

# Speeding or Aggressive Driving

Final Report

Submitted to: Traffic Safety Commission of Puerto Rico



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## INTRODUCTION

The Traffic Safety Commission of Puerto Rico (CST for its Spanish acronym) hired Estudios Técnicos, Inc. to design and conduct a survey that assesses the impact of the speeding or aggressive driving campaign. This report presents the results of such survey, which was conducted between June 6<sup>th</sup> and June 30<sup>th</sup>, 2018.

## METHODOLOGY

A telephone survey was conducted to Puerto Rico residents which were 16 years or older and had an active driver's license. The survey used a probabilistic sample. Telephone numbers were randomly chosen among a list of residential and mobile phone numbers ("Random Digit Dialing" (RDD)). Based on the selected sample type, the estimated sampling error is  $\pm 4.4\%$  with a confidence level of 95%.

The research instrument for data collection consisted of a telephone interview using a Computer Assisted Telephone Interviewing System (CATI), developed by Estudios Técnicos, Inc. .

## FINDINGS

### DEMOGRAPHIC PROFILE

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General demographics profiles:

The gender distribution of the sample consisted of 229 males (45.8%) and 271 females (54.2%). The median age of the sample was 54 years old and the average was slightly different 53 years old. The youngest participant was 18 years old and the oldest was 90 years old.

#### Gender of the interviewee

	Freq.	%
Male	229	45.8%
Female	271	54.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

#### Age

	Freq.
18 to 24 years	33
25 to 34 years	52
35 to 44 years	69
45 to 59 years	140
60 or older years	206
<b>Total</b>	<b>500</b>
<b>Mean</b>	<b>53</b>
<b>Median</b>	<b>54</b>
<b>Minimum</b>	<b>18</b>
<b>Maximum</b>	<b>90</b>

N=500.

The average household size consisted of 3 persons, while the median household size consisted of 2 persons, including the participants.

**How many people live in your household, including yourself?**

<b>Mean</b>	<b>3</b>
<b>Median</b>	<b>2</b>
<b>Minimum</b>	<b>1</b>
<b>Maximum</b>	<b>12</b>

N=494. 6 did not respond.

Two out of ten participants (19.6%) had a high school diploma, while one out of three (30.2%) had a bachelor's degree. The median academic degree of the sample was between "some years of college" and "associate's degree". More than 70% of the sample had some type college education.

**Could you please tell me the last academic degree you completed?**

	Freq.	%
High School or less	37	7.4%
High School Diploma	98	19.6%
Associate Degree or some years of college	135	27.0%
Bachelor's Degree	151	30.2%
Master's Degree	50	10.0%
Doctorate Degree	17	3.4%
Does not say	12	2.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Two out of five (39.4%) participants are currently “working full time”, while 7.8% are working “part time”. Also, one out of three (33.0%) is “retired / pensioner”.

### What is your current occupational status?

	Freq.	%
Working full time	197	39.4%
Retired / Pensioner	165	33.0%
Homemaker	49	9.8%
Working part time	39	7.8%
Only studying	17	3.4%
Working and studying	15	3.0%
Unemployed	9	1.8%
Other	8	1.6%
Does not say	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Half (52.4%) of our participants are married while one out of four (25.4%) is single.

### Civil status

	Freq.	%
Married	262	52.4%
Single	127	25.4%
Widowed	43	8.6%
Divorced	39	7.8%
Cohabiting	24	4.8%
Does not say	5	1.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

The median household income was between “\$15,001 to \$25,000” per year.

**What is your annual household income?**

	Freq.	%
Up to \$15,000	119	23.8%
\$15,001-\$25,000	96	19.20%
\$25,001-\$35,000	77	15.40%
\$35,001-\$50,000	52	10.4%
\$50,001-\$75,000	35	7.0%
\$75,001 or more	28	5.6%
Does not say	93	18.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**GENERAL QUESTIONS ABOUT DISTRACTION**

When the participants are driving, they also engage primarily in “eating or drinking” (34.6%), “tending to children on the back seat” (7.2%) and “fixing or brushing your hair looking at the mirror” (5.4%).

Less than one percent of the participants had an accident due to being distracted (all for different reasons).

**Typically, when you are driving, do you also engage in any of the following activities?**

	Freq.	%
Eating or drinking	173	34.6%
Tending to children on the back seat	36	7.2%
Fixing or brushing your hair looking at the mirror	27	5.4%
Driving with a pet on your lap or next to you (unleashed or loose inside the car)	20	4.0%
Putting on makeup or shaving looking at the mirror	17	3.4%
Watching TV / Videos / Movies	2	0.4%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**During the past 12 months, have you had a car accident due to being distracted?**

	Freq.	%
Yes	4	0.8%
No	496	99.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**Which distraction caused that you had a car accident?**

	Freq.	%
Changing the radio station	1	25.0%
Talking on the phone	1	25.0%
Look at the sidewalk	1	25.0%
Does not say	1	25.0%
<b>Total</b>	<b>4</b>	<b>100.0%</b>

n=4. Note: n is equal to the number of respondents that indicated having a car accident due to being distracted.

**GENERAL DRIVING HABITS**

Most of the participants of the study (73.4%) drive their vehicles “every day”. While only two percent drive “once a week”.

**How often do you drive a motor vehicle?**

	Freq.	%	
Every day	367	73.4%	MEDIAN
Almost every day	77	15.4%	
Several times a week	46	9.2%	
Once a week	10	2.0%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.



“Regular cars” is the most frequent vehicle used among participants (57.0%), followed by “SUV” (33.6%). Also, one out of 10 (9.4%) participants reported the use of “pick-up truck”, “truck”, “minivan”, “van” or “other”.

**¿What type of vehicle do you drive most frequently?**

	Freq.	%
Regular car	285	57.0%
SUV	168	33.6%
Van	5	1.0%
Mini van	9	1.8%
Pick-up truck or truck	27	5.4%
Other	6	1.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

In a typical weekday the median amount of time participants spend driving was two hours, with some respondents driving as much as 16 hours. In a typical weekend day almost two hours and twelve minutes is the median amount of time participants spend driving, with respondents driving as many as 16 hours. The minimum time reported on weekdays was 5 minutes while on weekends some participants don't spend any time driving.

**On average, during a typical day of the week, approximately how much time do you spend driving a vehicle?**

<b>Mean</b>	<b>2 hours 34 minutes</b>
<b>Median</b>	<b>2 hours</b>
<b>Minimum</b>	<b>5 minutes</b>
<b>Maximum</b>	<b>16 hours</b>

N=494. Note: 6 did not respond.

**On average, during a typical day of the weekend, approximately how much time do you spend driving a vehicle?**

<b>Mean</b>	<b>2 hours 12 minutes</b>
<b>Median</b>	<b>2 hours</b>
<b>Minimum</b>	<b>Does not drive</b>
<b>Maximum</b>	<b>16 hours</b>

N=496. Note: 4 did not respond.

During weekdays, more than six of every 10 participants (62.4%) drive to do some “shopping (grocery store, etc.)”, followed by driving to “work” (49.6%), while almost half go to “medical appointments”. On weekends, the most frequent driving activity is “visiting family and friends” (51.6%) while “work” drops to 11.2%. Also, “shopping” was done on weekends by half of the participants.

**During a typical day of the week, where do you drive to or which places do you visit?**

	<b>Freq.</b>	<b>%</b>
Shopping (grocery store, etc.)	312	62.4%
Work	248	49.6%
Medical appointments	232	46.4%
Visiting family and friends	172	34.4%
Entertainment (movie theater, the beach, the park, etc.)	92	18.4%
School / College	91	18.2%
Traveling around different places and spending most of the time inside the vehicle	52	10.4%
Church	16	3.2%
Bank	7	1.4%
Other	36	7.2%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**During a typical day of the weekend, where do you drive to or which places do you visit?**

	Freq.	%
Visiting family and friends	258	51.6%
Shopping (grocery store, etc.)	257	51.4%
Entertainment (movie theater, the beach, the park, etc.)	232	46.4%
Traveling around different places and spending most of the time inside the vehicle	178	35.6%
Church	69	13.8%
Work	56	11.2%
Medical appointments	14	2.8%
School / College	1	0.2%
Does not drive on weekends	17	3.4%
Other	18	3.6%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

On a scale from one to 10, (in which 10 is defined as very good) 22.6% of the participants' rate driving in Puerto Rico as "five". The most frequent score selected by one out of four participants was "very bad" (27%), and only 0.6% rated driving in Puerto Rico as "very good".

**On a scale from 1 to 10, in which 10 means "very good" and 1 means "very bad", according to your experience, how would you rate driving in Puerto Rico?**

	Freq.	%
1 - Very bad	135	27.0%
2	53	10.6%
3	46	9.2%
4	39	7.8%
5	113	22.6%
6	44	8.8%
7	35	7.0%
8	25	5.0%
9	7	1.4%
10 - Very good	3	0.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

## SPEEDING OR AGGRESSIVE DRIVING

94.6% of the participants used the statements "I always drive at the correct speed limit" or "I always drive below the speed limit", to describe themselves when they are driving. However, 5% of the participants described themselves with the statement "I always drive above the speed limit".

### Which of the following statements regarding the speed limit describes you best when you are driving?

	Freq.	%
I always drive at the correct speed limit	377	75.4%
I always drive below the speed limit	96	19.2%
I always drive above the speed limit	25	5.0%
Does not know / Does not say	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

As far as the reported behavior on rural municipal roads, in which the speed limit is 25 mph, 58.6% indicated that they "never" or "rarely" drive above the maximum speed allowed. The other 9.4% reported that they "almost always" or "always" drive above the maximum speed allowed. No statistical difference was found by gender or type of vehicle, and the frequency participants' drive above the maximum speed allowed on rural municipal roads. A significant statistical difference was found by age and the frequency participants drive above the maximum speed allowed on rural municipal roads at a confidence level of 95%. As age increases the tendency of "always" and "almost always" driving above the maximum speed allowed decreases.

### On a rural municipal road in which the speed limit is 25 miles per hour (mph), how often do you drive above the maximum speed allowed?

	Freq.	%	
Always	11	2.2%	
Almost always	36	7.2%	
Sometimes	160	32.0%	
Rarely	291	58.2%	MEDIAN
Never	2	0.4%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

Similar responses were found when participants talk about driving on a highway or expressway, in which the speed limit is 65 mph. In this type of road, 63.6% of the participants indicated that they “never” or “rarely” drive above the maximum speed allowed, while 7.4% reported that they “almost always” or “always” drive above the maximum speed allowed.

No significant statistical difference was found by age, or type of vehicle, and the frequency of driving above the maximum speed allowed on a highway or expressway. However, a significant statistical difference was found between ages and driving above the maximum speed allowed on a highway or expressway at a confidence level of 95%. As age increases the tendency to drive above the maximum speed allowed on a highway or expressway in which the speed limit is 65 mph decreases.

**On a highway or expressway in which the speed limit is 65 mph, how often do you drive above the maximum speed allowed?**

	Freq.	%	
Always	13	2.6%	
Almost always	24	4.8%	
Sometimes	145	29.0%	
Rarely	313	62.6%	MEDIAN
Never	5	1.0%	
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

On a school zone, with speed limit at 15 mph, 97.6% of the participants indicated that they “never” or “sometimes” drive above the maximum speed allowed. However, 2.4% said that they “almost always” or “always” drive above the maximum speed allowed on this zone.

**On a school zone in which the speed limit is 15 mph, how often do you drive above the maximum speed allowed?**

	Freq.	%	
Always	1	0.2%	
Almost always	11	2.2%	
Sometimes	51	10.2%	
Never	437	87.4%	MEDIAN
<b>Total</b>	<b>500</b>	<b>100.0%</b>	

N=500.

When the participants describe their driving habits, eight out of ten (82%) of the participants use the statement “I usually give way to other vehicles more than other vehicles give way to me”, while 13.8% used both statements: “I usually give way to other vehicles more than other vehicles give way to me” and “I usually pass other vehicles faster than the speed they drive when they pass me”.

**Which statement describes you best when you are driving?**

	Freq.	%
I usually give way to other vehicles more than other vehicles give way to me	410	82.0%
Both	69	13.8%
I usually pass other vehicles faster than the speed they drive when they pass me	16	3.2%
Does not know / Does not say	5	1.0%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Almost half (48%) of the participants use both lanes when they drive, while three out of ten (29%) mentioned the use the slow lane and the other 22.4% used the fast lane.

**I usually drive...**

	Freq.	%
Both	240	48.0%
On the slow lane	145	29.0%
On the fast lane	112	22.4%
Does not know / Does not say	3	0.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

The majority of the participants (98.2%) has not received a traffic fine for driving above the speed limit during the last 12 month previous to the study. For those who did received a traffic fine, 89% only got one fine during the last 12 months previous to the study, with one participant who received up to two fines.

**During the last 12 months, have you received any traffic fines for driving above the speed limit?**

	Freq.	%
Yes	9	1.8%
No	491	98.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**During the last 12 months, how many traffic fines have you received for speeding?**

	Freq.
1	8
2	1
<b>Total</b>	<b>9</b>
<b>Mean</b>	<b>1</b>
<b>Median</b>	<b>1</b>
<b>Minimum</b>	<b>1</b>
<b>Maximum</b>	<b>2</b>

n=9. Note: n is equal to the number of respondents that indicated they have gotten a traffic ticket for driving above the speed limit.

Only one out of five participants said that they knew how much money was a traffic fine for speeding.

**Do you know how much is the fine for speeding?**

	Freq.	%
Yes	98	19.6%
No	399	79.8%
Does not know	3	0.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Almost all of the participants, 99.4%, indicated that they have not been involved in a car accident due to driving above the speed limit.

**During the last 12 months, have you been involved in any car accidents because you were driving above the speed limit?**

	Freq.	%
Yes	3	0.6%
No	497	99.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Almost nine out of 10 (89%) of the participants think that it is “very unlikely” or “unlikely” that they will get a traffic fine because of speeding. Meanwhile, 11% think it is “very likely” or “likely” that they will get a traffic fine because of speeding. A significant statistical difference was found by gender and the likelihood of getting a traffic fine because of speeding, at a confidence level of 95%. Men believe it is more likely that you will get a traffic fine because of speeding than women.

**How likely is it that you get a traffic ticket because of speeding?**

	Freq.	%
Very likely	13	2.6%
Likely	42	8.4%
Unlikely	137	27.4%
Very unlikely	308	61.6%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

MEDIAN

N=500.



Nearly four out of ten participants (37.2%) remember seeing, reading or hearing something about the Puerto Rico Police Department officers giving fines to drivers who were speeding. However, seven out of ten participants (70.2%) did not remember seeing, reading or hearing any messages of a campaign regarding driving above the speed limit on the roads of Puerto Rico. No significant statistical difference was found by gender or age, and participants remembering seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving fines to drivers who were speeding.

**During the past 30 days, do you remember seeing, reading, or hearing anything about the Puerto Rico Police Department officers giving fines to drivers who were speeding?**

	Freq.	%
Yes	186	37.2%
No	312	62.4%
Does not know	2	0.4%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

**During the past 30 days, do you remember seeing, reading, or hearing any messages of a campaign regarding driving above the speed limit on the roads of Puerto Rico?**

	Freq.	%
Yes	148	29.6%
No	351	70.2%
Does not know	1	0.2%
<b>Total</b>	<b>500</b>	<b>100.0%</b>

N=500.

Of those who did remember the message of driving above the speed limit on the roads of Puerto Rico, three out of four identified “local TV” as the media where they heard the message, followed by “radio” (25%).

### Where did you read, see, or heard about the message on driving above the speed limit on the roads of Puerto Rico?

	Freq.	%
Local TV	112	75.7%
Radio	37	25.0%
Social media	21	14.2%
Cable TV and/or satellite	20	13.5%
Newspaper	14	9.5%
Other internet websites	10	6.8%
Billboards or posters at bus stops or other public places	5	3.4%
Movie theater	1	0.7%
Magazines	1	0.7%
Other	8	5.4%
<b>Total</b>	<b>148</b>	<b>-</b>

n=148. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

Nearly one out of three (31.8%) of the participants who did remember messages related to a campaign regarding driving above the speed limit, also remembered a slogan, theme or phrase. The message "pasa la llave" was remembered by one out of 5 of participants (19.1%), while "si bebes pagas", "si no te amarras, pagas" and "si te pasas del límite, pagas" was remembered by one out of 10 participants for each advertisement.

### Do you remember any slogan, theme, or phrase that you saw, read, or heard regarding this campaign about speeding on the roads of Puerto Rico?

	Freq.	%
Yes	47	31.8%
No	100	67.6%
Does not know	1	0.7%
<b>Total</b>	<b>148</b>	<b>100.0%</b>

n=148. Note: n is equal to the number of respondents that indicated remembering any messages related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

**Which themes, phrases or slogans do you remember seeing, reading, or hearing regarding this campaign about speeding on the roads of Puerto Rico?**

	Freq.	%
Pasa la llave	9	19.1%
Si bebes, pagas	5	10.6%
Si no te amarras, pagas	5	10.6%
Si te pasas del límite, pagas	5	10.6%
Si textreas, pagas	4	8.5%
No conducir a exceso de velocidad	3	6.4%
Si guías, no bebas	2	4.3%
Si corres...	1	2.1%
Amárrate a la vida	1	2.1%
Casi todos los que se ven y orientan	1	2.1%
DTOP símbolo en letras verdes	1	2.1%
El bombero ayudando al del accidente	1	2.1%
El cinturón salva vidas	1	2.1%
Ir a poca velocidad	1	2.1%
Maneje despacio, su vida es primero...	1	2.1%
Niña que detiene el vehículo que le pide la licencia de conducir por ir a exceso de velocidad	1	2.1%
No pudo precisar	1	2.1%
Ponte el cinturón	1	2.1%
Prevención	1	2.1%
Respeto a los límites de velocidad	1	2.1%
Serás arrestado o penalizado	1	2.1%
Si guías en exceso de velocidad paga tu y tu hijo	1	2.1%
Si rebasas pago	1	2.1%
Si te excedes, te cogemos	1	2.1%
Van hacer multado	1	2.1%
<b>Total</b>	<b>47</b>	<b>-</b>

n=47. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned. n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

Using a scale where five means “very effective” and one “not effective at all” on how effective the participants think the message they remember seeing, reading, or hearing about driving above the speed limit, 55.3% of the participants gave a score between five and four. While 34% of them scored between two and three.

**On a scale of 1 to 5, in which 5 means “very effective” and 1 means “not effective at all”, how effective do you think is this message you remember seeing, reading, or hearing about driving above the speed limit?**

	Freq.	%	
1- Not effective at all	5	10.6%	
2	6	12.8%	
3	10	21.3%	
4	5	10.6%	MEDIAN
5 - Very effective	21	44.7%	
<b>Total</b>	<b>47</b>	<b>100.0%</b>	

n=47. Note: n is equal to the number of respondents that indicated remembering any slogans, themes or phrases related to a campaign regarding driving above the speed limit on the roads of Puerto Rico.

“Road conditions” is the main issue of concern for safety on the roads of Puerto Rico identified by seven out of ten participants. However, 63.6% mentioned “distracted drivers” as their secondary concern, while 52.6% said that “speed” is another main concern.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Total)**

	Freq.	%
Road conditions	341	68.2%
Distracted drivers	318	63.6%
Speed	263	52.6%
Drunk drivers	139	27.8%
Lane cutters	120	24.0%
Drivers running red lights	96	19.2%
Stray animals	45	9.0%
Riders on horsebacks	40	8.0%
Cyclists on the road	27	5.4%
Pedestrians	15	3.0%
Motorbikes	14	2.8%
Other	81	16.2%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (First priority)**

	Freq.	%
Road conditions	176	35.2%
Distracted drivers	99	19.8%
Speed	92	18.4%
Drunk drivers	52	10.4%
Drivers running red lights	23	4.6%
Lane cutters	18	3.6%
Stray animals	11	2.2%
Riders on horsebacks	6	1.2%
Cyclists on the road	3	0.6%
Pedestrians	1	0.2%
Motorbikes	1	0.2%
Other	18	3.6%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Second priority)**

	Freq.	%
Distracted drivers	116	23.2%
Road conditions	92	18.4%
Speed	82	16.4%
Drunk drivers	47	9.4%
Lane cutters	44	8.8%
Drivers running red lights	33	6.6%
Riders on horsebacks	19	3.8%
Stray animals	12	2.4%
Cyclists on the road	9	1.8%
Pedestrians	4	0.8%
Motorbikes	4	0.8%
Other	38	7.6%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore and independent count is performed for each of the answers mentioned.

**Which would you say are the three main issues of concern in terms of your safety on the roads of Puerto Rico? (Third priority)**

	Freq.	%
Distracted drivers	103	20.6%
Speed	89	17.8%
Road conditions	73	14.6%
Lane cutters	58	11.6%
Drunk drivers	40	8.0%
Drivers running red lights	40	8.0%
Stray animals	22	4.4%
Cyclists on the road	15	3.0%
Riders on horsebacks	15	3.0%
Pedestrians	10	2.0%
Motorbikes	9	1.8%
Other	25	5.0%
<b>Total</b>	<b>500</b>	<b>-</b>

N=500. Note: The sum of percentages may be different to 100% since this is a multiple answer question, therefore an independent count is performed for each of the answers mentioned.