



Road Safety Education and Campaigning

Northern part of Cyprus

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End of Campaign Field Survey Report–
2nd survey– ver.00



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INTRODUCTION

End of campaign Field Survey Report is prepared for the impact assessment of the “Road Safety Education and Campaigning” project. It is implemented as a survey conducted over 300 people representing different segments of the Turkish Cypriot Community. Data collected is based on the information received from the participants over a questionnaire. This End of Campaign Field Survey Report is prepared for comparison to the survey conducted in the beginning of the project for information needs analysis.

The report consists of 4 sections. In the first section, information on the “Road Safety Education and Campaigning” project is provided including the overall and specific objectives of the project, the expected results and activities implemented. The reason to implement this end of campaign survey and how the survey technique is used are also explained in this section of the report.

The second section includes the methodology of the survey. The residential areas the survey was conducted, gender distribution of participants, level of education and distribution of socio-economic status are the profile information provided in this section in addition to the questionnaire used.

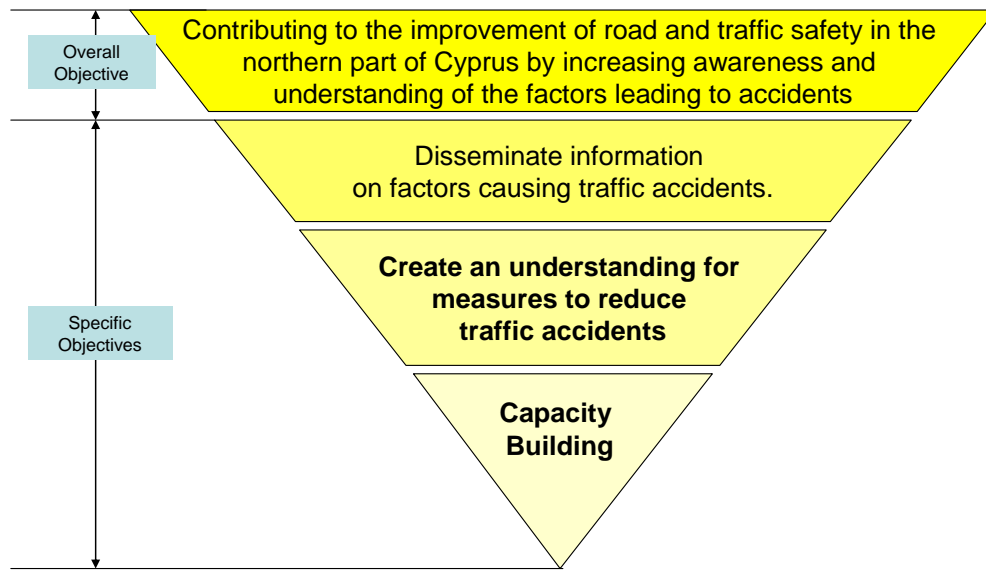
Analysis of the data collected is presented in the third section of the report.

The fourth and the final section contains comparative analysis of the results of the information needs analysis survey and this end-of campaign survey report.

1. SUMMARY OF PROJECT BACKGROUND

OBJECTIVES:

Road Safety Education and Campaigning (RSEC) project is initiated as a part of the Traffic Safety Improvement Programme (TSIP) funded by EU in Northern part of Cyprus. Where, TSIP is designed as the mechanism whereby the measures proposed to improve traffic safety conditions in the northern part of Cyprus will be implemented, within this programme the Road Safety Education and Campaigning project was initiated in December 2009.



Serving to these objectives the outputs of the activities are summarized below.

A [Communication Strategy](#) was prepared with measurable objectives, identifying road safety priority issues, ways and modalities for effective communications and target groups based on existing communication channels and media.

An [Awareness Raising Campaign](#) was implemented in cooperation with the TSC Sub-Committee on Education, Research and Awareness. TAT engaged in a series of road safety education and information dissemination oriented activities, aiming at various target groups in the Communication Strategy. The campaign was implemented as a public outreach program that involves television, radio, and print as well as special events.

A [training programme](#) consisting of 7 different trainings was designed and implemented based on the Training Needs Assessment (TNA) conducted in the beginning of the project. The training programmes were aiming to ensure that all stakeholders involved in road safety education and awareness creation have adequate capacity for this task.

In addition to the seven different training programmes developed and delivered, for capacity building of the local stakeholders a needs assessment workshop was conducted in the beginning of the project. The results were elaborated in a report and shared with the

participants and the main stakeholders, with which the Consultant implemented focus group meetings and identified the capacity building needs. To support the stakeholders in implementing road safety related campaign and training activities in the future the Consultant prepared a Guidelines document tailored to the identified needs.

INFORMATION NEEDS ANALYSIS AND SITE SURVEYS:

At the beginning, two site surveys were planned to be implemented for the project: one for the information needs analysis and the second for the impact assessment of the campaign. The first survey was conducted before the initiation of the campaign and training activities and the results of this survey was elaborated in a report. This second is conducted close to the end of the project, following the end of the campaign and training activities and comparison of the results to the first survey results are provided here.

Aim of the first survey was to understand the profiles of the target group segments, the information needs and to understand the communication channels that will be effective to reach them. The second survey was conducted aiming to measure the impact generated by the project activities. Accordingly the first survey served as a base-line, while contributing to the confirmation of priorities indicated in the communication strategy and the training needs analysis as well as reflecting how the road safety problem is seen in the eye of the community to confirm the assessments made with the stakeholder organisations.

The second survey served as an indicator tool to measure project effectiveness besides the critical performance indicators. However, evaluation of a campaign should be based on the achievable objectives and expected results of the campaign. As the mass media campaigns are more effective in dissemination of information and creating a social understanding than generating a change of behaviour, the “achievable objectives” should be underlined here.

2. METHODOLOGY

In this section, the methodology used for the end-of campaign site survey is explained. Information on the questionnaire, geographic distribution and segmentation of participants and justification to these is provided.

QUESTIONNAIRE

The questionnaire is a very simple, consisting of 44 questions. Average time needed for a participant to answer all is 10-12 minutes.

Questions 1-9 are related to participant's profile asking age group, gender, residential areas, socio-economic status, education level, occupation and frequency to go entertainment places;

Questions 10-15 are on driver profile asking if they drive a vehicle or not, if so, how they learnt driving and frequency of driving;

Questions 16-40 are on behaviour in traffic asking attitude towards the traffic rules, knowledge on traffic signs and road safety related problems they live while they travel to somewhere (especially to understand if these problems are due to lack of knowledge or attitudes);

Questions 41-44 are on the awareness campaigns implemented in the northern part of Cyprus asking if the participant is aware on any campaign or not and if they can recall.

The questionnaire forms are filled face to face with the participants in all residential areas. The questionnaire utilised is enclosed at Annex A.

PARTICIPANT PROFILE

Geographic Distribution

The survey is implemented in 5 main residential areas in the northern part of Cyprus: Nicosia, Famagusta Kyrenia, Morphou and Iskele over a total of 300 people. The number and gender distribution of participants from each residential area is planned based on the 2006 de-facto census counting results. The distribution is identical with the site survey implemented for the information needs analysis.

The population figures and gender distribution in each residential area and related sampling information is provided in Table 1.

Table1 : Population and Gender Distribution in Residential Areas and Sampling Groups

<u>Residential Area</u>	<u>2006 Census Counting</u>			<u>Sampling Group</u>	
	<u>Population</u>	<u>Women</u>	<u>Men</u>	<u>Women</u>	<u>Men</u>
Nicosia	85.579	17,66%	14,62%	53	44
Famagusta	64.269	12,98%	11,26%	39	34
Kyrenia	62.158	13,14%	10,31%	39	31
Morphou	31.116	6,16%	5,58%	18	17
İskele	21.978	4,32%	3,98%	13	12
TOTAL	265.100	54,26%	45,75%	162	138

Gender and Age Distribution

Gender distribution in the sampling group is made according to the population figures. Gender distribution of participants of the survey is provided in Figure 1, age distribution is in Figure 2 and distribution of age groups over gender is provided under Table 2.

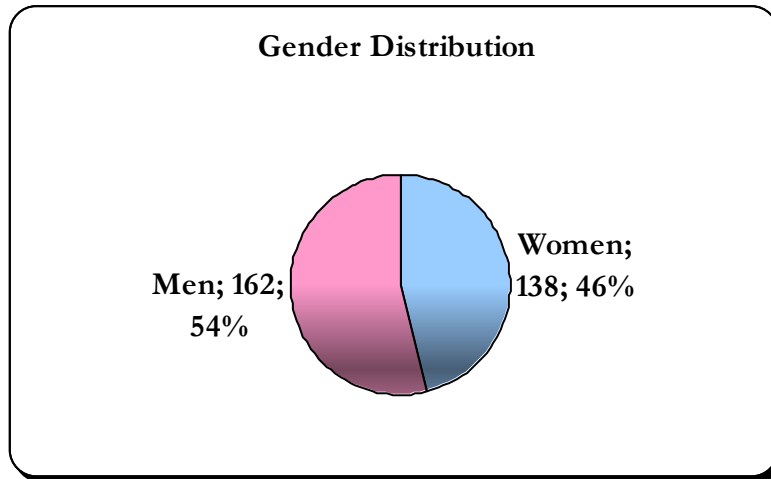


Figure 1 : Gender Distribution

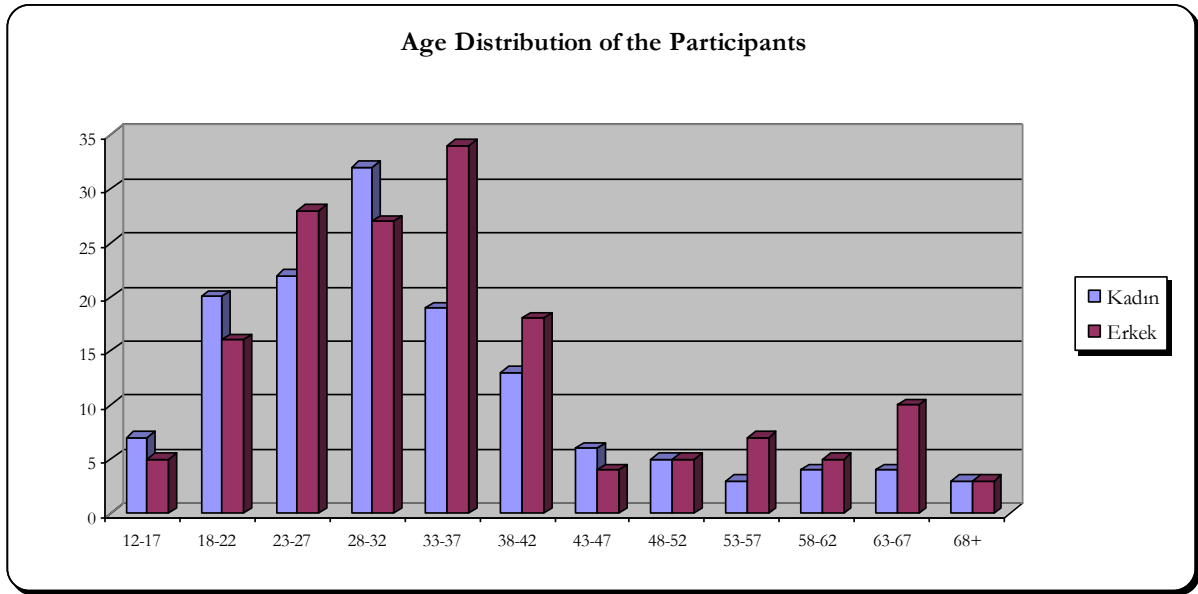


Figure 2 : Age Distribution of Participants

Table 2 : Distribution of Age Groups over Gender

Age Groups	Women	Men
12-17	2,33%	1,67%
18-22	6,67%	5,33%
23-27	7,33%	9,33%
28-32	10,67%	9,00%
33-37	6,33%	11,33%
38-42	4,33%	6,00%
43-47	2,00%	1,33%
48-52	1,67%	1,67%
53-57	1,00%	2,33%
58-62	1,33%	1,67%
63-67	1,33%	3,33%
68+	1,00%	1,00%

Distribution of Participants According To Household Income Level

There was all income levels represented in the sample group. Majority of the participants, 73.67% were from 1401-3000 TL household income level groups. Distribution of the groups is provided in Figure 3.

Among the participants 53% declared their household population as 4 and 77,67 % of the participants had more than 2 cars serving to the people living in the same house.

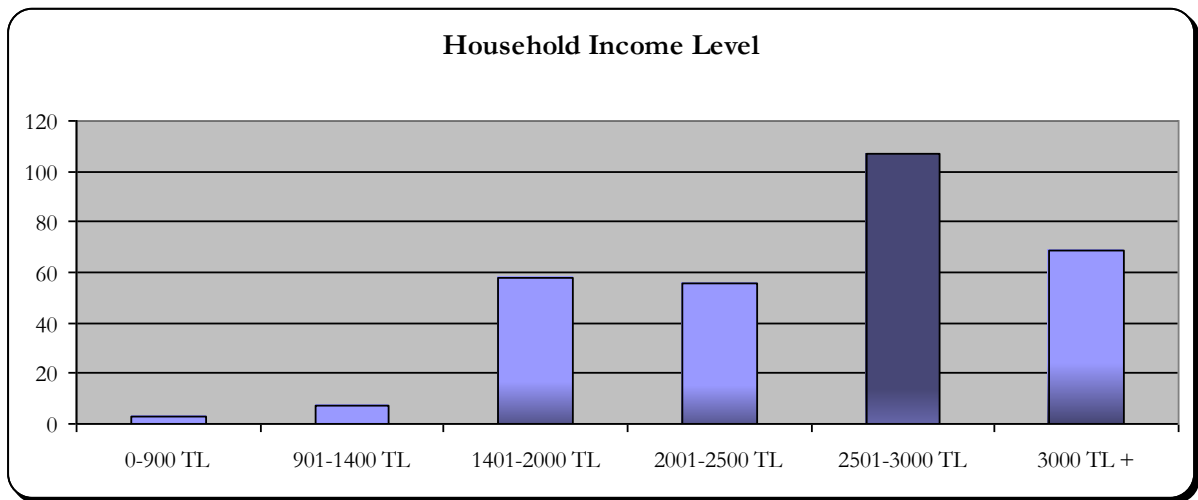


Figure 3 : Household Income Level of Participants

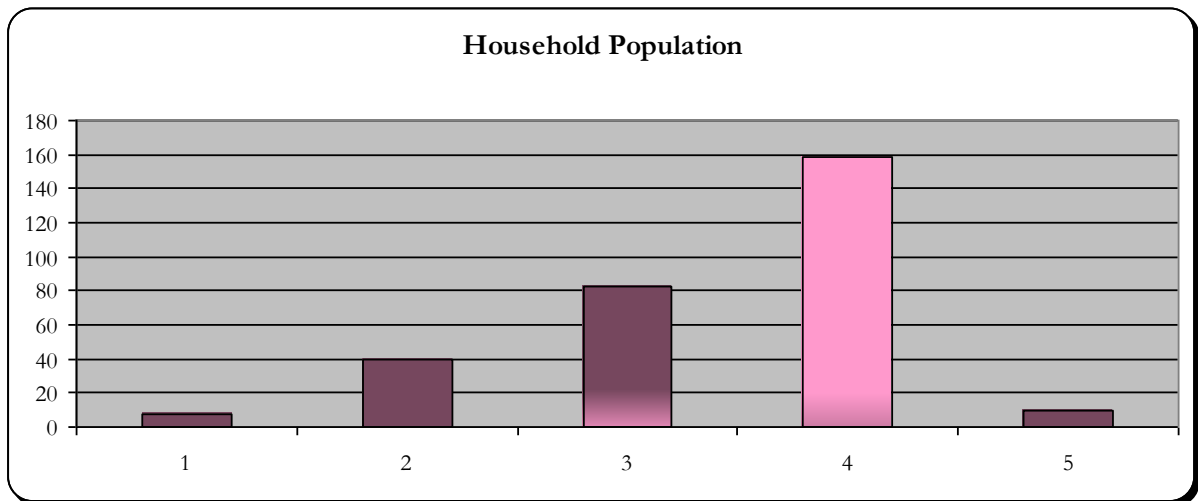


Figure 4 : Household Population of Participants

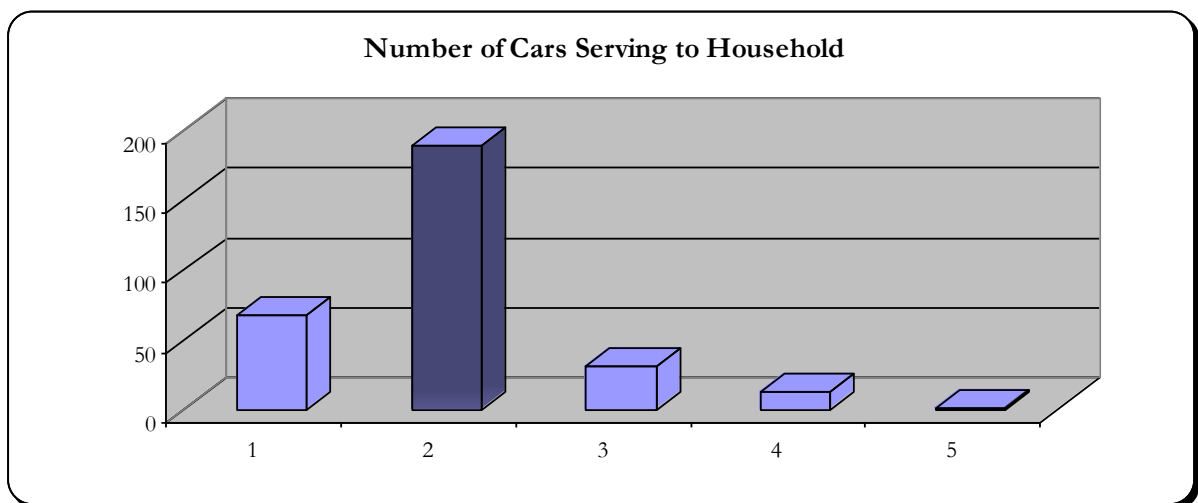


Figure 5 : Number of Cars Serving the Household

Level of Education and Occupation Distribution of Participants

Distribution of participants to categorised education levels is provided in Figure 6 and to occupations is in Figure 7. According to this, 65% of the participants are university graduates, where 2% have a master degree. Where 38% of the 300 participants are from private sector, 26% are university students and 19% are public servants.

Education Level of the Participants

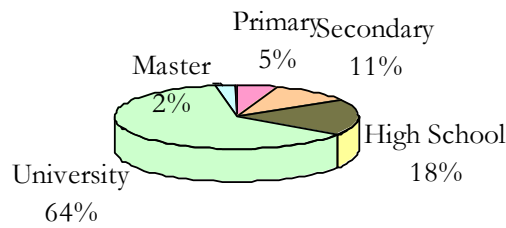


Figure 6 : Education Level of the Participants

Occupation of the Participants

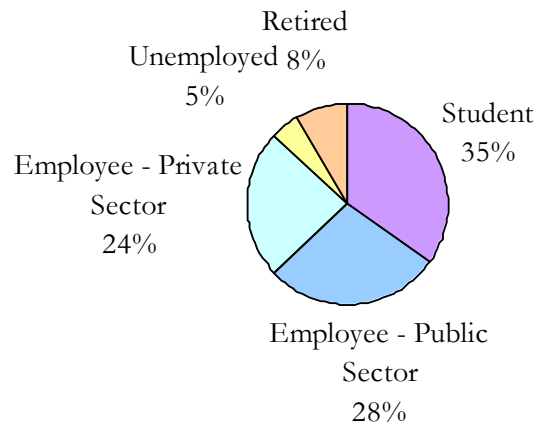


Figure 7 : Occupational Distribution of Participants

Frequency to Go To Entertainment Places

Distribution of participants in terms of frequency to go to entertainment places is provided in Figure 8. Almost half of the participants declared that they go to entertainment places twice a month.

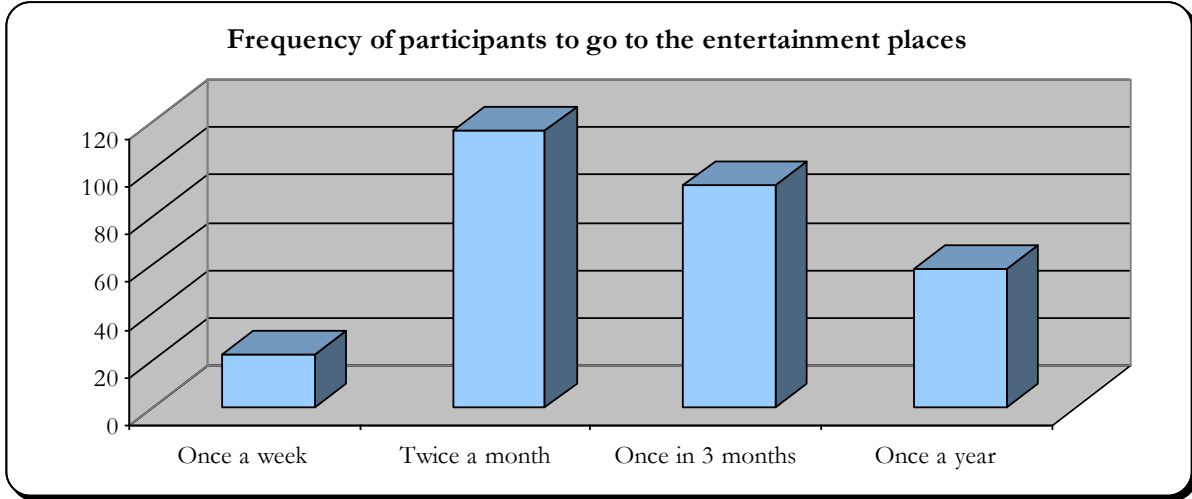


Figure 8 : Frequency to Go to Entertainment Places

3. ANALYSIS

In this section, statistical analysis of the data collected from the answers of the participants is provided. Under each heading, relevant data and analysis are given. At the end of this section, comparison of the information needs analysis survey results to the end-of campaign site survey results are summarised in a table.

1. Do you have a driving license? What category is it?

Of all the participants 287 had a driving license, of which 222 hold a D category driving license.

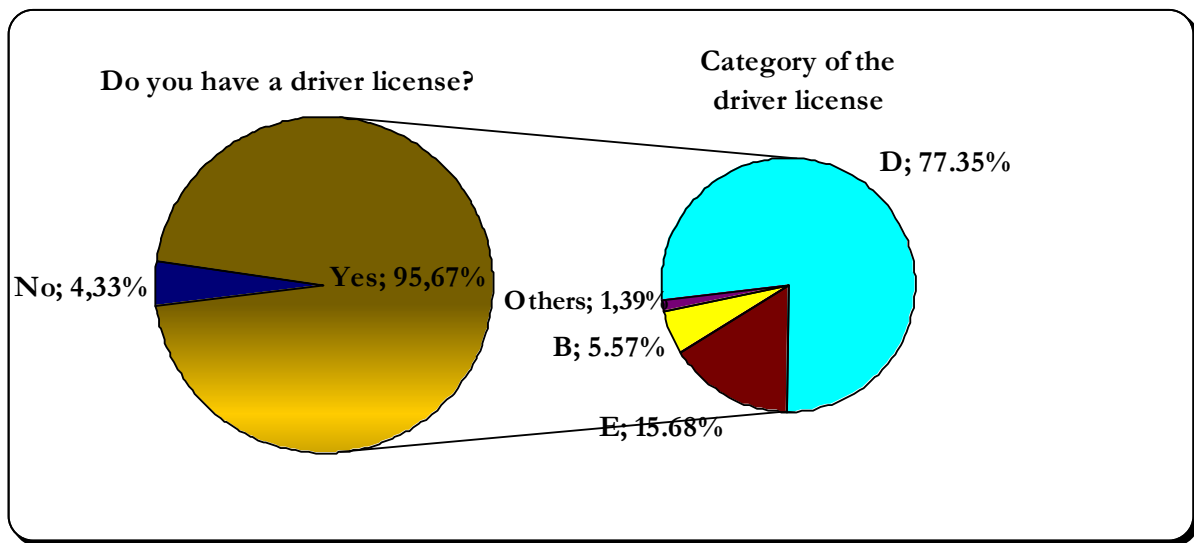


Figure 9 : Participants Holding a Driving license and Distribution to License Categories

2. How Old Were You When You First Drove A Car?

Average of the participants' first driving age is 15.93. This average is similar on the basis of each residential area and the youngest age of first driving is 11.

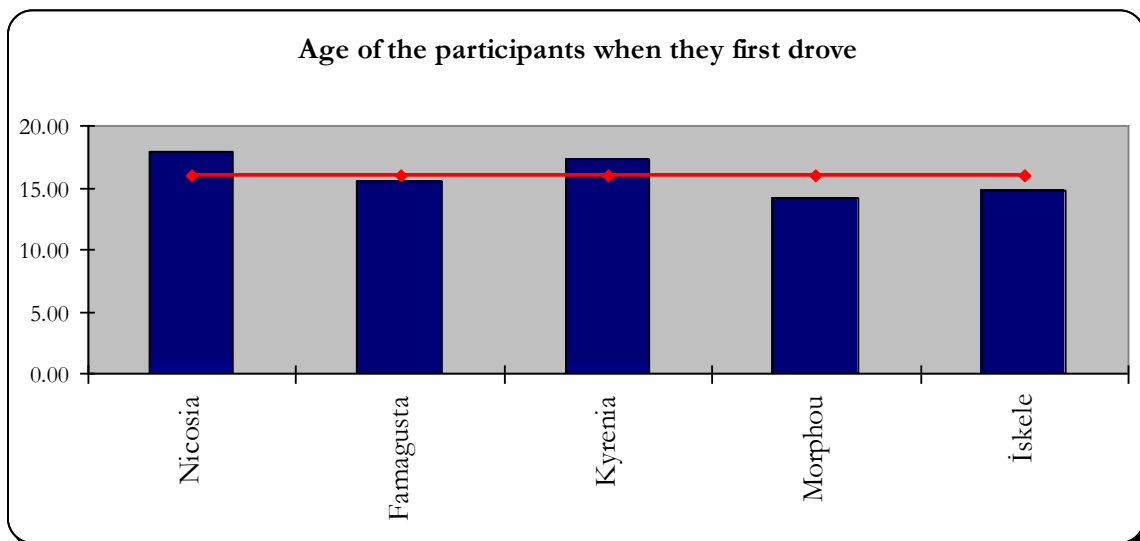


Figure 10 : Age of First Driving a Car

3. How did you Learn Driving?

Among the participants only 25,37% declared that they had attended a driving school to learn how to drive. The remainder, representing the 74,63% of the participants declared that they had learnt how to drive from family members, friends or on their own. (Figure 11).

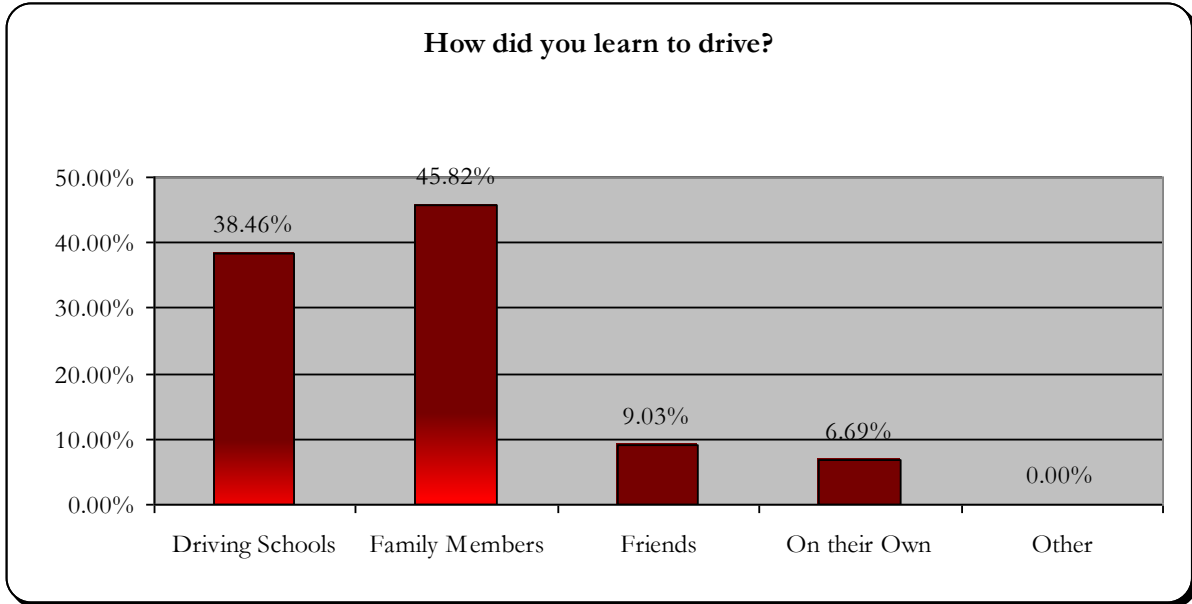


Figure 11 : How Did You Learn Driving?

4. Do you have a car?

Of all participants 92,33% declared they own an automobile and 12,33% own a motorcycle.

5. How often do you drive? Approximately How many Kilometres Do You Drive a Day?

85,67% of the participants declared they drive everyday and 4,67% declared 2-3 times a week. (Figure 12). Among those who drive 75,77% declared they travel 0-100 km as daily average (Figure 13).

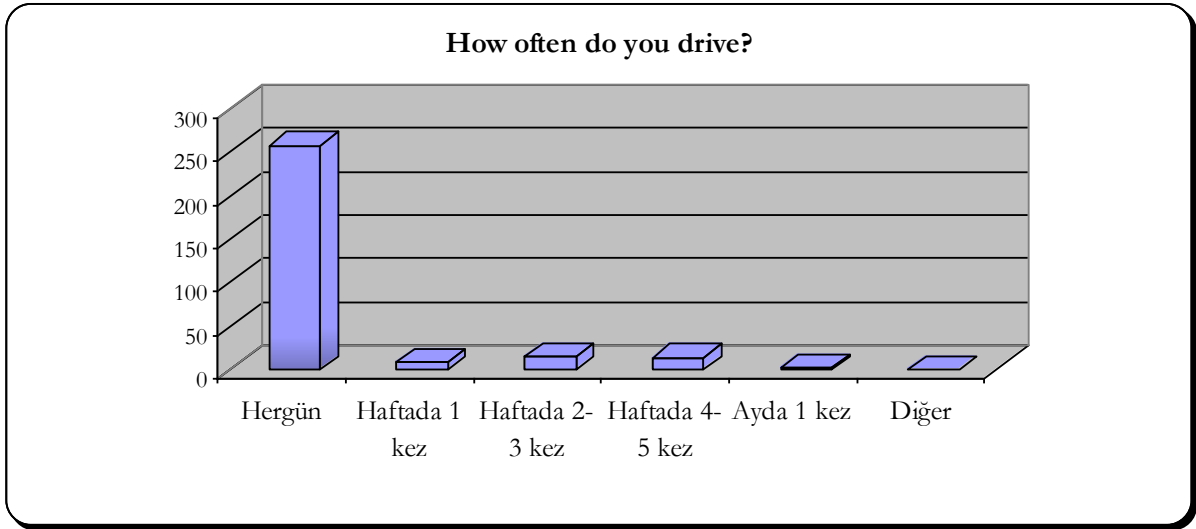


Figure 12 : How Often Do You Drive?

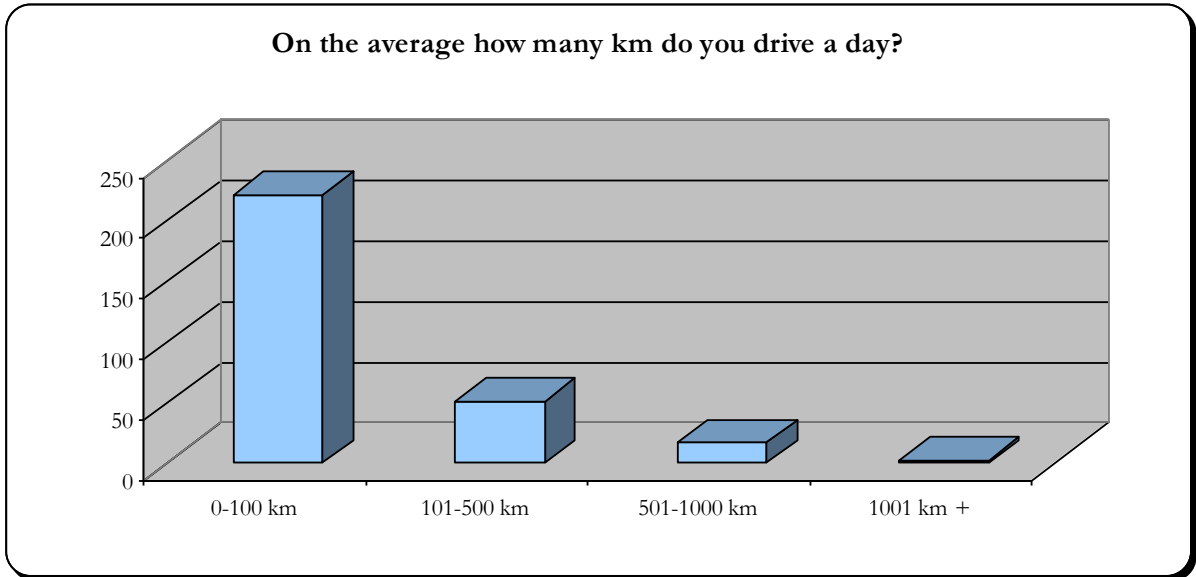


Figure 13 : On the Average How Many Km Do You Drive a Day?

6. Have You Received a Traffic Ticket in the last one year? What was the Reason?

Among the participants 30,67% declared that they received traffic ticket in the last one year. Violation of speed limits seems to be the most common reason of traffic tickets with 57,61%.

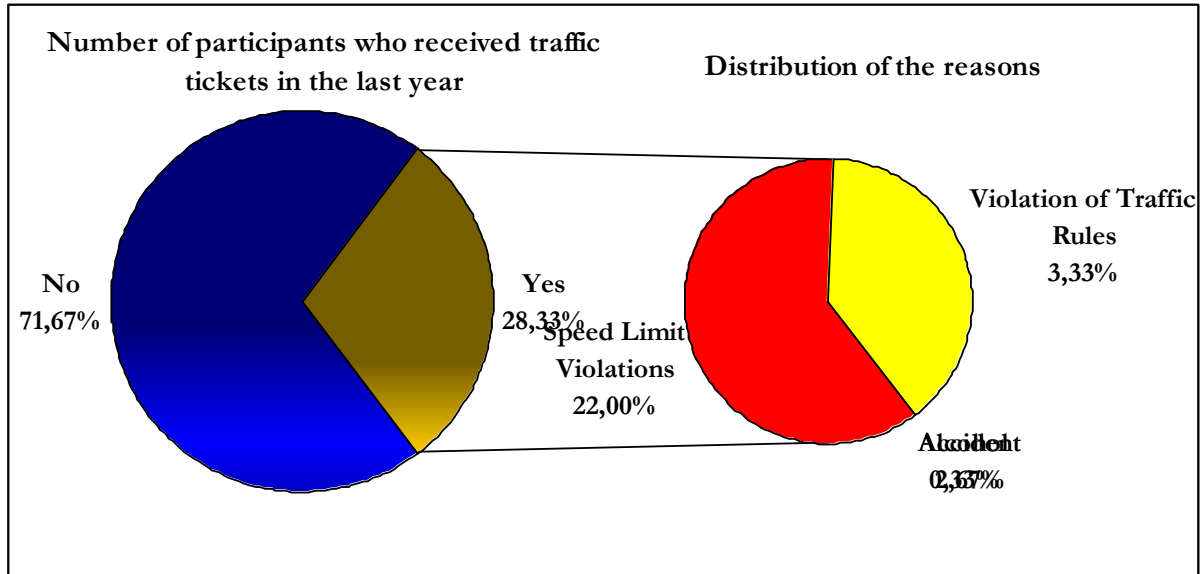


Figure 14 : Distribution of Participants who received a Traffic Ticket and the Reasons

7. Have you or Any of Your Closed Had a Road Accident in the last one year? Reason?

To this question, 61 participants answered as “Yes”. (Figure 15). The factors causing these road accidents were declared to be lack of experience with 44,26%, excess speed with 31,15% and distraction with 21,31%. Number of participants who linked the road accidents to lack of proper traffic signalisation and road infrastructure was the smallest figure among these.

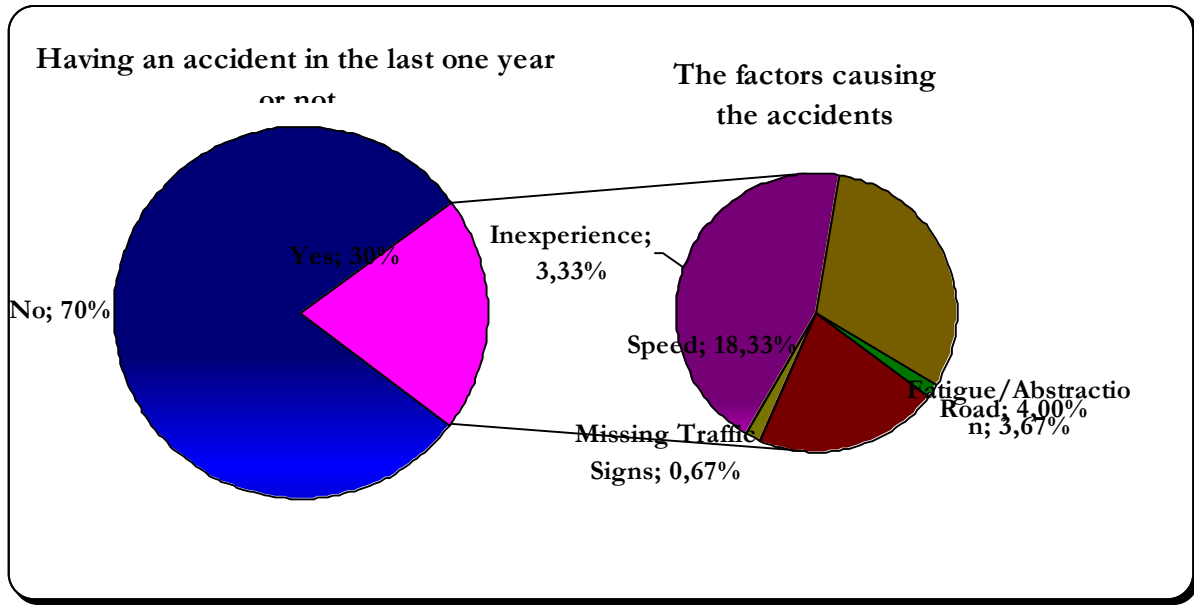


Figure 15 : Distribution of Participants who had an Accident in the last one Year and its Reason

Distribution of participants, who declared they had witnessed to road accidents in the last one year is given in Table 3 according to number of accidents witnessed. Most of the participants declared witnessing to 1-3 accidents in one year and these participants are from Nicosia and Famagusta.

Table 3 : Number of Accidents the Participants Witnessed to

Number of Accidents	Nicosia	Famagusta	Kyrenia	Morphou	İskele	Total
1-3	63	55	4	25	0	147
4-7	4	3	5	8	7	27
8-10	12	11	57	2	14	96
11-15	12	4	4	0	1	21
16+	0	0	0	0	0	0

8. How Often Do You Wear Seat Belt?

Of all Participants 63,67% declared that they wear seat-belt when ever they travel in a car. Those who declared they never wear a seat belt consist 19,33% of the participants and the ratio of participants who wear a seat belt only while travelling on inter-city roads is 17%.

9. Who do you think the major risk group is?

Participants see 18-24 age group drivers as the major risk group, which is followed by the professional drivers and pedestrians (Figure 16).

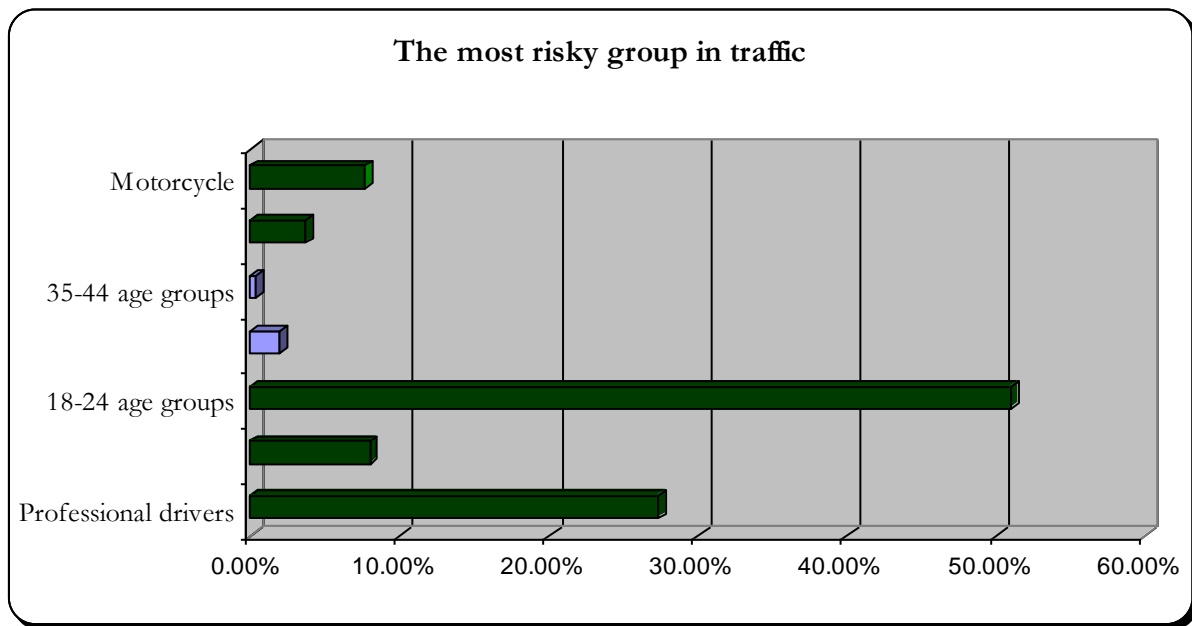


Figure 16 : Major Risk Groups

10. Do you think you are sufficiently informed about First-Aid ?

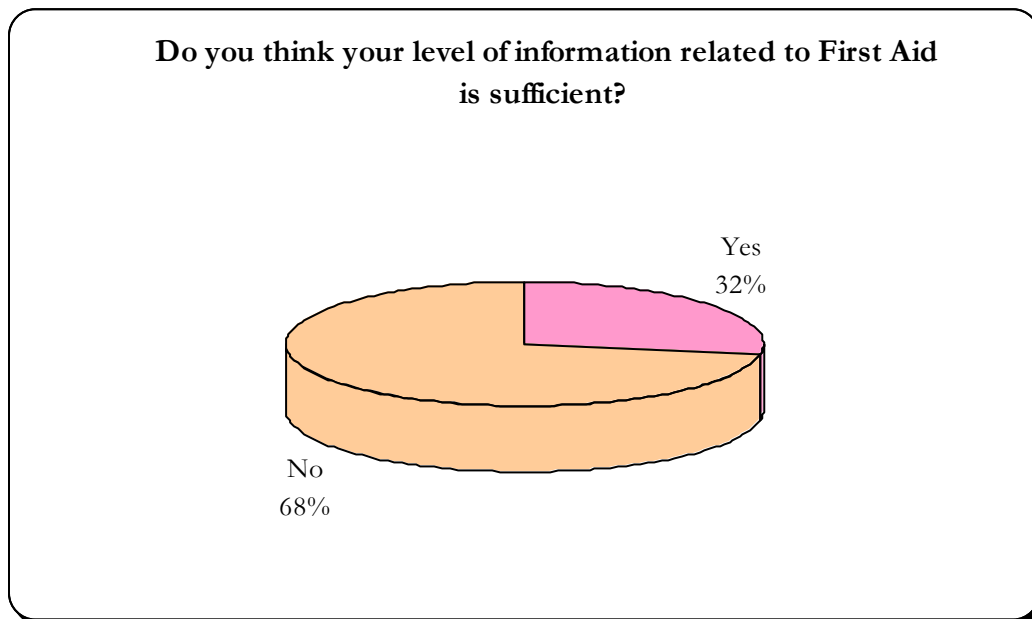


Figure 17 : How the Participants Evaluate Their Level of Information on First-Aid

11. Do you drive while impaired by Alcohol?

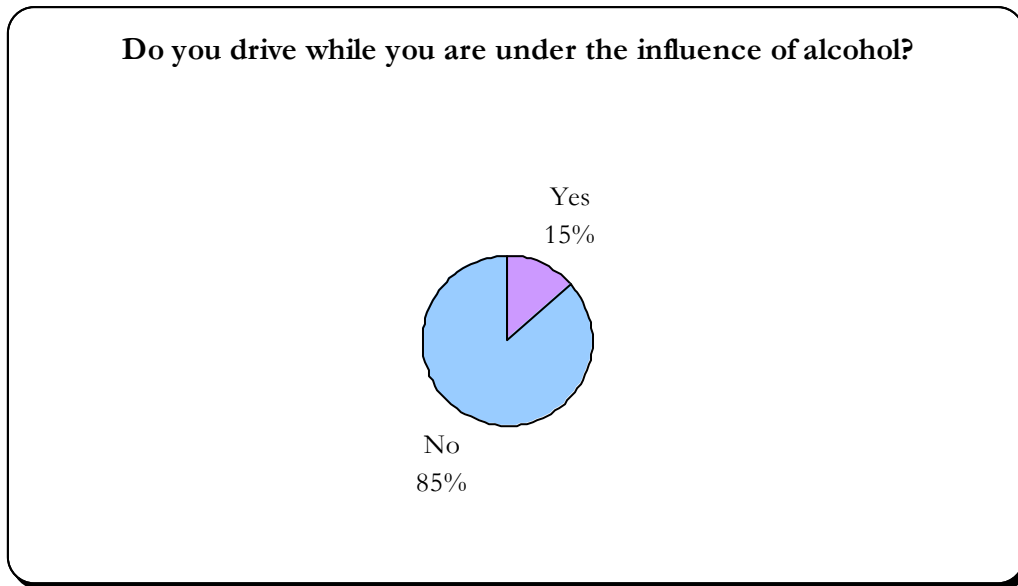


Figure 18 : Tendency to Drive While Impaired by Alcohol

12. Do you know the penalty of driving under the influence of alcohol?

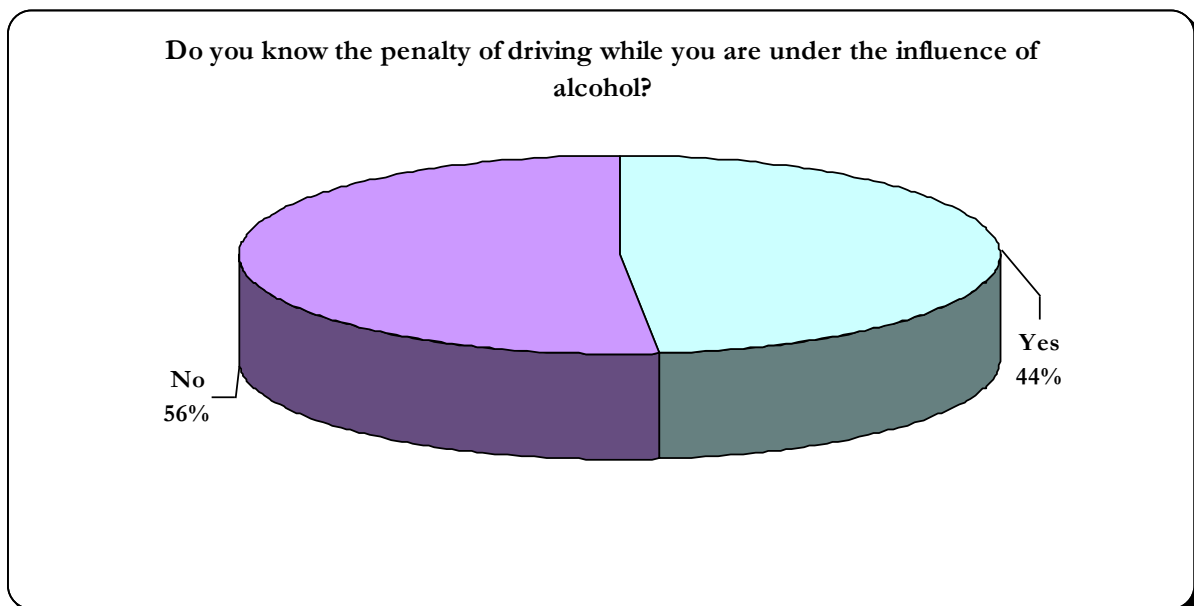
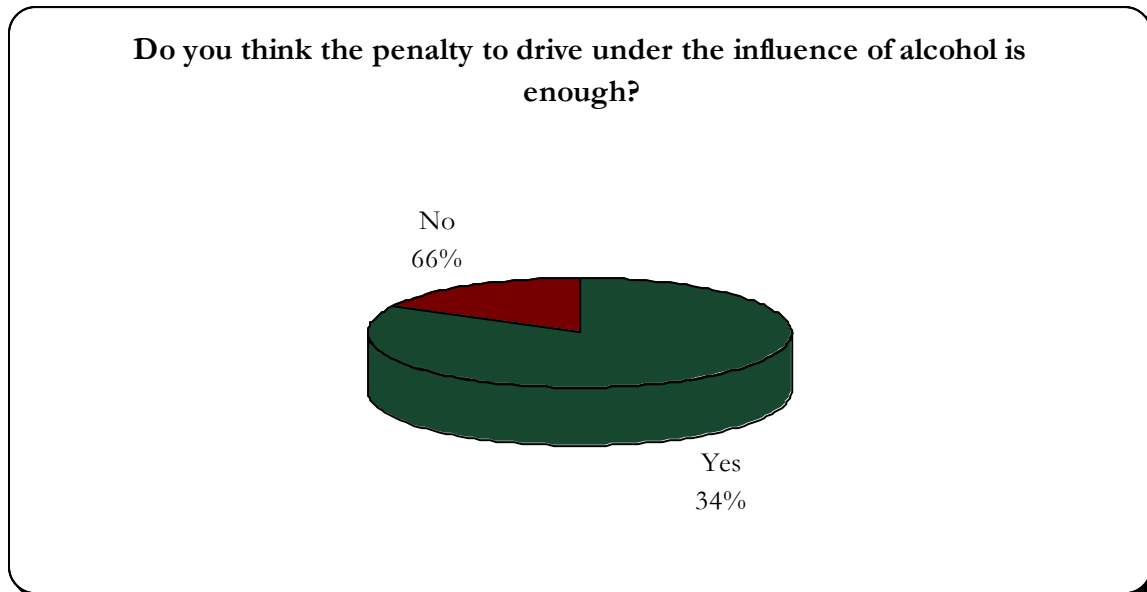
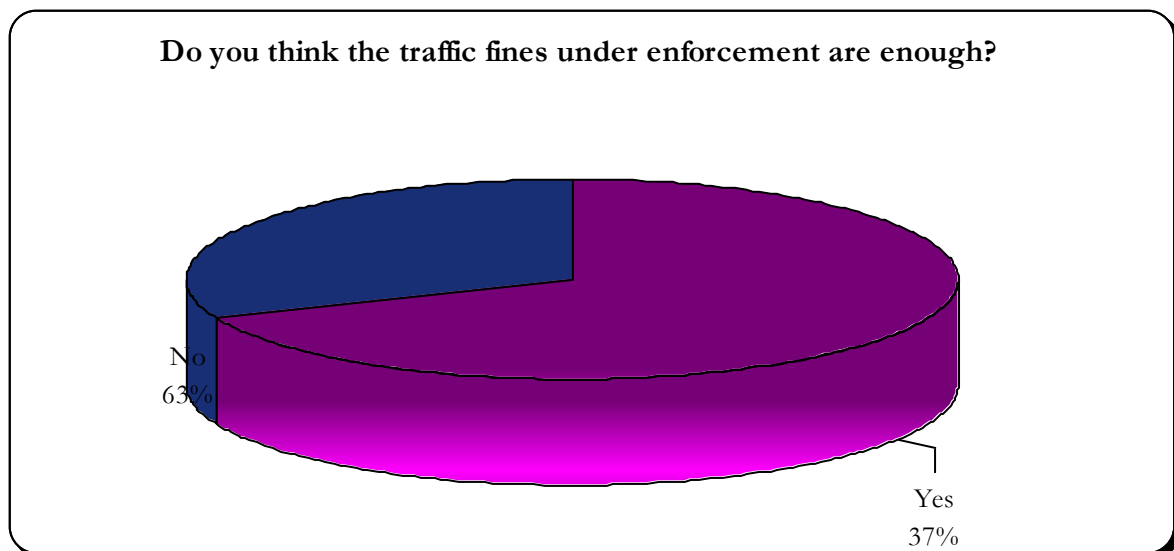


Figure 19 : Knowledge on the Penalty of Driving Under the Influence of Alcohol

13. Do you think driving under the influence of Alcohol is sufficiently penalised?**Figure 20 : How the Participants evaluate penalisation on driving impaired by alcohol****14. Do you think the traffic fines enforced are intimidating?****Figure 21: How the participants evaluate intimidating effect of the traffic fines**

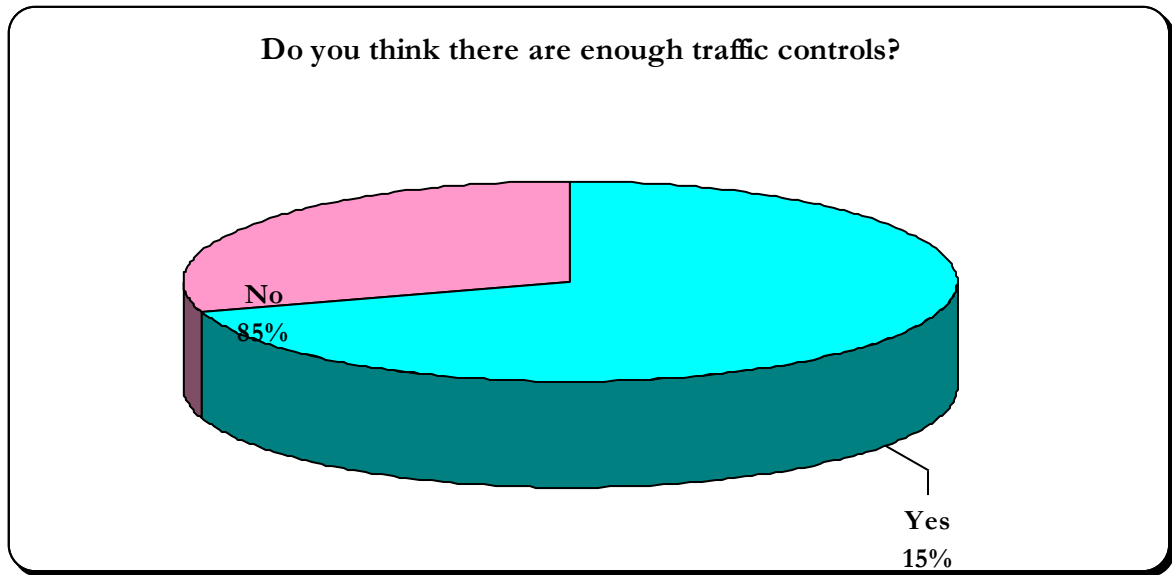
15. Do you think intensity of traffic controls are enough?

Figure 22 : How participants evaluate traffic controls – enough or not.

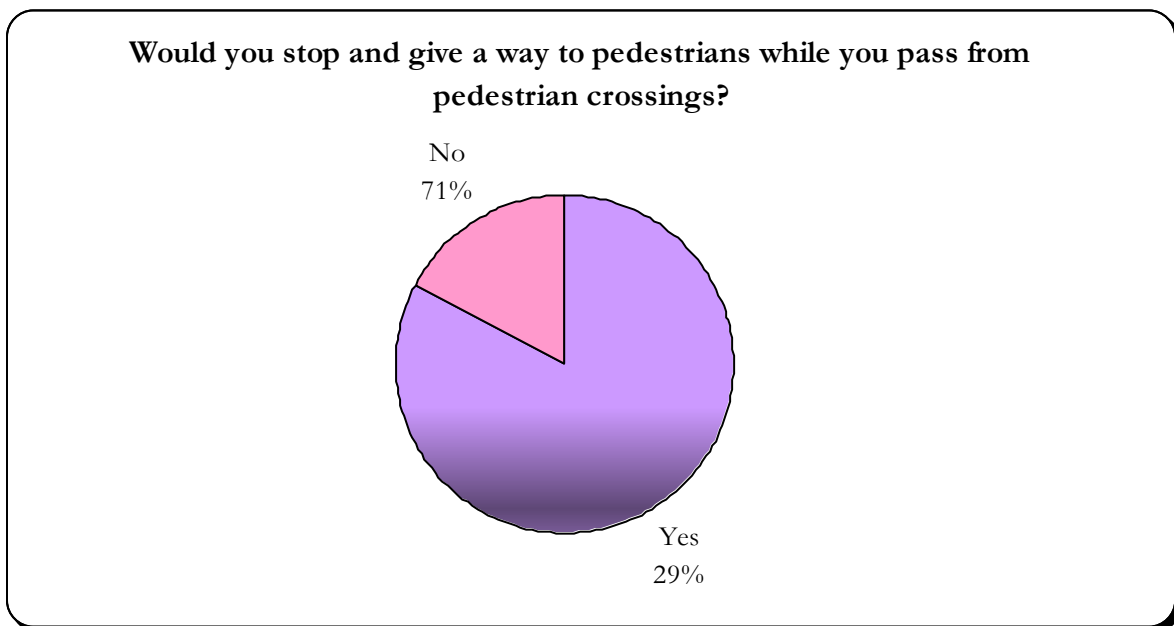
16. Do you stop and respect the right of way of pedestrians at pedestrian cross?

Figure 23 : Respecting Right of Way of Pedestrians at Pedestrian Cross

17. Do you talk on the Mobile Phones While Driving?

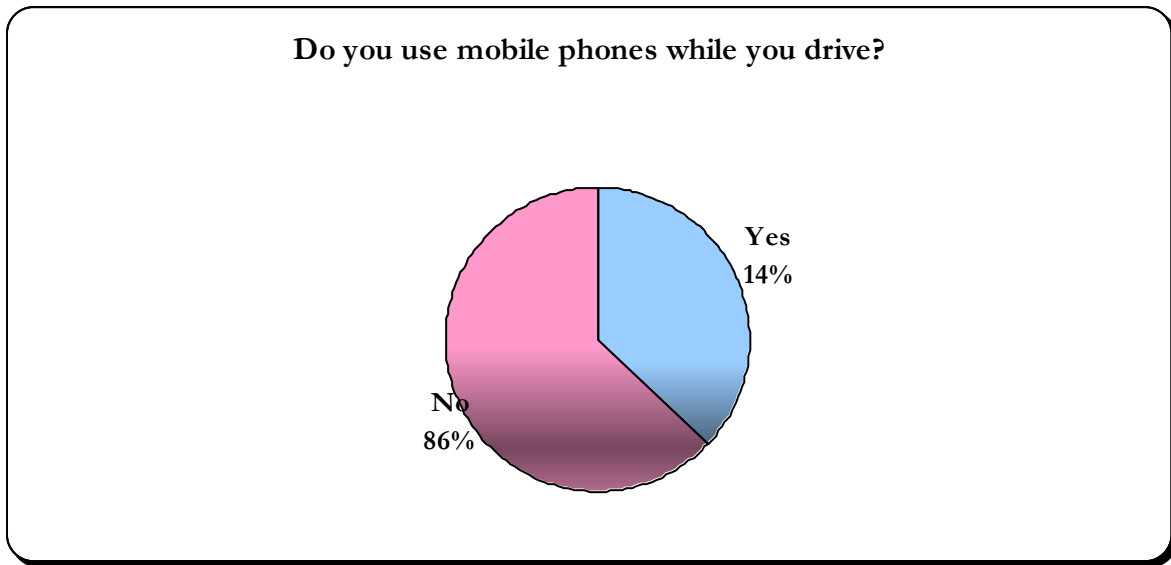


Figure 24 : Driving While Talking on the Mobile Phone

18. Do You Know the Speed Limit on City Roads?

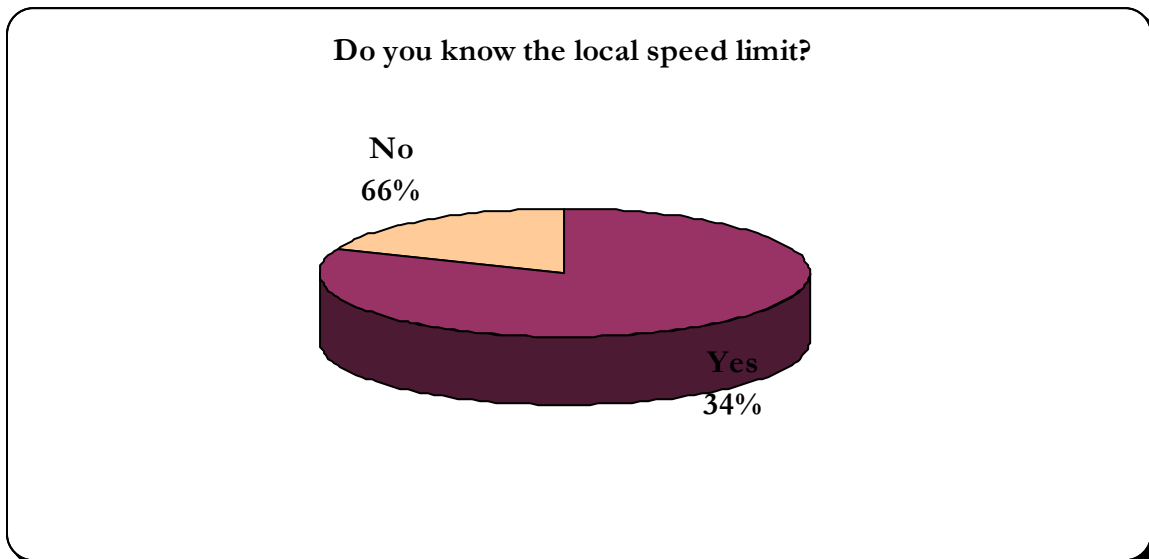


Figure 25 : Knowledge of Speed Limit on City Roads

19. Do you obey the Speed Limits?

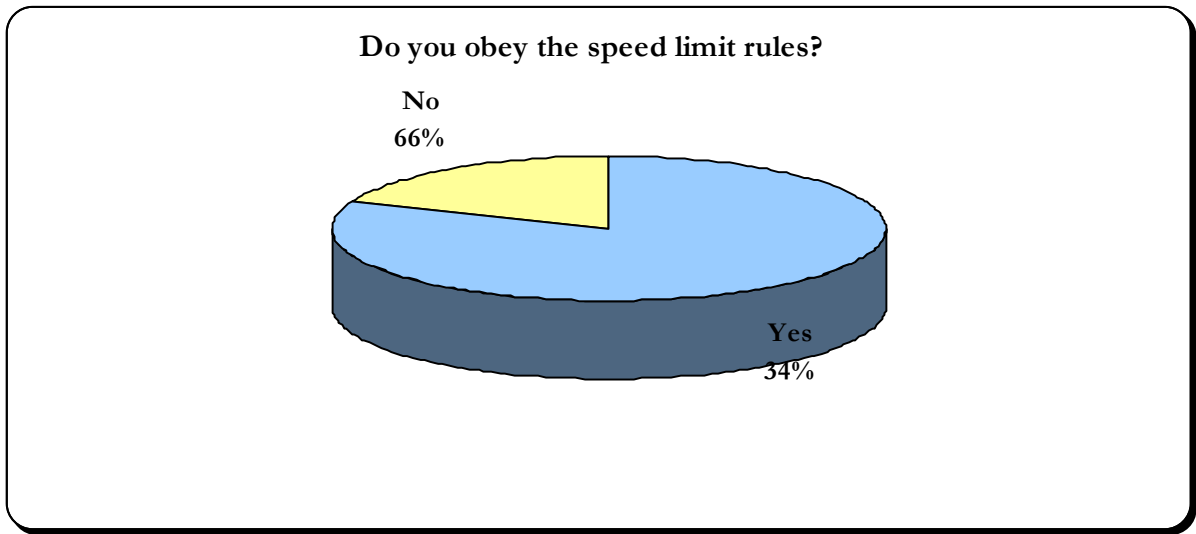


Figure 26 : Obeying the Speed Limits

20. Do you Violate Speed Limits, if you are in a Hurry?

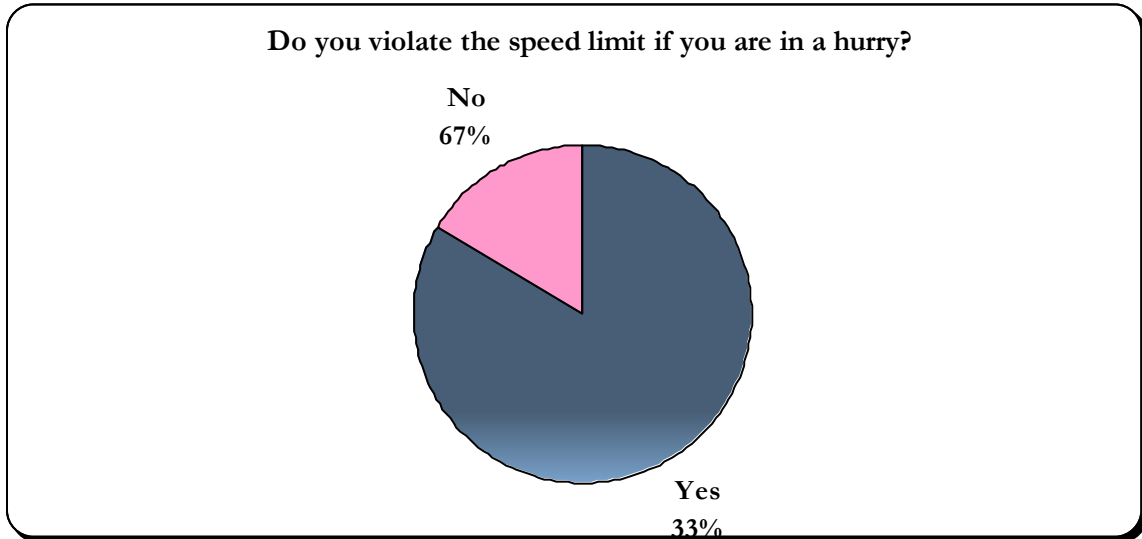


Figure 27 : Tendency to violate speed limits if in a hurry

21. What is the meaning of the following traffic signs?

The participants were shown 4 different traffic signs and asked the meaning of these signs.

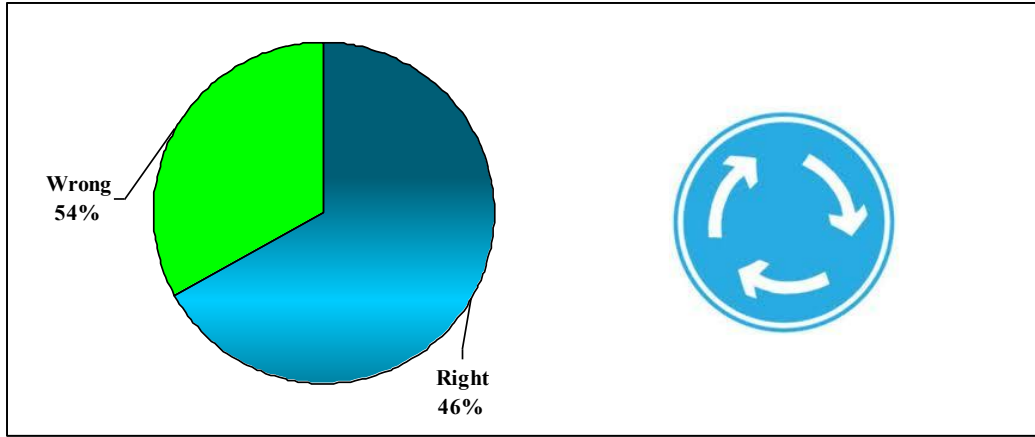


Figure 28 : Traffic Sign – Roundabout

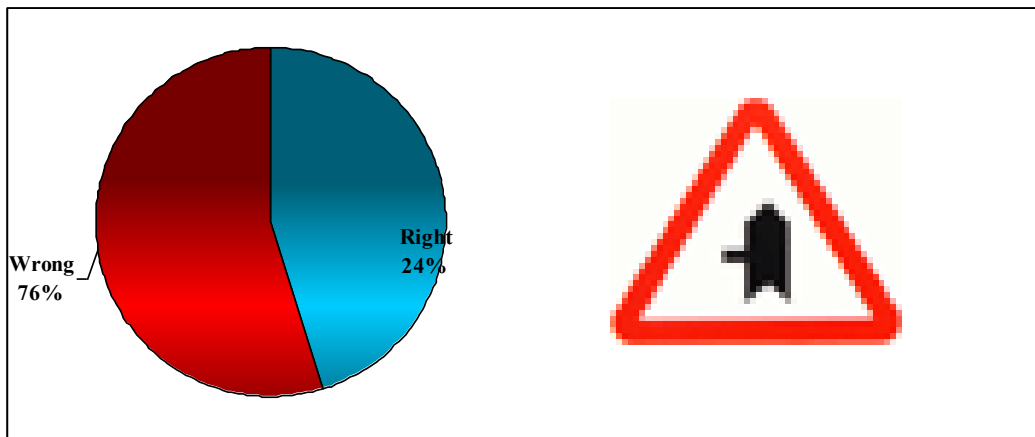


Figure 29 : Traffic Sign – Primary and Secondary Road Connection

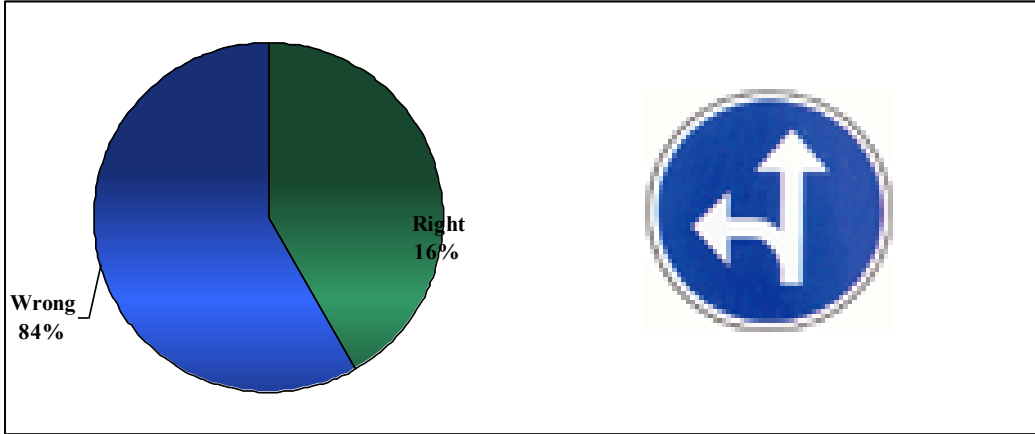


Figure 30 : Traffic Sign – Compulsory Direction, Straight or Left

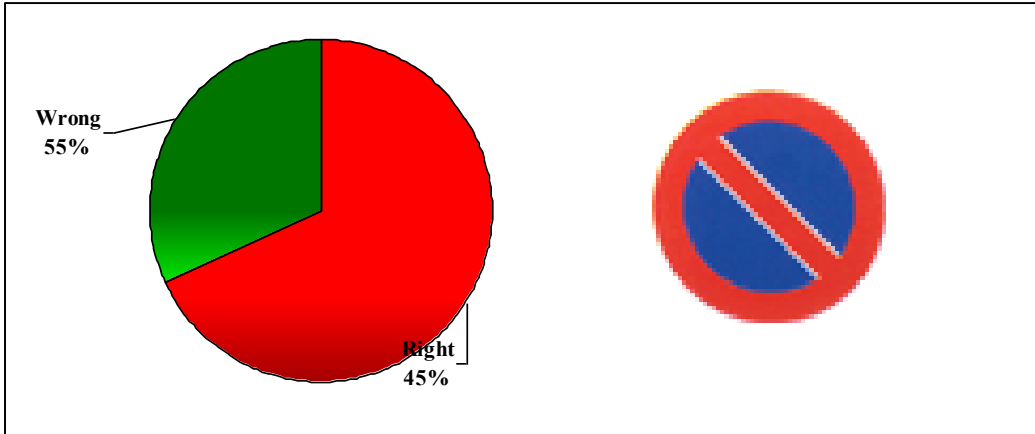


Figure 31 : Traffic Sign – No Parking

22. Do you think Speed Detection Cameras help to decrease number of road accidents?

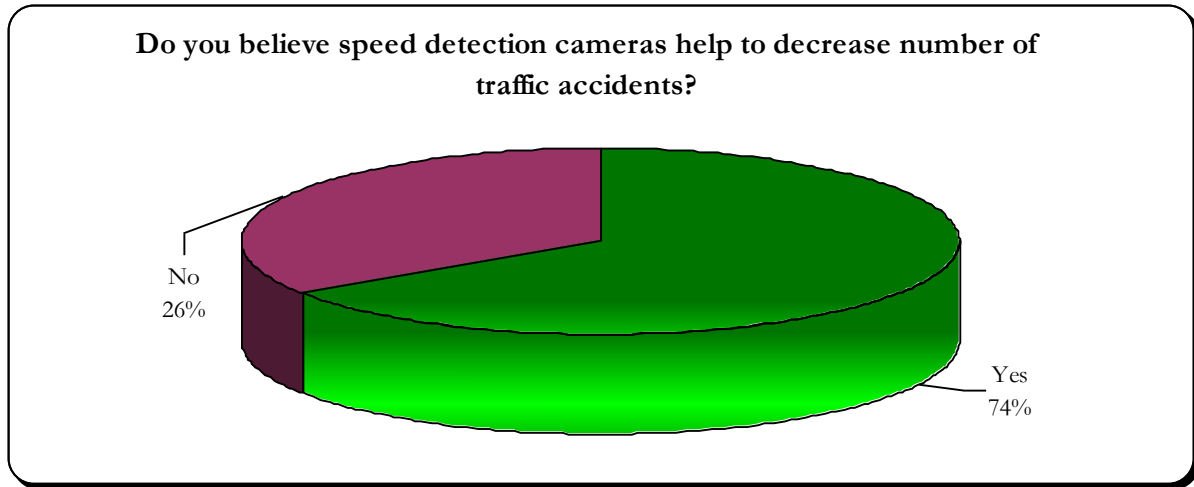


Figure 32 : Do You Think Speed Detection Cameras Help to Decrease Number of Road Accidents?

23. Are you aware of the traffic related campaigns/projects?

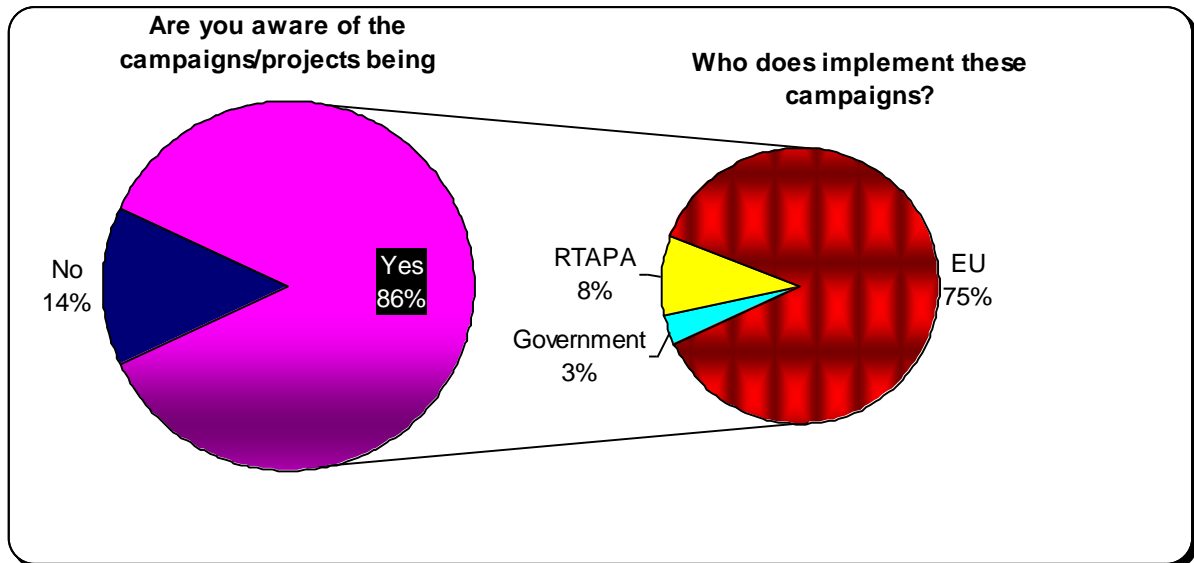


Figure 33 : Ratio of participants, who are informed about the traffic related campaigns and / supporting organisation

24. Can you recall the motto of the EU funded Road Safety Education and Campaigning project?

To assess if the participants remember the motto of the campaign without any help, no options are provided that may guide them. The participants told the motto as they remember. "I Promise!" motto was remembered by 71,67% of the participants. Some of these were similar expressions with the same meaning. The rest, couldn't recall the message.

25. How did you hear about the motto?

The participants were asked how they heard about the campaign. TV and newspapers seem to be the most effective channels in reaching the target group segments.

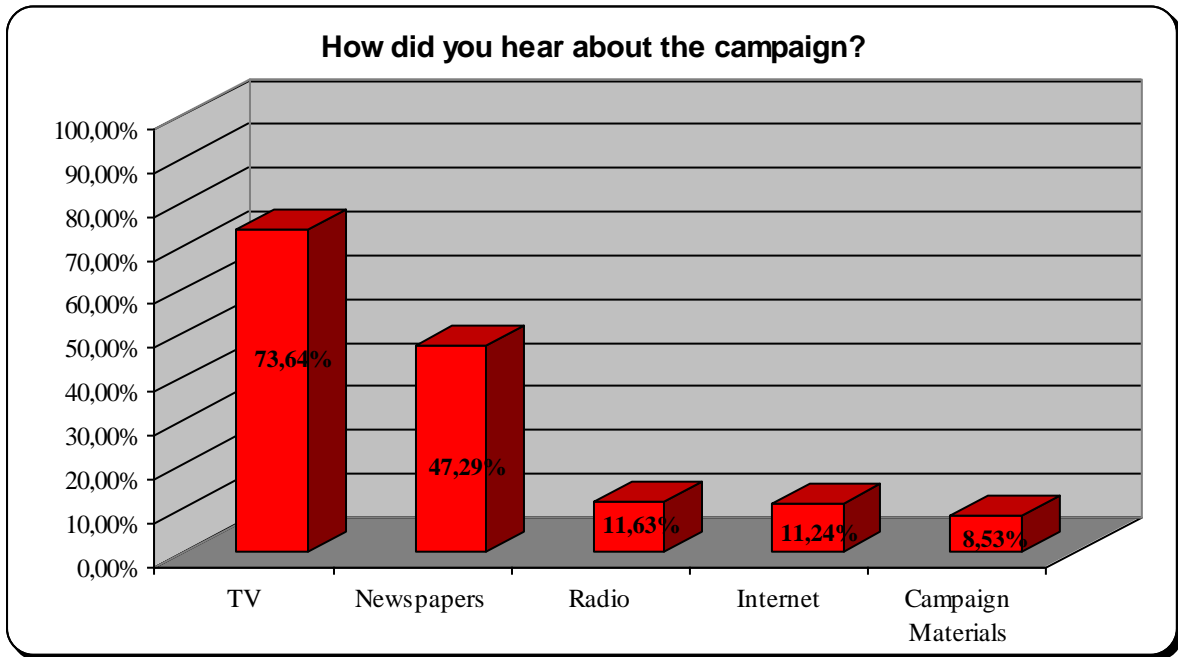


Figure 34: Distribution of effectiveness of communication channels in reaching the target groups.

In the table below (Table 4) comparative results of the information needs analysis survey and end-of campaign survey are summarised.

Table 4 : Comparison of Results of the Information Needs Analysis Survey (1st survey) to End-of Campaign Survey (2nd Survey) Results

Criteria	1st Survey	2nd Survey
Do you have a driving license? / Category of license you hold	Among 300 participants 221 owns a driving license 199 have D category, 9 have E category, 7 have B category, 6 have other category licenses.	Among 300 participants 287 owns a driving license 222 have D category, 45 have E category, 16 have B category, 4 have other category licenses.
How old were you when you first drove a car?	Average age of first driving: 15,72	Average of first driving: 15,93
How did you learn driving?	Among those who drive; 25,37% attended a driving school, 31,34% from family members, 18,66% from friends, 24,63% learnt driving on their own.	Among those who drive; 38,46% attended a driving school, 45,82 from family members, 9,03% from friends, 6,69% learnt driving on their own.
Do you have a vehicle?	69% owns an automobile, 4,67% owns a motorcycle.	92,33% owns an automobile, 12,33% owns a motorcycle.
How often do you drive?	46% everyday, 7% once a week, 19% 2-3 times a week, 1,67% 4-5 times a week.	85,67% everyday, 2,67% once a week, 4,67% 2-3 times a week, 4,33% 4-5 times a week, 0,33% once a month.
How many km do you drive a day?	91,86%: 0-100 km, 7,24%: 101-500 km, 0,90%: 501-1000 km.	75,77%: 0-100 km, 17,41%: 101-500 km, 5,8%: 501-1000 km 0,68%: more.
Have you received a traffic ticket in the last	28,33% of all participants declared that they had received a traffic ticket	30,67% of all participants declared that they had received a traffic ticket

Criteria	1st Survey	2nd Survey
one year?	in the last one year.	in the last one year.
Reason for the traffic ticket	1,18% alcohol 77,65% violation of speed limits 11,76% violation of traffic rules 9,41% road accident.	5,42% seat belt 57,61% violation of speed limits 36,96% violation of traffic rules.
Did you or any of your closed have a road accident in the last one year?	30% of the participants declared they had a road accident in the last one year.	20,33% of the participants declared they had a road accident in the last one year.
Reason of the accident	12,22% Distraction, 2,22% lack of proper traffic signalisation, 11,11% lack of experience, 61,11% excess speed, 13,33% road infrastructure.	21,31% Distraction, 1,64% lack of proper traffic signalisation, 44,26% lack of experience, 31,15% excess speed, 1,64% road infrastructure.
How often do you wear a seat belt?	51% always 16% only on inter-city roads 33% never.	63,67% always 17% only on inter-city roads 19,33% never.
Number of road accidents you or any of your friends witnessed to?	85 people 1-3 accidents, 145 people 4-7 accidents, 41 people 8-10 accidents.	146 people 1-3 accidents, 27 people 4-7 accidents, 96 people 8-10 accidents, 21 people 11-15 accidents.
Who do you think the major risk group is in traffic?	27% professional drivers, 25% pedestrians, 31,33% 18-24 age group drivers, 16% drivers above age 45, 0,67% motorcycle drivers.	27,33% professional drivers, 8% pedestrians, 51% 18-24 age group drivers, 2% 25-34 age group drivers, 3,67% drivers above age 45, 7,67% motorcycle drivers.
Are you sufficiently informed about first-aid?	32,33% of the participants declared that they had sufficient information on first-aid.	27,67% of the participants declared that they had sufficient information on first-aid.
Do you drive while	15,33% of the participants declared	13,67% of the participants declared

Criteria	1st Survey	2nd Survey
impaired by alcohol?	they drive while impaired by alcohol.	they drive while impaired by alcohol..
Do you know the penalty for driving while impaired by alcohol?	44,33% of the participants declared they know the penalty for driving under the influence of alcohol.	48,33% of the participants declared they know the penalty for driving under the influence of alcohol.
Do you think driving under the influence of alcohol is sufficiently penalised?	33,67% declared that driving under the influence of alcohol is sufficiently penalised.	82,67% declared that driving under the influence of alcohol is sufficiently penalised.
Do you think level of traffic fines are enough to intimidate?	36,67% declared level of traffic fines is enough to intimidate.	68,67% declared level of traffic fines is enough to intimidate.
Do you think there are enough traffic controls?	15,33% declared traffic controls are enough.	70% declared traffic controls are enough.
Do you respect the right of way of pedestrians at pedestrian cross?	29% of the participants declared they respect right of way of pedestrians on the pedestrian cross.	82,67% of the participants declared they respect right of way of pedestrians on the pedestrian cross.
Do you think pedestrian crosses are sufficiently lightened?	48% of the participants said lightening of the predetermine crosses should be improved.	83% of the participants said lightening of the predetermine crosses should be improved.
Do you think there is proper traffic signalisation in your city?	56% of the participants declared that there is proper traffic signalisation in their city.	29% of the participants declared that there is proper traffic signalisation in their city.
Do you talk to mobile phones while driving?	86% of the participants said that they did not talk to mobile phones while driving.	63% of the participants said that they did not talk to mobile phones while driving.
Do you know the speed limits on city roads?	34,33% of the participants declared that they know the speed limits.	81% of the participants declared that they know the speed limits.
Do you obey the speed limits?	54,33% of the participants declared they obey the speed limits.	78,33% of the participants declared they obey the speed limits.

Criteria	1st Survey	2nd Survey
Do you violate speed limits, if you are in a hurry?	33,33% of the participants are prone to violate speed limits, if they are in a hurry.	83,67% of the participants are prone to violate speed limits, if they are in a hurry.
Roundabout	46,33% of the participants know the meaning of the roundabout sign correctly.	67% of the participants know the meaning of the roundabout sign correctly.
Primary – Secondary Road Connection	23,67% of the participants know the meaning of the primary – secondary road connection sign correctly.	45,33% of the participants know the meaning of the primary – secondary road connection sign correctly.
Compulsory Direction – Straight or Left	16% of the participants know the meaning of compulsory direction sign correctly.	41,67% of the participants know the meaning of compulsory direction sign correctly.
No Parking	45% of the participants know the meaning of no parking sign correctly.	68% of the participants know the meaning of no parking sign correctly.
Do you think speed detection cameras help to reduce the number of road accidents?	73,67% of the participants think that speed detection cameras help.	65,67% of the participants think that speed detection cameras help.
Are you aware of the road safety campaigns/ projects?	37% of the participants said they heard about the road safety campaigns.	86% of the participants said they heard about the road safety campaigns.
Who does implement the road safety campaigns you heard?	Among the participants who heard about the road safety projects 7,5% said the government, 40,50% said EU, 52% said Road and Traffic Accidents Prevention Association as the implementer of the campaign.	Among the participants who heard about the road safety projects 3,49% said the government, 87,21% said EU, 9,30% said Road and Traffic Accidents Prevention Association as the implementer of the campaign.
Do you remember the motto of the EU funded Road Safety Campaign?		71,67% of the participants could recall the motto correctly.
How did you here		Majority of the participants who are

Criteria	1st Survey	2nd Survey
about the campaign?		aware about the campaign said they heard it from TV (74%) and newspapers (47%).

4. EVALUATION AD RESULTS

Evaluation based on the comparison of the two survey results is done using a set of criteria compatible with the objectives of the Road Safety Education and Campaigning project. Table below, provides some meaningful differences between the results of the information needs analysis and end-of campaign surveys based on this set of criteria.

Table 5: Evaluation Table

Criteria	1 st Survey	2 nd Survey	Difference
Number of road users reached	<p>Among 300 participants, only 12% declared that they are aware of the campaigns that were implemented on road safety.</p> <p>Among those who were aware, 41% declared about EU funded campaign.</p>	<p>86% of the 300 participants declared they are aware of the campaigns on road safety.</p> <p>Among the participants, 75% was aware of the campaign funded by EU.</p>	<p>Positive increase in the number of people who are aware of the campaigns is 74%.</p> <p>This indicates that two third of the community is aware of the campaign and knows specifically that this is an EU funded campaign.</p>
Recall of the message used		<p>Among the participants who are aware of the campaign 72% could recall the motto of the campaign as "I Promised" or expressions with similar meanings.</p>	<p>With the campaign implemented we could convey the main message to 72% of the society.</p>
Change in traffic knowledge	<p>4 traffic signs were asked:</p> <p>Roundabout – 54% of the answers were wrong</p> <p>Primary/secondary road connection – 76% of the answers were wrong</p> <p>Direction – 84% of the answers were wrong</p> <p>No parking – 55% of the answers were wrong</p>	<p>4 traffic signs were asked:</p> <p>Roundabout – 33% of the answers were wrong</p> <p>Primary/secondary road connection – 55% of the answers were wrong</p> <p>Direction – 58% of the answers were wrong</p> <p>No parking – 32% of the answers were wrong</p>	<p>There is an improvement in the knowledge of traffic signs, but there is room for more improvement especially considering these signs asked are among the most commonly used traffic signs.</p>
Change in attitudes and behaviour	<p>Among the participants 51% declared they wear seat belts when travelling in a car, 16% declared only in intercity roads and 33% declared they never wear seat-belt.</p> <p>Rate of driving while</p>	<p>Among the participants 66% declared they always fasten seat belts when travelling in a car, 17% declared only in intercity roads and 17% said they never use.</p> <p>Rate of driving while</p>	<p>Positive change in seat-belt usage is 15% among those who always wear a seat belt or at least perceived it as "correct to do".</p>

	<p>impaired by alcohol was 15%.</p> <p>34% declared that they know the speed limits and they obey, but if in a hurry, they violate the speed limits.</p> <p>Violation of speed limits was the number one reason of traffic tickets (61% of those who received traffic ticket), followed by violation of traffic rules</p>	<p>impaired by alcohol is 14%.</p> <p>81% declared they know the speed limits and 78% said they obey, but 84% declared that they violate if in a hurry.</p> <p>Violation of speed limits is still the number one reason of traffic tickets (58% of those who received traffic ticket), followed by violation of traffic rules.</p>	<p>It seems there is an increase in the target group members, who know the speed limits and mostly obey; but no change in the violation based on personal conditions.</p>
Effective Communication Channels	<p>Results indicated TV as the main communication channel, followed by newspapers and internet sites.</p>	<p>It's been confirmed that most of those who are aware of the project was reached by TV (74%), than by the newspaper inserts (47%), radio and internet helped in reaching 12% and 11% respectively.</p>	