Road Safety Education and Campaigning

Northern Part of Cyprus

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Information Needs Analysis Survey Report – First Survey – ver.00

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The European Union

A project implemented by
Piri Group

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INTRODUCTION

This Information Needs Analysis report, has been prepared under the "Road Safety Education and Campaigning" project based on a survey conducted over 300 people from various sections of society to determine how the traffic safety problem is perceived through the eyes of the public. This study will further be utilised to measure the impact generated by the campaign by comparing these results to the survey results that will be conducted at the end of the campaign to measure the impact generated by the Project.

This report consists of 4 sections. The first section provides brief information on the “Road Safety Education and Campaigning” project including its overall and specific objectives, expected results and what has been done up to now. This section also includes how this information needs analysis study will be contributing to the project and how this field survey process will continue.

In the second section the methodology used in this survey for the Information Needs Analysis. Distribution of towns, gender, education and socio-economic level and similar profile related information is explained in this section.

The third section focuses on the data collected in the field study, analysis of this data and their interpretation.

Fourth section as the final consists of a general results and conclusions of the information needs analysis survey.

1. SUMMARY ON THE PROJECT

OBJECTIVES OF THE PROJECT

Road Safety Education and Campaigning 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 on the northern part of Cyprus will be implemented, within this programme the Road Safety Education and Campaigning project has the overall objective of contributing to the improvement of road and traffic safety in northern Cyprus by increasing awareness and understanding of the factors leading to accidents.

The project started in December 2009 with the following specific objectives:

- Disseminate information on causes to traffic accidents
- Create understanding for measures to reduce traffic accidents
- Increase the capacity for making targeted and efficient campaigns to improve traffic safety.

EXPECTED RESULTS

The project is expected to produce:

A Communication Strategy with measurable objectives, identifying road safety priority issues, ways and modalities for effective communications (websites, newsletters, media, reports, stakeholders meetings, mailing list etc.) and prioritisation of target groups as well as existing communication channels and media.

An Awareness Raising Campaign implemented by the newly established TSC Sub-Committee on Training, Research and Awareness and assisted by the Consultant which covers execution of a series of road safety education information dissemination sessions. The Awareness Campaign aims at the various target groups in the Communication Strategy involving the preparation and execution of a broader traffic safety public outreach program that involves television, radio, and print as well as special events.

A training programme designed based on the Training Needs Assessment (TNA) aiming to ensure that all stakeholders involved in road safety education and awareness creation have adequate capacity for this task.

The project team is working in cooperation with the Traffic and Transportation Services Committee as well as the Sub-committee on Awareness, Research and Education for the implementation of the tasks. Up to now, a stakeholder mapping has been done, a kick-off meeting including a workshop has been conducted as well as several individual meetings with the stakeholders. As important milestones of the project, a training needs analysis and a communication strategy have been prepared, agreed with the beneficiary and submitted for approval of the Contracting Authority. Following these a workshop with the participation of

priority stakeholders related to the subject including public entities and universities, a capacity building workshop was organised.

INFORMATION NEEDS ANALYSIS AND FIELD SURVEYS:

For the information needs analysis of the target groups and evaluation of the campaign process 2 surveys are planned during the course of the project. This first survey is conducted before the start of the campaign and training activities and the conclusions are presented in this report. The second will be conducted close to the end of the Project.

It has been aimed to determine the profiles of the target group, information needs of the target groups; to identify of the most effective channels of communication to reach these target groups and besides these to measure the effectiveness of the campaign between the two survey studies comparing the results of the second to the first. In other words this survey is considered to be a basis before the campaign activities are started to measure the impact generated at the end. The surveys will also help to measure some Critical Performance Indicators to measure the effectiveness of the Project.

This first survey conducted helped to confirm the target group profiles, their prioritisation and the effective channels identified to reach these target group in the training needs analysis and communication strategy. It also helped to clarify how this issue is perceived by the public to complete the comments and suggestions recevied from the stakeholders for the analysis purposes of the project.

2. METHODOLOGY

This section focuses on the methodology used for performing the survey of the information needs analysis. Information on the questionnaire used, geographic distribution of the participants and justification for this distribution are provided below together with information related to the segmentation of the participants parallel with the nature of the subject.

QUESTIONNAIRE

The questionnaire is very simple and has 55 questions. It takes 12-15 minutes to finish with each participant.

Questions 1-9. are related to the age groups, gender, residence area, socio-economic and education level, profession and frequency of going to entertainment places;

Questions 10-15. are on whether they drive any vehicle, how they learned to drive and how often they drive;

Questions 16-43. are on the driving habits, the attitudes related to traffic rules, the knowledge of traffic signs and the difficulties they face in traffic to understand if these are due to their lack of knowledge of the traffic rules or attitude;

Questions 44-50 are on the awareness of people on the campaigns and projects that are implemented in the northern part of Cyprus related to traffic and traffic safety to have an understanding of the effectiveness of the previous campaigns;

Questions 51-55 are related to the visual, printed and social media that the participants are following to prioritise the channels of communication in the campaign.

The questionnaires are filled by asking the participants that are compatible with the target group definition of the project, face to face in all towns mentioned in this report. The questionnaire is presented at Annex A.

PROFILES OF THE PARTICIPANTS

Geographic Distribution

The survey is performed in the northern part of Cyprus in 5 residential areas: Nicosia, Famagusta, Kyrenia, Morphou and Iskele with 300 participants. The number of survey participants for each settlement and their gender distribution are specified according to the results of the 2006 census counting, de-facto population figures.

Below in Table 1, population, gender distribution and sample numbers are shown for each of these settlements.

Table 1 : Population, gender distribution and sample numbers for each residential area

Residential Area	2006 De-facto Population			Sample Numbers	
	Population	Woman	Man	Woman	Man
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
Iskele	21.978	4,32%	3,98%	13	12
TOTAL	**265.100**	**54,26%**	**45,75%**	**162**	**138**

Gender and Age Distribution

Gender distributions of the sample groups were made according to the distribution of the total population. Gender distribution of the sample group participated in the survey and their age distribution are shown in Figure 1 and Figure 2 respectively. Distribution of age groups to gender are presented in Table 2.

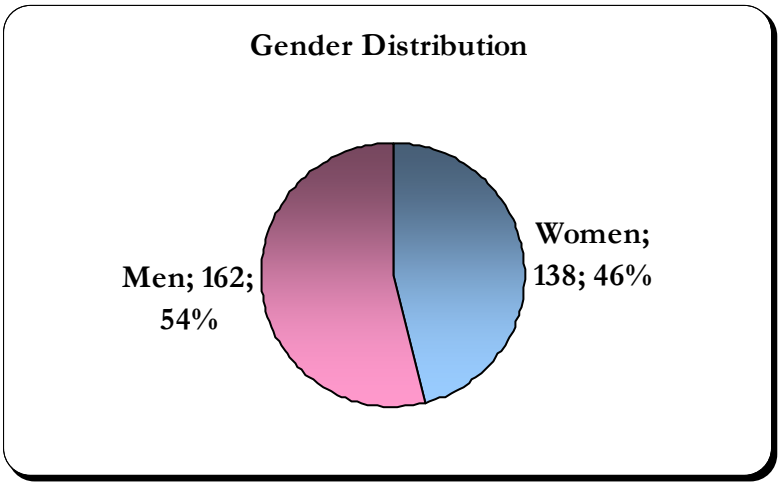

Figure 1 : Gender Distribution

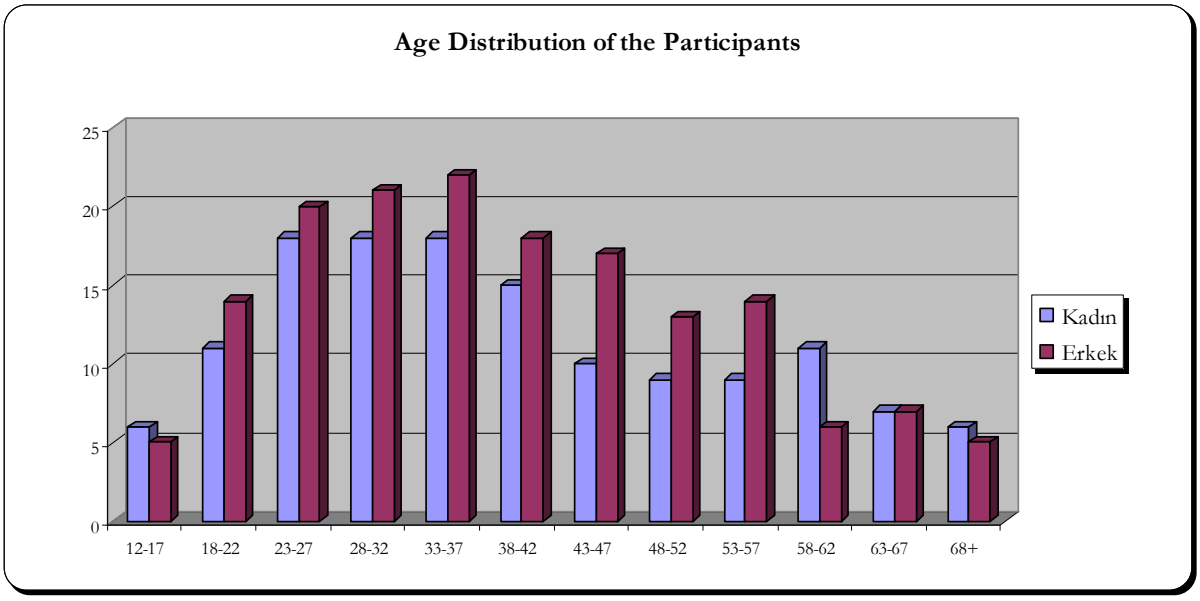

Figure 2 : Age Distribution of the Participants

Table 2 : Gender Distribution of Age Groups

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

Household Income Level and Household Population of the Participants

Although there are participants from all income groups, the participants with household income 1401-3000 constitute 67.67% of all participants. Distribution of the household income levels of the participants are given in Figure 3.

45% of all participants declared their household population as 4 people, however, 78.67% of the participants' declared there are 2 cars serving to their household.

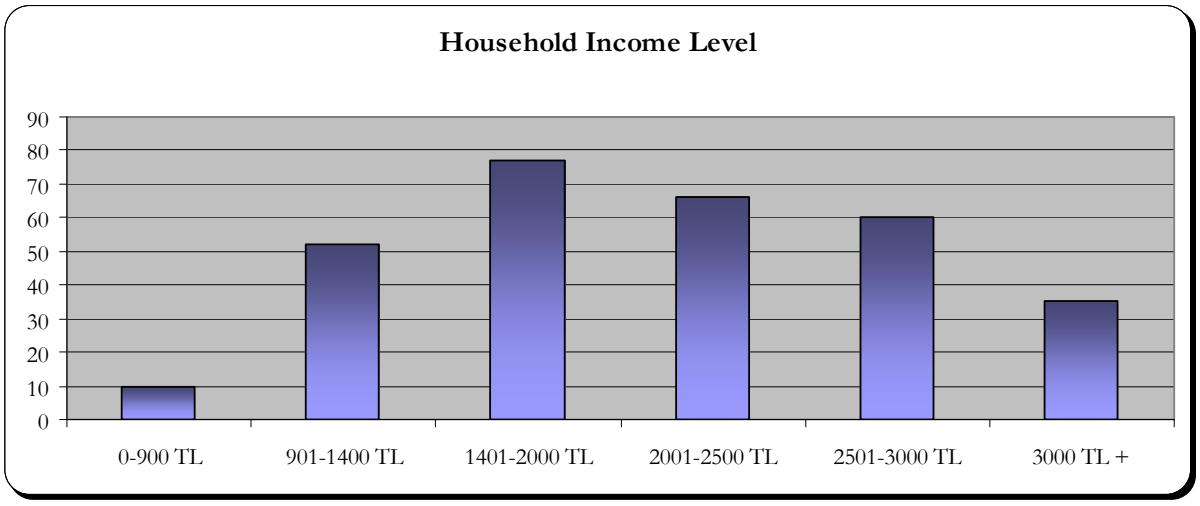

Figure 3 : Household Income Level

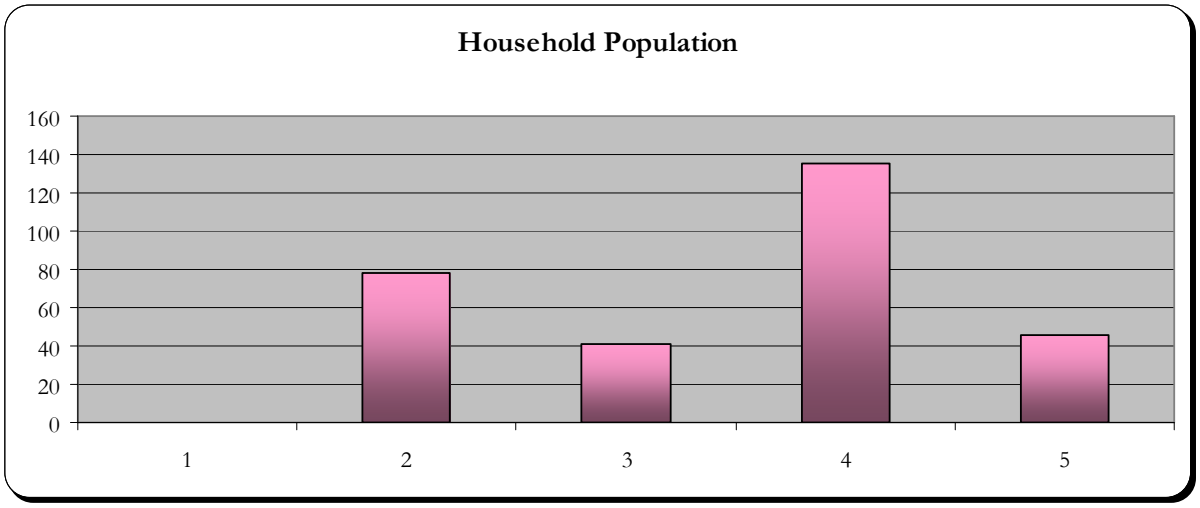

Figure 4 : Household Population

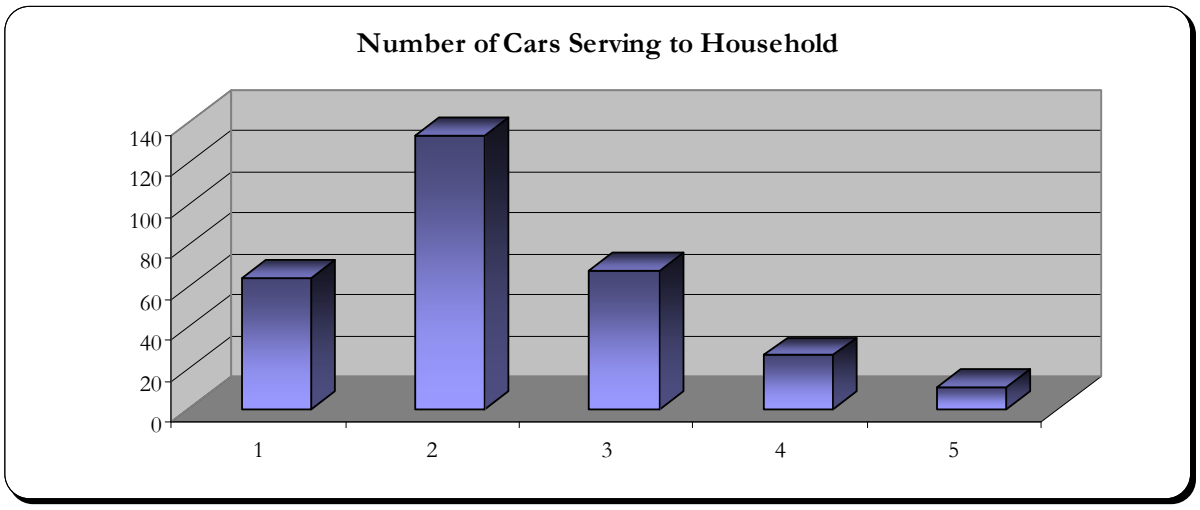

Figure 5 : Number of cars serving to household

Distribution of Occupation and the Level of Education of the Participants

Distribution of education level and occupation of the participants are given in Figure 6 and 7 respectively. It is clear in the figures that 59% of the participants are university graduates or higher, where 12% has over graduate degree. Among the 300 participants, 38% work for private sector, 26% are student and 19% are public servants.

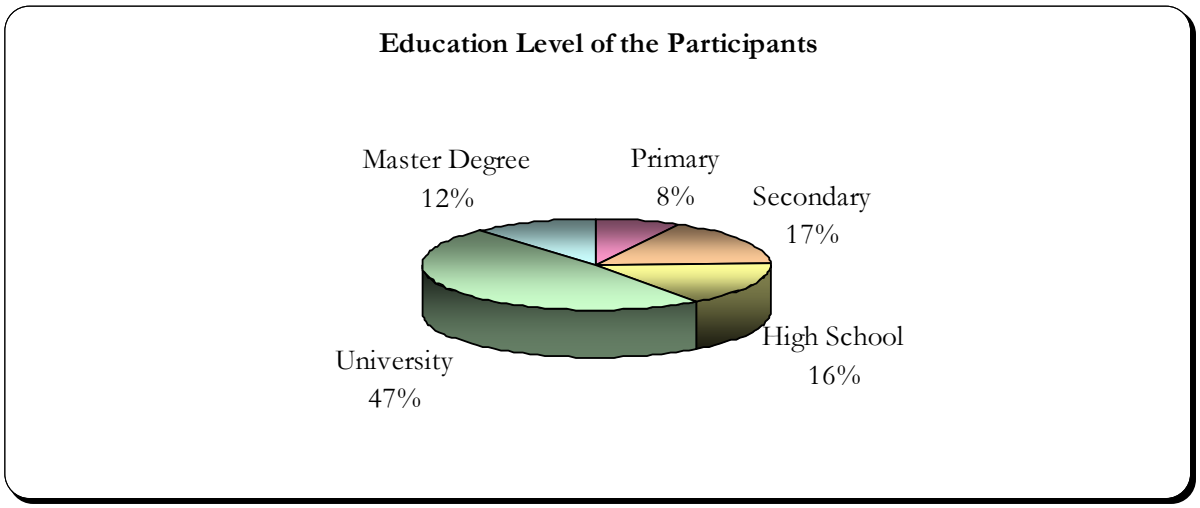

Figure 6 : Education Level of the Participants

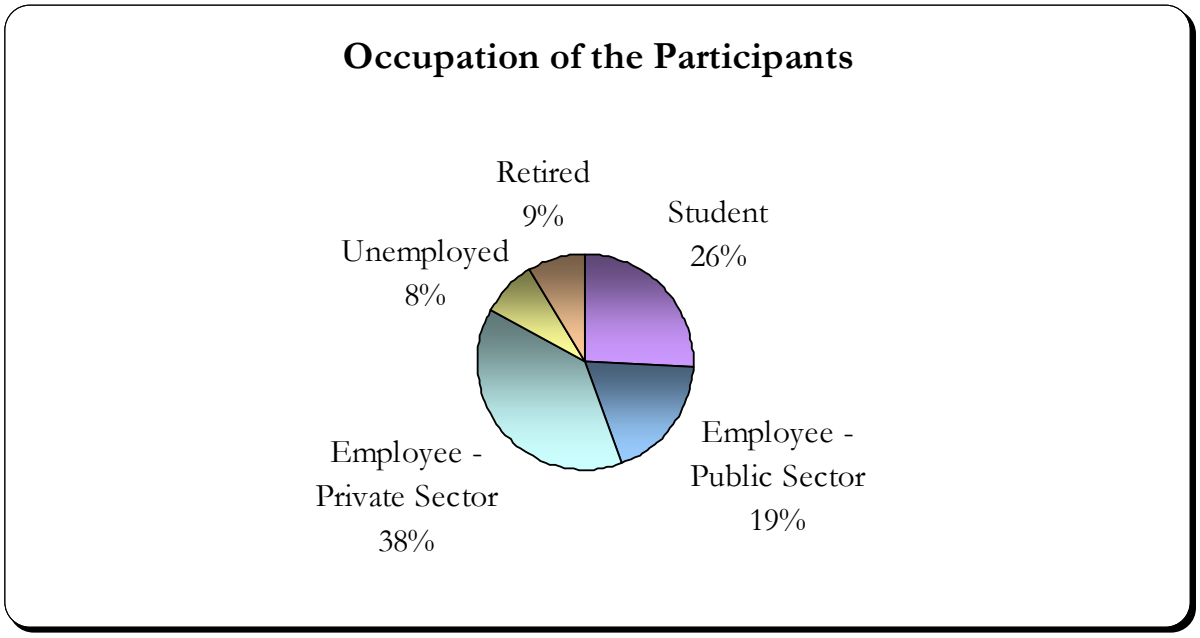

Figure 7 : Occupation of the Participants

Frequency to go to the Entertainment Places

Below in Figure 8 frequency of participants to go to the entertainment places are presented. Most of the participants declared they go to such places twice a month.

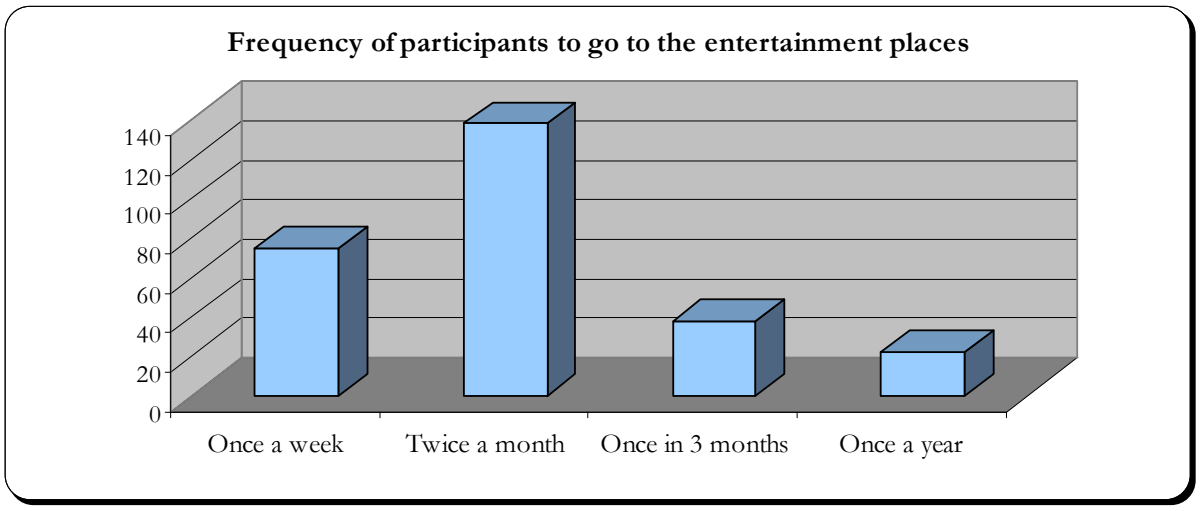

Figure 8 : Frequency of participants to go to the entertainment places

3. ANALYSIS

Below the statistical analysis of the data based on the answers of the participants of the survey is provided. Under each heading data and analysis related to that subject is presented.

1. Do you have a driver license? What is the category?

Among the participants 221 people have drivers license, where 199 of them have D-Class license.

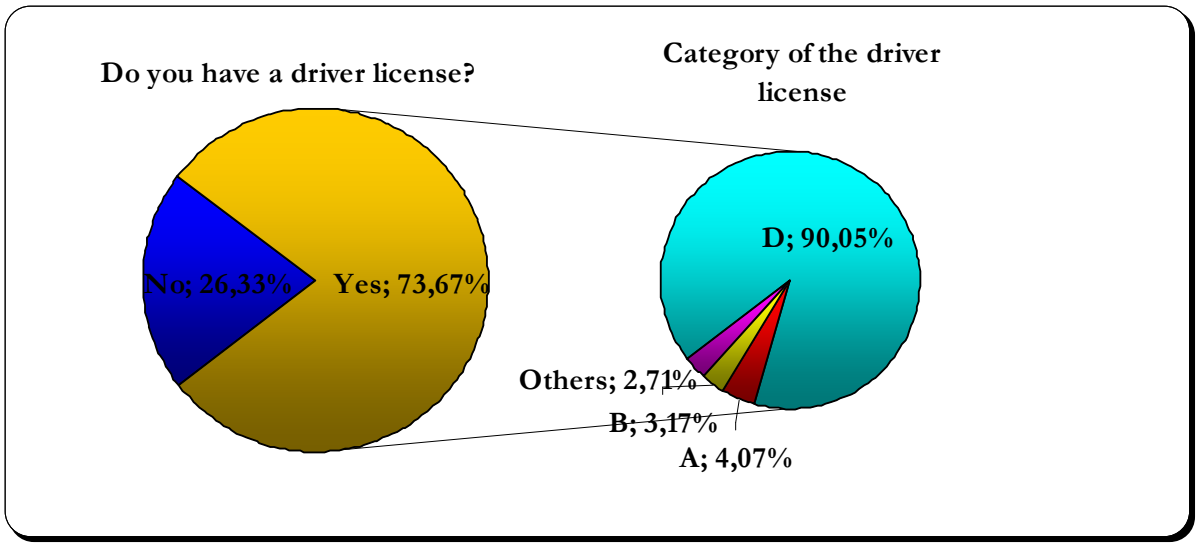

Figure 9 : Driver License owning participants and category of licenses

2. How old were you when you first drove?

Average age of first driving of participants is 15,72. This average is similar in all settlement areas and the lowest age declared for first drive is 11.

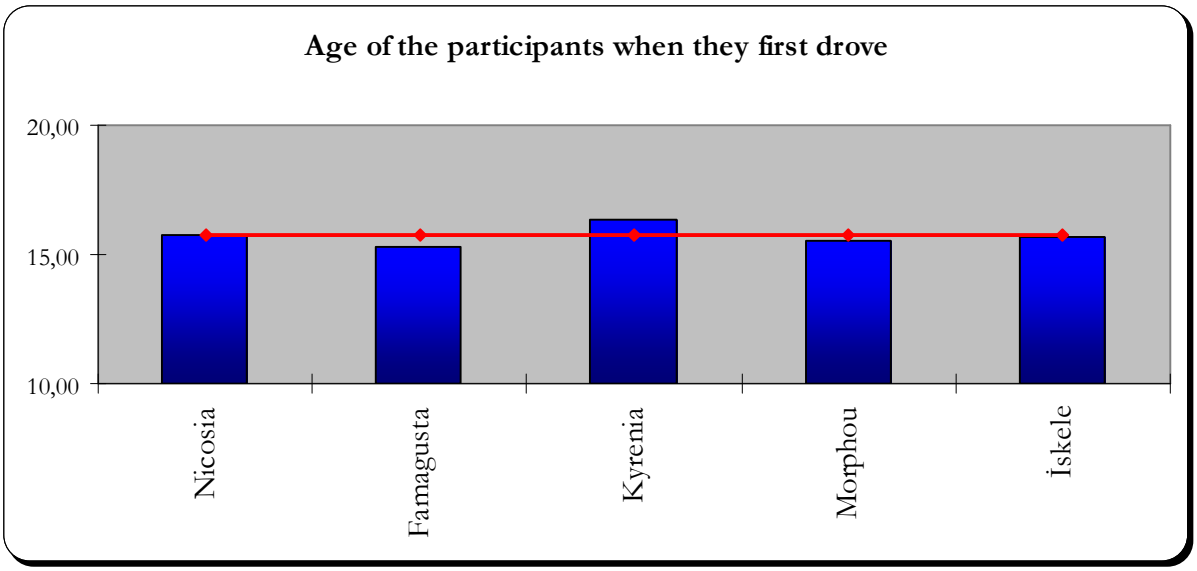

Figure 10 : Age of the participants when they first drove

3. How did you learn to drive?

Only 25.37% of the participants declared that they learnt how to drive from driving schools. The remainder 74,63% replied as they learnt from family members, friends or on their own. (Figure 11).

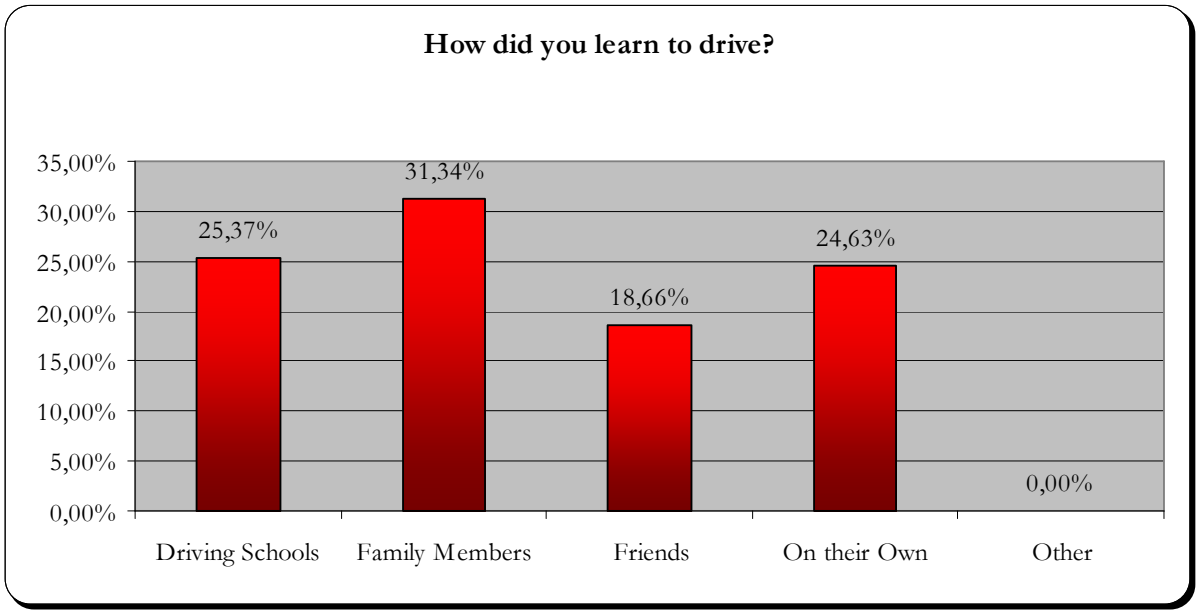

Figure 11 : How did you learn to drive?

4. Do you own a vehicle?

Among the participants 69% said they have a car and 4,67% said they have a motorcycle.

5. How often do you drive? On the average how many kilometres do you drive a day?

Everyday was the answers 46% of the participants replied; 2-3 times a week was the answer of 19% (Figure 12). Among the everyday drivers 91.86% said they drive 0-100 km a day. (Figure 13).

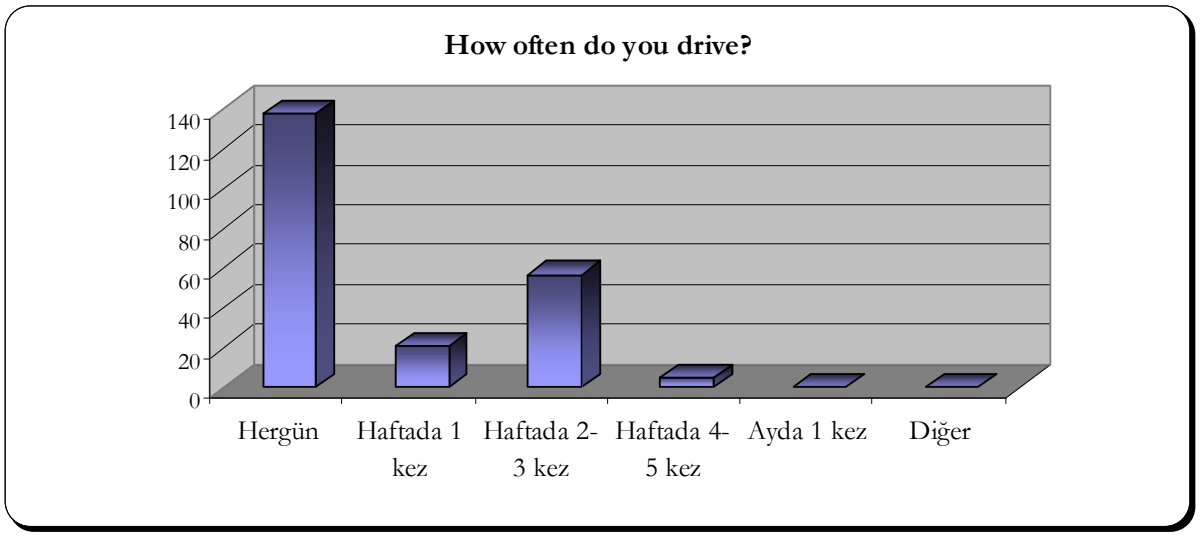

Figure 12 : How often do you drive?

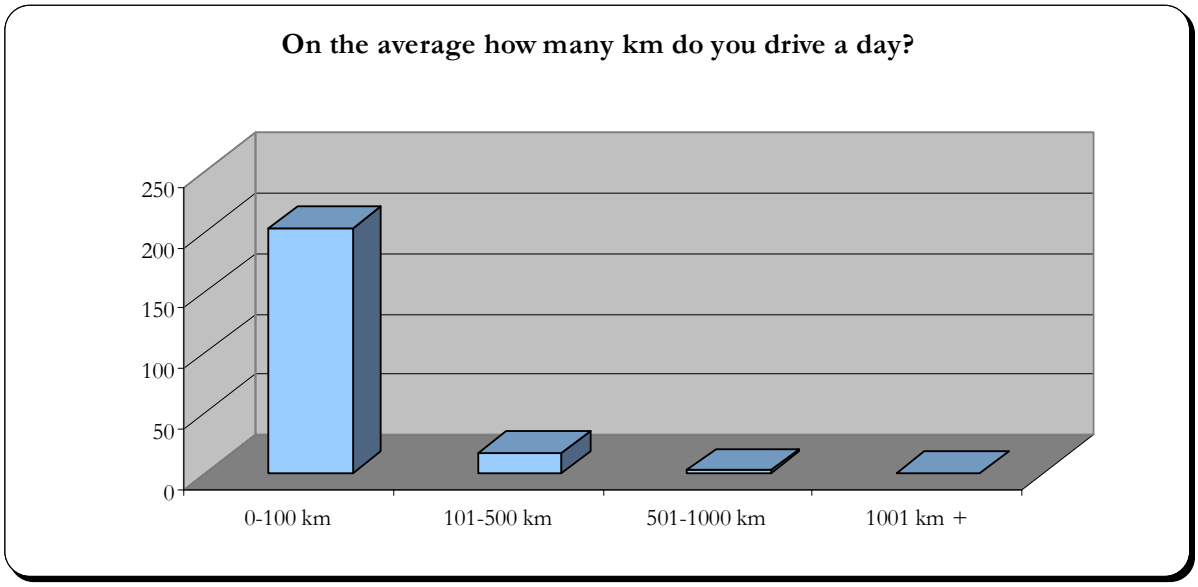

Figure 13 : On the average how many km do you drive a day?

6. Have you received a traffic ticket in the last year? What was the reason?

Among the participants 28.33% replied as they received traffic ticket in the last one year and 7765% of the reasons happened to be related to speed limit violation. It can be seen from Figure14 that traffic tickets related to alcohol seem to be the lowest with 0.33%.

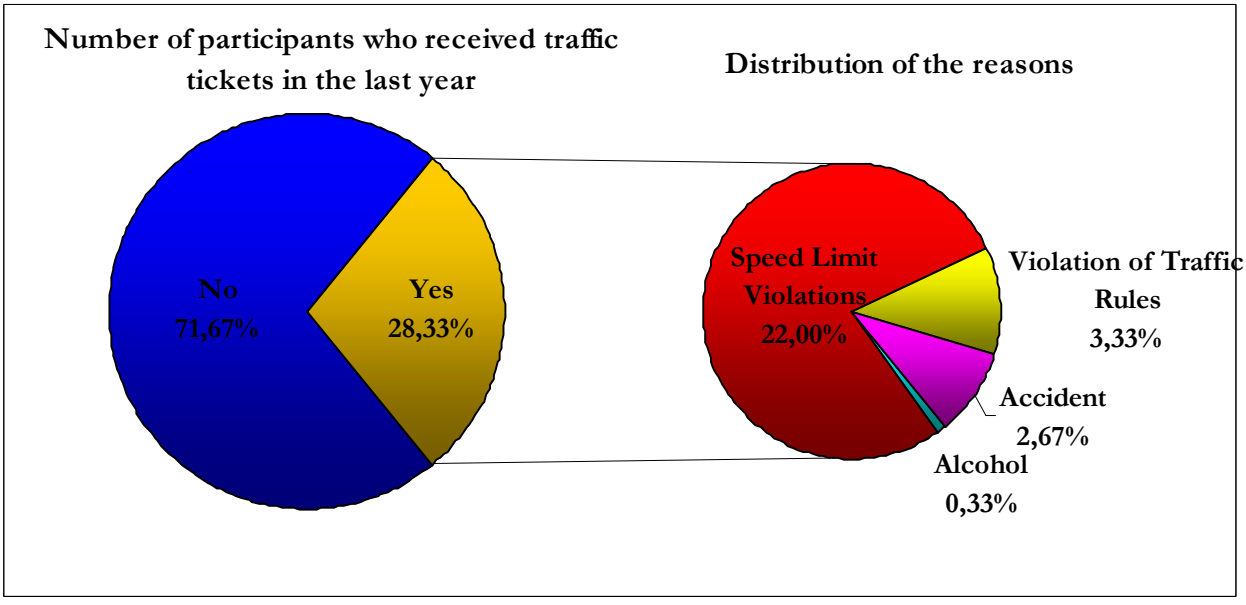

Figure 14 : Number of participants who received traffic tickets in the last year and distribution of the reasons

7. Did you or any of your relatives have accident in the last one year? What was the reason?

Number of participants who declared they had or any of their relatives had an accident in the last one year was 90, which correspond to 30% of the participants (Figure 15). The major factor that caused these accidents were declared to be high speed by 61,11%.

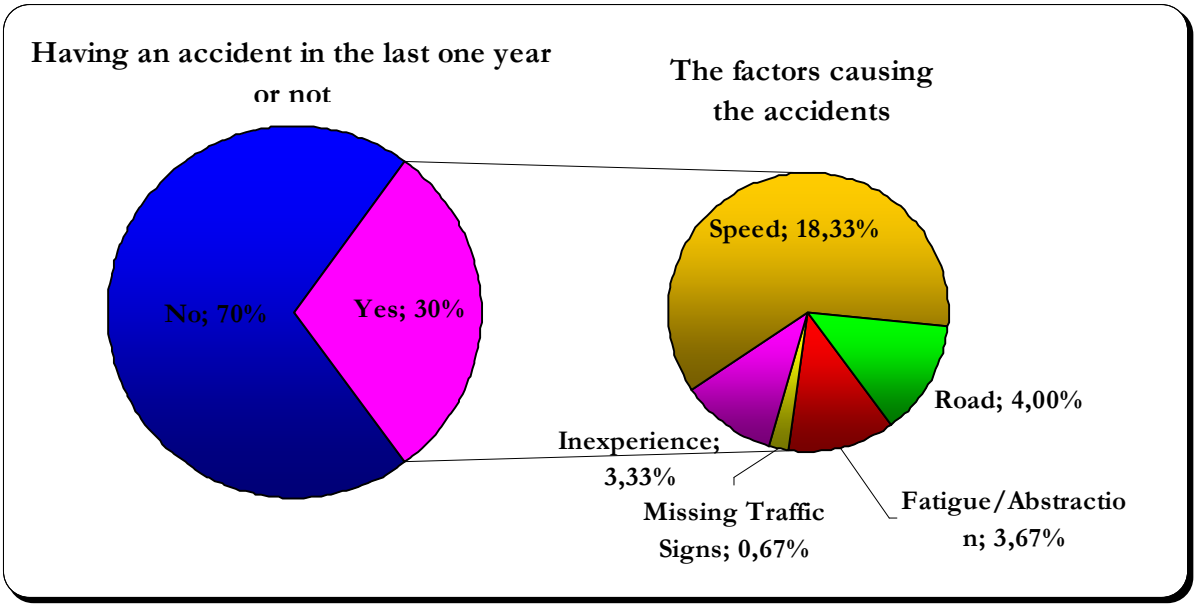

Figure 15 : Having an accident in the last one year or not and the factors causing the accidents

The number of traffic accidents the participants or their relatives witnessed in the last one year is given in Table 3. Majority of the participants declared they witnessed 4-7 accidents in the last one year where majority of these participants are from Nicosia and Kyrenia.

Table 3 : Number of traffic accidents the participants witnessed in the last one year

Number of accidents witnessed	Nicosia	Famagusta	Kyrenia	Morphou	İskele	Total
1-3	27	24	17	9	8	**85**
4-7	54	28	35	17	11	**145**
8-10	9	13	11	5	3	**41**
11-15	0	0	0	0	0	**0**
16+	0	0	0	0	0	**0**

8. How often do you drive seat belt?

Among the participants 51% declared they use seat belt every time they drive; however 33% declared they never use and those who declared that they use only when they drive on the intercity roads were %16.

9. Who do you think consist the major risk group in traffic?

The participants declared the 18-24 age group as the most risky group in traffic. This group is followed by the professional drivers and pedestrians (Figure16).

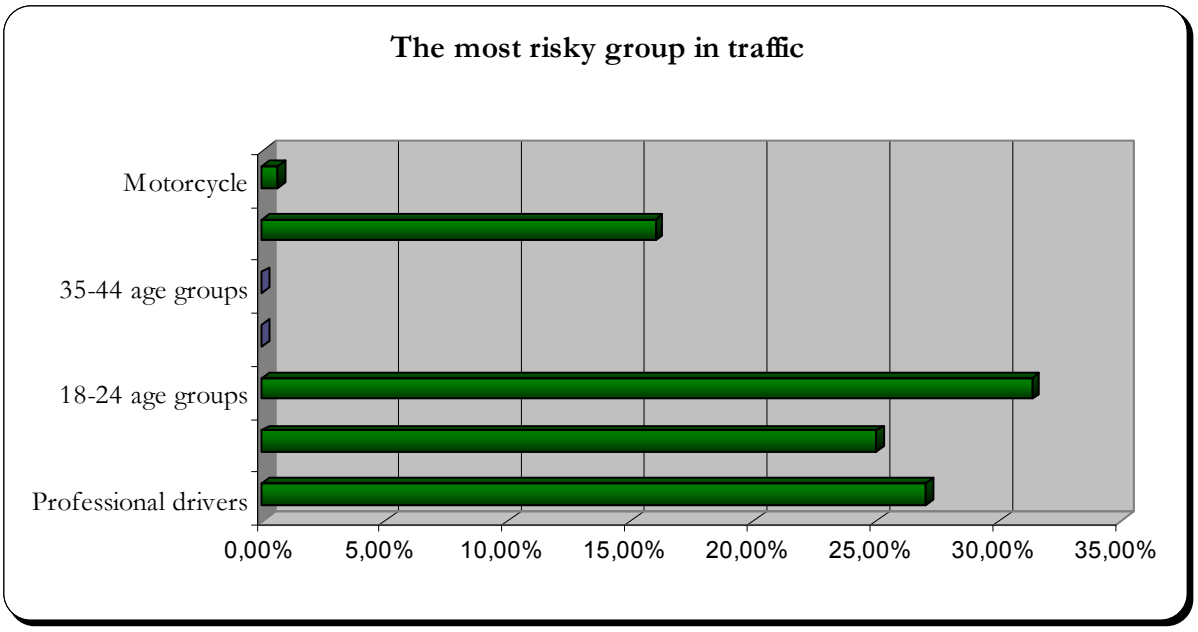

Figure 16 : The most risky group in traffic

10. Do you think your level of information related to First Aid is sufficient?

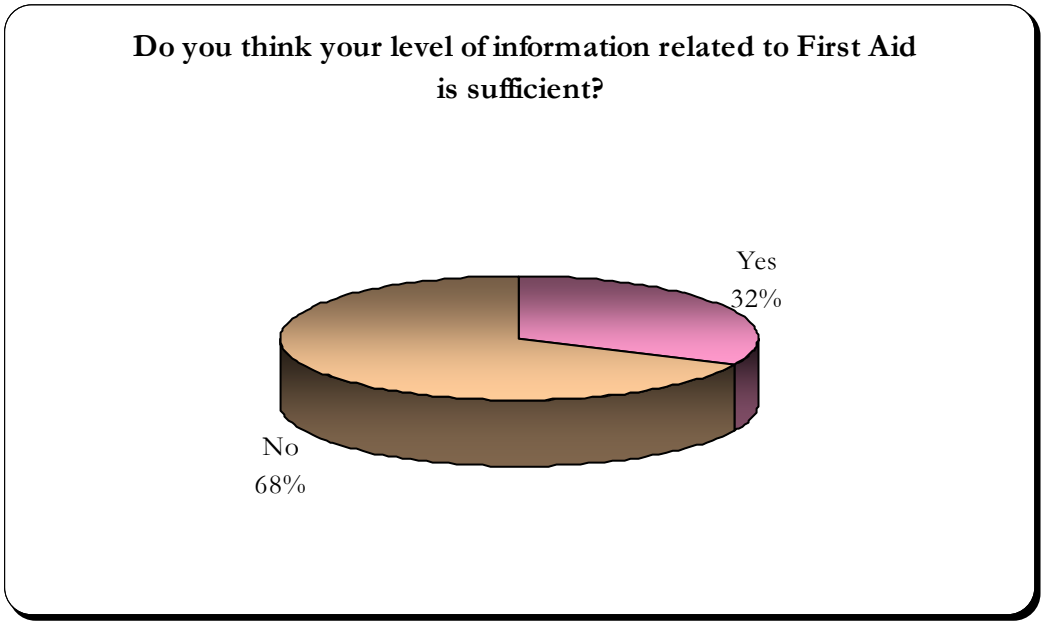

Figure 17 : Participants' perception of sufficiency of their own First Aid information

11. Do you drive while you are under the influence of alcohol?

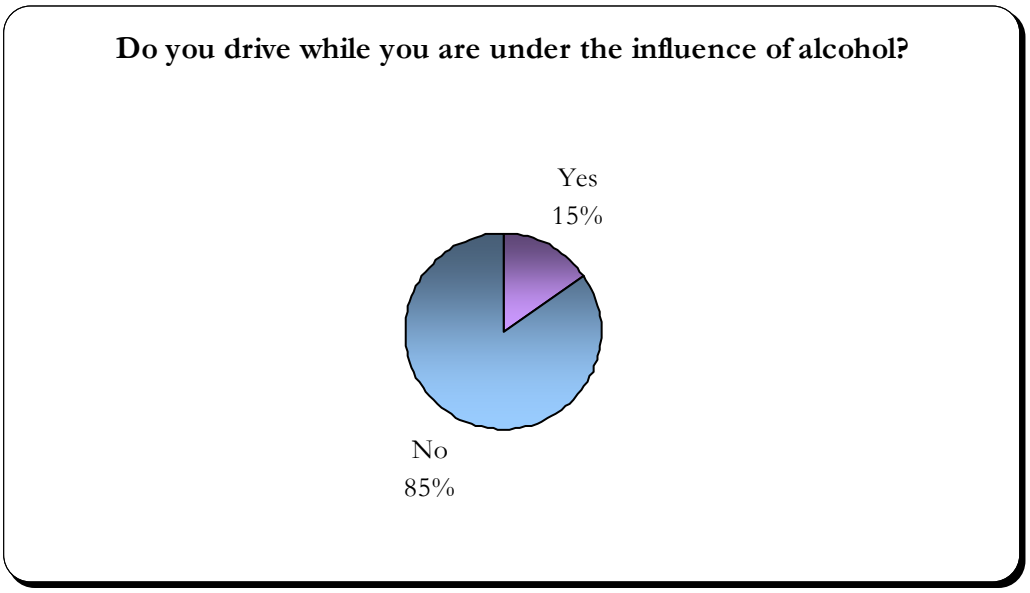

Figure 18 : Tendency to drive under the influence of alcohol

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

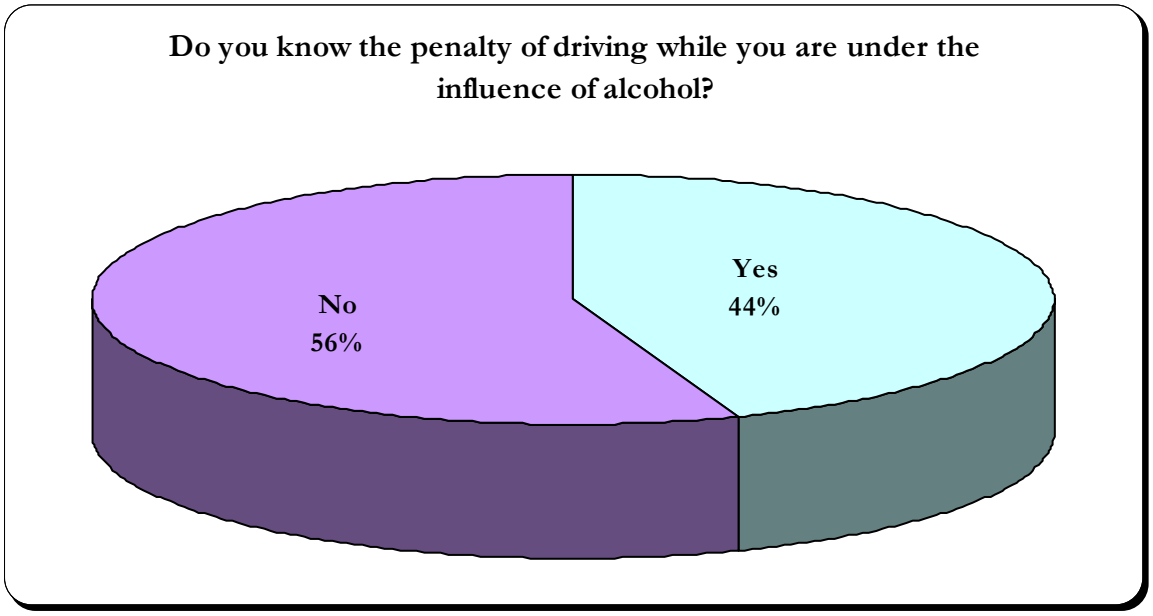

Figure 19 : Replies to the question on the penalty of driving while under the influence of alcohol

13. Do you think the penalty to drive under the influence of alcohol is enough?

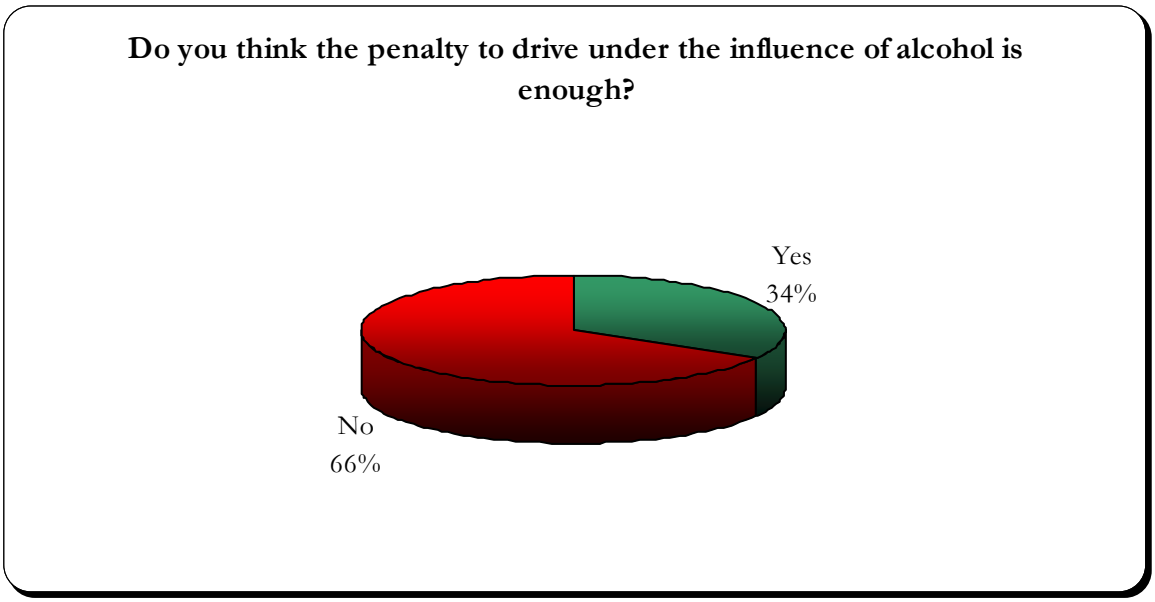

Figure 20 : Replies to the question on the sufficiency of penalties related to driving under the influence of alcohol

14. Do you think the traffic fines under enforcement are enough?

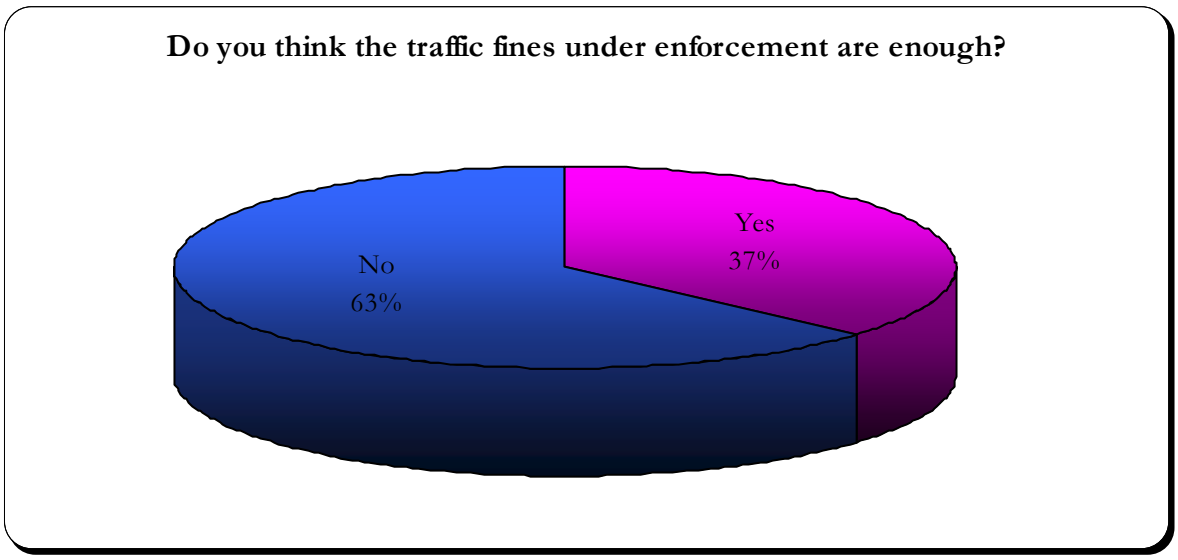

Figure 21 : Replies to the question on the sufficiency of the fines related to traffic crimes

15. Do you think there are enough traffic controls?

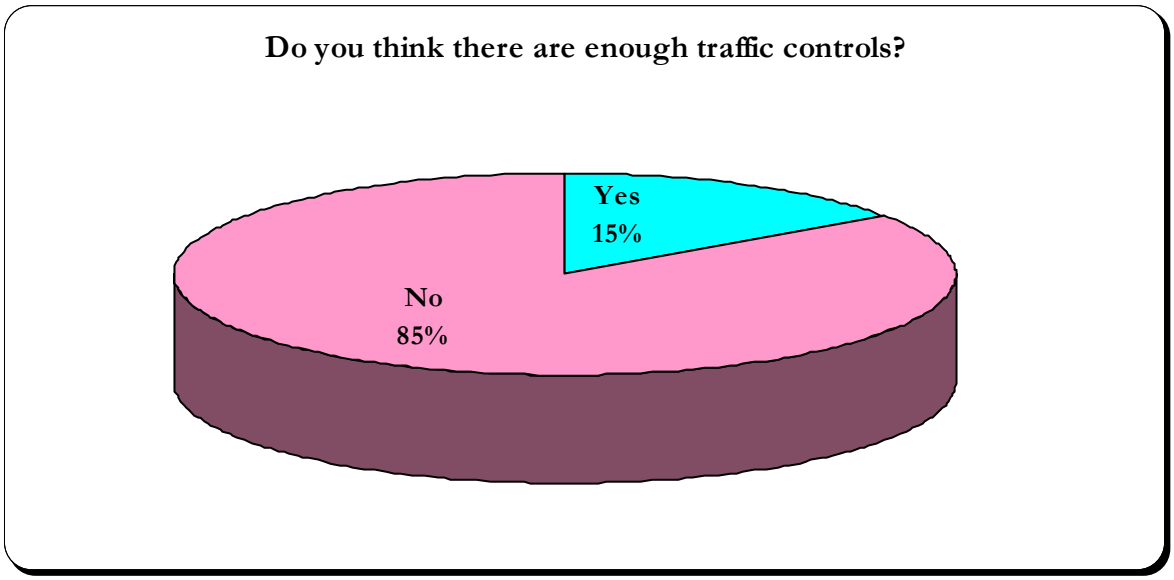

Figure 22 : Replies to the question on the sufficiency of traffic controls

16. How often do you take your car for tyre maintenance?

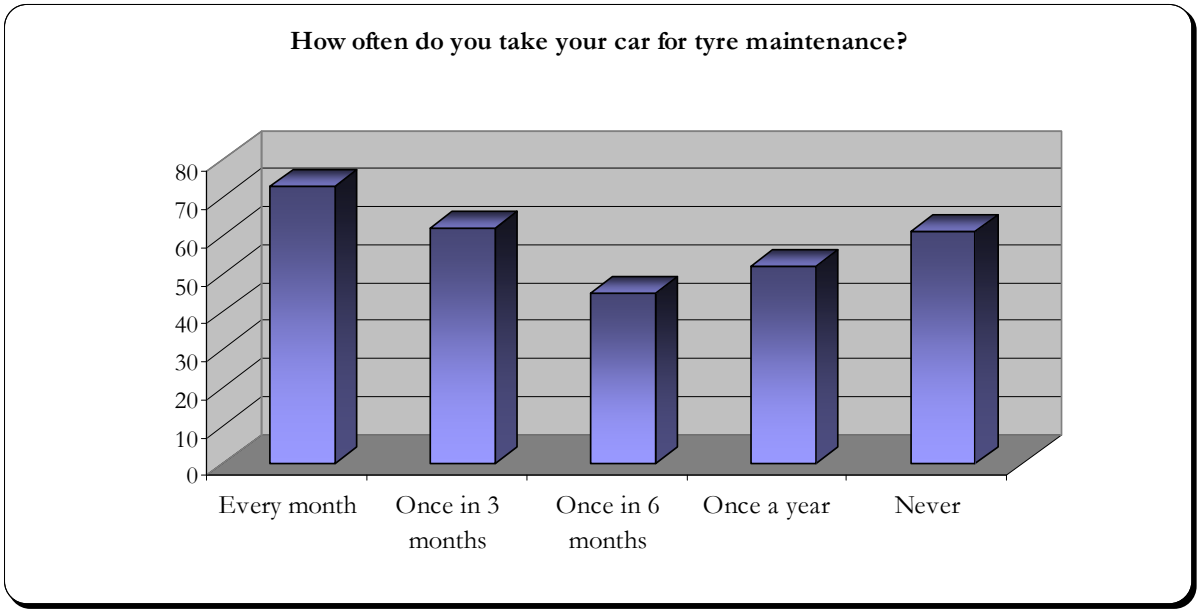

Figure 23 : Frequency of tyre maintenance

17. Do you think the roads are safe?

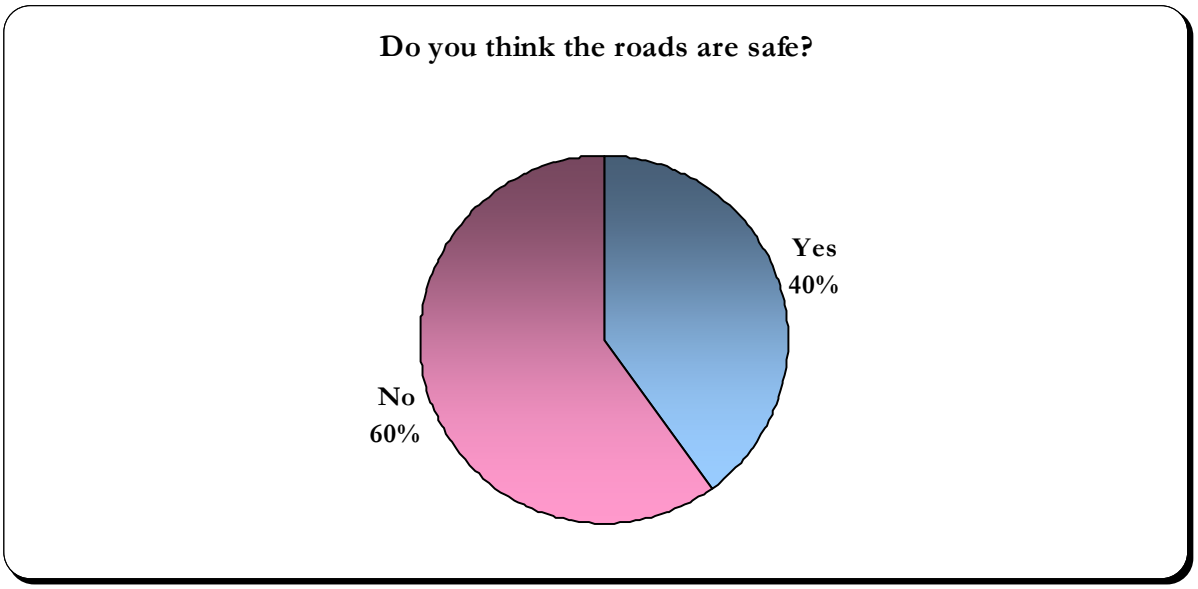

Figure 24 : Perception of road safety

18. Do you see any black spots that may cause accidents?

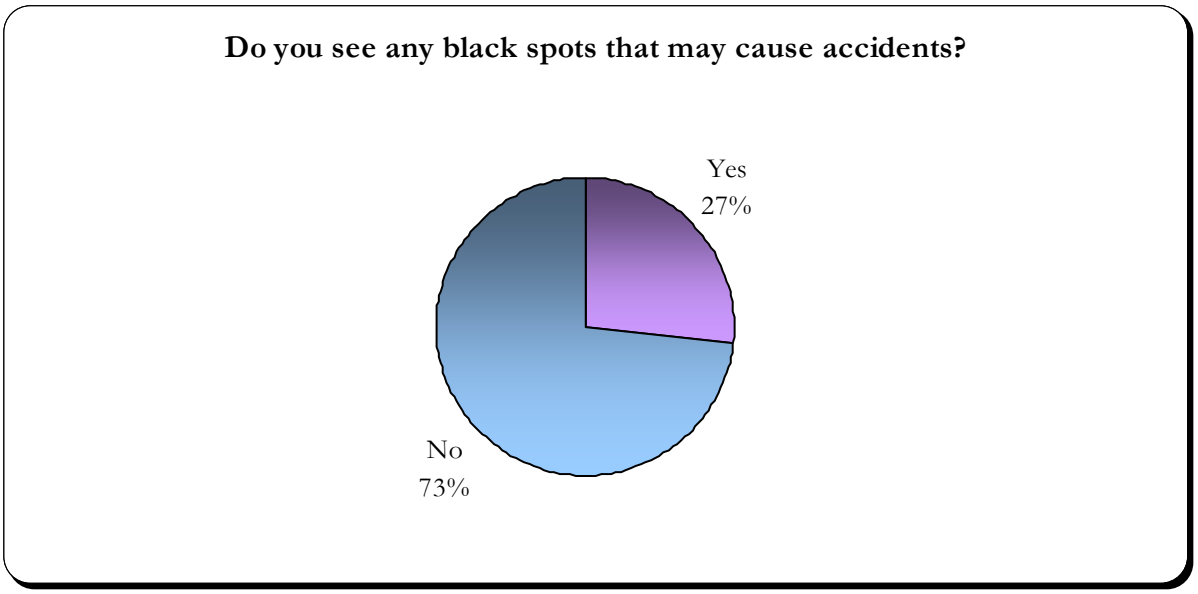

Figure 25 : Replies to questions on the existence of black spots that may cause accidents

19. Would you stop and give a way to pedestrians while you pass from pedestrian crossings?

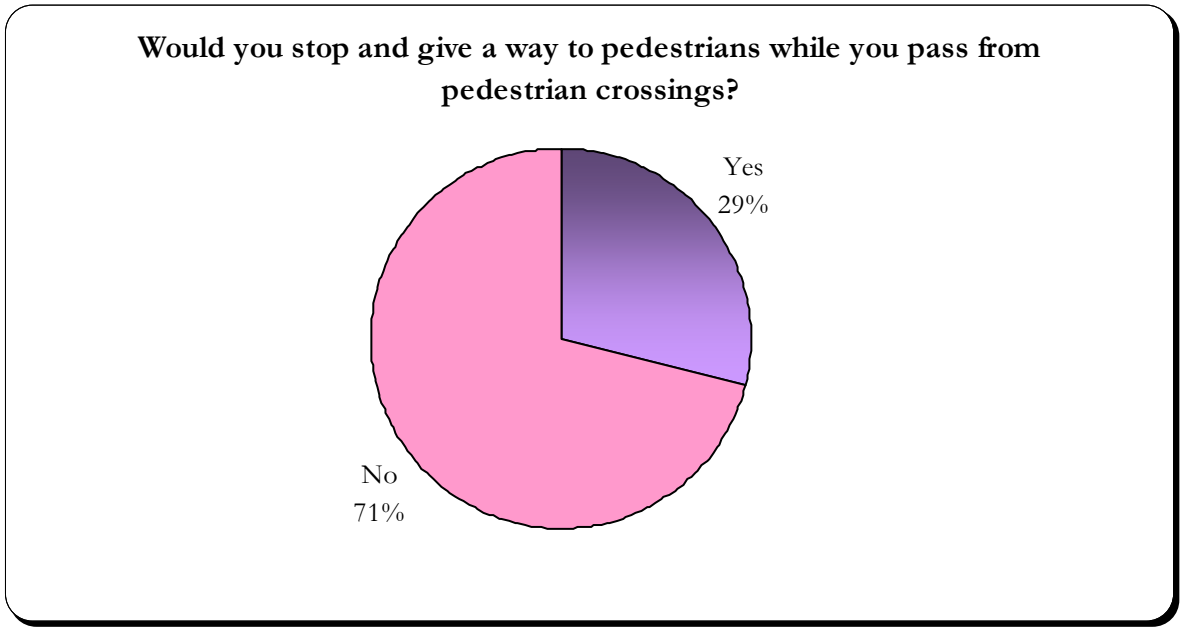

Figure 26 : Replies to question on giving way to pedestrians on the pedestrian crossings

20. Do you think lightening of the pedestrian crossings are necessary?

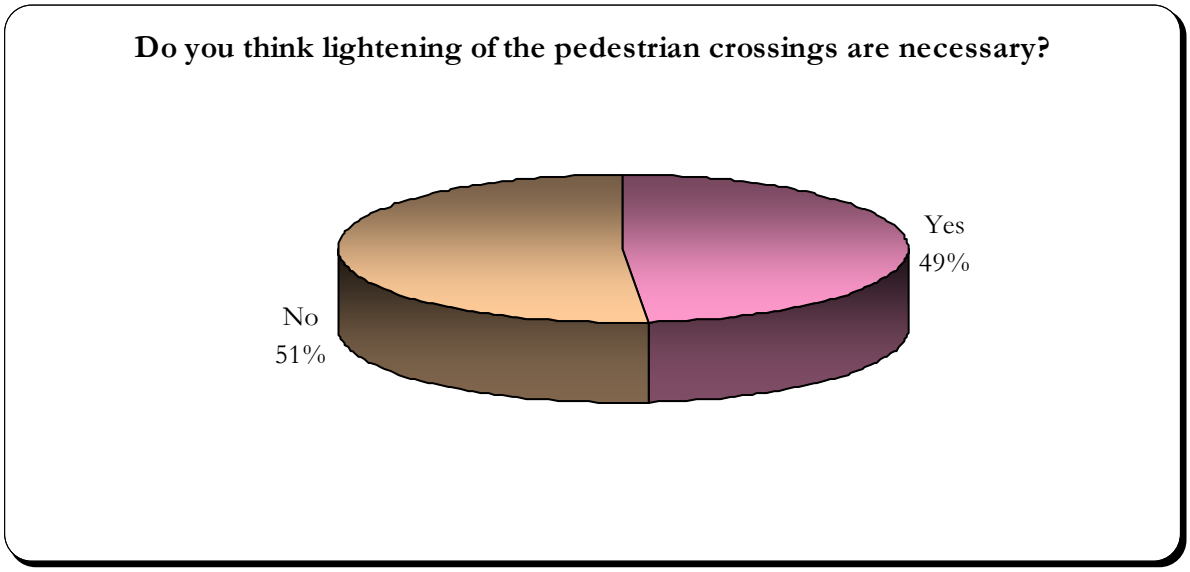

Figure 27 : Lightening of the pedestrian crossings

21. Do you think traffic signalisation is sufficient in your residential area?

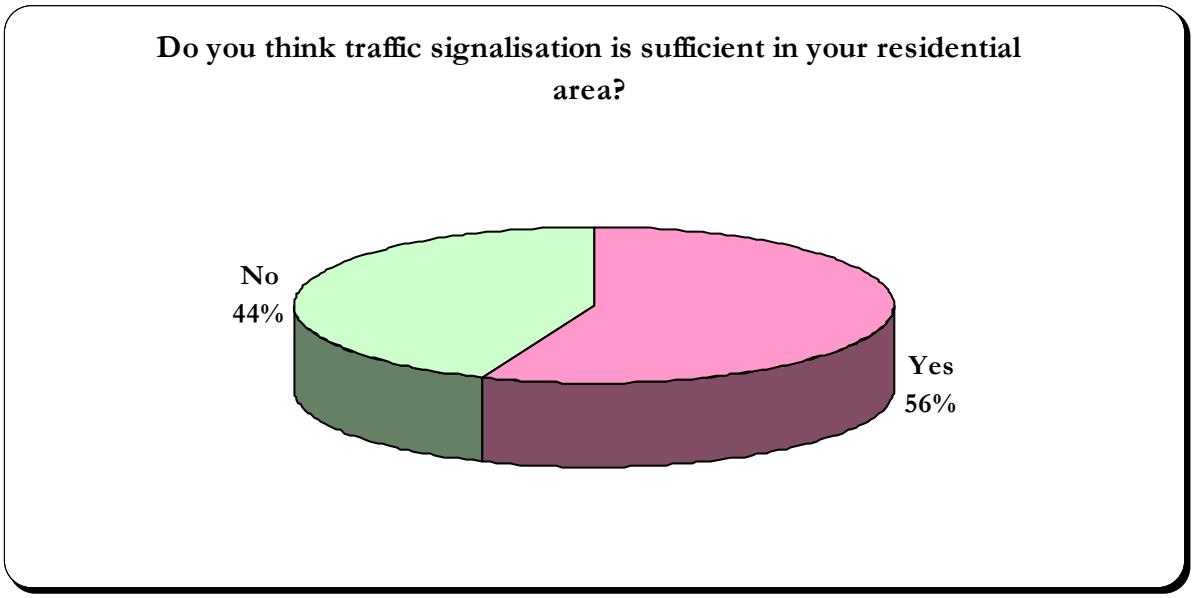

Figure 28 : Sufficiency of the traffic signalisation in the residential area of the participants

22. Do you use mobile phones while you drive?

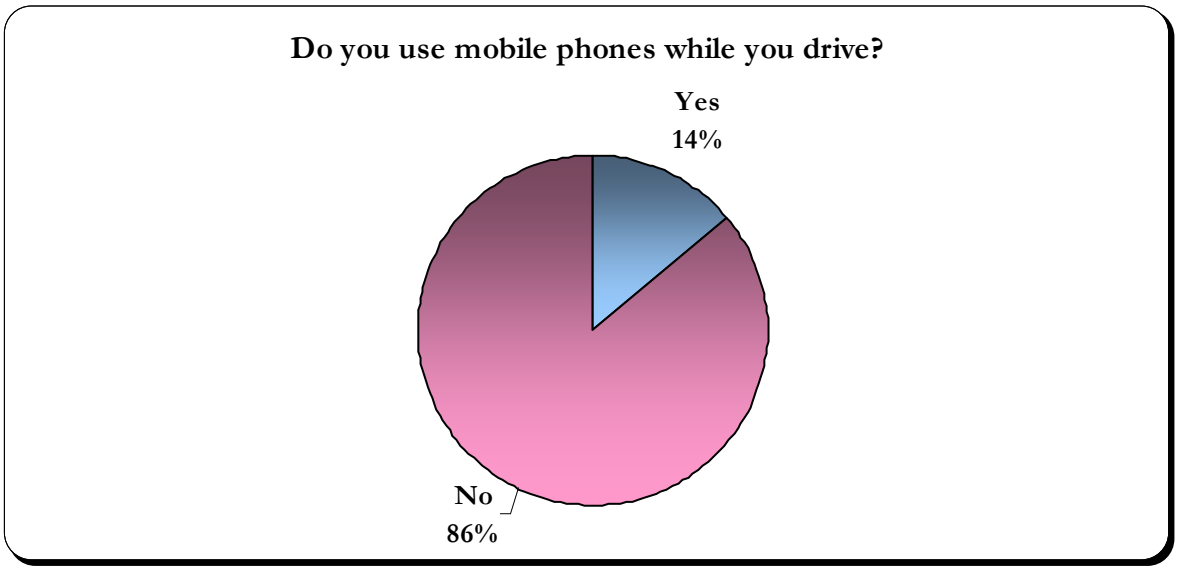

Figure 29 : Using mobile phones while driving

23. Do you know the local speed limit?

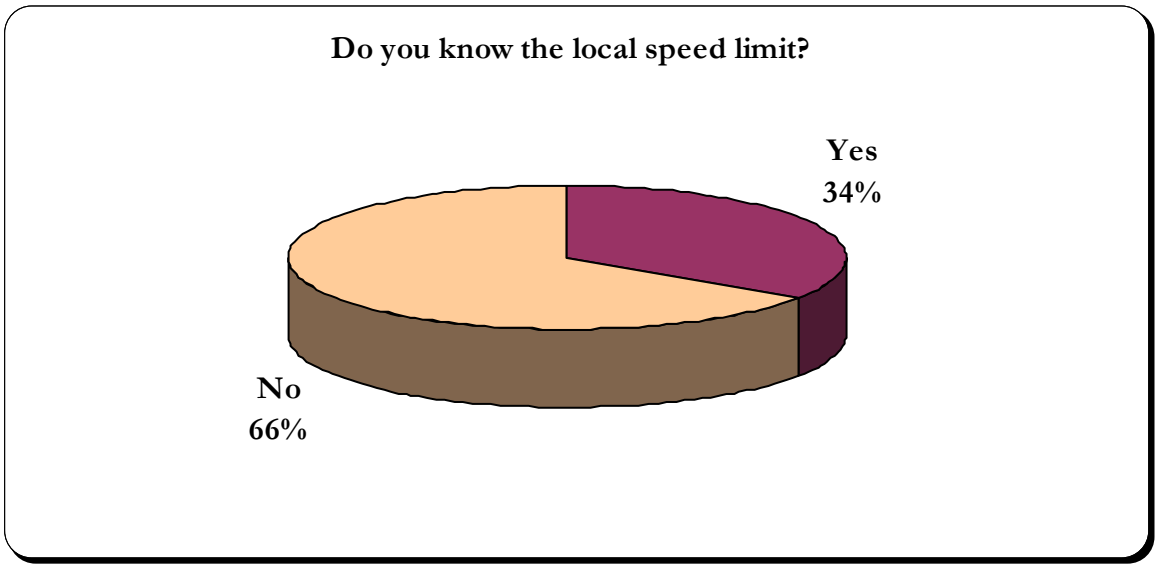

Figure 30 : Knowledge of local speed limit

24. Do you obey the speed limit rules?

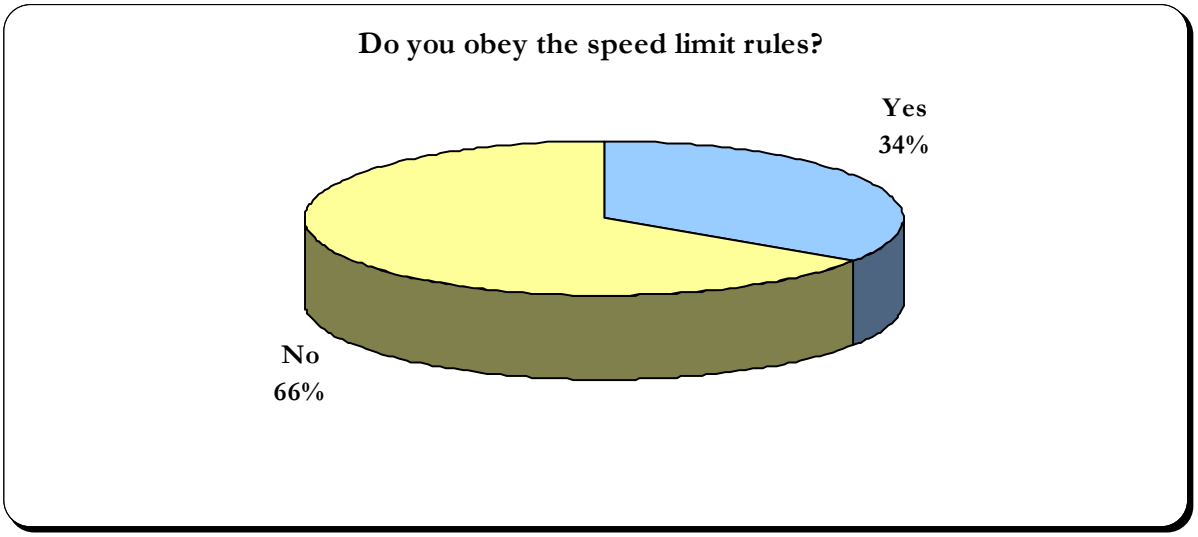

Figure 31 : Obeying the speed limits

25. Do you violate the speed limit if you are in a hurry?

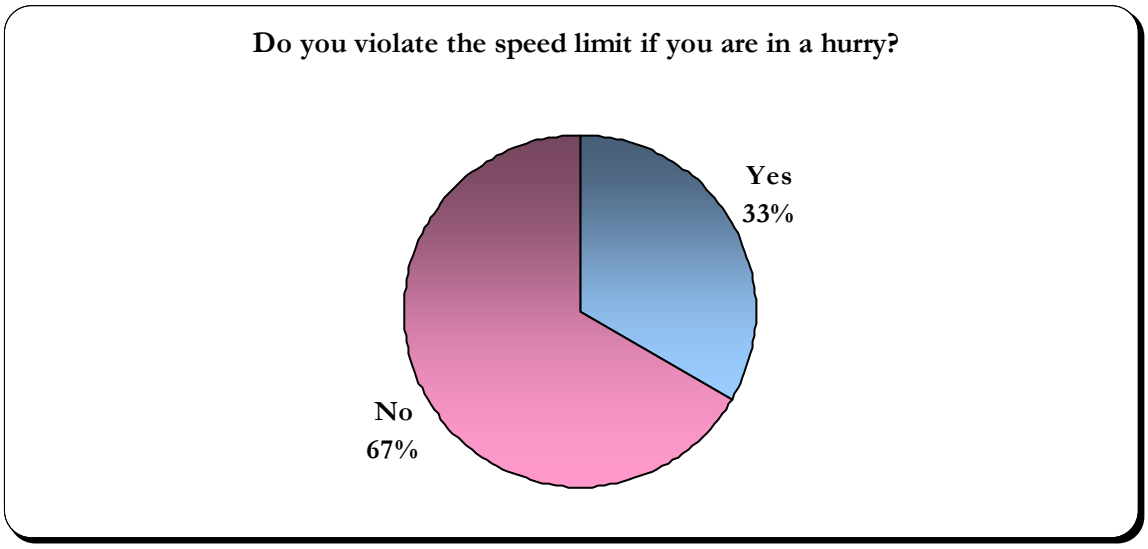

Figure 32 : Tendency to violate speed limit in case of hurriedness

26. Can you tell the meanings of the below traffic signs?

The participants are shown 4 different traffic signs and asked their meanings.

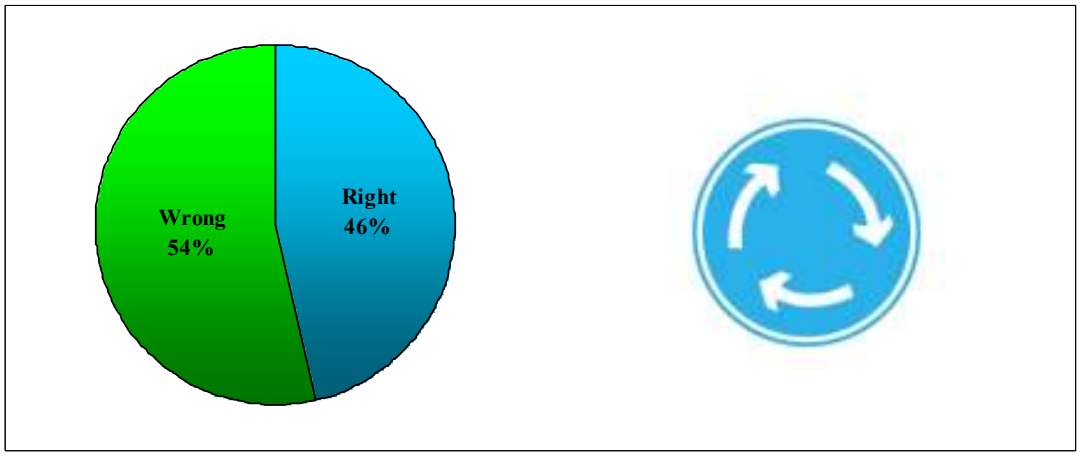

Figure 33 : Traffic Signs - Roundabout

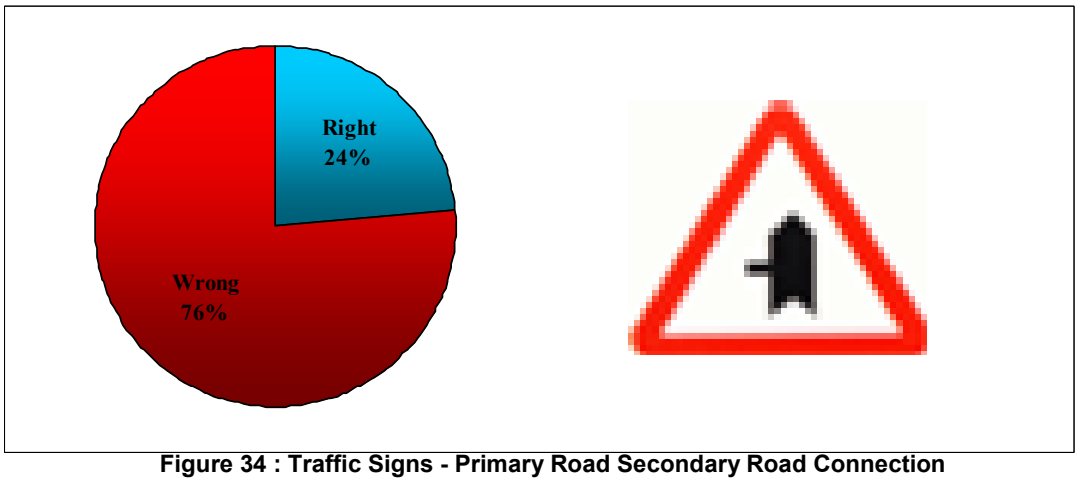

Figure 34 : Traffic Signs - Primary Road Secondary Road Connection

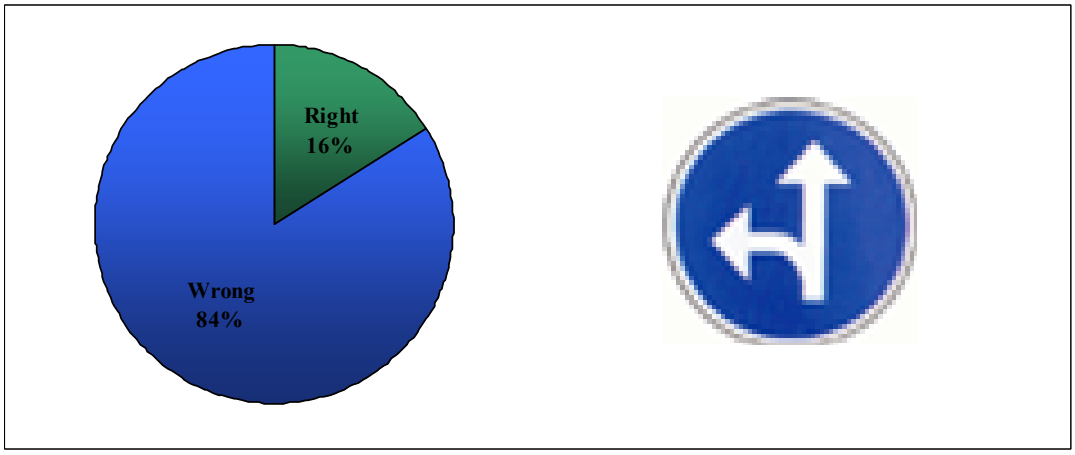

Figure 35 : Traffic Signs - Compulsory Direction for Left Sign

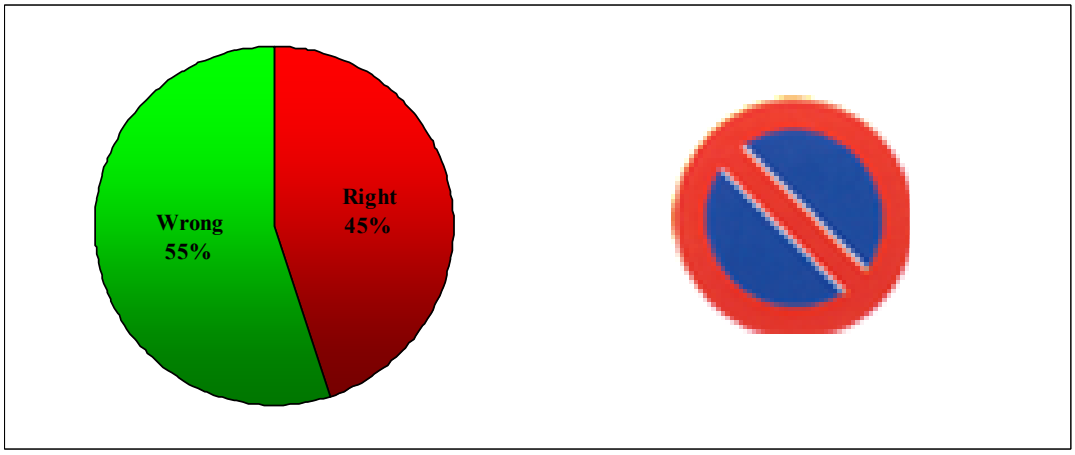

Figure 36 : Traffic Signs - no parking sign

27. Do you believe cameras cause a decrease in the number of traffic accidents?

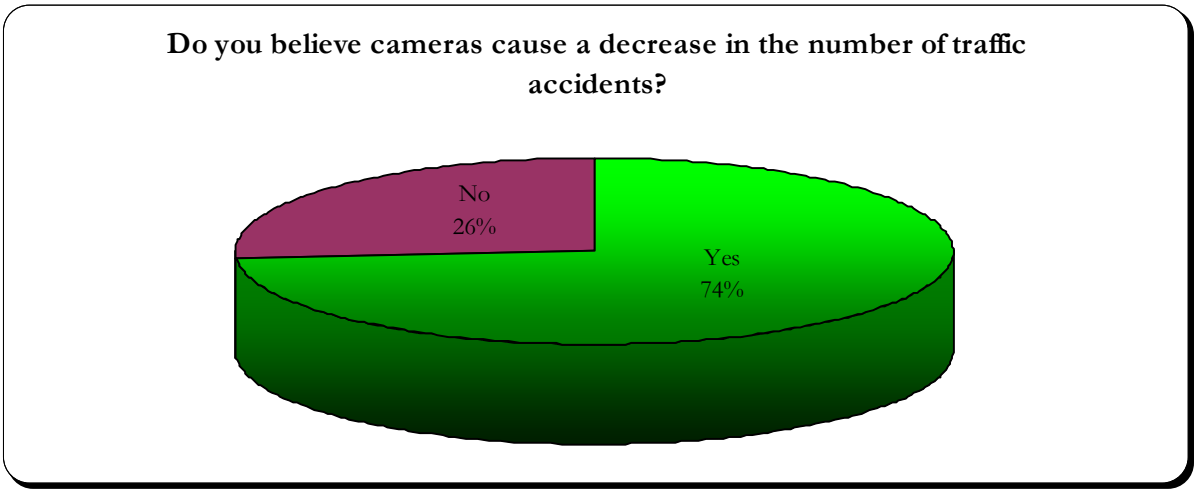

Figure 37 : Likely positive effect of camera on the number of traffic accidents

28. Are you informed about the traffic safety related campaigns implemented? Who does implement those you are informed?

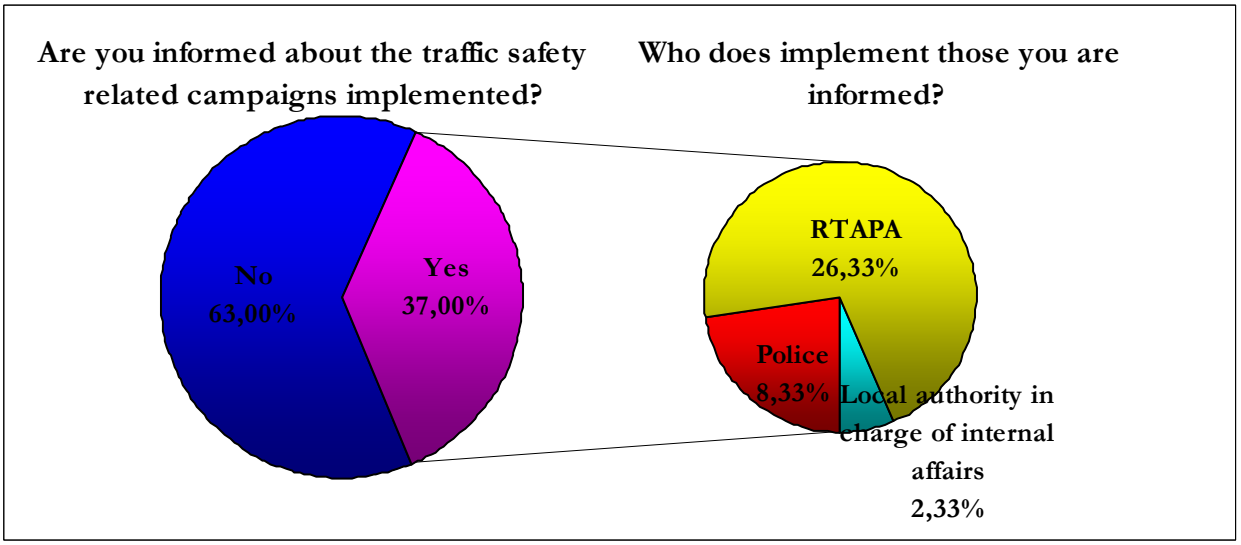

Figure 38 : Level of awareness on the traffic related campaigns implemented and implemented by who

29. Are you informed about the Turkcell Traffic Education Park?

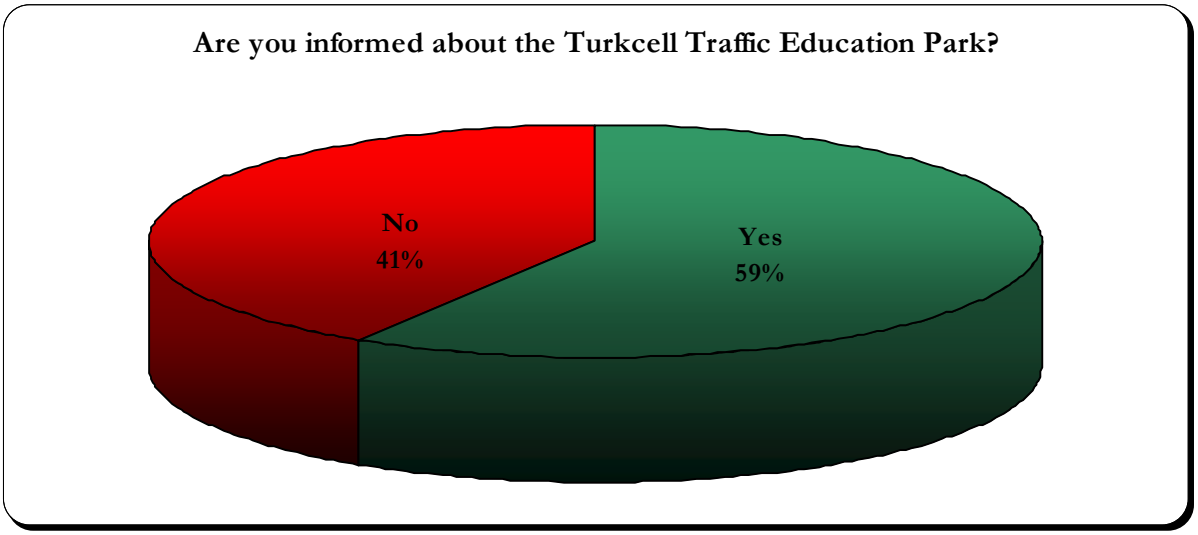

Figure 39 : Being informed about the Turkcell Traffic Education Park

30. Are you informed about the projects implemented related to traffic safety in northern part of Cyprus? Who does implement those you know?

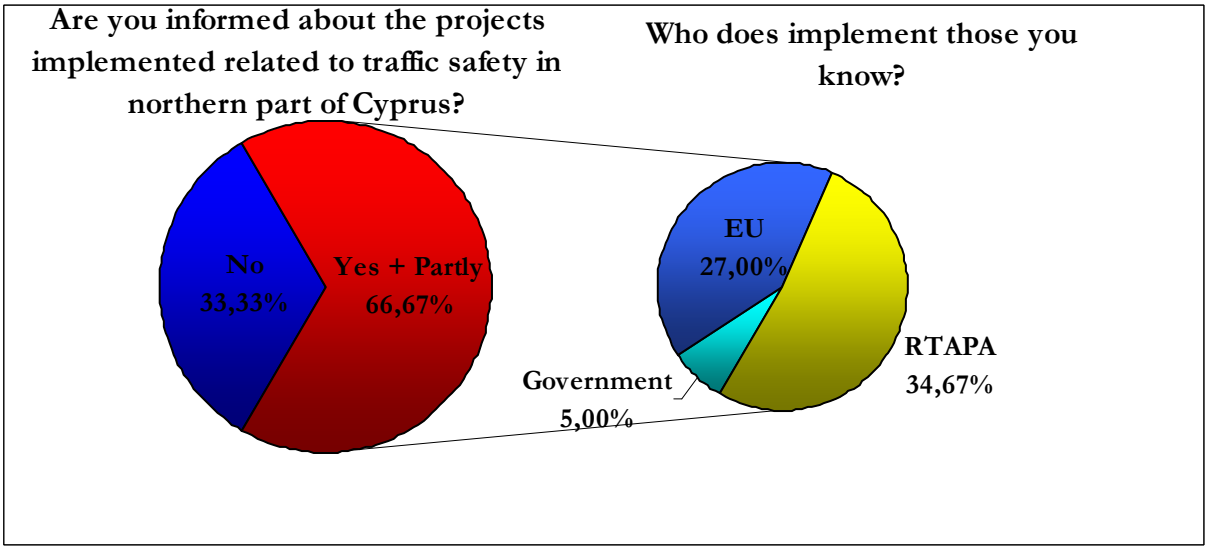

Figure 40 : Level of awareness on the projects implemented related to traffic safety and implemented by who

31. Would you like to support the Road Safety Education and Campaigning project?

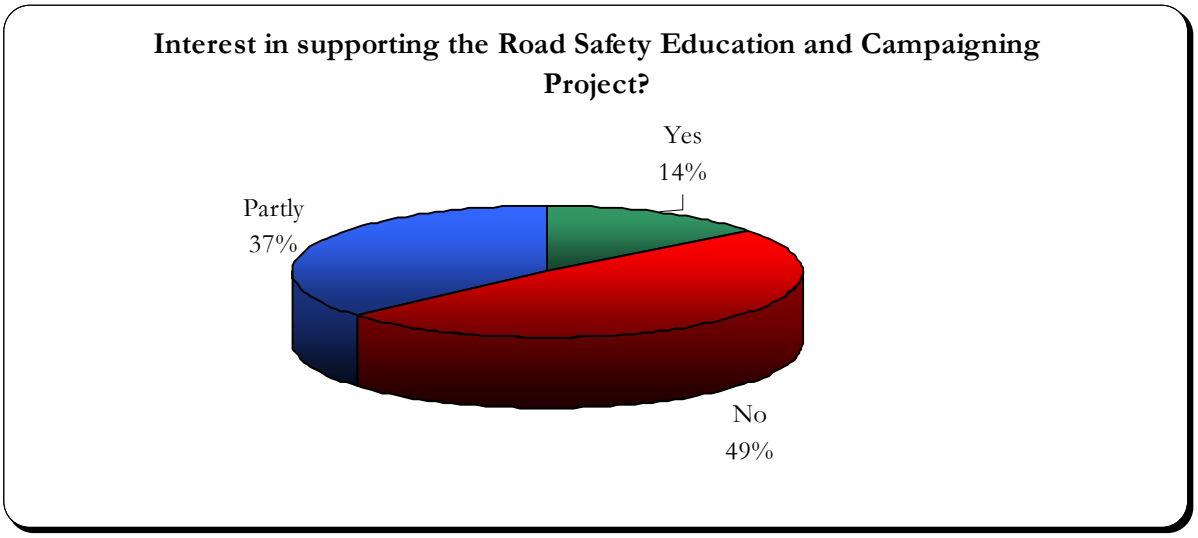

Figure 41 : Interest in supporting the Road Safety Education and Campaigning Project

32. Do you believe participation of politicians in such campaigns generate a positive impact?

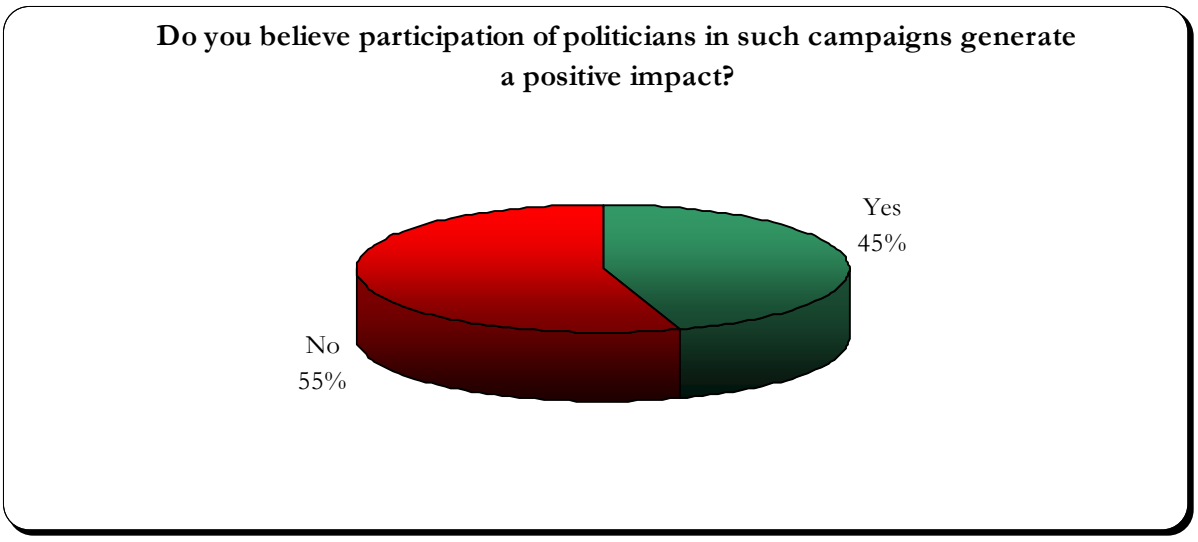

Figure 42 : Replies on the question on the likely positive impact of participation of politicians to such campaigns

33. From which channels do you receive information?

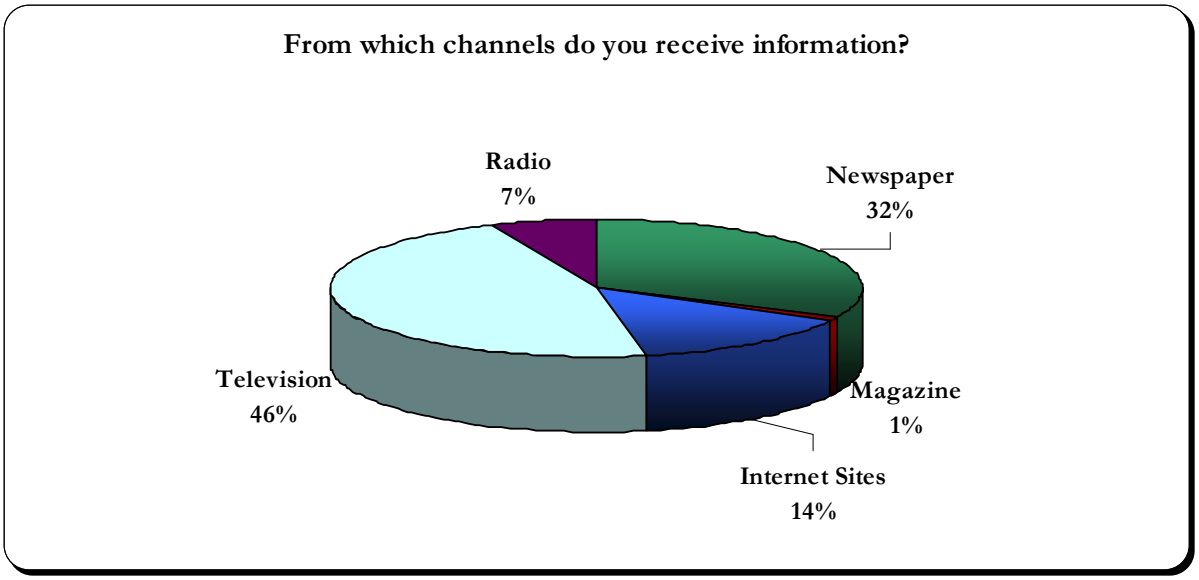

Figure 43 : Channels for receiving information

34. Which local TV channels do you watch?

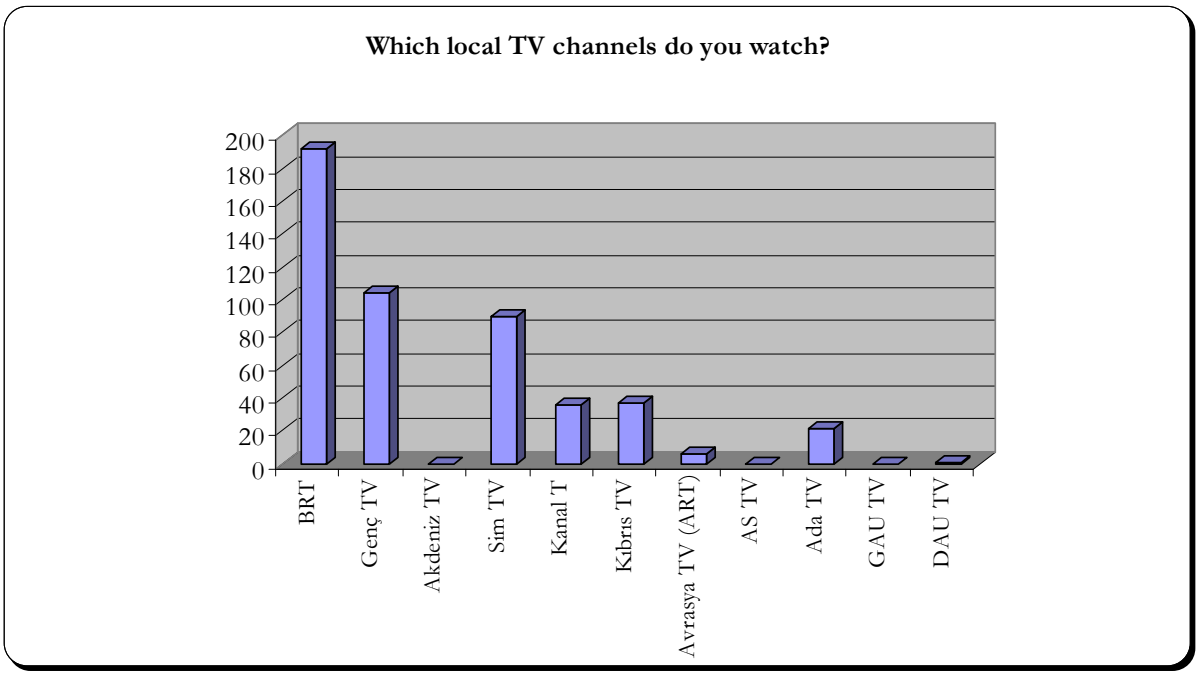

Figure 44 : Local TV Channels

35. Which local radio channels do you listen?

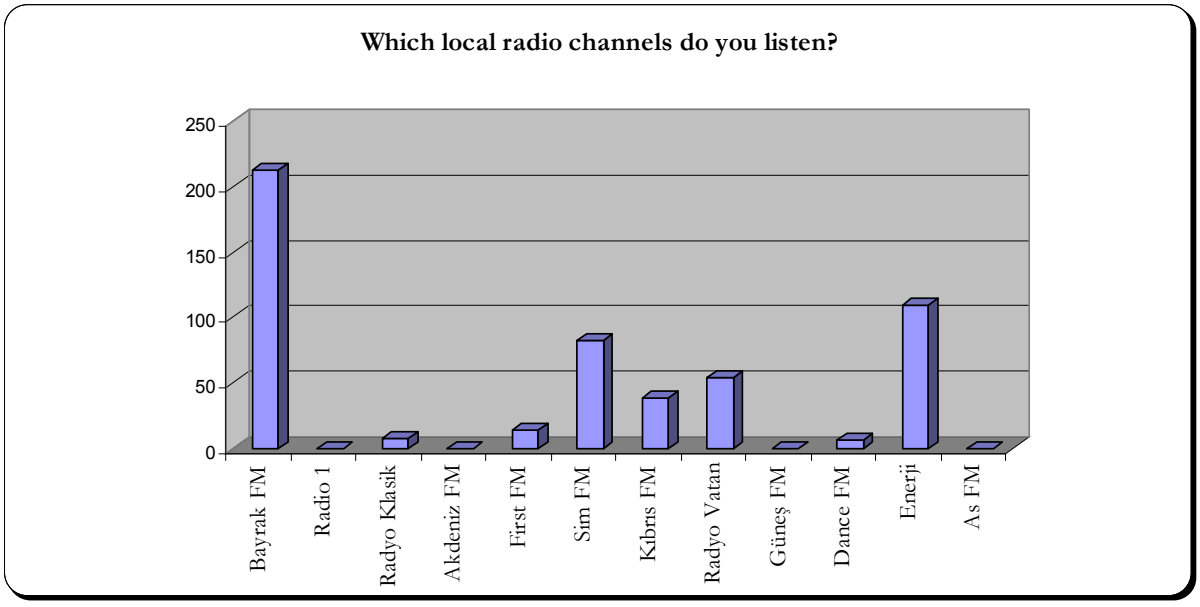

Figure 45 : Local Radio Channels

36. Which newspapers do you read?

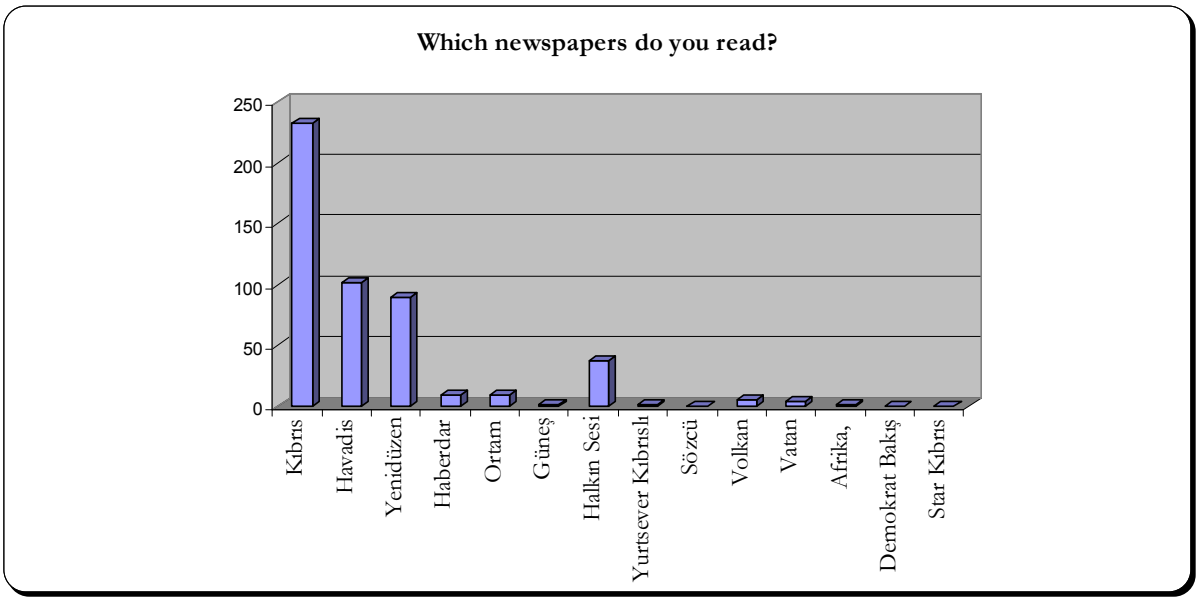

Figure 46 : Local Radio Channels

37. Which internet sites do you follow?

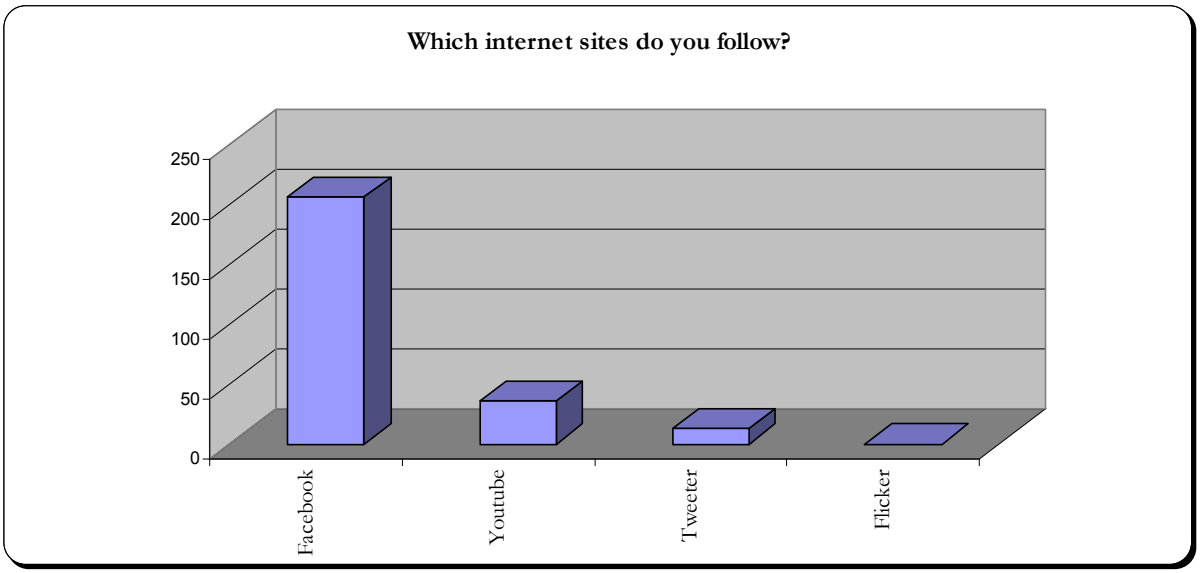

Figure 47 : Internet sites

4. RESULTS AND CONCLUSIONS

In the light of the analysis made over the data collected from the survey, the following results and conclusions related to road and traffic safety in the northern part of Cyprus are derived.

a. **18-24 age group drivers consist the major risk group**: This is the perception of 31.33% of the participants. On the other side analysis of data available from the accident database of DG Police gives a similar conclusion: 26.5% of the accidents with fatality and 28.5% of the accidents with injury are those where the young drivers were involved.

b. **Lack of proper education for the drivers:** Among the participants 74,63% declared that they learnt how to drive from their family members, from friends or on their own; and 66% of them declared they do not know the local speed limits. The participants were shown 4 different traffic signs and asked their meanings, however 54% of the participants could not answer correctly for *roundabout sign*, 76% for *primary road-secondary road sign*, 84% *compulsory direction for left* sign and 55% for *no parking* sign. On the other side 68% of the participants declared their first-aid information is not sufficient.

c. **Insufficient traffic controls:** 85% of the participants declare that they do not think controls made by the traffic units on roads are sufficient, further 74% of the participants declared they think traffic control cameras help to decrease number of accidents. This means the society thinks the control pressure will help the enforcement and facilitate development of the habit of obeying the rules rather than leaving this to happen itself.

d. **Lack of awareness:** While 66% of the participants declared that they do not obey the speed limits, 30% declared either themselves or any of their relatives had a traffic accident in the last one year. Evaluation of the factors causing these participants' accidents, high speed pops up in the first row with 61,11%. Again those who declared they had a traffic ticket in the last one year consist 28.33% of the participants. High speed again seems to be the rank 1 reason of these tickets with 77.65%. On the other side 66% of the participants declared they do not know the local speed imits. Those who express they do not obey the speed limit rules consist a similar portion of participants. Another interesting answer related to this is those who declared they would not exceed the speed limit even if they are in a hurry, were more or less a similar number of participants. The most likely result that could be deduced from these data is that there is a lack of information on speed limits, but also an attitude problem.

   Those who never use seat belt in car are substantial with 33% of the participants.

   Tendency to drive under the influence of alcohol is not a small ratio with 15% considering the seriousness of the risk. 56% of the participants said they do not know the penalty for driving under the influence of alcohol; however 66% declared they do not think this penalty, which they do not know the level, is sufficient.

e. **Impact of the previous campaigns:** Those who have not heard about any previous campaign related to road and traffic safety consist 63% of the participants. Those who

heard about the campaigns expressed RTAPA (Road and Traffic Accidents Prevention Association) as the implementing organisation.

Although the society is deeply interested in politics, while 49% of the participants said participation of politicians in in such campaigns does not have any effect, 37% said partially has an effect. Accordingly it may be preferable to have popular people in other areas participate in the campaigns.

f. **Effective communication Channels:** Television seem to be the most effective communication channel with 46%. This is followed up by newspapers with 32% and internet sites with 14%.
Among the local TV channels BRT popped up to be the most popular with a ratio more than 66%. Genç TV and Sim TV followed with similar ratios, 30-33%.
Among the local newspapers Kıbrıs is the mostly read with 75%. Havadis and Yeni Düzen were the first and second runner ups with similar ratios, 30-33%. Halkın sesi remained at 15%.
Facebook has been the most popular among the internet sites as it can be estimated. Youtube, Tweeter and Flicker remained far behind.
Although radio does not seem as effective as the abve channels, Bayrak FM is the mostly listened among the local radio channels. Enerji, Sim FM, Radyo Vatan and Kıbrıs FM followed it in the sequence mentioned. However considering the cost efficiency if the radio is to be used as a communication channel the channels other than Bayrak FM would not be effecitve.