|-------|------|------|
| [0] Cap impacte | 17 | 11.8 | 11.8 | 64.7 | 11.8 | 52.9 | 41.2 | 5.9 |
| [1] | 6 | - | 33.3 | 66.7 | - | 16.7 | 50.0 | 16.7 |
| [2] | 18 | 11.1 | 16.7 | 61.1 | 11.1 | 61.1 | 33.3 | - |
| [3] | 32 | 12.5 | 21.9 | 53.1 | 15.6 | 62.5 | 18.8 | 18.8 |
| [4] | 52 | 19.2 | 26.9 | 42.3 | 13.5 | 71.2 | 28.8 | - |
| [5] | 132 | 12.9 | 32.6 | 41.7 | 15.9 | 72.0 | 25.8 | 2.3 |
| [6] | 113 | 18.6 | 28.3 | 40.7 | 15.0 | 68.1 | 23.0 | 7.1 |
| [7] | 90 | 10.0 | 37.8 | 38.9 | 16.7 | 52.2 | 38.9 | 8.9 |
| [8] | 61 | 8.2 | 18.0 | 54.1 | 19.7 | 55.7 | 37.7 | 6.6 |
| [9] | 21 | 4.8 | 28.6 | 52.4 | 14.3 | 61.9 | 33.3 | 4.8 |
| [10] Màxim impacte | 25 | 16.0 | 20.0 | 44.0 | 20.0 | 60.0 | 32.0 | 8.0 |
| No sap | 32 | 9.4 | 34.4 | 50.0 | 9.4 | 53.1 | 28.1 | 18.8 |
| No contesta | 1 | - | 100.0 | - | - | 100.0 | - | - |
| Mitjana | 5.72 | 5.59 | 5.80 | 5.60 | 5.98 | 5.67 | 5.83 | 5.85 |
| Desviació | 2.12 | 1.97 | 1.84 | 2.32 | 2.04 | 2.01 | 2.29 | 2.35 |

Els missatges en els panells informatius a les carreteres

| | | | | | | | | |
|--------------------|------|------|------|------|------|-------|------|------|
| [0] Cap impacte | 11 | 9.1 | 27.3 | 45.5 | 18.2 | 54.5 | 45.5 | - |
| [1] | 4 | - | 25.0 | 75.0 | - | 50.0 | 25.0 | 25.0 |
| [2] | 12 | 8.3 | 33.3 | 50.0 | 8.3 | 83.3 | 16.7 | - |
| [3] | 24 | 16.7 | 25.0 | 45.8 | 16.7 | 79.2 | 8.3 | 8.3 |
| [4] | 32 | 9.4 | 21.9 | 46.9 | 25.0 | 78.1 | 15.6 | 6.3 |
| [5] | 92 | 14.1 | 22.8 | 50.0 | 16.3 | 65.2 | 31.5 | 3.3 |
| [6] | 75 | 18.7 | 30.7 | 44.0 | 9.3 | 66.7 | 29.3 | 1.3 |
| [7] | 101 | 13.9 | 33.7 | 40.6 | 14.9 | 63.4 | 28.7 | 6.9 |
| [8] | 122 | 12.3 | 27.0 | 42.6 | 19.7 | 61.5 | 32.0 | 6.6 |
| [9] | 51 | 7.8 | 31.4 | 52.9 | 7.8 | 54.9 | 35.3 | 9.8 |
| [10] Màxim impacte | 62 | 11.3 | 30.6 | 45.2 | 14.5 | 51.6 | 35.5 | 12.9 |
| No sap | 11 | 18.2 | 27.3 | 36.4 | 18.2 | 27.3 | 45.5 | 27.3 |
| No contesta | 3 | - | 33.3 | 33.3 | 33.3 | 100.0 | - | - |
| Mitjana | 6.66 | 6.57 | 6.79 | 6.60 | 6.58 | 6.47 | 6.93 | 7.41 |
| Desviació | 2.23 | 2.04 | 2.21 | 2.29 | 2.21 | 2.21 | 2.22 | 2.31 |

| | Fill visita Camió - Tràiler | | | | | Utilitza SRI adequat | | |
|------------------------|-----------------------------|---------------|---------------------|------|-----------|----------------------|------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| Base:Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |

Els missatges a través de la Web del Servei Català de Trànsit

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 46 | 6.5 | 23.9 | 58.7 | 13.0 | 67.4 | 26.1 | 6.5 |
| [1] | 19 | - | 15.8 | 73.7 | 10.5 | 57.9 | 26.3 | 15.8 |
| [2] | 35 | 14.3 | 25.7 | 51.4 | 14.3 | 71.4 | 28.6 | - |
| [3] | 52 | 15.4 | 23.1 | 48.1 | 13.5 | 71.2 | 25.0 | 3.8 |
| [4] | 37 | 13.5 | 32.4 | 48.6 | 8.1 | 73.0 | 24.3 | 2.7 |
| [5] | 110 | 10.9 | 32.7 | 43.6 | 15.5 | 69.1 | 25.5 | 3.6 |
| [6] | 40 | 12.5 | 20.0 | 45.0 | 25.0 | 55.0 | 40.0 | 5.0 |
| [7] | 44 | 13.6 | 29.5 | 29.5 | 27.3 | 54.5 | 38.6 | 6.8 |
| [8] | 38 | 21.1 | 36.8 | 39.5 | 5.3 | 50.0 | 44.7 | 5.3 |
| [9] | 15 | 20.0 | 26.7 | 26.7 | 26.7 | 66.7 | 26.7 | 6.7 |
| [10] Màxim impacte | 20 | 10.0 | 20.0 | 55.0 | 15.0 | 35.0 | 40.0 | 25.0 |
| No sap | 136 | 14.7 | 30.9 | 42.6 | 14.0 | 60.3 | 27.9 | 10.3 |
| No contesta | 8 | 12.5 | 37.5 | 37.5 | 25.0 | 75.0 | 25.0 | - |
| Mitjana | 4.67 | 5.21 | 4.86 | 4.27 | 5.01 | 4.40 | 5.09 | 5.42 |
| Desviació | 2.68 | 2.51 | 2.55 | 2.77 | 2.60 | 2.55 | 2.73 | 3.47 |

Els missatges a través d'altres pàgines webs

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 47 | 8.5 | 27.7 | 53.2 | 12.8 | 55.3 | 31.9 | 12.8 |
| [1] | 16 | - | 18.8 | 75.0 | 6.3 | 68.8 | 31.3 | - |
| [2] | 38 | 10.5 | 28.9 | 55.3 | 7.9 | 68.4 | 28.9 | 2.6 |
| [3] | 47 | 14.9 | 36.2 | 36.2 | 14.9 | 74.5 | 23.4 | 2.1 |
| [4] | 59 | 16.9 | 28.8 | 45.8 | 11.9 | 71.2 | 28.8 | - |
| [5] | 121 | 11.6 | 29.8 | 47.1 | 14.0 | 66.1 | 29.8 | 2.5 |
| [6] | 43 | 11.6 | 20.9 | 48.8 | 18.6 | 62.8 | 32.6 | 4.7 |
| [7] | 34 | 11.8 | 29.4 | 41.2 | 17.6 | 50.0 | 35.3 | 14.7 |
| [8] | 31 | 19.4 | 22.6 | 41.9 | 19.4 | 51.6 | 45.2 | 3.2 |
| [9] | 6 | 16.7 | 33.3 | 33.3 | 16.7 | 50.0 | 50.0 | - |
| [10] Màxim impacte | 9 | 11.1 | 22.2 | 55.6 | 11.1 | - | 66.7 | 33.3 |
| No sap | 143 | 14.7 | 28.7 | 39.9 | 18.9 | 62.9 | 23.1 | 12.6 |
| No contesta | 6 | 16.7 | 50.0 | 16.7 | 33.3 | 66.7 | 33.3 | - |
| Mitjana | 4.35 | 4.71 | 4.27 | 4.18 | 4.73 | 4.14 | 4.69 | 4.77 |
| Desviació | 2.41 | 2.28 | 2.33 | 2.48 | 2.38 | 2.16 | 2.63 | 3.57 |

Els missatges presencials en escoles

| | | | | | | | | |
|--------------------|------|------|------|------|------|-------|------|------|
| [0] Cap impacte | 4 | - | 25.0 | 75.0 | - | 25.0 | 75.0 | - |
| [1] | 3 | - | - | 66.7 | 33.3 | 66.7 | 33.3 | - |
| [2] | 5 | - | - | 80.0 | 20.0 | 80.0 | 20.0 | - |
| [3] | 9 | - | 44.4 | 44.4 | 11.1 | 66.7 | 22.2 | 11.1 |
| [4] | 14 | 21.4 | 28.6 | 57.1 | - | 64.3 | 28.6 | 7.1 |
| [5] | 60 | 8.3 | 21.7 | 61.7 | 8.3 | 68.3 | 28.3 | 3.3 |
| [6] | 65 | 10.8 | 15.4 | 56.9 | 20.0 | 64.6 | 26.2 | 9.2 |
| [7] | 99 | 16.2 | 32.3 | 42.4 | 13.1 | 66.7 | 26.3 | 6.1 |
| [8] | 133 | 19.5 | 28.6 | 35.3 | 20.3 | 60.9 | 32.3 | 6.0 |
| [9] | 59 | 10.2 | 35.6 | 37.3 | 16.9 | 59.3 | 37.3 | 3.4 |
| [10] Màxim impacte | 84 | 14.3 | 36.9 | 39.3 | 10.7 | 58.3 | 29.8 | 10.7 |
| No sap | 61 | 4.9 | 24.6 | 52.5 | 18.0 | 60.7 | 29.5 | 8.2 |
| No contesta | 4 | - | 50.0 | 25.0 | 25.0 | 100.0 | - | - |
| Mitjana | 7.32 | 7.64 | 7.66 | 6.94 | 7.45 | 7.25 | 7.37 | 7.63 |
| Desviació | 1.97 | 1.57 | 1.89 | 2.12 | 1.75 | 1.93 | 2.08 | 1.90 |

| | Fill visita Camió - Tràiler | | | | | Utilitza SRI adequat | | |
|------------------------|-----------------------------|---------------|---------------------|------|-----------|----------------------|------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| Base:Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |

Els missatges presencials al carrer (camió-Tràiler)

| | | | | | | | | |
|--------------------|------|------|------|------|-------|-------|------|------|
| [0] Cap impacte | 24 | 12.5 | 37.5 | 41.7 | 8.3 | 54.2 | 33.3 | 12.5 |
| [1] | 1 | - | - | - | 100.0 | 100.0 | - | - |
| [2] | 11 | - | 18.2 | 81.8 | - | 81.8 | 9.1 | - |
| [3] | 28 | 28.6 | 25.0 | 42.9 | 3.6 | 50.0 | 46.4 | 3.6 |
| [4] | 36 | 13.9 | 38.9 | 44.4 | 11.1 | 66.7 | 33.3 | - |
| [5] | 123 | 8.1 | 30.1 | 46.3 | 16.3 | 63.4 | 26.0 | 8.9 |
| [6] | 91 | 13.2 | 27.5 | 46.2 | 16.5 | 62.6 | 28.6 | 8.8 |
| [7] | 91 | 18.7 | 34.1 | 38.5 | 9.9 | 70.3 | 24.2 | 4.4 |
| [8] | 75 | 10.7 | 18.7 | 56.0 | 14.7 | 65.3 | 30.7 | 4.0 |
| [9] | 17 | 5.9 | 41.2 | 23.5 | 29.4 | 52.9 | 47.1 | - |
| [10] Màxim impacte | 43 | 9.3 | 25.6 | 44.2 | 25.6 | 48.8 | 39.5 | 11.6 |
| No sap | 57 | 17.5 | 22.8 | 43.9 | 21.1 | 61.4 | 29.8 | 8.8 |
| No contesta | 3 | - | 33.3 | 33.3 | 33.3 | 100.0 | - | - |
| Mitjana | 5.99 | 5.85 | 5.85 | 5.94 | 6.53 | 5.96 | 6.08 | 5.94 |
| Desviació | 2.29 | 2.22 | 2.31 | 2.28 | 2.25 | 2.18 | 2.44 | 2.57 |

Resumen del nivell d'impacte campanyes de publicitat en mitjans de comunicació

| | | | | | | | | |
|---|------|------|------|------|------|------|------|------|
| Els missatges per TV | 8.18 | 8.18 | 8.10 | 8.22 | 8.29 | 8.13 | 8.27 | 8.42 |
| Els missatges per Ràdio | 6.50 | 6.32 | 6.53 | 6.49 | 6.71 | 6.38 | 6.73 | 6.86 |
| Els missatges en premsa escrita | 5.72 | 5.59 | 5.80 | 5.60 | 5.98 | 5.67 | 5.83 | 5.85 |
| Els missatges en els panells informatius a les carreteres | 6.66 | 6.57 | 6.79 | 6.60 | 6.58 | 6.47 | 6.93 | 7.41 |
| Els missatges a través de la Web del Servei Català de Trànsit | 4.67 | 5.21 | 4.86 | 4.27 | 5.01 | 4.40 | 5.09 | 5.42 |
| Els missatges a través d'altres pàgines webs | 4.35 | 4.71 | 4.27 | 4.18 | 4.73 | 4.14 | 4.69 | 4.77 |
| Els missatges presencials en escoles | 7.32 | 7.64 | 7.66 | 6.94 | 7.45 | 7.25 | 7.37 | 7.63 |
| Els missatges presencials al carrer (camió-Tràiler) | 5.99 | 5.85 | 5.85 | 5.94 | 6.53 | 5.96 | 6.08 | 5.94 |

P36.En relació al Servei Català de Trànsit, en general, creu que les campanyes de publicitat que realitza són molt, bastant, poc o gens...

Clares en els missatges

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [5] Molt | 186 | 11.8 | 24.2 | 54.3 | 11.3 | 60.2 | 32.3 | 7.0 |
| [4] Bastant | 340 | 13.8 | 33.8 | 38.5 | 16.5 | 64.4 | 27.6 | 7.1 |
| [3] Ni molt ni poc | 16 | 18.8 | 18.8 | 25.0 | 43.8 | 68.8 | 31.3 | - |
| [2] Poc | 25 | 12.0 | 20.0 | 48.0 | 20.0 | 72.0 | 28.0 | - |
| [1] Gens | 10 | 10.0 | 10.0 | 80.0 | - | 70.0 | 30.0 | - |
| No sap | 21 | 9.5 | 4.8 | 71.4 | 14.3 | 42.9 | 42.9 | 14.3 |
| No contesta | 2 | - | 50.0 | 50.0 | - | 50.0 | 50.0 | - |
| Mitjana | 4.16 | 4.13 | 4.17 | 4.19 | 4.04 | 4.12 | 4.19 | 4.35 |
| Desviació | 0.81 | 0.77 | 0.65 | 0.92 | 0.74 | 0.83 | 0.82 | 0.48 |

Comprensibles/entenedores en el llenguatge que utilitzen

| | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|
| [5] Molt | 201 | 12.9 | 25.9 | 48.8 | 14.9 | 57.7 | 34.8 | 6.5 |
| [4] Bastant | 335 | 13.4 | 32.2 | 40.9 | 15.5 | 66.9 | 25.4 | 7.2 |
| [3] Ni molt ni poc | 8 | 12.5 | 50.0 | 37.5 | 12.5 | 50.0 | 50.0 | - |
| [2] Poc | 21 | 14.3 | 9.5 | 47.6 | 28.6 | 71.4 | 28.6 | - |
| [1] Gens | 9 | 11.1 | 11.1 | 77.8 | - | 66.7 | 33.3 | - |
| No sap | 24 | 8.3 | 12.5 | 66.7 | 12.5 | 45.8 | 41.7 | 12.5 |
| No contesta | 2 | - | 50.0 | 50.0 | - | 50.0 | 50.0 | - |
| Mitjana | 4.22 | 4.21 | 4.25 | 4.21 | 4.19 | 4.18 | 4.27 | 4.35 |
| Desviació | 0.78 | 0.77 | 0.62 | 0.87 | 0.77 | 0.78 | 0.82 | 0.48 |

| | Fill visita Camió - Tràiler | | | | | Utilitza SRI adequat | | |
|--|-----------------------------|---------------|---------------------|------|-----------|----------------------|------|-----------|
| | TOTAL | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |
| Base: Total entrevistes | 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
| Originals | | | | | | | | |
| [5] Molt | 101 | 9.9 | 30.7 | 47.5 | 12.9 | 59.4 | 34.7 | 5.9 |
| [4] Bastant | 265 | 14.7 | 29.8 | 42.3 | 15.1 | 61.9 | 30.6 | 6.8 |
| [3] Ni molt ni poc | 68 | 10.3 | 30.9 | 45.6 | 19.1 | 66.2 | 26.5 | 5.9 |
| [2] Poc | 105 | 18.1 | 30.5 | 37.1 | 17.1 | 65.7 | 25.7 | 7.6 |
| [1] Gens | 22 | 4.5 | 9.1 | 81.8 | 4.5 | 72.7 | 27.3 | - |
| No sap | 35 | 5.7 | 14.3 | 60.0 | 20.0 | 60.0 | 28.6 | 11.4 |
| No contesta | 4 | - | 25.0 | 75.0 | - | 50.0 | 50.0 | - |
| Mitjana | 3.57 | 3.50 | 3.64 | 3.54 | 3.54 | 3.52 | 3.67 | 3.61 |
| Desviació | 1.10 | 1.05 | 1.04 | 1.18 | 1.03 | 1.12 | 1.09 | 1.02 |
| Impactants | | | | | | | | |
| [5] Molt | 169 | 8.9 | 26.0 | 52.1 | 14.2 | 58.6 | 36.1 | 4.1 |
| [4] Bastant | 286 | 14.7 | 29.0 | 42.7 | 16.1 | 63.6 | 27.3 | 8.4 |
| [3] Ni molt ni poc | 29 | 24.1 | 41.4 | 31.0 | 10.3 | 89.7 | 10.3 | - |
| [2] Poc | 78 | 15.4 | 34.6 | 35.9 | 16.7 | 64.1 | 30.8 | 5.1 |
| [1] Gens | 9 | - | 33.3 | 66.7 | - | 66.7 | 33.3 | - |
| No sap | 27 | 7.4 | 3.7 | 66.7 | 22.2 | 48.1 | 33.3 | 18.5 |
| No contesta | 2 | - | 50.0 | 50.0 | - | 50.0 | 50.0 | - |
| Mitjana | 3.92 | 3.79 | 3.82 | 4.02 | 3.94 | 3.88 | 4.01 | 3.97 |
| Desviació | 1.02 | 0.94 | 1.05 | 1.02 | 0.96 | 1.02 | 1.06 | 0.82 |
| Adequades per complir el seu objectiu de conscienciació | | | | | | | | |
| [5] Molt | 145 | 10.3 | 25.5 | 53.8 | 12.4 | 60.0 | 33.8 | 6.2 |
| [4] Bastant | 301 | 13.0 | 32.2 | 40.2 | 16.6 | 65.8 | 27.6 | 6.0 |
| [3] Ni molt ni poc | 31 | 29.0 | 38.7 | 32.3 | 9.7 | 67.7 | 19.4 | 6.5 |
| [2] Poc | 74 | 16.2 | 23.0 | 44.6 | 17.6 | 58.1 | 33.8 | 8.1 |
| [1] Gens | 16 | 12.5 | 12.5 | 68.8 | 6.3 | 75.0 | 25.0 | - |
| No sap | 30 | 3.3 | 16.7 | 60.0 | 20.0 | 46.7 | 36.7 | 16.7 |
| No contesta | 3 | - | 33.3 | 33.3 | 33.3 | 66.7 | 33.3 | - |
| Mitjana | 3.86 | 3.69 | 3.91 | 3.88 | 3.84 | 3.84 | 3.89 | 3.86 |
| Desviació | 1.03 | 1.04 | 0.90 | 1.12 | 0.97 | 1.03 | 1.07 | 1.00 |
| Fàcils de recordar | | | | | | | | |
| [5] Molt | 147 | 11.6 | 24.5 | 53.1 | 12.9 | 55.1 | 36.7 | 6.8 |
| [4] Bastant | 298 | 15.4 | 31.5 | 39.9 | 15.4 | 65.4 | 26.8 | 7.0 |
| [3] Ni molt ni poc | 27 | 11.1 | 33.3 | 37.0 | 25.9 | 66.7 | 29.6 | 3.7 |
| [2] Poc | 80 | 12.5 | 31.3 | 41.3 | 16.3 | 63.7 | 28.7 | 7.5 |
| [1] Gens | 25 | 4.0 | 12.0 | 64.0 | 20.0 | 76.0 | 24.0 | - |
| No sap | 20 | 5.0 | 15.0 | 75.0 | 5.0 | 55.0 | 35.0 | 10.0 |
| No contesta | 3 | - | 33.3 | 33.3 | 33.3 | 66.7 | 33.3 | - |
| Mitjana | 3.80 | 3.88 | 3.81 | 3.82 | 3.68 | 3.74 | 3.89 | 3.92 |
| Desviació | 1.10 | 0.95 | 1.00 | 1.18 | 1.13 | 1.11 | 1.10 | 0.97 |
| Mitjana característiques | | | | | | | | |
| Mitjana | 3.91 | 3.86 | 3.93 | 3.93 | 3.83 | 3.87 | 3.96 | 3.99 |
| Desviació | 0.72 | 0.63 | 0.63 | 0.79 | 0.75 | 0.73 | 0.77 | 0.43 |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes

| | | | | | | | |
|-----|------|------|------|------|------|------|-----|
| 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 |
|-----|------|------|------|------|------|------|-----|

P37.M'ha dit que les campanyes del Servei Català de Trànsit eren gens...Clares en els missatges/ Comprensibles-entenedores en el llenguatge que utilitzen/ Originals/ Impactants/ Adequades per complir el seu objectiu de conscienciació/ Fàcils de recordar. Com milloraria vostè aquestes campanyes de cara al futur?

Base:Gens a algun atribut

| | | | | | | | |
|--|-----|------|------|-------|------|-------|-------|
| 48 | 8.3 | 12.5 | 66.7 | 12.5 | 77.1 | 22.9 | - |
| Fent-la en castellà també | 2 | - | 50.0 | 50.0 | - | 100.0 | - |
| Amb eslògans enganxosos | 1 | - | - | 100.0 | - | 100.0 | - |
| Més agressiva | 2 | - | - | 100.0 | - | 100.0 | - |
| Imatges més impactants | 10 | 10.0 | 10.0 | 80.0 | - | 80.0 | 20.0 |
| Més realista | 7 | 28.6 | - | 57.1 | 14.3 | 85.7 | 14.3 |
| Amb llenguatge més proper | 2 | - | 50.0 | 50.0 | - | 50.0 | 50.0 |
| Fer campanyes més presencials i no només a través dels mitjans | 1 | - | - | 100.0 | - | 100.0 | - |
| Més curtes i directes | 1 | - | - | 100.0 | - | - | 100.0 |
| Més panells informatius a les carreteres i autopistes | 1 | - | - | 100.0 | - | 100.0 | - |
| No sap | 23 | 4.3 | 13.0 | 60.9 | 21.7 | 73.9 | 26.1 |

DADES DE CLASSIFICACIÓ

P38.Quina és la seva nacionalitat?

Base:Total entrevistes

| | | | | | | | | |
|-------------|------|------|-------|-------|-------|-------|-------|-------|
| 600 | 13.0 | 28.5 | 45.3 | 15.3 | 62.8 | 29.8 | 6.7 | |
| Espanyola | 574 | 13.2 | 28.9 | 45.1 | 15.0 | 63.4 | 29.4 | 6.4 |
| Italiana | 3 | - | 33.3 | 33.3 | 33.3 | 100.0 | - | - |
| Peruana | 2 | 50.0 | - | - | 50.0 | - | 100.0 | - |
| Colombiana | 2 | - | - | 100.0 | - | 50.0 | 50.0 | - |
| Argentina | 2 | 50.0 | - | - | 50.0 | 50.0 | 50.0 | - |
| Equatoriana | 2 | - | - | 100.0 | - | 50.0 | - | 50.0 |
| Veneçolana | 1 | - | - | - | 100.0 | - | 100.0 | - |
| Xilena | 1 | - | - | 100.0 | - | - | 100.0 | - |
| Xinesa | 1 | - | - | 100.0 | - | - | - | 100.0 |
| Marroquina | 1 | - | - | - | 100.0 | 100.0 | - | - |
| Australiana | 2 | - | 100.0 | - | - | 100.0 | - | - |
| Francesa | 2 | - | - | 100.0 | - | 50.0 | 50.0 | - |
| Portuguesa | 1 | - | - | - | 100.0 | - | 100.0 | - |
| Hondurenysa | 1 | - | - | 100.0 | - | - | 100.0 | - |
| Filipina | 1 | - | - | 100.0 | - | - | - | 100.0 |
| Dominicana | 2 | - | 50.0 | 50.0 | - | 100.0 | - | - |
| Holandesa | 1 | - | 100.0 | - | - | 100.0 | - | - |
| Rumanesa | 1 | - | - | 100.0 | - | - | 100.0 | - |

P39.Em podria dir la seva situació professional?

| | | | | | | | | |
|----------------------|------|-------|------|------|------|------|-------|------|
| 474 | 13.1 | 28.9 | 44.9 | 15.4 | 63.5 | 29.3 | 6.5 | |
| Treballa | 474 | 13.1 | 28.9 | 44.9 | 15.4 | 63.5 | 29.3 | 6.5 |
| Estudia | 1 | 100.0 | - | - | - | - | 100.0 | - |
| Mestressa de casa | 37 | 24.3 | 24.3 | 45.9 | 10.8 | 56.8 | 40.5 | 2.7 |
| Jubilat, pensionista | 9 | 22.2 | 22.2 | 33.3 | 22.2 | 77.8 | 11.1 | 11.1 |
| Aturat | 76 | 5.3 | 28.9 | 48.7 | 17.1 | 60.5 | 30.3 | 7.9 |
| No contesta | 3 | - | 33.3 | 66.7 | - | 66.7 | - | 33.3 |

P40.Em podria dir la seva professió actual?

Base:Treballa

| | | | | | | | | |
|------------------------|------|------|------|-------|------|-------|------|-----|
| 474 | 13.1 | 28.9 | 44.9 | 15.4 | 63.5 | 29.3 | 6.5 | |
| Professional liberal | 21 | 19.0 | 19.0 | 52.4 | 9.5 | 61.9 | 33.3 | 4.8 |
| Empresaris/Propietaris | 22 | 18.2 | 18.2 | 45.5 | 18.2 | 50.0 | 45.5 | - |
| Autònom | 52 | 15.4 | 26.9 | 30.8 | 26.9 | 71.2 | 23.1 | 3.8 |
| Quadre | 12 | 8.3 | 33.3 | 66.7 | - | 75.0 | 25.0 | - |
| Empleat | 326 | 11.3 | 31.0 | 46.0 | 14.7 | 62.0 | 29.8 | 8.0 |
| Treballador/obrer | 38 | 21.1 | 26.3 | 39.5 | 13.2 | 68.4 | 26.3 | 5.3 |
| No sap | 1 | - | - | 100.0 | - | 100.0 | - | - |
| No contesta | 2 | - | - | 100.0 | - | 100.0 | - | - |

| TOTAL | Fill visita Camió - Tràiler | | | | Utilitza SRI adequat | | |
|-------|-----------------------------|---------------------|----|-----------|----------------------|----|-----------|
| | Si a l'escola | Si fora de l'escola | No | N.S./N.C. | Si | No | N.S./N.C. |

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

P41.Quin és el seu nivell d'estudis finalitzats?

Base:Total entrevistes 600 13.0 28.5 45.3 15.3 62.8 29.8 6.7

| | | | | | | | | |
|--|-----|------|------|-------|-------|-------|-------|------|
| No sap llegir ni escriure | 1 | - | - | - | 100.0 | 100.0 | - | - |
| Elementals incomplets (sap llegir i escriure sense haver finalitzat l'educació primària) | 3 | - | 33.3 | 66.7 | - | 100.0 | - | - |
| Primaris complets (cinc cursos aprovats d'EGB) | 37 | 8.1 | 13.5 | 54.1 | 24.3 | 67.6 | 21.6 | 8.1 |
| 1era etapa d'educació secundària (graduat escolar, batxillerat elemental, EGB o ESO) | 72 | 18.1 | 22.2 | 41.7 | 22.2 | 58.3 | 30.6 | 9.7 |
| Ensenyaments de batxillerat: batxillerat superior, BUP, batxillerat pla nou, PREU o COU | 118 | 14.4 | 28.8 | 40.7 | 17.8 | 60.2 | 28.8 | 10.2 |
| FP de grau mitjà: oficial industrial, FPI, CFGM | 55 | 12.7 | 36.4 | 36.4 | 14.5 | 63.6 | 25.5 | 9.1 |
| FP de grau superior, CFGS, mestratge industrial, FPII | 84 | 11.9 | 20.2 | 58.3 | 10.7 | 64.3 | 31.0 | 4.8 |
| Universitaris de grau mitjà (diplomatures i ensenyaments universitaris de primer cicle) | 73 | 17.8 | 37.0 | 41.1 | 9.6 | 68.5 | 27.4 | 4.1 |
| Universitaris de grau superior (licenciats i ensenyaments universitaris de segon cicle) | 139 | 10.1 | 33.8 | 43.9 | 14.4 | 62.6 | 33.8 | 3.6 |
| Universitaris de tercer cicle | 12 | 8.3 | 25.0 | 58.3 | 8.3 | 58.3 | 41.7 | - |
| Altres | 2 | - | - | 100.0 | - | - | 100.0 | - |
| No contesta | 4 | - | 25.0 | 75.0 | - | 50.0 | 25.0 | 25.0 |

| | SRI teòric | | | | | | | | | No contesta |
|-------------------------------|------------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | TOTAL | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |
| Base:Total entrevistes | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
| Hàbitat | | | | | | | | | | |
| -2.000 | 33 | 6.1 | 3.0 | 6.1 | - | 9.1 | 3.0 | 21.2 | 48.5 | 3.0 |
| 2.000-5.000 | 29 | 6.9 | 6.9 | - | - | 6.9 | 6.9 | 37.9 | 24.1 | 10.3 |
| 5.001-10.000 | 31 | - | - | 6.5 | 6.5 | 12.9 | 12.9 | 12.9 | 45.2 | 3.2 |
| 10.001-50.000 | 98 | 2.0 | - | 4.1 | 2.0 | 14.3 | 6.1 | 24.5 | 34.7 | 12.2 |
| 50.001-100.000 | 96 | 5.2 | 9.4 | 3.1 | 1.0 | 6.3 | 13.5 | 24.0 | 32.3 | 5.2 |
| 100.001-500.000 | 166 | 6.6 | 3.6 | 7.2 | 4.2 | 18.1 | 13.3 | 22.9 | 17.5 | 6.6 |
| +500.0000 | 143 | 2.1 | 4.9 | 10.5 | 3.5 | 7.0 | 5.6 | 24.5 | 35.7 | 6.3 |
| Província | | | | | | | | | | |
| Barcelona | 342 | 4.1 | 3.8 | 8.8 | 3.5 | 11.7 | 7.6 | 24.0 | 30.1 | 6.4 |
| Girona | 85 | 2.4 | 7.1 | 2.4 | 1.2 | 10.6 | 14.1 | 17.6 | 37.6 | 7.1 |
| Lleida | 84 | 4.8 | 4.8 | 1.2 | 2.4 | 14.3 | 8.3 | 22.6 | 29.8 | 11.9 |
| Tarragona | 85 | 5.9 | 2.4 | 5.9 | 2.4 | 9.4 | 12.9 | 30.6 | 25.9 | 4.7 |
| Zona | | | | | | | | | | |
| Barcelona Ciutat | 143 | 2.1 | 4.9 | 10.5 | 3.5 | 7.0 | 5.6 | 24.5 | 35.7 | 6.3 |
| Barcelona AM | 100 | 7.0 | 4.0 | 9.0 | 5.0 | 16.0 | 6.0 | 23.0 | 24.0 | 6.0 |
| Barcelona resta província | 99 | 4.0 | 2.0 | 6.1 | 2.0 | 14.1 | 12.1 | 24.2 | 28.3 | 7.1 |
| Girona | 50 | 2.0 | 12.0 | - | - | 6.0 | 24.0 | 20.0 | 28.0 | 8.0 |
| Girona resta província | 35 | 2.9 | - | 5.7 | 2.9 | 17.1 | - | 14.3 | 51.4 | 5.7 |
| Lleida | 50 | 6.0 | 2.0 | 2.0 | 4.0 | 14.0 | 14.0 | 26.0 | 20.0 | 12.0 |
| Lleida resta província | 34 | 2.9 | 8.8 | - | - | 14.7 | - | 17.6 | 44.1 | 11.8 |
| Tarragona | 50 | 8.0 | 2.0 | 8.0 | 4.0 | 12.0 | 14.0 | 24.0 | 26.0 | 2.0 |
| Tarragona resta província | 35 | 2.9 | 2.9 | 2.9 | - | 5.7 | 11.4 | 40.0 | 25.7 | 8.6 |
| Sexe | | | | | | | | | | |
| Home | 298 | 3.7 | 4.0 | 6.4 | 2.7 | 11.7 | 7.0 | 27.5 | 28.2 | 8.7 |
| Dona | 298 | 4.7 | 4.4 | 6.4 | 3.0 | 11.4 | 11.7 | 20.1 | 32.9 | 5.4 |
| Edat | | | | | | | | | | |
| 18-30 anys | 25 | 20.0 | 4.0 | 24.0 | - | 8.0 | 8.0 | 12.0 | 8.0 | 16.0 |
| 31-45 anys | 443 | 4.3 | 5.2 | 7.0 | 3.8 | 14.0 | 9.7 | 25.1 | 24.4 | 6.5 |
| Més de 46 anys | 128 | 0.8 | 0.8 | 0.8 | - | 3.9 | 8.6 | 21.9 | 56.3 | 7.0 |

PERFIL DEL CONSULTAT I ACTITUDS ENVERS LA SINISTRALITAT

P1.Podria dir-nos si en aquesta llar hi ha nens de 0 a 12 anys?

| | | | | | | | | | | |
|----|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| Si | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|----|-----|-----|-----|-----|-----|------|-----|------|------|-----|

P2.Per començar, podria dir-nos si vostè disposa de permís de conduir?

| | | | | | | | | | | |
|----|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| Si | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|----|-----|-----|-----|-----|-----|------|-----|------|------|-----|

P3.Em podria dir quin tipus de vehicle o vehicles tenen a la seva llar?

| | | | | | | | | | | |
|------------|-----|------|-----|------|------|------|------|-------|------|------|
| Turisme | 584 | 3.9 | 4.3 | 6.5 | 2.9 | 11.5 | 9.6 | 24.0 | 30.7 | 6.7 |
| Ciclomotor | 15 | 13.3 | - | 6.7 | 20.0 | 20.0 | 13.3 | 20.0 | - | 6.7 |
| Moto | 63 | - | 7.9 | 11.1 | - | 12.7 | 7.9 | 22.2 | 28.6 | 9.5 |
| Bicicleta | 42 | - | 4.8 | 9.5 | 2.4 | 16.7 | 9.5 | 21.4 | 33.3 | 2.4 |
| Furgoneta | 30 | 10.0 | 6.7 | 6.7 | - | 10.0 | 3.3 | 13.3 | 36.7 | 13.3 |
| Camió | 1 | - | - | - | - | - | - | 100.0 | - | - |
| Altres | 9 | - | - | - | 11.1 | - | - | 44.4 | 33.3 | 11.1 |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base: Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

P4.Em podria quants fills té entre 0 i 12 anys si us plau?

| | | | | | | | | | | |
|---|-----|-------|-------|-----|-----|------|------|------|------|-----|
| 1 | 341 | 5.9 | 5.0 | 6.5 | 2.9 | 8.8 | 8.5 | 19.4 | 37.2 | 5.9 |
| 2 | 217 | 1.4 | 3.2 | 6.9 | 3.2 | 14.7 | 10.1 | 30.9 | 20.7 | 8.8 |
| 3 | 33 | 3.0 | - | 3.0 | - | 21.2 | 12.1 | 24.2 | 27.3 | 9.1 |
| 4 | 3 | - | - | - | - | - | 33.3 | 33.3 | 33.3 | - |
| 5 | 1 | - | 100.0 | - | - | - | - | - | - | - |
| 6 | 1 | 100.0 | - | - | - | - | - | - | - | - |

| | | | | | | | | | | |
|------------------|------|------|------|------|------|------|------|------|------|------|
| Mitjana de fills | 1.51 | 1.40 | 1.44 | 1.45 | 1.41 | 1.67 | 1.59 | 1.61 | 1.36 | 1.60 |
| | 0.67 | 1.08 | 0.87 | 0.55 | 0.51 | 0.66 | 0.71 | 0.63 | 0.60 | 0.63 |

P4a.Sexe del fill sel·leccionat

| | | | | | | | | | | |
|------|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| Home | 308 | 4.5 | 3.9 | 6.2 | 2.9 | 10.7 | 9.4 | 24.4 | 32.8 | 5.2 |
| Dona | 288 | 3.8 | 4.5 | 6.6 | 2.8 | 12.5 | 9.4 | 23.3 | 28.1 | 9.0 |

P4b.Edad del fill sel·leccionat

| | | | | | | | | | | |
|----------------|-----|-----|-----|------|-----|------|------|------|------|-----|
| De 0 a 5 anys | 252 | 9.9 | 9.9 | 15.1 | 6.7 | 25.0 | 12.3 | 10.3 | 1.6 | 9.1 |
| De 6 a 8 anys | 159 | - | - | - | - | 3.8 | 15.1 | 54.1 | 20.8 | 6.3 |
| De 9 a 12 anys | 185 | - | - | - | - | - | 0.5 | 16.2 | 78.4 | 4.9 |

Edat del fill desagregat

| | | | | | | | | | | |
|---------|----|------|------|------|------|------|------|------|------|------|
| 0 anys | 23 | 87.0 | 13.0 | - | - | - | - | - | - | - |
| 1 anys | 34 | 14.7 | 52.9 | 14.7 | - | 8.8 | - | - | - | 8.8 |
| 2 anys | 46 | - | 6.5 | 58.7 | 8.7 | 13.0 | - | - | - | 13.0 |
| 3 anys | 53 | - | 1.9 | 11.3 | 22.6 | 39.6 | 13.2 | 1.9 | 1.9 | 7.5 |
| 4 anys | 48 | - | - | - | 2.1 | 50.0 | 14.6 | 16.7 | 2.1 | 14.6 |
| 5 anys | 48 | - | - | - | - | 18.8 | 35.4 | 35.4 | 4.2 | 6.3 |
| 6 anys | 71 | - | - | - | - | 7.0 | 26.8 | 59.2 | 2.8 | 4.2 |
| 7 anys | 46 | - | - | - | - | 2.2 | 10.9 | 52.2 | 30.4 | 4.3 |
| 8 anys | 42 | - | - | - | - | - | - | 47.6 | 40.5 | 11.9 |
| 9 anys | 41 | - | - | - | - | - | 2.4 | 36.6 | 61.0 | - |
| 10 anys | 51 | - | - | - | - | - | - | 17.6 | 74.5 | 7.8 |
| 11 anys | 38 | - | - | - | - | - | - | 7.9 | 84.2 | 7.9 |
| 12 anys | 55 | - | - | - | - | - | - | 5.5 | 90.9 | 3.6 |

P5.Em podria dir de forma aproximada l'alçada (en centímetres) del seu fill/a?

| | | | | | | | | | | |
|--------------------------|----|------|------|-------|------|------|------|------|-------|-------|
| De 31 a 40 centímetres | 1 | - | - | 100.0 | - | - | - | - | - | - |
| De 41 a 50 centímetres | 6 | 83.3 | 16.7 | - | - | - | - | - | - | - |
| De 51 a 60 centímetres | 15 | 73.3 | 20.0 | - | - | 6.7 | - | - | - | - |
| De 61 a 70 centímetres | 16 | 50.0 | 37.5 | 6.3 | - | 6.3 | - | - | - | - |
| De 71 a 80 centímetres | 25 | 4.0 | 44.0 | 32.0 | 4.0 | 12.0 | - | 4.0 | - | - |
| De 81 a 90 centímetres | 33 | - | 3.0 | 51.5 | 12.1 | 30.3 | 3.0 | - | - | - |
| De 91 a 100 centímetres | 53 | - | 3.8 | 15.1 | 18.9 | 39.6 | 11.3 | 5.7 | - | 5.7 |
| De 101 a 110 centímetres | 55 | - | - | 3.6 | 1.8 | 34.5 | 30.9 | 29.1 | - | - |
| De 111 a 120 centímetres | 96 | - | 1.0 | 1.0 | 1.0 | 12.5 | 29.2 | 53.1 | - | 2.1 |
| De 121 a 130 centímetres | 72 | - | - | - | - | 2.8 | 5.6 | 88.9 | - | 2.8 |
| De 131 a 140 centímetres | 72 | - | - | - | - | - | - | 9.7 | 88.9 | 1.4 |
| De 141 a 150 centímetres | 64 | - | - | - | - | - | - | - | 100.0 | - |
| De 151 a 160 centímetres | 42 | - | - | - | - | - | - | - | 100.0 | - |
| De 161 a 170 centímetres | 10 | - | - | - | - | - | - | - | 100.0 | - |
| De 171 a 180 centímetres | 2 | - | - | - | - | - | - | - | 100.0 | - |
| No sap | 34 | - | - | - | - | - | - | - | - | 100.0 |

| | | | | | | | | | | |
|------------------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|
| Mitjana d'alçada | !!!! | 58.28 | 74.92 | 86.79 | 95.18 | 101.71 | 113.32 | 121.69 | 147.42 | 115.13 |
| | 27.16 | 6.69 | 13.23 | 12.51 | 7.44 | 12.75 | 8.05 | 8.67 | 9.04 | 13.47 |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

P6. Podria dir-me de forma aproximada el pes del seu fill/a (en quilos)?

| | | | | | | | | | | |
|-------------------|-------|------|------|-------|-------|-------|-------|-------|-------|-------|
| De 1 a 10 quilos | 52 | 48.1 | 48.1 | - | - | - | - | - | - | 3.8 |
| De 11 a 20 quilos | 188 | - | - | 20.2 | 9.0 | 36.7 | 25.0 | - | 1.1 | 8.0 |
| De 21 a 30 quilos | 155 | - | - | - | - | - | 5.8 | 75.5 | 14.2 | 4.5 |
| De 31 a 40 quilos | 106 | - | - | - | - | - | - | 19.8 | 77.4 | 2.8 |
| De 41 a 50 quilos | 49 | - | - | - | - | - | - | 6.1 | 93.9 | - |
| De 51 a 60 quilos | 17 | - | - | - | - | - | - | 5.9 | 94.1 | - |
| De 61 a 70 quilos | 6 | - | - | - | - | - | - | - | 100.0 | - |
| No sap | 22 | - | - | - | - | - | - | - | 31.8 | 68.2 |
| No contesta | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Mitjana de pes | 25.90 | 5.64 | 9.60 | 12.13 | 14.00 | 16.51 | 19.96 | 27.99 | 40.25 | 19.48 |
| | 12.82 | 1.63 | 0.50 | 0.74 | 0.00 | 1.29 | 0.60 | 5.66 | 9.40 | 8.29 |

P7. Dels següents problemes socials, quin és el que més li preocupa?

| | | | | | | | | | | |
|-------------------------------|-----|-----|-----|------|------|------|------|------|-------|------|
| Els accidents de trànsit | 61 | 9.8 | 1.6 | 1.6 | 4.9 | 16.4 | 11.5 | 16.4 | 29.5 | 8.2 |
| Els accidents de treball | 6 | - | - | - | 16.7 | 50.0 | - | - | 33.3 | - |
| La integració dels immigrants | 47 | 4.3 | 4.3 | 4.3 | 2.1 | 19.1 | 12.8 | 23.4 | 23.4 | 6.4 |
| L'atur | 327 | 3.4 | 6.1 | 6.7 | 2.8 | 10.4 | 9.8 | 23.5 | 30.0 | 7.3 |
| La inseguretat ciutadana | 86 | 3.5 | 1.2 | 8.1 | 3.5 | 8.1 | 5.8 | 26.7 | 39.5 | 3.5 |
| L'habitatge | 13 | 7.7 | - | 15.4 | - | 15.4 | - | 30.8 | 30.8 | - |
| El terrorisme | 23 | 4.3 | 4.3 | 8.7 | - | 4.3 | 21.7 | 17.4 | 21.7 | 17.4 |
| Altres | 22 | 4.5 | - | 4.5 | - | 13.6 | 4.5 | 40.9 | 27.3 | 4.5 |
| No sap | 10 | - | - | 10.0 | - | - | - | 40.0 | 30.0 | 20.0 |
| No contesta | 1 | - | - | - | - | - | - | - | 100.0 | - |

P8. Digui'm en una escala de 0 a 10 (on 0 significa cap preocupació i 10 significa màxima preocupació), en quina mesura li preocupen els accidents de trànsit?

| | | | | | | | | | | |
|-------------------------|------|------|------|------|------|------|------|-------|------|------|
| [0] Cap preocupació | 1 | - | - | - | - | - | - | 100.0 | - | - |
| [1] | 0 | - | - | - | - | - | - | - | - | - |
| [2] | 3 | - | - | - | 33.3 | - | - | 33.3 | 33.3 | - |
| [3] | 6 | - | - | - | - | - | 16.7 | 33.3 | 50.0 | - |
| [4] | 13 | - | 7.7 | 7.7 | - | 30.8 | - | 30.8 | 7.7 | 15.4 |
| [5] | 47 | 6.4 | 8.5 | 10.6 | - | 4.3 | 8.5 | 21.3 | 31.9 | 8.5 |
| [6] | 33 | 3.0 | 6.1 | 9.1 | 9.1 | 12.1 | 9.1 | 12.1 | 27.3 | 12.1 |
| [7] | 109 | 0.9 | 6.4 | 4.6 | 0.9 | 12.8 | 11.0 | 30.3 | 22.9 | 10.1 |
| [8] | 161 | 5.0 | 5.0 | 6.2 | 1.9 | 11.2 | 8.7 | 23.0 | 34.8 | 4.3 |
| [9] | 80 | 3.8 | 1.3 | 6.3 | 2.5 | 13.8 | 8.8 | 22.5 | 35.0 | 6.3 |
| [10] Màxima preocupació | 143 | 6.3 | 1.4 | 6.3 | 4.9 | 11.2 | 10.5 | 22.4 | 30.8 | 6.3 |
| No sap | 0 | - | - | - | - | - | - | - | - | - |
| No contesta | 0 | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.90 | 8.36 | 7.12 | 7.82 | 8.18 | 7.99 | 8.04 | 7.80 | 8.02 | 7.62 |
| Desviació | 1.76 | 1.68 | 1.54 | 1.78 | 2.21 | 1.66 | 1.66 | 1.87 | 1.71 | 1.78 |

P9. En l'últim any, ha patit vostè algun accident de trànsit encara que fos de poca gravetat, ja sigui de conductor, d'acompanyant o de vianant?

| | | | | | | | | | | |
|--------------------|-----|------|-----|-----|-----|------|------|------|------|------|
| Si com conductor | 34 | 5.9 | - | 2.9 | 2.9 | 8.8 | 11.8 | 26.5 | 29.4 | 11.8 |
| Si com acompanyant | 4 | 25.0 | - | - | - | 25.0 | - | 25.0 | 25.0 | - |
| No | 558 | 3.9 | 4.5 | 6.6 | 2.9 | 11.6 | 9.3 | 23.7 | 30.6 | 6.8 |

P10. De quants Cotxes (Turismes o Furgonetes) disposen a la seva llar i ha fet servir en els darrers 12 mesos per portar al seu fill/a?

Base: Té turisme o furgoneta

| | | | | | | | | | | |
|-------------|-----|-------|-----|-----|------|------|------|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 | |
| 1 | 327 | 4.9 | 5.5 | 5.5 | 3.1 | 11.6 | 9.2 | 21.1 | 30.3 | 8.9 |
| 2 | 248 | 2.8 | 2.8 | 8.1 | 2.8 | 11.3 | 10.1 | 26.6 | 30.2 | 5.2 |
| 3 | 18 | 5.6 | - | - | - | 11.1 | 5.6 | 33.3 | 44.4 | - |
| 7 | 1 | 100.0 | - | - | - | - | - | - | - | - |
| No contesta | 2 | - | - | - | - | 50.0 | - | 50.0 | - | - |

| | SRI teòric | | | | | | | | | |
|-------------------------------|--------------|---------------------|--------------------------------|----------------------|--------------|-------------------------------|--------------------|--|--------------|----------------|
| | TOTAL | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |
| Base:Total entrevistes | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
| Mitjana de cotxes | 1.49 0.73 | 1.60 1.26 | 1.30 0.47 | 1.53 0.51 | 1.38 0.49 | 1.57 0.59 | 1.00 0.00 | 1.50 0.50 | 0.00 0.00 | 1.50 0.50 |

P11.Del següent llistat de sistemes de retenció infantil que li llegiré, podria dir-me quin utilitza habitualment quan porta al seu fill/a en aquest cotxe?

| | | | | | | | | | | |
|---------------------------------------|-----|------|------|------|-----|------|------|------|-------|------|
| Base:Utilitza vehicle per nens | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
| Cabàs | 8 | 87.5 | 12.5 | - | - | - | - | - | - | - |
| Portabebé | 20 | 65.0 | 20.0 | 10.0 | - | 5.0 | - | - | - | - |
| Cadira | 192 | 2.1 | 8.9 | 13.0 | 6.8 | 19.3 | 13.5 | 18.2 | 5.7 | 12.5 |
| Cadira elevador | 213 | 0.5 | 1.4 | 5.2 | 1.9 | 14.1 | 12.7 | 37.6 | 21.1 | 5.6 |
| Coixí elevador | 47 | - | - | - | - | 2.1 | 6.4 | 40.4 | 48.9 | 2.1 |
| Només cinturó de seguretat | 115 | - | - | - | - | - | - | 7.0 | 88.7 | 4.3 |
| Cap | 1 | - | - | - | - | - | - | - | 100.0 | - |

P12.Perquè no utilitza cap sistema de retenció infantil?

| | | | | | | | | | | |
|-----------------------|---|---|---|---|---|---|---|---|-------|---|
| Base:Cap SRI | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Ho troba una bestiesa | 1 | - | - | - | - | - | - | - | 100.0 | - |

Utilitza SRI adequat

| | | | | | | | | | | |
|------------------------------------|-----|-----|-----|-----|-----|------|------|------|------|-------|
| Base:Té turisme o furgoneta | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
| Si | 377 | 5.3 | 5.8 | 7.2 | 3.4 | 17.8 | 7.2 | 26.3 | 27.1 | - |
| No | 179 | 2.8 | 1.7 | 6.1 | 2.2 | 1.1 | 16.2 | 24.0 | 44.7 | 1.1 |
| N.S./N.C. | 40 | - | - | - | - | - | - | - | - | 100.0 |

P13.Em pot dir quin ha estat el canal principal pel que s'ha informat del sistema de Retenció Infantil més adient pel seu fill/a?

| | | | | | | | | | | |
|---|-----|------|-----|------|-----|------|------|------|-------|------|
| Base:Utilitza SRI | 595 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.9 | 30.4 | 7.1 |
| Fulletons informatius sobre SRI | 42 | 4.8 | 2.4 | 7.1 | 4.8 | 9.5 | 9.5 | 16.7 | 38.1 | 7.1 |
| A la Botiga on va comprar el SRI | 261 | 4.2 | 5.0 | 5.7 | 3.4 | 13.4 | 13.4 | 28.4 | 19.9 | 6.5 |
| Internet | 78 | 3.8 | 5.1 | 9.0 | 2.6 | 10.3 | 9.0 | 20.5 | 34.6 | 5.1 |
| Familiars/amics | 60 | 6.7 | 5.0 | 18.3 | 3.3 | 10.0 | 5.0 | 20.0 | 26.7 | 5.0 |
| Revistes | 41 | 2.4 | 7.3 | 2.4 | 2.4 | 19.5 | 4.9 | 22.0 | 31.7 | 7.3 |
| Professionals Sanitaris (pediatra, infermeres...) | 15 | 13.3 | - | 6.7 | - | 6.7 | - | 33.3 | 40.0 | - |
| Mitjans de comunicació | 26 | - | 3.8 | - | 3.8 | 7.7 | 7.7 | 19.2 | 46.2 | 11.5 |
| Forces de seguretat | 6 | - | - | - | - | - | - | - | 100.0 | - |
| Concessionari/Asseguradora | 15 | 6.7 | - | - | - | 6.7 | 6.7 | 33.3 | 20.0 | 26.7 |
| Llegint el reglament | 2 | - | - | - | - | - | - | - | 50.0 | 50.0 |
| Per lògica/Sentit comú | 10 | - | - | - | - | 10.0 | - | - | 70.0 | 20.0 |
| Per l'escola | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Varis canals | 4 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| No sap | 25 | 4.0 | - | - | - | 12.0 | 4.0 | 24.0 | 48.0 | 8.0 |
| No contesta | 9 | - | - | - | - | - | 11.1 | 11.1 | 77.8 | - |

P14.El seu filla s'ha negat alguna vegada a fer servir el SRI?

| | | | | | | | | | | |
|--------------------------|-----|-----|-----|------|-----|------|------|------|------|-----|
| Base:Utilitza SRI | 595 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.9 | 30.4 | 7.1 |
| Si | 109 | - | 4.6 | 11.9 | 4.6 | 16.5 | 11.9 | 15.6 | 29.4 | 5.5 |
| No | 486 | 5.1 | 4.1 | 5.1 | 2.5 | 10.5 | 8.8 | 25.7 | 30.7 | 7.4 |

P15.Quan el seu fill/a s'ha oposat a fer servir el sistema de retenció infantil com ha actuat vostè?

| | | | | | | | | | | |
|---|-----|---|-----|------|------|------|------|------|------|-----|
| Base:Fill s'ha negat a utilitzar SRI | 109 | - | 4.6 | 11.9 | 4.6 | 16.5 | 11.9 | 15.6 | 29.4 | 5.5 |
| Sempre que passa, li he tret | 2 | - | - | - | - | - | 50.0 | - | 50.0 | - |
| Alguna vegada li he tret | 9 | - | - | - | 11.1 | 22.2 | 22.2 | 44.4 | - | - |
| Mai li he tret, sempre li deixo posat | 98 | - | 5.1 | 13.3 | 4.1 | 16.3 | 10.2 | 13.3 | 31.6 | 6.1 |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base: Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P16. Si el seu fill/a s'oposés a fer servir el sistema de retenció infantil com actuaria vostè?

| Base: Fill no s'ha negat a utilitzar SRI | 486 | 5.1 | 4.1 | 5.1 | 2.5 | 10.5 | 8.8 | 25.7 | 30.7 | 7.4 |
|--|-----|------|-----|------|-----|------|------|------|-------|-----|
| Li trauria | 4 | 25.0 | - | - | - | 25.0 | - | 25.0 | 25.0 | - |
| Depen de la situació li trauria | 5 | - | - | 20.0 | - | 20.0 | 20.0 | - | 40.0 | - |
| Mai li trauria | 476 | 5.0 | 4.2 | 5.0 | 2.5 | 10.3 | 8.8 | 26.1 | 30.5 | 7.6 |
| No sap | 1 | - | - | - | - | - | - | - | 100.0 | - |

P17. Quin és el principal inconvenient que es troba a l'hora d'utilitzar el sistema de retenció infantil?

| Base: Utilitza SRI | 595 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.9 | 30.4 | 7.1 |
|--------------------------------------|-----|------|------|------|------|------|------|------|-------|------|
| Desprèn molta calor | 9 | 11.1 | - | 33.3 | 33.3 | - | - | 11.1 | 11.1 | - |
| Incomoditat pel cinturó | 23 | 4.3 | - | 4.3 | - | 4.3 | 26.1 | 21.7 | 39.1 | - |
| Ocupen molt espai | 32 | 6.3 | 9.4 | 6.3 | - | 15.6 | 12.5 | 25.0 | 21.9 | 3.1 |
| Incomoditat | 49 | 10.2 | - | 8.2 | 6.1 | 16.3 | 10.2 | 26.5 | 20.4 | 2.0 |
| Alçada de la cadira | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Posar el SRI en vehicles no propis | 11 | - | - | 18.2 | - | 9.1 | 9.1 | 18.2 | 36.4 | 9.1 |
| Poca mobilitat pels nens | 7 | - | 14.3 | 14.3 | - | - | 14.3 | 28.6 | 28.6 | - |
| Dificultat en la utilització | 23 | 17.4 | 4.3 | 4.3 | 8.7 | 17.4 | 13.0 | 17.4 | 13.0 | 4.3 |
| Quan dormen el cap no queda subjecte | 10 | 10.0 | - | 10.0 | - | 10.0 | 30.0 | 20.0 | 20.0 | - |
| El nen es descorda | 2 | - | - | - | - | 50.0 | - | - | 50.0 | - |
| Inseguretat en cas d'accident | 8 | 12.5 | - | - | - | - | - | 25.0 | 50.0 | 12.5 |
| Altres | 8 | - | 12.5 | - | - | - | - | 25.0 | 50.0 | 12.5 |
| Cap | 406 | 2.5 | 4.4 | 5.7 | 2.2 | 11.3 | 8.1 | 24.6 | 32.5 | 8.6 |
| No sap | 3 | - | - | - | - | 33.3 | - | - | 33.3 | 33.3 |
| No contesta | 3 | - | 33.3 | - | - | 33.3 | - | 33.3 | - | - |

P18. De les següents vies que li llegiré, podria dir-me amb quina freqüència (sempre, la majoria de vegades, algunes vegades, rarament o mai) quan circula per elles acostuma a posarli al seu fill/a algun tipus de sistema de retenció infantil?

Vies urbanes (desplaçaments de menys de 5 minuts)

| Base: Utilitza SRI | 595 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.9 | 30.4 | 7.1 |
|-----------------------|-----|-----|------|------|-----|------|------|------|------|------|
| Sempre | 562 | 4.3 | 4.3 | 6.6 | 2.8 | 11.7 | 9.4 | 23.7 | 30.1 | 7.1 |
| La majoria de vegades | 18 | 5.6 | - | - | 5.6 | 11.1 | 16.7 | 22.2 | 38.9 | - |
| Alguna vegada | 6 | - | - | 16.7 | - | 16.7 | - | 16.7 | 33.3 | 16.7 |
| Rarament | 3 | - | - | - | - | - | - | 66.7 | 33.3 | - |
| Mai | 4 | - | - | - | - | - | - | 25.0 | 50.0 | 25.0 |
| No sap | 2 | - | 50.0 | - | - | - | - | 50.0 | - | - |

Vies urbanes (desplaçaments de més de 5 minuts)

| | | | | | | | | | | |
|-----------------------|-----|-----|-----|------|------|------|------|-------|-------|-----|
| Sempre | 578 | 4.3 | 4.3 | 6.4 | 2.8 | 11.8 | 9.0 | 24.4 | 29.8 | 7.3 |
| La majoria de vegades | 7 | - | - | - | 14.3 | 14.3 | 42.9 | - | 28.6 | - |
| Alguna vegada | 4 | - | - | 25.0 | - | - | 25.0 | - | 50.0 | - |
| Rarament | 2 | - | - | - | - | - | - | - | 100.0 | - |
| Mai | 3 | - | - | - | - | - | - | - | 100.0 | - |
| No sap | 1 | - | - | - | - | - | - | 100.0 | - | - |

Vies interurbanes de curt recorregut

| | | | | | | | | | | |
|-----------------------|-----|-----|-----|------|------|------|------|------|-------|-----|
| Sempre | 577 | 4.3 | 4.3 | 6.4 | 2.8 | 11.8 | 9.2 | 24.1 | 29.8 | 7.3 |
| La majoria de vegades | 10 | - | - | 10.0 | 10.0 | - | 20.0 | 20.0 | 40.0 | - |
| Alguna vegada | 4 | - | - | - | - | - | 25.0 | - | 75.0 | - |
| Rarament | 2 | - | - | - | - | 50.0 | - | 50.0 | - | - |
| Mai | 2 | - | - | - | - | - | - | - | 100.0 | - |

Vies interurbanes de llarg recorregut

| | | | | | | | | | | |
|-----------------------|-----|------|-----|-----|------|------|------|------|------|-----|
| Sempre | 584 | 4.1 | 4.3 | 6.5 | 2.7 | 11.5 | 9.2 | 24.1 | 30.3 | 7.2 |
| La majoria de vegades | 5 | - | - | - | 20.0 | 20.0 | 40.0 | - | 20.0 | - |
| Rarament | 3 | - | - | - | - | 33.3 | - | 33.3 | 33.3 | - |
| Mai | 3 | 33.3 | - | - | - | - | - | - | 66.7 | - |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base:Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P19.Acostuma a posar el casc al seu fill/a si el porta amb la moto/ciclomotor?

Base:Té moto o ciclomotor 77 2.6 6.5 10.4 3.9 14.3 9.1 20.8 23.4 9.1

Sempre 23 - - - - 4.3 8.7 26.1 43.5 17.4

Rarament 1 - - - - - - 100.0 -

No el porto mai a la moto/ciclomotor 53 3.8 9.4 15.1 5.7 18.9 9.4 18.9 13.2 5.7

P20.De les següents frases que li llegiré a continuació, podria dirme si està molt, bastant, poc o gens d'acord amb elles?

Els SRI resulten perillosos en cas de que sigui necessari abandonar ràpidament el vehicle

Base:Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

[5] Molt 43 9.3 4.7 7.0 2.3 7.0 14.0 18.6 30.2 7.0

[4] Bastant 127 6.3 7.1 10.2 3.1 14.2 9.4 18.9 23.6 7.1

[3] Ni molt ni poc 40 - 2.5 10.0 - 17.5 15.0 20.0 27.5 7.5

[2] Poc 163 4.9 4.3 7.4 1.8 14.1 11.0 20.2 28.2 8.0

[1] Gens 174 1.7 2.3 2.9 4.0 7.5 6.3 33.3 34.5 7.5

No sap 45 4.4 4.4 2.2 2.2 8.9 6.7 24.4 44.4 2.2

No contesta 4 - - - 25.0 25.0 - - 50.0 -

Mitjana 2.46 3.09 2.91 2.92 2.27 2.61 2.70 2.17 2.31 2.41

Desviació 1.35 1.41 1.35 1.26 1.44 1.23 1.34 1.33 1.36 1.34

La normativa que regula l'ús dels SRI és excessivament dura

[5] Molt 41 7.3 2.4 4.9 7.3 7.3 7.3 22.0 29.3 12.2

[4] Bastant 64 - 3.1 7.8 1.6 12.5 9.4 29.7 31.3 4.7

[3] Ni molt ni poc 27 11.1 - 7.4 - 7.4 18.5 22.2 18.5 14.8

[2] Poc 102 4.9 7.8 4.9 4.9 7.8 12.7 23.5 26.5 6.9

[1] Gens 340 3.8 3.8 6.5 2.4 13.5 8.5 22.9 32.1 6.5

No sap 22 4.5 4.5 9.1 - 9.1 - 27.3 40.9 4.5

Mitjana 1.89 1.96 1.75 1.89 2.18 1.72 1.95 1.95 1.84 2.07

Desviació 1.31 1.37 1.11 1.33 1.55 1.24 1.24 1.34 1.32 1.44

El meu fill no vol utilitzar els SRI

[5] Molt 33 - 3.0 12.1 6.1 9.1 - 18.2 39.4 12.1

[4] Bastant 35 5.7 8.6 5.7 5.7 8.6 20.0 25.7 17.1 2.9

[3] Ni molt ni poc 6 - - - - 16.7 16.7 50.0 16.7 -

[2] Poc 88 2.3 3.4 12.5 2.3 20.5 12.5 18.2 20.5 8.0

[1] Gens 427 4.4 4.0 4.9 2.6 10.1 8.7 25.3 33.0 7.0

No sap 6 33.3 16.7 - - 16.7 - - 33.3 -

No contesta 1 - - - - - - - 100.0 -

Mitjana 1.57 1.35 1.67 1.87 1.94 1.60 1.61 1.51 1.50 1.62

Desviació 1.14 0.88 1.24 1.32 1.52 1.04 1.02 1.09 1.16 1.25

Els fabricants de vehicles haurien d'incorporar de sèrie dispositius elevadors per nens de més de 4 anys

[5] Molt 264 5.3 3.4 6.1 2.3 11.7 11.0 24.6 29.2 6.4

[4] Bastant 189 5.3 5.3 9.0 4.2 12.2 8.5 21.7 28.6 5.3

[3] Ni molt ni poc 18 - - 5.6 - 11.1 - 27.8 33.3 22.2

[2] Poc 47 - 8.5 4.3 4.3 14.9 10.6 23.4 29.8 4.3

[1] Gens 66 1.5 - 3.0 1.5 9.1 9.1 30.3 34.8 10.6

No sap 11 - 18.2 - - - - 63.6 18.2

No contesta 1 - - - - - - - 100.0 -

Mitjana 3.92 4.44 4.04 4.13 3.94 3.96 4.02 3.85 3.85 3.70

Desviació 1.35 0.87 1.07 1.07 1.20 1.30 1.37 1.44 1.41 1.51

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base: Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

Els nens més grans de 7 anys ja viatgen suficientment segurs només amb el cinturó de seguretat de l'automòbil

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 32 | 3.1 | 6.3 | 9.4 | 3.1 | 12.5 | 6.3 | 28.1 | 25.0 | 6.3 |
| [4] Bastant | 90 | 3.3 | 7.8 | 6.7 | 3.3 | 13.3 | 13.3 | 18.9 | 28.9 | 4.4 |
| [3] Ni molt ni poc | 28 | 3.6 | - | 3.6 | - | 7.1 | 14.3 | 39.3 | 32.1 | - |
| [2] Poc | 147 | 3.4 | 4.1 | 3.4 | 3.4 | 11.6 | 10.2 | 25.2 | 27.9 | 10.9 |
| [1] Gens | 258 | 5.4 | 2.3 | 6.2 | 2.7 | 10.5 | 8.5 | 23.6 | 34.9 | 5.8 |
| No sap | 37 | 2.7 | 10.8 | 18.9 | 2.7 | 16.2 | 2.7 | 18.9 | 13.5 | 13.5 |
| No contesta | 4 | - | - | - | - | 25.0 | - | - | 75.0 | - |
| Mitjana | 2.08 | 1.83 | 2.67 | 2.19 | 2.13 | 2.18 | 2.22 | 2.08 | 1.97 | 1.97 |
| Desviació | 1.30 | 1.24 | 1.46 | 1.49 | 1.32 | 1.35 | 1.29 | 1.28 | 1.26 | 1.17 |

El manual d'instruccions que acompanya als SRI resulta difícil de comprendre

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 49 | 8.2 | 2.0 | 10.2 | 4.1 | 18.4 | 22.4 | 12.2 | 20.4 | 2.0 |
| [4] Bastant | 133 | 3.8 | 6.0 | 8.3 | 4.5 | 15.0 | 4.5 | 28.6 | 24.1 | 5.3 |
| [3] Ni molt ni poc | 25 | 4.0 | - | 8.0 | - | 8.0 | 12.0 | 28.0 | 32.0 | 8.0 |
| [2] Poc | 130 | 4.6 | 2.3 | 5.4 | 4.6 | 13.8 | 9.2 | 23.8 | 32.3 | 3.8 |
| [1] Gens | 234 | 3.8 | 5.6 | 4.7 | 1.3 | 8.5 | 9.0 | 23.1 | 33.3 | 10.7 |
| No sap | 25 | - | - | 8.0 | - | - | 12.0 | 24.0 | 48.0 | 8.0 |
| Mitjana | 2.36 | 2.56 | 2.24 | 2.78 | 2.88 | 2.71 | 2.51 | 2.35 | 2.14 | 1.85 |
| Desviació | 1.43 | 1.56 | 1.48 | 1.51 | 1.41 | 1.48 | 1.60 | 1.36 | 1.33 | 1.27 |

El meu fill se sent incòmode, irritat o enfadat per estar subjecte amb el SRI

| | | | | | | | | | | |
|--------------------|------|------|-------|------|------|------|------|------|------|------|
| [5] Molt | 39 | 12.8 | 5.1 | 12.8 | - | 2.6 | 7.7 | 35.9 | 12.8 | 10.3 |
| [4] Bastant | 61 | 1.6 | 6.6 | 11.5 | 6.6 | 14.8 | 11.5 | 11.5 | 29.5 | 6.6 |
| [3] Ni molt ni poc | 18 | 11.1 | 5.6 | 5.6 | - | 22.2 | 5.6 | 11.1 | 22.2 | 16.7 |
| [2] Poc | 108 | 2.8 | 4.6 | 6.5 | 3.7 | 15.7 | 8.3 | 23.1 | 26.9 | 8.3 |
| [1] Gens | 369 | 3.8 | 3.3 | 4.9 | 2.4 | 10.3 | 9.8 | 25.5 | 34.1 | 6.0 |
| No sap | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Mitjana | 1.81 | 2.20 | 2.13 | 2.32 | 1.94 | 1.81 | 1.79 | 1.75 | 1.61 | 2.02 |
| Desviació | 1.27 | 1.63 | 1.42 | 1.54 | 1.25 | 1.12 | 1.28 | 1.31 | 1.10 | 1.37 |

P21. De les següents situacions que l'hi llegiré a continuació, digui'm si mai, alguna vegada, la majoria de vegades o sempre ha permès al seu fill/a viatjar en automòbil sense utilitzar un SRI.

Viatjant en braços d'una persona adulta

| | | | | | | | | | | |
|-----------------------|-----|-----|-----|------|-----|------|------|------|------|------|
| Mai | 523 | 4.6 | 4.2 | 5.9 | 2.5 | 12.0 | 8.8 | 24.7 | 30.6 | 6.7 |
| Alguna vegada | 70 | 1.4 | 4.3 | 10.0 | 5.7 | 8.6 | 14.3 | 17.1 | 30.0 | 8.6 |
| La majoria de vegades | 3 | - | - | - | - | - | - | 33.3 | 33.3 | 33.3 |

Al desplaçar-se en cotxe d'una altra persona (familiars, amics,..) que no disposa d'un SRI

| | | | | | | | | | | |
|-----------------------|-----|-----|-----|-----|------|------|------|------|------|------|
| Mai | 450 | 5.3 | 4.0 | 6.4 | 2.9 | 11.6 | 9.1 | 22.0 | 30.9 | 7.8 |
| Alguna vegada | 134 | 0.7 | 5.2 | 6.7 | 2.2 | 11.2 | 11.2 | 29.9 | 28.4 | 4.5 |
| Ni molt ni poc | 2 | - | - | - | 50.0 | - | - | 50.0 | - | - |
| La majoria de vegades | 5 | - | - | - | - | - | - | 20.0 | 80.0 | - |
| Sempre | 2 | - | - | - | - | 50.0 | - | - | - | 50.0 |
| No sap | 3 | - | - | - | - | 33.3 | - | 33.3 | 33.3 | - |

Al desplaçar-se en taxi

| | | | | | | | | | | |
|-----------------------|-----|-----|-----|------|-----|------|------|------|-------|------|
| Mai | 367 | 6.3 | 4.6 | 6.5 | 2.5 | 12.5 | 9.0 | 23.2 | 28.9 | 6.5 |
| Alguna vegada | 106 | 0.9 | 5.7 | 5.7 | 3.8 | 9.4 | 11.3 | 30.2 | 28.3 | 4.7 |
| Ni molt ni poc | 1 | - | - | - | - | - | - | - | 100.0 | - |
| La majoria de vegades | 21 | - | - | - | 4.8 | 9.5 | 9.5 | 23.8 | 42.9 | 9.5 |
| Sempre | 41 | - | - | 14.6 | 2.4 | 12.2 | 14.6 | 17.1 | 31.7 | 7.3 |
| No sap | 53 | 1.9 | 3.8 | 1.9 | 3.8 | 11.3 | 3.8 | 22.6 | 35.8 | 15.1 |
| No contesta | 7 | - | - | 14.3 | - | - | 14.3 | 14.3 | 57.1 | - |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base:Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

Quan el nen s'ha resistit a utilitzar el SRI

| | | | | | | | | | | |
|---------------|-----|------|-----|-----|------|------|------|-------|-------|-----|
| Mai | 563 | 4.3 | 4.3 | 6.6 | 2.3 | 11.5 | 8.9 | 24.0 | 31.1 | 7.1 |
| Alguna vegada | 27 | - | 3.7 | 3.7 | 11.1 | 14.8 | 18.5 | 22.2 | 18.5 | 7.4 |
| Sempre | 4 | 25.0 | - | - | 25.0 | - | 25.0 | - | 25.0 | - |
| No sap | 1 | - | - | - | - | - | - | 100.0 | - | - |
| No contesta | 1 | - | - | - | - | - | - | - | 100.0 | - |

Quan hi ha varis passatgers als seients posteriors del cotxe

| | | | | | | | | | | |
|-----------------------|-----|-----|-------|------|------|------|------|------|------|------|
| Mai | 543 | 4.6 | 4.4 | 6.6 | 2.9 | 12.2 | 9.4 | 22.5 | 30.2 | 7.2 |
| Alguna vegada | 46 | - | - | 2.2 | - | 6.5 | 10.9 | 39.1 | 37.0 | 4.3 |
| La majoria de vegades | 3 | - | - | 33.3 | - | - | - | - | 33.3 | 33.3 |
| Sempre | 3 | - | - | - | 33.3 | - | - | 66.7 | - | - |
| No sap | 1 | - | 100.0 | - | - | - | - | - | - | - |

P22.A l'escola del seu fill/a, sap si s'ha realitzat alguna activitat relacionada amb la prevenció viària en aquest any 2010?

| | | | | | | | | | | |
|-------------------------------|-----|------|------|------|-----|------|------|------|------|------|
| Si | 253 | 0.4 | - | 0.4 | 0.4 | 6.3 | 11.5 | 28.5 | 46.2 | 6.3 |
| No | 265 | 2.3 | 2.6 | 8.3 | 4.9 | 17.4 | 9.8 | 25.3 | 23.0 | 6.4 |
| El fill encara no va a escola | 67 | 26.9 | 26.9 | 20.9 | 4.5 | 10.4 | - | - | - | 10.4 |
| No contesta | 11 | - | - | 9.1 | - | - | 9.1 | 27.3 | 36.4 | 18.2 |

P23.Quines?

Base:Activitat vial a la escola

| | | | | | | | | | |
|-----|-----|---|-----|-----|-----|------|------|------|-----|
| 253 | 0.4 | - | 0.4 | 0.4 | 6.3 | 11.5 | 28.5 | 46.2 | 6.3 |
|-----|-----|---|-----|-----|-----|------|------|------|-----|

| | | | | | | | | | | |
|------------------------------------|-----|-----|---|-----|-----|------|------|-------|------|------|
| Camió - Tràiler del "Clac i Rum" | 12 | - | - | - | - | 16.7 | 16.7 | 41.7 | 25.0 | - |
| Visita de la policia-Educació vial | 105 | - | - | - | - | 5.7 | 10.5 | 32.4 | 45.7 | 5.7 |
| Visita a un circuit | 27 | - | - | - | - | 3.7 | 7.4 | 33.3 | 55.6 | - |
| A classe, educació vial | 26 | - | - | - | 3.8 | - | 15.4 | 23.1 | 53.8 | 3.8 |
| Sortida al Forum | 1 | - | - | - | - | - | - | 100.0 | - | - |
| Altres | 9 | - | - | - | - | - | 11.1 | 33.3 | 44.4 | 11.1 |
| No sap | 73 | 1.4 | - | 1.4 | - | 8.2 | 13.7 | 21.9 | 43.8 | 9.6 |
| No contesta | 3 | - | - | - | - | 33.3 | - | - | 33.3 | 33.3 |

CAMPANYA CLAC I RUM

P24.Durant el 2010, vostè ha vist/escollat alguna campanya de prevenció de trànsit?

Base:Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

| | | | | | | | | | | |
|-------------|-----|------|------|-----|-----|------|------|------|------|-----|
| Si | 455 | 3.7 | 3.7 | 6.4 | 2.6 | 11.4 | 9.7 | 24.0 | 31.0 | 7.5 |
| No | 137 | 5.1 | 5.1 | 6.6 | 3.6 | 12.4 | 8.0 | 24.1 | 29.2 | 5.8 |
| No contesta | 4 | 25.0 | 25.0 | - | - | - | 25.0 | - | 25.0 | - |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base:Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P25.Sabria dir-me els eslògans de les campanyes que més recordi?

Base:Ha vist/escoltat campanyes 455 3.7 3.7 6.4 2.6 11.4 9.7 24.0 31.0 7.5

| | | | | | | | | | | |
|--|-----|------|------|-------|------|------|------|-------|-------|------|
| Llums a punt 09 | 6 | - | - | - | - | 16.7 | 16.7 | 50.0 | 16.7 | - |
| La revolució dels petits gestos | 13 | - | 15.4 | 7.7 | - | 15.4 | - | 38.5 | 23.1 | - |
| Quan conduïx, mira la carretera | 17 | - | - | - | 5.9 | 5.9 | 17.6 | 41.2 | 29.4 | - |
| Una gran moto requereix una gran experiència | 7 | - | 14.3 | 14.3 | - | 14.3 | - | 42.9 | 14.3 | - |
| Clac i Rum | 65 | 1.5 | - | 6.2 | 3.1 | 9.2 | 12.3 | 33.8 | 33.8 | - |
| Pensa en els punts, salven vides | 15 | - | 6.7 | - | - | 13.3 | - | 46.7 | 33.3 | - |
| No te la juguis, para i descansa, pel teu bé i pel de la resta de conductors | 21 | 9.5 | 9.5 | 9.5 | - | 14.3 | 4.8 | 23.8 | 28.6 | - |
| Gràcies perquè sense tu no hagués estat possible | 10 | - | 30.0 | 10.0 | - | - | - | 20.0 | 40.0 | - |
| Campanya de vigilància de transport escolar i de menors | 6 | - | - | 33.3 | - | 33.3 | - | 16.7 | 16.7 | - |
| Si beus no conduïx | 4 | - | - | - | - | - | 25.0 | 25.0 | 50.0 | - |
| Tots sabem com evitar un accident. Perquè no ho fem? | 1 | - | - | - | - | - | - | - | 100.0 | - |
| No corris, la qüestió és arribar | 3 | - | - | - | - | - | - | - | 100.0 | - |
| Et pot passar a tu | 2 | - | 50.0 | - | - | - | - | - | 50.0 | - |
| Posa-hi fre | 11 | - | - | 9.1 | - | 45.5 | - | 9.1 | 27.3 | 9.1 |
| Posa't el cinturó | 6 | - | - | 16.7 | - | 16.7 | - | 33.3 | 33.3 | - |
| Posa't el casc | 2 | - | - | 50.0 | - | - | - | - | 50.0 | - |
| En un segon et canvia la vida i res torna a ser igual | 2 | - | - | - | - | - | 50.0 | - | 50.0 | - |
| Anuncis contra l'ús del mòbil conduïnt (en general) | 4 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Ja prou! Per favor, respecta les normes | 1 | - | - | - | - | - | - | 100.0 | - | - |
| Sigues prudent, tu no tens recanvi | 1 | - | - | 100.0 | - | - | - | - | - | - |
| No als accidents | 3 | - | 33.3 | - | - | - | - | - | 66.7 | - |
| En 3 segons es pot perdre la vida | 1 | - | - | - | - | - | - | 100.0 | - | - |
| No podem conduir per tu | 3 | - | - | - | - | - | 33.3 | 33.3 | 33.3 | - |
| Altres | 7 | 14.3 | - | - | - | 14.3 | 14.3 | - | 42.9 | 14.3 |
| No sap | 298 | 4.4 | 4.0 | 5.7 | 2.7 | 11.1 | 9.4 | 22.1 | 29.9 | 10.7 |
| No contesta | 5 | - | - | - | 20.0 | 20.0 | - | - | 60.0 | - |

P26.Vostè ha vist/escoltat la campanya de publicitat "Al Cotxe, primer Clac i després Rum"?

Base:No coneix campanya Clac i rum 390 4.1 4.4 6.4 2.6 11.8 9.2 22.3 30.5 8.7

| | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|------|------|------|------|-------|
| Si | 185 | 3.2 | 5.4 | 5.9 | 4.3 | 10.3 | 12.4 | 24.3 | 25.9 | 8.1 |
| No | 204 | 4.9 | 3.4 | 6.9 | 1.0 | 13.2 | 6.4 | 20.6 | 34.8 | 8.8 |
| No contesta | 1 | - | - | - | - | - | - | - | - | 100.0 |

P27.Sap si el seu fill/a ha vist/escoltat la campanya de prevenció de trànsit "Al Cotxe, primer Clac i després Rum"?

Base:Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

| | | | | | | | | | | |
|---------------------|-----|------|------|------|-----|------|------|------|------|------|
| Si a l'escola | 76 | - | - | - | - | 14.5 | 10.5 | 35.5 | 36.8 | 2.6 |
| Si fora de l'escola | 170 | 1.2 | 1.2 | 3.5 | 3.5 | 8.2 | 14.7 | 26.5 | 35.9 | 5.3 |
| No | 271 | 8.1 | 7.7 | 11.4 | 3.3 | 13.3 | 8.1 | 18.8 | 21.4 | 7.7 |
| No sap | 90 | - | 1.1 | 1.1 | 2.2 | 8.9 | 3.3 | 26.7 | 45.6 | 11.1 |
| No contesta | 2 | 50.0 | 50.0 | - | - | - | - | - | - | - |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base: Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P28. Sabria dir-me en quin mitjà ha vist o escoltat vostè la campanya de trànsit "Clac i Rum"?

| Base: Coneix campanya Clac i rum | 250 | 2.8 | 4.0 | 6.0 | 4.0 | 10.0 | 12.4 | 26.8 | 28.0 | 6.0 |
|----------------------------------|-----|-----|-----|-----|------|------|------|------|------|------|
| TV | 217 | 3.2 | 4.1 | 6.0 | 3.7 | 9.7 | 13.4 | 24.4 | 29.5 | 6.0 |
| Radio | 43 | 4.7 | 7.0 | 4.7 | 2.3 | 9.3 | 7.0 | 41.9 | 20.9 | 2.3 |
| Revistes infantils | 9 | - | - | - | 11.1 | 11.1 | 22.2 | 22.2 | 33.3 | - |
| Itinerant (Camió - Tràiler) | 7 | - | - | - | - | 42.9 | 14.3 | 42.9 | - | - |
| Pediatra | 15 | - | - | 6.7 | 13.3 | 13.3 | 13.3 | 13.3 | 33.3 | 6.7 |
| Cartells | 5 | - | - | - | - | 20.0 | 20.0 | 20.0 | 40.0 | - |
| Altres | 13 | - | - | 7.7 | - | - | - | 53.8 | 30.8 | 7.7 |
| No sap | 5 | - | - | - | - | - | 40.0 | 40.0 | - | 20.0 |

P29. Podria dir-nos quin creu que era el principal missatge de la campanya?

| Base: Coneix campanya Clac i rum | 250 | 2.8 | 4.0 | 6.0 | 4.0 | 10.0 | 12.4 | 26.8 | 28.0 | 6.0 |
|--|-----|------|-----|-----|------|------|------|------|------|------|
| Posa't el cinturó abans d'iniciar la conducció | 208 | 2.9 | 4.3 | 7.2 | 3.8 | 9.6 | 10.1 | 27.9 | 28.8 | 5.3 |
| Conscienciar als nens | 3 | - | - | - | - | - | 33.3 | 66.7 | - | - |
| Utilitzar els diferents sistemes de seguretat | 7 | - | - | - | - | - | 28.6 | - | 42.9 | 28.6 |
| Posar-se el cinturó | 10 | 10.0 | - | - | 10.0 | 10.0 | 30.0 | 10.0 | 20.0 | 10.0 |
| Conduir amb precaució | 3 | - | - | - | - | - | 33.3 | 33.3 | 33.3 | - |
| Els nens han d'anar protegits adequadament | 5 | - | - | - | 20.0 | 40.0 | - | 20.0 | - | 20.0 |
| No sap | 14 | - | 7.1 | - | - | 14.3 | 21.4 | 28.6 | 28.6 | - |

P30. En general, creu que la campanya de publicitat era molt, bastant, poc o gens...

Clara en el missatge

| Base: Coneix campanya Clac i rum | 250 | 2.8 | 4.0 | 6.0 | 4.0 | 10.0 | 12.4 | 26.8 | 28.0 | 6.0 |
|----------------------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 133 | 2.3 | 3.8 | 6.0 | 3.8 | 12.0 | 10.5 | 28.6 | 27.1 | 6.0 |
| [4] Bastant | 105 | 3.8 | 4.8 | 5.7 | 4.8 | 7.6 | 13.3 | 27.6 | 27.6 | 4.8 |
| [3] Ni molt ni poc | 3 | - | - | - | - | - | 33.3 | - | 66.7 | - |
| [2] Poc | 5 | - | - | 20.0 | - | - | 40.0 | - | 20.0 | 20.0 |
| No sap | 4 | - | - | - | - | 25.0 | - | - | 50.0 | 25.0 |
| Mitjana | 4.49 | 4.43 | 4.50 | 4.40 | 4.50 | 4.67 | 4.29 | 4.57 | 4.47 | 4.43 |
| Desviació | 0.63 | 0.49 | 0.50 | 0.80 | 0.50 | 0.48 | 0.82 | 0.50 | 0.63 | 0.82 |

Comprensible/entenedora en el llenguatge que utilitzava

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 124 | 3.2 | 3.2 | 3.2 | 4.0 | 12.9 | 12.1 | 25.8 | 30.6 | 4.8 |
| [4] Bastant | 112 | 2.7 | 5.4 | 8.9 | 3.6 | 7.1 | 10.7 | 30.4 | 24.1 | 7.1 |
| [3] Ni molt ni poc | 4 | - | - | - | 25.0 | - | 50.0 | - | 25.0 | - |
| [2] Poc | 6 | - | - | 16.7 | - | - | 33.3 | 16.7 | 16.7 | 16.7 |
| No sap | 4 | - | - | - | - | 25.0 | - | - | 75.0 | - |
| Mitjana | 4.44 | 4.57 | 4.40 | 4.13 | 4.40 | 4.67 | 4.29 | 4.45 | 4.52 | 4.27 |
| Desviació | 0.65 | 0.49 | 0.49 | 0.72 | 0.66 | 0.48 | 0.86 | 0.58 | 0.61 | 0.77 |

Original

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 91 | 4.4 | 3.3 | 5.5 | 3.3 | 14.3 | 9.9 | 25.3 | 27.5 | 6.6 |
| [4] Bastant | 125 | 1.6 | 4.8 | 7.2 | 4.8 | 6.4 | 15.2 | 28.8 | 27.2 | 4.0 |
| [3] Ni molt ni poc | 16 | 6.3 | - | - | - | 6.3 | 12.5 | 31.3 | 37.5 | 6.3 |
| [2] Poc | 10 | - | 10.0 | 10.0 | - | 10.0 | 10.0 | 30.0 | 10.0 | 20.0 |
| [1] Gens | 4 | - | - | - | 25.0 | 25.0 | - | - | 25.0 | 25.0 |
| No sap | 4 | - | - | - | - | 25.0 | - | - | 75.0 | - |
| Mitjana | 4.17 | 4.43 | 4.10 | 4.20 | 4.00 | 4.29 | 4.16 | 4.18 | 4.21 | 3.87 |
| Desviació | 0.85 | 0.73 | 0.83 | 0.75 | 1.10 | 1.04 | 0.69 | 0.76 | 0.79 | 1.26 |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base:Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

Impactant

| | | | | | | | | | | |
|--------------------|----|-----|-----|-----|-----|------|------|------|------|------|
| [5] Molt | 25 | - | 4.0 | 8.0 | 4.0 | 12.0 | - | 28.0 | 44.0 | - |
| [4] Bastant | 92 | 3.3 | 5.4 | 6.5 | 3.3 | 8.7 | 12.0 | 26.1 | 28.3 | 6.5 |
| [3] Ni molt ni poc | 22 | 4.5 | 9.1 | - | - | 13.6 | 18.2 | 27.3 | 22.7 | 4.5 |
| [2] Poc | 70 | 2.9 | 1.4 | 7.1 | 5.7 | 10.0 | 14.3 | 31.4 | 21.4 | 5.7 |
| [1] Gens | 30 | 3.3 | 3.3 | 6.7 | 6.7 | 6.7 | 10.0 | 20.0 | 30.0 | 13.3 |
| No sap | 11 | - | - | - | - | 18.2 | 27.3 | 18.2 | 36.4 | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 3.05 | 2.86 | 3.40 | 3.07 | 2.70 | 3.13 | 2.82 | 3.06 | 3.23 | 2.60 |
| Desviació | 1.27 | 1.12 | 1.11 | 1.34 | 1.35 | 1.25 | 1.09 | 1.24 | 1.35 | 1.25 |

Adequada per complir el seu objectiu de conscienciació

| | | | | | | | | | | |
|--------------------|-----|-----|------|-----|------|------|------|------|------|------|
| [5] Molt | 68 | 5.9 | 1.5 | 5.9 | 2.9 | 13.2 | 13.2 | 25.0 | 22.1 | 10.3 |
| [4] Bastant | 146 | 2.1 | 4.8 | 7.5 | 4.8 | 8.2 | 11.0 | 28.1 | 29.5 | 4.1 |
| [3] Ni molt ni poc | 7 | - | - | - | - | 14.3 | 42.9 | 14.3 | 28.6 | - |
| [2] Poc | 15 | - | 6.7 | - | - | 13.3 | 13.3 | 26.7 | 26.7 | 13.3 |
| [1] Gens | 4 | - | - | - | - | - | - | 75.0 | 25.0 | - |
| No sap | 10 | - | 10.0 | - | 10.0 | 10.0 | 10.0 | 10.0 | 50.0 | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.57 | 3.89 | 4.27 | 4.22 | 4.17 | 4.07 | 3.98 | 4.03 | 4.20 |
| Desviació | 0.84 | 0.49 | 0.74 | 0.44 | 0.42 | 0.87 | 0.83 | 0.97 | 0.81 | 0.98 |

Fàcil de recordar

| | | | | | | | | | | |
|--------------------|-----|-----|------|-----|-----|------|------|------|------|-----|
| [5] Molt | 109 | 1.8 | 2.8 | 6.4 | 4.6 | 15.6 | 9.2 | 28.4 | 25.7 | 5.5 |
| [4] Bastant | 115 | 3.5 | 5.2 | 7.0 | 4.3 | 5.2 | 12.2 | 27.0 | 28.7 | 7.0 |
| [3] Ni molt ni poc | 6 | - | 16.7 | - | - | - | 50.0 | 16.7 | 16.7 | - |
| [2] Poc | 11 | 9.1 | - | - | - | - | 9.1 | 27.3 | 45.5 | 9.1 |
| [1] Gens | 6 | - | - | - | - | 16.7 | 50.0 | 16.7 | 16.7 | - |
| No sap | 3 | - | - | - | - | 33.3 | - | - | 66.7 | - |

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.26 | 4.00 | 4.20 | 4.47 | 4.50 | 4.58 | 3.87 | 4.31 | 4.21 | 4.27 |
| Desviació | 0.89 | 0.93 | 0.60 | 0.50 | 0.50 | 0.88 | 1.20 | 0.84 | 0.91 | 0.77 |

Mitjana característiques

| | | | | | | | | | | |
|-----------|------|------|------|------|------|------|------|------|------|------|
| Mitjana | 4.08 | 4.14 | 4.09 | 4.09 | 4.05 | 4.26 | 3.93 | 4.10 | 4.11 | 3.94 |
| Desviació | 0.54 | 0.56 | 0.36 | 0.53 | 0.46 | 0.43 | 0.60 | 0.47 | 0.58 | 0.69 |

P31.M'ha dit que la campanya no era gens...Clara en el missatge/ Comprensible-entenedora en el llenguatge que utilitzava/ Original/ Impactant/ Adequada per complir el seu objectiu de conscienciació/ Fàcil de recordar. Com hagués millorat vostè aquesta campanya?

Base:Gens a algun atribut

| | | | | | | | | | |
|---------------------------|-----|------|------|------|------|-------|------|-------|-------|
| 36 | 2.8 | 2.8 | 5.6 | 8.3 | 8.3 | 16.7 | 19.4 | 25.0 | 11.1 |
| Educació a l'auto-escola | 1 | - | - | - | - | - | - | 100.0 | - |
| Fent-la en castellà també | 1 | - | - | - | - | 100.0 | - | - | - |
| Amb eslògans enganxosos | 2 | - | - | - | - | 50.0 | - | 50.0 | - |
| Més agressiva | 1 | - | - | - | - | - | - | - | 100.0 |
| Imatges més impactants | 5 | 20.0 | - | - | 20.0 | - | 20.0 | 40.0 | - |
| Més realista | 2 | - | - | 50.0 | - | - | - | 50.0 | - |
| Més curtes i directes | 1 | - | - | - | - | - | - | - | 100.0 |
| Pels nens ja està bé | 2 | - | - | - | - | - | 50.0 | - | 50.0 |
| No sap | 20 | - | - | 5.0 | 10.0 | 10.0 | 15.0 | 20.0 | 30.0 |
| No contesta | 2 | - | 50.0 | - | - | - | - | 50.0 | - |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base:Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

P32.Podria valorar-me la campanya "Clac i Rum" en una escala de 0 a 10, en que 0 és crec que no ha tingut gens d'impacte en la ciutadania i 10 és crec que ha tingut molt impacte en la ciutadania?

Base:Coneix campanya Clac i rum

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|-------|------|------|
| 250 | 2.8 | 4.0 | 6.0 | 4.0 | 10.0 | 12.4 | 26.8 | 28.0 | 6.0 | |
| [0] Gens d'impacte | 1 | - | - | - | - | - | - | 100.0 | - | |
| [1] | 0 | - | - | - | - | - | - | - | - | |
| [2] | 0 | - | - | - | - | - | - | - | - | |
| [3] | 3 | - | - | - | 33.3 | - | - | - | 66.7 | |
| [4] | 10 | 10.0 | - | 10.0 | - | - | 30.0 | 20.0 | 20.0 | 10.0 |
| [5] | 18 | 5.6 | 5.6 | 5.6 | 11.1 | 5.6 | 22.2 | 33.3 | 11.1 | - |
| [6] | 35 | - | 8.6 | 14.3 | 2.9 | 11.4 | 5.7 | 31.4 | 20.0 | 5.7 |
| [7] | 52 | 1.9 | 5.8 | 11.5 | 1.9 | 17.3 | 17.3 | 13.5 | 25.0 | 5.8 |
| [8] | 70 | 2.9 | 1.4 | 1.4 | 4.3 | 11.4 | 11.4 | 27.1 | 32.9 | 7.1 |
| [9] | 33 | 3.0 | 3.0 | 3.0 | 6.1 | - | 9.1 | 39.4 | 33.3 | 3.0 |
| [10] Molt impacte | 17 | 5.9 | 5.9 | - | - | 11.8 | - | 29.4 | 35.3 | 11.8 |
| No sap | 11 | - | - | - | - | 9.1 | 18.2 | 36.4 | 27.3 | 9.1 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - |
| Mitjana | 7.28 | 7.29 | 7.10 | 6.53 | 6.80 | 7.33 | 6.83 | 7.49 | 7.46 | 7.57 |
| Desviació | 1.63 | 1.98 | 1.45 | 1.15 | 1.89 | 1.17 | 1.51 | 1.57 | 1.83 | 1.55 |

P33.I, en la mateixa escala de 0 a 10, on 0 és gens i 10 és molt, quin impacte ha tingut sobre vostè aquesta campanya a l'hora de circular?

Base:Coneix campanya Clac i rum

| | | | | | | | | | | |
|-------------|------|------|------|------|-------|------|------|------|------|------|
| 250 | 2.8 | 4.0 | 6.0 | 4.0 | 10.0 | 12.4 | 26.8 | 28.0 | 6.0 | |
| [0] Gens | 27 | 3.7 | 7.4 | 3.7 | 3.7 | 14.8 | 7.4 | 25.9 | 25.9 | 7.4 |
| [1] | 1 | - | - | - | 100.0 | - | - | - | - | - |
| [2] | 5 | - | 20.0 | - | - | - | - | 60.0 | - | 20.0 |
| [3] | 6 | - | - | - | - | - | 16.7 | 33.3 | 50.0 | - |
| [4] | 7 | 14.3 | - | 14.3 | - | - | 14.3 | 28.6 | 28.6 | - |
| [5] | 25 | - | - | 8.0 | 4.0 | 12.0 | 12.0 | 24.0 | 32.0 | 8.0 |
| [6] | 26 | - | 11.5 | 7.7 | 3.8 | 11.5 | 7.7 | 30.8 | 26.9 | - |
| [7] | 44 | 4.5 | 4.5 | 15.9 | 4.5 | 18.2 | 18.2 | 11.4 | 20.5 | 2.3 |
| [8] | 43 | 4.7 | 2.3 | 2.3 | - | 4.7 | 18.6 | 32.6 | 30.2 | 4.7 |
| [9] | 27 | 3.7 | - | - | 11.1 | - | - | 37.0 | 33.3 | 14.8 |
| [10] Molt | 31 | - | 3.2 | 3.2 | 3.2 | 16.1 | 12.9 | 22.6 | 32.3 | 6.5 |
| No sap | 8 | - | - | - | - | - | 25.0 | 37.5 | 25.0 | 12.5 |
| No contesta | 0 | - | - | - | - | - | - | - | - | - |
| Mitjana | 6.38 | 6.14 | 5.20 | 6.20 | 6.30 | 6.20 | 6.69 | 6.33 | 6.57 | 6.50 |
| Desviació | 2.96 | 2.90 | 3.22 | 2.14 | 3.26 | 3.18 | 2.52 | 3.06 | 2.93 | 3.42 |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base:Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P34.Perquè creu que ha tingut tant poc impacte aquesta campanya?

| Base:Valora poc impacte | 83 | 3.6 | 3.6 | 4.8 | 6.0 | 8.4 | 12.0 | 28.9 | 26.5 | 6.0 |
|---|----|------|------|------|------|------|-------|------|------|------|
| Es considera bon conductor i no l'afecten les campanyes | 33 | 3.0 | 3.0 | 6.1 | 6.1 | 9.1 | 12.1 | 30.3 | 24.2 | 6.1 |
| Són poc agressives | 10 | 10.0 | - | - | 20.0 | 10.0 | - | 20.0 | 30.0 | 10.0 |
| El missatge no és clar/ Eslògan poc definit | 4 | - | - | 25.0 | - | 25.0 | - | 25.0 | 25.0 | - |
| No canvien la mentalitat de la gent/ No canvien els hàbits de la població | 7 | - | - | - | 14.3 | - | 14.3 | 42.9 | 14.3 | 14.3 |
| Falta conscienciació | 9 | 11.1 | - | - | 11.1 | - | - | 11.1 | 55.6 | 11.1 |
| S'obliden molt ràpid/ Impacte momentani | 4 | - | - | - | - | - | 25.0 | 25.0 | 25.0 | 25.0 |
| Les campanyes no diuen res que la gent no sàpiga | 6 | - | 16.7 | - | - | 16.7 | 16.7 | 33.3 | 16.7 | - |
| No sembla seriós/ Es una campanya per infants (dibuixos...) | 4 | - | - | - | 25.0 | - | - | 25.0 | 50.0 | - |
| La gent continua fent el que vol/ No fan cas | 7 | - | - | - | 28.6 | - | - | 14.3 | 42.9 | 14.3 |
| Són un anunci més a la TV/ Acostumats a veure'ls | 7 | - | - | - | 14.3 | - | 14.3 | 42.9 | 28.6 | - |
| És pels nens | 8 | 12.5 | 12.5 | 12.5 | - | 12.5 | - | 37.5 | 12.5 | - |
| ell/ella ja tenia aquests hàbits | 1 | - | - | - | - | - | 100.0 | - | - | - |
| No sap | 6 | - | - | - | - | - | 16.7 | 33.3 | 50.0 | - |

P35.En relació a les campanyes de publicitat sobre trànsit, del següent llistat de mitjans de comunicació que li llegiré, valori cadascuna d'elles en una escala de 0 a 10, on 0 és no tenen cap tipus d'impacte sobre la societat i 10 tenen un impacte màxim sobre la societat.

Els missatges per TV

| Base:Total entrevistes | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|------------------------|------|------|------|------|------|------|------|-------|------|------|
| [0] Cap impacte | 2 | - | - | - | - | - | - | 100.0 | - | - |
| [1] | 1 | - | - | - | - | - | - | 100.0 | - | - |
| [2] | 1 | - | - | - | - | - | - | 100.0 | - | - |
| [3] | 2 | - | - | 50.0 | - | 50.0 | - | - | - | - |
| [4] | 8 | 12.5 | - | 12.5 | 12.5 | - | 12.5 | 37.5 | 12.5 | - |
| [5] | 31 | 6.5 | 6.5 | - | - | 6.5 | 9.7 | 32.3 | 29.0 | 9.7 |
| [6] | 26 | - | 3.8 | 15.4 | 3.8 | 19.2 | 7.7 | 11.5 | 34.6 | 3.8 |
| [7] | 74 | 5.4 | 8.1 | 4.1 | 5.4 | 9.5 | 8.1 | 20.3 | 31.1 | 8.1 |
| [8] | 182 | 2.7 | 4.4 | 7.1 | 1.6 | 11.0 | 9.3 | 30.2 | 29.1 | 4.4 |
| [9] | 107 | 4.7 | 3.7 | 5.6 | 2.8 | 9.3 | 11.2 | 21.5 | 31.8 | 9.3 |
| [10] Màxim impacte | 148 | 5.4 | 2.7 | 6.8 | 3.4 | 15.5 | 10.1 | 16.9 | 32.4 | 6.8 |
| No sap | 11 | - | - | - | - | - | - | 36.4 | 27.3 | 36.4 |
| No contesta | 3 | - | - | - | - | 33.3 | - | - | 66.7 | - |
| Mitjana | 8.19 | 8.28 | 7.92 | 8.16 | 8.18 | 8.41 | 8.34 | 7.86 | 8.33 | 8.34 |
| Desviació | 1.62 | 1.74 | 1.41 | 1.69 | 1.70 | 1.55 | 1.49 | 1.91 | 1.44 | 1.49 |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base: Total entrevistes

Els missatges per Ràdio

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|-------|
| [0] Cap impacte | 6 | - | - | 16.7 | - | - | - | 66.7 | 16.7 | - |
| [1] | 1 | - | - | - | - | - | - | - | - | 100.0 |
| [2] | 7 | 14.3 | - | 14.3 | - | - | 14.3 | 14.3 | 42.9 | - |
| [3] | 21 | 4.8 | - | 4.8 | 4.8 | 14.3 | 19.0 | 19.0 | 28.6 | 4.8 |
| [4] | 40 | 7.5 | 7.5 | 12.5 | 2.5 | 10.0 | 5.0 | 22.5 | 27.5 | 5.0 |
| [5] | 89 | 5.6 | 5.6 | 3.4 | 5.6 | 6.7 | 12.4 | 19.1 | 31.5 | 10.1 |
| [6] | 100 | 2.0 | 6.0 | 8.0 | 1.0 | 12.0 | 8.0 | 27.0 | 32.0 | 4.0 |
| [7] | 98 | 3.1 | 3.1 | 5.1 | 4.1 | 17.3 | 12.2 | 25.5 | 26.5 | 3.1 |
| [8] | 105 | 4.8 | 2.9 | 5.7 | 1.0 | 13.3 | 7.6 | 21.9 | 34.3 | 8.6 |
| [9] | 41 | - | 4.9 | 4.9 | 4.9 | 4.9 | 7.3 | 26.8 | 36.6 | 9.8 |
| [10] Màxim impacte | 38 | 7.9 | 2.6 | 10.5 | 2.6 | 10.5 | 13.2 | 21.1 | 18.4 | 13.2 |
| No sap | 47 | 4.3 | 4.3 | 4.3 | 2.1 | 10.6 | 4.3 | 27.7 | 34.0 | 8.5 |
| No contesta | 3 | - | - | - | - | 66.7 | - | - | 33.3 | - |
| Mitjana | 6.52 | 6.30 | 6.35 | 6.36 | 6.38 | 6.71 | 6.48 | 6.47 | 6.52 | 6.84 |
| Desviació | 1.98 | 2.24 | 1.70 | 2.33 | 1.90 | 1.68 | 1.99 | 2.10 | 1.89 | 2.20 |

Els missatges en premsa escrita

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|-------|------|
| [0] Cap impacte | 17 | 11.8 | - | 11.8 | - | 5.9 | 5.9 | 35.3 | 23.5 | 5.9 |
| [1] | 5 | - | - | - | - | - | - | 60.0 | 20.0 | 20.0 |
| [2] | 17 | 5.9 | - | 11.8 | - | 11.8 | - | 23.5 | 47.1 | - |
| [3] | 32 | 6.3 | 3.1 | - | 6.3 | 9.4 | 9.4 | 12.5 | 34.4 | 18.8 |
| [4] | 52 | 3.8 | 9.6 | 11.5 | 3.8 | 13.5 | 5.8 | 21.2 | 30.8 | - |
| [5] | 132 | 5.3 | 4.5 | 4.5 | 2.3 | 12.1 | 13.6 | 26.5 | 28.0 | 3.0 |
| [6] | 111 | 4.5 | 3.6 | 6.3 | 1.8 | 14.4 | 6.3 | 27.0 | 27.9 | 8.1 |
| [7] | 90 | 1.1 | 3.3 | 7.8 | 5.6 | 8.9 | 8.9 | 23.3 | 32.2 | 8.9 |
| [8] | 61 | 3.3 | 3.3 | 6.6 | 1.6 | 11.5 | 11.5 | 21.3 | 34.4 | 6.6 |
| [9] | 21 | - | 4.8 | 14.3 | 4.8 | 9.5 | 9.5 | 33.3 | 19.0 | 4.8 |
| [10] Màxim impacte | 25 | 4.0 | 4.0 | 4.0 | - | 12.0 | 16.0 | 16.0 | 36.0 | 8.0 |
| No sap | 32 | 6.3 | 6.3 | - | 3.1 | 12.5 | 9.4 | 12.5 | 31.3 | 18.8 |
| No contesta | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Mitjana | 5.73 | 4.96 | 5.78 | 5.74 | 5.81 | 5.80 | 6.09 | 5.62 | 5.74 | 5.83 |
| Desviació | 2.12 | 2.34 | 1.78 | 2.31 | 1.70 | 1.93 | 2.01 | 2.18 | 2.14 | 2.29 |

Els missatges en els panells informatius a les carreteres

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 11 | 9.1 | - | 18.2 | - | 18.2 | 9.1 | 27.3 | 18.2 | - |
| [1] | 4 | - | - | - | - | - | - | 50.0 | 25.0 | 25.0 |
| [2] | 12 | - | 8.3 | 8.3 | - | 8.3 | 8.3 | 25.0 | 41.7 | - |
| [3] | 23 | 13.0 | 4.3 | 4.3 | 8.7 | 8.7 | 13.0 | 21.7 | 13.0 | 13.0 |
| [4] | 32 | 9.4 | 6.3 | 3.1 | 3.1 | 12.5 | 3.1 | 25.0 | 31.3 | 6.3 |
| [5] | 92 | 2.2 | 6.5 | 4.3 | 3.3 | 8.7 | 7.6 | 27.2 | 35.9 | 4.3 |
| [6] | 73 | 4.1 | 2.7 | 2.7 | 4.1 | 19.2 | 13.7 | 24.7 | 27.4 | 1.4 |
| [7] | 100 | 4.0 | 7.0 | 5.0 | - | 12.0 | 11.0 | 27.0 | 27.0 | 7.0 |
| [8] | 122 | 3.3 | 4.1 | 9.8 | 4.1 | 9.8 | 10.7 | 20.5 | 31.1 | 6.6 |
| [9] | 51 | 5.9 | - | 9.8 | 2.0 | 9.8 | 7.8 | 23.5 | 31.4 | 9.8 |
| [10] Màxim impacte | 62 | 3.2 | 1.6 | 6.5 | 3.2 | 11.3 | 8.1 | 22.6 | 30.6 | 12.9 |
| No sap | 11 | - | - | 9.1 | - | 9.1 | - | - | 54.5 | 27.3 |
| No contesta | 3 | - | - | - | - | 33.3 | - | - | 66.7 | - |
| Mitjana | 6.66 | 6.24 | 6.16 | 6.95 | 6.59 | 6.61 | 6.73 | 6.51 | 6.74 | 7.23 |
| Desviació | 2.23 | 2.54 | 1.84 | 2.55 | 2.24 | 2.21 | 2.08 | 2.27 | 2.16 | 2.39 |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base: Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

Els missatges a través de la Web del Servei Català de Trànsit

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 46 | 4.3 | 4.3 | 4.3 | - | 10.9 | 10.9 | 28.3 | 30.4 | 6.5 |
| [1] | 19 | - | 5.3 | 10.5 | - | 15.8 | 10.5 | 26.3 | 15.8 | 15.8 |
| [2] | 35 | 5.7 | 5.7 | 11.4 | 2.9 | 8.6 | - | 25.7 | 40.0 | - |
| [3] | 52 | 3.8 | 11.5 | 3.8 | 5.8 | 13.5 | 11.5 | 21.2 | 23.1 | 5.8 |
| [4] | 37 | 13.5 | 8.1 | 5.4 | - | 16.2 | 8.1 | 5.4 | 40.5 | 2.7 |
| [5] | 108 | 0.9 | 1.9 | 5.6 | 5.6 | 11.1 | 8.3 | 29.6 | 33.3 | 3.7 |
| [6] | 40 | - | 7.5 | 10.0 | - | 10.0 | 12.5 | 27.5 | 27.5 | 5.0 |
| [7] | 44 | 2.3 | - | 9.1 | 2.3 | 11.4 | 20.5 | 27.3 | 20.5 | 6.8 |
| [8] | 38 | 5.3 | - | 10.5 | 5.3 | 7.9 | 13.2 | 23.7 | 28.9 | 5.3 |
| [9] | 15 | 6.7 | - | 6.7 | - | 6.7 | 6.7 | 26.7 | 40.0 | 6.7 |
| [10] Màxim impacte | 20 | 15.0 | - | 10.0 | - | - | 5.0 | 15.0 | 30.0 | 25.0 |
| No sap | 134 | 4.5 | 4.5 | 3.7 | 2.2 | 14.2 | 6.7 | 22.4 | 31.3 | 10.4 |
| No contesta | 8 | - | - | - | 12.5 | 12.5 | 12.5 | 12.5 | 37.5 | 12.5 |
| Mitjana | 4.67 | 5.11 | 3.32 | 5.06 | 4.92 | 4.20 | 4.98 | 4.61 | 4.66 | 5.33 |
| Desviació | 2.68 | 3.28 | 1.83 | 2.79 | 1.82 | 2.37 | 2.63 | 2.69 | 2.66 | 3.43 |

Els missatges a través d'altres pàgines webs

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 47 | 4.3 | 2.1 | 6.4 | 2.1 | 10.6 | 10.6 | 23.4 | 27.7 | 12.8 |
| [1] | 16 | - | - | 12.5 | - | 18.8 | 12.5 | 25.0 | 31.3 | - |
| [2] | 38 | 5.3 | 2.6 | 13.2 | - | 10.5 | - | 28.9 | 36.8 | 2.6 |
| [3] | 47 | 4.3 | 10.6 | 2.1 | 8.5 | 12.8 | 17.0 | 19.1 | 21.3 | 4.3 |
| [4] | 59 | 5.1 | 10.2 | 8.5 | 3.4 | 8.5 | 6.8 | 15.3 | 42.4 | - |
| [5] | 119 | 1.7 | 3.4 | 5.9 | 3.4 | 10.1 | 10.1 | 30.3 | 32.8 | 2.5 |
| [6] | 43 | 11.6 | 2.3 | 9.3 | - | 14.0 | 9.3 | 23.3 | 25.6 | 4.7 |
| [7] | 34 | 5.9 | - | 5.9 | 2.9 | 11.8 | 20.6 | 29.4 | 8.8 | 14.7 |
| [8] | 31 | 3.2 | - | 9.7 | 3.2 | 12.9 | 9.7 | 29.0 | 29.0 | 3.2 |
| [9] | 6 | 16.7 | - | - | - | 16.7 | - | 33.3 | 33.3 | - |
| [10] Màxim impacte | 9 | - | - | 11.1 | - | - | - | 11.1 | 44.4 | 33.3 |
| No sap | 141 | 3.5 | 5.0 | 3.5 | 2.8 | 12.8 | 7.1 | 20.6 | 31.9 | 12.8 |
| No contesta | 6 | - | - | - | - | 16.7 | 16.7 | 16.7 | 33.3 | 16.7 |
| Mitjana | 4.35 | 4.65 | 3.72 | 4.30 | 4.23 | 4.28 | 4.42 | 4.46 | 4.26 | 4.70 |
| Desviació | 2.41 | 2.46 | 1.36 | 2.56 | 1.93 | 2.42 | 2.32 | 2.40 | 2.38 | 3.51 |

Els missatges presencials en escoles

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [0] Cap impacte | 4 | - | - | - | - | 25.0 | 25.0 | 25.0 | 25.0 | - |
| [1] | 3 | - | - | - | - | 33.3 | - | - | 66.7 | - |
| [2] | 5 | - | 20.0 | - | - | 40.0 | - | 20.0 | 20.0 | - |
| [3] | 9 | - | - | 11.1 | 11.1 | - | - | 33.3 | 33.3 | 11.1 |
| [4] | 14 | - | 14.3 | - | 7.1 | - | 21.4 | 21.4 | 28.6 | 7.1 |
| [5] | 60 | 8.3 | 5.0 | 13.3 | - | 11.7 | 10.0 | 23.3 | 25.0 | 3.3 |
| [6] | 65 | 4.6 | 7.7 | 1.5 | 6.2 | 7.7 | 4.6 | 32.3 | 24.6 | 10.8 |
| [7] | 98 | 4.1 | 6.1 | 7.1 | 2.0 | 12.2 | 9.2 | 21.4 | 31.6 | 6.1 |
| [8] | 132 | 3.0 | 2.3 | 4.5 | 4.5 | 9.8 | 13.6 | 25.0 | 31.1 | 6.1 |
| [9] | 59 | 1.7 | 1.7 | 11.9 | 3.4 | 8.5 | 5.1 | 25.4 | 39.0 | 3.4 |
| [10] Màxim impacte | 83 | 2.4 | 2.4 | 4.8 | 1.2 | 10.8 | 10.8 | 25.3 | 31.3 | 10.8 |
| No sap | 60 | 10.0 | 3.3 | 6.7 | - | 21.7 | 6.7 | 13.3 | 28.3 | 10.0 |
| No contesta | 4 | - | - | - | - | 25.0 | - | 25.0 | 50.0 | - |
| Mitjana | 7.31 | 6.95 | 6.52 | 7.32 | 7.12 | 7.15 | 7.38 | 7.33 | 7.44 | 7.58 |
| Desviació | 1.97 | 1.65 | 1.90 | 1.87 | 1.80 | 2.28 | 2.01 | 1.93 | 1.99 | 1.89 |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base: Total entrevistes

| | | | | | | | | | |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|
| 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|-----|-----|-----|-----|-----|------|-----|------|------|-----|

Els missatges presencials al carrer (camió-Tràiler)

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|-------|------|
| [0] Cap impacte | 24 | - | - | - | - | 12.5 | 25.0 | 29.2 | 20.8 | 12.5 |
| [1] | 1 | - | - | - | - | - | - | - | 100.0 | - |
| [2] | 10 | 10.0 | - | - | - | 30.0 | 10.0 | 20.0 | 30.0 | - |
| [3] | 28 | 7.1 | 3.6 | 10.7 | 3.6 | 7.1 | 10.7 | 21.4 | 32.1 | 3.6 |
| [4] | 36 | - | 5.6 | 2.8 | 2.8 | 13.9 | 11.1 | 36.1 | 27.8 | - |
| [5] | 121 | 4.1 | 5.0 | 5.8 | 5.0 | 10.7 | 7.4 | 24.8 | 27.3 | 9.9 |
| [6] | 91 | 4.4 | 7.7 | 6.6 | 3.3 | 8.8 | 11.0 | 15.4 | 33.0 | 9.9 |
| [7] | 90 | 2.2 | 2.2 | 6.7 | 3.3 | 15.6 | 8.9 | 25.6 | 31.1 | 4.4 |
| [8] | 75 | 6.7 | 4.0 | 13.3 | 1.3 | 12.0 | 6.7 | 24.0 | 28.0 | 4.0 |
| [9] | 17 | - | - | 5.9 | - | 5.9 | 5.9 | 47.1 | 35.3 | - |
| [10] Màxim impacte | 43 | 4.7 | 2.3 | - | 2.3 | 7.0 | 16.3 | 18.6 | 37.2 | 11.6 |
| No sap | 57 | 7.0 | 5.3 | 7.0 | 1.8 | 12.3 | 3.5 | 22.8 | 31.6 | 8.8 |
| No contesta | 3 | - | - | - | - | 33.3 | - | - | 66.7 | - |
| Mitjana | 5.99 | 6.24 | 5.95 | 6.32 | 5.88 | 5.80 | 5.69 | 5.93 | 6.15 | 5.92 |
| Desviació | 2.29 | 2.14 | 1.59 | 1.65 | 1.62 | 2.28 | 2.84 | 2.36 | 2.26 | 2.50 |

Resumen del nivell d'impacte campanyes de publicitat en mitjans de comunicació

| | | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|------|------|
| Els missatges per TV | 8.19 | 8.28 | 7.92 | 8.16 | 8.18 | 8.41 | 8.34 | 7.86 | 8.33 | 8.34 |
| Els missatges per Ràdio | 6.52 | 6.30 | 6.35 | 6.36 | 6.38 | 6.71 | 6.48 | 6.47 | 6.52 | 6.84 |
| Els missatges en premsa escrita | 5.73 | 4.96 | 5.78 | 5.74 | 5.81 | 5.80 | 6.09 | 5.62 | 5.74 | 5.83 |
| Els missatges en els panells informatius a les carreteres | 6.66 | 6.24 | 6.16 | 6.95 | 6.59 | 6.61 | 6.73 | 6.51 | 6.74 | 7.23 |
| Els missatges a través de la Web del Servei Català de Trànsit | 4.67 | 5.11 | 3.32 | 5.06 | 4.92 | 4.20 | 4.98 | 4.61 | 4.66 | 5.33 |
| Els missatges a través d'altres pàgines webs | 4.35 | 4.65 | 3.72 | 4.30 | 4.23 | 4.28 | 4.42 | 4.46 | 4.26 | 4.70 |
| Els missatges presencials en escoles | 7.31 | 6.95 | 6.52 | 7.32 | 7.12 | 7.15 | 7.38 | 7.33 | 7.44 | 7.58 |
| Els missatges presencials al carrer (camió-Tràiler) | 5.99 | 6.24 | 5.95 | 6.32 | 5.88 | 5.80 | 5.69 | 5.93 | 6.15 | 5.92 |

P36. En relació al Servei Català de Trànsit, en general, creu que les campanyes de publicitat que realitza són molt, bastant, poc o gens...

Clares en els missatges

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 185 | 4.9 | 1.6 | 6.5 | 3.2 | 13.0 | 10.3 | 18.9 | 34.6 | 7.0 |
| [4] Bastant | 337 | 4.2 | 5.0 | 6.2 | 3.3 | 10.4 | 9.2 | 26.4 | 27.9 | 7.4 |
| [3] Ni molt ni poc | 16 | - | 6.3 | 6.3 | - | 12.5 | - | 6.3 | 68.8 | - |
| [2] Poc | 25 | - | 12.0 | 4.0 | - | 16.0 | 20.0 | 32.0 | 16.0 | - |
| [1] Gens | 10 | 10.0 | 10.0 | - | - | 20.0 | - | 30.0 | 30.0 | - |
| No sap | 21 | 4.8 | - | 14.3 | - | 9.5 | 4.8 | 23.8 | 23.8 | 19.0 |
| No contesta | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Mitjana | 4.16 | 4.25 | 3.72 | 4.26 | 4.35 | 4.12 | 4.16 | 4.07 | 4.20 | 4.34 |
| Desviació | 0.81 | 0.85 | 0.98 | 0.66 | 0.49 | 0.95 | 0.83 | 0.84 | 0.80 | 0.48 |

Comprensibles/entenedores en el llenguatge que utilitzen

| | | | | | | | | | | |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| [5] Molt | 199 | 4.5 | 3.0 | 5.5 | 4.5 | 12.6 | 7.5 | 20.6 | 35.2 | 6.5 |
| [4] Bastant | 333 | 4.2 | 4.8 | 6.9 | 2.4 | 11.7 | 10.2 | 24.9 | 27.3 | 7.5 |
| [3] Ni molt ni poc | 8 | - | 12.5 | - | - | 25.0 | - | - | 62.5 | - |
| [2] Poc | 21 | - | 4.8 | 4.8 | - | - | 23.8 | 42.9 | 23.8 | - |
| [1] Gens | 9 | 11.1 | 11.1 | - | - | 11.1 | - | 33.3 | 33.3 | - |
| No sap | 24 | 4.2 | - | 12.5 | - | 8.3 | 8.3 | 20.8 | 29.2 | 16.7 |
| No contesta | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Mitjana | 4.21 | 4.25 | 4.00 | 4.26 | 4.53 | 4.30 | 4.09 | 4.10 | 4.26 | 4.34 |
| Desviació | 0.78 | 0.85 | 0.91 | 0.61 | 0.51 | 0.67 | 0.81 | 0.87 | 0.80 | 0.48 |

| | SRI teòric | | | | | | | | | |
|--|------------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | TOTAL | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |
| Base: Total entrevistes | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
| Originals | | | | | | | | | | |
| [5] Molt | 101 | 4.0 | - | 6.9 | 5.9 | 16.8 | 6.9 | 20.8 | 32.7 | 5.9 |
| [4] Bastant | 263 | 5.7 | 4.9 | 4.9 | 2.3 | 9.5 | 11.0 | 23.2 | 31.2 | 7.2 |
| [3] Ni molt ni poc | 67 | 3.0 | 4.5 | 7.5 | 3.0 | 9.0 | 7.5 | 23.9 | 35.8 | 6.0 |
| [2] Poc | 104 | 1.0 | 3.8 | 7.7 | 2.9 | 15.4 | 10.6 | 24.0 | 26.9 | 7.7 |
| [1] Gens | 22 | 4.5 | 13.6 | 9.1 | - | 9.1 | 4.5 | 40.9 | 18.2 | - |
| No sap | 35 | 5.7 | 2.9 | 8.6 | - | 8.6 | 8.6 | 25.7 | 25.7 | 14.3 |
| No contesta | 4 | - | 25.0 | - | - | - | - | 25.0 | 50.0 | - |
| Mitjana | 3.57 | 3.87 | 3.13 | 3.43 | 3.88 | 3.59 | 3.57 | 3.45 | 3.65 | 3.62 |
| Desviació | 1.10 | 0.92 | 1.14 | 1.22 | 1.11 | 1.20 | 1.03 | 1.17 | 1.04 | 1.01 |
| Impactants | | | | | | | | | | |
| [5] Molt | 167 | 5.4 | 1.8 | 7.2 | 3.0 | 12.0 | 10.2 | 22.2 | 33.5 | 4.8 |
| [4] Bastant | 284 | 4.2 | 5.3 | 5.3 | 2.8 | 10.6 | 10.6 | 23.9 | 28.9 | 8.5 |
| [3] Ni molt ni poc | 29 | 3.4 | 6.9 | 6.9 | 3.4 | 17.2 | 3.4 | 20.7 | 37.9 | - |
| [2] Poc | 78 | - | 5.1 | 7.7 | 3.8 | 14.1 | 7.7 | 26.9 | 29.5 | 5.1 |
| [1] Gens | 9 | 22.2 | 11.1 | - | - | - | - | 33.3 | 33.3 | - |
| No sap | 27 | 3.7 | - | 11.1 | - | 11.1 | 7.4 | 22.2 | 22.2 | 22.2 |
| No contesta | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Mitjana | 3.92 | 4.08 | 3.60 | 3.94 | 3.88 | 3.89 | 4.07 | 3.85 | 3.94 | 4.00 |
| Desviació | 1.02 | 1.10 | 1.04 | 1.06 | 1.05 | 1.02 | 0.89 | 1.06 | 1.03 | 0.83 |
| Adequades per complir el seu objectiu de conscienciació | | | | | | | | | | |
| [5] Molt | 145 | 4.1 | 3.4 | 6.9 | 5.5 | 9.0 | 11.0 | 22.8 | 31.0 | 6.2 |
| [4] Bastant | 299 | 5.0 | 4.0 | 6.4 | 2.7 | 13.4 | 9.0 | 22.7 | 30.4 | 6.4 |
| [3] Ni molt ni poc | 29 | 3.4 | 10.3 | 6.9 | - | 10.3 | - | 20.7 | 41.4 | 6.9 |
| [2] Poc | 74 | 1.4 | 5.4 | 4.1 | 1.4 | 13.5 | 13.5 | 27.0 | 25.7 | 8.1 |
| [1] Gens | 16 | 6.3 | 6.3 | 6.3 | - | 6.3 | 6.3 | 43.8 | 25.0 | - |
| No sap | 30 | 3.3 | - | 10.0 | - | 6.7 | 6.7 | 23.3 | 30.0 | 20.0 |
| No contesta | 3 | - | - | - | - | - | - | 33.3 | 66.7 | - |
| Mitjana | 3.86 | 4.00 | 3.64 | 3.97 | 4.35 | 3.81 | 3.87 | 3.75 | 3.90 | 3.86 |
| Desviació | 1.04 | 0.93 | 1.11 | 0.98 | 0.79 | 0.97 | 1.10 | 1.14 | 0.99 | 0.99 |
| Fàcils de recordar | | | | | | | | | | |
| [5] Molt | 145 | 5.5 | 1.4 | 4.8 | 3.4 | 9.7 | 8.3 | 25.5 | 33.8 | 7.6 |
| [4] Bastant | 296 | 4.4 | 4.4 | 6.4 | 2.7 | 12.5 | 9.5 | 23.0 | 30.1 | 7.1 |
| [3] Ni molt ni poc | 27 | - | 7.4 | 11.1 | 3.7 | 7.4 | 7.4 | 14.8 | 44.4 | 3.7 |
| [2] Poc | 80 | 1.3 | 6.3 | 6.3 | 2.5 | 13.8 | 15.0 | 21.3 | 26.3 | 7.5 |
| [1] Gens | 25 | 8.0 | 8.0 | 4.0 | 4.0 | 16.0 | 4.0 | 36.0 | 20.0 | - |
| No sap | 20 | 5.0 | 5.0 | 15.0 | - | 5.0 | 5.0 | 30.0 | 20.0 | 15.0 |
| No contesta | 3 | - | - | - | - | - | - | 33.3 | 66.7 | - |
| Mitjana | 3.80 | 4.00 | 3.33 | 3.74 | 3.82 | 3.68 | 3.69 | 3.79 | 3.89 | 3.95 |
| Desviació | 1.10 | 1.14 | 1.17 | 1.04 | 1.19 | 1.15 | 1.10 | 1.17 | 1.04 | 0.97 |
| Mitjana característiques | | | | | | | | | | |
| Mitjana | 3.90 | 4.08 | 3.56 | 3.90 | 4.14 | 3.87 | 3.91 | 3.82 | 3.96 | 4.00 |
| Desviació | 0.72 | 0.74 | 0.81 | 0.77 | 0.61 | 0.75 | 0.66 | 0.80 | 0.70 | 0.43 |

| TOTAL | SRI teòric | | | | | | | | No contesta |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|-------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | |

Base:Total entrevistes 596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P37.M'ha dit que les campanyes del Servei Català de Trànsit eren gens...Clares en els missatges/ Comprensibles-entenedores en el llenguatge que utilitzen/ Originals/ Impactants/ Adequades per complir el seu objectiu de conscienciació/ Fàcils de recordar. Com milloraria vostè aquestes campanyes de cara al futur?

| Base:Gens a algun atribut | 48 | 6.3 | 6.3 | 8.3 | 2.1 | 10.4 | 6.3 | 37.5 | 22.9 | - |
|--|----|-------|-------|-------|------|------|------|------|-------|---|
| Fent-la en castellà també | 2 | 50.0 | - | - | - | - | - | 50.0 | - | - |
| Amb eslògans enganxosos | 1 | 100.0 | - | - | - | - | - | - | - | - |
| Més agressiva | 2 | - | 50.0 | 50.0 | - | - | - | - | - | - |
| Imatges més impactants | 10 | - | 20.0 | - | 10.0 | 20.0 | 10.0 | 30.0 | 10.0 | - |
| Més realista | 7 | 14.3 | - | - | - | 28.6 | - | 57.1 | - | - |
| Amb llenguatge més proper | 2 | - | - | 50.0 | - | - | - | - | 50.0 | - |
| Fer campanyes més presencials i no només a través dels mitjans | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Més curtes i directes | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Més panells informatius a les carreteres i autopistes | 1 | - | - | 100.0 | - | - | - | - | - | - |
| No sap | 23 | - | - | 4.3 | - | 8.7 | 8.7 | 43.5 | 34.8 | - |

DADES DE CLASSIFICACIÓ

P38.Quina és la seva nacionalitat?

| Base:Total entrevistes | 596 | 4.2 | 4.2 | 6.4 | 2.9 | 11.6 | 9.4 | 23.8 | 30.5 | 7.0 |
|------------------------|-----|-------|-------|------|------|------|-------|-------|-------|-------|
| Espanyola | 570 | 4.2 | 4.2 | 6.5 | 2.6 | 11.6 | 9.3 | 23.3 | 31.4 | 6.8 |
| Italiana | 3 | - | - | 33.3 | - | - | 33.3 | 33.3 | - | - |
| Peruana | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Colombiana | 2 | - | - | - | - | 50.0 | - | 50.0 | - | - |
| Argentina | 2 | - | - | - | 50.0 | - | - | 50.0 | - | - |
| Equatoriana | 2 | - | - | - | 50.0 | - | - | - | - | 50.0 |
| Veneçolana | 1 | - | - | - | - | - | - | 100.0 | - | - |
| Xilena | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Xinesa | 1 | - | - | - | - | - | - | - | - | 100.0 |
| Marroquina | 1 | - | - | - | - | - | 100.0 | - | - | - |
| Australiana | 2 | - | - | - | - | 50.0 | 50.0 | - | - | - |
| Francesa | 2 | - | - | - | - | - | - | 50.0 | 50.0 | - |
| Portuguesa | 1 | - | 100.0 | - | - | - | - | - | - | - |
| Hondurenya | 1 | - | - | - | - | - | - | 100.0 | - | - |
| Filipina | 1 | - | - | - | - | - | - | - | - | 100.0 |
| Dominicana | 2 | - | - | - | - | 50.0 | - | 50.0 | - | - |
| Holandesa | 1 | - | - | - | - | - | - | 100.0 | - | - |
| Rumanesa | 1 | 100.0 | - | - | - | - | - | - | - | - |

P39.Em podria dir la seva situació professional?

| | | | | | | | | | | |
|----------------------|-----|------|------|-----|-----|------|------|------|-------|------|
| Treballa | 471 | 3.6 | 4.2 | 6.6 | 3.0 | 10.4 | 8.9 | 25.9 | 30.6 | 6.8 |
| Estudia | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Mestressa de casa | 37 | 10.8 | 2.7 | 2.7 | - | 8.1 | 13.5 | 24.3 | 35.1 | 2.7 |
| Jubilat, pensionista | 9 | 11.1 | 11.1 | - | - | 11.1 | - | 11.1 | 44.4 | 11.1 |
| Aturat | 75 | 4.0 | 4.0 | 8.0 | 4.0 | 21.3 | 12.0 | 12.0 | 25.3 | 9.3 |
| No contesta | 3 | - | - | - | - | - | - | 33.3 | 33.3 | 33.3 |

P40.Em podria dir la seva professió actual?

| Base:Treballa | 471 | 3.6 | 4.2 | 6.6 | 3.0 | 10.4 | 8.9 | 25.9 | 30.6 | 6.8 |
|------------------------|-----|-----|-------|------|-----|-------|------|------|------|-----|
| Professional liberal | 21 | 4.8 | - | 4.8 | 4.8 | 4.8 | 9.5 | 23.8 | 42.9 | 4.8 |
| Empresaris/Propietaris | 21 | - | 4.8 | - | 4.8 | 9.5 | 9.5 | 28.6 | 38.1 | 4.8 |
| Autònom | 51 | 2.0 | 3.9 | 7.8 | - | 9.8 | 11.8 | 23.5 | 37.3 | 3.9 |
| Quadre | 12 | - | 8.3 | 25.0 | 8.3 | 8.3 | - | 41.7 | 8.3 | - |
| Empleat | 325 | 4.6 | 4.3 | 6.8 | 3.1 | 10.8 | 8.6 | 24.6 | 29.2 | 8.0 |
| Treballador/obrer | 38 | - | 2.6 | 2.6 | 2.6 | 7.9 | 10.5 | 36.8 | 31.6 | 5.3 |
| No sap | 1 | - | 100.0 | - | - | - | - | - | - | - |
| No contesta | 2 | - | - | - | - | 100.0 | - | - | - | - |

| TOTAL | SRI teòric | | | | | | | | |
|-------|---------------------|--------------------------------|----------------------|--------|-------------------------------|--------------------|--|---------|----------------|
| | Cabàs/ Portabebé | Cabàs/ Portabebé /Cadira | Portabebé /Cadira | Cadira | Cadira/ Cadira elevador | Cadira elevador | Cadira elevador/ Coixí elevador | Cinturó | No contesta |

Base:Total entrevistes

596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

P41.Quin és el seu nivell d'estudis finalitzats?

Base:Total entrevistes

596 4.2 4.2 6.4 2.9 11.6 9.4 23.8 30.5 7.0

| | | | | | | | | | | |
|--|-----|------|------|------|-----|------|------|------|-------|------|
| No sap llegir ni escriure | 1 | - | - | - | - | - | - | - | 100.0 | - |
| Elementals incomplets (sap llegir i escriure sense haver finalitzat l'educació primària) | 3 | - | - | - | - | - | 33.3 | 33.3 | 33.3 | - |
| Primaris complets (cinc cursos aprovats d'EGB) | 36 | 2.8 | 2.8 | 5.6 | - | 8.3 | 2.8 | 16.7 | 50.0 | 11.1 |
| 1era etapa d'educació secundària (graduats escolar, batxillerat elemental, EGB o ESO) | 71 | 4.2 | 4.2 | 4.2 | 1.4 | 15.5 | 14.1 | 23.9 | 22.5 | 9.9 |
| Ensenyaments de batxillerat: batxillerat superior, BUP, batxillerat pla nou, PREU o COU | 117 | 3.4 | 3.4 | 3.4 | - | 16.2 | 12.0 | 23.9 | 27.4 | 10.3 |
| FP de grau mitjà: oficial industrial, FPI, CFGM | 54 | 3.7 | 1.9 | 1.9 | 5.6 | 14.8 | 13.0 | 20.4 | 29.6 | 9.3 |
| FP de grau superior, CFGS, mestratge industrial, FPII | 84 | 3.6 | 1.2 | 11.9 | 3.6 | 7.1 | 13.1 | 28.6 | 25.0 | 6.0 |
| Universitaris de grau mitjà (diplomatures i ensenyaments universitaris de primer cicle) | 73 | 9.6 | 2.7 | 6.8 | 5.5 | 11.0 | 6.8 | 19.2 | 34.2 | 4.1 |
| Universitaris de grau superior (licenciats i ensenyaments universitaris de segon cicle) | 139 | 2.9 | 7.2 | 7.9 | 4.3 | 8.6 | 4.3 | 27.3 | 33.8 | 3.6 |
| Universitaris de tercer cicle | 12 | - | 25.0 | 16.7 | - | 16.7 | 8.3 | 8.3 | 25.0 | - |
| Altres | 2 | 50.0 | - | - | - | - | - | - | 50.0 | - |
| No contesta | 4 | - | - | - | - | - | - | 50.0 | 25.0 | 25.0 |