



**THE MEDIA NETWORK, INC.**

A Broadcast & Social Marketing Company

# Hispanic Pedestrian and Bicycle Safety

**Report of Focus Group Discussions in  
Washington, New York, Miami, and Los  
Angeles**

**Nhora Barrera Murphy  
The Media Network, Inc.  
(301) 565-0770**

**[www.themedianetwork.com](http://www.themedianetwork.com)**

**Richard Knoblauch  
Center for Applied Research  
(703) 759-2880**

**July 2004**

---

# Table of Contents

- **EXECUTIVE SUMMARY**
  - INTRODUCTION
  - PARTNERSHIP AND COALITION BUILDING MAIN FINDINGS
  - FOCUS GROUP MAIN FINDINGS
  - CONCLUSIONS AND RECOMMENDATIONS
- **RESEARCH LOGISTICS**
  - RECRUITMENT PROCESS FOR FOCUS GROUPS
  - PROFILE OF RESPONDENTS
  - FOCUS GROUP METHODOLOGY
- **DETAILED FINDINGS FROM PEDESTRIAN FOCUS GROUPS**
  - WHERE AND HOW OFTEN HISPANIC PEDESTRIANS WALK
  - GENERAL AWARENESS OF TRAFFIC SIGNS AND REGULATIONS
  - SOURCES OF INFORMATION ABOUT TRAFFIC SIGNS AND REGULATIONS
  - PEDESTRIANS' PERCEPTIONS OF DANGER
  - SAFETY MEASURES AND SAFETY PRECAUTIONS
  - RISK-SEEKING BEHAVIORS AMONG PEDESTRIANS
  - PERSONAL KNOWLEDGE OF ACCIDENTS
  - GROUPS SEEN AS MOST LIKELY TO BE IN AN ACCIDENT
  - GENERAL HISPANIC CULTURAL DIFFERENCES
  - DIFFERENCES IN TRAFFIC BETWEEN LATINO COUNTRIES AND THE U.S.
  - COUNTRY OF ORIGIN DIFFERENCES
  - SAFETY SOLUTIONS: FINES AND TICKETS
  - SAFETY SOLUTIONS: RESPECT AND EDUCATION
  - OVERALL INTEREST
  - HISPANICS' SUGGESTIONS FOR PUBLIC OUTREACH ON THIS TOPIC
- **DETAILED FINDINGS FROM BICYCLIST FOCUS GROUPS**
  - WHERE AND HOW OFTEN HISPANIC BICYCLISTS RIDE
  - GENERAL AWARENESS OF TRAFFIC SIGNS AND REGULATIONS
  - SOURCES OF INFORMATION ABOUT TRAFFIC SIGNS AND REGULATIONS
  - BICYCLISTS' PERCEPTIONS OF DANGER
  - SAFETY MEASURES AND SAFETY PRECAUTIONS
  - RISK-SEEKING BEHAVIORS AMONG BICYCLISTS
  - PERSONAL KNOWLEDGE OF ACCIDENTS
  - GROUPS SEEN AS MOST LIKELY TO BE IN AN ACCIDENT
  - GENERAL HISPANIC CULTURAL DIFFERENCES
  - DIFFERENCES IN TRAFFIC BETWEEN LATINO COUNTRIES AND THE U.S.
  - COUNTRY OF ORIGIN DIFFERENCES
  - SAFETY SOLUTIONS: SIGNS AND PATHWAYS
  - SAFETY SOLUTIONS: RESPECT THE TRAFFIC CODE
  - OVERALL INTEREST
  - HISPANICS' SUGGESTIONS FOR PUBLIC OUTREACH ON THIS TOPIC
- **APPENDIX**
  - MODERATOR'S GUIDE (ENGLISH)
  - MODERATOR'S GUIDE (PEDESTRIAN SPANISH)
  - MODERATOR'S GUIDE (BICYCLE SPANISH)
  - SCREENING FORM (ENGLISH)

- [SCREENING FORM \(SPANISH\)](#)
  - [TRAFFIC SIGNS HANDOUT FOR GROUP DISCUSSION](#)
- 

## **Executive Summary**

### **Introduction**

The Federal Highway Administration (FHWA) and National Highway Transportation Safety Administration (FHWA/NHTSA) contracted with The Center for Applied Research (CAR) and its subcontractor The Media Network, Inc. (TMN) to conduct research related to Hispanic pedestrian and bicycle safety. As part of this research, TMN and CAR investigated crash statistics for this population group, made contacts to Hispanic organizations to collect information and build partnerships, and held eight (8) focus groups with Hispanic bicyclists and pedestrians. This research was designed to enable FHWA/NHTSA to better understand the attitudes and beliefs of Hispanics living in the U.S. concerning these issues. The results will allow FHWA/NHTSA to develop effective communication strategies and programs that will complement its existing information and services.

This report primarily presents results from the focus group portion of this research, although we briefly discuss the partnership-building component to add context. TMN facilitated eight (8) focus groups with adults in Washington, DC, New York, Miami, and Los Angeles. Sixty-two (62) adults participated in these groups, twenty-eight (28) men and thirty-four (34) women. Participants were Hispanic men and women, over the age of 18, who either walked or rode their bicycles regularly.

Following this executive summary, additional information is presented on the logistics of the focus groups, which is followed by a detailed report of findings from the groups (one report on the pedestrian groups, and another on the bicyclist groups). The Appendix contains the moderator's guides used in the focus groups (in both Spanish and English), as well as the screening form that was used to recruit participants to attend the groups (in both Spanish and English). The Appendix also contains a handout of various U.S. traffic signs that was used in some of the groups.

Focus groups seek to develop insight and direction. The value of focus groups is in their ability to provide observers with unfiltered comments from a segment of the target population, and for decision-makers to gain insight into the beliefs, attitudes, and perceptions of the target audience. However, because of the limited number of respondents and the non-random nature of focus group recruiting, the findings from the focus groups cannot be quantitatively projected to a universe of similar respondents.

### **Partnership and Coalition Building Main Findings**

The Media Network (TMN) contacted over 100 Hispanic community-based organizations in New York, Miami, Los Angeles, and Washington, D.C. to learn more about the work these organizations are doing related to this issue, and to assess their overall interest in this topic. The goal was that these organizations would work

in partnership with us to provide data regarding crash statistics, and to provide us with information on what actions, if any, are going on at the local level about this topic. The response from these organizations was somewhat disappointing, with many organizations not returning our calls. The organizations we were able to talk to generally did not have much information on this topic. A few provided reports, essays, or other documents with relevant information, or even personal stories about accidents they had witnessed or heard about. However, most organizations did not have such information. We did not find any significant local efforts related to this issue.

## Focus Group Main Findings

The main findings from our focus groups are consistent with the findings from the partnership calls: Hispanics in these focus groups had not given much thought to these issues, but, when brought to their attention, they find them interesting and important. Participants were especially interested in the fact that Hispanics are overrepresented in pedestrian and bicycle accidents. The Hispanics in these groups see cultural differences as a main potential cause of accidents among Hispanics, and cite major differences in traffic laws and enforcement between Latino countries and the U.S. They report a general lack of education on these issues, and few Spanish-language sources of information. Basic information designed for Spanish speakers on this topic would be greatly appreciated and well received by these audience groups. Additionally, participants said that new immigrants are particularly in need of such information. Participants did not think any one particular group of Hispanics (e.g. Mexicans, Puerto Ricans, and Central Americans) was most at risk, however.

The main findings from these groups include:

- There are significant cultural differences that affect how Hispanics behave as pedestrians and bicyclists in the United States. Participants told us that traffic rules are enforced more stringently in the United States than in Latino countries, that the U.S. has more signs and regulations than Latino countries, and that police officers in the U.S. are less corrupt. In general, participants said that these differences made Hispanics more prone to "disorder" (e.g. jaywalking), and less likely to report accidents when they do happen. They said that Hispanic neighborhoods in the U.S. are also more disorderly as a result, and that these neighborhoods may also be home to more accidents.
- Many features of the U.S. traffic system appear to be somewhat unfamiliar to Hispanics. Participants told us that many signs are the same across cultures, but that signs that rely heavily on writing in English can be confusing (e.g. the Yield sign or Walk/Don't Walk signals). Participants also told us that traffic moves faster in the U.S., and complained about inadequate amounts of time to cross the street in this country. Crosswalks appear to be less common in Latino countries.
- Participants told us that new immigrants, in particular, are unfamiliar with U.S. traffic laws, placing them at potentially higher risk.
- While U.S. drivers were seen as more respectful of pedestrians and bicyclists than those in Latino countries, participants still complained about a lack of respect from drivers. This is particularly a concern because Hispanics said that socio-economic disparities make them less likely to be drivers, and because in a crash "the car always wins."

- Hispanic pedestrians and bicyclists reported that there is a lack of basic information on pedestrian and bicycle safety. Much knowledge on this topic appears to be spread informally peer to peer, and the result is vague knowledge about laws. This is especially pronounced among cyclists. All groups indicated that they have limited ways to learn such information. Many group members said their main source of such knowledge (other than their peers) was taking the driver's exam. Materials in Spanish are particularly lacking.
- Participants reported that they sometimes knowingly do things that put them at risk. For example, almost all participants in the pedestrian group had jaywalked, and many cyclists say they do not always stop when it is required. These behaviors are primarily motivated by a desire to get to one's destination faster, and, to a lesser extent, by a belief in fatalism or destiny. In some cases, however, participants reported breaking the law to feel safer (e.g. biking on the sidewalk if the street is very busy).
- Participants do take some safety precautions, such as trying to be alert, making eye contact with drivers, or wearing safety gear (e.g. helmets for bicyclists) or brightly colored clothing. Some behaviors are more common than others are, however. For example, most bicyclists did not report wearing helmets.
- Pedestrians and bicyclists both cite automobiles as a primary cause of crashes, and participants strongly believe that education on this topic needs to involve drivers as well as pedestrians and bicyclists. In addition, pedestrians cite bicyclists as a cause of crashes, and bicyclists cite pedestrians (especially children) as a cause of crashes. A lack of safe places to walk and ride is another cited cause of crashes.
- Crashes are likely underreported for Hispanic pedestrians and cyclists. Many participants cited fear of the police and illegal immigration status as reasons Hispanics may not contact the police. Additionally, they say that reporting crashes is much less common in Latino countries. However, all examples of serious accidents mentioned in the groups (e.g. fatalities) were reported to the authorities.
- Children, senior citizens, and recent immigrants were all thought to be more at risk of getting in crashes than other groups because of their lack of awareness, lack of mobility, and lack of acculturation, respectively.
- Focus group members did not think that country of origin made a significant impact in pedestrian or cyclist behaviors, and participants in all four cities identified similar themes and issues.
- Group members thought that additional education on this topic and fines would help to address this problem. They felt that Hispanics need to be educated concerning U.S. traffic and safety rules. This education should take the form of booklets, guides, advertising, and other information campaigns. At the same time, monetary fines (\$40-\$75) were also seen as an effective way to underline the seriousness of such violations. Many participants said the only way they would learn would be to "get a fine."

## **Conclusions and Recommendations**

TMN and CAR offer the following conclusions and recommendations:

- FHWA/NHTSA should consider designing and implementing a campaign for pedestrians, bicyclists, and drivers around the idea of "respect." This respect

- needs to flow mutually among all parties, and should include respect for the law as well. Such a campaign should be broadly targeted, but should include Hispanics and bilingual materials.
- Hispanics, and recent immigrants in particular, need information that is bilingual and that clearly explains common U.S. traffic laws, signs, rules, and behaviors. Such a guide should be available in Hispanic community centers, government offices, schools, and other locations. A guide should also explain the various safety devices that are available, how they work, and what they cost.
  - Information campaigns specifically for Hispanics should focus on the need to obey U.S. traffic laws such as stopping at lights and crossing only in walkways. Other topics that are likely to be of interest to Hispanics include information on how cars react to snow and ice, how to use crosswalks, pedestrian/cyclists rights and responsibilities, and that Hispanics are more likely to be involved in such crashes and therefore need to be more alert.
  - Finally, group members emphasized the importance of using graphics on traffic signs for non-English speakers and low literacy individuals, and indicated that they might be more willing to use safety devices (e.g. bicycle helmets) if such devices were available for free or at a reduced cost.

[Back to Table of Contents](#)

---

## Research Logistics

### Recruitment Process for Focus Groups

The Media Network designed recruiting screeners to make sure that participants in the focus groups fit the profile of respondents FHWA/NHTSA was seeking. We had two different group types in each city: Hispanic pedestrians and Hispanic bicyclists. Our goal was to have approximately eight to nine participants in each group. The Media Network worked with partners from its own proprietary database, community centers, and other local organizations (including local biking associations) to obtain names of people who fit the criteria to participate in these focus groups (Spanish-speaking Hispanic males and females, over the age of 18, who were regular walkers or bicycle riders). Our goal was to create diverse groups of respondents in each city. Potential participants were contacted by telephone and were screened to verify their eligibility. See the Appendix for the screeners used in this project.

Eligible participants were invited to participate in the groups, and were assured of the personal confidentiality and research-oriented purpose of the groups. These participants were not informed of the sponsor of this project. Confirmation letters with the time and location of the group were sent to all participants, as well as directions to the facilities where the groups were being held. Participants were called the night before the sessions to remind and encourage them to attend.

### Profile of Respondents

Sixty-two (62) adults participated in these focus group sessions: twenty-eight (28) men and thirty-four (34) women. Out of these participants, thirty-five (35) participated in the pedestrian safety focus groups, and twenty-seven (27) participated in the bicycle safety focus groups. All of the participants were of Hispanic origin. Information on each of these participants is summarized in the tables below. There is one table for each of the eight focus groups.

<b>Hispanic Pedestrians in Washington, DC:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Leonardo	Colombia	40-49	M	Graduate or Professional Degree	More than \$60,000
Maria	Brazil	70-79	F	Some College	Between \$15,000 - \$25,000
Angela	Colombia	30-39	F	Graduate or Professional Degree	Between \$40,000 - \$60,000
Gabriela	Venezuela	30-39	F	Some College	More than \$60,000
Ana	Puerto Rico	40-49	F	Graduate or Professional Degree	Between \$40,000 - \$60,000
Milton	Guatemala	18-29	M	Less than High School	Between \$15,000 - \$25,000
Alberto	Nicaragua	30-39	M	College Degree	More than \$60,000
Liliana	Colombia	30-39	F	Graduate or Professional Degree	Between \$25,000 - \$40,000
Naomi	Puerto Rico	70-79	F	Some College	Less than \$15,000

<b>Hispanic Pedestrians in Los Angeles, CA:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Elisa	Mexico	18-29	F	High School Degree	Between \$25,000 - \$40,000
Ana	Ecuador	18-29	F	College Degree	Between \$40,000 - \$60,000
Sussie	Mexico	50-59	F	Some College	Between \$40,000 - \$60,000
Jose	El Salvador	40-49	M	High School Degree	\$15,000 - \$25,000

Miriam	El Salvador	40-49	F	High School Degree	Less than \$15,000
Lauro	Mexico	60-69	M	Less than High School	Less than \$15,000
Iris	Guatemala	18-29	F	Less than High School	Between \$15,000 - \$25,000
Martin	Mexico	30-39	M	High School Degree	Between \$15,000 - \$25,000

<b>Hispanic Pedestrians in Miami, FL:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Magali	Cuba	50-59	F	High School Degree	Between \$25,000 - \$40,000
Santiago	Colombia	60-69	M	Less than High School	Less than \$15,000
Mariana	Cuba	18-29	F	College Degree	Between \$25,000 - \$40,000
Daisy	Nicaragua	50-59	F	High School Degree	Less than \$15,000
Berta	Cuba	60-69	F	High School Degree	Less than \$15,000
Raul	Argentina	50-59	M	High School Degree/GED	Between \$40,000 - \$60,000
Patricia	Panama	40-49	F	Some College	Less than \$15,000
Jaime	Nicaragua	50-59	M	College Degree	Less than \$15,000

<b>Hispanic Pedestrians in New York City, NY:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Juan	Dominican Republic	50-59	M	Graduate or Professional Degree	More than \$60,000
Humberto	Peru	60-69	M	High School Degree	Between \$40,000 - \$60,000
Kimberly	Puerto Rico	18-29	F	Some College	Between \$40,000 - \$60,000
Evelyn	USA	40-49	F	High School Degree/GED	Between \$15,000 - \$25,000
Eddie	Guatemala	18-29	M	High School Degree	Between \$25,000 - \$40,000
Milagros	Puerto Rico	60-69	F	Less than High	Between \$15,000

				School	- \$25,000
Yesenia	Puerto Rico	30-39	F	High School Degree	Between \$40,000 - \$60,000
John	Cuba	40-49	M	High School Degree	Between \$25,000 - \$40,000
Roberto	Argentina	80 or older	M	College Degree	Between \$25,000 - \$40,000
Nilda	Argentina	70-79	F	Some College	Between \$15,000 - \$25,000

<b>Hispanic Bicyclists in Washington, DC:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Gabriela	Ecuador	18-29	F	College Degree	Between \$25,000 - \$40,000
Raúl	USA	18-29	M	College Degree	Between \$25,000 - \$40,000
Francisco	Argentina	30-39	M	High School Degree	Between \$15,000 - \$25,000
Jorge	Honduras	30-39	M	College Degree	Between \$15,000 - \$25,000
César	El Salvador	50-59	M	Some College	Less than \$15,000
Rosa	Peru	30-39	F	Graduate or Professional Degree	Between \$25,000 - \$40,000
Maritza	Colombia	40-49	F	College Degree	Between \$25,000 - \$40,000

<b>Hispanic Bicyclists in Los Angeles, CA:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Francisco	Ecuador	30-39	M	Some College	Between \$40,000 - \$60,000
Elsa	Puerto Rico	50-59	F	Professional Degree	More than \$60,000
Eduardo	Mexico	30-39	M	College Degree	Between \$15,000 - \$25,000
Ezequiel	Mexico	30-39	M	Less than High School	Less than \$15,000
Angela	Guatemala	50-59	F	College Degree	Between \$40,000 - \$60,000
Brenda	Puerto Rico	40-49	F	College Degree	Between \$40,000 - \$60,000

<b>Hispanic Bicyclists in Miami, FL:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
Alfredo	Cuba	60-69	M	College Degree	Between \$15,000 - \$25,000
Virginia	Puerto Rico	50-59	F	Less than High School	Less than \$15,000
Will	Dominican Republic	30-39	M	Some College	More than \$60,000
Monica	Peru	18-29	F	College Degree	Between \$25,000 - \$40,000
Israel	Honduras	Honduras	M	Less than High School	Less than \$15,000
Neftali	Puerto Rico	30-39	M	High School Degree	Less than \$15,000
Marta	Cuba	40-49	F	Less than High School	Between \$15,000 - \$25,000
Melinda	Panama	50-59	F	High School Degree	Between \$25,000 - \$40,000

<b>Hispanic Bicyclists in New York City, NY:</b>					
<b>Respondent Name</b>	<b>Country of Origin</b>	<b>Age</b>	<b>Gender</b>	<b>Education</b>	<b>Income</b>
David	Costa Rica	40-49	M	High School Degree/GED	Less than \$15,000
Marisol	USA	18-29	F	College Degree	Between \$25,000 - \$40,000
Magaly	Puerto Rico	30-39	F	Some College	Between \$25,000 - \$40,000
Julio	Cuba	40-49	M	Graduate or Professional Degree	Less than \$15,000
Reyes	Puerto Rico	40-49	F	Some College	Between \$25,000 - \$40,000
Willie	Peru	40-49	M	High School Degree	Between \$40,000 - \$60,000

## **Focus Group Methodology**

The focus groups were held in March, April, and May 2004 in Silver Spring, MD (just outside Washington, DC), New York, Miami, and Los Angeles. Each group was led by a professional bilingual focus group moderator. The groups lasted about two hours and were conducted in Spanish. In each city, we conducted one group with bicyclists

and one group with pedestrians. Each participant signed an agreement to acknowledge that the session was being recorded (audio only), and informing them that their personal information would be kept confidential. Participants were provided with a light dinner, as well as a cash stipend for their participation.

At the beginning of the discussion, participants were encouraged to share their ideas and were told that there were no wrong answers to the questions being asked. Participants were advised of "ground rules" for the discussion, which included the role of the moderator and what constitutes appropriate participant behavior. They were then reminded that they were being recorded.

To begin the discussion, participants introduced themselves to one another and to the moderator. They were then led through the research questions in the moderator's guide, which focused on issues such as general attitudes about bicycle and pedestrian safety, knowledge of U.S. traffic laws, sources of information about these laws and safety issues, and overall interest in this topic. Detailed findings from these groups follow in the next section of this report.

[Back to Table of Contents](#)

---

## Detailed Findings from Pedestrian Focus Groups

The findings reported here are from the four focus groups that focused on issues related to Hispanic pedestrian safety. The findings are topically organized. After each section, several quotes from group participants are included in italics. The quotes are associated with their respective cities (Washington, New York, Miami, and Los Angeles).

### Where and how often Hispanic pedestrians walk

Participants reported a variety of walking behaviors. Several do not own a car, and thus rely heavily on walking to get them places. Others live within walking distance of places they visit regularly, such as church or the grocery store. Still others walk to public transportation stops or simply for pleasure or exercise. They reported walking anywhere from several minutes a day to several hours a day. Most walk during the daytime, but a few reported that they walk at night. There is some sense among these pedestrians, discussed later in this report, that Hispanic pedestrians may encounter particular hazards in the places they walk that other ethnic groups do not (e.g. in more dangerous areas). California pedestrians were asked whether they personally walked along railroad tracks, and all group members reported that they do not. They said that in the U.S., railways are better protected than in Hispanic countries, with fences and signs that prevent people from walking along the tracks.

*"I go walking because I do not have a car. I go to the supermarket and I do everything walking." - New York pedestrian*

*"I walk two blocks to the bus stop, and twelve blocks to the supermarket." - Miami pedestrian*

*"I'm very interested in walking for health purposes." - New York pedestrian*

*"I walk in the mornings and afternoons." - Washington pedestrian*

*"I walk 8 blocks every day to take my children to school, and then walk back. I also walk to work." - Los Angeles pedestrian*

## **General awareness of traffic signs and regulations**

Focus group participants mentioned that they were familiar with several aspects of the U.S. traffic system, including various traffic signs, signals, and laws. However, their knowledge of these laws and systems was somewhat vague, and most participants could not describe in detail the safety systems concerning traffic in the U.S. For example, one group member described pedestrian walkways as "those white lines," while another indicated awareness of the crosswalk buttons, but skepticism regarding whether they really worked. Likewise, some pedestrians did not have specific ideas about what constitutes appropriate pedestrian behavior. For example, many signs are only in English, which creates confusion for new immigrants in particular. Additionally, in the U.S. system most signs are for drivers, so pedestrians report that they are not always sure what they are supposed to do (e.g. many participants reported initial confusion regarding what the blinking hand meant at a crosswalk).

*"There are two lights, the one for the driver which is higher, and a light to the side with a hand that says stop which is in red (in that case the pedestrian cannot go); when it changes to the little man, then you can go." - Miami pedestrian*

*"There are those white lines." - Washington pedestrian*

*"There are also buttons that you can press on the stop lights to switch the light to red, but I don't know if they really work." - Washington pedestrian*

*"I like to take a route where I have a light to push, otherwise you have to wait forever ... and the cars don't let you go." - Los Angeles pedestrian*

*"You should always walk in the opposite way as the cars." - Miami pedestrian*

*"There are not many signs, or when people see them, they don't know them." - Miami pedestrian*

*"The traffic signs are in English." - Miami pedestrian*

*"If the signs are written, it's going to be a problem, because not all [Hispanics] know the English language ... the signs are universal, and the languages are not." - New York pedestrian*

## **Sources of information about traffic signs and regulations**

Participants in these focus groups reported that they have few formal sources of information available to them about changing traffic laws, and they reported that new immigrants have no consolidated source of general traffic information. For example, Miami participants said that they have no source of information when laws change, and Los Angeles participants said it would take a very prominent public education campaign to alert them to changes in laws. Hispanics' original knowledge about these laws was acquired mostly through day-to-day experience and an informal network of friends and family members, although a few reported some formal education (e.g. driver's education) regarding these issues, and still others said most of what they know they learned while taking the test to get a U.S. driver's license. Many participants spontaneously mentioned that for many Hispanics who are new to the U.S., traffic laws are likely to be confusing and unknown. Hispanics appear to self-identify as relatively uninformed about these laws, although several participants said Hispanics know no more or less about these laws than other ethnic groups.

*"There is very little education for the pedestrian." - Miami pedestrian*

*"I don't know [the rules] word by word, but it is part of the education that I received in Miami. For example, that the pedestrians have the right of way ... you used to learn [these laws] in the school, at home, in the TV, but today these laws do not exist anymore." - Miami pedestrian*

*"I think Hispanics that come from a country where there are no traffic signs ... [or] have never seen a traffic signal or never seen a traffic light; they aren't very familiar when they come here." - Washington pedestrian*

*"For example, pedestrian crossing, a Hispanic would have no idea what that means ... I think the text that is written on the signs is a big problem." - Washington pedestrian*

*"I have heard from other people that you have to walk in between the lines [crosswalks], and, if an accident occurs outside the lines, it is the pedestrian's fault." - Los Angeles pedestrian*

*"We know less [about traffic laws]." - New York pedestrian*

*"[We understand the traffic laws] no more or less than the other immigrants." - New York pedestrian*

*"If you don't know the language, then by looking at the behavior of the people here, then you learn." - Los Angeles pedestrian*

## **Pedestrians' perceptions of danger**

These Hispanics spontaneously report that some of the places they walk are dangerous for pedestrians. For example, they mentioned intersections where cars never stop or where cars routinely stop in the middle of crosswalks, places where there are few traffic signals or where cars ignore signals, places where there are no sidewalks, and places where the time for pedestrians to cross the street is insufficient. Pedestrians also report a lack of respect in general from motorists, and cite bicyclists as a cause for concern. Many report having been in accidents with bicyclists. While they see walking as something of a hazard: "Unfortunately, there is no alternative."

*"This city is not designed for you to walk." - Miami pedestrian*

*"I don't think there is safety anywhere anymore." - Los Angeles pedestrian*

*"I walk almost all the time and I've learned that you have to be very alert." - Washington pedestrian*

*"In an accident ... the pedestrian is always on the losing end." - Washington pedestrian*

*"The people who ride in cars, they do not respect you. Even if you have the right to go first." - Los Angeles pedestrian*

*"Unfortunately there are no sidewalks, so I walk in the street." - Miami pedestrian*

*"Here in Miami, there is no respect for the pedestrian." - Miami pedestrian*

*"There is a street where there is only 30 seconds to cross the street, and 30 seconds is nothing." - Washington pedestrian*

*"The signs change too fast, and do not give you enough time to cross the street." - Los Angeles pedestrian*

*"There are a lot of bicyclists so you have to be careful you don't get run over." - New York pedestrian*

*"Drivers don't turn on their lights and pedestrians don't see them." - Washington pedestrian*

*"Sometimes it's more dangerous to walk at night than during the day." - Washington pedestrian*

## **Safety measures and safety precautions**

These pedestrians reported a variety of precautions that they take to make themselves safer. Most reported that they do not wear fluorescent clothing or reflectors to make themselves more visible, although a few do use these devices or substitutes of their own devising. [An exception was in Los Angeles, where most group members said they do wear lighter colored clothing to make themselves more visible.] A few also said that they simply avoid walking at night, or in bad weather. Pedestrians who did not currently use reflective clothing are willing to consider this behavior. Other safety measures employed by pedestrians include making sure there is an appropriate distance between themselves and cars before crossing the street, being aware of weather and general driving conditions, or trying to make visual contact with drivers to ensure drivers were aware of their presence.

*"The bicyclists use them [fluorescent clothes], but not us." - New York pedestrian*

*"I use reflectors and I also walk on the opposite side of the street to see the cars coming, because there are parts where I walk where there isn't a sidewalk." - Washington pedestrian*

*"I don't own a safety vest, but I always try to take a sheet or a bright umbrella." - Washington pedestrian*

*"I wear light clothes so that the drivers can see me." - Los Angeles pedestrian*

*"[I might be willing to wear] a reflector that you can put around your arm, or a reflective strap that you can put around your wrist." - Washington pedestrian*

*"The precaution that I take is that the car has to be far [away] for me to cross." - New York pedestrian*

*"If I have to cross the street, I go to the light, because near to where I live ... a person was killed by a car, and therefore I am afraid." - Los Angeles pedestrian*

*"In the winter, when it snows or when it's slippery, I don't run to cross the street. I'm more careful." - Washington pedestrian*

*"I try to walk fast across the intersections." - Washington pedestrian*

*"The pedestrian must have a certain knowledge about city behavior. For example, they must know that at 9 a.m. everybody is going to work and therefore the people in the cars are going to have less patience with the pedestrians than if it was 3 p.m. on a Saturday or Sunday." - New York pedestrian*

*"I look at the driver; I try to make visual contact with the driver." - Washington pedestrian*

*"I try to make eye contact with the drivers to tell them that I am ready to cross." - Los Angeles pedestrian*

## **Risk-seeking behaviors among pedestrians**

These participants were most comfortable discussing behaviors that they see other pedestrians engaged in that might be unsafe, as opposed to providing specific examples of what they do which is risky. There is a general awareness that pedestrians can cause accidents doing things such as crossing in the middle of a street, or not waiting for the appropriate time to cross. Participants did not think that Hispanics were more likely to do these things than other ethnic groups. In terms of personal risky behaviors, many pedestrians report that they have jaywalked. While they know this is dangerous, they do this because they are in a hurry. Finally, some pedestrians said that they have seen other people walk after drinking. New York participants said this was common, and at least one person admitted having done this. In Miami, participants said they had only heard of such behavior and never engaged in it themselves. In Los Angeles, one person said he used to do this, but no longer does, and another reported that a man in his building does this all the time.

*"A pedestrian needs to be very responsible ... us pedestrians can make accidents happen." - Washington pedestrian*

*"Many people cross where they are not supposed to cross." - Washington pedestrian*

*"I used to [jaywalk], but then I got a ticket." - Los Angeles pedestrian*

*"I sometimes [jaywalk], but first I look." - Los Angeles pedestrian*

*"Sometimes the walking signal says don't cross and people still cross." - Washington pedestrian*

*"People don't care about the color of the light, they walk at all times." - New York pedestrian*

*"Like I did tonight to get here, cross in the middle of the street, that's called jaywalking." - Washington pedestrian*

*"In general, I don't have the patience to wait for the light to change, so I'll just jaywalk." - Washington pedestrian*

*"I cross in the middle of the street, if there is no car, I cross." - Miami pedestrian*

*"I have also done it [cross in the middle] to save time." - Miami pedestrian*

*"Generally, one goes into a bar and goes out [by] walking ... [after a few drinks] I feel a little slow and feel like I do not have all my senses*

*and when you are like that you are not careful anymore." - New York pedestrian*

## **Personal knowledge of accidents**

About a third of these participants had knowledge of someone who had been involved in an accident while a pedestrian. These included personal incidents, incidents involving friends and family members, and incidents they had observed. Some of the accidents were serious (one participant knew of someone who had been killed and another where a man's leg was broken), but they also reported minor incidents. The crashes involved pedestrians and cars and pedestrians and bicycles. Some of these accidents were reported to the police, while others were not. There is some reluctance to report such accidents because of fears of the police and concerns about immigration status. The causes of these accidents include parents not monitoring their children's behaviors and drivers failing to follow traffic laws. Additionally, one participant reported almost getting in an accident because he was distracted and thinking about other things.

*"Well, I have had many incidents here in Manhattan with the delivery boys, because they did not see me ... [also,] in Manhattan, there are many senior citizens who have been hit by bicycles." - New York pedestrian*

*"When I went to California, I saw some kids that their parents weren't paying attention to, and the little girl tried to cross the street and a car hit the little girl, and the people didn't speak English." - Washington pedestrian*

*"I have a cousin who was hit by a taxi in Manhattan. The accident was reported and he had a fractured leg." - New York pedestrian*

*"A lady that lives by my house ... got hit by a pickup truck and damaged her knee; now she cannot walk." - Miami pedestrian*

*"The mother of a Colombian friend was killed by a car which did not stop at a yield sign while crossing a street in front of her house." - Miami pedestrian*

*"My grandchild, 4 years ago, in a very quiet residential street ... [he tried to] cross the road while his father wasn't looking and got hit by a van." - Los Angeles pedestrian*

*"I got hit by a bicyclist ... I was crossing and he was turning the corner and it seems that he saw me and screamed at me ... he hit my shoulder and he ended up hitting a car." - New York pedestrian*

*"A work mate was hit by a bicyclist." - New York pedestrian*

*"I had a friend [who was in an accident]." - Washington pedestrian*

*"When I was almost in an accident, I was thinking of something else and I wasn't looking at the light." - Washington pedestrian*

*"One time at my bus stop, I got off the bus and the light was green for me to cross, so I started to cross but another bus went right in front of me and almost ran me over." - Los Angeles pedestrian*

## **Groups seen as most likely to be in an accident**

Focus group participants mentioned three main groups of people likely to be involved in accidents: young children, because they do what they want and tend not to pay attention; older people, because they move slower; and, recent immigrants, because they don't know U.S. traffic rules as well and tend to work in more dangerous areas. While there is a great deal of agreement that children and seniors are more at risk, participants were more divided as to whether recent immigrants really are at increased risk. Some participants argued that recent immigrants are very alert because they are in an unfamiliar situation, while others said these immigrants simply cannot compensate for the fact that they do not know U.S. laws as well as native-born Americans or people who have been in the U.S. longer.

*"The younger kids ... the younger generation basically does whatever they want." - Washington pedestrian*

*"The children, because they do not know about the danger, they chase after a ball." - Miami pedestrian*

*"The children do not wait for the lights, they just walk, and the seniors walk slowly." - Los Angeles pedestrian*

*"I believe that the senior citizens [are more likely to get in an accident], because they do not have the same speed as a young person to cross the road quickly." - New York pedestrian*

*"I think that people who have difficulty walking fast will be more likely to get into an accident." - Washington pedestrian*

*"I think it's the elderly." - Washington pedestrian*

*"And the new immigrants ... near the factories [where immigrants work] there are no signals ... for the workers to get there, they have to go around or take short cuts through the highway and those shortcuts generally never have signals to cross." - New York pedestrian*

*"The Hispanic immigrants ... the type of work that he can do puts him more on the street and therefore puts him at higher risk." - New York pedestrian*

*"[Immigrants are more at risk] if they do not know the laws, and laws are not in Spanish." - Los Angeles pedestrian*

## General Hispanic cultural differences

Focus group participants reported several general cultural differences that pertain to Hispanic pedestrian safety. They say that many Hispanics come from rural areas, and that adapting to city life in the U.S. takes time. Likewise, many Hispanics who come to this country do not know English well, or do not understand U.S. traffic patterns (see next section for more information on this topic). Hispanics also feel they are more likely to walk because they are poorer. Additionally, they report that many Hispanics may be afraid to report accidents to the police, because they do not know English or the U.S. traffic system well, and because some immigrants are in this country illegally. There is also a general sense that Hispanics may take more risks than other ethnic groups, due in part to an attitude of fatalism (i.e. "if it's meant to happen, it will happen"), which may mean that this population engages in more risk-seeking behaviors. One participant also said that Hispanic culture makes Latinos more likely to be rowdy while drinking alcohol, which could lead to more accidents. At the same time, some participants said that Hispanics are more alert here than in their own countries, because they are more aware of these issues.

*"A majority of Hispanics that get here from the country, it takes them a long time to adapt to living in the city." - Washington pedestrian*

*"People aren't used to the culture here. Sometimes people ... are afraid to participate in the system." - Washington pedestrian*

*"Hispanics come here with less money ... they have to walk, and since they have to walk, there is more chance of getting in an accident." - Los Angeles pedestrian*

*"I think we are more likely to be in an accident because we have more people walking on the streets, we have more kids on the roads, and the rest of the people are in cars." - Los Angeles pedestrian*

*"He [Hispanic pedestrian in an accident] is afraid of the police, the language is another, not knowing the laws. [Also,] many people believe immigration is going to be involved in all cases." - New York pedestrian*

*"I have a friend who did not report an accident because he does not have a driver's license." - Los Angeles pedestrian*

*"[Hispanics are more likely to take risks,] they are more irresponsible." - Miami pedestrian*

*"As Latinos, we try to take shortcuts and skip over things, and that's a reality." - Washington pedestrian*

*"I always have the luck and the blessing that whoever is in the road will give me the right of way." - Miami pedestrian*

*"Americans are more careful when they are drunk. They are not as loud and crazy in the street, because that is more of our culture when we drink." - Washington pedestrian*

*"I think we educate ourselves more here than in our countries, as pedestrians. In our countries, we cross the roads even if the cars are coming, because there are no signs." - Los Angeles pedestrian*

## **Differences in traffic between Latino countries and the U.S.**

These pedestrians had very energetic discussions about the differences between traffic patterns and traffic signs in the United States vs. in Hispanic countries. A primary difference is that there is more traffic in general in the United States. In addition, one of the most consistently reported differences is that traffic rules are enforced much more stringently in the United States, and, in general, traffic is more regulated in this country. Several participants also mentioned that the U.S. system is less corrupt. For the most part, traffic signs are the same in Latino countries as in the U.S. However, participants said that there are more traffic signs in the U.S., and that sometimes these signs are located in different places than they are in their home countries, or have text written in English that they do not understand. Participants specifically mentioned problems with knowing what to do at a crosswalk, with the yield sign, and with pedestrian crossings marked "walk" or "don't walk" (as opposed to using symbols). Finally, some participants said that Hispanics are worse drivers than other Americans, and that, subsequently, Hispanic neighborhoods are more dangerous places to be a pedestrian. Hispanic neighborhoods are also said to be more crowded, with more kids in the streets, and "less respect" for traffic laws than in non-Hispanic neighborhoods.

*"[Many Hispanics] come from places where there is no traffic, or from the fields." - New York pedestrian*

*"Over there, the driver always has the right of way, but the pedestrians also do what they want. There, laws don't really count." - Washington pedestrian*

*"In our countries, we do not obey the law." - Miami pedestrian*

*"We are used to crossing in the middle of the road." - Miami pedestrian*

*"In our countries, if the police stop you, you give them money and that's it." - Miami pedestrian*

*"I believe there is a cultural aspect initially. For example, I have known people that had transit problems and pulled out their wallets to give money to the police. In our country, that is common ... here, you cannot do it." - New York pedestrian*

*"[Traffic signs and signals] are the same [as in native countries], but, if there is no car, people will cross the road." - New York pedestrian*

*"In Guatemala ... there are not many lights ... for pedestrians there are no lights, you have to look for the car traffic lights." - New York pedestrian*

*"Here there are signs everywhere." - Washington pedestrian*

*"The position of the lights that are up in the air, because, in my country, they are on the corner ... the stop light is not where I am looking." - Washington pedestrian*

*"When I first got to the U.S. I didn't really understand the signs, so I would walk over the white line ... I think it would be a good idea to have a picture of a pedestrian between the lines so people know where to walk." - Washington pedestrian*

*"I did not know that the laws here were respected and that I had to push a button in order to cross the street ... it was hard, and I kept forgetting." - Los Angeles pedestrian*

*"When I first got here about 20 years ago they were still using 'walk' and 'don't walk' and I remember that my father was confused by that because he didn't know what 'walk' and 'don't walk' meant." - New York pedestrian*

*"There is a sign [for drivers] ... that says Yield and I didn't know what that meant until later." - New York pedestrian*

*"In the beginning I used to read one thing on the sign, but the meaning was different, and slowly you learn." - Los Angeles pedestrian*

*"I had problems because when the green light was giving me the right to walk with a little white man, then a little hand will come out and you cannot walk, but I would not understand ... because it was in English, and then someone told me that the little hand means you cannot walk." - Los Angeles pedestrian*

*"[Hispanic] drivers have less discipline. For example, in the Dominican neighborhoods here, you have to be very careful because the driver will go on the yellow, on the red, any color, they do not respect [the signals]. So, you are taking a higher risk where there are Hispanics than in other places." - New York pedestrian*

*"I do walk by [neighborhood], which is ... a zone of high Hispanic traffic which I would say is very disorganized." - New York pedestrian*

*"[Hispanic neighborhoods have] more cars, more people walking, and it seems there is less respect." - Los Angeles pedestrian*

## **Country of origin differences**

Participants agreed that country of origin might also matter, although they found it difficult to come up with specific examples of differences. Essentially, they reported that each Hispanic culture is unique, and, because of this, different Hispanics bring varying expectations to being a pedestrian in the United States. Additionally, each person has a different background and education, and these factors are also related to knowledge and behaviors. However, we found in the groups a great deal of consistency in the answers people provided, indicating that country of origin differences are likely not very significant contributors to this issue, and are likely overshadowed by general cultural and language differences between Hispanics and non-Hispanics.

*"If we come from Argentina it's very different than if we just came from Mexico." - New York pedestrian*

*"I don't believe that it is a question of nationality, but it is a matter of individuality, because everybody has to adjust to the place you are living." - New York pedestrian*

## **Safety solutions: Fines and tickets**

In thinking about the problem of Hispanic pedestrian safety, one immediate solution offered by group members was that traffic laws needed to be more strictly enforced. Participants were not clear as to whether it was drivers, pedestrians, or both who needed to be subject to more stringent fines. The general sense was that even though the U.S. was more regulated in this regard than Latino countries, laws are still relatively lax regarding enforcement. They believe that issuing tickets with associated fines would improve the behaviors of drivers and pedestrians. Fines should be at least \$40 for infractions such as jaywalking, and many people in the groups supported even higher fines.

*"We should make violators of the law have tickets of a higher value." - New York pedestrian*

*"They won't take it seriously unless there is a fine or something that will cost them and make them take the laws on pedestrian safety seriously." - Washington pedestrian*

*"Once they get a couple of tickets, they are going to learn." - Los Angeles pedestrian*

*"I think the problem lies in not being strong enough in applying the law in order for the Hispanics to learn the law." - Miami pedestrian*

*"I believe that the laws should be enforced." - New York pedestrian*

*"I think a fine will do it." "At least \$40." - Los Angeles pedestrians, in conversation*

## **Safety solutions: Respect and education**

Another common solution offered to this problem was the need for more general respect and education among pedestrians and drivers. Partly, this is tied to a need to recognize that certain behaviors and practices are dangerous. However, pedestrians, and recent immigrants in particular, need more traffic safety education. For example, this education could explain what crosswalks are, and what the crosswalk symbols mean. Pedestrians also thought that it was important for drivers to respect pedestrians, including yielding to pedestrians and being alert for pedestrians.

*"The first thing that the pedestrian should do is to respect himself and to respect the norms; you cannot be crossing the big avenues in any place you want, it is very dangerous. Also, the drivers must respect the norms as well." - New York pedestrian*

*"[Pedestrians need to] have more respect for the drivers." - Los Angeles pedestrian*

*"There is not enough time to educate them about driving [when they come to this country]." - Washington pedestrian*

*"[Pedestrians need to] be more careful, even if you have the right to go, because the light is not respected." - Los Angeles pedestrian*

*"I think if they [Hispanics] had education, there would be less accidents." - Washington pedestrian*

*"I think there should be education first and then enforce the laws." - New York pedestrian*

*"In Miami, the problem is that the people do not respect the laws, [and] the police do not do anything." - Miami pedestrian*

*"The city or the state can make a good investment in pedestrian education, especially for the immigrants." - New York pedestrian*

## **Overall interest**

Participants said that they were personally interested in this topic, and that the Hispanic community in general would also be interested in this issue. However, this issue was not seen as more pressing than other social concerns (e.g. crime or education). The most compelling statistic seems to be that Hispanics are significantly overrepresented, by a factor of two, in such crashes. This statistic makes people interested in this topic.

*"This is a problem for all of us." - New York pedestrian*

*"All of us can put in a little and help." - Los Angeles pedestrian*

*"What surprises me is the second one, that we have double the probability to be in an accident." - New York pedestrian*

*"It seems to me that the problems of drugs and education are more important than the pedestrian." - New York pedestrian*

*"It seems to me that at the local level, at the community level, there is interest, but not at a higher level." - New York pedestrian*

## **Hispanics' suggestions for public outreach on this topic**

Participants mentioned several places they would like to see more information on this issue distributed. These places include television (e.g. Univision), radio, public transit stations, commercials, soap operas, soccer games, PSAs, churches, schools, and supermarkets. All such materials should be bilingual. Participants are not interested in receiving information via the Internet. Materials also should include graphics and other visuals, and not rely too heavily on text. Participants also had some ideas for the content of such a campaign. These include stopping at every light, looking both ways before crossing the street, obeying the laws, respecting the lights, crossing only in pedestrian walkways, and education about what to do at yellow lights and about how cars can slide in snow and bad weather.

*"Anywhere there is a concentration of Hispanics, [there] should be more written information." - New York pedestrian*

*"It could be in a graphic way, because there are people who don't like to read." - New York pedestrian*

*"Stop at every light. Look both ways before you cross." - Washington pedestrian*

*"I always tell my kids that they not only need to walk forward, but they need to look every way." - Los Angeles pedestrian*

*"Always cross by the pedestrian zones." - Miami pedestrian*

*"On the light poles, put signs with indications to wait for the light to change, to go to the intersection in order to cross." - Miami pedestrian*

*"[The message could be,] 'Hey Juan, here [in the U.S.] you have to obey the laws.'" - Washington pedestrian*

*"Respect the pedestrians." - Los Angeles pedestrian*

*"Respect the signs." - Los Angeles pedestrian*

*"I think pedestrians should know how climate affects cars; if it snows, it slides. I think pedestrians should be educated on what the weather can do to a car." - Washington pedestrian*

[Back to Table of Contents](#)

---

# Detailed Findings from Bicyclist Focus Groups

The findings reported here are from the four focus groups that focused on issues related to Hispanic bicycle safety. The findings are topically organized. After each section, several quotes from group participants are included in italics. The quotes are associated with their respective cities (Washington, New York, Miami, and Los Angeles).

## Where and how often Hispanic bicyclists ride

Participants reported a range of bicycling behaviors. Many rely on their bicycle as a means of transportation to get to and from work, to run errands, and for leisure activities or exercise. One participant reported using his bicycle for work as a bicycle courier in New York. Some participants combined their riding with other forms of transportation (e.g. the bus), and were more likely to use alternative transportation in bad weather or at night. They reported biking anywhere from fifteen minutes to an hour per day, with the exception of the bike messenger who reported riding eight to ten hours each day. Although most riding occurs during the day, one participant did enjoy riding at night, when there was less traffic. There was a wide range of rider characteristics, with participants having been bike riders anywhere from a few months to 25 years. Some participants believed that Hispanics were more likely to ride bikes than other ethnic groups, because they tend not to own cars as frequently.

*"I take the back roads, where I usually take more time, but it is safer."  
- Miami bicyclist*

*"I go daily to the supermarket; since I'm not working I usually go everywhere on my son's bicycle." - New York bicyclist*

*"I'm a messenger. Because of my job, I use the bicycle every day, and, on the weekends, I also use it to go to Central Park." - New York bicyclist*

*"Normally I [bike] during the day. At night, I won't try it ... [I ride] about 40 minutes to an hour." - New York bicyclist*

*"Generally, I ride during the day, but I also ride at night ... it is nicer to ride at night, and there is less traffic. On the weekends, it's dangerous because there are more people." - New York bicyclist*

*"I hate to drive, so I have always tried to live in places where I can use my bicycle." - Washington bicyclist*

*"I use the bicycle every day to go to work or to the supermarket. I live in Washington and about two years ago, my car was stolen, so now I use my bike, because I can go anywhere faster that way." - Washington bicyclist*

*"I ride to work every day ... I also go to my friend's house, because I don't have a car right now." - Los Angeles bicyclist*

*"I ride my bicycle every weekend and some nights during the week." - Los Angeles bicyclist*

*"[Hispanics ride bicycles more often] because of necessity." "Because they have no cars." - Los Angeles bicyclists, in conversation*

## **General awareness of traffic signs and regulations**

Participants in all cities reported that they are familiar with some aspects of the traffic system, including traffic signs, signals, and laws. However, their knowledge was somewhat vague, and many had questions about whether their recollections of the law were correct and what specific things the law required. For example, is it legal to ride on sidewalks? This is in contrast to pedestrians, who generally reported that they know the laws, but do not always follow them (an exception is that crosswalks were not well understood by either group). Other bicyclists had an awareness of the law, but reported that they felt safer sometimes breaking the law, e.g. riding against the traffic flow, riding on sidewalks, or crossing in the middle of the street.

*"I think that there is not much promotion or education to the individual in order to use a bicycle." - Washington bicyclist*

*"We don't have specific laws here; the bicyclist is the one that has to have open eyes and ride their bicycle as if they were driving a car." - Miami bicyclist*

*"I have seen signs to be aware of the children, dogs, or the ducks, but never for the bicycles." - Miami bicyclist*

*"Normally, [bicyclists use] the same signs as the cars: stoplights, stops, pedestrian pathways." - Washington bicyclist*

*"I don't know if the same laws for the pedestrians apply to the bicyclist, like the Yield [sign]." - Washington bicyclist*

*"I thought that it was prohibited to go in the opposite way of the traffic." - Washington bicyclist*

*"I never know if when I ride on the sidewalks, if this is okay or not." - Washington bicyclist*

## **Sources of information about traffic signs and regulations**

Participants in these focus groups reported that there are several disparate sources of information for bicyclists about traffic laws and signs, but there is nowhere they can acquire general information on this topic. They mentioned that they currently

receive information from the news, bicycle associations, newspapers, the Internet, police officers, or through personal experience. The groups felt that biking rules are not well publicized; several participants even questioned if such rules existed. Group members were interested in learning more about biking laws in general; in particular, they want to know more about their rights as bicycle riders. They would like such materials to be available to them in Spanish.

*"My mother always told me ... you have to ride in the same direction as the cars, you have to observe the traffic laws and be defensive." - Los Angeles bicyclist*

*"I saw the bicycles on the bus." - Miami bicyclist, reporting how he heard about a change in a local law*

*"I receive a magazine on bicycles, and they say that you are considered as a car and they say what you should do and not do." - Los Angeles bicyclist*

*"I read in the newspaper that there are laws for the bicyclists that go on the sidewalks, that they could be fined, because it's prohibited." - New York bicyclist*

*"The bicyclist law is not well known. We, the people who ride bicycles, do not know our rights, or how they work." - New York bicyclist*

*"I didn't know that [crossing at intersections] was a law." - Los Angeles bicyclist*

*"There is a guide for bicyclists, but it is in English." - Los Angeles bicyclist*

## **Bicyclists' perceptions of danger**

These bicyclists reported a variety of situations and places that they considered threatening or dangerous. For example, they mention that there is often not enough room for bicyclists on the streets, and, subsequently, cars pass too close to them. They also note that often there are no pathways or signs to indicate where they should go. Other concerns include: intersections where vehicles turn on red lights; bad weather or riding at night; children who run into the street; hostility from drivers; areas with too much traffic; inconsistent bike lanes; construction areas; numerous pedestrians in crosswalks; and, a lack of security in certain neighborhoods. These dangers make them more likely to disobey the law, which, in certain situations, makes them feel safer. For example, bicyclists sometimes prefer to ride against the traffic, even though they know they are not supposed to do this. Almost all bicyclists agreed that there were numerous safety concerns for bicyclists, even leading to some reluctance to think about these risks. One participant noted: "I don't think of anything, so that I don't become nervous."

*"The city is unsafe. There's the fight between the pedestrians, the bicycle riders, and the cars." - New York bicyclist*

*"My experience is that when I ride on the street, the street is theirs [car drivers], and they blow the horn, they scream at you as if you did not have the right to be on the street. It looks like they hate bicyclists, especially the cab drivers." - New York bicyclist*

*"In the intersections [I feel nervous], because the vehicles can turn on red." - Miami bicyclist*

*"These streets are not designed for bicycles, but for cars, and are therefore dangerous ... it is dangerous because the cars do not respect the bike riders." - Los Angeles bicyclist*

*"[I feel nervous] in the construction areas." - Washington bicyclist*

*"To cross the bridge, there is only one sidewalk, and it is very narrow to go by." - Los Angeles bicyclist*

*"When it rains, everything is slow. You have to be careful because the visibility is less and the cars react slowly." - New York bicyclist*

*"Big avenues ... can make me nervous ... [I'm also a little nervous on normal-sized avenues] because the kids could run after a ball; you have to be careful." - New York bicyclist*

*"There is no pathway for the bicycle, so you have to get to the sidewalk and go up and down again to cross a wide avenue with an island in the middle." - Los Angeles bicyclist*

*"The dogs [make me nervous]." - Washington bicyclist*

*"[I am nervous] in some areas where there are poor traffic signals or in the dark places." - Washington bicyclist*

*"I don't think that it's legal, but I do it [ride against traffic], because I feel safe that way." - Washington bicyclist*

*"Sometimes when I ride against traffic I feel uncomfortable ... and sometimes I feel the opposite way because the cars go by too close to me." - Miami bicyclist*

## **Safety measures and safety precautions**

These participants reported being aware of a variety of safety measures. Some participants used such measures, while others did not, for reasons such as cost, appearance, and discomfort. Safety measures mentioned include: respecting the signs and laws; finding safer routes where there was less traffic or specific bike paths; walking across intersections after pedestrians and cars have passed; watching car signals; being alert by making eye contact with cars and looking over your shoulder; checking brakes; wearing proper shoes and helmets; and, reducing speed as they approach corners. At nighttime or in adverse weather conditions, most

participants reported that they take extra precautions such as wearing reflective clothing, using lights on their bikes, or riding on the sidewalk. However, only a few participants reported that they avoid going out at these times. Hispanic bicyclists, then, appear to take more safety precautions than Hispanic pedestrians, but such precautions are still far from universal. Bicyclists also offer several suggestions to improve safety. These include: the need for more bicycle repair shops; the need for more affordable safety devices; adding mirrors to bicycles; adding places to store a bicycle in the city; and, creating and offering a formal bicycle course for new immigrants.

*"A bicycle rider should wear a helmet in case of an accident." - Miami bicyclist*

*"I believe that if you ride at night, you have to wear reflective clothes so that the people can see you." - New York bicyclist*

*"Definitely [I wear] the helmet and all the pads." - Los Angeles bicyclist*

*"I bought ... the clothes because it's the only thing the drivers are going to see, so the biggest view is my back, so it must be seen." - Washington bicyclist*

*"I use special shirts." "I always use shiny clothes." - Los Angeles bicyclists, in conversation*

*"At night I use lights in the front and in the back, so that they can see me." - New York bicyclist*

*"Everything is so expensive, first the bicycle and then all the products are too expensive." - New York bicyclist*

*"If I can find a safer route, I will take it even if it takes more time." - Miami bicyclist*

*"When I have to cross a busy intersection, I cross it walking next to my bike." - Miami bicyclist*

*"I never trust the signal; I never cross with the cars; I'd rather wait before I go." - Miami bicyclist*

*"You have to have eye contact [with the cars] all the time, ahead of you, and to the sides." - Miami bicyclist*

*"[You have to] make eye contact [with drivers], and look for turn signals." - Los Angeles bicyclist*

*"I always reduce the speed on the corners, I try to take the roads that have less traffic and are along sidewalks." - New York bicyclist*

*"Bicycles should have mirrors." - New York bicyclist*

*"The park I go to has a bicycle path, and everything is marked for the bicyclist." - Los Angeles bicyclist*

## **Risk-seeking behaviors among bicyclists**

These participants openly discussed some of their biking behaviors that might pose a hazard to themselves or others. For example, many reported actions such as crossing the street where there is not an intersection, not stopping for red lights, not wearing safety gear, and being careless at times. Additionally, a few participants admitted to riding their bicycles after drinking alcohol. These risk-seeking behaviors were not seen as particularly harmful by group members, and, in some cases, bicyclists reported that they felt justified in their behaviors. These behaviors seem to be motivated by convenience and a desire to save time. In fact, some participants even said that when they are biking certain places (e.g. to work) they will not take safety precautions if these measures add time to their commutes.

*"I know many places where you can make shortcuts [to cross the street], so if you know [how], you can do it." - New York bicyclist*

*"Sometimes I do [cross without using an intersection] ... and then continue when there are no cars coming." - Miami bicyclist*

*"When you come to a stop light ... you don't want to stop and waste all your energy, therefore you usually don't stop." - New York bicyclist*

*"I don't stop on the stop sign, just because I can see there are no cars." - Washington bicyclist*

*"You are always in a hurry to get to work." - Los Angeles bicyclist*

*"I crossed a stop sign without looking, and I only realized when I heard the horn of car." - Washington bicyclist*

*"Sometimes I have crossed on a red light and sometimes I go faster than the cars; I have put myself in danger." - Los Angeles bicyclist*

*"In the beginning, I was more careful." - Washington bicyclist*

*"Yes [I've rode a bicycle after drinking alcohol], because police are not going to stop me on the sidewalk." - Washington bicyclist*

*"I rode back one time from the island [after drinking alcohol], because you can't go in a car, but I got home safe." - New York bicyclist*

*"I have seen people on the beach [drink alcohol and ride their bikes]." - Miami bicyclist*

*"I have drunk beers at a friend's house and then ridden home." - Los Angeles bicyclist*

## Personal knowledge of accidents

About half of these participants reported that they had knowledge of someone (including themselves) who had been involved in an accident while a bicyclist. These included personal incidents, incidents involving friends, family members and colleagues, and incidents they had observed. While pedestrians are sometimes involved, most crashes seem to occur between bicyclists and cars; however, bicyclists cite pedestrians as the cause of several crashes. These crashes occur quite often: one participant in New York reported that he personally had "near misses" daily. Indeed, the New York group reported more accidents than participants in any other city. Causes of accidents mentioned included car passengers opening doors in the path of bicyclists, poor road conditions, dogs, children running in front of bicyclists, and car drivers running red lights or not noticing bicyclists in crosswalks. Some accidents were reported to the police, but most were not. Hispanics appear to be less likely to report accidents for a variety of reasons. These include: Hispanics are less likely to know their rights or to have proper legal documents; Hispanics experience language barriers; some Hispanics are afraid of U.S. police; and, Hispanics may have a cultural belief that such crashes should not be handled by the police.

*"I have a friend who had a bad accident and went to the hospital for a few days. It was reported, but I really don't know what happened." - New York bicyclist*

*"A work colleague of mine was hit in the pathway when a car was turning. He had the light, so it was the car's fault." - Washington bicyclist*

*"My friend used to work delivering food and one night he got hit by a car." - Los Angeles bicyclist*

*"I was crossing in the green light, and the car was turning to the right, so it hit me. There were even more people crossing, but the car kept going ... I was thinking of so many things, but now I know I should have [reported the accident]." - Washington bicyclist*

*"I saw a bicyclist who ran a red light and was hit by a car. He flew away [car driver] and it was his fault." - Washington bicyclist*

*"I had an accident not too long ago. I still have pain in my hand, and it was because a little kid ran in the front of me and I hit a car." - New York bicyclist*

*"I was just starting to ride my bike and I didn't have much strength yet ... I lost my balance and hit a car." - Los Angeles bicyclist*

*"I also had an accident with a little kid that was playing in the street. I hit him, but it was not reported to the police. I also had a few encounters with the taxi drivers, especially with the passengers opening the doors to get off. Many times I have hit the doors; these were never reported because nothing happened." - New York bicyclist*

*"I crashed into a car door that someone opened in front of me. Nothing happened to me, but my front tire got a little bent." - Miami bicyclist*

*"I had an accident ... there was a hole I did not see." - Miami bicyclist*

*"I had an accident, but it was because there were rocks on the road." - New York bicyclist*

*"Many Hispanics do not know the rights they have, they also have problems with communications, and also many Hispanic immigrants, who do not have papers, do not report [accidents]." - New York bicyclist*

*"We don't have the language; we don't know the laws; we don't know what to do; we are at a disadvantage." - Washington bicyclist*

*"I think it's also cultural. Here everybody will report [an accident] or will sue, but we are not used to these type of procedures." - Washington bicyclist*

*"We are used to our countries ... a bicycle accident is taken care of between the families; it never goes to the police." - New York bicyclist*

*"We came from police who violated our rights, and we think that here it's going to be the same." - Washington bicyclist*

*"[Hispanics are less likely to report accidents] because they don't have papers." - Los Angeles bicyclist*

*"We are talking about ... Latinos who recently arrived here [fearing to report accidents], because if we talk about the ones that are here for many years, they are going to think a different way." - Washington bicyclist*

## **Groups seen as most likely to be in an accident**

Overall, focus group participants reported children as most likely to be in an accident, but also mentioned new immigrants, seniors, and those who are less informed about the laws as being at increased risk. Hispanics are not seen as more likely to be in accidents than other groups.

*"[Children] do not take any precautions." - New York bicyclist*

*"[Children] are always distracted." - New York bicyclist*

*"[Children] are more intrepid at that age; they believe they are the owners of the road." - New York bicyclist*

*"The children; they do not wait ... [they think] nothing is going to happen, they run with that mentality." - Los Angeles bicyclist*

*"The children [are more likely to be in an accident], more than the new immigrants." -Washington bicyclist*

*"The seniors [are most likely to be in an accident]." - Los Angeles bicyclist*

*"I think it has more to do with the level of education, [which affects the likelihood of an accident]." - Washington bicyclist*

## **General Hispanic cultural differences**

Focus group participants reported several general cultural differences that affect bicyclist safety in the Hispanic community. They say that the U.S. in general is quite different from Latino countries, including differences in language and weather. Additionally, these Hispanics reported that their culture encourages fatalism and risk taking, although they try to avoid accidents. They say that Hispanics often have more dangerous jobs than non-Hispanics, and that Hispanic neighborhoods in the U.S. are less safe because of limited respect for bicyclists, increased crime, and a higher population density. At the same time, they do not think that Hispanics are any different than anyone else, and some people feel safer in Hispanic neighborhoods.

*"We are in a place totally different to ours, [in] language, speed, weather." - New York bicyclist*

*"The immigrants take more risks, because they have to take whatever jobs are offered to them; they have no choice." - New York bicyclist*

*"If I'm going to have an accident, I'm going to have it. You don't die that day if it wasn't your day." - New York bicyclist*

*"We are daring. Sometimes we do things by ignorance, but that is not going to excuse me of the fault." - Washington bicyclist*

*"If we are in a hurry ... we still go faster, or if we get a yellow light, we cross it because that behavior is inside of us." - Washington bicyclist*

*"We came here with the habits of disorder, and, if we do not obey the law ... we create a risk situation." - Los Angeles bicyclist*

*"I take risks, but not because of a belief in destiny." - Los Angeles bicyclist*

*"If I can avoid [an accident] I will do it, because there are more important things to do." - New York bicyclist*

*"There are so many regulations in this country and the majority of people are going to obey them ... in Puerto Rico the drivers drive on*

*the sidewalk ... so people know they have to take care of themselves. When they come here, they may think I am going to go because people are going to stop." - Los Angeles bicyclist*

*"[A Hispanic neighborhood] is less safe because we do not respect the laws." - Miami bicyclist*

*"In the Hispanic neighborhoods, everyone wants to have a car; there are fewer bicycles, and therefore nobody respects them." - New York bicyclist*

*"In the Hispanic neighborhoods, I have found that there are not places to ride, and that the road is in bad shape, [with] many holes." - New York bicyclist*

*"I think there is more traffic for the simple reason that we live with more people in the Hispanic neighborhoods, and therefore there are more cars." - Washington bicyclist*

*"[Hispanic neighborhoods] are less safe because there is more traffic." - Los Angeles bicyclist*

*"I feel safer in a Hispanic community than in others." - Los Angeles bicyclist*

## **Differences in traffic between Latino countries and the U.S.**

These bicyclists seemed to agree that basic traffic laws are similar between the U.S. and their home countries, but also that laws are enforced more stringently in the U.S. Therefore, they report that many Hispanics are not used to obeying traffic laws. Additionally, automobile ownership is more common in the U.S., and many Latinos who immigrate to this country have never driven before, putting them at a disadvantage in understanding the behavior of cars. Additionally, Hispanics report that traffic and people move at a quicker pace in the U.S., and that they are not very familiar with some U.S. traffic signs. For example, walkways and crossways were unfamiliar to many of these participants, as are any signs where the text is only in English. Seasonal differences were also somewhat unfamiliar to these participants, most of whom come from warmer climates. A few respondents downplayed these differences, however.

*"I think the traffic code is international." - Miami bicyclist*

*"The signs are an international system ... the words are different, but a stop sign is a stop sign." - Los Angeles bicyclist*

*"The time that it takes the stoplight to change is longer here than in my country." - Washington bicyclist*

*"They are the same ... the difference between our countries and the United States is that here the people have more respect for the law." - Washington bicyclist*

*"In Ecuador, nobody respects the law ... but here if you see a policeman, you won't do your shortcut." - Los Angeles bicyclist*

*"The law here is applied." - Los Angeles bicyclist*

*"Here the difference is that you have to stop before crossing [a railroad track]." - Los Angeles bicyclist*

*"[Hispanics know less about traffic laws] because they don't know much English." - New York bicyclist*

*"The new immigrants that come to this country, many of them never drove a car before in their native countries. Therefore, they do not know the law." - Miami bicyclist*

*"The traffic here is different...the people are 100 times more accelerated." - New York bicyclist*

*"[The signs are difficult here,] especially the ones that have text in English." - New York bicyclist*

*"There are many signs [here] that I never saw before." - New York bicyclist*

*"The solid line where you can't go across the other lane; if the line has cuts you can go across. I did not have that in my country." - New York bicyclist, describing crosswalks*

*"The right to pedestrians [is a traffic signal that isn't used in other countries]." - Washington bicyclist*

*"The differences [in traffic signs] I have found are because of the seasons, like snow signs." - Washington bicyclist*

*"[Hispanics don't cross] any differently than other people." - Los Angeles bicyclist*

## **Country of origin differences**

Participants agreed that although each Hispanic culture is unique, cultural differences as they pertain to bicycle safety are relatively minor. They report that Hispanics share much in terms of core traits, religion, and language.

*"It varies a little culturally, but after analyzing, almost everything is the same." - New York bicyclist*

*"There are differences according to your age and education." - Los Angeles bicyclist*

*"I don't think they [differences due to country of origin] are too big; we have the same religion, the same language, and we are under the same condition." - New York bicyclist*

*"We have more things in common than that make us feel different. I don't believe we want to take risks that aren't necessary." - Los Angeles bicyclist*

*"I believe that it's always different because we all come from different countries, and the streets are different, the experience is different, according to how you see it." - New York bicyclist*

*"The Mexicans take more risks than the Ecuadorians." - Los Angeles bicyclist*

## **Safety solutions: Signs and pathways**

In thinking about these bicycle safety issues, participants felt it would be beneficial to have clear and helpful signs for bicyclists. They think these signs will be most helpful if they rely on graphics, and not text, to convey information. In addition, they felt that additional pathways for bicyclists would help them to avoid pedestrian and car accidents, and that these pathways need to be well marked. As noted above, and also in the pedestrian group, a better explanation of crosswalks and walkways for pedestrians and bicyclists would also be helpful for Hispanics.

*"[Create] more signs and more pathways for the bicycles." - Miami bicyclist*

*"Ride in the places marked for bicycles." - New York bicyclist*

## **Safety solutions: Respect the traffic code**

Another common solution was the need for general respect and education among bicyclists. As was mentioned earlier, participants felt that it would be helpful to create a bicycle education class for new immigrants, where information could be disseminated in a way that is easily understood. Overall, they added that there must be a mutual respect on the roads between cars, bicycles, and pedestrians. They emphasized that bikers need to be alert, careful, and respectful.

*"[We need to have] education, and respect for the traffic laws." - Miami bicyclist*

*"Make a traffic code for the bicycles." - Miami bicyclist*

*"Always be alert and be careful." - Miami bicyclist*

*"Respect the space." - New York bicyclist*

*"Fine the bicyclists if they go fast on certain areas." - Los Angeles bicyclist*

## **Overall interest**

Overall, participants expressed interest in this topic. However, traffic safety concerns are not as important as basic needs such as health, education, and immigration. Still, participants would be receptive to additional information on this topic, especially information designed for new immigrants where they perceive a great need.

*"I believe that we should be interested after listening to all the statistics and that someone should do something about it." - Miami bicyclist*

*"Yes [the Hispanic community will be interested], since the bicycle is used widely." - Washington bicyclist*

*"Riding a bicycle doesn't have any importance for Hispanics [compared to issues of housing, health, etc.]." - New York bicyclist*

*"I think it is important, but not as important as health." - Los Angeles bicyclist*

## **Hispanics' suggestions for public outreach on this topic**

Participants mentioned several places they would like to see more information on this topic. These include: media outlets (radio, newspaper, television, and magazines); doctor's offices; churches; schools; community centers; bus shelters and other public transit areas; the Internet; supermarkets; libraries; Hispanic neighborhoods; motor vehicle offices; and, bike stores. They also thought that word of mouth would be a good way to spread this type of information. Advertising campaigns with commercials, posters, flyers, bumper stickers, and a bicycle race to raise awareness were also suggested as ways to reach the community. Participants also felt that it was important to produce manuals and maps for bicyclists with more information. Nearly all participants felt that materials should be bilingual, and they emphasized the need for "simple language messages, so that everybody can understand." They also thought materials should be specifically targeted to children. They expressed the desire for information on "laws," "precautions," "risks," and "positive and negative things about [being] a bicyclist." Finally, the education of drivers on bicycle safety was seen as critical.

*"I think that there is not enough information for the bicyclists that says here are the laws and this is what you can or cannot do." - Los Angeles bicyclist*

*"[We need] a complete guide, with the basic safety rules." - Los Angeles bicyclist*

*"I believe that when you are new to this country, you should take a course or read a book just as if you are taking the driver's license [test], so they should have one manual for bicycles." - New York bicyclist*

*"Information in all senses, TV, radio, newspaper, the soap operas, posters in Spanish, flyers, security manuals, advertisements in the city [should be a part of any campaign]." - New York bicyclist*

*"The best way will be in the schools, because most of the Hispanics go to school, so they should do bicycle classes." - Miami bicyclist*

*"Give away flyers at the stoplights, in the bus stops, etc., directly to the hands [of the bicyclists]." - Washington bicyclist*

*"The communications networks never talk about the bicycle riders." - Miami bicyclist*

*"First thing will be to know all the precautions in order to communicate them." - Washington bicyclist*

*"Give the number one law of the bicyclist, which is that the bumper of the bicyclist is the head." - Washington bicyclist*

*"They should have maps for bicycle routes." - Miami bicyclist*

*"Be defensive, be careful." "Never forget that you have a mother at home." - Los Angeles bicyclists, in conversation about what to tell people*

*"Ride a bicycle as if you were driving a car." - Miami bicyclist*

*"[Drivers should learn about bike safety] in the manual for the driver's license it says that the pedestrian and the bicyclist have the right to go first." - Washington bicyclist*

*"For example, [we need] a public ad that shows the potential danger of getting in front of a bicycle rider." - Los Angeles bicyclist*

*"All people who ride bicycles should be members of an association so they know about all the rules." - Los Angeles bicyclist*

[Back to Table of Contents](#)

---

## Appendix

- A. [Moderator's Guide \(English\)](#)
- B. [Moderator's Guide \(Pedestrian Spanish\)](#)

- C. [Moderator's Guide \(Bicycle Spanish\)](#)
- D. [Screening Form \(English\)](#)
- E. [Screening Form \(Spanish\)](#)
- F. [Traffic Signs Handout](#)

[Back to Table of Contents](#)

---

## Moderator's Guide (English)

**Federal Highway Administration  
National Highway Traffic Safety Administration**  
*Hispanic Bicyclists/Pedestrians in New York, Miami, Los Angeles, and DC*  
2004

### Moderator's Guide

- I. **INTRODUCTION AND ICEBREAKER (10 minutes)**
  - A. **Introduction and purpose**

Thank you for coming. Your presence and participation today are very important. My name is \_\_\_\_\_ and I work for an independent communications company. I will be moderating today's discussion.

The goal of this project is to understand better the attitudes that Hispanics have about bicycle/pedestrian safety. We want to talk to you about your thoughts, feelings, and reactions concerning this important topic. Your thoughts and comments will represent those of other Hispanics living throughout the United States.

The feedback you will give us today is information we could not get anywhere else. Thank you for your willingness to come and give us your opinions. We think you'll enjoy talking about this important issue.

- B. **Procedure**

Before we begin, I would like to start with some ground rules for our discussion today:

1. Everyone's participation is important.
2. There are no wrong answers. Please be completely honest.
3. Our discussion today is being tape recorded. These recordings allow us to write a more complete report, and to make sure we accurately reflect your opinions.
4. We want this to be a group discussion, so you don't need to wait for me to call on you to speak. However, please only speak

one at a time, so that the tape recorder can pick up all your comments.

5. Our discussion is totally confidential. We will not use your names in any report. I also want you to remind you that I work for an independent communications company, and not for any federal agency or law enforcement organization. Everything you say here will be used for research purposes only.
6. [When applicable] I want you to know that I am working with some other people on this project, and they will be observing our conversation from the other side of this mirror.
7. As moderator, my function is to keep the discussion focused on the subject. If I see that we are deviating from the subject, I will bring us back to the topic so we can finish on time.
8. Please, turn all cell phones off and keep away any other object that might distract us from the discussion.

C. **Introductions**

Before we begin, I would like each of you to take a few moments to introduce yourself. Please tell the group:

- Your name
- Your country or origin
- How long you have lived in the US

II. **GENERAL ATTITUDES ABOUT BICYCLE/PEDESTRIAN SAFETY (20 minutes)**

Let's begin by talking a little bit about your daily life and activities.

1. Tell me briefly about the places you go each day, including school, work, the bus stop, the grocery store, etc. How do you normally get there?
2. Describe as much as possible the physical places you walk/ride. Are there stoplights, stop signs, bridges, intersections, tunnels, highways, etc. on the paths you normally take?
3. [CA Pedestrian only: Do you ever walk along the railroad tracks? Do you know of anyone who does? When and why?]
4. How long is the trip? What time of the day do you travel? Is there an alternate way you could get to these locations?
5. What do you think makes a pedestrian/bicyclist safe?
6. Do you know of any laws that exist regarding proper behavior for pedestrians/bicyclists? Tell me as much as you can about these laws.

[Prompts: Should you walk/ride against or with traffic? Where should you cross an intersection?]

7. Where do you learn about these laws? Do you think you would find out if a law changed? Why or why not?

Thanks for sharing, this information is really helpful!

## II. **RISK PERCEPTIONS AND ACCIDENT HISTORY (30 minutes)**

Now let's talk in a bit more detail about some of the situations you might encounter when walking/riding your bicycle.

8. Do you think of your walks/rides as relatively safe or unsafe activities? Why or why not?
9. When you are walking/biking, is there any part of your trip that makes you nervous or uncomfortable? Which parts, or why not?
10. What precautions, if any, do you take to better protect yourself while walking/riding? [If not mentioned, prompt bicyclists for wearing of a helmet.] Probe: Have you ever worn reflective clothing or light colored clothing to make yourself more visible at night? Why or why not? [Probe for overall perceptions, concerns about appearance, cost, effectiveness, etc.]
11. What about if you have to cross an especially busy intersection or roadway? Tell me more about any precautions you might take in this circumstance.
12. Do you take any extra precautions if there is bad weather or if it is dark outside? If so, what precautions?
13. (a.) Have you ever personally been in an accident while walking/biking? If yes, tell me more about it. What happened? Did you report it to the police?  
(b.) Have any of your family members or friends ever been involved in accidents while walking/biking? If so, what happened? Do you know if these accidents were reported to the police?
14. Do you think Hispanics are less likely to report an accident? Why? [Probe: What do you think is Hispanic's general attitude concerning U.S. police officers? For example, is fear an issue?]
15. Have you ever personally had any "near misses" while walking/biking? If so, please tell me about those.
16. Based on your own personal experiences, who do you think is mostly likely to be involved in accidents such as these? For example, teenagers, adults, men, women, young children, seniors? Why?

17. How much out of your way would you be willing to walk/ride to get to a safer place to cross a street? Does it depend on if you are in a hurry?
18. A lot of times we do things in a hurry that we might not do otherwise. Have you ever crossed a busy street without looking, jay-walked, tried to cross a multi-lane highway, or done something else you knew was dangerous? Tell me about that incident. What did you do, and why? How much longer would it have taken you to get to a crosswalk or another safer place to cross?
19. When you are walking/biking, what strategies, if any, do you use to monitor the behavior of other cars on the road? For example, how do you know, or would you know, if a car was going to turn in front of you? Do you try to make eye-contact with drivers to make sure they are aware of you?
20. Sometimes, people walk/bike after consuming alcohol, because they don't want to drive their cars home, or for some other reason. Have you ever ridden your bicycle/walked a distance after consuming alcohol? Let me remind you that I do not work for a law enforcement agency; we just want to understand better what people do, your privacy will be protected. Can you tell me more about that incident?

Thanks, that's great information.

### III. **DISCUSSION OF CULTURAL AND OTHER DIFFERENCES (30 minutes)**

As you may know, Hispanics appear to be at greater risk for being involved in pedestrian/bicycle accidents, compared to non-Hispanics. I want to talk with you about why this might be.

21. I want to talk about the differences that exist between your home country and the US regarding traffic rules, signs, customs, and behaviors. Let's start by talking about road signs. How are the signs here different than those in your home country? What signs are confusing? Are there any signs that are especially hard to understand, especially for recent immigrants?
22. Is there more traffic in the US, or do people drive differently in this country, than in your home country? For example, do drivers yield to pedestrians/bicyclists in a different way than in your home country? How does this affect pedestrians/bicyclists? Probe: Are there different norms regarding how to cross the street in this country compared to your home country? If yes, what are they?
23. [CA Groups Only: Are there differences between this country and your home country involving how to cross railroad tracks? What about regarding walking along railroad tracks? In your home country, are railroad tracks seen as a safe or unsafe place? What about in this country?]

24. How might these differences put Hispanics at higher risks for accidents?
25. Let's talk about some of the other factors that might lead Hispanics to be more likely to be involved in these accidents. For example, are Hispanics more willing to take risks? What kind of risks?
26. Do you think Hispanic neighborhoods are less safe or have more and faster traffic than non-Hispanic neighborhoods? If yes, how so?
27. Are there acculturation or language issues that might put Hispanics at greater risk? If yes, how so? For example, are recent immigrants at higher risk? Why or why not?
28. Do you think Hispanics know less about U.S. traffic laws than non-Hispanics?
29. In many Hispanic countries, traffic laws are not enforced as strictly as they are in the U.S. Do you think Hispanics are less likely to obey traffic laws here? Why or why not?
30. Some studies have shown that Hispanics tend to be somewhat fatalistic, that is, believing that fate controls their destiny. Do you think this effects Hispanic pedestrian/bicycle safety decisions or behaviors? Why or why not?
31. Do you think the answers to these questions depend on whether someone is originally from Mexico, South America, Central America, Cuba, or Puerto Rico? If so, what differences exist and why?

Great! This has been really helpful.

#### IV. **IDEAS FOR HOW TO EDUCATE OTHERS (15 minutes)**

Finally, we're going to discuss what we can do to make Hispanics more aware of pedestrian/bicycle safety issues.

32. Let's start by talking about how interested you think other people might be in this topic. Let's say that over 1,000 Hispanic pedestrians die each year, and that Hispanic pedestrians are almost two times as likely as non-Hispanic pedestrians to die in this type of accident/ Let's say that over 100 Hispanic bicyclists die each year, and that Hispanic bicyclists are almost 1 and a half times as likely as non-Hispanic pedestrians to die. Do these numbers seem large or small to you? Are they surprising? Why or why not?
33. Is this an issue you think the US Hispanic community would be interested in?
34. Do you think pedestrian and traffic safety is a more important, less important, or equally important issue compared to education, health

care, housing, alcohol/drug abuse, or other social issues that concern Hispanics?

35. What do you think would be the best way to educate Hispanics about pedestrian/bicycle safety?
36. If you wanted to learn more about this issue, where would you look for information? How about: [Probe for specific outlets, locations but don't spend too much time on repetitive answers]
  - Radio
  - Newspaper
  - Television
  - Magazines
  - Doctor's offices
  - Churches
  - Schools
  - Community Centers
  - Bus shelters and other public transit areas
  - The Internet
  - Advertisements
  - Posters
  - Word of mouth
  - Anywhere else?
37. Would promotional and educational materials be most effective in English, in Spanish, or both languages (bilingual)? Does it depend on the audience?
38. What would be the most effective way to reach you and other Hispanics with information about this topic? (leave if necessary)
39. How would you summarize this issue for a friend or a family member? What advice would you give a friend or a family member to make him/her safer as a pedestrian/bicyclist?
40. What advice should we give to drivers to increase their awareness about this issue?

Thanks for your feedback! We just have a few final questions.

V. **FINAL COMMENTS AND THANK YOU (5 minutes)**

41. Is there anything else about pedestrian/bicycle safety that we have not discussed today that you think is important?
42. Finally, do you have any other questions or is there anything else you would like to say?

Thank you for coming! Your feedback and thoughts have been very important, and we really appreciate your assistance.

## Moderator's Guide (Pedestrian Spanish)

Federal Highway Administration  
National Highway Traffic Safety Administration  
*Hispanic Pedestrians in New York, Miami, Los Angeles, and DC*  
2004

### Guía del Moderador - Peatones

#### I. INTRODUCCIÓN Y ROMPEHIELO (10 minutos)

##### A. Introducción y propósito

Muchas gracias por venir. Su presencia y participación esta noche son muy importantes. Mi nombre es Nhora y trabajo en una compañía independiente de comunicaciones de salud y soy quien moderará la reunión de esta noche.

Hoy estamos reunidos para conocer y entender sus percepciones y actitudes sobre la seguridad de peatones en el tráfico. Estamos interesados en conversar sobre sus opiniones, sentimientos y reacciones hacia este tema tan importante. Hoy ustedes representan un sector de la comunidad hispana nacional y es por eso que necesitamos escuchar sus opiniones.

La información que nos proporcionen hoy no la podríamos obtener en otro sitio, así que gracias por venir. Creemos que este será un tema interesante para todos.

##### B. Procedimientos y divulgaciones

Antes de empezar, quiero darles algunas indicaciones para nuestra reunión:

- La participación de todos ustedes es muy importante.
- No hay respuestas incorrectas. Por favor, sean francos con sus opiniones.
- Vamos a grabar la conversación de esta noche. La grabación nos permitirá escribir un informe más completo una vez que haya terminado la conversación, y asegurarnos que presentamos la información correcta en el informe. Por favor hablen uno a la vez y en voz alta para que la grabación sea más clara.

- Queremos que esta sea una conversación de grupo, así que no esperen a que yo los llame para pedirle su opinión. Siéntanse libres de responder directamente a los comentarios de otro participante.
- Nuestra discusión es enteramente confidencial, y solo será difundida entre las personas que están trabajando en este proyecto. No vamos a usar sus nombres en ningún informe, ni vamos a asociar sus nombres con comentarios específicos. También quiero recordarles que yo trabajo para una compañía independiente de comunicaciones, y no para ninguna agencia federal u organización del gobierno. Todo lo que digan aquí será utilizado solamente para propósitos de investigación.
- [Si el cliente está presente] Estoy trabajando con otras personas en este proyecto, y ellas estarán observando nuestra conversación detrás del espejo.
- Parte de mi función como moderadora será asegurarme de escuchar las opiniones de cada uno de ustedes, por lo que a veces les voy a pedir que sean breves con sus comentarios para darle la oportunidad a otra persona y para que se puedan ir a sus casas a tiempo. También trataré de mantenernos enfocados en el tema si veo que nos estamos desviando.
- Por favor apaguen sus celulares y guarden cualquier otro objeto que pueda distraerlos de nuestra reunión.

### C. **Presentaciones**

Antes de comenzar, quisiera que tomemos unos minutos para presentarnos. Por favor digan al grupo:

- Su nombre
- Su país de origen
- Cuánto tiempo han vivido en los Estados Unidos.

## II. **ACTITUDES GENERALES SOBRE LA SEGURIDAD DE PEATONES/CICLISTAS EN EL TRÁFICO (20 minutos)**

Por qué no empezamos hablando un poco sobre sus actividades cotidianas.

1. Cuéntenme brevemente sobre los lugares a los que van todos los días, incluyendo el colegio o la universidad, el trabajo, la parada de autobús, el mercado, etc. ¿Cómo se transportan a los lugares donde van regularmente?
2. Describan ahora en más detalle la ruta a los lugares a los que caminan. Por ejemplo, ¿hay semáforos y señales de tránsito en la ruta? [probe: ¿señales de "Pare"?] ¿Hay puentes, intersecciones, túneles, autopistas, etc., en la vía que toman?

3. **[Para peatones de CA solamente:** ¿Alguna vez han caminado sobre los rieles del tren? ¿Conocen a alguien que si lo haga? ¿Cuándo y por qué lo hacen?]
4. ¿Qué tan largo es el viaje? [probe: ¿qué tanto caminan?] ¿Durante cuáles horas del día van a estos sitios? ¿Hay rutas alternas que puedan tomar para llegar a estos lugares?
5. ¿Qué cosas piensan ustedes que hace a un peatón más seguro en el tráfico?
6. ¿Saben o conocen alguna ley que trate sobre el comportamiento apropiado de los peatones en el tráfico? Díganme lo que saben sobre estas leyes [Probe: ¿deberíamos caminar en la misma dirección que va el tráfico o en la dirección contraria? ¿Dónde se debería cruzar una intersección?
7. ¿Cómo supieron de estas leyes? ¿Creen que si alguna de estas leyes cambia ustedes se enterarían? ¿Por qué o por qué no?

Gracias por compartir sus opiniones. ¡Esta información nos será de mucha ayuda!

## II. PERCEPCION DE RIESGO E HISTORIAL DE ACCIDENTES (30 minutos)

Ahora vamos a hablar en más detalle sobre las situaciones en las que se han visto involucrados al caminar.

8. Cuando caminan, ¿hay alguna parte del viaje donde el tránsito los hace sentir nerviosos o incómodos? ¿Cuál parte? O ¿Por qué no?
9. ¿Qué tipo de precauciones toman, si alguna, para protegerse mientras caminan? ¿Alguna vez han utilizado ropa brillante o que refleja o ropa de colores claros para que otros los puedan ver durante la noche? ¿Por qué o por qué no? [Pregunta sobre percepciones generales, preocupación sobre la apariencia, costo, efectividad, etc.]
10. ¿Qué tal si tienen que cruzar una intersección o calle con mucho tráfico? Díganme sobre las precauciones que pueden tomar en esta circunstancia.
11. ¿Toman precauciones extras para protegerse mientras caminan en la calle, autopista, etc. si hay mal tiempo o si está oscuro afuera? Si es así, ¿cuáles precauciones?
12. (a.) ¿Alguna vez han estado involucrados en un accidente mientras caminaban? Si es así, háblenme más sobre eso. ¿Qué pasó?  
¿Reportaron el accidente a la policía?  
(b.) ¿Alguno de sus familiares o amigos han estado involucrados en accidentes mientras caminaban? Si es así, ¿qué pasó? ¿Saben si estos accidentes fueron reportados a la policía?

13. ¿Piensan que los hispanos están menos dispuestos a reportar un accidente? ¿Por qué? [Probe: actitud general de los hispanos ante los oficiales de policía de los Estados Unidos. Por ejemplo, ¿existe miedo?]
14. ¿Alguna vez han estado "a punto" de tener un accidente mientras caminaban? Si es así, por favor explíquenme más sobre lo sucedido.
15. De acuerdo a sus propias experiencias, ¿quiénes creen ustedes que son más propensos a estar involucrados en accidentes como éstos? Por ejemplo ¿adolescentes, adultos, hombres, mujeres, niños, personas mayores? ¿Por qué?
16. ¿Cuán lejos estarían dispuestos a desviarse de su ruta diaria para encontrar un sitio más seguro donde cruzar la calle? ¿Depende de si están apurados?
17. Muchas veces cuando estamos apurados hacemos cosas que no haríamos cuando no lo estamos. ¿Alguna vez han cruzado una calle con tráfico sin mirar o sin utilizar la intersección, han cruzado una autopista o carretera de varios carriles o canales, o han hecho algo que sabían era peligroso? Cuéntenme sobre lo ocurrido en esa oportunidad. ¿Qué hicieron y por qué? ¿Cuánto tiempo les hubiera tomado llegar al paso de peatones o a otro lugar más seguro para cruzar?
18. Cuando están caminando, ¿qué hacen para determinar la dirección hacia la que van los carros? Por ejemplo, ¿cómo saben o sabrían si un carro va a cruzar en frente de ustedes? ¿Tratan de tener contacto visual con los conductores para asegurarse de que los hayan visto?
19. Algunas veces, la gente decide regresar caminando a sus casas después de haber consumido alcohol porque no quieren manejar, o por algún otro motivo. ¿Alguna vez han caminado cierta distancia luego de haber consumido alcohol? Déjenme recordarles que yo no trabajo para ninguna agencia policial o del gobierno, solo queremos entender mejor lo que la gente hace con frecuencia, así que su privacidad será protegida. ¿Y cómo les fue? ¿Qué pasó?

Gracias por su ayuda.

### III. DIFERENCIAS CULTURALES Y OTRAS (30 minutos)

Como ya sabrán, los hispanos tenemos un mayor riesgo de estar involucrados en accidentes de tráfico como peatones, comparado a otras personas. Me gustaría entonces hablar sobre el por qué esto puede estar ocurriendo:

20. Me gustaría hablar sobre las diferencias que existen entre su país de origen y los Estados Unidos en relación a las leyes de tránsito, señales de tránsito, tradiciones y comportamientos. Vamos a comenzar a hablar sobre las señales de tránsito. ¿Cuán diferentes son las señales de tránsito de aquí a las de su país? ¿Cuáles señales son confusas? ¿Hay algunas señales que sean específicamente difícil de entender,

especialmente para inmigrantes nuevos en el país? **[Repartir hoja con señales de tránsito o pedir que dibujen la señal si es necesario]**

21. ¿Creen que hay más tráfico en los Estados Unidos o que la gente maneja diferente en este país, comparado al suyo? Por ejemplo, ¿creen que los conductores aquí ceden el paso a los peatones en una manera distinta a la de su país? ¿Cómo afecta esto a los peatones? Probe: ¿Hay normas para cruzar las calles aquí distintas o nuevas a las de su país? Si es así, ¿cuáles son esas?
22. **[CA solamente:** ¿Hay normas para cruzar los rieles del tren aquí distintas a las de su país? ¿Y normas para caminar por los rieles? En su país, ¿son los rieles vistos como lugares seguros o inseguros? ¿Y en este país?
23. ¿Cómo podrían estas diferencias poner a los hispanos en alto riesgo de tener un accidente?
24. Ahora vamos a hablar sobre otros factores que podrían poner a los hispanos en alto riesgo de tener un accidente. Por ejemplo, ¿creen que los hispanos están más dispuestos a tomar riesgos? ¿Qué tipo de riesgos? [probe: cruzar la calle mientras la luz verde está encendida, etc.]
25. ¿Piensan que es menos seguro en los vecindarios o barrios hispanos que en otros vecindarios? ¿O piensan que los vecindarios hispanos tienen más tráfico o tráfico que viaja más rápido que en otros sitios? Si es así, ¿cómo es eso?
26. ¿Existen problemas del idioma o diferencias culturales en los patrones de tránsito que podrían poner a los hispanos en mayor riesgo de tener un accidente? Si es así, ¿cómo es eso? Por ejemplo, ¿son los nuevos inmigrantes más propensos a tener un accidente? ¿Por qué o por qué no?
27. ¿Piensan que los hispanos saben menos sobre las leyes de tránsito de los Estados Unidos que otras personas?
28. muchos países latinoamericanos, las leyes de tránsito no se hacen cumplir tan estrictamente como en Estados Unidos. ¿Ustedes piensan que los hispanos están menos dispuestos a obedecer las leyes de tránsito de este país? ¿Por qué o por qué no?
29. Algunos estudios han demostrado que los hispanos tienden a ser algo fatalistas, o sea, algunos creen que la vida está sujeta al destino. ¿Ustedes creen que esto afecta de alguna manera las decisiones o acciones de los hispanos que caminan? ¿Por qué o por qué no?
30. ¿Piensan que las respuestas a estas preguntas dependen de si una persona es de otra nacionalidad o región en América Latina? Por ejemplo, México, Suramérica, Centroamérica, Cuba o Puerto Rico. Si es así, ¿qué diferencias existen y por qué?

Gracias por su ayuda.

#### IV. IDEAS PARA EDUCAR A OTROS (15 minutos)

Finalmente, vamos a hablar sobre las cosas que podemos hacer para alertar a otros hispanos sobre su seguridad en el tráfico.

31. Vamos a comenzar hablando sobre el interés que puedan tener otras personas sobre este tema.
  - Digamos que más de 1.000 peatones hispanos mueren cada año, y que los peatones hispanos tienen dos veces más de probabilidad de morir en este tipo de accidente que otros peatones. ¿Les parece que estos números son altos o bajos? ¿Los sorprende?
  
32. ¿Ustedes creen que la comunidad hispana está interesada en darle atención a un problema como este? ¿Por qué o por qué no?
  
33. ¿Les parece que la seguridad vial es un problema más, menos o igualmente importante comparado al de educación, salud, vivienda, abuso de alcohol o drogas, u otros problemas sociales que preocupan a muchos hispanos?
  
34. ¿Cuál piensan es la mejor manera de educar a la comunidad hispana sobre la seguridad de peatones en el tráfico?
  
35. Si quisieran aprender más sobre este tema, ¿a dónde irían para buscar más información? [pide información detallada: nombres de sitios, medios de comunicación, **pero no pierdas tiempo en respuestas repetitivas**]  
¿Qué tal?
  - Radio
  - Periódico
  - Televisión
  - Revistas
  - Consultorios
  - Iglesias
  - Escuelas; colegios; universidades
  - Centros comunitarios
  - Paradas de autobús u otros sitios de transporte público
  - Internet
  - Afiches
  - A través de amigos
  - ¿Algún otro sitio?
  
36. ¿Los materiales promocionales y de educación serían más efectivos en inglés, en español, o en ambos idiomas (bilingües)? ¿Creen que depende de la audiencia?

37. **[si es necesario preguntar]** ¿Cuál sería la manera más efectiva de llegar a ustedes y al resto de la comunidad hispana con información sobre este tema?
38. ¿Cómo le explicarías este tema a un amigo(a)? ¿Qué consejos le darías a tu amigo(a) para que éste(a) tome precauciones como peatón?
39. ¿Qué consejos deberíamos darle a los conductores de automóviles para que estén más al tanto de lo que está sucediendo?

¡Gracias por su ayuda! Solo tengo un par de preguntas finales.

#### V. **COMENTARIOS FINALES Y GRACIAS (5 minutos)**

40. ¿Hay algo más sobre la seguridad de peatones en el tráfico que no se haya mencionado hoy y que crean sería importante mencionar?
41. Para terminar, ¿tienen alguna pregunta o comentario final? ¿Quisieran añadir algo?

Esas son todas mis preguntas. Muchas gracias por su tiempo. Sus comentarios y opiniones han sido de gran ayuda por lo que apreciamos su asistencia.

[Back to Table of Contents](#)

---

## Moderator's Guide (Bicycle Spanish)

**Federal Highway Administration**  
**National Highway Traffic Safety Administration**  
*Hispanic Bicyclists in New York, Miami, Los Angeles, and DC*  
2004

### Guía del Moderador - Ciclistas

#### I. **INTRODUCCIÓN Y ROMPEHIELO (10 minutos)**

##### A. **Introducción y propósito**

Muchas gracias por venir. Su presencia y participación esta noche son muy importantes. Mi nombre es Nhora y trabajo en una compañía independiente de comunicaciones de salud y soy quien moderará la reunión de esta noche.

Hoy estamos reunidos para conocer y entender sus percepciones y actitudes sobre la seguridad de ciclistas en el tráfico. Estamos interesados en conversar sobre sus opiniones, sentimientos y reacciones hacia este tema tan importante. Hoy ustedes representan

un sector de la comunidad hispana nacional y es por eso que necesitamos escuchar sus opiniones.

La información que nos proporcionen hoy no la podríamos obtener en otro sitio, así que gracias por venir. Creemos que este será un tema interesante para todos.

## B. **Procedimientos y divulgaciones**

Antes de empezar, quiero darles algunas indicaciones para nuestra reunión:

- La participación de todos ustedes es muy importante.
- No hay respuestas incorrectas. Por favor, sean francos con sus opiniones.
- Vamos a grabar la conversación de esta noche. La grabación nos permitirá escribir un informe más completo una vez que haya terminado la conversación, y asegurarnos que presentamos la información correcta en el informe. Por favor hablen uno a la vez y en voz alta para que la grabación sea más clara.
- Queremos que esta sea una conversación de grupo, así que no esperen a que yo los llame para pedirle su opinión. Siéntanse libres de responder directamente a los comentarios de otro participante.
- Nuestra discusión es enteramente confidencial, y solo será difundida entre las personas que están trabajando en este proyecto. No vamos a usar sus nombres en ningún informe, ni vamos a asociar sus nombres con comentarios específicos. También quiero recordarles que yo trabajo para una compañía independiente de comunicaciones, y no para ninguna agencia federal u organización del gobierno. Todo lo que digan aquí será utilizado solamente para propósitos de investigación.
- [Si el cliente está presente] Estoy trabajando con otras personas en este proyecto, y ellas estarán observando nuestra conversación detrás del espejo.
- Parte de mi función como moderadora será asegurarme de escuchar las opiniones de cada uno de ustedes, por lo que a veces les voy a pedir que sean breves con sus comentarios para darle la oportunidad a otra persona y para que se puedan ir a sus casas a tiempo. También trataré de mantenernos enfocados en el tema si veo que nos estamos desviando.
- Por favor apaguen sus celulares y guarden cualquier otro objeto que pueda distraerlos de nuestra reunión.

### C. Presentaciones

Antes de comenzar, quisiera que tomemos unos minutos para presentarnos. Por favor digan al grupo:

- Su nombre
- Su país de origen
- Cuánto tiempo han vivido en los Estados Unidos.

## II. ACTITUDES GENERALES SOBRE LA SEGURIDAD DE CICLISTAS/CICLISTAS EN EL TRÁFICO (20 minutos)

Por qué no empezamos hablando un poco sobre sus actividades cotidianas.

1. Cuéntenme brevemente sobre los lugares a los que van todos los días, incluyendo el colegio o la universidad, el trabajo, la parada de autobús, el mercado, etc. ¿Cómo se transportan a los lugares donde van regularmente?
2. Describan ahora en más detalle la ruta a los lugares a los que van en bicicleta. Por ejemplo, ¿hay semáforos y señales de tránsito en la ruta? [probe: ¿señales de "Pare"?] ¿Hay puentes, intersecciones, túneles, autopistas, etc., en la vía que toman?
3. ¿Qué tan largo es el viaje? [probe: ¿qué tanto andan en bicicleta?] ¿Durante cuáles horas del día van a estos sitios? ¿Hay rutas alternas que puedan tomar para llegar a estos lugares?
4. ¿Qué cosas piensan ustedes que hace a un ciclista más seguro en el tráfico?
5. ¿Saben o conocen alguna ley que trate sobre el comportamiento apropiado de los ciclistas en el tráfico? Díganme lo que saben sobre estas leyes [Probe: ¿deberíamos andar en bicicleta en la misma dirección que va el tráfico o en la dirección contraria? ¿Dónde se debería cruzar una intersección?
6. ¿Cómo supieron de estas leyes? ¿Creen que si alguna de estas leyes cambia ustedes se enterarían? ¿Por qué o por qué no?

Gracias por compartir sus opiniones. ¡Esta información nos será de mucha ayuda!

## II. PERCEPCION DE RIESGO E HISTORIAL DE ACCIDENTES (30 minutos)

Ahora vamos a hablar en más detalle sobre las situaciones en las que se han visto involucrados al andar en bicicleta.

7. Cuando andan en bicicleta, ¿hay alguna parte del viaje donde el tránsito los hace sentir nerviosos o incómodos? ¿Cuál parte? O ¿Por qué no?
8. ¿Qué tipo de precauciones toman, si alguna, para protegerse mientras andan en bicicleta? Probe: ¿Alguna vez han utilizado ropa brillante o que refleja o ropa de colores claros para que otros los puedan ver durante la noche? ¿Por qué o por qué no? [Pregunta sobre percepciones generales, preocupación sobre la apariencia, costo, efectividad, etc.]
9. ¿Qué tal si tienen que cruzar una intersección o calle con mucho tráfico? Díganme sobre las precauciones que pueden tomar en esta circunstancia.
10. ¿Toman precauciones extras para protegerse mientras andan en bicicleta en la calle, autopista, etc. si hay mal tiempo o si está oscuro afuera? Si es así, ¿cuáles precauciones?
11. (a.) ¿Alguna vez han estado involucrados en un accidente mientras andaban en bicicleta? Si es así, háblenme más sobre eso. ¿Qué pasó? ¿Reportaron el accidente a la policía?  
(b.) ¿Alguno de sus familiares o amigos han estado involucrados en accidentes mientras andaban en bicicleta? Si es así, ¿qué pasó? ¿Saben si estos accidentes fueron reportados a la policía?
12. ¿Piensan que los hispanos están menos dispuestos a reportar un accidente? ¿Por qué? [Probe: actitud general de los hispanos ante los oficiales de policía de los Estados Unidos. Por ejemplo, ¿existe miedo?]
13. ¿Alguna vez han estado "a punto" de tener un accidente mientras andaban en bicicleta? Si es así, por favor explíquenme más sobre lo sucedido.
14. De acuerdo a sus propias experiencias, ¿quiénes creen ustedes que son más propensos a estar involucrados en accidentes como éstos? Por ejemplo ¿adolescentes, adultos, hombres, mujeres, niños, personas mayores? ¿Por qué?
15. ¿Cuán lejos estarían dispuestos a desviarse de su ruta diaria para encontrar un sitio más seguro donde cruzar la calle? ¿Depende de si están apurados?
16. Muchas veces cuando estamos apurados hacemos cosas que no haríamos cuando no lo estamos. ¿Alguna vez han cruzado una calle con tráfico sin mirar o sin utilizar la intersección, han cruzado una autopista o carretera de varios carriles o canales, o han hecho algo que sabían era peligroso? Cuéntenme sobre lo ocurrido en esa oportunidad. ¿Qué hicieron y por qué? ¿Cuánto tiempo les hubiera tomado llegar al paso de ciclistas o a otro lugar más seguro para cruzar?

17. Cuando andan en bicicleta, ¿qué hacen para determinar la dirección hacia la que van los carros? Por ejemplo, ¿cómo saben o sabrían si un carro va a cruzar en frente de ustedes? ¿Tratan de tener contacto visual con los conductores para asegurarse de que los hayan visto?
18. Algunas veces, la gente decide regresar a sus casas en bicicleta después de haber consumido alcohol porque no quieren manejar, o por algún otro motivo. ¿Alguna vez han andado en bicicleta cierta distancia luego de haber consumido alcohol? Déjenme recordarles que yo no trabajo para ninguna agencia policial o del gobierno, solo queremos entender mejor lo que la gente hace con frecuencia, así que su privacidad será protegida. ¿Y cómo les fue? ¿Qué pasó?

Gracias por su ayuda.

### III. DIFERENCIAS CULTURALES Y OTRAS (30 minutos)

Como ya sabrán, los hispanos tenemos un mayor riesgo de estar involucrados en accidentes de tráfico como ciclistas, comparado a otras personas. Me gustaría entonces hablar sobre el por qué esto puede estar ocurriendo:

19. Me gustaría hablar sobre las diferencias que existen entre su país de origen y los Estados Unidos en relación a las leyes de tránsito, señales de tránsito, tradiciones y comportamientos. Vamos a comenzar a hablar sobre las señales de tránsito. ¿Cuán diferentes son las señales de tránsito de aquí a las de su país? ¿Cuáles señales son confusas? ¿Hay algunas señales que sean específicamente difícil de entender, especialmente para inmigrantes nuevos en el país? **[Repartir hoja con señales de tránsito o pedir que dibujen la señal si es necesario]**
20. ¿Creen que hay más tráfico en los Estados Unidos o que la gente maneja diferente en este país, comparado al suyo? Por ejemplo, ¿creen que los conductores aquí ceden el paso a los ciclistas en una manera distinta a la de su país? ¿Cómo afecta esto a los ciclistas? Probe: ¿Hay normas para cruzar las calles aquí distintas o nuevas a las de su país? Si es así, ¿cuáles son esas?
21. **[CA solamente:** ¿Hay normas para cruzar los rieles del tren aquí distintas a las de su país? ¿Y normas para andar en bicicleta por los rieles? En su país, ¿son los rieles vistos como lugares seguros o inseguros? ¿Y en este país?
22. ¿Cómo podrían estas diferencias poner a los hispanos en alto riesgo de tener un accidente?
23. Ahora vamos a hablar sobre otros factores que podrían poner a los hispanos en alto riesgo de tener un accidente. Por ejemplo, ¿creen que los hispanos están más dispuestos a tomar riesgos? ¿Qué tipo de riesgos? [probe: cruzar la calle mientras la luz verde está encendida, etc.]

24. ¿Piensan que es menos seguro en los vecindarios o barrios hispanos que en otros vecindarios? ¿O piensan que los vecindarios hispanos tienen más tráfico o tráfico que viaja más rápido que en otros sitios? Si es así, ¿cómo es eso?
25. ¿Existen problemas del idioma o diferencias culturales en los patrones de tránsito que podrían poner a los hispanos en mayor riesgo de tener un accidente? Si es así, ¿cómo es eso? Por ejemplo, ¿son los nuevos inmigrantes más propensos a tener un accidente? ¿Por qué o por qué no?
26. ¿Piensan que los hispanos saben menos sobre las leyes de tránsito de los Estados Unidos que otras personas?
27. En muchos países latinoamericanos, las leyes de tránsito no se hacen cumplir tan estrictamente como en Estados Unidos. ¿Ustedes piensan que los hispanos están menos dispuestos a obedecer las leyes de tránsito de este país? ¿Por qué o por qué no?
28. Algunos estudios han demostrado que los hispanos tienden a ser algo fatalistas, o sea, algunos creen que la vida está sujeta al destino. ¿Ustedes creen que esto afecta de alguna manera las decisiones o acciones de los hispanos que andan en bicicleta? ¿Por qué o por qué no?
29. ¿Piensan que las respuestas a estas preguntas dependen de si una persona es de otra nacionalidad o región en América Latina? Por ejemplo, México, Suramérica, Centroamérica, Cuba o Puerto Rico. Si es así, ¿qué diferencias existen y por qué?

Gracias por su ayuda.

#### IV. IDEAS PARA EDUCAR A OTROS (15 minutos)

Finalmente, vamos a hablar sobre las cosas que podemos hacer para alertar a otros hispanos sobre su seguridad en el tráfico.

30. Vamos a comenzar hablando sobre el interés que puedan tener otras personas sobre este tema.
  - Digamos que más de 100 ciclistas hispanos mueren cada año, y que los ciclistas hispanos tienen una vez y media más de probabilidad de morir en este tipo de accidente que otros ciclistas. ¿Les parece que estos números son altos o bajos? ¿Los sorprende?
31. ¿Ustedes creen que la comunidad hispana está interesada en darle atención a un problema como este? ¿Por qué o por qué no?
32. ¿Les parece que la seguridad vial es un problema más, menos o igualmente importante comparado al de educación, salud, vivienda,

abuso de alcohol o drogas, u otros problemas sociales que preocupan a muchos hispanos?

33. ¿Cuál piensan es la mejor manera de educar a la comunidad hispana sobre la seguridad de ciclistas en el tráfico?
34. Si quisieran aprender más sobre este tema, ¿a dónde irían para buscar más información? [pide información detallada: nombres de sitios, medios de comunicación, **pero no pierdas tiempo en respuestas repetitivas**]  
¿Qué tal?
- Radio
  - Periódico
  - Televisión
  - Revistas
  - Consultorios
  - Iglesias
  - Escuelas; colegios; universidades
  - Centros comunitarios
  - Paradas de autobús u otros sitios de transporte público
  - Internet
  - Afiches
  - A través de amigos
  - ¿Algún otro sitio?
35. ¿Los materiales promocionales y de educación serían más efectivos en inglés, en español, o en ambos idiomas (bilingües)? ¿Creen que depende de la audiencia?
36. **[si es necesario preguntar]** ¿Cuál sería la manera más efectiva de llegar a ustedes y al resto de la comunidad hispana con información sobre este tema?
37. ¿Cómo le explicarías este tema a un amigo(a) o familiar? ¿Qué consejos le darías a tu amigo(a) o familiar para que éste(a) tome precauciones como ciclista?
38. ¿Qué consejos deberíamos darle a los conductores de automóviles para que estén más al tanto de lo que está sucediendo?

¡Gracias por su ayuda! Solo tengo un par de preguntas finales.

V. **COMENTARIOS FINALES Y GRACIAS (5 minutos)**

39. ¿Hay algo más sobre la seguridad de ciclistas en el tráfico que no se haya mencionado hoy y que crean sería importante mencionar?
40. Para terminar, ¿tienen alguna pregunta o comentario final? ¿Quisieran añadir algo?

Esas son todas mis preguntas. Muchas gracias por su tiempo. Sus comentarios y opiniones han sido de gran ayuda por lo que apreciamos su asistencia.

[Back to Table of Contents](#)

---

## Screening Form (English)

### RECRUITMENT SCREENING QUESTIONNAIRE

FHWA/NHTSA Hispanic Pedestrian and Bicycle Safety  
2004

#### SCREENER FOR SPANISH-SPEAKING HISPANIC OR LATINO MEN AND WOMEN

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number (Home): \_\_\_\_\_ (Work): \_\_\_\_\_

#### Inclusion Criteria:

- Male; Female
- Hispanic/Latino
- Over the age of 18, mix of ages, at least one person per group over age 60
- Any education level; any income level
- Walks a half mile or more two or more times per week, or bicycles once or more per week
- Spanish-speaking

*Hello, my name is \_\_\_\_\_ and I'm calling on behalf of a company that is doing research on traffic safety. I want to assure you, we are not selling anything, and your answers are completely confidential. We are doing focus groups in your area on \_\_\_\_\_ [DC: March 30, NY: April 1, MIA: April 5, LA: April 8], and participants in the focus groups will earn \$75 for their time. Do you have a few minutes to answer some brief questions to find out if you are eligible to participate?*

(No) [SKIP TO **CLOSE** OR ARRANGE A TIME TO CALL BACK]

(Yes) [CONTINUE]

INDICATE GENDER:

(Female)

(Male)

I'd like to start by asking you some questions about your background:

1. May I ask your age? \_\_\_\_\_
  - Under 18 [SKIP TO **CLOSE**]
  - 18-29 [CONTINUE]
  - 30-39 [CONTINUE]
  - 40-49 [CONTINUE]
  - 50-59 [CONTINUE]
  - 60-69 [CONTINUE]
  - 70-79 [CONTINUE]
  - 80 or older [CONTINUE]

*[Need at least one person over age 60 in each group, ideally 2 per group]*

2. Would you describe yourself as:
  - Hispanic or Latino [CONTINUE]
  - White, not of Hispanic origin [SKIP TO **CLOSE**]
  - Black, not of Hispanic origin [SKIP TO **CLOSE**]
  - Asian [SKIP TO **CLOSE**]
  - Native Hawaiian or other Pacific Islander [SKIP TO **CLOSE**]
  - American Indian or Alaskan Native [SKIP TO **CLOSE**]
  - Other [SKIP TO **CLOSE**]
  
3. How often do you speak Spanish at home? Would you say you speak Spanish:
  - All of the time [CONTINUE]
  - More than half the time [CONTINUE]
  - Some of the time [CONTINUE]
  - Rarely [SKIP TO **CLOSE**]
  
4. Can you tell me where you were born in? (Recruit a mix of U.S. and non-U.S. born, with more born outside than inside the U.S.):
  - The United States [CONTINUE]
  - Mexico [CONTINUE]
  - Puerto Rico [CONTINUE]
  - Cuba [CONTINUE]
  - Central America [CONTINUE]
  - South America [CONTINUE]
  - Other [CONTINUE]
  
5. What is the highest level of education you have completed?
  - Less than high school graduate [CONTINUE]

- High school graduate/GED [CONTINUE]
- Some college [CONTINUE]
- College degree [CONTINUE]
- Graduate or professional degree [CONTINUE]

6. Could you please give me an estimate of your annual household income?  
Would you say it is:

- Less than \$15,000 per year [CONTINUE]
- Between \$15,000-\$25,000 per year [CONTINUE]
- Between \$25,000-\$40,000 per year [CONTINUE]
- Between \$40,000-\$60,000 per year [CONTINUE]
- More than \$60,000 per year [CONTINUE]

7. In a typical week, how often do you ride a bicycle in an urban area? For example, biking to the grocery store, biking from your home to the bus stop, or biking to work.

- Never [CONTINUE]
- Once [**INVITE BIKE**]
- More than once [**INVITE BIKE**]

8. In a typical week, how many days do you walk a half mile or more outdoors, that is, about ten or more minutes continuously? For example, walking to the grocery store, walking to the bus stop, or walking to work.

- Never [SKIP TO **CLOSE**]
- One day [SKIP TO **CLOSE**]
- Two to three days [**INVITE WALK**]
- Four to five days [**INVITE WALK**]
- Six to seven days [**INVITE WALK**]

## **INVITATION**

Thank you for answering our questions. As I said earlier, we are conducting research on traffic safety.

We would like to invite you to participate in a small group discussion on

### **BIKE:**

- DC: March 30, 5-7 pm
- NY: April 1, 7:30-9:30 pm
- MIA: April 5, 5-7 pm
- LA: April 8, 7:30-9:30 pm

**WALK:**

- DC: March 30, 7:30-9:30 pm
- NY: April 1, 5:00-7:00 pm
- MIA: April 5, 7:30-9:30 pm
- LA: April 8, 5:00-7:00 pm

consisting of about 8 other people like yourself and a moderator. *The session will be conducted in Spanish.* This is not a sales meeting. No one will try to sell you anything; we are only interested in your opinions. Your thoughts will help us better understand people's attitudes about traffic safety. The discussion will last about two hours, and we will give you \$75 for your participation.

Would you be willing to participate in such a discussion?

- (Yes) [Continue INVITATION]  
(No) [SKIP TO **CLOSE**]

Great! In the next few days, we will send you a packet of information that includes directions to the facility as well as a reminder about the date and time of the discussion. If you can't attend this meeting, will you please call us at 1-800-565-4352/301-565-0770 so that we can find someone to replace you? [Wait for answer]

May I verify the correct spelling of your name, as well as your correct address and phone number so that we may send you the confirmation letter? [Refer to the top of the page]

We'll also call you the night before the discussion to remind you about this group. It is very important that you arrive on time. Thank you very much for accepting our invitation. We look forward to hearing your thoughts and opinions. Have a nice day.

**CLOSE**

Thank you for taking the time to talk to us. I'm sorry, but you will not be eligible to participate in our study. We will call you again if we have another opportunity in your area. Have a nice day.

[Back to Table of Contents](#)

---

## Screening Form (Spanish)

### RECRUITMENT SCREENING QUESTIONNAIRE

FHWA/NHTSA Hispanic Pedestrian and Bicycle Safety  
2004

SCREENER FOR SPANISH-SPEAKING  
HOMBRES Y MUJERES HISPANOS O LATINOS

Nombre: \_\_\_\_\_

Dirección Física: \_\_\_\_\_

Ciudad: \_\_\_\_\_ Estado: \_\_\_\_\_ Código postal:  
\_\_\_\_\_

Número de teléfono (Casa): \_\_\_\_\_ (Trabajo):  
\_\_\_\_\_

### Inclusion Criteria:

- Hombre; mujer
- Hispanic/Latino
- Mayor de 18 años, mezcla de edades, por lo menos una persona del grupo mayor de 60 años
- **Sólo un par o 3 personas de nivel alto de educación, el resto tiene que tener un nivel bajo;** cualquier nivel de ingreso
- Camina media milla o más, dos o más veces por semana, o maneja bicicleta una o más veces por semana.
- Que hable español

*Hola, me llamo \_\_\_\_\_ y estoy llamando de parte de una compañía que está haciendo un estudio sobre la seguridad de peatones y ciclistas en el tráfico. Le aseguro que no estamos vendiendo nada y que sus respuestas serán totalmente confidenciales. El grupo se reunirá el [DC:Marzo 30, NY:Abril 1, MIA:Abril 5, LA:Abril 8]. Aquellas personas que califiquen y puedan participar recibirán \$75.00 en agradecimiento por su tiempo. ¿Tiene algunos minutos para responder algunas preguntas breves y así verificar si es elegible para participar?*

(No) [ Pasar al **CIERRE** O PIDA OTRA HORA PARA VOLVER A LLAMAR]

(Yes) [CONTINUAR]

INDIQUE EL GENERO:

(Femenino)

(Masculino)

Me gustaría comenzar por hacerle algunas preguntas:

1. Podría preguntarle su edad? \_\_\_\_\_
  - ( ) Menor de 18 [Pasar al **CIERRE**]
  - ( ) 18-29 [CONTINUAR]
  - ( ) 30-39 [CONTINUAR]
  - ( ) 40-49 [CONTINUAR]
  - ( ) 50-59 [CONTINUAR]
  - ( ) 60-69 [CONTINUAR]
  - ( ) 70-79 [CONTINUAR]

- 80 or older [CONTINUAR]

*[Se necesita por lo menos una persona mayor de 60 años en cada grupo, idealmente 2 por grupo]*

2. Usted se considera:

- Hispano o Latino [CONTINUAR]
- Blanco, no de origen Hispano [Pasar al **CIERRE**]
- Afro-americano, no de origen Hispano [Pasar al **CIERRE**]
- Asiático [Pasar al **CIERRE**]
- Nativo de Hawaii o de otra Isla del Pacífico [Pasar al **CIERRE**]
- Indio Americano o nativo de Alaska [Pasar al **CIERRE**]
- Otro [Pasar al **CIERRE**]

3. ¿Con qué frecuencia habla español en casa? Usted diría que habla español:

- Todo el tiempo [CONTINUAR]
- Más de la mitad del tiempo [CONTINUAR]
- Algunas veces [CONTINUAR]
- Raramente [Pasar al **CIERRE**]

4. ¿Podría decirme dónde nació? (Reclute una mezcla de personas nacidas en EEUU y de personas no nacidas en EEUU., la mayoría debería ser nacida fuera de los EEUU, en vez de en los EEUU):

- Los Estados Unidos [CONTINUAR]
- Mexico [CONTINUAR]
- Puerto Rico [CONTINUAR]
- Cuba [CONTINUAR]
- América Central [CONTINUAR]
- Sur América [CONTINUAR]
- Otro [CONTINUAR]

5. ¿Cuál es el último nivel de educación que ha obtenido?

- No graduado de la escuela secundaria [CONTINUAR]
- Diploma de escuela secundaria/GED [CONTINUAR]
- Algo de universidad [CONTINUAR]
- Título universitario [CONTINUAR]
- Postgrado [CONTINUAR]

6. ¿Me podría dar un estimado del ingreso anual de su hogar? Usted diría que es:

- Menos de \$15,000 al año [CONTINUAR]
- Entre \$15,000-\$25,000 al año [CONTINUAR]
- Entre \$25,000-\$40,000 al año [CONTINUAR]

- Entre \$40,000-\$60,000 al año [CONTINUAR]
  - Más de \$60,000 al año [CONTINUAR]
7. ¿Con cuánta frecuencia usted monta bicicleta en un área urbana, durante una semana normal? Por ejemplo, anda en bicicleta para ir al supermercado, para ir de su casa a la parada de buses o para ir a su trabajo.
- Nunca [CONTINUAR]
  - Una vez a la semana [**INVITA AL GR. CICLISTAS**]
  - Más de una vez a la semana [**INVITA AL GR. CICLISTAS**]
8. ¿Cuántos días en una semana normal usted camina media milla o más al aire libre, esto es, alrededor de diez o más minutos continuos? Por ejemplo, camina para ir al supermercado, a la parada de buses o al metro o al trabajo.
- Nunca [Pasar al **CIERRE**]
  - Un día [Pasar al **CIERRE**]
  - Dos o tres días [**INVITA AL GR. PEATONES**]
  - De cuatro a cinco días [**INVITA AL GR. PEATONES**]
  - De seis a siete días [**INVITA AL GR. PEATONES**]

## **INVITACION**

Gracias por contestar nuestras preguntas. Como le dije hace un momento, estamos realizando un estudio sobre la seguridad de peatones y ciclistas en el tráfico.

Nos gustaría que participe en un grupo pequeño el:

### **CICLISTAS:**

- DC: Martes, 30 de Marzo, de 5:00- 7:00 de la noche
- NY: Jueves, 1 de Abril, de 7:30 - 9:30 de la noche
- MIA: Lunes, 5 de Abril, de 5:00 - 7:00 de la noche
- LA: Jueves, 8 de Abril, de 7:30 - 9:30 de la noche

### **PEATONES:**

- DC: Martes, 30 de Marzo, de 7:30 - 9:30 de la noche
- NY: Jueves, 1 de Abril, de 5:00 - 7:00 de la noche
- MIA: Lunes, 5 de Abril, de 7:30 - 9:30 de la noche
- LA: Jueves, 8 de Abril, de 5:00 - 7:00 de la noche

que consistirá de 8 personas como usted y una moderadora. La charla se llevará a cabo en español. Esta no es una reunión de ventas; nadie tratará de venderle nada. Sus opiniones son muy importantes y nos ayudarán a determinar las actitudes de las personas frente a la seguridad de peatones y ciclistas en el tráfico. La reunión durará

aproximadamente dos horas. Le ofreceremos una cena ligera y le entregaremos \$75 por su participación al final de la discusión.

¿Entonces, cree que podrá asistir?

- (Sí) [Continue INVITATION]  
(No) [Pasar al **CIERRE**]

¡Excelente! En los próximos días, le enviaremos una carta con toda la información que necesita para asistir a la reunión, incluyendo instrucciones para llegar al local y la confirmación de la fecha y hora de la reunión. Si por cualquier motivo tiene que cancelar su participación, por favor, llámenos al 1-800-565-4352 o al 301-565-0770 con anticipación para que podamos encontrar su reemplazo. [Esperar a que respondan]

¿Me permite verificar su nombre y dirección, así como su número de teléfono, para enviarle la carta de confirmación y llamarla(o) el día antes para recordarle la reunión? [Anota la dirección al inicio de este cuestionario.]

La reunión comenzará a tiempo así que es importante que llegue por lo menos media hora o 45 minutos antes para que tenga tiempo de tomar un refrigerio. Muchas gracias por aceptar nuestra invitación; la(o) esperamos el 30, 1, 5, 8. ¡Que tenga un buen día!

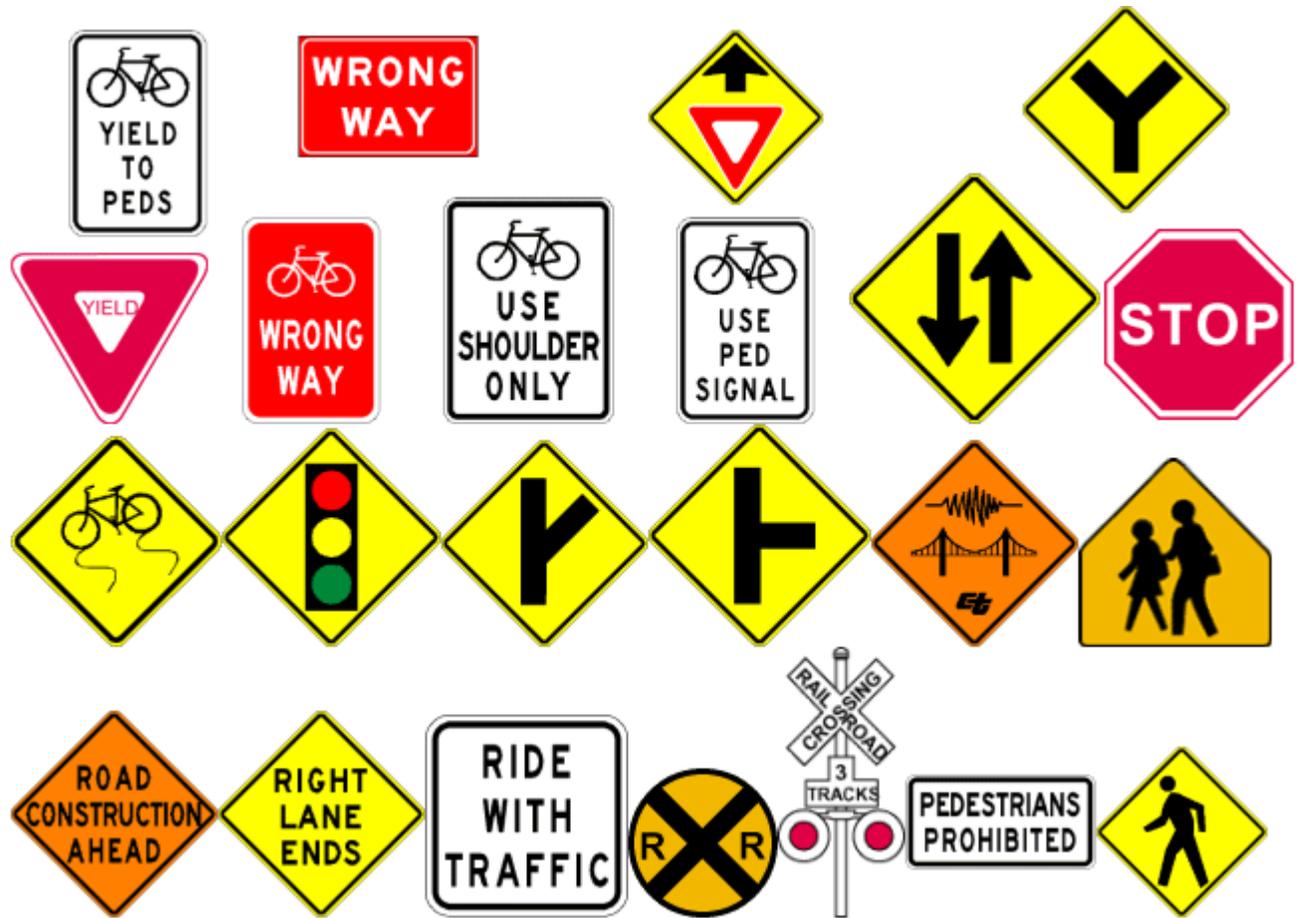
## **CIERRE**

Gracias por tomarse el tiempo para hablar con nosotros. Lo siento mucho, pero usted no será elegible para participar en nuestro estudio. Nosotros entraremos en contacto con usted nuevamente, cuando se presente otra oportunidad en su área. ¡Que tenga un buen día!

[Back to Table of Contents](#)

---

## **Traffic Signs Handout for Group Discussion**





[Back to Table of Contents](#)