



Research of drivers

Prepared for an organization „Georgian Alliance for safe roads“

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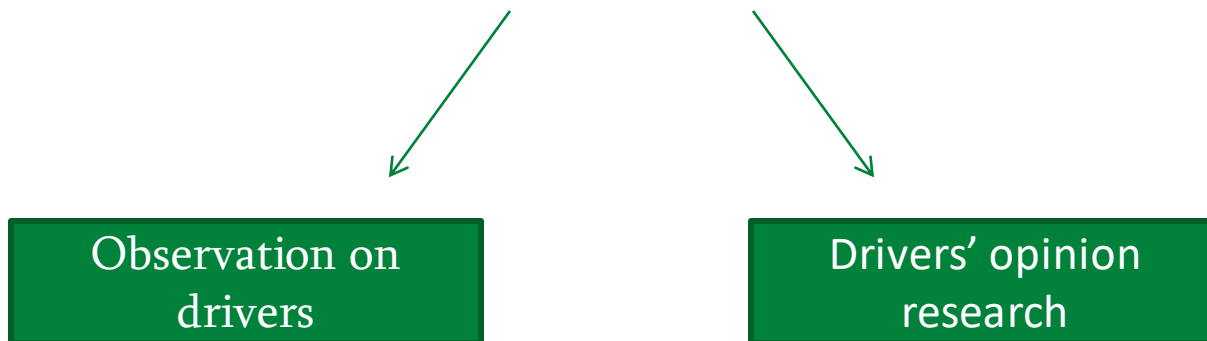
1. Research design



Research design

The aim of a research was to measure the index of abidance by road rules of drivers' and detect their attitudes toward the rules.

Research was held in 2 directions:



Observation on drivers

Research methodology

Research aim

- ✓ Registration the facts of making a way for pedestrians at Zebra crossing without traffic lights.

Segment of a research

- ✓ Drivers

Location for observations

- ✓ Zebra crossing without traffic light

Quantity of locations

- ✓ 5 locations in total

Time of each observation on a location

- ✓ 08:30 – 20:30 working days

Observation period

- ✓ 29 June- 03 July, 2015

Overall observations

- ✓ 7 743 Drivers were described in total



Research aim

- ✓ Identifying the reasons of infracting road motion rules

Research segment

- ✓ Drivers, who drive the cars regularly

Research method

- ✓ Quantitative research, Face to Face interviews at respondents' home

Sampling method

- ✓ Simple random sampling

Sampling size

- ✓ 200 interviews in sum total

Surveying period

- ✓ 05 – 11 July, 2015



2. Main findings of the research



Main findings of the study | 1

- According to the held observations, four drivers from almost every five (76%) do not give a way for pedestrians at the Zebra crossing without traffic lights. In this regard, more men violate of the rules than women (*did not give the road to pedestrians 77% of men, and 65% of women*).
- As for age differences appeared while observations, mostly pedestrians are given a way by 18-30 years old Youngers (34%). Mentioned behavior is getting less by growing the age and reaches only 20-26%. According to the observations, pedestrians are given a way mostly equally by automobiles like the type of sedan and SUV. Pedestrians are not given a way by heavy cars (*made a way for a pedestrian – sedan drivers 25%, SUV drivers - 27%, and only 11% of heavy cars drivers*).
- As in the drivers' opinion study was appeared, a big majority of the drivers (98,5%) knows the obligation of giving the way for a pedestrian at the Zebra crossing without a traffic light. But as the observations on drivers' behavior shows, their declared behavior absolutely differs from real ones – nine out of every ten drivers (87%) says, that he always let the way for pedestrians on a Zebra crossing. And 13% declares that one often behaves so. Having two contractor results from observations and surveying indicates that respondents evade the admission of violating the rules and shows, that they responded the socially desirable answers.
- There was named mostly society as the reason of NOT giving a way to the pedestrians at the Zebra crossing without a traffic light by drivers. Specifically, they consider that in case of giving a way for a pedestrian they will be hit by the behind following car (5%), or other drivers will be annoyed (3%). 2% of drivers declares that making a way for infantry is not common even for pedestrians and they avoid crossing the road in front of a car even in the case of letting a way for them. Herewith, drivers (96%) recognize that crossing the road at Zebras is dangerous for pedestrians due to the cars.



Main findings of the study | 2

- Stimulating factors in car owners for giving a way to pedestrians are mostly connected to the stiffen of law and its execution. Drivers say that they will always make a way for pedestrians if the police always fine the infringers of the law (8,68) and/or the established fine will raise (8,64). There is a big importance of society also – the drivers are ready to let the way for pedestrian if this kind of behavior does not annoy other drivers (8,03). Herewith, if other drivers behave so and give a way for a passenger on foot (8,0).
- Two drivers out of every five 42-43% declares that one never break the road motion rules and don't drive a car with speeding. More than the half of the car owners (54%-57%) says, that rarely break the road motion rules and drives with speeding. Herewith, more than a quarter of drivers have been ever fined because of speeding.
- Two drivers out of every five (39%) confess that he has parked / stopped a car by breaking of rules during the past one year – on the pedestrian trail, where parking is not allowed. This kind of behavior is mostly explained by having fewer parking spaces in the city (95%). A quarter of drivers (25%) consider that parking a car on the pedestrian trial is not forbidden according to law.
- As for public transport taking the place of private cars, drivers are ready to use a public transportation if the fare will be cheaper (9.12). There are some important stimulating factors discovered for using a public transport – adding buses to a new route (*If I can go everywhere by using public transport- 8.6*) and save the hygiene norms in transport (8.34). Also transport safety and keeping the road motion rules by drivers are estimated on high level (8.11).
- According to the research, only 36% of drivers have seen or heard any information about road safety issues. The main sources for information are television advertisement (54%) and TV plot (44%).



3. Conclusions and Recommendations



Conclusions and recommendations | 1

According to the research, the big majority of the drivers (76%) do not let the way to pedestrians at the Zebra crossing without a traffic light. Though, the drivers do not want to admit, that they behave so. This is confirmed by the fact that the results of the observations on the drivers' behavior and the results of their opinion study dramatically differ from each other. Drivers definitely say that they always / in most cases let the way to pedestrians, although their behavior displays the opposite.

NOT making a way for pedestrians at Zebra crossing without traffic lights is mainly related to 1. liberal law and 2. low level of the awareness:

1. Awareness level

Drivers say that there is a possibility of crashing the behind driving car in case of making a way for pedestrians, or just cause other drivers' anger. Herewith, by some drivers claim, giving a way for crossing is unusual even for pedestrians. Drivers also confirm the readiness for making a way in the following cases: other members of society behave so (average score 8,03 at 10-point scale), and drivers do not irritate for giving a way to a pedestrian (8,0).

Consequently, planning the active communication campaign is recommended, which aims to raise the level of awareness in the society. Also, there must be carried out neutralizing the negative attitudes towards the giving the way for pedestrians in drivers and forming the positive image of them, who protects the rules.

2. Liberal law

It is supposed that drivers do not make a way for pedestrians because of the liberal law and its low execution level besides awareness. Making such kind of conclusion is allowed due to the fact that drivers estimate the probability of making a way for pedestrians at the Zebra crossing with high scores in the case if the police always fine the drivers, who break the road motion rules (8,68) and if there is established high fee for breaking the rules (8.64).

Accordingly, discussing about the issue of tightening the rule and its intensive execution is recommended.



Conclusions and recommendations | 2

As above was already mentioned, the level of making a way for pedestrians at the Zebra crossing is very low and reaches only 24%. This behavior is especially low in the drivers of heavy cars (minibuses, buses, trucks etc.). Only one tenth (11%) in the same car category drivers gave a way to the pedestrian, while this kind of behavior was accomplished by a quarter of the Sedan and SUV drivers (25-27%)

Inasmuch heavy cars are mostly under the control of private companies, it is preferable to make a special focus exactly on corporate automobiles (e.g.: minibuses, taxi, buses, etc.) during the stimulating campaign of making a way at the Zebras. Also, somehow involving the corporate automobile owner companies in this campaign is preferable.

It is outlined according to a study that drivers break the road motion rules not only at the Zebra crossing but also in other cases. More than the half of drivers (58%) admitted that they rarely break the road rules. Also, 60% rarely drives with speed. The fining experience for speeding (28%) is much lower than above mentioned percentage. It's significant that 27% of drivers do not know the amount of the fee established for speeding. 10% of drivers consider the amount of a fee less than the real one.

Accordingly, raising the awareness to this direction and also, informing the drivers about the existing fees is recommended. Herewith it is preferable to fine the drivers more intensively in the case of speeding because of increasing the fining experience.



Conclusions and recommendations | 3

Research results outlined, that there is a problem of wrong parking that is related to the lack of parking spaces – two out of five drivers (39%) say, that during the past one year, they park a car on pavements where parking lines are not signed. This kind of behavior is mostly judged by lack / not existing of parking places. The lack of information is also one reason for wrong parking – by the 35% of offender drivers saying, they park a car on the pavement because it is not forbidden with law.

Consequently, on the one hand, it is recommended to inform the drivers about the law and parking rules and, on the other hand adding more parking spaces in the city.

In the limits of the current study drivers expressed the readiness to use the public transportation in the following cases: if the new route and minibuses will be added (8.60), so the passenger would be able to reach the desirable destination comfortably, without standing in the crowded minibus (8,29). Herewith, saving the hygiene norms in the public transport were also important for drivers (8,34). It is significant that drivers pay attention on the safety of the transport – they are ready to use the public transport if its drivers won't drive fast and with breaking the road motion rules(8.11).

Therefore, discussing the issue about the adding more routes and minibuses are recommended. Also, there should be strict control on keeping the road rules for ensuring passengers' safety.

As the research shows, the level of getting information about road safety is quite low in drivers – during the past 3 years only 36% of drivers have heard / read / listened / seen anything on the road safety issue.

Accordingly, it is recommended, that the organizations working on mentioned issues become more active in terms of communicating to the target audience.



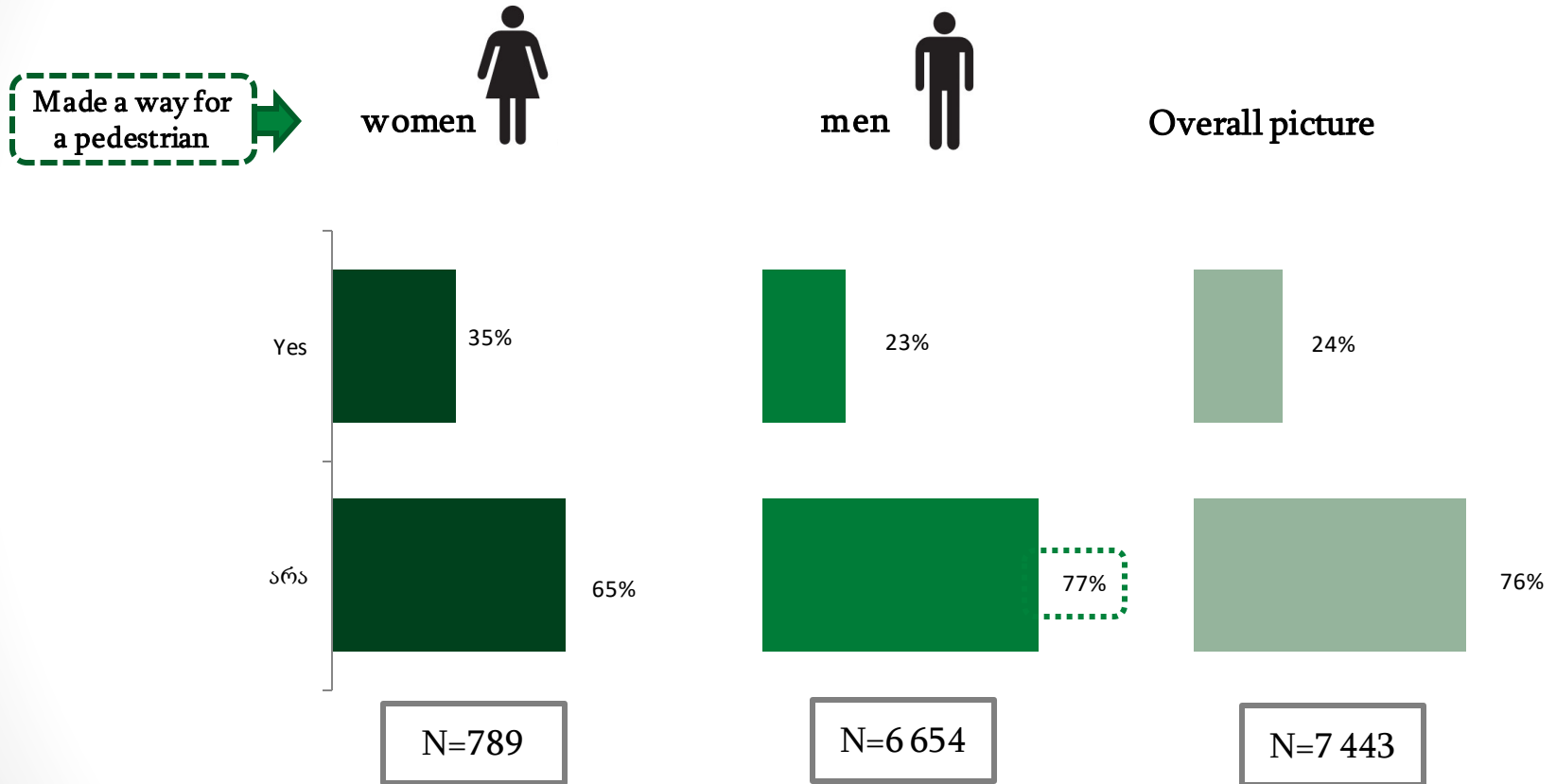
4. Research results



4.1. Observation on drivers' behavior

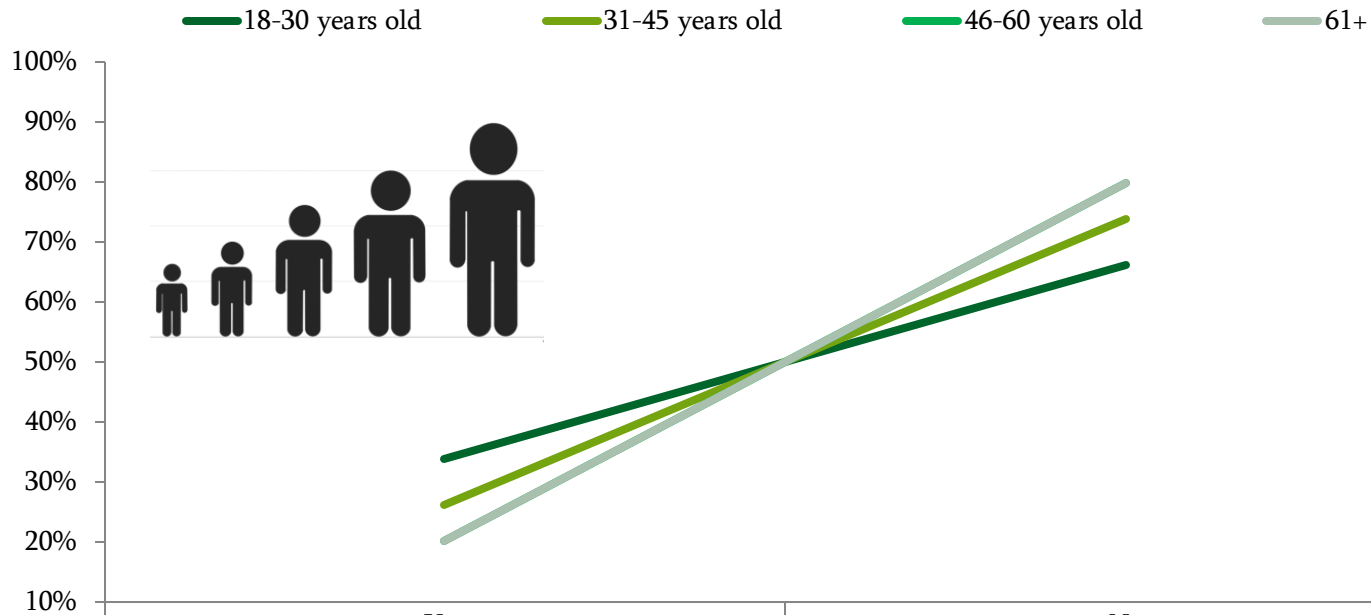


The level of keeping the road motion rules by drivers | by gender



The level of keeping the road motion rules by drivers | by age

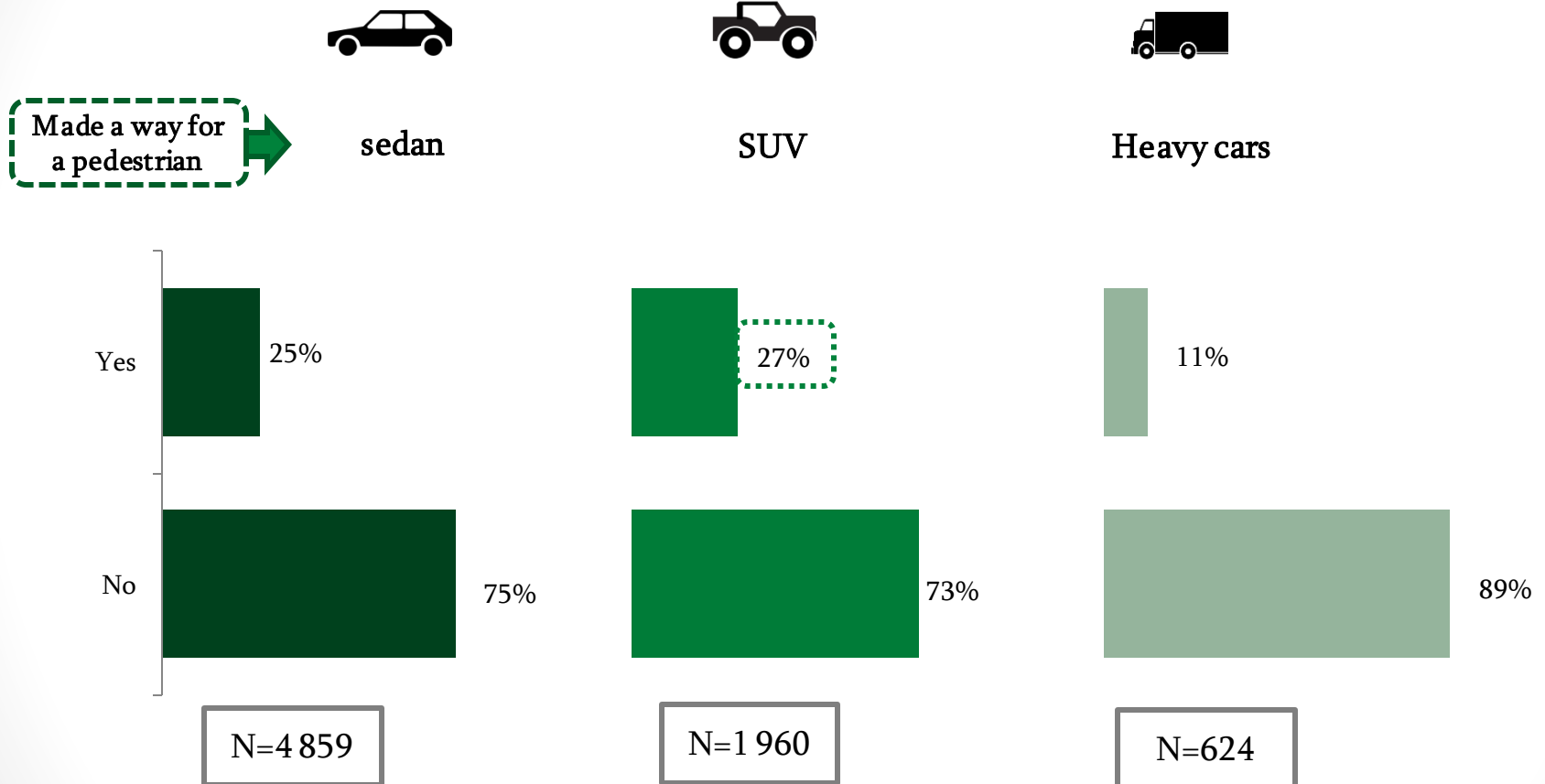
Made a way for a pedestrian



	Yes	No
N=979 18-30 years old	34% 😊	66%
N=3020 31-45 years old	26%	74%
N=2670 46-60 years old	20% 😞	80%
N=747 61+	20% 😞	80%



The level of keeping the road motion rules by drivers | by car type

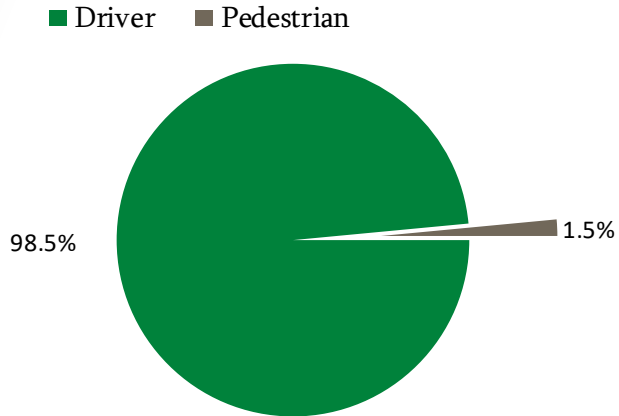


4.2. Drivers' opinion study

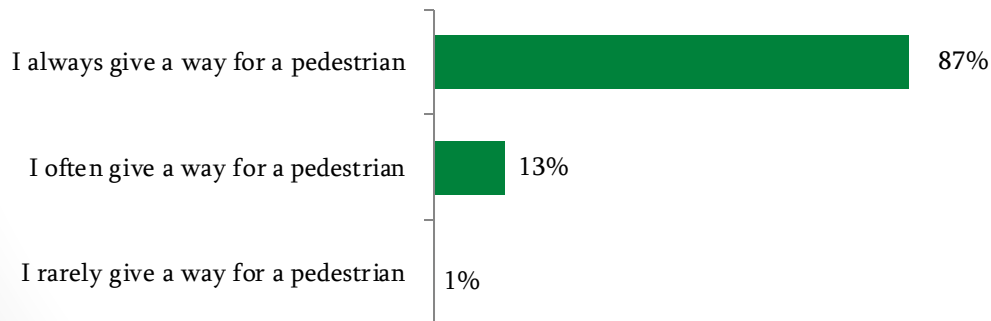


The level of declared behavior at the Zebra crossing without a traffic light | Overall picture

Please tell me, to your mind, who has a priority while crossing the road at Zebra crossing without a traffic light – Who has to let the way - driver or pedestrian?



Please tell me, considering last 6 months, which statement describes your, as a driver's behavior the most at Zebras?

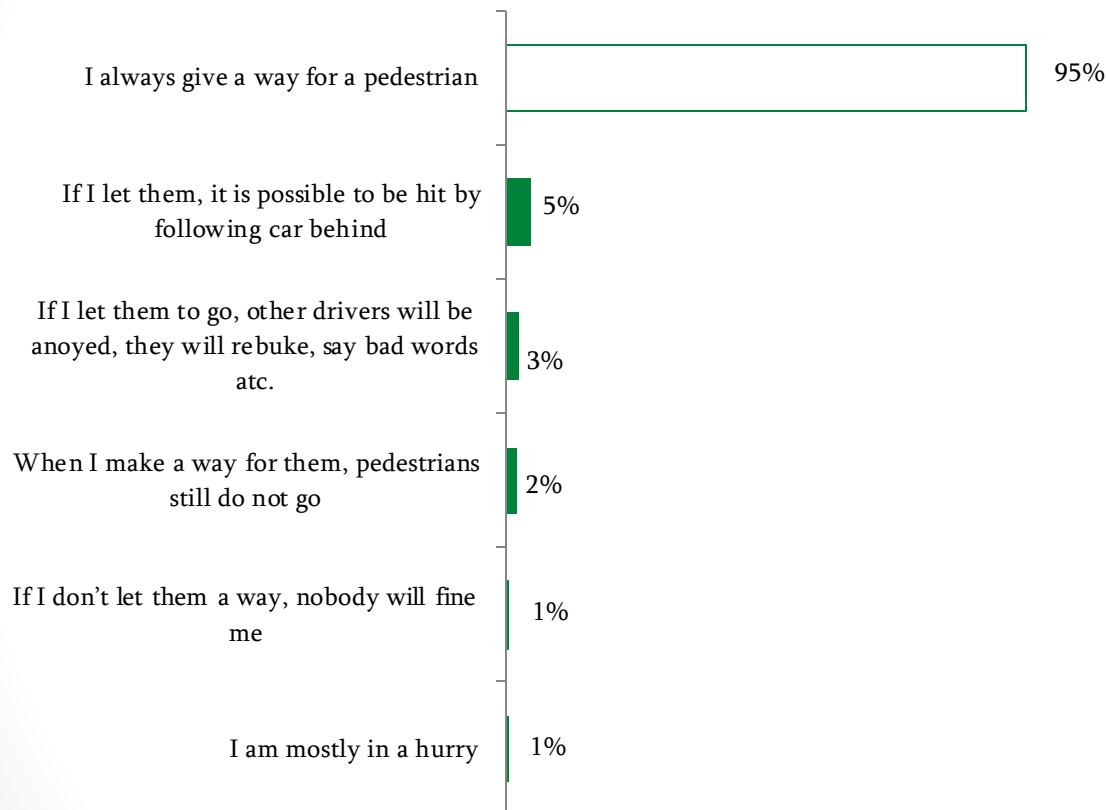


N=200



The reasons of infraction the road rules at the Zebra crossing | Overall picture

Please tell me, considering last 6 months, in general, why do not you give a way for pedestrians at Zebra crossing without a traffic light?

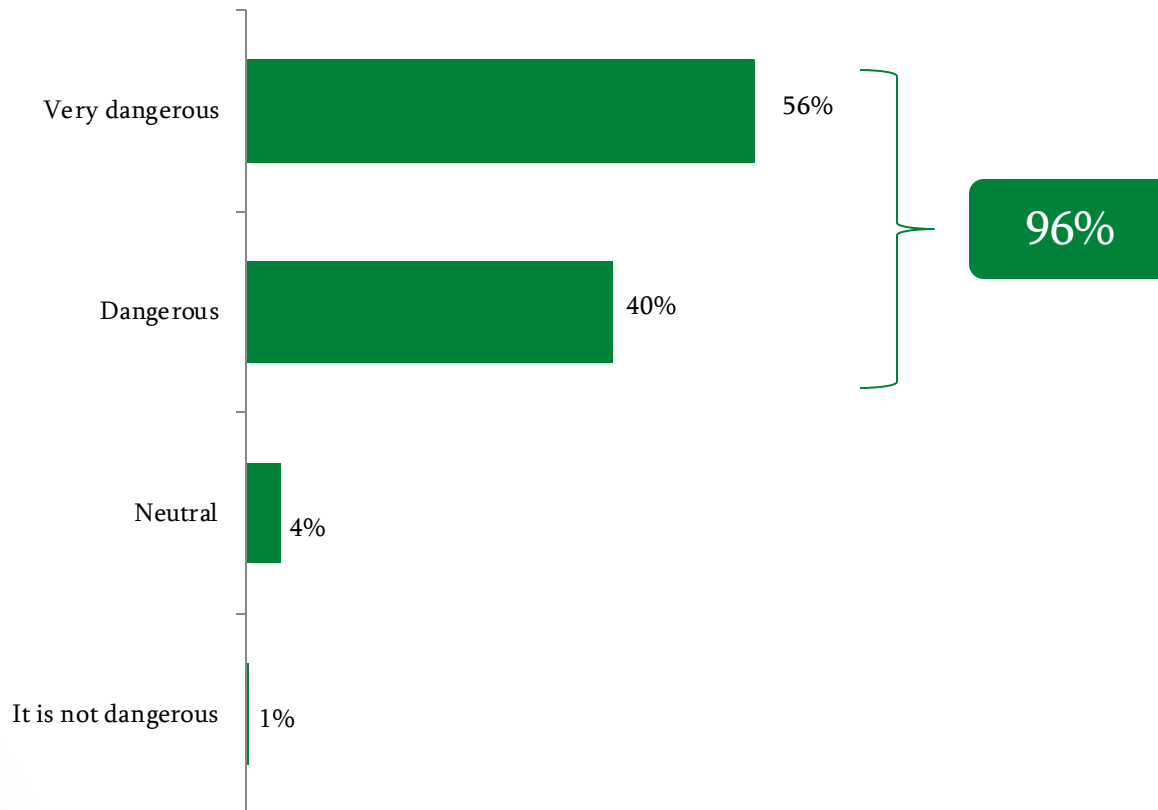


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Perception of a danger caused by crossing a street by pedestrian at Zebras | Overall picture

Please tell me, to your mind, how dangerous is it for pedestrians to cross the Zebra without a traffic light in Tbilisi streets?

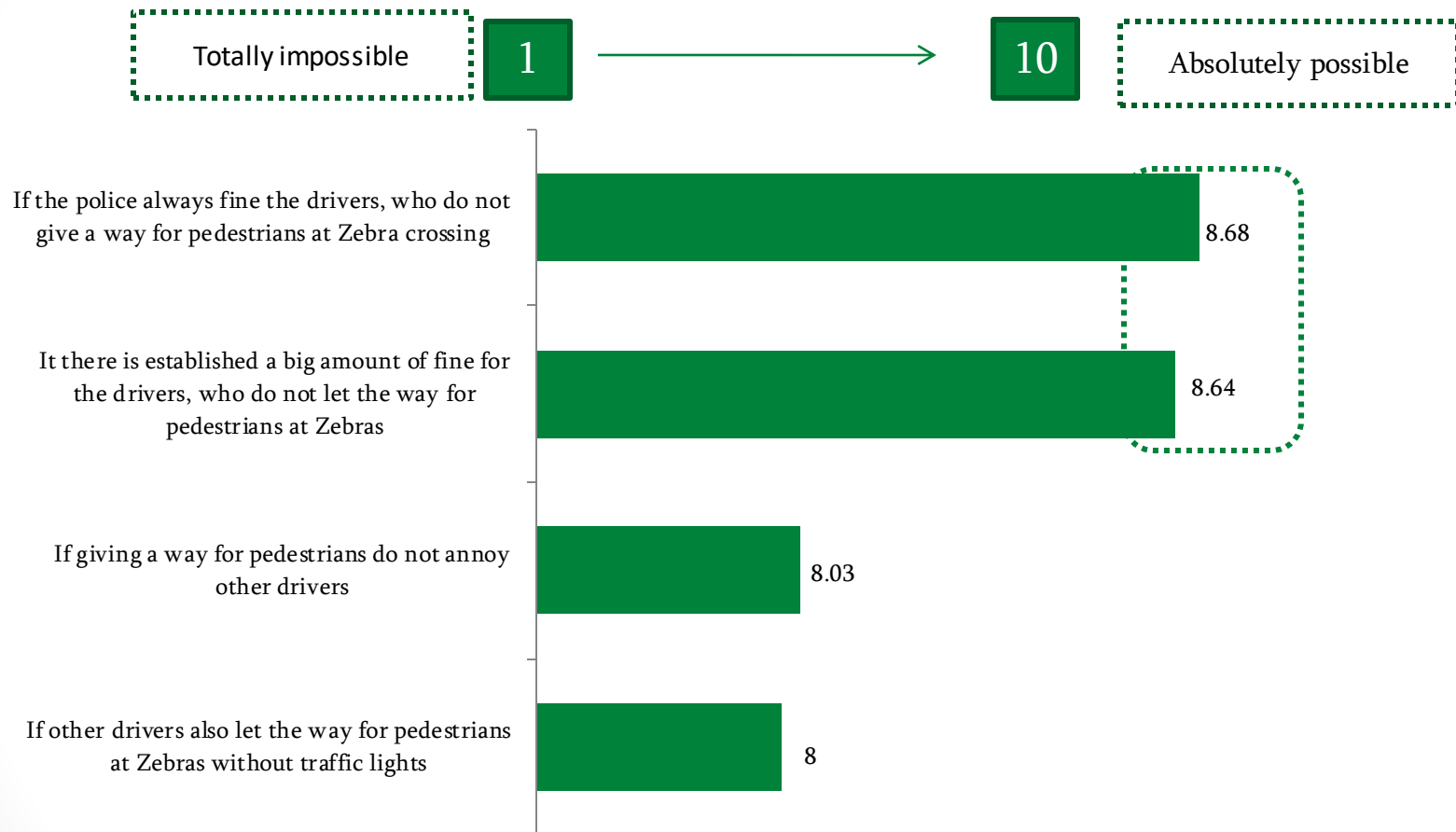


N=200



Stimulating factors for keeping the road motion rules | Overall picture

Please tell me, how presumable is it to make a way for pedestrians at Zebra crossing without a traffic lights in following cases...?

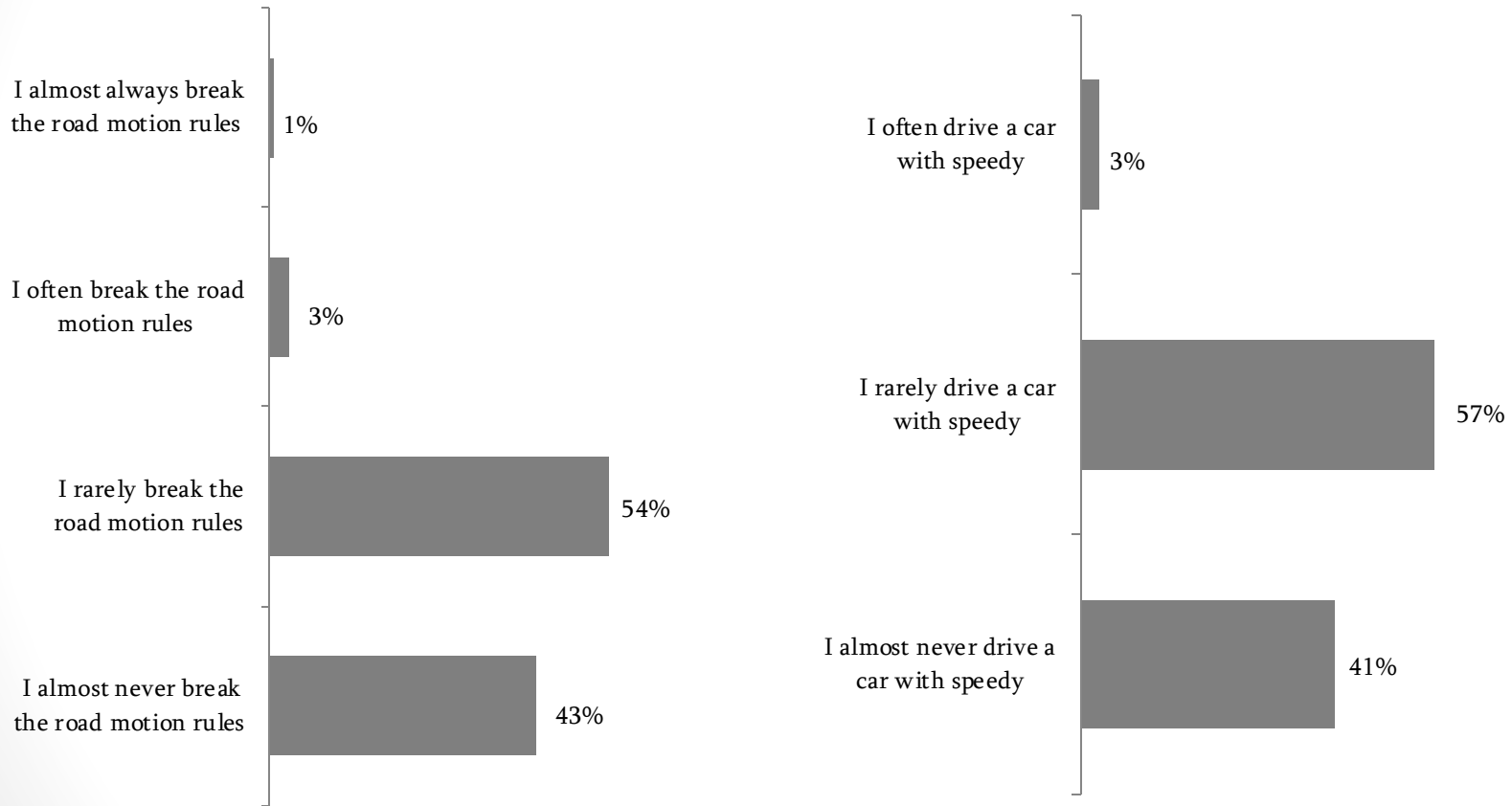


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The declared level of infraction the road motion rules | Overall picture

Which statement describes your, as a driver's behavior?

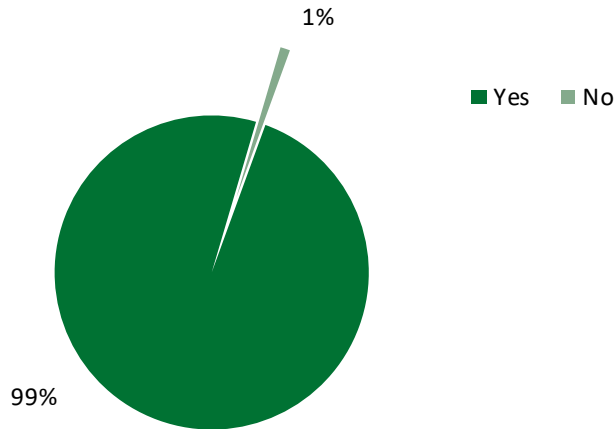


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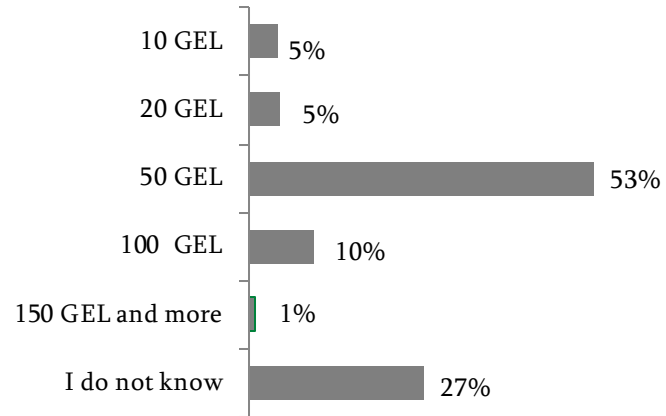


Awareness of a fine established for speeding and fining experience | Overall picture

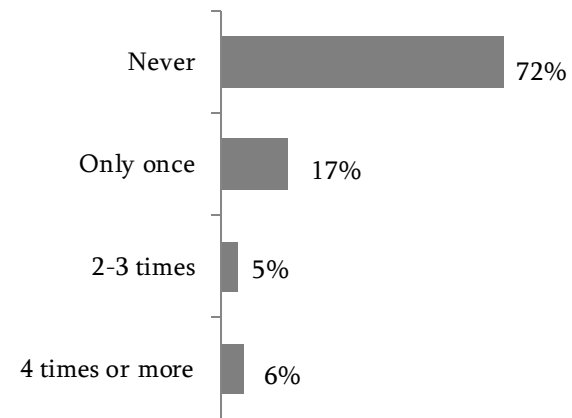
According to your knowledge, is there any kind of fine established for speeding?



According to your knowledge, what is the amount of an administrative fine established for speeding?



During past 5 years, have you ever been fined for speeding?

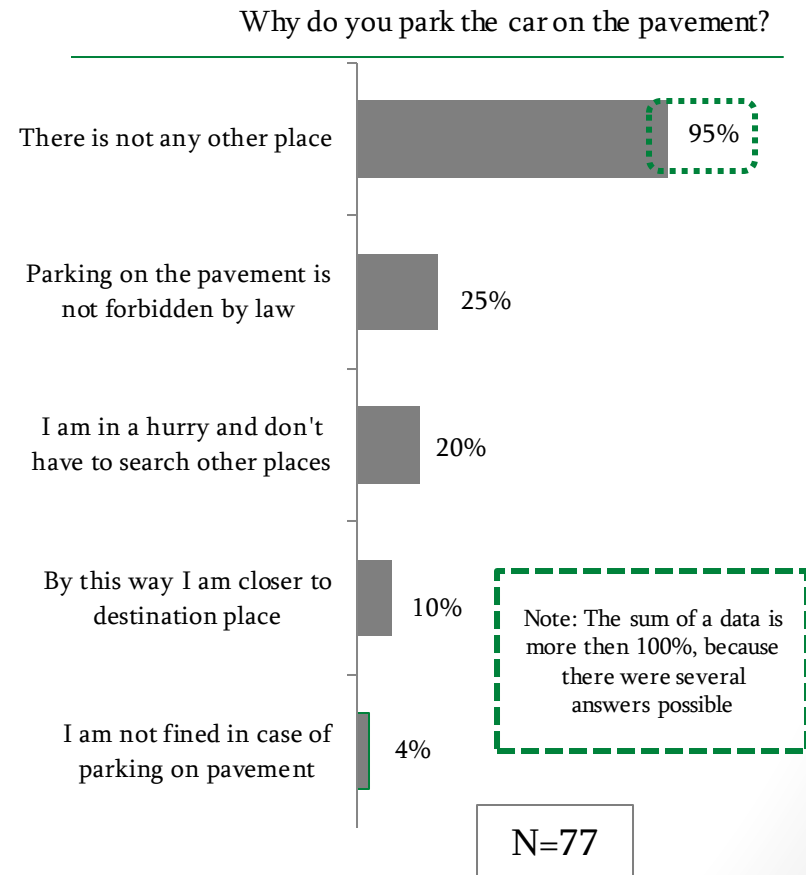
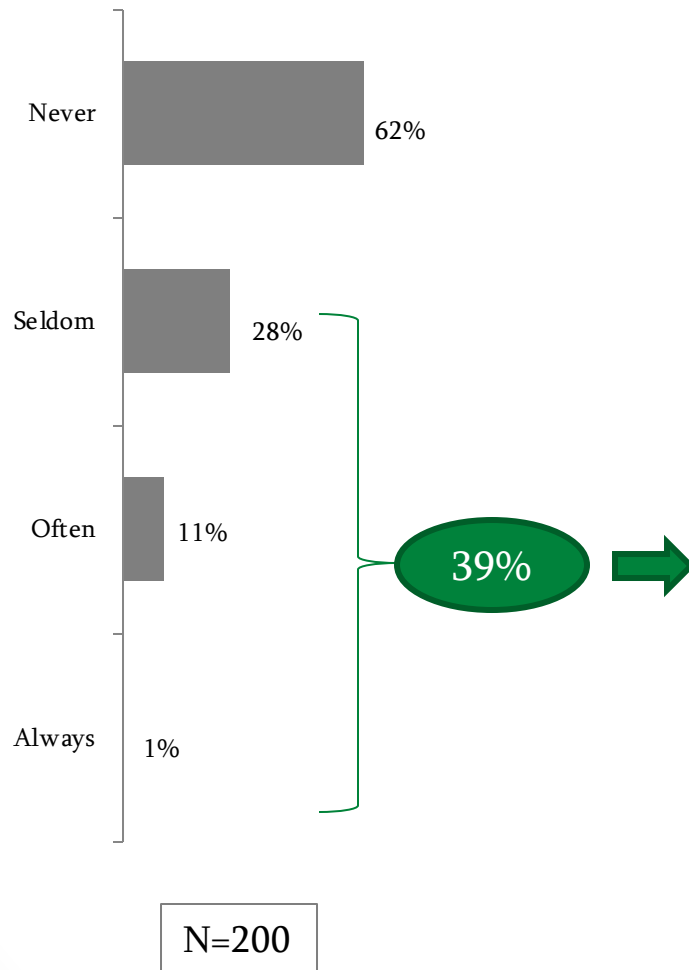


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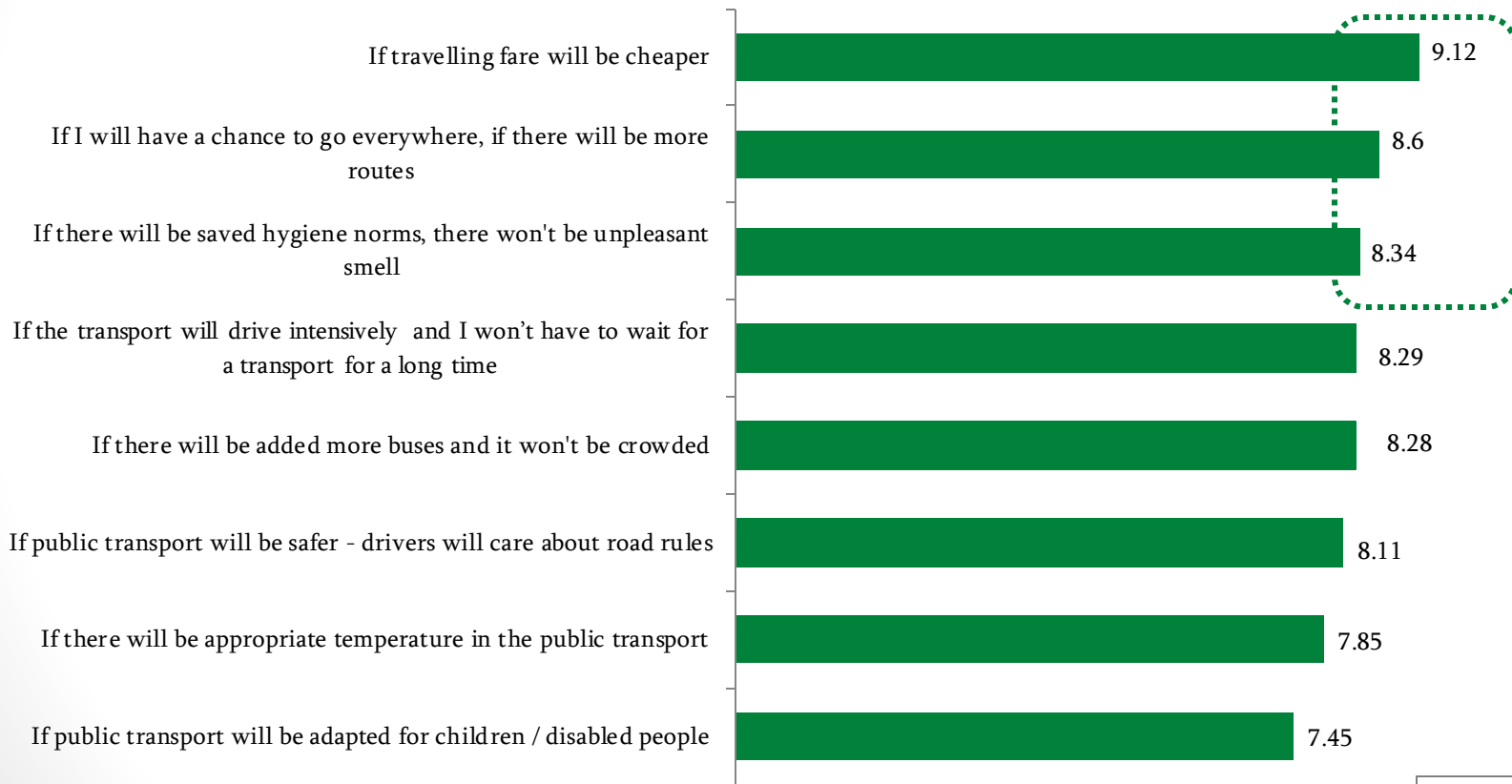
The behavior and reasons for parking a car by breaking the rules | Overall picture

Considering last 1 year, have you ever stopped a car on the pedestrian trial / pavements. where the parking space / lines are not marked?



Stimulating factors for drivers to travel by using public transport | Overall picture

Please tell me, how presumable is it to refuse driving your own car and use a public transportation in case of necessity?



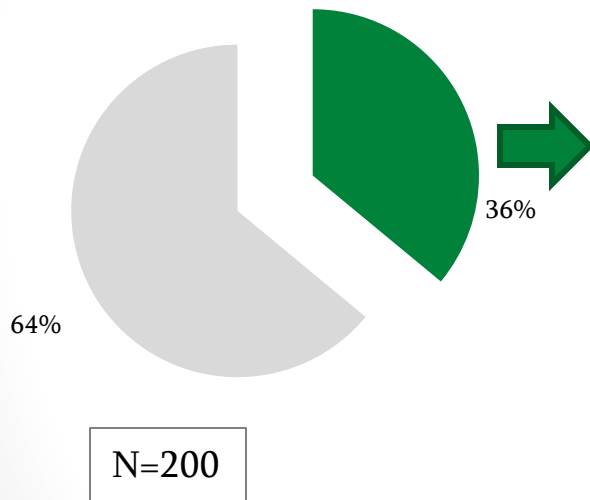
N=200



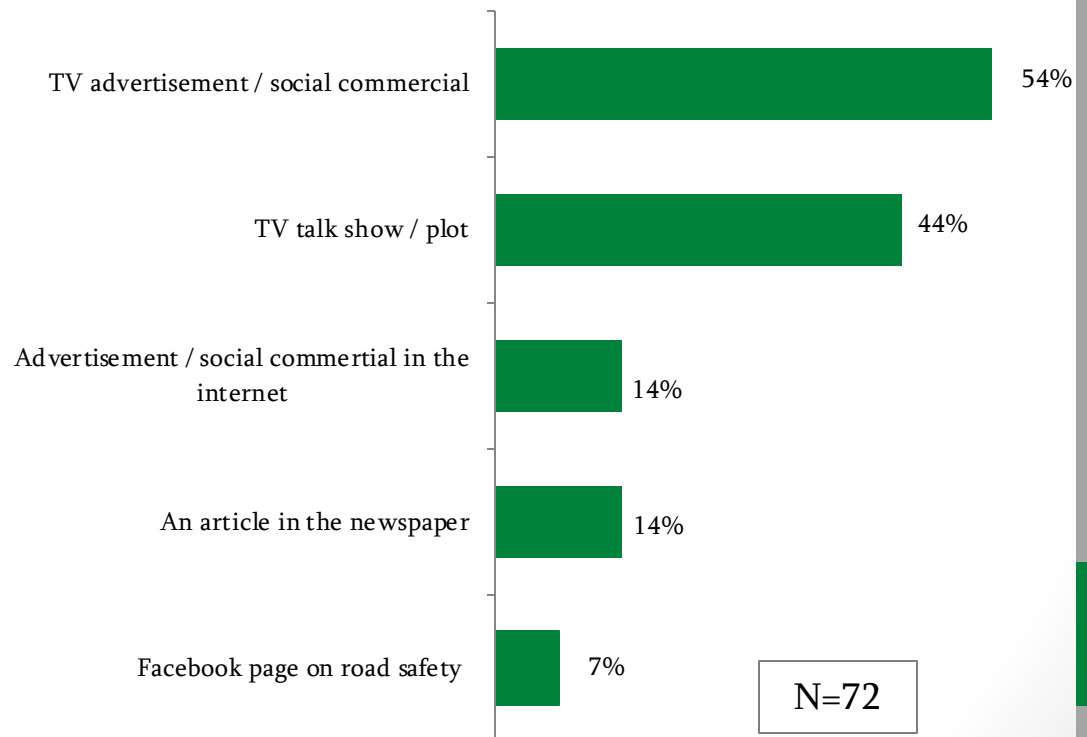
Awareness of different activities about road safety issues | Overall picture

Please tell me, during past 3 years, have you ever seen, heard or read any kind of information about road safety issues (e.g.: keeping a road motion rules by pedestrians / drivers and etc.)?

- Yes
- No / do not remember

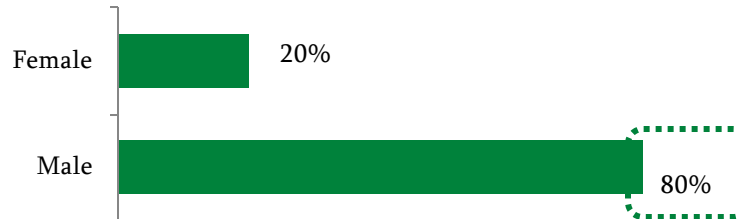


Please name all sources, where you have seen, heard or read any kind of information about road safety issues during last 3 months?

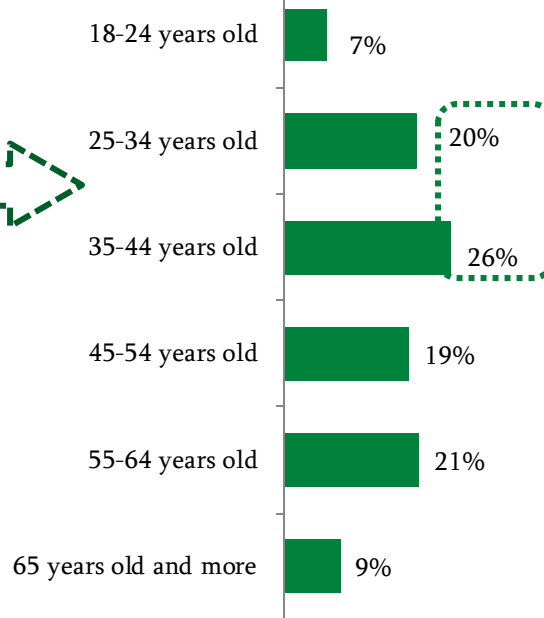


Surveyed respondents' demography

Gender



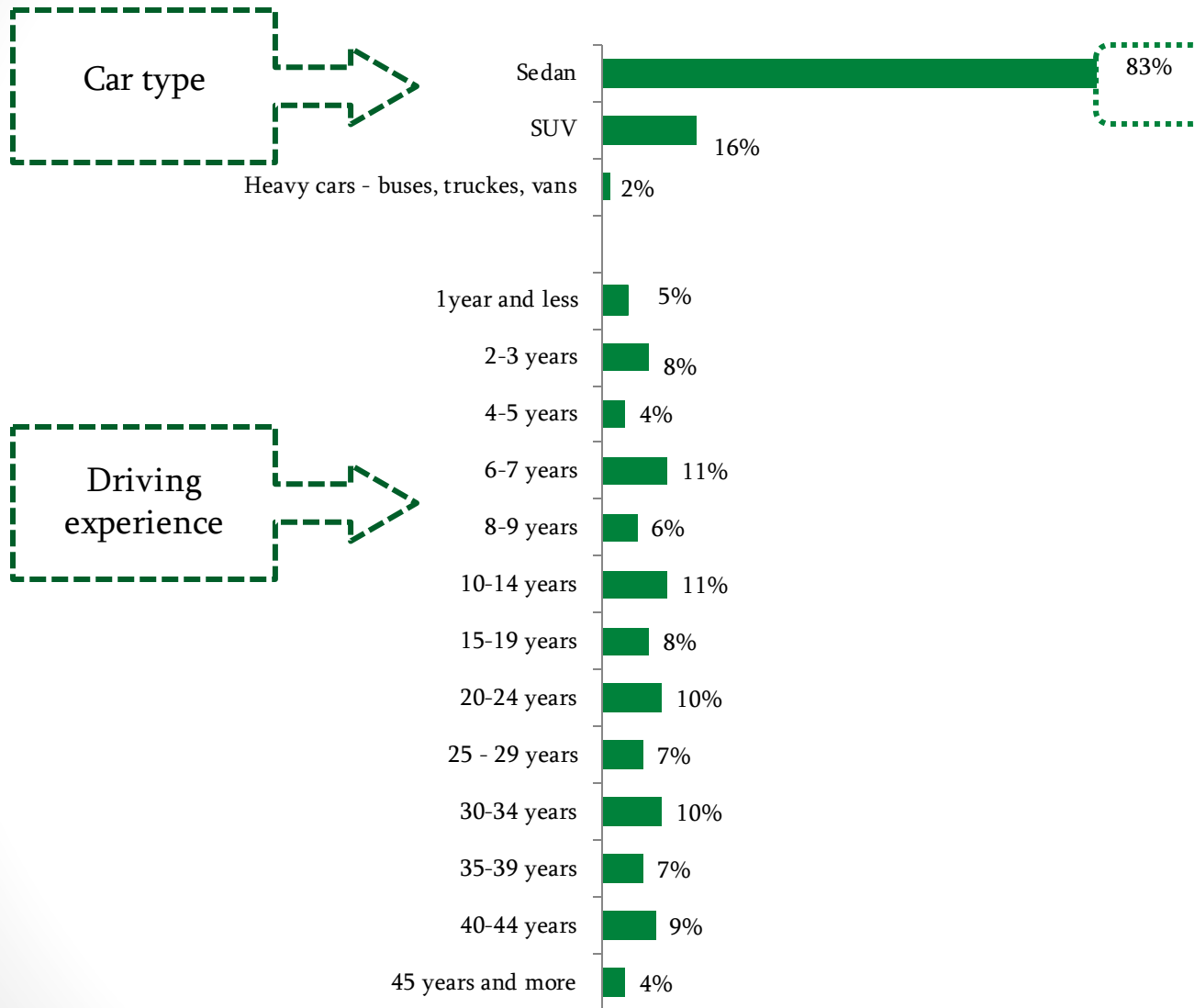
Age



N=200



Surveyed car type and driving experience



N=200

