

Safely Home 2015

Road Safety Survey Results

Prepared by TNS

For Western Cape Government
Department of Transport and Public
Works

January 2016



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1. Introduction – setting the context

1.1 Background

South Africa has amongst the worst road trauma rates in the world, with more than 17 000 people killed and over 68 000 people seriously injured each year¹. These traffic injuries dramatically impact the economy, with an annual loss of around R306 billion (R21.7 billion in the Western Cape), representing around 8-10% of GDP. When comparing this to other third world countries such as Brazil, with a cost of only 1.42% of GDP, one gets a true sense of the extent of this pandemic in South Africa.

Key issues exacerbating the problem:

- More than 90% of South African commuter trips are on public roads (public transport system is unreliable and not extensive enough)
- Appalling road user behaviour fuelled by ignorance, speed, alcohol and aggression
- A budget of billions for victim care, with comparatively little for prevention
- Road policing numbers remain static while population and vehicle numbers increase dramatically
- Road safety competes with a myriad of other social ills for attention and falls between different sectors, i.e. traffic, police, health, education, community safety, justice and correctional services

“Most road crashes are predictable and preventable. Research indicates that up to 90% of road accidents in South Africa are due to careless behaviour, so the solution is self-evident – we need to commit ourselves to becoming a nation of good drivers” (Anton Ossip, Discovery Insure CEO). Alcohol, speed (includes driving over the speed limit as well as inappropriate speed for conditions) and distracted driving are the three biggest causes of road accidents in South Africa, with the use of cellphones while driving being one of the top causes of driver distraction. Despite legislation prohibiting it, two-thirds of drivers still use their cellphone while driving, many actually attempting to text while driving. Even though 40% of drivers have hands-free kits, 80% of their calls are made without using them. South Africa also maintains speed limits which are 10 -20 per cent higher than international norms and best practices for countries with low levels of speed related trauma, despite our terrible road safety outcomes.

Challenges in addressing road safety²:

- Knowledge – lack of knowledge of the rules of the road
- Compliance – willingness to abide by the rules of the road
- Enforcement – inadequate enforcement
- Follow-up – lack of follow-up on fines (enforcement)
- Impunity – resulting culture of impunity in respect to punishment of offenders

Despite the Western Cape having the best drivers vs. the rest of South Africa (according to Discovery Insure), over 110 people die on the province’s roads each month, and the rate is not declining.

¹ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

² Source: National Road Safety Strategy 2011-2020

Pedestrian deaths remain unacceptably high compared to other classes of fatalities, accounting for nearly half of all road fatalities³.

In 2009, the Western Cape Government appointed the Department of Transport and Public Works to implement a road safety campaign based on the globally recognised “Four E’s” of road safety best practice:

- Enforcement
- Education
- Engineering
- Evaluation

The Safely Home programme strives to fulfil the United Nations Decade of Action’s goal to reduce road carnage, with the principal objective of reducing the number of people killed on the province’s roads. The Department hopes to achieve this important objective by raising public awareness and bringing about behavioural change on key road safety issues, through consistent and impactful communication with road users.

Since 2014, Safely Home has implemented a thematic, calendar-based communication strategy in order to drive up the salience of specific road safety messages in time through targeted, evidence-led communication, and to align messages from different road safety agencies. Based on the Safely Home Baseline Study⁴ conducted by the UCT Centre for Transport Studies, key road safety themes, especially drinking and driving, speeding, seatbelts, distracted driving and pedestrians, have been identified as core focus areas for this initiative. Communications have been driven mainly across radio, social media and online platforms as well as the freeway management system (via the electronic Variable Message Signs located alongside the freeways).

1.2 Research objectives

The success of the Safely Home campaign will be dependent on a solid understanding of current road safety attitudes and dynamics, and producing relevant, compelling and effective communication, with the ultimate goal of bringing about real behavioural change.

In order for the Department of Transport and Public Works to optimise and enhance their Safely Home programme, research was required to gauge road users’ current behaviours and attitudes around road safety issues in the Western Cape. TNS conducted a quantitative attitudinal survey (n=1000) as well as 16 focus group discussions to fully understand and explore the mindsets of various types of road users.

This report focusses on road safety attitudes and behaviours amongst road users in the Western Cape, with a sub-focus on measuring current road safety advertising effectiveness. As this is the first year of conducting the study, these figures will form the benchmark for future waves. The true value in most components of this study will be derived from monitoring these results over time.

The following key elements were covered:

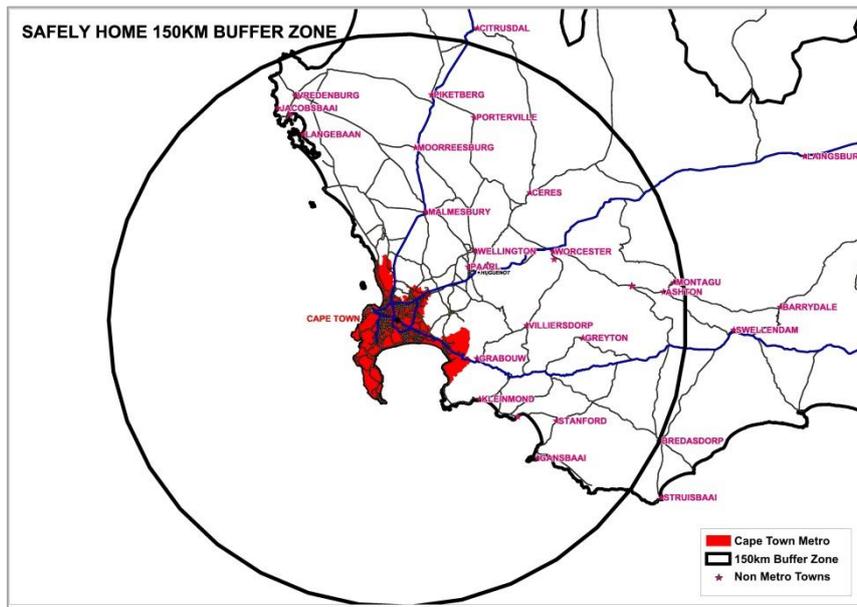
- Prevalent attitudes towards road safety, and its perceived importance in relation to other social issues

³ Source: Chamber of Commerce Presentation Oct 2015, supplied by Western Cape Government

⁴ Vanderschuren M and Jobanputra R, 2010: *Phase II: Baseline study*, Safely Home project report, University of Cape Town

- Prevalent behaviours regarding road safety, with a focus on the dynamics around dangerous behaviours
- Current awareness, understanding and relevance of road safety issues
- Current awareness and understanding of the Safely Home campaign and monthly themes communicated

1.3 Sampling and methodology



Quantitative attitudinal survey

One thousand interviews were conducted on tablets using Computer Aided Personal Interviewing (CAPI) by fully trained interviewers. Fieldwork ran from 11 to 25 November 2015 amongst adults aged 19-39 years in Metro and Small Urban areas of the Western Cape that were within a 150km radius of Cape Town CBD.

The sample was split equally across motorists and non-motorists – respondents were classified according to the mode of transport they used most often. We defined “motorists” as anyone who personally operates a motorised vehicle e.g. car, taxi, bus, truck or motorbike. “Non-motorists” were defined as pedestrians, commuters/passengers and cyclists.

All respondents were selected based on the following criteria:

- LSM 5-10
- Aged 19-39 years
- Predominant race groups of the Western Cape i.e. Black, White and Coloured (no Indian/Asian)
- Male or female (this fell out naturally)

Quotas were applied to area (Metro [sample size of 400 motorists and 400 non-motorists] vs. Small Urban [sample size of 100 motorists and 100 non-motorists]), race, age group (19-29 vs. 30-39 years) and road user type (motorists vs. non-motorists). Analysis was conducted at a motorist and non-motorist level. It should be noted that the sample is not wholly representative of the Western Cape population as

universe figures were unavailable for sizing and weighting purposes. The report should be viewed as largely consisting of Metro Cape Town responses (80% of each group).

Qualitative exploration of attitudes and communication

Sixteen focus group discussions were held at TNS's Cape Town offices from 2 to 19 November 2015.

Between six and eight respondents were present at each group. All respondents were recruited on the basis of being 19-39 year-old, LSM 5-10 road users. Appropriate respondents were recruited for each focus group based on the group structure below.

Group	Age & Gender	Race	Type	Usage	HHI
1	30-39; Male	Coloured	Motorists	Driving self	High
2	30-39; Mixed gender	Coloured	Non-motorists	Minibus taxi users	Low
3	30-39; Male	Coloured	Motorists	Driving self	Middle
4	19-29; Mixed gender	Coloured	Non-motorists	Bus users	Low
5	19-29; Male	Coloured	Motorists	Driving self	Middle
6	30-39; Mixed gender	Black	Non-motorists	Bus users	Middle
7	30-39; Female	White	Motorists	Driving self	High
8	30-39; Male	Black	Motorists	Driving self	High
9	30-39; Male	Black	Motorists	Driving self	Middle
10	19-29; Mixed gender	Black	Non-motorists	Minibus taxi users	Low
11	19-29; Male	Black	Motorists	Driving self	Middle
12	20-40; Female	Black	Non-motorists	Car passengers	Low
13	19-29; Male	White	Motorists	Driving self (half motorbike/scooter)	Middle
14	30-39; Male	Black	Motorists	Professional – transport people	Low/middle
15	30-39; Male	Coloured	Motorists	Professional – transport goods	Low/middle
16	20-40; Male	White	Non-motorists	Cyclists	High

1.4 Notes

This report summarises the findings of both research components, illustrated in places by summary tables and charts. Detailed results including the full presentation and data tables can be found on the Safely Home website (<https://safelyhome.westerncape.gov.za/attitudinal-survey>). The questionnaire can be found in the Appendix.

Symbols used in this report



Denotes **motorist** data



Denotes **non-motorist** data

2. Road safety landscape

2.1 Road user profile

This section profiles respondents in terms of their road usage, the types of journeys they make, the distances they travel, the length of time motorists have been driving for, and whether they have been affected by road trauma.

Types of road users

In order to identify groups of road users, and frequency of road usage, respondents were asked how many hours, in a typical week, they spend doing each of the following (Table 2.1):

% using transport (not none/don't know)	Motorists	Non-motorists
Driving a car for other reasons	96	10
Driving a car to and from work	81	4
Walking on the pavement or road	76	89
Driving a car as part of your job	58	4
Travelling in a car as a passenger	55	62
Travelling in a taxi or bus as a passenger	23	83
Driving a van, lorry or truck	16	1
Riding a motorbike or scooter	6	0
Riding a bicycle	6	5

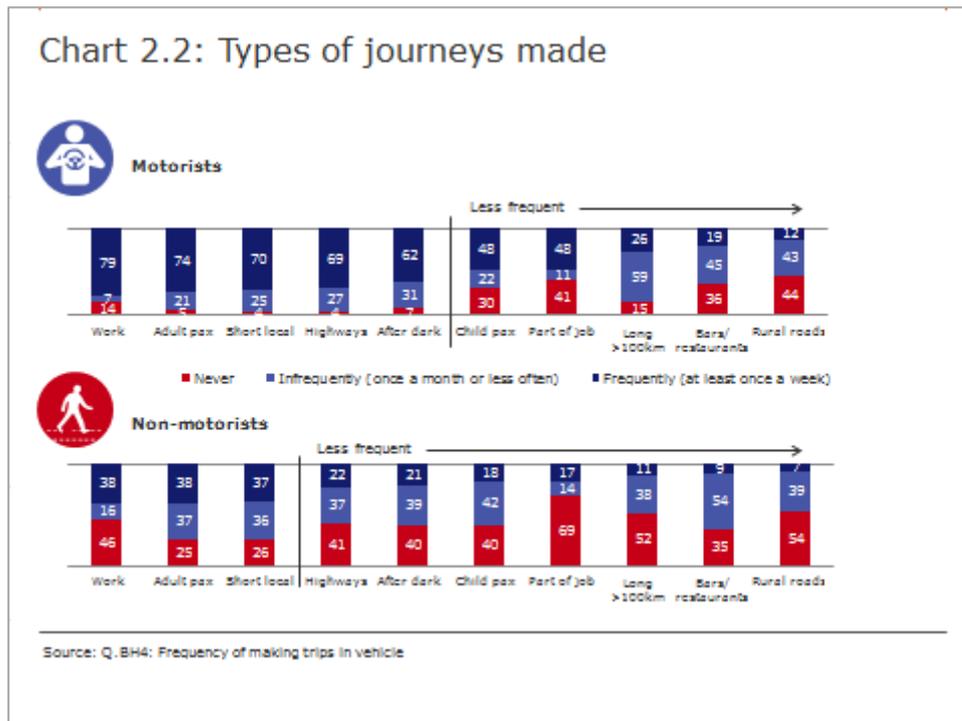
* Source: Q.BH3: In a typical week, how many hours do you spend on roads?

“Car” usage is high across both motorists and non-motorists. The majority of motorists drive a car, either to and from work or for other, non-work-related reasons, and more than half of them travel as a passenger in someone else’s car. Non-motorists, on the other hand, travel as passengers in cars, buses or taxis. However, walking is the most prevalent mode of transport for non-motorists.

The proportion of road users who use other modes of transport such as a motorbike, scooter or bicycle is low.

Types of journeys made

Respondents were asked how often they make various types of journeys by motorised vehicle, whether as the driver or as a passenger (Chart 2.2).



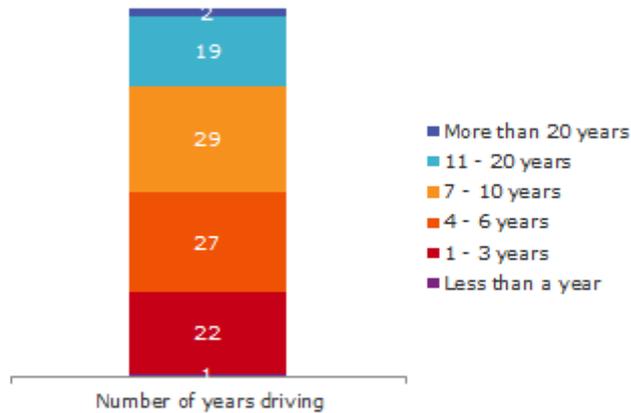
Travelling to and from work is the most frequent type of journey made by road users. Short local trips and journeys with adult passengers are also made often, more frequently by motorists than non-motorists though. Many motorists' journeys also involve driving on highways or national road, or after dark.

Length of time driving

All motorists were asked how long they have been driving for, as a way of measuring their driving experience (Chart 2.3).

Half of all motorists have been driving for less than seven years, with less than a third driving for between seven and ten years, and even fewer driving for more than ten years. However, this largely correlates with age, as the sample was relatively young (19-39 years). Almost universally, motorists *claim* to hold a valid driver's licence (95%).

Chart 2.3: Length of time driving



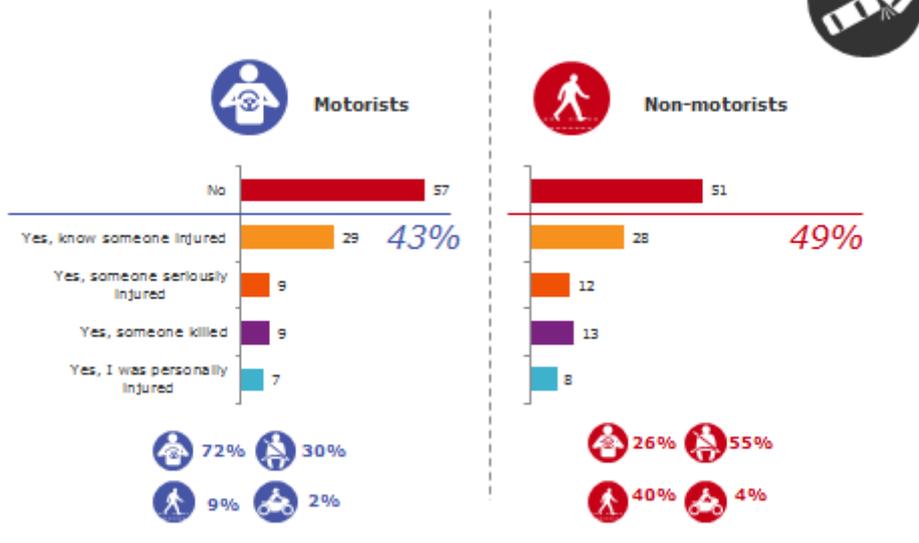
Source: Q.BH5: Time driving

Affected by road trauma

About four in ten motorists know of someone who has been injured or killed in a crash (Chart 2.4). Those who were reportedly injured or killed were most likely to be the driver themselves or a passenger. Older motorists were more likely to know of someone affected by road trauma. Personal trauma is relatively low, with only 7% claiming to have been personally injured in a crash.

Non-motorists were slightly more aware of road trauma sufferers, largely reporting knowing of passengers and pedestrians as being these victims. Again, personal trauma is relatively low.

Chart 2.4: Affected by road trauma



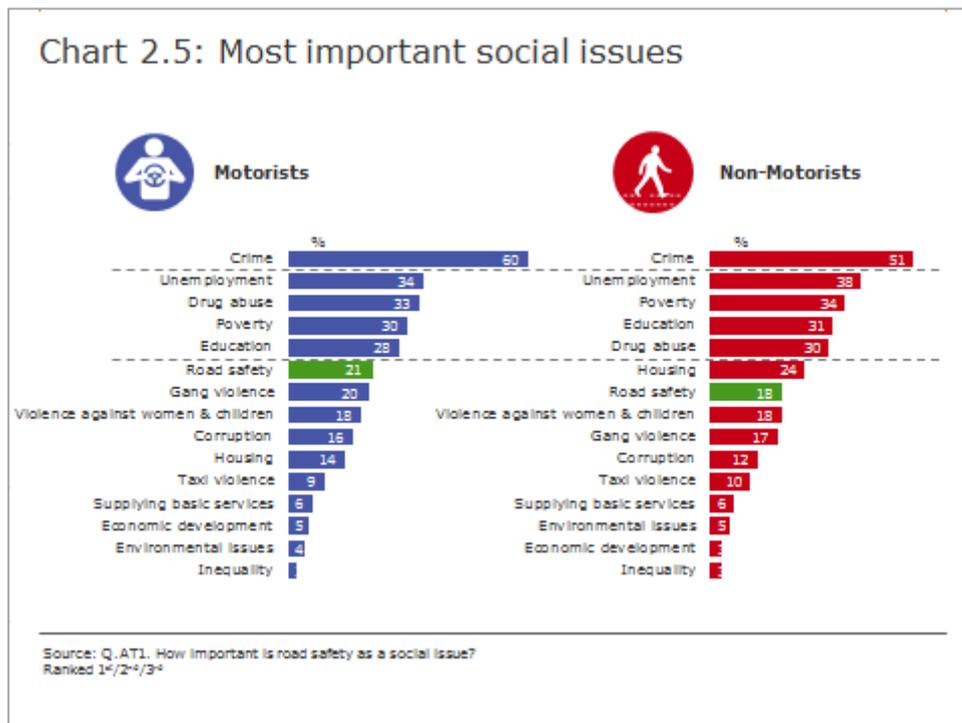
Source: Q.BH1. Know of someone affected by road trauma
Q.BH2. Mode of transport of person affected

2.2 General attitudes towards road safety

This section looks at the importance of road safety relative to other social issues, and which road safety issues in particular were felt to be most pressing for the government to address.

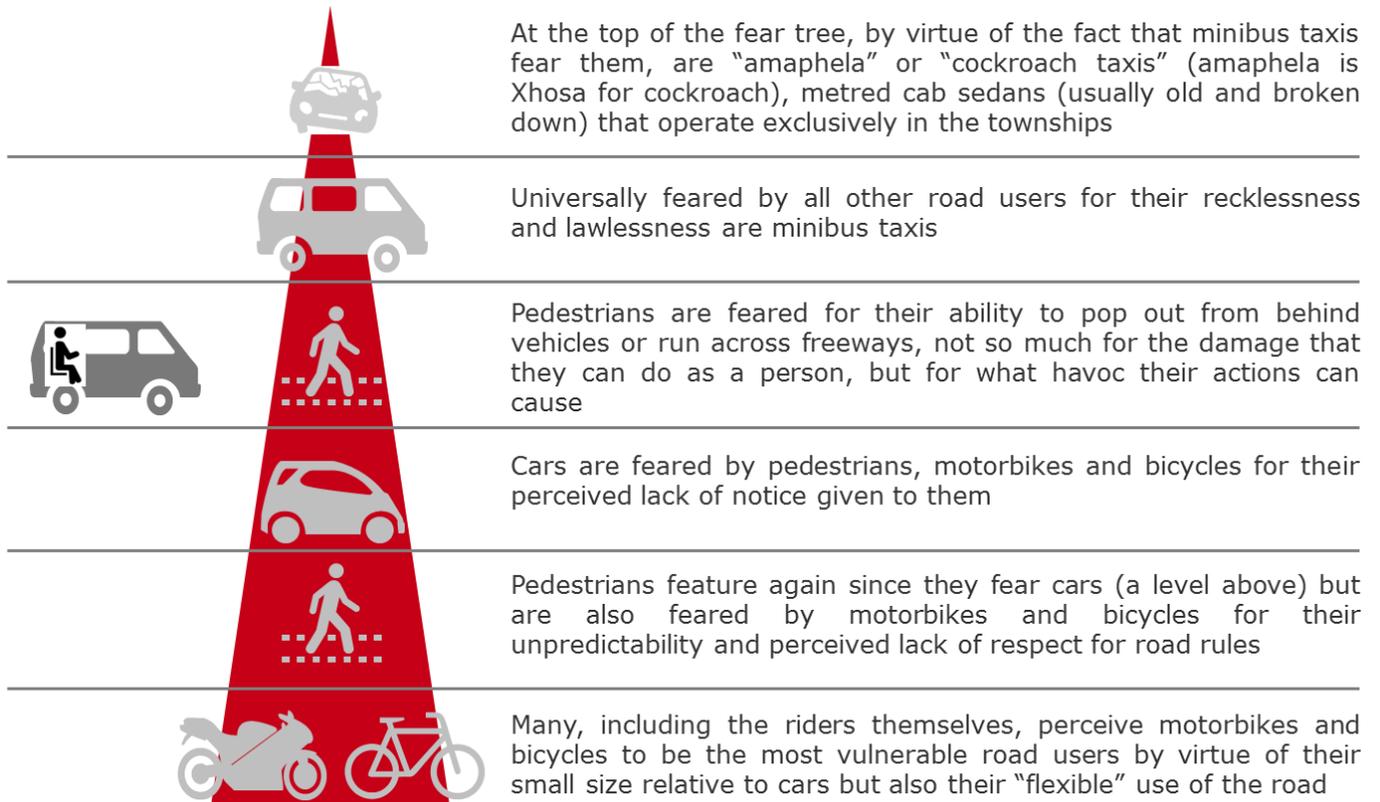
Road safety vs. other social issues

To understand where road safety ranks in terms of the most important social issues the government should focus on, respondents were asked to rank 15 issues in order of importance. Road safety is seen to be of mid-level importance by both motorists and non-motorists (Chart 2.5). Other social issues such as crime, poverty and unemployment far outweigh road safety on the list of social ills to be addressed.



To better understand what “road safety” means to people, we further investigated the topic during the qualitative group discussions. Safety on the road is actually a complex concept with many varying associations, going beyond a traditional definition of “road safety” which encompasses the rules of the road, and courtesy and respect among road users. There is also the physical state of the road – “safe roads” – the presence of danger elements such as potholes, lack of pavements, or pedestrians/animals on freeways. Then there is also the association of “safety from crime” on the roads, such as hijackings, smash and grabs and muggings. Fear for personal safety is often stated as a reason for breaking road rules like driving through red lights or stop streets, while “safe roads” appear to negate the need to obey road rules, e.g. drivers claim it is safe to go fast on good, clear, animal-free roads. Fundamentally, road users don’t feel safe on the road.

We also found a hierarchy of fear/distrust:



Road users across the spectrum perceive a lack of respect for and courtesy towards other road users. This was verbalised particularly by car drivers, but was a sub-text of the feedback of passengers and pedestrians, too. Taxis are most often mentioned as the classic example, but other drivers as well as pedestrians are seen to be almost as guilty.

There is also a worrying level of ignorance and misperception. For example, one group member believed that those who cause accidents are the ones *with* a licence rather than the unlicensed drivers because they are already committing an offence and so will drive more carefully so as not to get caught. Another believed that motorbikes don't get caught by speed cameras because they're too light to be picked up by the camera.

The consensus is that there is an unhealthy road safety "culture" in South Africa. In fact, unsafe behaviour seems to be a bit of a joke. When speaking about unsafe behaviour, respondents would laugh about their disregard for the rules or when admitting to committing traffic offences. Everyone had their own "war story" that they were quite proud to regale to the others.

The biggest challenge is that everyone believes that they are a safe and responsible road user, despite knowingly disobeying multiple rules of the road. And law enforcement measures aren't seen as much of a deterrent.

Law enforcement approaches are seen to have two main roles:

- Compliance motivator: The presence of traffic officers, roadblocks or speed cameras inspires a flurry of compliance with road rules, e.g. seatbelts get buckled, drivers slow down. Road users also claim to feel safer when they note the presence of traffic officials.

- Non-compliance punisher: Being fined and/or arrested for breaking a traffic law is a deterrent for most road users, especially those for whom having a clean licence is a requirement for work.

But this doesn't deter road users from breaking the rules, when traffic officials are seen ignoring road rules being broken or even committing offences themselves. The chance of being caught is also perceived to be low, and if caught, traffic officers can be bribed or fines ignored or negotiated. The bigger problem is that there is a general lack of respect for law enforcement, therefore serving as a weak link in the alignment of behaviour and consequences.

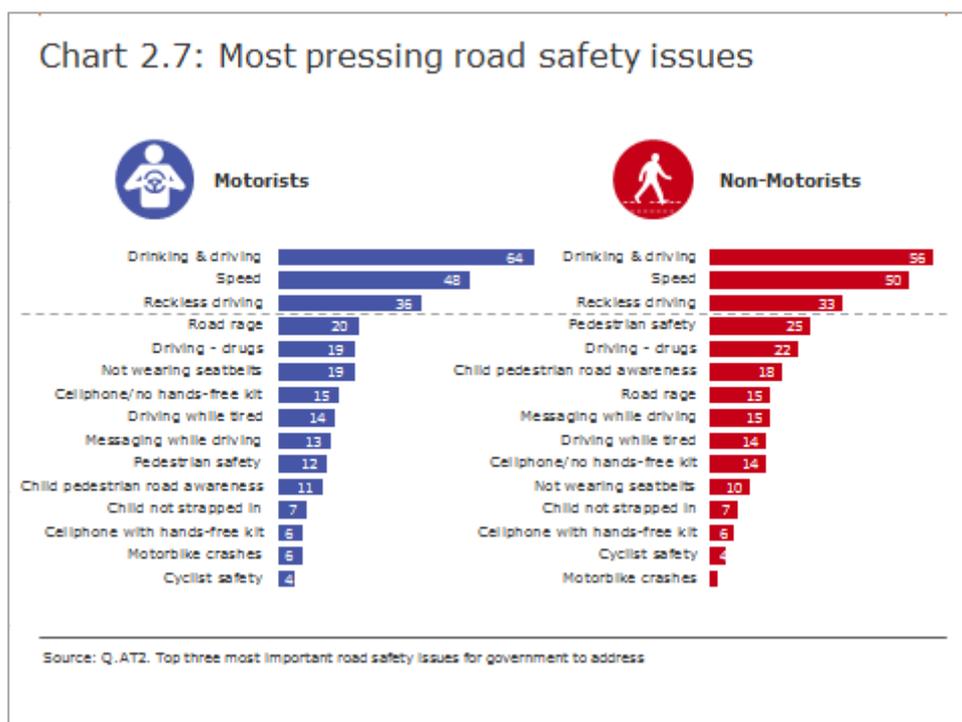
Key road safety issues

When asked to choose the top three most pressing road safety issues for the government to address, road users cited DUI, speed and reckless driving, with DUI strongly ahead of the others (Table 2.6).

Table 2.6: Most pressing road safety themes

Motorists		Non-motorists	
	%		%
DUI (nett)	71	DUI (nett)	68
Reckless driving (nett)	50	Speed	50
Speed	48	Reckless driving (nett)	44
Distracted driving (nett)	31	Pedestrians (nett)	37
Seatbelts (nett)	25	Distracted driving (nett)	31
Pedestrians (nett)	22	Seatbelts (nett)	16
Driving while tired	14	Driving while tired	14
Bike (nett)	9	Bike (nett)	6

More specifically, drinking and driving tops all lists as the major road safety issue. Speeding was regarded as the second most important issue, followed by reckless driving (Chart 2.7).



Perceptions of the top three are very similar between motorists and non-motorists. Non-motorists acknowledge that pedestrians are a bigger issue than motorists perceive – but are less likely to cite seatbelts as an issue. Only one-third of both motorists and non-motorists mention distracted driving (driving while using a cellphone) as an issue, whilst only a quarter of motorists mention seatbelts as a major road safety concern.

Perceptions are relatively universal – very few demographic skews are evident. One key highlight is that the importance of DUI increases by LSM level amongst motorists. Amongst non-motorists, DUI is seen as more important by people who know of someone affected by road trauma.

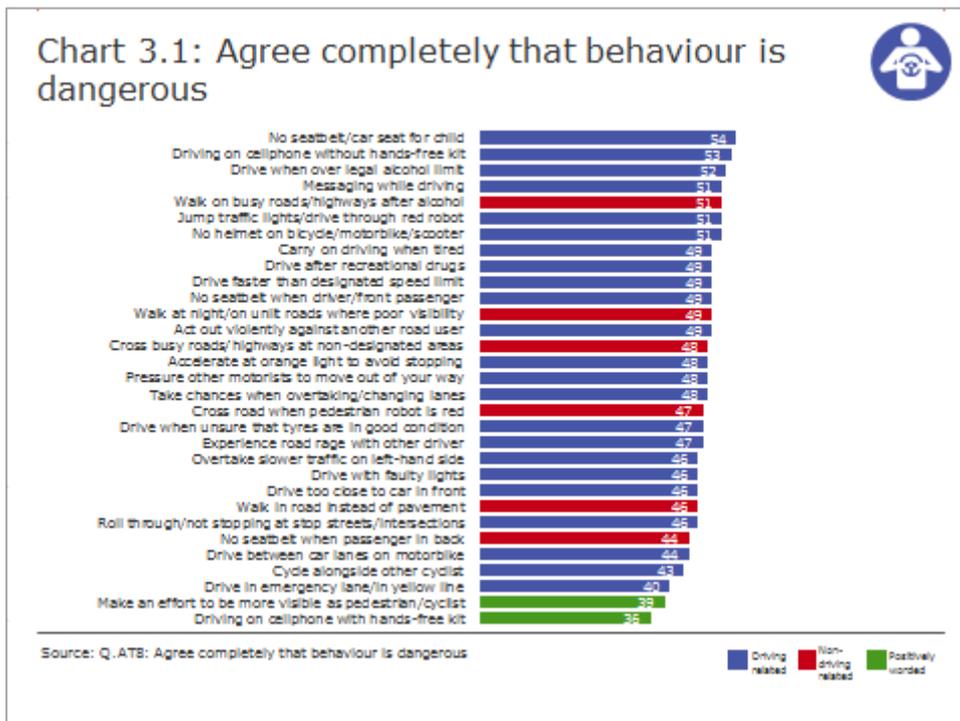
3. Key road safety issues

This section summarises the prevalent attitudes towards dangerous road behaviours, the frequency of doing these behaviours and the perceived acceptability of doing them.

3.1 Attitudes towards dangerous behaviours

What are believed to be the most dangerous behaviours?

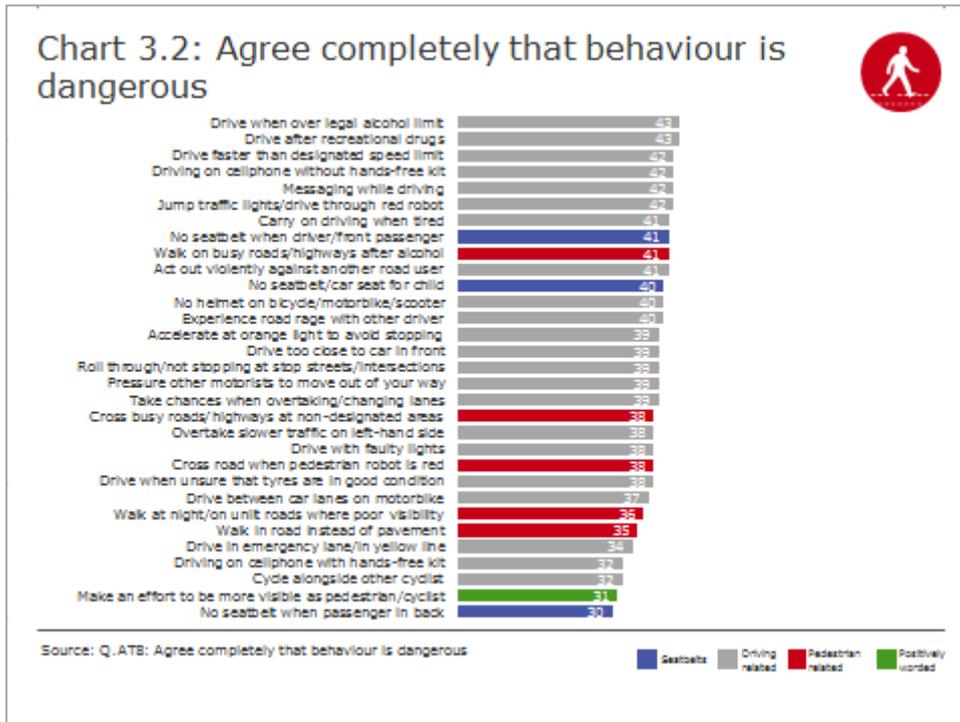
Chart 3.1 shows those motorists agreeing completely that the behaviour is dangerous.



Motorists deem not strapping a child in to be the most dangerous, followed closely by using a cellphone without a hands-free kit and driving when over the legal alcohol limit. In fact, all the listed dangerous behaviours received agreement from at least four out of ten motorists.

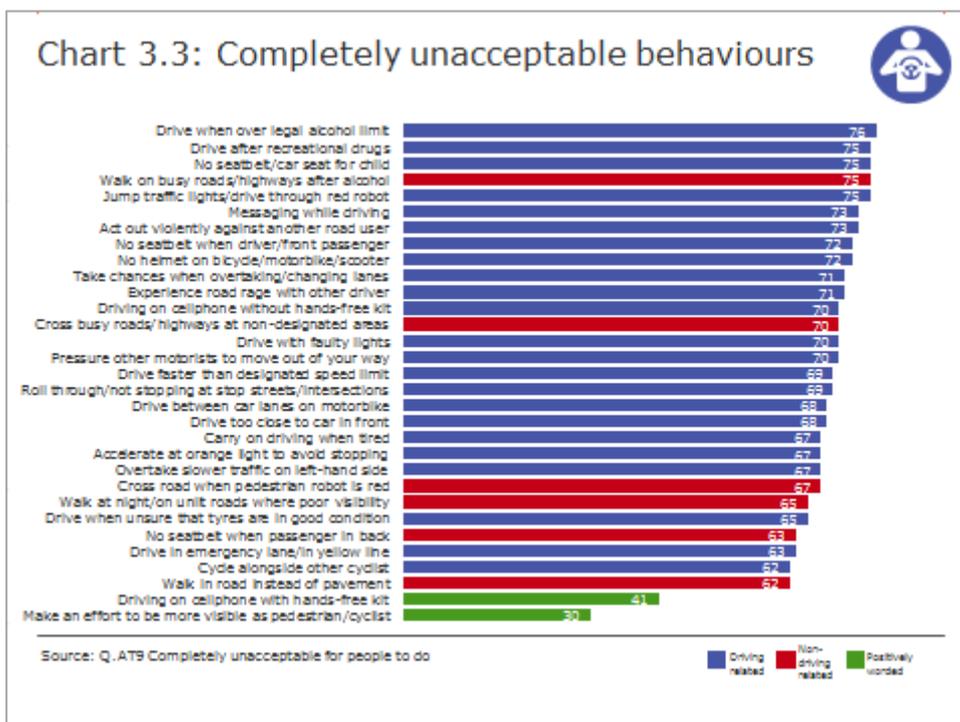
While around half of motorists acknowledge that a child not wearing a seatbelt is dangerous and agree completely that not wearing a seatbelt as a driver or front passenger is dangerous, only 44% think it's dangerous for passengers in the back of the vehicle to not wear a seatbelt. This perhaps suggests that people are unaware of, or uneducated on, the consequences of not wearing a seatbelt in the back – many hold the misperception that you are safer or more protected in the back and therefore don't need a seatbelt.

Looking at non-motorists (Chart 3.2), the top behaviours considered dangerous are actually driving-related – driving when over the legal alcohol limit or after taking drugs, speeding, using a cellphone while driving and jumping a red robot are cited as the most dangerous behaviours. Alarmingly, not wearing seatbelts in the back is considered the least dangerous behaviour.



How acceptable is it for people to do these things?

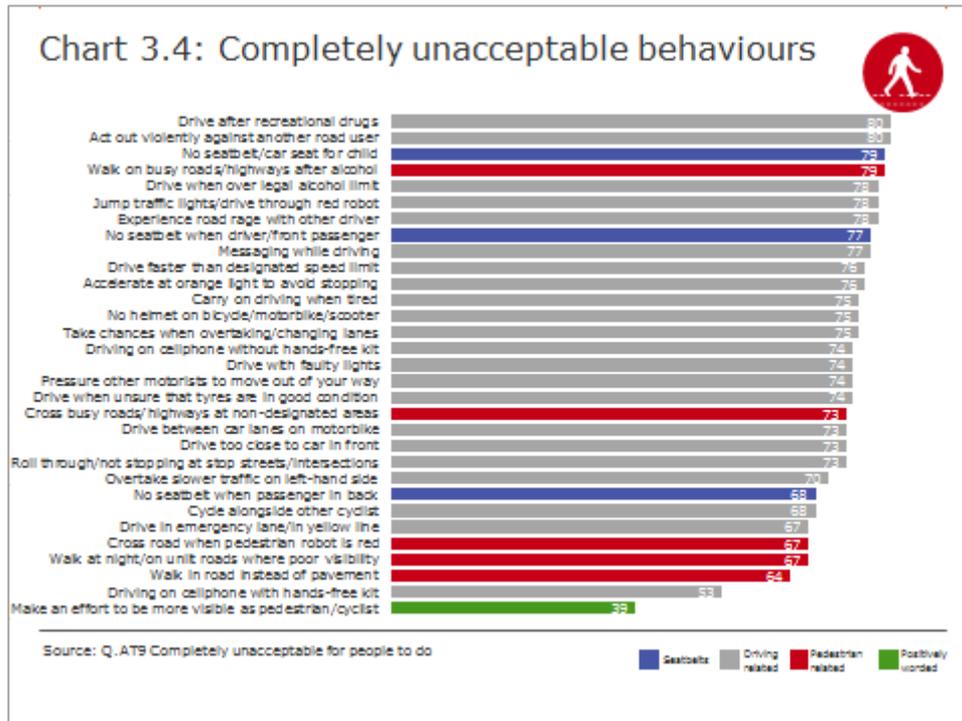
Chart 3.3 shows the level of those regarding the behaviour as completely unacceptable.



There was strong agreement amongst motorists that all the listed dangerous behaviours are completely unacceptable. Driving when over the legal alcohol limit topped the list, followed by driving under the influence of drugs, a child not being strapped in, drinking and walking, and jumping a red robot. Behaviours seen to be dangerous are also seen to be unacceptable.

Speeding ranked lower down, with 69% deeming it completely unacceptable. In terms of distracted driving, messaging while driving was highest (73%) vs. using a cellphone without a hands-free kit (70%) and driving with a hands-free kit (41%).

Looking at non-motorists (Chart 3.4), we again see driving-related behaviours deemed more unacceptable than pedestrian-related behaviours.



3.2 Dangerous behaviours

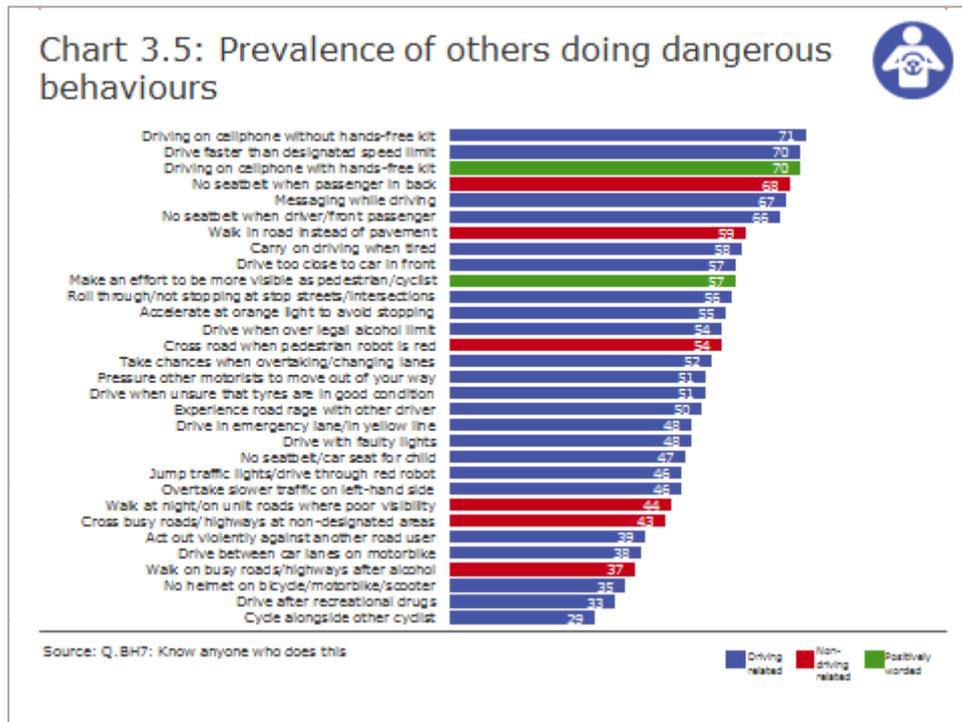
Note: The behavioural questions were self-completed by respondents due to the sensitivity of what was being asked, and to encourage a response that was as honest as possible. Please bear in mind that the results portrayed are claimed and therefore should be viewed with caution and are still likely to underrepresent the true state of affairs.

What is the prevalence of knowing others who do this?

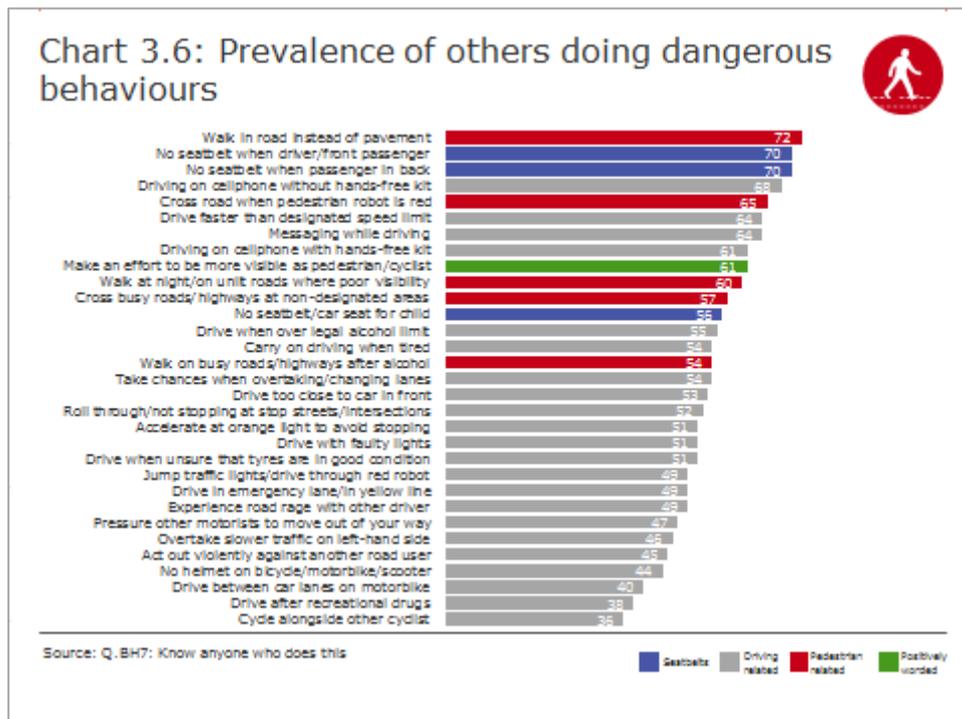
Respondents were asked how many people they know are frequently “guilty” of each of the behaviours. Chart 3.5 shows the proportion of motorists who know anyone who does this.

Distracted driving appears to be the most prevalent, especially talking on a cellphone without a hands-free kit. Exceeding the speed limit and not wearing a seatbelt, whether in the front or back, are also seen to be common behaviour. However, overall, there appears to be quite widespread participation in dangerous road behaviours.

Just over half of all motorists claim to know others who drive when over the legal alcohol limit; however, this could be underrepresented as there is generally poor awareness around what the legal limit is.

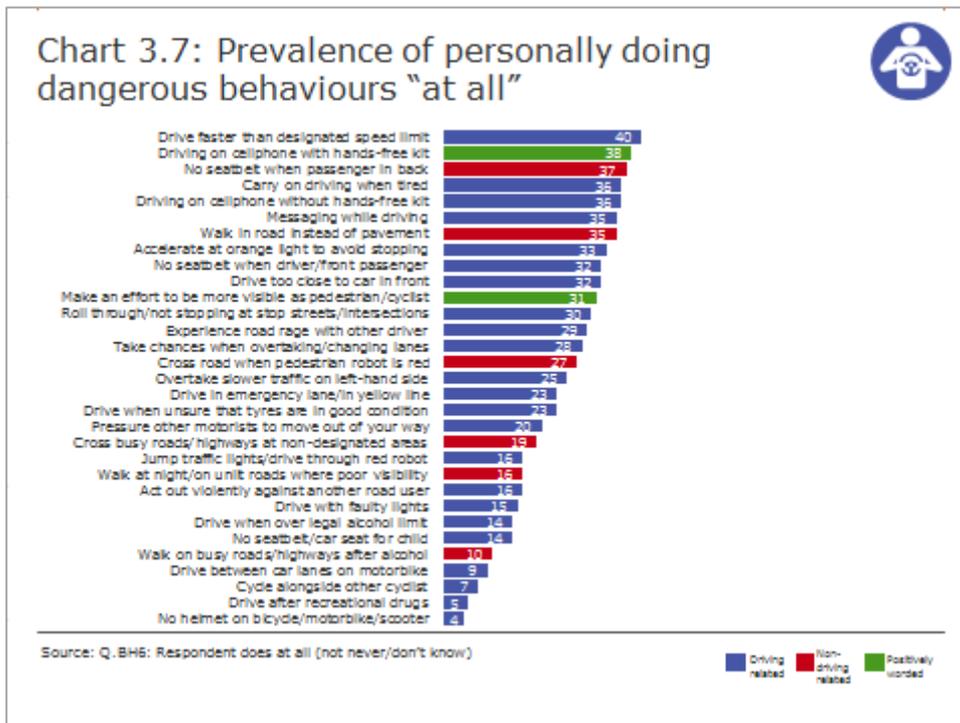


For non-motorists (Chart 3.6), almost three-quarters know others who walk in the road instead of on the pavement. Seven out of ten also frequently see others not wearing a seatbelt in the front or the back. Speeding and distracted driving also appear to be common behaviour seen by non-motorists.

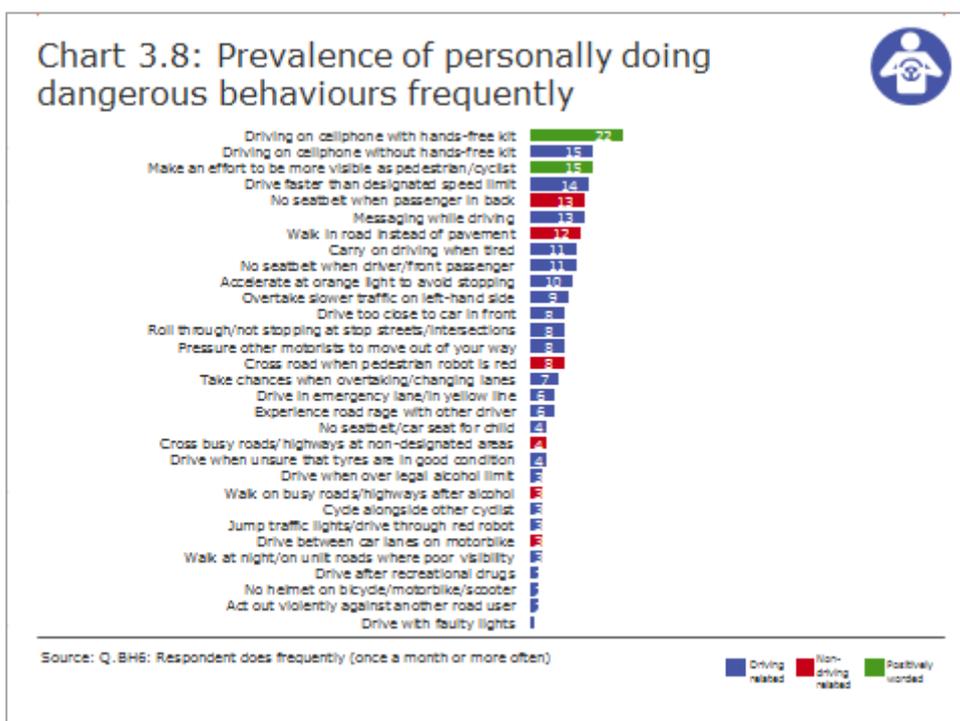


Behaviours that road users admit to doing

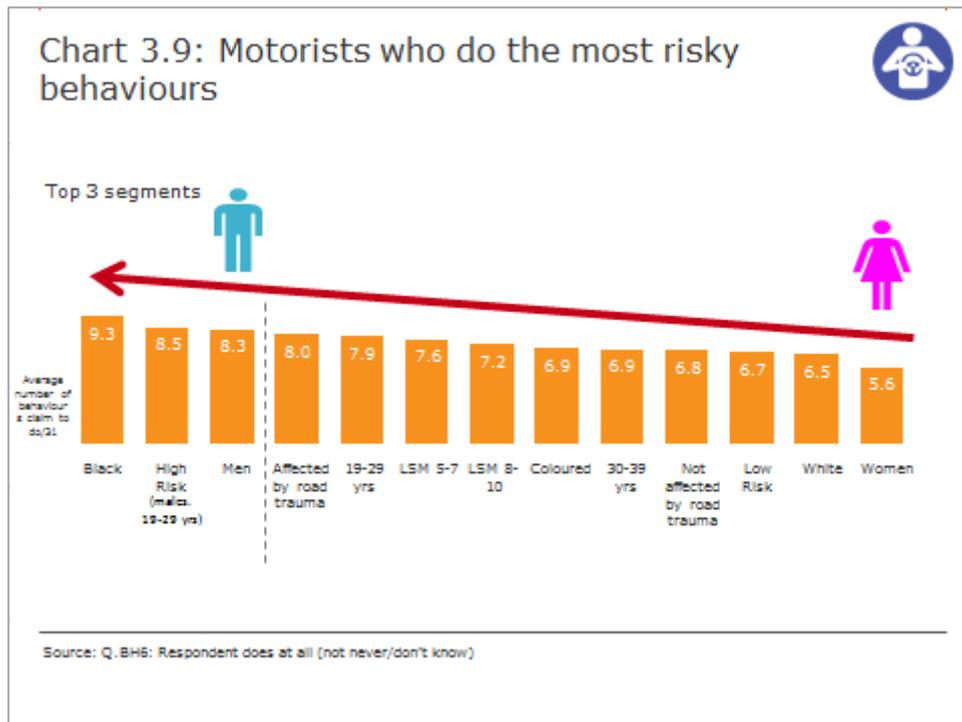
Chart 3.7 shows the frequency of motorists claiming to personally do these behaviours “at all”.



Perhaps unsurprisingly, the claimed frequency of personally being “guilty” of dangerous behaviour is much lower than other road users (“I’m a good driver, everyone else is an idiot”). However, the top-mentioned behaviours personally done tend to mirror those done by others. Speeding is the behaviour most frequently engaged in by motorists. Distracted driving and seatbelts again featured high up on the list. When focussing on the behaviours that motorists admit to doing frequently i.e. at least once a month (Chart 3.8), using a cellphone while driving is the number one behaviour being done regularly, followed by speeding and not wearing a seatbelt (particularly at the back).



Motorists' claimed behaviour is aligned with official statistics, with Black, 19-29 year-old men as well as 30-39 year-old men claiming to do the most risky things (Chart 3.9). Interestingly, being affected by road trauma doesn't act as a deterrent to risky behaviour.



Speed and not wearing a seatbelt in the back characterise the top claimed behaviour of a high risk motorist (19-29 year-old male) (Chart 3.10).

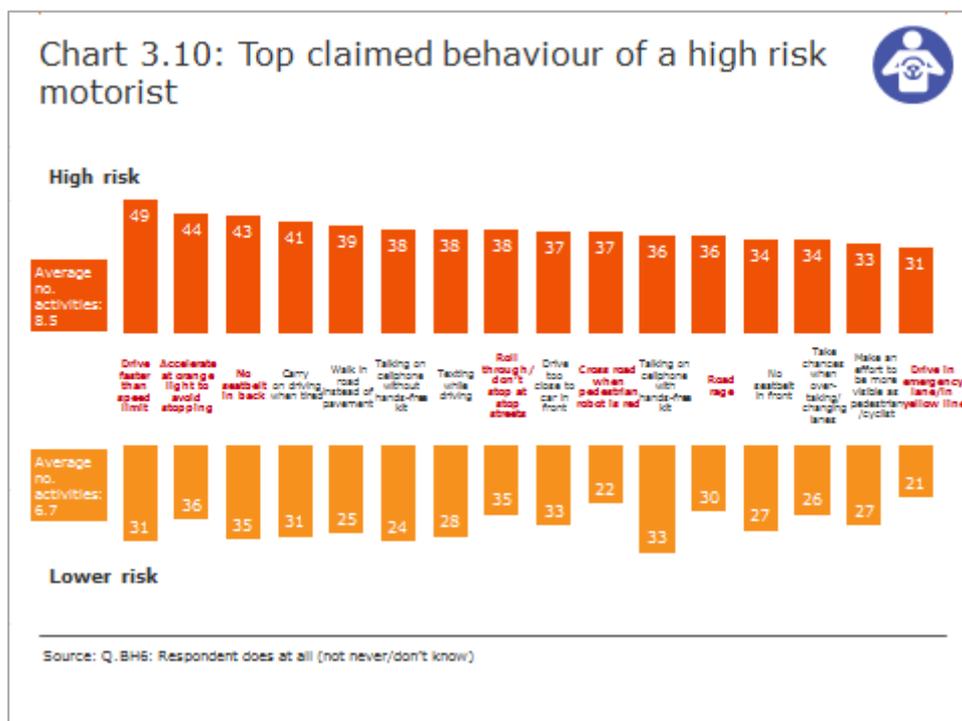
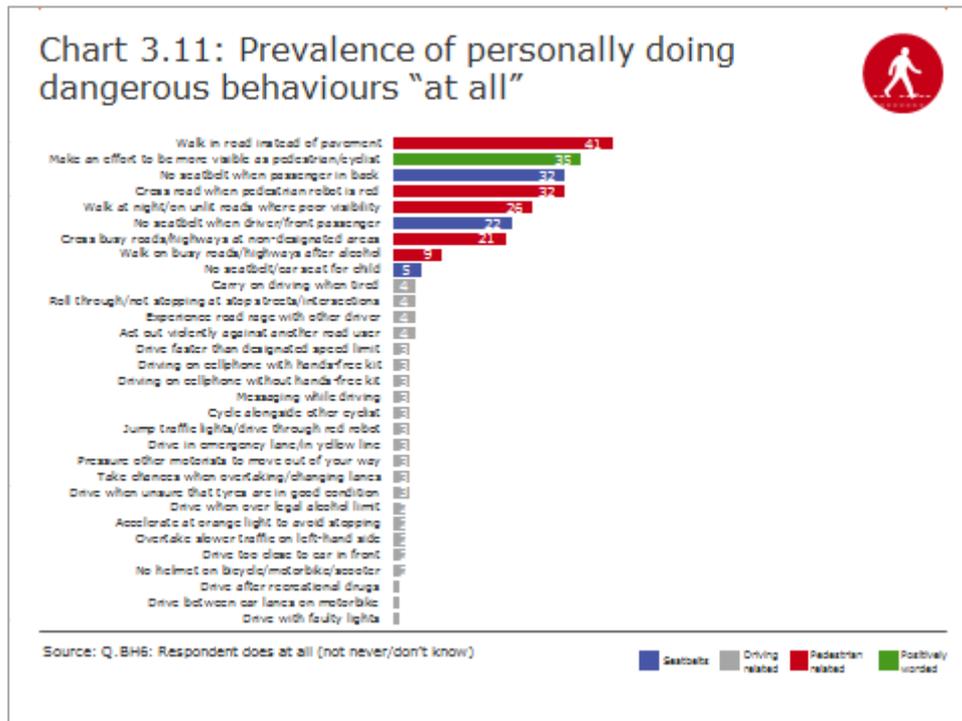
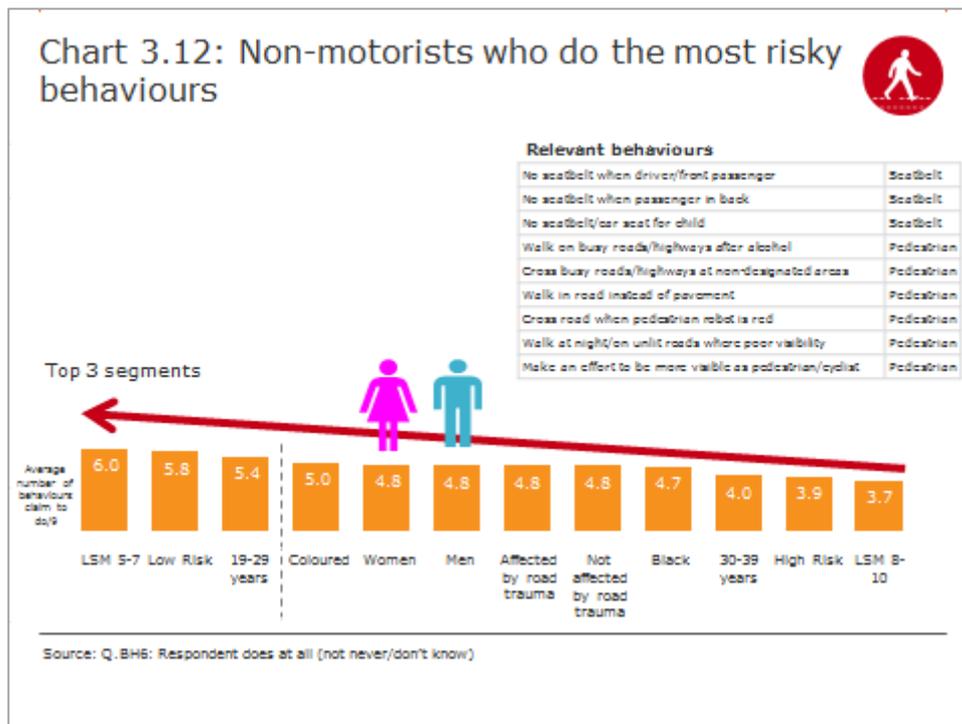


Chart 3.11 shows the frequency of non-motorists claiming to personally do these behaviours “at all”.



As one would expect, all of the driving-related behaviours are very seldom done by non-motorists. Again, we see the top-mentioned behaviours personally done align with those done by others. Walking in the road instead of on the pavement is the behaviour most frequently engaged in by non-motorists, as well as other pedestrian-related behaviours such as crossing the road when the pedestrian robot is red, walking at night or on unlit roads where visibility is poor, and crossing busy roads or highways at non-designated areas. Few admit to walking on busy roads after drinking. A third of non-motorists also don't wear a seatbelt when a passenger in the back (which we know to be a frequent occurrence), with around one in five not wearing a seatbelt when a passenger in the front.

Younger, lower LSM non-motorists are claiming to do the most risky behaviour (Chart 3.12). Interestingly, women are just as likely as men to behave in a risky manner – indicating that the “high risk” motorist classification doesn't apply to non-motorists.



3.3 Road crash acceptability and government responsibilities

Both motorists and non-motorists feel that road crashes are unacceptable and avoidable (Table 3.13). Only a third of motorists believe that the government is doing all it can to keep road injuries and deaths to a minimum, with even fewer non-motorists holding this view. The majority of road users would like the government to do more to ensure traffic laws are obeyed – particularly, having more traffic officers on the roads, implementing more road blocks, and visible policing – and put harsher punishments in place to deter dangerous road usage behaviour. Other government responsibilities mentioned to a lesser extent were providing safer roads – more speed bumps or robots to slow people down, adding more cameras, and reducing the speed limits – and educating people on road safety.

%	Motorists	Non-motorists
Unacceptable and avoidable; government should put harsher punishments in place	34	40
Part of life but government should do more to ensure traffic laws are obeyed	27	29
Unacceptable but government is doing all it can	27	24
Inevitable and just part of life	11	6
Don't know	1	1

* Source: Q.AT3: Which one statement best describes how you feel about crashes on our roads?

In general, road users are unaware of the true extent of the problem, with motorists and non-motorists unable to give an accurate estimate of how many road fatalities occur each year; nor do they comprehend the true cost to the South African economy that crashes as a result of dangerous road behaviours incur.

4. Dangerous behaviours – issue by issue

In this section, we will look at the top five road safety issues in more detail. TNS developed a 5 A's analysis model to unpack each dangerous behaviour from the respondents' perspective:

- 1. AWARENESS:** Are road users aware that this is an important social and safety issue? Is it top of mind?
- 2. ACKNOWLEDGEMENT of danger/consequences:** Do I perceive the consequences of this issue to be dangerous? Do I believe the rule is valid and necessary?
- 3. ACCOMMODATION OF RULE:** Does this rule suit my lifestyle? Am I prepared to forego some personal pleasure or convenience, or take a social risk to follow the rule?
- 4. APPLICATION to me as a road user:** Do I believe that the rule applies to me? Do I believe I'm at risk from this danger? Am I afraid of the consequences (legal or moral)?
- 5. AFFIRMATION of my choices:** How do I justify my actions if/when I break the rule?

A robot colour coding system has also been used to indicate which of the 5 A's requires attention – **green** indicates that the element is low priority, **orange** indicates medium priority, and **red** is a high priority area.

4.1 Drinking and driving

There are high levels of "harmful drinking" in South Africa with little understanding of the risks. As previously mentioned, there is also the widespread perception that law enforcement is ineffective. As a reminder, below is a summary of the attitudes and behaviours related to drinking and driving:

% of motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Drive when over legal alcohol limit	52	76	54	14
Drive after recreational drugs	49	75	33	5

Only half of motorists believe that they would be caught or stopped if they were driving drunk, and if they were, the majority felt their punishment would be a large fine or they would be arrested and spend the night in jail. Very few felt there would be no consequences though.

In terms of the appropriate legal punishment for DUI if an innocent person or child is killed, many agree a prison term is appropriate (answers ranged from six months to life in prison). One in five motorists felt that only a licence suspension was sufficient.

The 5A analysis model

- 1. AWARENESS:** The issue of “drinking and driving” is universally seen as a road safety issue.
- 2. ACKNOWLEDGEMENT of danger/consequences:** EXCESSIVE drinking then driving is dangerous, but it’s not dangerous to have a few drinks and then drive. Road users are clear on the extremes of the scale: no alcohol = not dangerous vs. too drunk to drive (i.e. completely incapacitated, being so drunk that you can’t stand) = dangerous. But there is a grey area in between where there appears to be ambiguity. Being “under the limit” is seen as not dangerous but very few people know what the actual limit is. And further, some resent the “discrimination” against drinkers – the blanket suggestion that all drinking is bad and that all drivers who drink are bad. Then there are those drivers who don’t think it’s dangerous to be “over the limit”. Their reasoning is that they still feel fine to drive, they’re close to home, they haven’t caused an accident before, and everyone else does it.
- 3. ACCOMMODATION OF RULE:** Being a “party pooper” and not drinking at all is considered uncool, so people feel pressured into drinking – it’s impossible to have “just one” drink. Driving a bit drunk is not a big deal – everyone does it. It’s actually a bit cool to have done it.
- 4. APPLICATION to me as a road user:** I’m exempt: I’m a safe road user. Low risk – nothing’s ever happened when I’ve driven drunk. I’m actually offended that all drinkers are painted with the same “drinking is bad” brush.
- 5. AFFIRMATION of my choices:** People have too many loopholes or excuses for drinking and driving - I’m close to home; if I think I’m over the limit, I drive extra carefully; it’s expensive to get a metred cab and some metred cabs won’t operate in the townships or other unsafe areas; I need my car in the morning.

So what might make drivers comply (not drink [as much]) or find another way home?

- High likelihood or knowledge of roadblocks
- If there is a very real chance of getting caught
- If the alternative way home is very cheap and/or very easy
- Having other people, especially kids, in the car

4.2 Speed

Speed is estimated to play a causal role in up to 40% of crashes in South Africa. Our speed limits are very high by international standards, yet public perception is the opposite⁵. Only 23% of motorists agree that our speed limits are too high, with more than half saying that the speed limits are too low. However, four in ten motorists feel that reducing speed limits is a good idea and that road deaths would be reduced if speed limits were lowered.

⁵ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

As a reminder, below is a summary of the attitudes and behaviours related to speeding:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Jump traffic lights/drive through red robot	51	75	46	16
Drive faster than designated speed limit	49	69	70	40
Accelerate at orange light to avoid stopping	48	67	55	33
Overtake slower traffic on left-hand side	46	67	46	25

The 5A analysis model

- 1. AWARENESS:** The issue of "speeding" is generally acknowledged to be dangerous.
- 2. ACKNOWLEDGEMENT of danger/consequences:** EXCESSIVE speed is dangerous, but it's not dangerous to go over the speed limit a little – that's not really "speeding", even the fine system has a "buffer". Drivers know that speeding is dangerous because you have less time to react if there's a problem, it's more difficult to control your vehicle and you can't predict circumstances e.g. people/animals in the road. But many drivers still believe that speed limits are too low. While passenger road users are more likely to agree that speeding is dangerous, some drivers just don't believe speeding is dangerous, claiming that speed limits are annoying, unrealistic and impossible to adhere to or that they are merely income generators for the traffic department.
- 3. ACCOMMODATION OF RULE:** Going fast is cool and fun, everyone else does it. Why else would I have a fast car (or fast cars be available)? Time is money – obeying the speed limit literally slows me down.
- 4. APPLICATION to me as a road user:** I'm exempt: I'm a good driver, it's other idiots like taxis that go too fast. I know the road. My car can handle it. Low risk – unlikely that I'll get into an accident. I know where the cameras are, and if I get a fine, I can ignore it or get it lowered, and traffic cops can be bribed.
- 5. AFFIRMATION of my choices:** I only do it when I judge it safe to do so, but the speed limit is too low anyway. Time is money – especially for taxi drivers who are pressured to hit targets, competing with other taxi drivers to get to waiting commuters first, and who are even pressured by their passengers to get them to their destination quickly.

So what might make me comply (slow down)?

- Speed cameras (if they're known to be working)
- Traffic cops manning speed cameras
- Driving with kids in the car

4.3 Distracted driving

Discovery Insure data indicates as many as 25% of crashes are linked to cellphone use in South Africa. A person's ability to process moving images decreases by 33% while talking on a cellphone, while texting

or emailing while driving renders a person effectively blind. Yet this behaviour is commonly done by many motorists⁶.

As a reminder, below is a summary of the attitudes and behaviours related to distracted driving:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Driving on cellphone without a hands-free kit	53	70	71	36
Texting while driving	51	73	67	35
Driving on cellphone with a hands-free kit	36	41	70	38

The 5A analysis model

- 1. AWARENESS:** The issue of using a cellphone while driving is universally acknowledged to be dangerous, but at levels not quite as high as speeding, drinking and driving, etc.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Everyone agrees: using a cellphone while driving is dangerous. Even so, very few people DON'T do it.
- 3. ACCOMMODATION OF RULE:** I can't stand to be socially disconnected for the duration of my trip. Everyone else does it; everyone expects me to be available. You hear the beep and you can't help yourself but check.
- 4. APPLICATION to me as a road user:** I'm a safe road user. Low risk – it's unlikely that I'm going to get into an accident over this.
- 5. AFFIRMATION of my choices:** I only do it when it's safe to do it. It benefits other people.

So what might make me comply (stay off my phone)?

- Seeing a roadblock
- If a traffic cop drives past
- Having a passenger

4.4 Seatbelts

There are very low levels of seatbelt compliance and enforcement in South Africa, particularly for back seat passengers – the rate is at a dismal 2% nationally. Research conducted by the Road Traffic Management Corporation indicates that if the seatbelt rate for front and back seat passengers is improved to 80%, there would be an automatic 30% reduction in fatalities. Road users agree that seatbelts can prevent serious injuries in minor crashes, and that forcing every person in the car to wear a seatbelt will reduce the number of road deaths. However, there are some who feel seatbelts aren't necessary if they're a good driver or that they're only necessary if you're driving fast or long distances. There is also a persistent myth that seatbelts cause road deaths because people are often trapped by them in a burning or sinking car.

⁶ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

As a reminder, below is a summary of the attitudes and behaviours related to seatbelts:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
No seatbelt when driver or front passenger	49	66	32	72
No seatbelt when passenger in back	44	68	37	63
No seatbelt/car seat for child	54	47	14	75

The 5A analysis model

- 1. AWARENESS:** The issue of "seatbelts" is universally acknowledged to be a high profile road safety issue. However, there is generally a poor understanding of the risks associated with not wearing a seatbelt.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Although many believe that wearing a seatbelt is compulsory and sensible practice, many believe that wearing a seatbelt is MORE dangerous than not wearing one, and a further group are selective about when to wear a seatbelt – it's not necessary for short trips, it's only necessary over certain speeds. Interestingly, even those fully in favour of seatbelts generally don't use rear seatbelts and can't explain why not. There's a general perception that you are safer in the back and that you can't fly through the window because the front seats will protect you.
- 3. ACCOMMODATION OF RULE:** Wearing a seatbelt is uncool and inconvenient. No one else does. I was brought up like this. Seatbelts aren't part of my culture.
- 4. APPLICATION to me as a road user:** I'll buckle up on the open road where it's more dangerous. Nothing bad can happen in the quick drive down the road. If I see a traffic cop or roadblock, I'll quickly buckle up.
- 5. AFFIRMATION of my choices:** Wearing a seatbelt is more dangerous than not. Seatbelts damage my clothes. Taxis and buses don't have seatbelts, and even if taxis do have seatbelts, it's hard to organise because everyone is a different size. It's only necessary under certain conditions.

So what might make me comply (put on my seatbelt)?

- Seeing a roadblock
- If a traffic cop drives past
- When travelling long-distance or on an open road – the risk is greater at higher speeds

4.5 Pedestrians

Pedestrians are the largest single road user fatality group, particularly unsupervised children playing in the streets and young men walking on busy roads while intoxicated⁷.

⁷ Source: 3rd GRSP African Road Safety Summit, supplied by Western Cape Government

As a reminder, below is a summary of the attitudes and behaviours related to pedestrians:

% motorists	Acknowledge it's dangerous	Completely unacceptable	Others do it	I do it
Walk on busy roads/highways after alcohol	41	79	54	9
Cross busy roads/highways at non-designated areas	38	73	57	21
Cross road when pedestrian robot is red	38	67	65	32
Walk at night or on unlit roads where visibility is poor	36	67	60	26
Walk in the road instead of on the pavement	35	64	72	41
Make an effort to be more visible as a pedestrian or cyclist	31	39	61	35

The 5A analysis model

- 1. AWARENESS:** Not a high profile road safety issue.
- 2. ACKNOWLEDGEMENT of danger/consequences:** Pedestrians know that jaywalking or running across a freeway can be dangerous. Drivers and motorcyclists weaving between lanes resent people who jaywalk because of the danger both to the pedestrian and to the driver/rider. Drivers on freeways resent people running across freeways as they are perceived as high risks.
- 3. ACCOMMODATION OF RULE:** Pedestrians want the shortest route from A to B.
- 4. APPLICATION to me as a road user:** Low risk – “I’m careful”. No legal or moral consequences perceived.
- 5. AFFIRMATION of my choices:** I only do it when it’s safe to do so. Cars don’t stop for pedestrian crossings anyway. Freeway bridges are few and far between and can be dangerous (muggers).

It is difficult to make pedestrians comply with safe road usage behaviours. It’s unlikely that law enforcement would help as people don’t believe that jaywalking or even running across a freeway is or should be illegal. Pedestrians also don't see themselves as a danger to other road users. They see jaywalking or running across a freeway as a purely personal risk, not taking into account the potential impact on other road users (unlike speeders or drunk drivers for example, who everyone knows could hurt or kill someone else). Educating people on the risk to both themselves and others may improve compliance with safer road usage behaviour. Increased safety at freeway bridges, such as a police presence, may also encourage pedestrians to use appropriate means rather than navigating through traffic to cross the road.

5. Road safety communications

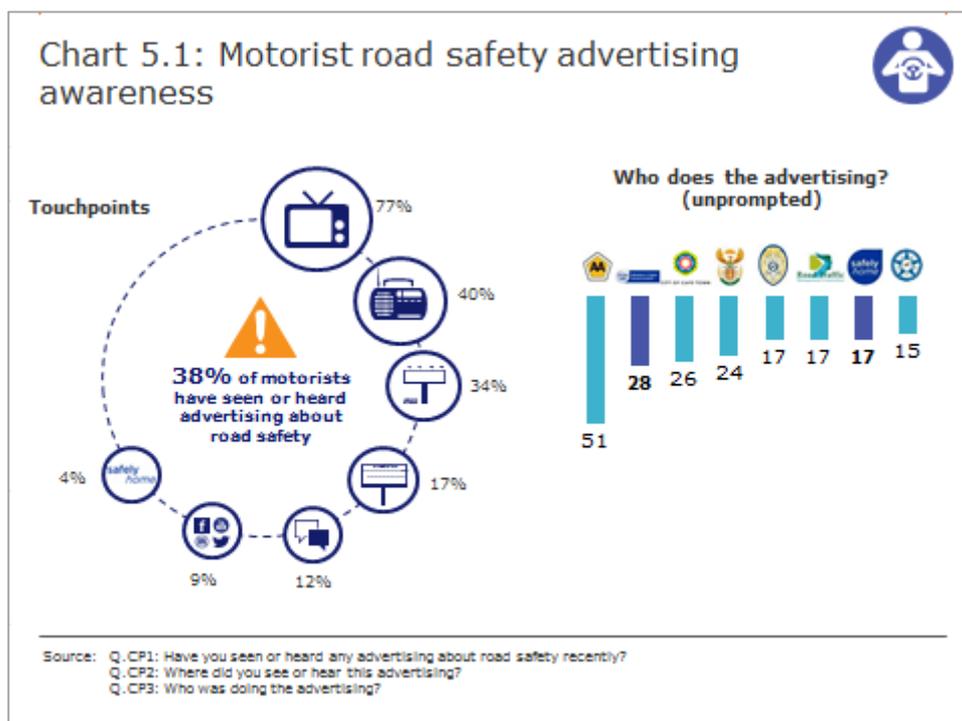
Many nations around the world have successfully developed a road safety system with the “Four E’s” and the hope is that the Safely Home platform will also be successful in effecting attitude and behaviour change amongst road users in the Western Cape. In order to be successful, communications need to be novel (cut through the clutter), have affective impact and be relevant.

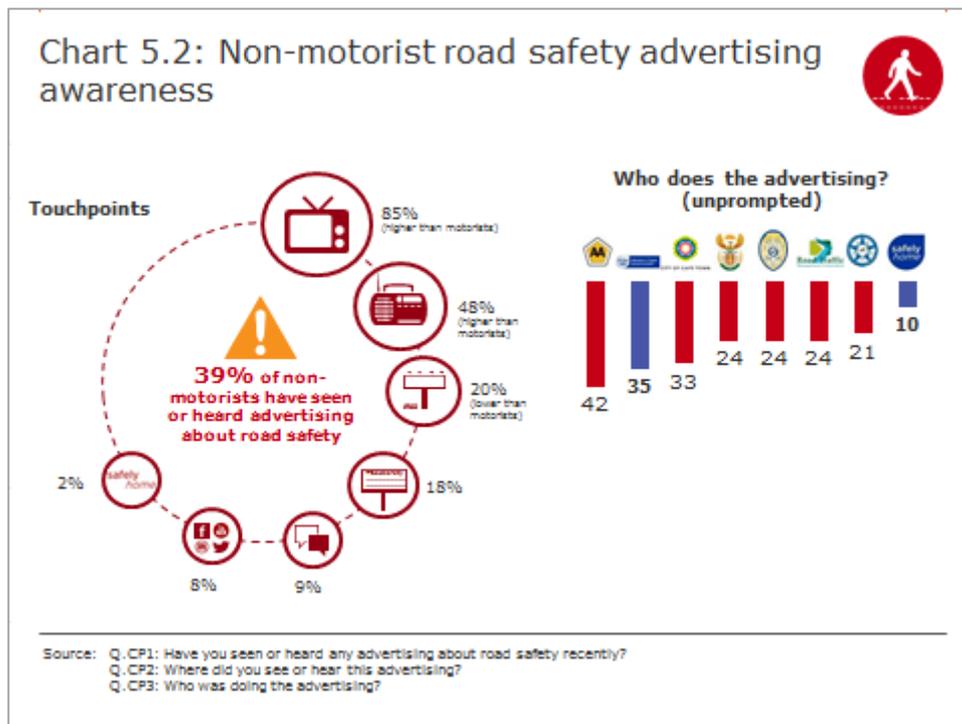
In general, awareness of road safety issues is quite high; however, we know from the claimed behaviours conducted that conformance is low. Road users play back the big road safety messages from past years – “Don’t drink and drive”, “Speed kills” and “Buckle up”. But this doesn’t mean road users are acting on this information. Consensus amongst group respondents seemed to be that an ad just punting a message (like don’t drink and drive) would not be effective or compelling enough to change behaviour. An ad cited numerous times across many of the groups was “Papa wag vir jou”, a campaign flighted by Brandhouse in 2010. This ad really hit home, especially for men, as it depicted the consequences of committing an offence and going to jail – that you would become Papa’s new girlfriend.

5.1 Spontaneous awareness of road safety advertising

All respondents were asked if they recalled hearing or seeing any advertising about road safety recently, where this advertising was seen or heard, and who they thought was responsible for the advertising.

38% of motorists and 39% of non-motorists agreed to having seen or heard road safety advertising. Both motorists and non-motorists generally notice road safety messages on TV, radio and outdoors (including outdoor billboards/posters and the VMS boards) (Charts 5.1 and 5.2).





The AA is most associated with this advertising spontaneously (unprompted), followed by various governmental departments – Western Cape Government, the City of Cape Town and National Government. Safely Home received low mentions.

Those who have been affected by road trauma, motorists and non-motorists alike, are more likely to be aware of road safety advertising, particularly TV ads. Those unaffected by road trauma are more likely to be aware of outdoor billboards/posters. Low income motorists and younger (19-29 years) non-motorists, particularly men, are also more likely to be aware of any advertising. Passengers are also more likely to have seen advertising vs. pedestrians.

Certain demographics are disproportionately seeing more of the key touchpoints. The incidence of motorists seeing TV is higher amongst LSM 5-7, males, and Black and Coloured motorists, while the incidence of seeing outdoor advertising is higher amongst LSM 8-10, and White motorists. Word-of-mouth discussions with friends and family around road safety are higher amongst 30-39 year olds, LSM 5-7, low risk, and White and Coloured motorists. In summary, lower LSM motorists are more likely to see or hear road safety messages “off the road” vs. LSM 8-10 motorists who are more likely to see these messages while driving “on the road”.

Looking at non-motorists, the incidence of seeing TV is higher amongst Black non-motorists and passengers. Radio is higher amongst 30-39 year olds, LSM 5-7, and Black non-motorists, while the incidence of seeing Social Media is higher amongst LSM 8-10 and pedestrians (particularly Facebook). Outdoor is higher amongst LSM 8-10, and Coloured non-motorists.

Awareness of logos of organisations associated with road safety is generally high, especially for Arrive Alive and the AA (Table 5.3). Those motorists and non-motorists aware of “Safely Home” had higher recognition for all logos. Non-motorists affected by road trauma are also more likely to recognise logos of road safety organisations.

%	Motorists	Non-motorists
Arrive Alive	93	93
The AA (Automobile Association)	92	83
Western Cape Metro EMS	61	56
Western Cape Government Department of Transport and Public Works	56	56
Red Cross	46	44
Road Accident Fund	40	35
Child Safe	30	28
The Road Traffic Management Corporation (RTMC)	28	30
Safely Home	20	13
Global Road Safety Partnership	13	13
Lead SA	11	11
South African Road Federation (SARF)	11	9
Travel Smart	8	7
Decade of Action for Road Safety	6	7
South Africans Against Drunk Driving (SADD)	4	6
Fatal Moves	4	2
Booza TV	2	2
None	1	2
Ave. number of logos aware of	5.3	5.0

* Source: Q.CP5: Which of these logos are you aware of?

5.2 Safely Home campaign evaluation

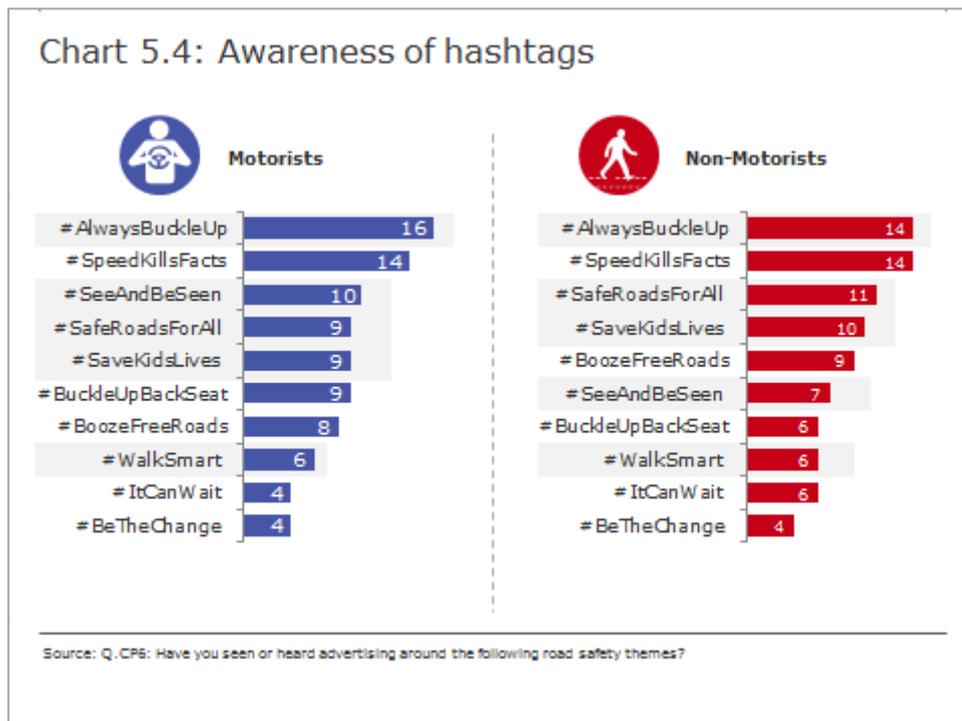
The Safely Home road safety communications calendar (shown below) is set up to raise awareness of key road safety issues at different parts of the year, aligned with a key risk period where possible.

Month	Theme	Hashtag(s)
October	Child Road Safety	#SafeRoadsSafeKids
November	Pedestrian Safety	#WalkSafe, #SafeRoadsForAll
December	Alcohol & Road Use Don't Mix	#BoozeFreeRoads
January	Alcohol & Road Use Don't Mix • Fatigue • Back To School	#BoozeFreeRoads
February	Alcohol & Road Use Don't Mix	#BoozeFreeRoads
March	Public Transport	#BeTheChange
April	General Road Safety/Big 5 • Easter	#BeTheChange
May	Distracted Driving	#ItCanWait
June	Visibility	#SeeAndBeSeen
July	Alcohol & Road Use Don't Mix	#BoozeFreeRoads
August	It Wouldn't Kill You To Slow Down (previously Speed Kills – Get The Facts)	#SpeedKillsFacts
September	It Takes A Second to Save a Life	#SeatbeltsSept #BuckleUpBackSeat

For example, “drinking and driving” is run over the festive season when prevalence of this behaviour is higher than normal. Safely Home runs monthly themed campaigns with associated hashtags, which are publicised on local radio stations, outdoor billboards/posters and the VMS boards along the highways. We asked respondents if they had seen or heard advertising around the key road safety themes and associated hashtags.

A third of road users are aware of at least one hashtag, with the most recent ones being cited more often by both groups (Chart 5.4). The monthly themes that were run leading up to and during our fieldwork period were:

- September – seatbelts
- October – child pedestrian safety
- November – pedestrian safety



Three-quarters of road users claimed that these road safety messages made them more aware of road safety, while around a quarter claimed that it actually changed their behaviour.

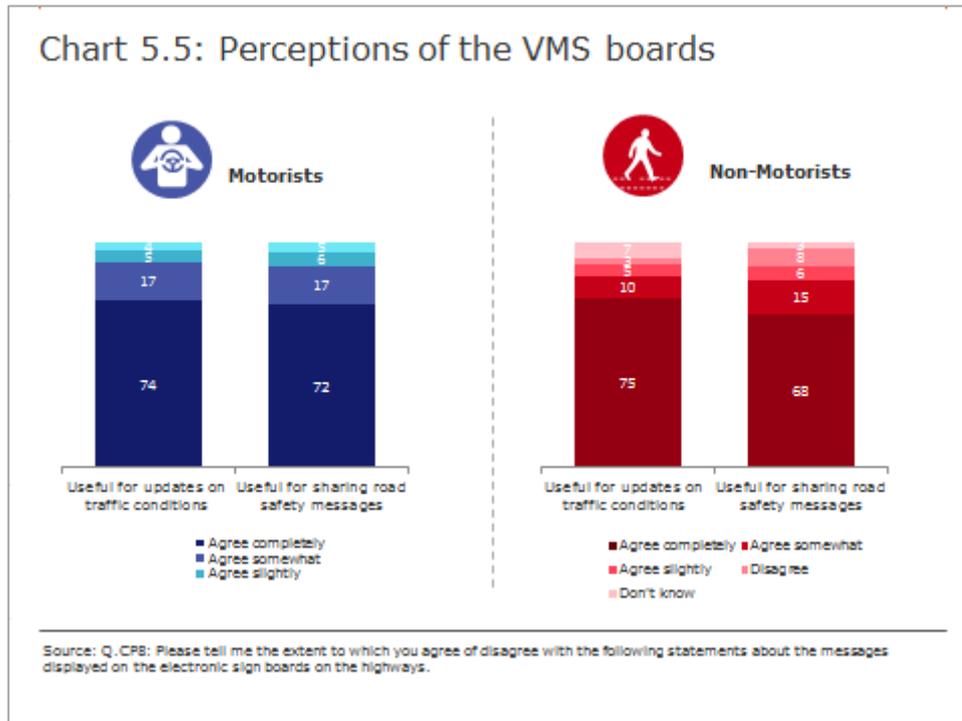
Black motorists and those affected by road trauma are more likely to have seen the hashtags. Coloured motorists, motorists unaffected by road trauma and high risk non-motorists (young men) are the least likely to have seen any of the hashtag messages.

The incidence of seeing certain hashtags is also higher amongst certain demographic groups than others, namely:

- #BeTheChange – Black and White motorists; LSM 8-10 non-motorists
- #BoozeFreeRoads – High income motorists; older (30-39 years), Black non-motorists
- #SaveKidsLives – Females, not lower income
- #AlwaysBuckleUp – Low income motorists, motorists affected by road trauma; pedestrians
- #WalkSmart – LSM 5-7, Black non-motorists
- #SafeRoadsForAll – Older (30-39 years) non-motorists

Interestingly, awareness of hashtags doesn't generally improve amongst those aware of Safely Home, apart from #SpeedKills and #SeeAndBeSeen amongst non-motorists, implying that there's poor linkage back to the organisation.

In terms of the VMS boards which regularly display road safety messages and the hashtags, most road users agree that these boards are very useful for providing updates on traffic conditions and for sharing road safety messages (Chart 5.5). White and Coloured motorists, and those affected by road trauma, are more likely to find the VMS boards useful for sharing safety messages.



5.3 Review of road safety advertising

During the qualitative group discussions, respondents were asked to evaluate 14 different road safety ads, both local and international, across radio and TV mediums in order to understand from a road user's perspective, what makes an ad truly compelling. This feedback has shaped our insights and recommendations for future road safety communications, particularly in helping Safely Home tailor more relevant, compelling communications that will hopefully change road users' attitudes and behaviour in the long term.

Further detail around the ads tested and subsequent findings can be found in the full report (link provided in the Appendix).

6. Key insights for communications

Credible enforcement is an effective deterrent

Enforcement seems to be the main deterrent to engaging in dangerous behaviour, especially road blocks; however, the effectiveness of enforcement is questioned. Thus, while there is definitely a role for better or more credible enforcement, which is an ever-present threat rather than at fixed times or locations, until this is in place enforcement is not the deterrent to focus on in communications. Thus, alternative reasons for not undertaking a behaviour are needed i.e. new news with an emotional pull rather than rational threats which can be dismissed through “work-arounds”. There does seem to be a lot of scope for new news as people tended to reflect back enforcement as a reason for doing something rather than the actual dangers posed.

The finger always points outwards

There is a lot of blaming others going on – “there are people worse than me” (taxis, faster drivers, or drunker people). This means people can turn off and say it does not apply to them. They will look for any reason to say it doesn’t apply to them. Thus, you have to be careful not to alienate people in communications. Demonising those exhibiting bad behaviour may prevent people accepting it applies to them and turning off the message. Focussing on how good people can do bad things in dangerous circumstances has greater emotional impact and is perceived to be more relevant.

Efforts to make people identify with people in ads before delivering the message should help (including recognisable locally). Too much shock factor may be counterproductive as they just want to distance themselves from the message.

Social norms are generally lax

Social norms seem to be lax on the whole. Threat of disapproval from others is unlikely, so it is probably better to focus on doing things because you know it is the right thing to do rather than what society expects of you – we need to generate the right societal expectations. However, the strength of social norms working against a campaign should not be ignored. It may be a reason for limited impact.

Barriers to “doing the right thing” exist and should be acknowledged

There are a lot of very real barriers to “doing the right thing” and these should be acknowledged (e.g. you might not want to stand out as a pedestrian as it might put you in other types of danger). People may not be acting through ignorance or selfishness. So either these could be addressed by helping people to weigh up the relative risks, or more likely, at least measured so you do not have a situation where knowledge and attitudes appear to change but behaviour does not. Recognition of the other influencers/barriers at play at least helps to explain the scale of the task in hand.

We need to be realistic as to what communications can achieve

Communication can't do everything by itself. The principles of social marketing emphasise this. To truly change behaviour, you need to work with other areas (e.g. enforcement, engineering, education, legislation etc.) so it is important to be clear about what a campaign can do, and do that well, as none of the other levers will work as effectively on their own either. Most campaigns do not see overnight success, so it is important to recognise that long-term investment is required and that collaboration is needed with these other stakeholders.

We need to ensure that communications are seen to be relevant and emotionally engaging

Being exposed to and talking about the ads and the issues in the focus groups engages people and has changed some people's behaviour (claimed). We need to get people "talking about" good behaviour through, for example, using community theatre or in engaging social media campaigns.

Instead of focussing on extremes, relaying messages or images of "good" people (a.k.a. friends and family members, i.e. people I know) could have greater emotional impact than always portraying the "drunk", or the 200kph speedster. Go after the "grey" area or middle part of the continuums; but, caution is needed in execution to avoid non-resonance and correct message takeout – communications must clearly link behaviour and consequences. Ultimately, you need to make people want to do the right thing rather than feel they have to, and this will ease the way in the future for any intervention to work better.

Catch phrases, memorable mnemonics and engrossing stories with recurring characters make for compelling communications

Focus on catch phrases and memorable mnemonics to penetrate the subconscious and restructure neural memory patterns – to grab attention and be noticed. Messaging should always include some emotional elements to maximise impact.

The hashtags are already working well for Safely Home, so we recommend continuing to use them as quick links to remind people of the key road safety messages. Example hashtags that could be used: #wipeoff5, #onlyonedrink, #twois2much, #2kills, #boozeshedding, #stopafter1.

Aligned with this, we need to leverage the outward-looking mindset and shift the focus from blame to support. Example hashtags that could be used: #saveafriend, #bealegend, #whereisyourbelt, #beltupsilly, #friendsdontletfriendsdrivedrunk.

Children as a tool for the message seem a good choice. The strong emotional pull of children being at risk seems to override weak social norms and enforcement.

An engrossing story that utilises the same recurring characters to build personal engagement could work well in any medium, especially radio that can't use visuals. Good examples from the banking sector are "Steve" from FNB and "Eugene" from Nedbank. TV ads should have an engaging storyline, and use core characters that can be amplified through other media, e.g. radio or social media campaigns.

Recognise that each medium will offer different opportunities – but any communications must have emotional impact and context is key

TV is the most effective channel for communicating road safety messages due to its visual nature. When done convincingly, viewers are appreciative of impressive productions and special effects. For maximum engagement, show actual impact and/or consequences. Shock tactics work well to gain attention and

reinforce memorability, and have proven effective in other countries. Caution, however, is needed to ensure the message is comprehended by a local audience.

Where relevant, incorporate children in the message as they act as an extremely powerful driver of emotional impact.

Radio serves as a good in-the-moment prompt, offering a big opportunity amongst motorists by virtue of being able to deliver the message DURING the relevant behaviour in the relevant context.

While TV and radio achieve maximum reach, consider creative and non-traditional placement of messages in other relevant contexts to act as reminders e.g. back of toilet doors, beer mats, key rings, car fresheners, petrol stations, travel mugs, chalk outlines on the road at high risk hotspots, etc.

Importantly, synergy across all media channels is key to a successful campaign.

The ultimate goal for any road safety communication is to break the bad habits and create new ones.

To address the problem “red” areas of the 5 A’s, road safety communication needs to:

1. **AWARENESS:** Generate awareness of the issue.
2. **ACKNOWLEDGEMENT of danger/consequences:** Educate road users as to the danger and consequences of the issue.
3. **ACCOMMODATION OF RULE:** Link the issue to serious, relevant consequences. Illustrate how compliance doesn’t have to be un-cool.
4. **APPLICATION to me as a road user:** Show how “it can happen to anyone”. Spell out the legal and/or moral consequences.
5. **AFFIRMATION of my choices:** Show how easily things can go wrong (issue-specific).

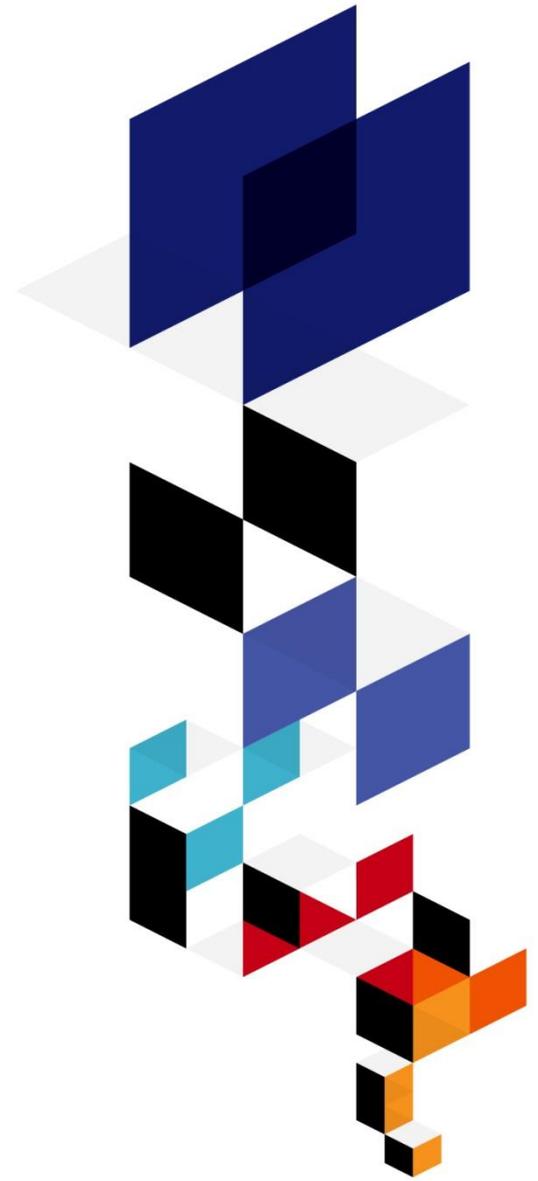
In summary, the following rules of road safety advertising should be followed in order to create the most impactful communications:

 DON'T	 DO
<ul style="list-style-type: none"> ■ Don't lecture ■ Don't insult ■ Don't be boring and serve up the same old thing that people expect 	<ul style="list-style-type: none"> ■ Tell an engaging story ■ Include an expected twist ■ Consider shock tactics ■ Spell out the result of bad decisions ■ Be culturally relevant ■ Educate – make it interesting ■ Engage emotionally – show remorseful “offenders”, show children

Appendix – TNS Questionnaire

Name of survey
Safely Home

Client name
Y&R



This questionnaire was written according to TNS quality procedures



TNS
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233104601
Version number: 1
Global Practice: Political & Social

B001: STANDARD UP-FRONT QUESTIONS**Begin block****Q001: AC2. Area Classification**

Single coded

[Not back](#)RECORD AREA TYPE
SINGLE MENTION**Normal**

- 1 Metro
- 2 Non-metro

Ask only if **Q001,2****Q002: SP Code (New - 9 digits)**

Numeric

[Not back](#) | Min = 1 | Max = 999999999

ENTER THE SUBURB CODE

Ask only if **Q001,2****Q003: SP Code Validation (New - 9 digits)**

Numeric

[Not back](#) | Min = 1 | Max = 999999999

RE-ENTER THE SUBURB CODE

Q004: PRV. Province

Single coded

[Not back](#) | **Dummy****Normal**

- 1 Eastern Cape
- 2 Free State
- 3 Gauteng
- 4 KwaZulu-Natal
- 5 Limpopo
- 6 Mpumalanga
- 7 North West
- 8 Northern Cape
- 9 Western Cape

Q005: IC Code

Numeric

[Not back](#) | Min = 1 | Max = 9999

ENTER YOUR IC CODE

Q006: IC Code validation

Numeric

[Not back](#) | Min = 1 | Max = 9999

RE-ENTER YOUR IC CODE

[Not back](#)

RECORD FIELD MANAGER

Normal

6200 Amanda - PTA 3
2541 Azeez - CT 4
9090 Beatta - North 1
5600 Belinda - ER 1
9050 Beth - George
8895 Cathy - CT 2
9010 Dinie - PE
3050 Elbie - Bloem
9020 Engela - PTA 2
9015 Felicia - CT 3
3125 Hester - PTA 1
8500 Linda - North 2
6555 Mak - JHB 2
9035 Martha M - JHB 3
6538 Martha R - JHB 1
9070 Maryna - ER 2
7900 Michelle - DBN 3
802 Moeketsi - Polokwane
814 Natasha - CT 1
803 Pretty - WR
9060 Rossana - DBN 4
9030 Sandra - DBN 2
9080 Sidney - ER 3
9005 Vanessa - EL
8400 Zandile - Vaal
1200 Zeenat - DBN 1

Q008: Field Manager validation

Single coded

[Not back](#)

CONFIRM FIELD MANAGER

Normal

- 6200 Amanda - PTA 3
- 2541 Azeez - CT 4
- 9090 Beatta - North 1
- 5600 Belinda - ER 1
- 9050 Beth - George
- 8895 Cathy - CT 2
- 9010 Dinie - PE
- 3050 Elbie - Bloem
- 9020 Engela - PTA 2
- 9015 Felicia - CT 3
- 3125 Hester - PTA 1
- 8500 Linda - North 2
- 6555 Mak - JHB 2
- 9035 Martha M - JHB 3
- 6538 Martha R - JHB 1
- 9070 Maryna - ER 2
- 7900 Michelle - DBN 3
- 802 Moeketsi - Polokwane
- 814 Natasha - CT 1
- 803 Pretty - WR
- 9060 Rossana - DBN 4
- 9030 Sandra - DBN 2
- 9080 Sidney - ER 3
- 9005 Vanessa - EL
- 8400 Zandile - Vaal
- 1200 Zeenat - DBN 1

Q009: Interview start time

Numeric

[Not back](#) | [Max = 2359](#) | [Dummy](#)**Q010: Date of interview**

Numeric

[Not back](#) | [Max = 31129999](#) | [Dummy](#)**B001: STANDARD UP-FRONT QUESTIONS**

End block

B002: INTRODUCTION & SCREENING

Begin block

Q011: PAR. Participation request

Single coded

Not back

PAR. Good morning/afternoon, my name is... I do interviewing on behalf of TNS, an independent research company. We are conducting an important survey about road safety. It doesn't matter whether or not you drive a car or other vehicle, whether you only use a bicycle, or if you're more frequently a pedestrian or a passenger in other people's cars. We are interested in hearing what you think.

The interview will take about 35 minutes. Are you willing to participate?

Normal1 Yes2 No
 **GO TO Q083**
Q012: SEC. Security

Multi coded

Not back

Script enhancement will ensure that respondents are screened out if codes 1 - 3 are mentioned.

SEC. Do you or any members of your immediate family or close friends work for any of the following types of company?

READ OUT
MULTIPLE MENTION

Normal1 A market research company2 An advertising agency3 Western Cape Government4 The Department of Transport and Public Works98 None of the above (DO NOT READ) **Position fixed *Exclusive***Q013: PRP. Previous participation**

Single coded

Not back

PRP. When last, if ever, were you or any member of your family interviewed for market research purposes?

DO NOT PROMPT
SINGLE MENTION

Normal1 In the last 3 months
 **GO TO Q082**
2 Longer than 3 months ago3 Never

Q014: AG19. Age group

Single coded

Not back

AG19. Could you please tell me which of these age groups you fall into? You need only read out the letter.

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 A. Younger than 19 years
↩ **GO TO Q082**
- 2 B. 19 - 24 years
- 3 C. 25 - 29 years
- 4 D. 30 - 34 years
- 5 E. 35 - 39 years
- 6 F. 40+ years
↩ **GO TO Q082**
- 7 REF
↩ **GO TO Q082**

Q015: GDR. Gender

Single coded

Not back

RECORD FROM OBSERVATION

Normal

- 1 Male
- 2 Female

Q016: ETH. Ethnic Group

Single coded

Not back

ETH. For statistical purposes I need to confirm which ethnic group you belong to. Is it...?

RECORD FROM OBSERVATION AND READ OUT ONLY IF NECESSARY
SINGLE MENTION**Normal**

- 1 Black
- 2 White
- 3 Coloured

B003: Q-LSM

Begin block

Q017: QLSM. Q-LSM Intro

Text

Not back

QLSM. Now I am going to read out a list of things. Some of these things might sound strange to you, but we need to ask them to understand a bit more about your lifestyle. Please tell me which of the following, if any, are presently in your household.

Q018: QLSM_1. PC

Single coded

Not back

QLSM_1. A personal computer such as a laptop or desktop?

Normal1 Yes2 No **GO TO Q021****Q019: QLSM_2. Car**

Single coded

Not back

QLSM_2. A motor car?

Normal1 Yes2 No **GO TO Q022****Q020: QLSM_3. Hot water**

Single coded

Not back

QLSM_3. Hot running water from a geyser?

Normal1 Yes2 NoAsk only if **Q018,2****Q021: QLSM_4. TV**

Single coded

Not back

QLSM_4. TV set?

Normal1 Yes2 No **GO TO Q023**Ask only if **Q019,2** or **Q021,1****Q022: QLSM_5. Vacuum**

Single coded

Not back

QLSM_5. Floor polisher or vacuum cleaner?

Normal1 Yes2 No

Ask only if **Q021,2**

Q023: QLSM_6. Stove

Single coded

Not back

QLSM_6. Electric stove?

Normal

- 1 Yes
- 2 No

Q024: QLSMOutput

Single coded

Dummy

QLSM OUTPUT

Normal

- 1 LSM group C (LSM 1 - 4)
 **GO TO Q082**
- 2 LSM group B (LSM 5 - 7)
- 3 LSM group A (LSM 8 - 10)

B003: Q-LSM

End block

B002: INTRODUCTION & SCREENING

End block

B004: BEHAVIOURAL QUESTIONS

Begin block

Q025: WV18. WorldView (18 statements)

Multi coded

Not back

WV18. I am going to read out a number of statements that might or might not describe you. Please tell me all the ones that you agree with.

SHOW SCREEN
MULTIPLE MENTION

Normal

- 22 I live for the present
- 3 Discrimination against certain classes of people is quite justified
- 7 I prefer new ways of doing things over stability and tradition
- 18 A Supreme Being/God/Allah made the universe that we live in
- 17 It is important to preserve a person's human dignity
- 50 It is important to have a healthy lifestyle, to exercise and keep fit
- 23 Old people are a heavy burden on society
- 46 I prefer stability and tradition to new ways/things
- 33 People are basically unkind and dishonest
- 14 I believe in evolution
- 31 One of the most important goals of my life is for me to be happy
- 28 The universe that we live in is here by chance
- 11 There is only a physical world; there is no such thing as "spirit"
- 44 I feel satisfied with my life
- 9 It is important to honour older people
- 39 Belief in a religion helps one understand the meaning of life
- 27 Integrity and honesty are very important to me
- 2 There is a God/gods/godesses or spirits that can affect nature and our life in this world

Q026: WVOutput8. Eight partition segmentation

Single coded

Not back | Dummy**Normal**

- 1 ALL - Use talents
- 2 ALL - Go with the flow
- 3 US - Future
- 4 US - Now
- 5 THEM - Ignore people
- 6 THEM - Push people aside
- 7 ME - My future
- 8 ME - My moment

Q027: BH1. Affected by road trauma**Multi coded****Not back**

BH1. Have you personally or someone you know been affected by road trauma?

SHOW SCREEN
MULTIPLE MENTION**Normal**

- 1 Yes, I was personally injured in a crash
- 2 Yes, someone I know was injured in a crash
- 3 Yes, someone I know was seriously injured or disabled in a crash
- 4 Yes, someone I know was killed in a crash
- 5 No **Exclusive*
-  **GO TO Q029**

Q028: BH2. Mode of transport of person affected**Multi coded****Not back**

BH2. How was the person travelling when the crash occurred?

SHOW SCREEN
MULTIPLE MENTION**Normal**

- 1 Driving a motorised vehicle e.g. car, taxi, bus or motorbike
- 2 Riding a bicycle
- 3 Passenger in a car, taxi, bus or motorbike
- 4 Pedestrian

Q029: BH3. Hours spent using transport**Matrix****Not back | Number of statements: 9 | Number of Scales: 8**

BH3. In a typical week, how many hours do you spend doing each of the following?

SHOW SCREEN
IF NECESSARY SAY: "Please think about the last 3 months."
ROUND ANSWER TO NEAREST HOUR
SINGLE MENTION PER STATEMENT**Normal**

	Less than 1 hour	1 - 2 hours	3 - 5 hours	6 - 9 hours	10 - 14 hours	15 hours or more	None	DK
1. Driving a car as part of your job	<input type="radio"/>							
2. Driving a car to and from work	<input type="radio"/>							
3. Driving a car for other reasons	<input type="radio"/>							
4. Driving a van, lorry or truck	<input type="radio"/>							
5. Riding a motorbike or scooter	<input type="radio"/>							
6. Riding a bicycle	<input type="radio"/>							
7. Travelling in a car as a passenger	<input type="radio"/>							
8. Travelling in a taxi or bus as a passenger	<input type="radio"/>							
9. Walking on the pavement or road	<input type="radio"/>							

Q030: BH3a. Most often mode of transport

Single coded

Not back

BH3a. Which of these modes of transport do you use most often?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 Personally drive a motorised vehicle e.g. car, truck, van or lorry
- 2 Drive a motorbike or scooter
- 3 Ride a bicycle
- 4 Travel in a car, bus or taxi as a passenger
- 5 Walk i.e. you are a pedestrian

Q031: BH4. Frequency of trips

Matrix

Not back | Number of statements: 10 | Number of Scales: 7

BH4. How frequently do you make the following type of journeys by motorised vehicle?

SHOW SCREEN
SINGLE MENTION**Normal**

	5 or more times per week	2-4 times per week	Once a week	Once a month	Less often	Never	DK
1. Long journeys i.e. travel 100 km or more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Journeys involving driving on highways or national roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Journeys to and from work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Journeys as part of your actual job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Journeys after dark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Journeys with adult passengers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Journeys with child passengers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Journeys on rural roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Journeys to and from bars, restaurants or night clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Short local journeys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ask only if NOT **Q029** ST=1 & SC=7,8 and NOT **Q029** ST=2 & SC=7,8 and NOT **Q029** ST=3 & SC=7,8 and NOT **Q029** ST=4 & SC=7,8 and NOT **Q029** ST=5 & SC=7,8

Q033: BH5. Time driving

Single coded

Not back

BH5. How long have you been driving?

DO NOT PROMPT
SINGLE MENTION

Normal

- 1 Less than a year
- 2 1 - 3 years
- 3 4 - 6 years
- 4 7 - 10 years
- 5 11 - 20 years
- 6 More than 20 years
- 7 Don't know

Q032: LIC: Valid drivers licence

Single coded

Not back

LIC. Do you personally possess a valid drivers licence?

Normal

- 1 Yes
- 2 No

Q034: SCOM: Self complete instructions

Text

Not back

SCOM. SELF COMPLETION EXERCISE

I'm now going to ask you to answer some questions that require you to be as honest as possible. You will answer these on the tablet by yourself and I won't be able to see your responses, all your answers will remain confidential and your identity will not be revealed. All information will be used for statistical purposes only. Please read each statement as they appear on screen and select the code that applies to you. Then select the 'NEXT' button. When you are done, select 'NEXT' again.

READ OUT INSTRUCTIONS THEN HAND TABLET TO RESPONDENT

Not back | Number of statements: 31 | Number of Scales: 9

BH6. How frequently, if at all, do you personally do each of the following?

SINGLE MENTION

Random

	1 or more times a week	Once every 2 weeks	Once a month	Once every 2-3 months	Less often	Never	Don't know	Refused	Not applicable
1. Carry on driving when you're feeling very tired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Drive when over or unsure if you're over the legal alcohol limit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Drive after using recreational drugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Drive faster than the designated speed limit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Don't wear a seatbelt when you are the driver or passenger in the front of a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Don't wear a seatbelt when you are a passenger in the back of a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Drive without strapping in your child using a seatbelt or car seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Talk on your cellphone while driving WITH a hands-free kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Talk on your cellphone while driving WITHOUT a hands-free kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Read or send messages on your cellphone while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Walk along busy roads or highways after consuming alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Cross busy roads or highways by foot at non-designated crossing areas i.e. walking through traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Cycle alongside another cyclist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Jump the traffic lights or purposefully drive through a red robot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Purposefully accelerate at an orange light to avoid stopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Overtake slower moving traffic on the left-hand side	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Drive in the emergency lane (in the yellow line)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Drive between lanes of cars on a motorbike or scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Drive with headlights, brake lights or indicators that are broken or don't work properly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Drive too close to the car in front of you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Walk in the road instead of on the pavement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Don't wear a helmet when riding a bicycle, motorbike or scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Roll through or don't stop at stop streets and intersections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Pressure other motorists to move out of your way e.g. into another lane or into the yellow line	<input type="radio"/>								
25. Take chances when overtaking or changing lanes e.g. by crossing solid white lines	<input type="radio"/>								
26. Walk across the road when the pedestrian robot is red	<input type="radio"/>								
27. Walk at night or on unlit roads where visibility is poor	<input type="radio"/>								
28. Make an effort as a pedestrian or cyclist to be more visible to motorists at night e.g. wearing bright, high-visibility clothing and/or safety lights attached to your helmet or bike, or carrying a torch	<input type="radio"/>								
29. Drive when unsure if your tyres are in good condition	<input type="radio"/>								
30. Experience feelings of road rage, where you get so angry with another driver that you think about stopping and injuring them	<input type="radio"/>								
31. Act out violently against another road user	<input type="radio"/>								

Not back | Number of statements: 31 | Number of Scales: 5

BH7. Thinking about people you know, how many of them do you think frequently do each of the following...?

SINGLE MENTION

Random

	Most people I know do this	Some people I know do this	A few people I know do this	No one I know does this	Don't know
1. Carry on driving when they're feeling very tired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Drive when over or unsure if they're over the legal alcohol limit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Drive after using recreational drugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Drive faster than the designated speed limit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Don't wear a seatbelt when they are the driver or passenger in the front of a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Don't wear a seatbelt when they are a passenger in the back of a car	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Drive without strapping in their child using a seatbelt or car seat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Talk on their cellphone while driving WITH a hands-free kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Talk on their cellphone while driving WITHOUT a hands-free kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Read or send messages on their cellphone while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Walk along busy roads or highways after consuming alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Cross busy roads or highways by foot at non-designated crossing areas i.e. walking through traffic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Cycle alongside another cyclist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Jump the traffic lights or purposefully drive through a red robot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Purposefully accelerate at an orange light to avoid stopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Overtake slower moving traffic on the left-hand side	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Drive in the emergency lane (in the yellow line)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Drive between lanes of cars on a motorbike or scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Drive with headlights, brake lights or indicators that are broken or don't work properly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Drive too close to the car in front of them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Walk in the road instead of on the pavement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Don't wear a helmet when riding a bicycle, motorbike or scooter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Roll through or don't stop at stop streets and intersections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Pressure other motorists to move out of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

their way e.g. into another lane or into the yellow line					
25. Take chances when overtaking or changing lanes e.g. by crossing solid white lines	<input type="radio"/>				
26. Walk across the road when the pedestrian robot is red	<input type="radio"/>				
27. Walk at night or on unlit roads where visibility is poor	<input type="radio"/>				
28. Make an effort as a pedestrian or cyclist to be more visible to motorists at night e.g. wearing bright, high-visibility clothing and/or safety lights attached to your helmet or bike, or carrying a torch	<input type="radio"/>				
29. Drive when unsure if their tyres are in good condition	<input type="radio"/>				
30. Experience feelings of road rage, where they get so angry with another driver that they think about stopping and injuring them	<input type="radio"/>				
31. Act out violently against another road user	<input type="radio"/>				

Q037: SCOM2. End of self completion exercise

Text

Not back

PLEASE HAND THE TABLET BACK TO THE INTERVIEWER

B004: BEHAVIOURAL QUESTIONS

End block

B005: ATTITUDINAL QUESTIONS

Begin block

Not back | Min = 1 | Max = 15

AT1. Which of the following social issues are the most important for Government to focus on? Please select the issues in order of importance, where your first selection is the most important and your last selection is the least important.

Please tap the issues in the order you would rank them.

SHOW SCREEN
SINGLE MENTION PER STATEMENT
RECORD NUMBER FOR ALL STATEMENTS
ALL NUMBERS MUST BE ALLOCATED ONLY ONCE

Normal

- 1 Crime
- 2 Violence against women and children
- 3 Poverty
- 4 Education
- 5 Environmental issues such as global warming and pollution
- 6 Road safety
- 7 Drug abuse
- 8 Gang violence
- 9 Taxi violence
- 10 Corruption
- 11 Unemployment
- 12 Supplying basic services such as water, sanitation and electricity
- 13 Economic development
- 14 Inequality
- 15 Housing

Q039: AT2. Most pressing road safety issues**Multi coded****Not back | Max = 3**

AT2. I would now like you to think about road safety. Which of the issues below do you consider to be the most important issues that the Government should address to improve road safety? Please pick your top three.

SHOW SCREEN
MAX. 3 MENTIONS

Random

- 1 Drinking and driving
- 2 Driving under the influence of drugs
- 3 Speed
- 4 Talking on a cellphone WITH a hands-free kit
- 5 Talking on a cellphone WITHOUT a hands-free kit
- 6 Reading or sending messages on a cellphone while driving
- 7 Not wearing seatbelts
- 8 Not ensuring a child is strapped in
- 9 Child pedestrian road awareness
- 10 Driving while tired
- 11 Motorbike crashes
- 12 Pedestrian safety
- 13 Road rage
- 14 Reckless driving
- 15 Cyclist safety
- 96 Other specify **Open *Position fixed*
- 98 None **Position fixed *Exclusive*
- 99 DK **Position fixed *Exclusive*

Q040: AT3. Road accidents acceptability**Single coded****Not back**

AT3. Please tell me which one statement best describes how you feel about crashes on our roads?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 1. Road crashes are inevitable and just a part of life
- 2 2. Road crashes are a part of life but the Government need to do more to ensure traffic laws are obeyed to prevent injuries and deaths on the road
- 3 3. Road crashes are unacceptable but the Government is doing all they can to keep road injuries and deaths to a minimum
- 4 4. Road crashes are unacceptable, avoidable and Government should put harsher punishments in place to deter dangerous road usage behaviours
- 5 5. DK

Q041: AT4. Estimate of road fatalities**Numeric****Not back | Max = 999999999**

AT4. How many people do you think have been killed on our roads since January of this year?

CAPTURE NUMBER IN SPACE PROVIDED

Q042: AT5: Acceptable road fatalities**Numeric****Not back | Max = 999999999**

AT5. What is an acceptable number of road deaths in a year?

CAPTURE NUMBER IN SPACE PROVIDED

Q043: AT6. Government responsibilities**Open****Not back**

AT6. What policing or infrastructure should Government put in place to ensure a safe environment on the roads? What are Government's responsibilities?

DO NOT PROMPT
PROBE FULLY
RECORD VERBATIM**Q044: AT7: Cost to Economy****Single coded****Not back**

AT7. How much money do you think the South African economy loses every year as a result of crashes caused by dangerous road behaviours?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 Less than R1 million
- 2 R1 - R100 million
- 3 R101 - R500 million
- 4 R501 million - R1 billion
- 5 R1 - R10 billion
- 6 R11 - R100 billion
- 7 R101 - R250 billion
- 8 R251 - R500 billion
- 9 More than R500 billion
- 99 Don't Know **Position fixed *Exclusive*

Not back | Number of statements: 31 | Number of Scales: 7

AT8. To what extent do you agree or disagree that the following behaviours are dangerous?

SHOW SCREEN
SINGLE MENTION

Random

	Agree completely	Agree somewhat	Agree slightly	Disagree slightly	Disagree somewhat	Disagree completely	DK
1. Carry on driving when you're feeling very tired	<input type="radio"/>						
2. Drive when over or unsure if you're over the legal alcohol limit	<input type="radio"/>						
3. Drive after using recreational drugs	<input type="radio"/>						
4. Drive faster than the designated speed limit	<input type="radio"/>						
5. Don't wear a seatbelt when you are the driver or passenger in the front of a car	<input type="radio"/>						
6. Don't wear a seatbelt when you are a passenger in the back of a car	<input type="radio"/>						
7. Drive without strapping in your child using a seatbelt or car seat	<input type="radio"/>						
8. Talk on your cellphone while driving WITH a hands-free kit	<input type="radio"/>						
9. Talk on your cellphone while driving WITHOUT a hands-free kit	<input type="radio"/>						
10. Read or send messages on your cellphone while driving	<input type="radio"/>						
11. Walk along busy roads or highways after consuming alcohol	<input type="radio"/>						
12. Cross busy roads or highways by foot at non-designated crossing areas i.e. walking through traffic	<input type="radio"/>						
13. Cycle alongside another cyclist	<input type="radio"/>						
14. Jump the traffic lights or purposefully drive through a red robot	<input type="radio"/>						
15. Purposefully accelerate at an orange light to avoid stopping	<input type="radio"/>						
16. Overtake slower moving traffic on the left-hand side	<input type="radio"/>						
17. Drive in the emergency lane (in the yellow line)	<input type="radio"/>						
18. Drive between lanes of cars on a motorbike or scooter	<input type="radio"/>						
19. Drive with headlights, brake lights or indicators that are broken or don't work properly	<input type="radio"/>						
20. Drive too close to the car in front of you	<input type="radio"/>						
21. Walk in the road instead of on the pavement	<input type="radio"/>						
22. Don't wear a helmet when riding a bicycle, motorbike or scooter	<input type="radio"/>						
23. Roll through or don't stop at stop streets and intersections	<input type="radio"/>						
24. Pressure other motorists to move out	<input type="radio"/>						

of your way e.g. into another lane or into the yellow line							
25. Take chances when overtaking or changing lanes e.g. by crossing solid white lines	<input type="radio"/>						
26. Walk across the road when the pedestrian robot is red	<input type="radio"/>						
27. Walk at night or on unlit roads where visibility is poor	<input type="radio"/>						
28. Make an effort as a pedestrian or cyclist to be more visible to motorists at night e.g. wearing bright, high-visibility clothing and/or safety lights attached to your helmet or bike, or carrying a torch	<input type="radio"/>						
29. Drive when unsure if your tyres are in good condition	<input type="radio"/>						
30. Experience feelings of road rage, where you get so angry with another driver that you think about stopping and injuring them	<input type="radio"/>						
31. Act out violently against another road user	<input type="radio"/>						

Not back | Number of statements: 31 | Number of Scales: 6

AT9. How acceptable or unacceptable do you think it is for people to do each of these behaviours?

SHOW SCREEN
SINGLE MENTION

Random

	1. Fairly acceptable	2	3	4	5. Completely unacceptable	DK
1. Carry on driving when you're feeling very tired	<input type="radio"/>	<input type="radio"/>				
2. Drive when over or unsure if you're over the legal alcohol limit	<input type="radio"/>	<input type="radio"/>				
3. Drive after using recreational drugs	<input type="radio"/>	<input type="radio"/>				
4. Drive faster than the designated speed limit	<input type="radio"/>	<input type="radio"/>				
5. Don't wear a seatbelt when you are the driver or passenger in the front of a car	<input type="radio"/>	<input type="radio"/>				
6. Don't wear a seatbelt when you are a passenger in the back of a car	<input type="radio"/>	<input type="radio"/>				
7. Drive without strapping in your child using a seatbelt or car seat	<input type="radio"/>	<input type="radio"/>				
8. Talk on your cellphone while driving WITH a hands-free kit	<input type="radio"/>	<input type="radio"/>				
9. Talk on your cellphone while driving WITHOUT a hands-free kit	<input type="radio"/>	<input type="radio"/>				
10. Read or send messages on your cellphone while driving	<input type="radio"/>	<input type="radio"/>				
11. Walk along busy roads or highways after consuming alcohol	<input type="radio"/>	<input type="radio"/>				
12. Cross busy roads or highways by foot at non-designated crossing areas i.e. walking through traffic	<input type="radio"/>	<input type="radio"/>				
13. Cycle alongside another cyclist	<input type="radio"/>	<input type="radio"/>				
14. Jump the traffic lights or purposefully drive through a red robot	<input type="radio"/>	<input type="radio"/>				
15. Purposefully accelerate at an orange light to avoid stopping	<input type="radio"/>	<input type="radio"/>				
16. Overtake slower moving traffic on the left-hand side	<input type="radio"/>	<input type="radio"/>				
17. Drive in the emergency lane (in the yellow line)	<input type="radio"/>	<input type="radio"/>				
18. Drive between lanes of cars on a motorbike or scooter	<input type="radio"/>	<input type="radio"/>				
19. Drive with headlights, brake lights or indicators that are broken or don't work properly	<input type="radio"/>	<input type="radio"/>				
20. Drive too close to the car in front of you	<input type="radio"/>	<input type="radio"/>				
21. Walk in the road instead of on the pavement	<input type="radio"/>	<input type="radio"/>				
22. Don't wear a helmet when riding a bicycle, motorbike or scooter	<input type="radio"/>	<input type="radio"/>				
23. Roll through or don't stop at stop streets and intersections	<input type="radio"/>	<input type="radio"/>				
24. Pressure other motorists to move out of your way e.g. into another lane or into the yellow line	<input type="radio"/>	<input type="radio"/>				

25. Take chances when overtaking or changing lanes e.g. by crossing solid white lines	<input type="radio"/>					
26. Walk across the road when the pedestrian robot is red	<input type="radio"/>					
27. Walk at night or on unlit roads where visibility is poor	<input type="radio"/>					
28. Make an effort as a pedestrian or cyclist to be more visible to motorists at night e.g. wearing bright, high-visibility clothing and/or safety lights attached to your helmet or bike, or carrying a torch	<input type="radio"/>					
29. Drive when unsure if your tyres are in good condition	<input type="radio"/>					
30. Experience feelings of road rage, where you get so angry with another driver that you think about stopping and injuring them	<input type="radio"/>					
31. Act out violently against another road user	<input type="radio"/>					

Not back | Number of statements: 8 | Number of Scales: 14

AT10. What do you feel is the appropriate legal punishment for the following offences if an innocent person or child is killed as a result of this behaviour?

READ OUT
SINGLE MENTION PER STATEMENT

Random

	A fine	Licence suspension	House arrest	A suspended sentence	6 months in prison	6-12 months in prison	1-5 years in prison	5-10 years in prison	10-15 years in prison	15-20 years in prison	20 years or more in prison	Life in prison	Death penalty	D K
1. Driving under the influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
2. Jumping the traffic lights or purposefully driving through a red light	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
3. Not stopping at a stop street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
4. Speeding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
5. Distracted driving e.g. talking on a cellphone while driving without a hands-free kit, sending or reading messages on a cellphone while driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
6. Reckless overtaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
7. Not wearing seatbelts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										
8. Road rage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>										

Ask only if **Q030,1,2**

Q048: AT11a: Caught drunk and driving

Single coded

Not back

AT11a. If you were driving after you'd been drinking, how likely do you think it is that you'd be caught or stopped by law enforcement?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 Definitely would not be caught or stopped
- 2 Probably would not be caught or stopped
- 3 Might be caught or stopped
- 4 Probably would be caught or stopped
- 5 Definitely would be caught or stopped
- 6 DK

Ask only if **Q030,1,2**

Q049: AT11b: Severity of consequences

Single coded

Not back

AT11b. And if you were caught by law enforcement, how bad do you think the consequences would be?

SHOW SCREEN
SINGLE MENTION

Normal

- 1 No consequences, I'd get away without being punished
- 2 I'd get off with a warning
- 3 I'd get off with a small fine or bribe
- 4 I'd have to pay a large fine
- 5 My licence would be suspended
- 6 I'd get arrested and spend the night in jail
- 7 I'd get arrested and sentenced to community service
- 8 I'd get arrested and sentenced to jail time

Q050: AT12: Relationship between speed/seatbelts and trauma

Matrix

Not back | Number of statements: 10 | Number of Scales: 7

AT12. I'm now going to read out a list of statements. Please tell me how much you agree or disagree with each of the following?

SHOW SCREEN
SINGLE MENTION

Random

	Agree completely	Agree somewhat	Agree slightly	Disagree slightly	Disagree somewhat	Disagree completely	DK
1. The current speed limits are too low	<input type="radio"/>						
2. The current speed limits are too high	<input type="radio"/>						
3. Reducing speed limits is a good idea	<input type="radio"/>						
4. Road deaths would be reduced if speed limits were lowered	<input type="radio"/>						
5. Seatbelts can prevent serious injuries in minor crashes	<input type="radio"/>						
6. Seatbelts are not necessary if you're a good driver	<input type="radio"/>						
7. Seatbelts are only necessary if you're driving fast	<input type="radio"/>						
8. Seatbelts are only necessary if you're driving a long way	<input type="radio"/>						
9. Seatbelts cause road deaths because people are often trapped by them in a burning or sinking car	<input type="radio"/>						
10. Forcing every person in the car to wear a seatbelt will reduce the number of road deaths	<input type="radio"/>						

B005: ATTITUDINAL QUESTIONS

End block

B006: CAMPAIGN PERFORMANCE QUESTIONS

Begin block

Q051: CP1. Advertising awareness

Single coded

Not back

CP1. Have you seen or heard any advertising about road safety recently?

Normal

- 1 Yes
- 2 No
- 99 Don't Know *Position fixed *Exclusive

Ask only if **Q051,1**

Q052: CP2: Touchpoints

Multi coded

Not back

CP2. Where did you see or hear this advertising?

DO NOT PROMPT
MULTIPLE MENTION

Normal

- 1 Radio
- 2 Television
- 3 The electronic signs on the highway
- 4 Twitter
- 5 Facebook
- 6 MXit
- 7 Crash Witness videos on Youtube
- 8 Outdoor billboards or posters
- 9 The Safely Home website
- 10 Discussions or conversations with friends or family i.e. word of mouth
- 99 Don't Know / Can't remember **Position fixed *Exclusive*

Ask only if **Q051,1**

Q053: CP3. Advertising brand association

Multi coded

Not back

CP3. Who was doing the advertising?

DO NOT PROMPT
MULTIPLE MENTION

Normal

- 1 The AA (Automobile Association)
- 2 City of Cape Town
- 4 Local traffic department
- 5 Metro Police
- 6 National Government
- 7 Safely Home
- 8 Western Cape Government Department of Transport and Public Works
- 9 The Road Traffic Management Corporation (RTMC)
- 96 Other specify **Open *Position fixed*
- 99 Don't Know **Position fixed *Exclusive*

Q054: CP4. Awareness of Safely Home

Single coded

Not back

CP4. Have you heard of Safely Home?

Normal

- 1 Yes
- 2 No

Q055: CP5: Awareness of logos

Multi coded

Not back

CP5. Which of these logos are you aware of?

SHOW SCREEN
MULTIPLE MENTION**Normal**

- 1 The AA (Automobile Association)
- 2 Arrive Alive
- 3 Booza TV
- 4 Child Safe
- 5 Decade of Action for Road Safety
- 6 Fatal Moves
- 7 Global Road Safety Partnership
- 8 Lead SA
- 9 Red Cross
- 10 Road Accident Fund
- 11 The Road Traffic Management Corporation (RTMC)
- 12 Safely Home
- 13 South African Road Federation (SARF)
- 14 South Africans Against Drunk Driving (SADD)
- 15 Travel Smart
- 16 Western Cape Government Department of Transport and Public Works
- 17 Western Cape Metro EMS
- 98 None **Position fixed *Exclusive*

Ask only if Q051,1

Q056: CP6. Advertising awareness

Multi coded

Not back

CP6. Have you seen or heard advertising around the following road safety themes?

SHOW SCREEN
MULTIPLE MENTION**Normal**

- 1 #SeeAndBeSeen – pedestrian safety (high visibility clothing, lights) and vehicle visibility (headlights on, lights working, mirrors clean)
- 2 #ItCanWait – calling/texting while driving
- 3 #BeTheChange – road user behaviour, including public transport operators
- 4 #BoozeFreeRoads (Alcohol and the Roads Don't Mix) – drinking and driving/walking
- 5 #WalkSmart - pedestrian awareness, especially drinking and walking
- 6 #SafeRoadsForAll - pedestrian awareness aimed at drivers
- 7 #SaveKidsLives (Safe Roads, Safe Kids) – child road users, especially child pedestrians
- 8 #SpeedKillsFacts (It Won't Kill you to Slow Down) – speeding including inappropriate and excessive speed
- 9 #AlwaysBuckleUp – seatbelts
- 10 #BuckleUpBackSeat - wearing seatbelts in the back of the car
- 98 None **Position fixed *Exclusive*

Ask only if NOT Q056,98

Q057: CP7: Advertising impact

Single coded

Not back

CP7. How did these road safety messages make you feel?

READ OUT
SINGLE MENTION

Normal

- 1 It made you more aware of road safety
- 2 It made you change your behaviour
- 3 It didn't affect you at all
- 99 Don't Know *Position fixed *Exclusive

Q058: CP8: VMS attitudes

Matrix

Not back | Number of statements: 2 | Number of Scales: 7

CP8. Please tell me the extent to which you agree or disagree with the following statements about the messages displayed on the electronic sign boards on the highways.

READ OUT
SINGLE MENTION PER STATEMENT

Normal

	Agree completely	Agree somewhat	Agree slightly	Disagree slightly	Disagree somewhat	Disagree completely	DK
1. They are useful for updating you on traffic conditions	<input type="radio"/>						
2. They are useful for sharing road safety messages and tips	<input type="radio"/>						

B006: CAMPAIGN PERFORMANCE QUESTIONS

End block

B007: DEMOGRAPHICS

Begin block

Q059: DMI. Demographic introduction

Text

DMI. The interview is almost complete. I would just like to ask you a few more questions about yourself. I would also again like to reassure you that all the information you give will be kept in the strictest confidence.

Q060: DM1. Age Groups of Children in HH

Multi coded

Not back

DM1. Please can you tell me the ages of all children living in your household?

DO NOT PROMPT
MULTIPLE MENTION

Normal

- 1 2 years or younger
- 2 3 - 6 years
- 3 7 - 12 years
- 4 13 - 17 years
- 5 18 years or older
- 6 No children in household *Exclusive

Q061: DM2. Working Status

Single coded

Not back

DM2. Which one of these best describes your working status?

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 Working full-time (30 hours or more per week)
- 2 Working part-time (less than 30 hours per week)
- 3 Not working - looking for work
- 4 Not working - not looking for work
- 5 Student
- 6 Retired

Q062: DM3. Monthly Household Income

Single coded

Not back

DM3. Please tell me into which of these categories you estimate that your total monthly household income falls? You need only give me the letter.

ONLY IF RESPONDENT ASKS WHAT TOTAL HOUSEHOLD INCOME IS:

By this, I mean your total household income before anything gets taken off. Please include all sources of income i.e. wages, salaries, pensions, social grants, income from investment, etc from all members of the household.

SHOW SCREEN
SINGLE MENTION**Normal**

- 1 A.Less than R2000 per month
- 2 B.R2 000 - R3 999 per month
- 3 C.R4 000 - R5 999 per month
- 4 D.R6 000 - R7 999 per month
- 5 E.R8 000 - R9 999 per month
- 6 F.R10 000 - R11 999 per month
- 7 G.R12 000 - R13 999 per month
- 8 H.R14 000 - R15 999 per month
- 9 I.R16 000 - R17 999 per month
- 10 J.R18 000 - R19 999 per month
- 11 K.R20 000 - R24 999 per month
- 12 L.R25 000 - R29 999 per month
- 13 M.R30 000 - R34 999 per month
- 14 N.R35 000 - R39 999 per month
- 15 O.R40 000 or more per month
- 16 P.No household income
- 17 REF
- 99 DK *Position fixed *Exclusive

Q063: DM4. Suggestions for Government

Open

[Not back](#)

DM4. Do you have any suggestions for Government on how road safety could be improved?

DO NOT PROMPT
PROBE FULLY
RECORD VERBATIM

B007: DEMOGRAPHICS

End block

B008: END OF SURVEY

Begin block

Q064: FPP. Future participation

Single coded

[Not back](#)

FPP. We may need to contact you again in the future for market research purposes. Would you be willing to participate?

Normal1 Yes2 No [GO TO Q067](#)**Q065: EMQ. Email address incidence**

Single coded

[Not back](#)

EMQ. Do you have an email address?

Normal1 Yes2 No [GO TO Q067](#)**Q066: EMA. Email address**

Alpha

[Not back](#)

EMA. Please can you give me your email address?

Q067: NMR. Name of respondent

Alpha

[Not back](#)

Name of respondent:

Q068: ADD. Address

Alpha

[Not back](#)

Address:

Q069: Home phone

Single coded

Not back

Do you have a home phone number?

Normal1 Yes2 No **GO TO Q071****Q070: Home phone number**

Numeric

Not back | Min = 100000000 | Max = 1111111111

Could you please confirm your home phone number?

Q071: Work phone

Single coded

Not back

Do you have a work phone number?

Normal1 Yes2 No **GO TO Q073****Q072: Work phone number**

Numeric

Not back | Min = 100000000 | Max = 1111111111

Could you please confirm your work phone number?

Q073: Cellphone

Single coded

Not back

Do you have a cellphone number?

Normal1 Yes2 No **GO TO Q075****Q074: Cellphone number**

Numeric

Not back | Min = 100000000 | Max = 1111111111

Could you please confirm your cellphone number?

Ask only if Q069,2 and Q071,2 and Q073,2**Q075: Alternative phone number**

Numeric

Not back | Min = 100000000 | Max = 1111111111

Please can you provide another number on which we can contact you if necessary?

ENSURE THAT AT LEAST ONE CONTACT NUMBER IS PROVIDED

Q076: Thank respondent**Text**[Not back](#)

THANK RESPONDENT AND CLOSE INTERVIEW

Q077: Day of week**Single coded**[Not back | Dummy](#)**Normal**

- 1 Monday
- 2 Tuesday
- 3 Wednesday
- 4 Thursday
- 5 Friday
- 6 Saturday
- 7 Sunday

Q078: Time of day**Single coded**[Not back | Dummy](#)**Normal**

- 1 Morning (Before 12:00)
- 2 Afternoon (12:01 - 17:00)
- 3 Evening (17:01 or later)

Q079: Interview end time**Numeric**[Not back | Max = 2359 | Dummy](#)

Q080: Verification code**Single coded**[Not back](#)

[VNumber]

TRANSFER THIS CODE ONTO THE RECRUITMENT FORM
 NOTE THAT THIS INTERVIEW WILL ONLY BE COUNTED AS A SUCCESSFUL LIVE INTERVIEW AFTER YOU SELECT
CONTINUE

Normal

- 1 Continue

Q081: Verification code**Numeric**[Max = 9999999 | Dummy](#)

Verification Code

Q082: Termination: Screen Out**Single coded**[Not back](#)

Thank you for your willingness to participate, but due to the sample requirements, we are not able to conduct the interview.

Normal

- 1 END

Q083: Termination: Refusal

Single coded

Not back

Thank you for your time.

Normal

1 END

B008: END OF SURVEY

End block