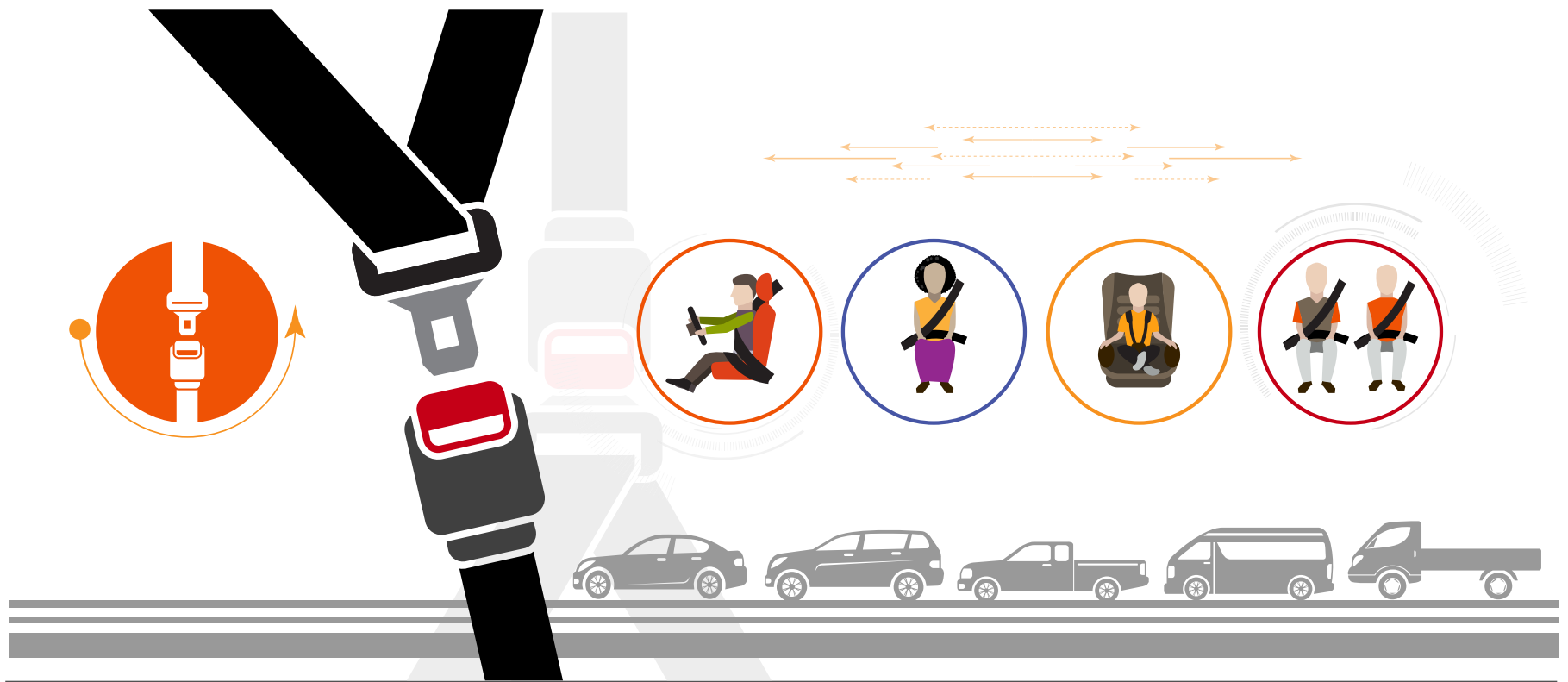


Snap Count results – wave 2

13 May 2016



1

Research approach



Background and methodology

The Western Cape Government launched a seatbelt campaign on 18 March 2016 as part of their Safely Home initiative and required a pre-campaign benchmark that would assess current levels of compliance with seatbelt usage, in order to compare and track any shifts in compliance post campaign exposure. This report details the **2nd wave** of counts.

We conducted observations at the same **4 intersections** in Cape Town, where details for every occupant within each vehicle was captured and seatbelt usage was counted.

- 1. CBD:** Christiaan Barnard and Hertzog Boulevard
- 2. Mitchell's Plain:** Spine Rd and AZ Berman
- 3. Khayelitsha:** Spine Rd and Govan Mbeki
- 4. Northern Suburbs:** Voortrekker Rd and De La Rey

1,226 vehicles were counted in total equating to 2,399 occupants (drivers and any passengers)

The observations were done on **3 May 2016**, during two time slots:

AM: 07:30 – 09:00 | **PM:** 16:00 – 17:30



Note: the following icons and definitions have been used in this report

Passenger types



Small child – estimated to be younger than 6 years i.e. baby, toddler, pre-schooler.



Older child – estimated to be 6 years or older i.e. school-going children.



Adult – estimated to be 18 years or older

Vehicle types



Sedan/Hatch – a passenger vehicle with two or four doors with or without an extended boot e.g. VW Golf, BMW 3 series, Toyota Corolla or Tazz



SUV/4x4 – a large passenger car that is equipped with four-wheel drive for on- or off-road ability e.g. Land Rover, Toyota Fortuner, Kia Sportage



Minivan/Combi – a small passenger van used to transport people for private use, NOT a minibus taxi e.g. VW Caravelle, Mercedes Vito



Minibus taxi – a passenger carrying public transport vehicle



Metered taxi – private public transport vehicle, easily identifiable by the taxi sign on the roof



Bus – public transport vehicle including Golden Arrow and MyCiti, Jammie Shuttle



Van – a light delivery vehicle, typically covered and without side windows, used for transporting goods



Lorry/Truck – large delivery vehicles that transport heavy goods



Single cab bakkie – no back seats with a canopy at the back (open or closed)



Double cab bakkie – has a row of back seats with a canopy at the back (open or closed)

Note: certain information was captured for different vehicle types as shown here. Therefore measures are only reported where applicable

	Sedan/ Hatch	SUV/ 4x4	Minivan/ Combi	Minibus taxi	Metered taxi	Bus	Van	Lorry/ Truck	Single cab bakkie	Double cab bakkie
Driver	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Front passenger	✓	✓	✓	✓	✓	x	✓	✓	✓	✓
Back passenger	✓	✓	✓	x	✓	x	x	x	x	✓
Back section	x	x	x	x	x	x	✓	✓	✓	✓
Open/closed canopy	x	x	x	x	x	x	✓	✓	✓	✓

2

Profile of vehicles counted



Majority of the cars counted were Sedans/Hatches. More than half of all cars had passengers, mostly adult

No. of cars going through each intersection

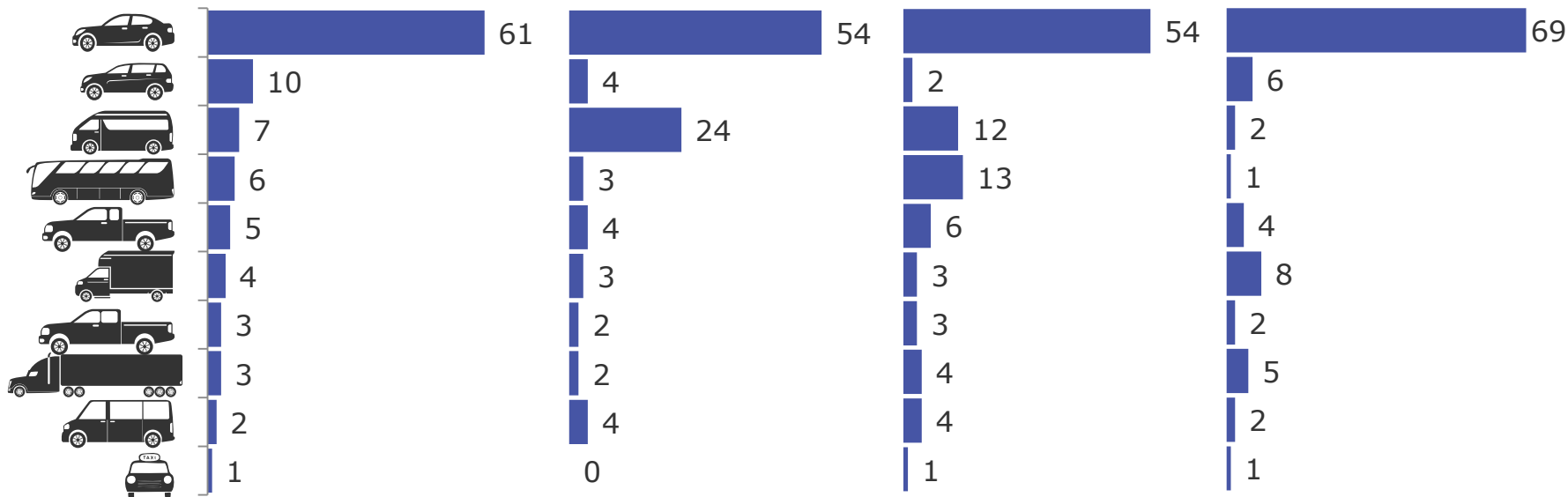
CBD
n=308

Khayelitsha
n=305

Mitchell's Plain
n=310

Northern Suburbs
n=303

Types of cars going through each intersection



Profile of vehicles counted

41% Driver only



59% Any passengers*



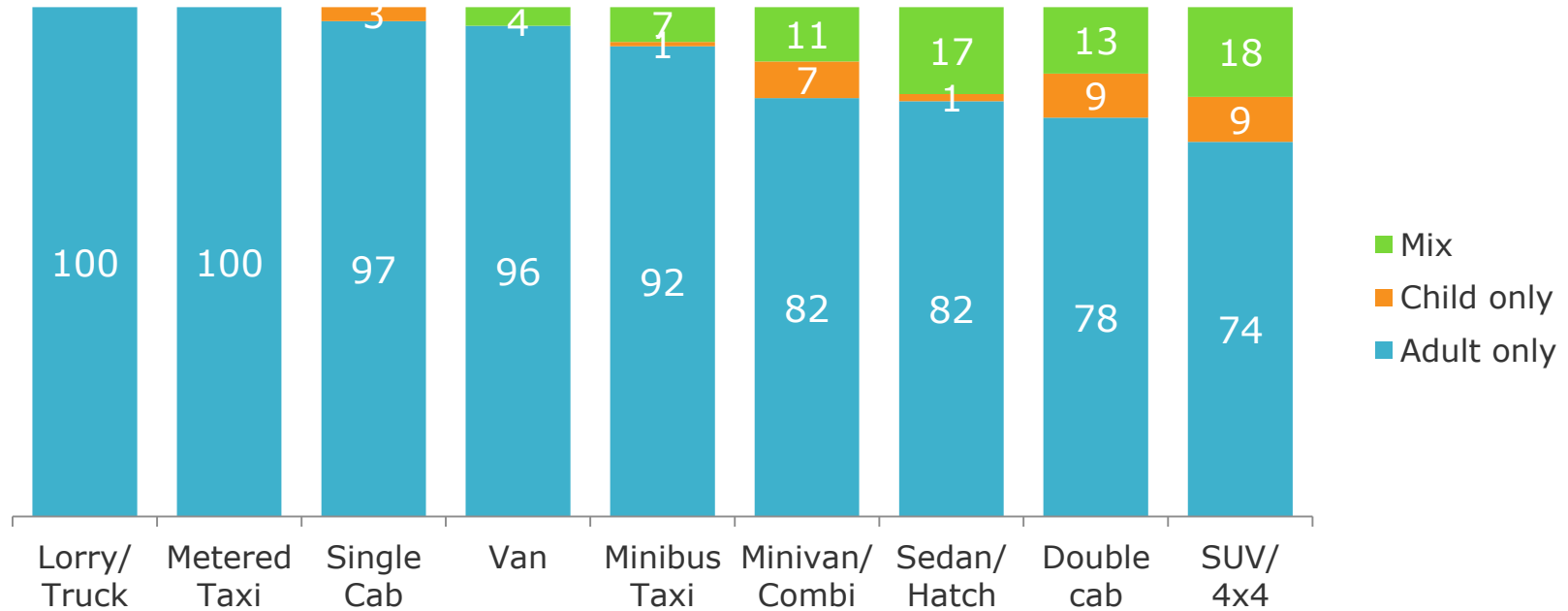
85% Adult passengers only

2% Child passengers only

13% Mix of adult & child passengers

* Excludes back of bakkie passengers

Types of passengers across vehicle types

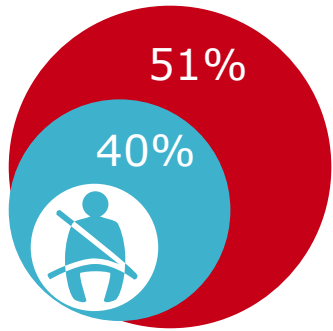


3

Overall compliance

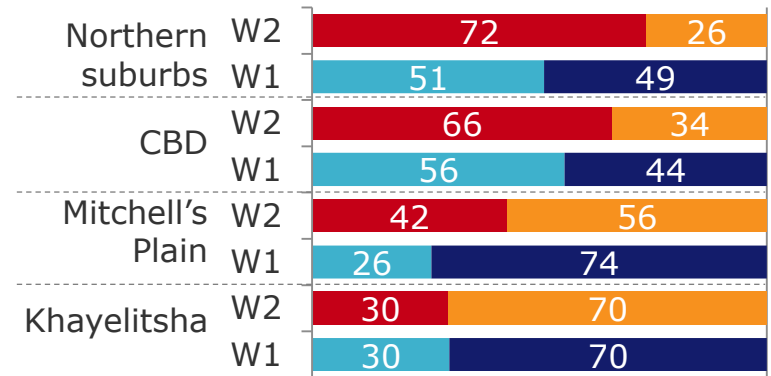


Overall compliance has significantly improved, with just over half of all vehicle occupants wearing a seatbelt. Compliance in Khayelitsha and Mitchell's Plain remain comparatively lower



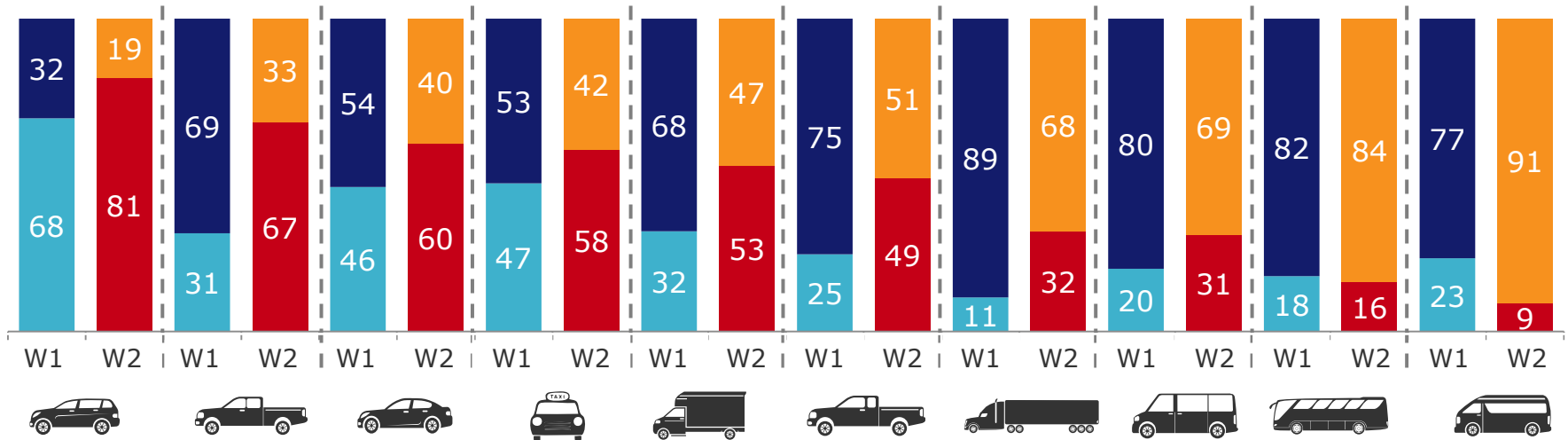
51%
of all vehicle
occupants are
compliant in Wave 2

Per intersection



Per vehicle type

■ No. wearing seatbelts (W1) ■ No. not wearing seatbelts (W1) ■ No. wearing seatbelts (W2) ■ No. not wearing seatbelts (W2)



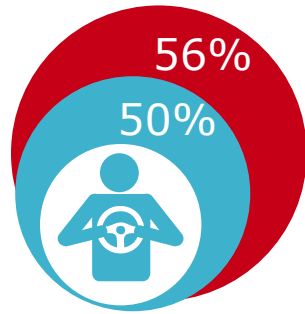
Note: data ranked on W2 compliance

4

Occupant compliance



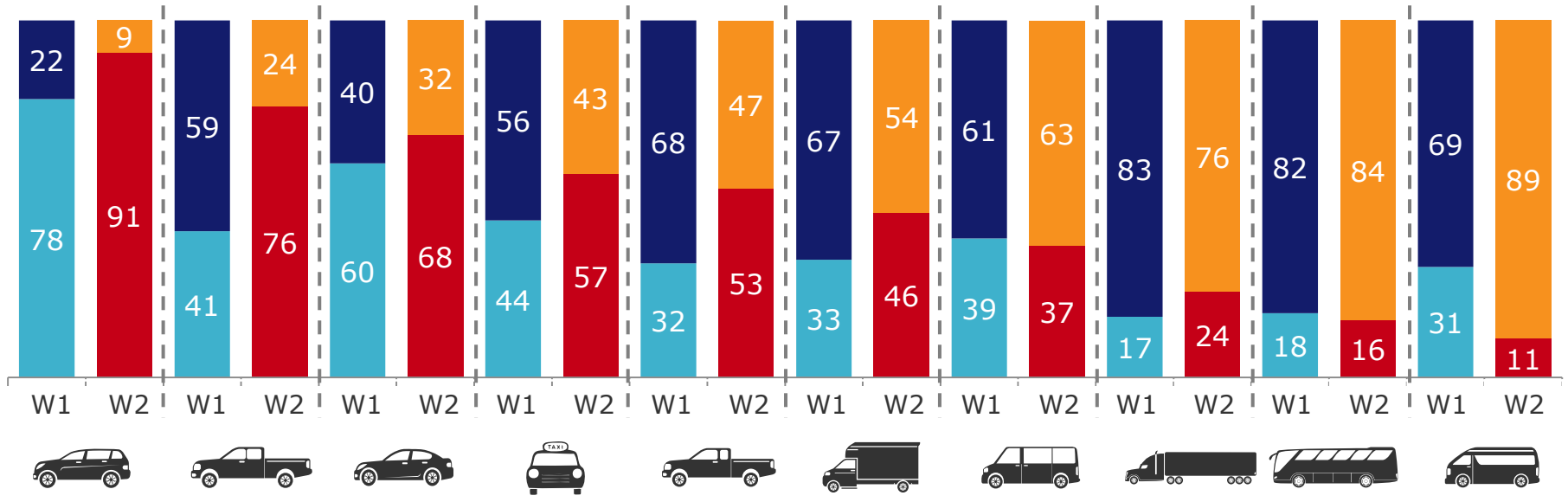
Driver compliance has significantly improved, again showing the highest compliance of all vehicle occupants



56%
of all drivers are compliant
in Wave 2

Driver compliance per vehicle type

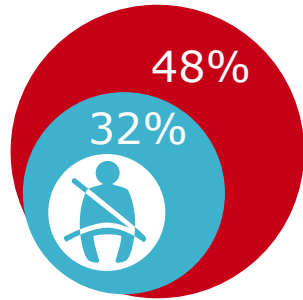
■ No. wearing seatbelts (W1) ■ No. not wearing seatbelts (W1) ■ No. wearing seatbelts (W2) ■ No. not wearing seatbelts (W2)



Note: data ranked on W2 compliance



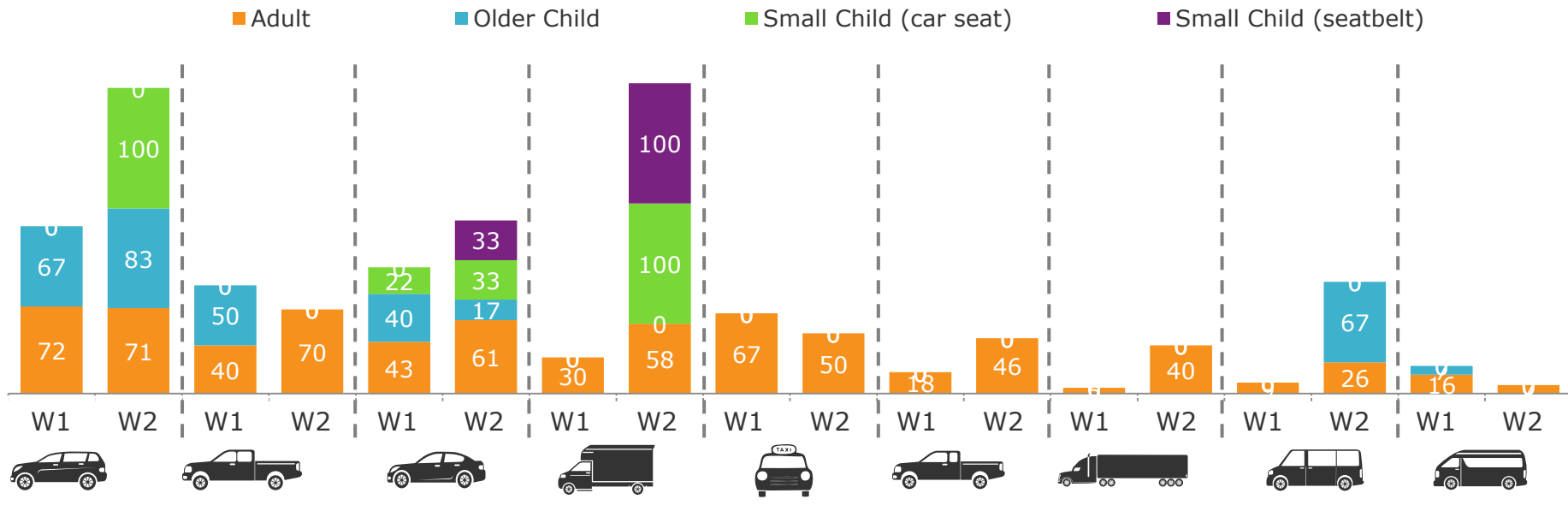
Just under half of front passengers were wearing a seatbelt this wave. This is a significant improvement on Wave 1 compliance



48%

**of all front seat passengers
are compliant in Wave 2**

Front passengers wearing seatbelts per vehicle type



Note: data ranked on W2 compliance

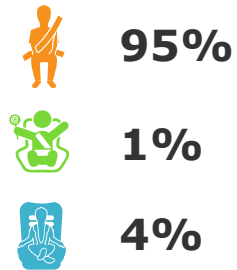


© TNS




Almost all front seat passengers were adults

Profile of front passengers

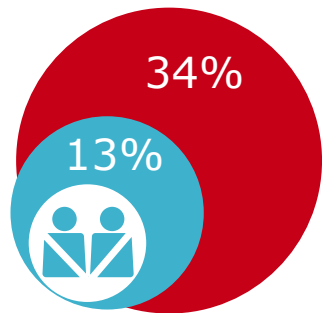


Types of front passengers per vehicle type

Adult	96%	100%	100%	88%	90%	97%	95%	82%	97%
Small child	4%	0%	0%	0%	0%	1%	0%	3%	3%
Older child	0%	0%	0%	12%	10%	1%	5%	16%	0%

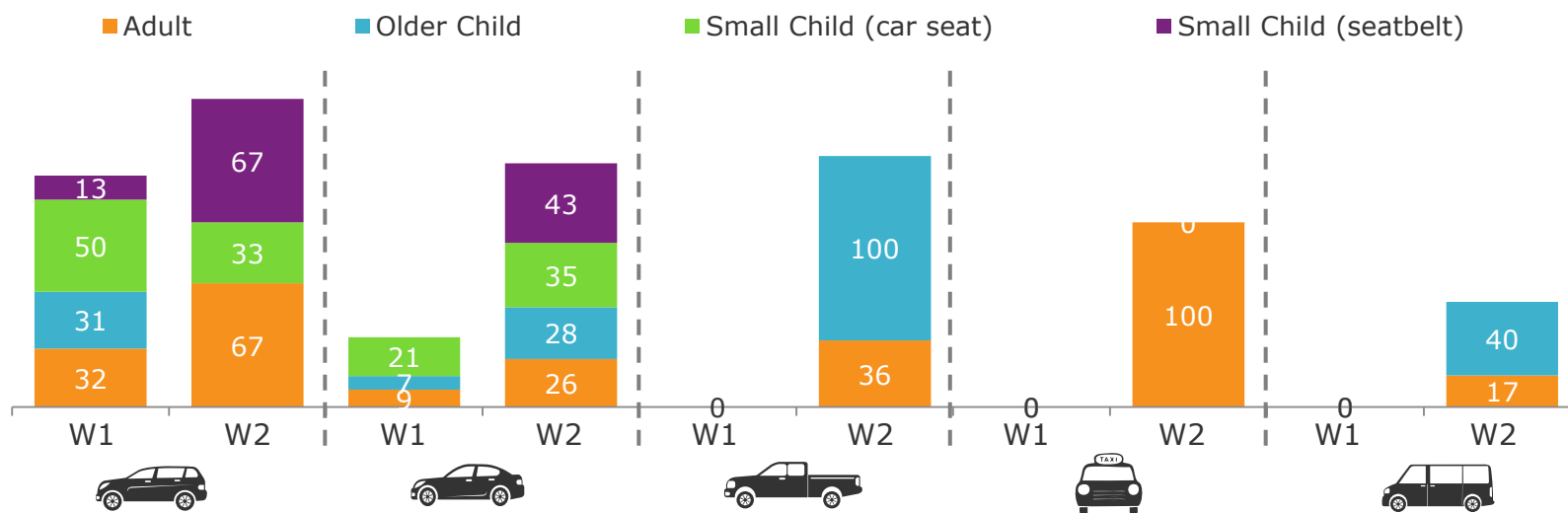


While back passengers still show the poorest compliance of all occupants, it boasts the largest improvement – more than doubling seatbelt wearing wave-on-wave



34%
of all back seat passengers
are compliant in Wave 2

Back passenger compliance per vehicle type



Note: data ranked on W2 compliance

While many back seat passengers were adults, a third were children






Profile of back passengers

 **69%**

 **7%**

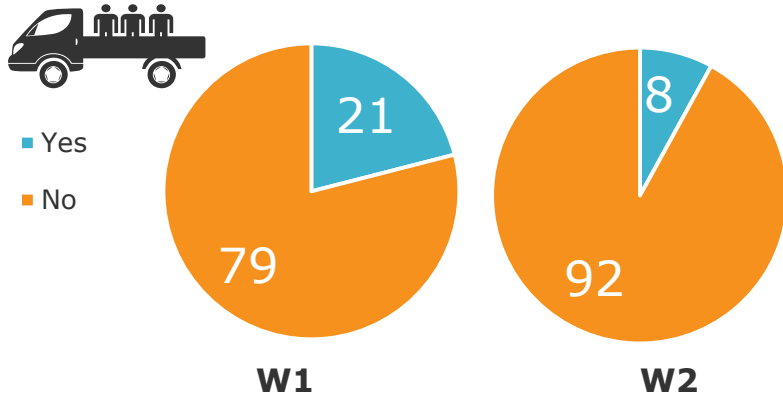
 **24%**

Types of back passengers per vehicle type

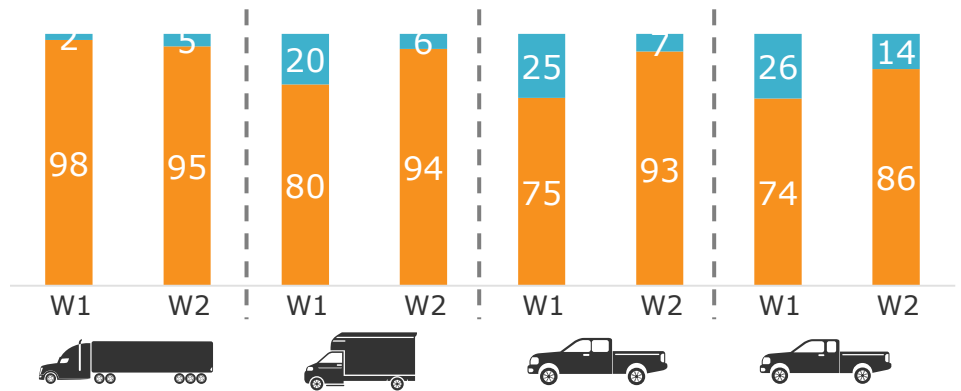
Adult	74%	100%	64%	68%	75%
Small child	0%	0%	0%	7%	13%
Older child	26%	0%	36%	24%	13%
					

Again, two-thirds of canopies (back sections) were closed, making it difficult to observe if there were passengers inside. Less than 10% were seen to have passengers in this section in Wave 2

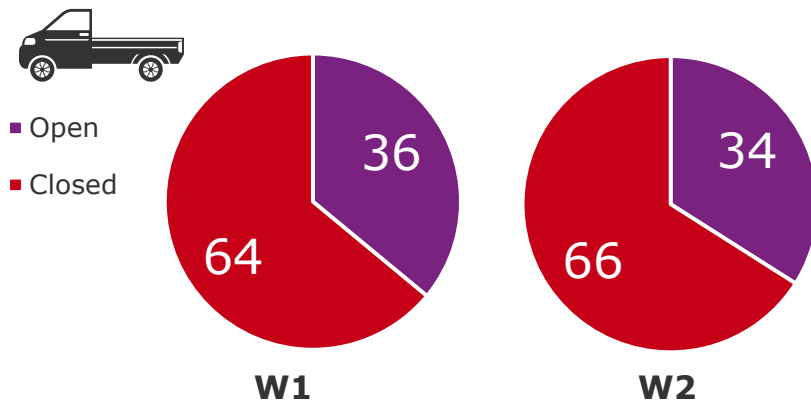
Presence of back passengers



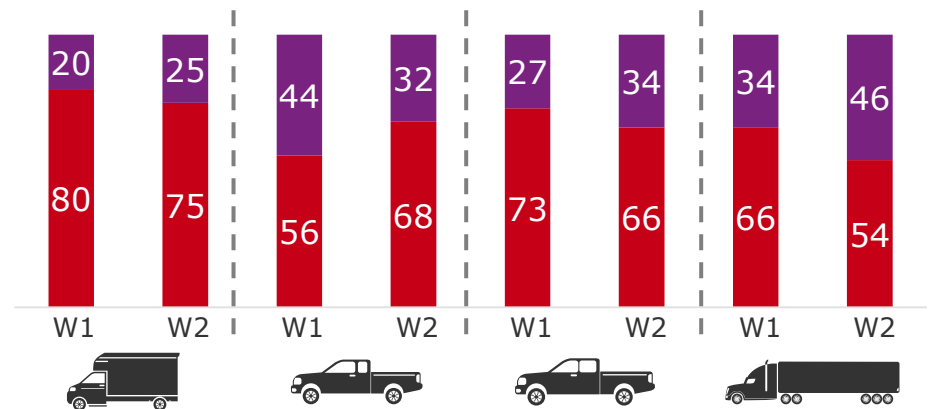
Presence of back passengers per vehicle type



Open vs. closed canopies



Canopy types per vehicle



Note: data ranked on W2

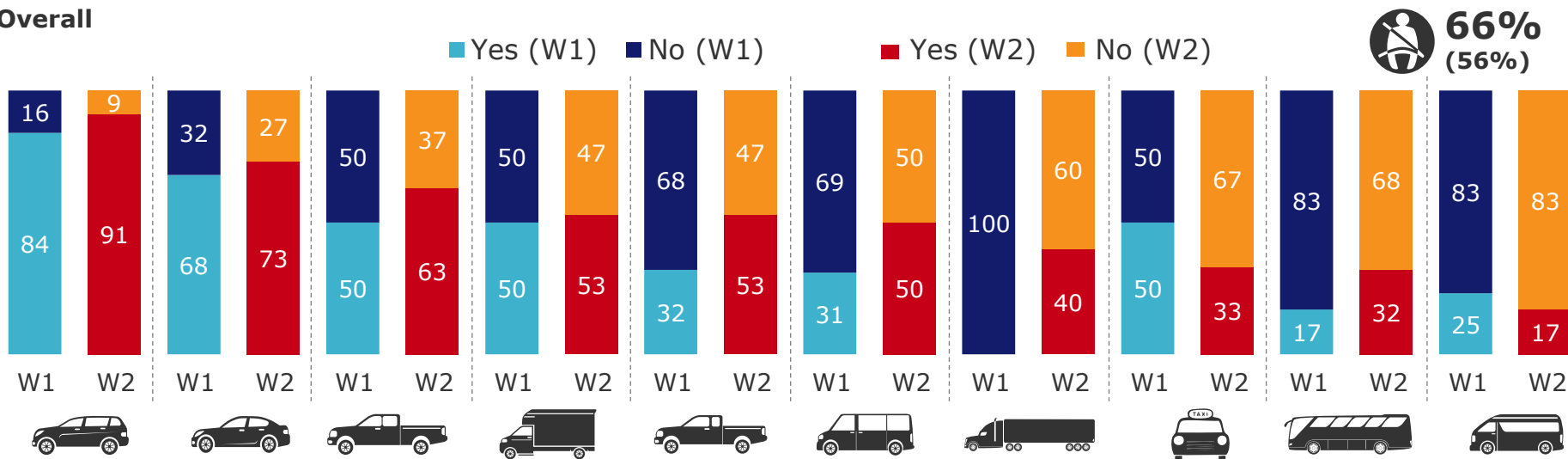
5

Occupant compliance per intersection



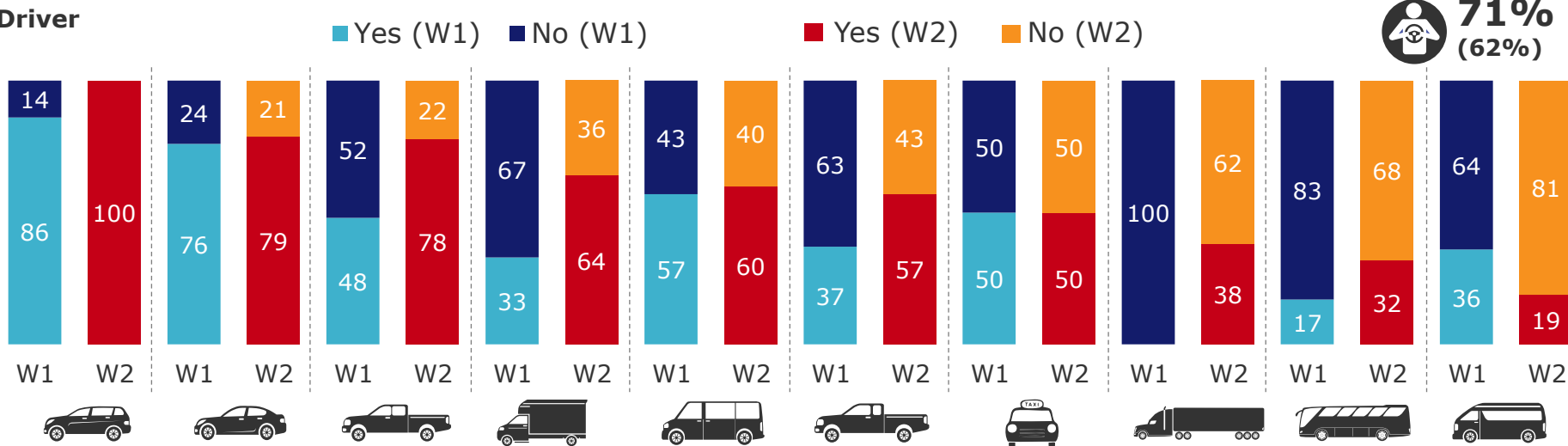
CBD compliance

Overall



66%
(56%)

Driver



71%
(62%)

Note: data ranked on W2 compliance (%) = wave 1 figures



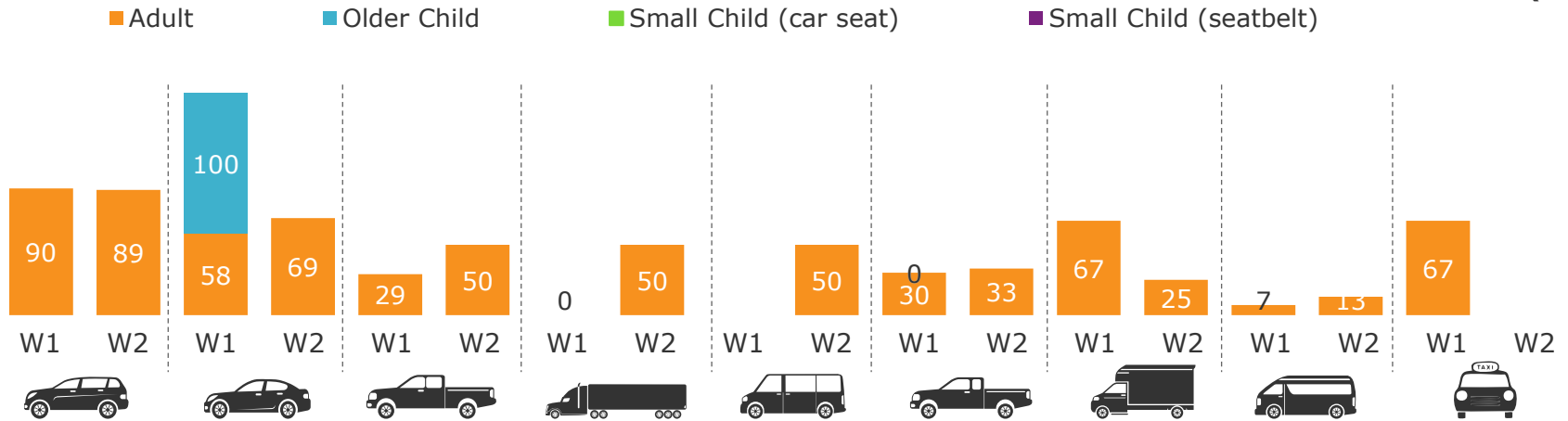
© TNS



CBD compliance

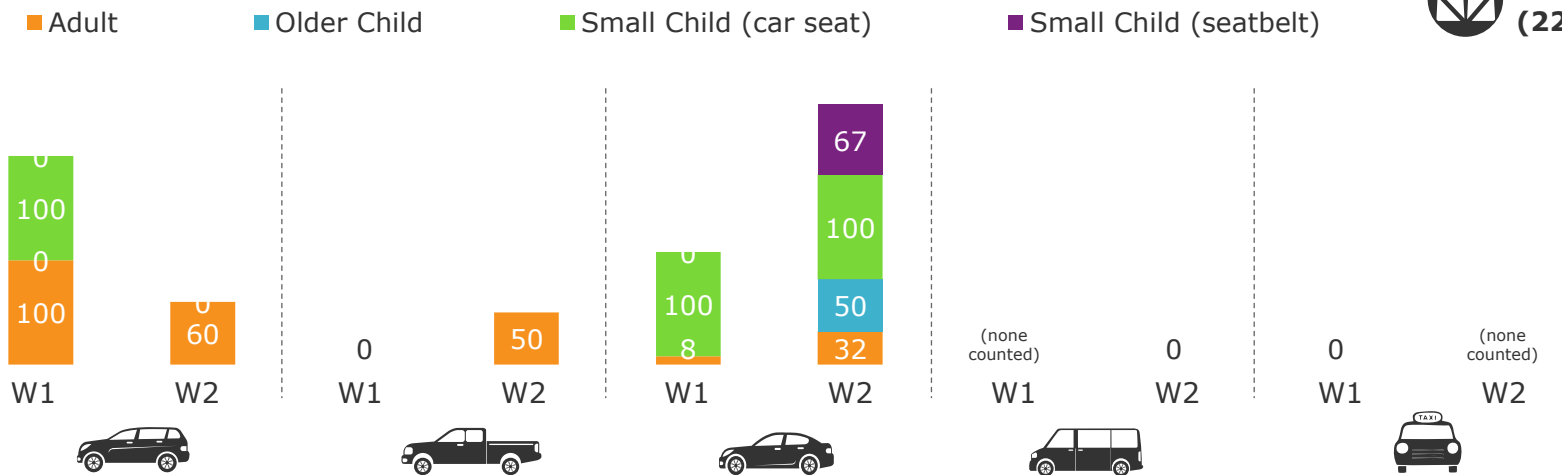
Front passengers

 **57%**
(45%)



Back passengers

 **47%**
(22%)



Note: data ranked on W2 compliance (%) = wave 1 figures



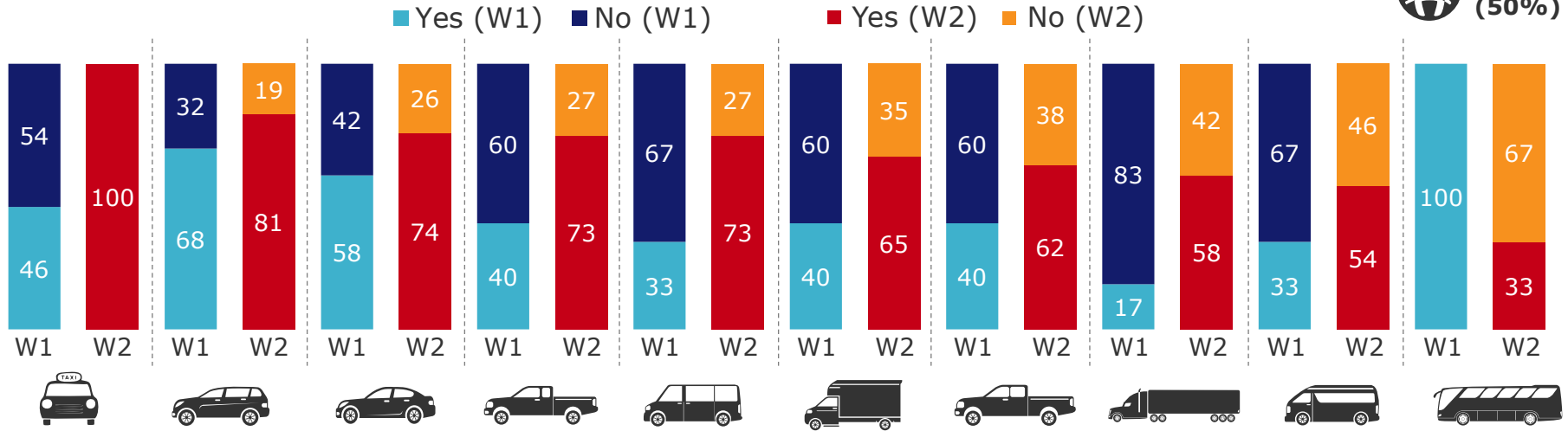
© TNS



Northern Suburbs compliance

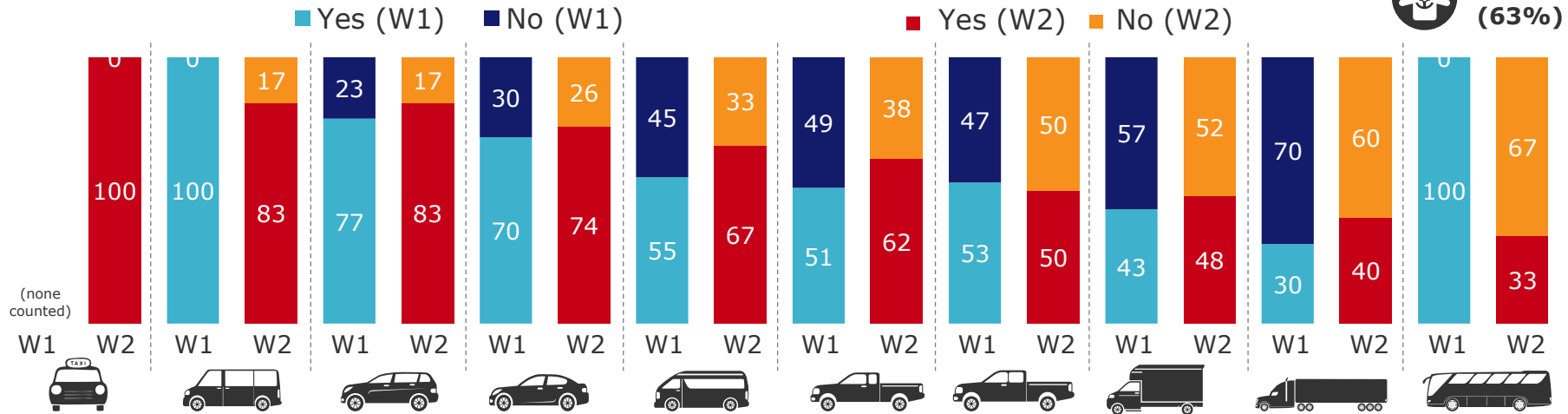
Overall

 **72%**
(50%)



Driver

 **69%**
(63%)



Note: data ranked on W2 compliance (%) = wave 1 figures



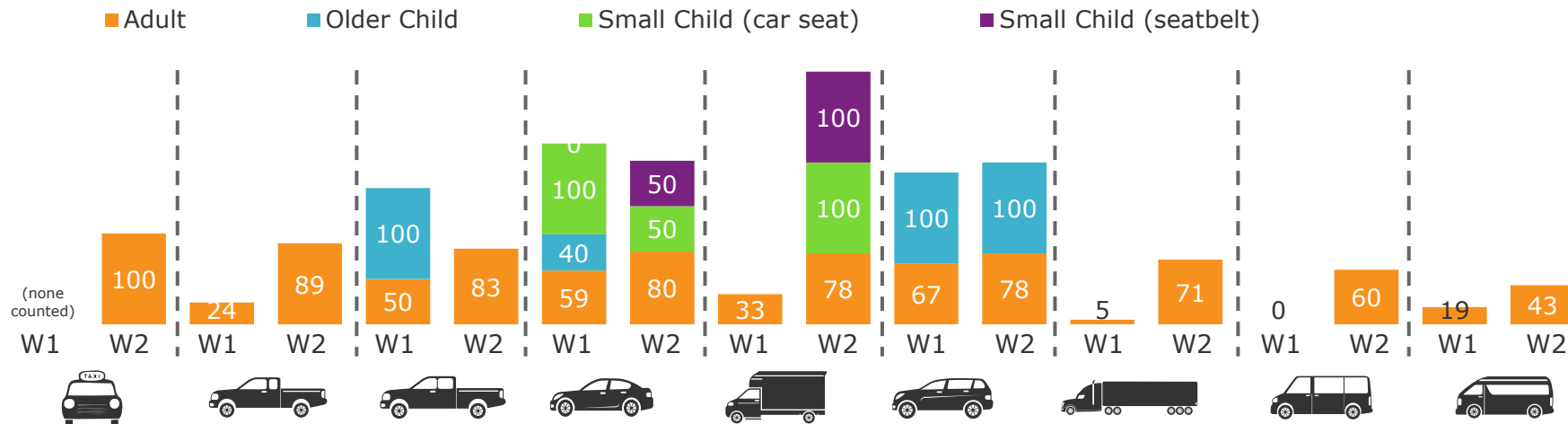
© TNS



Northern Suburbs compliance

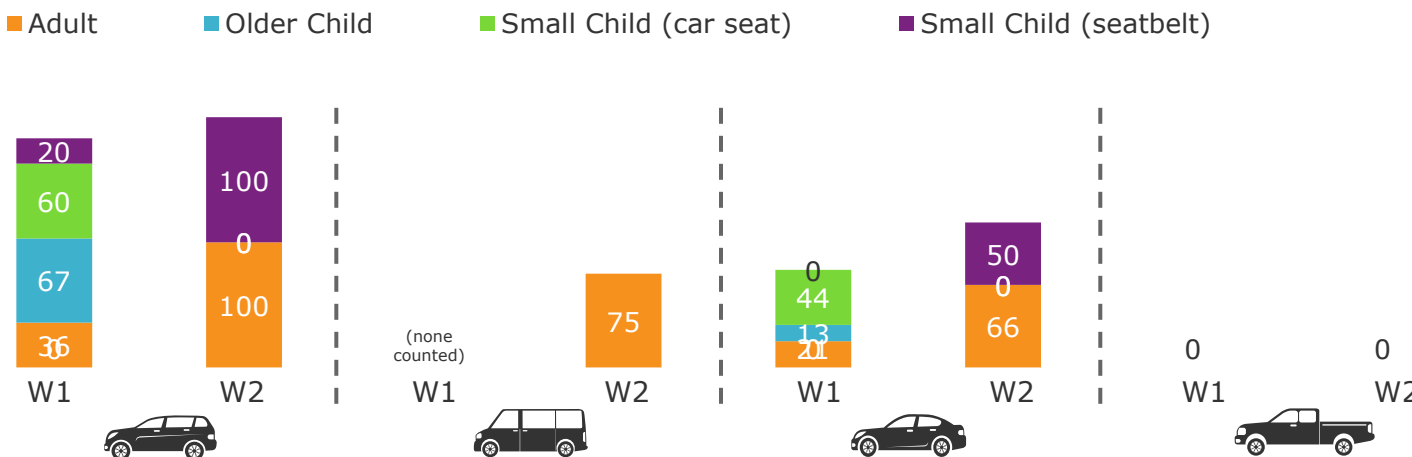
Front passengers

79%
(37%)



Back passengers

61%
(28%)



Note: data ranked on W2 compliance (%) = wave 1 figures

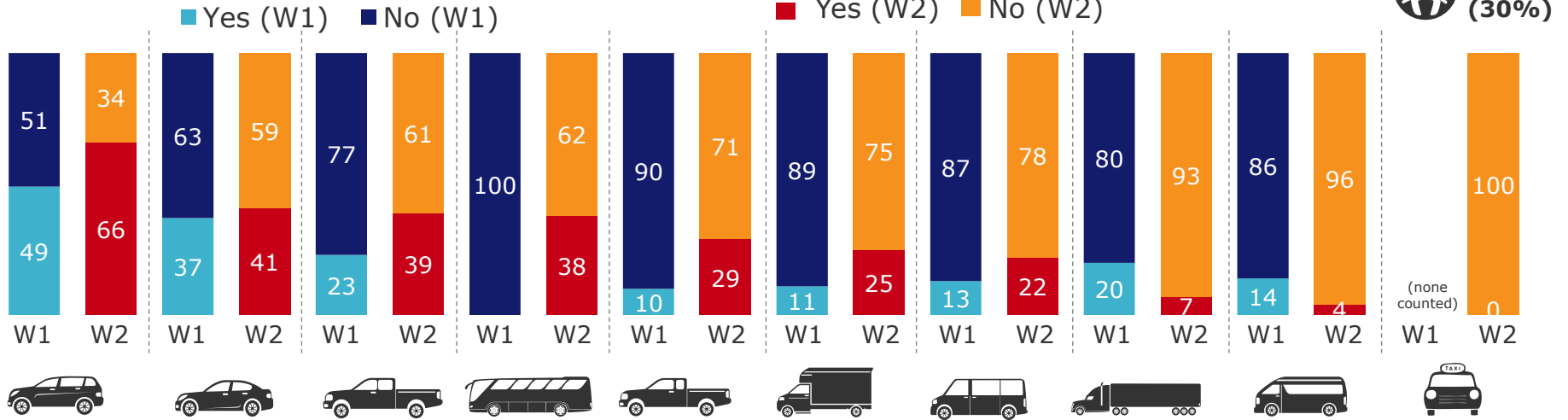


© TNS

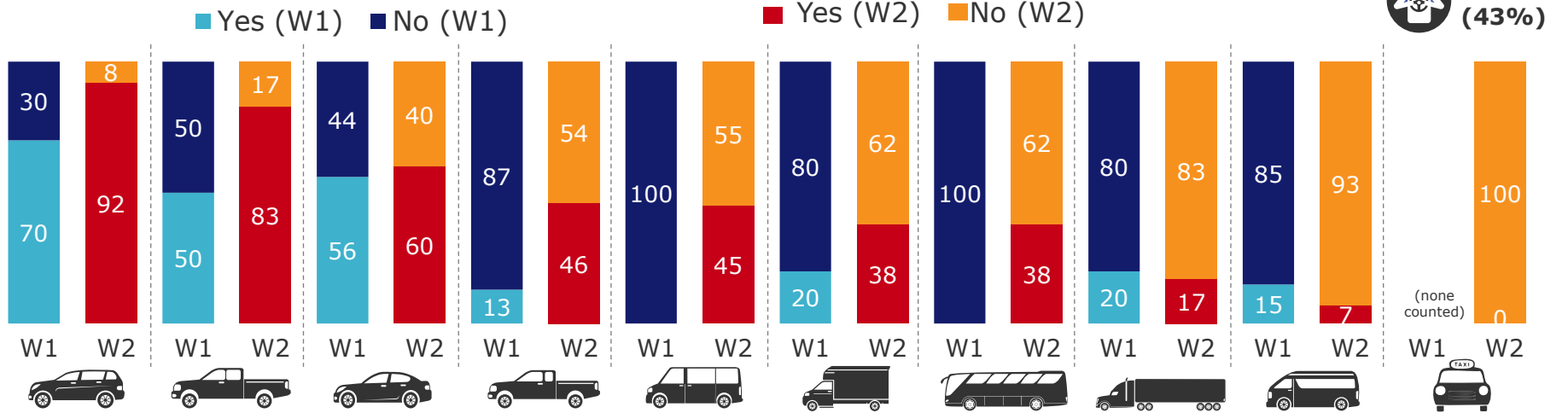


Khayelitsha compliance

Overall



Driver



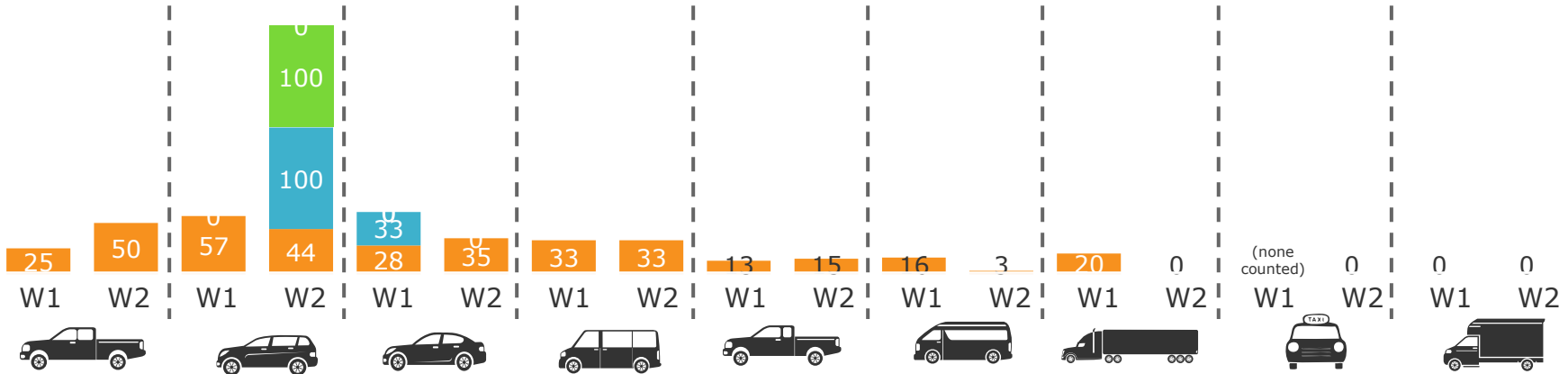
Note: data ranked on W2 compliance (%) = wave 1 figures

Khayelitsha compliance

Front passengers

 **21%**
(22%)

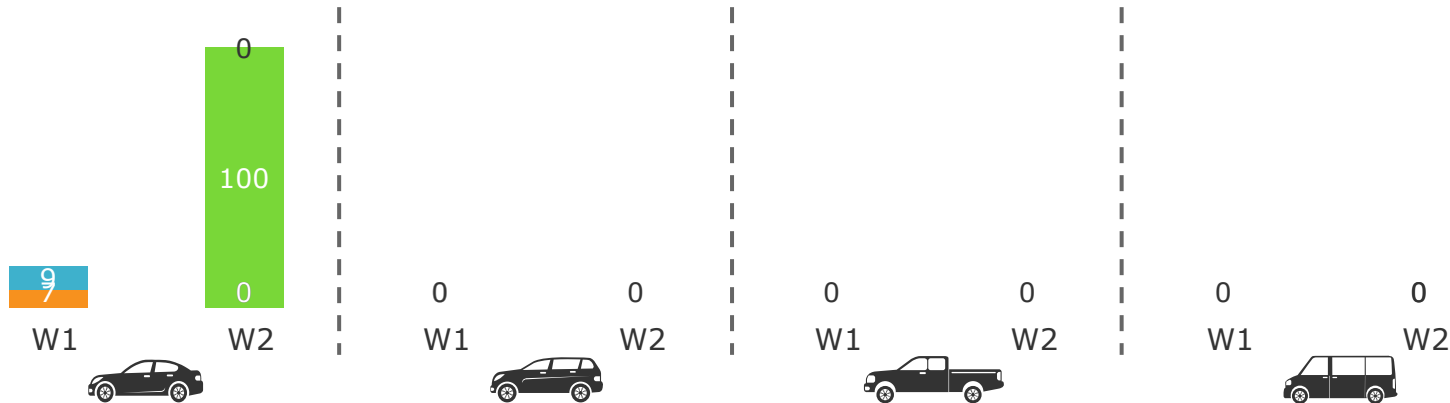
■ Adult
 ■ Older Child
 ■ Small Child (car seat)
 ■ Small Child (seatbelt)



Back passengers

 **1%**
(5%)

■ Adult
 ■ Older Child
 ■ Small Child (car seat)
 ■ Small Child (seatbelt)



Note: data ranked on W2 compliance
(%) = wave 1 figures



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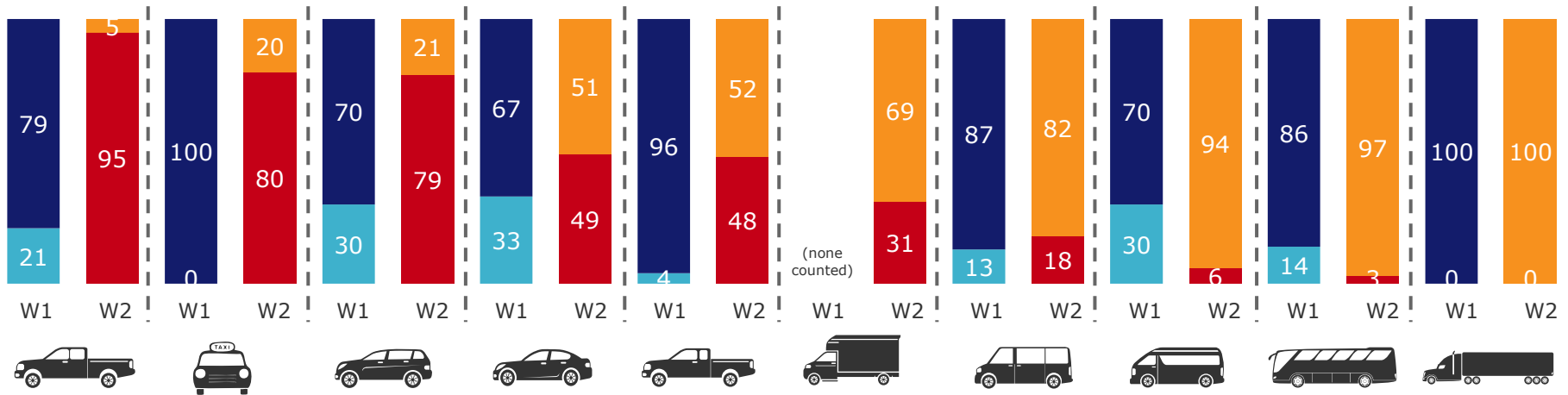


Mitchell's Plain compliance

Overall

 **42%**
(26%)

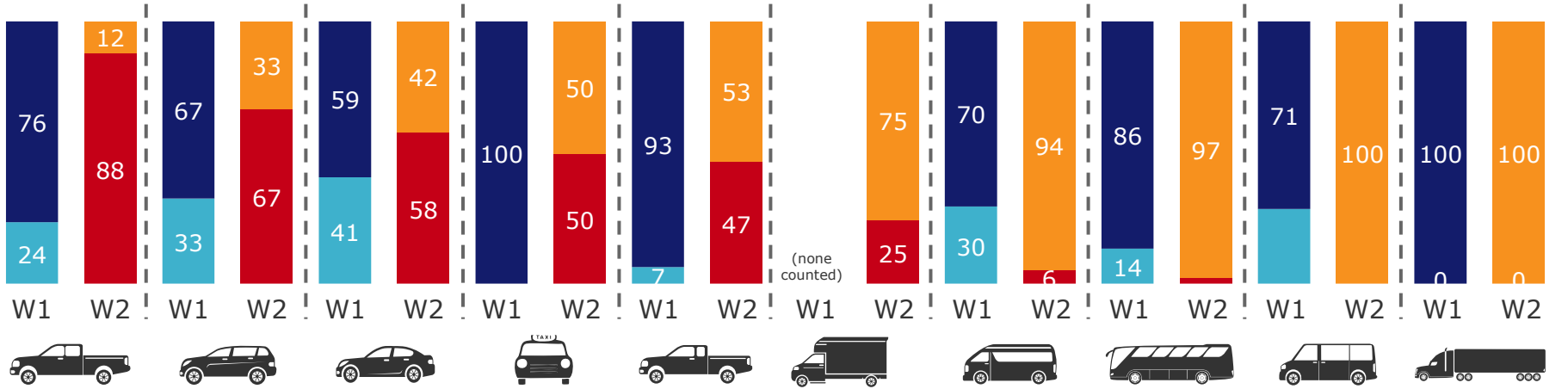
■ Yes (W1) ■ No (W1) ■ Yes (W2) ■ No (W2)



Driver

 **39%**
(32%)

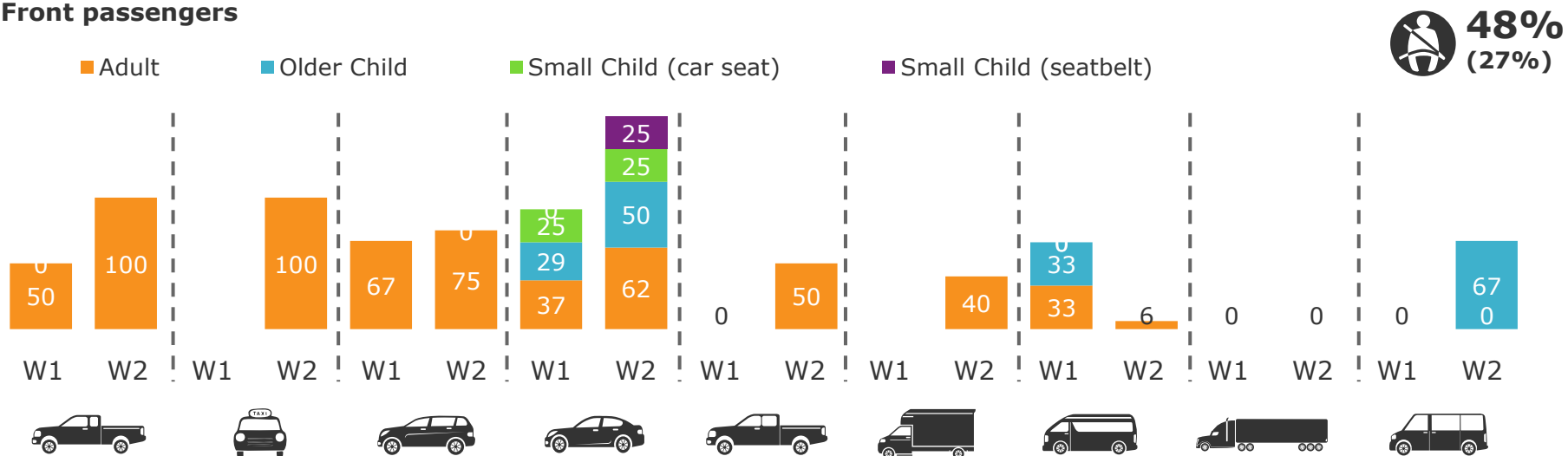
■ Yes (W1) ■ No (W1) ■ Yes (W2) ■ No (W2)



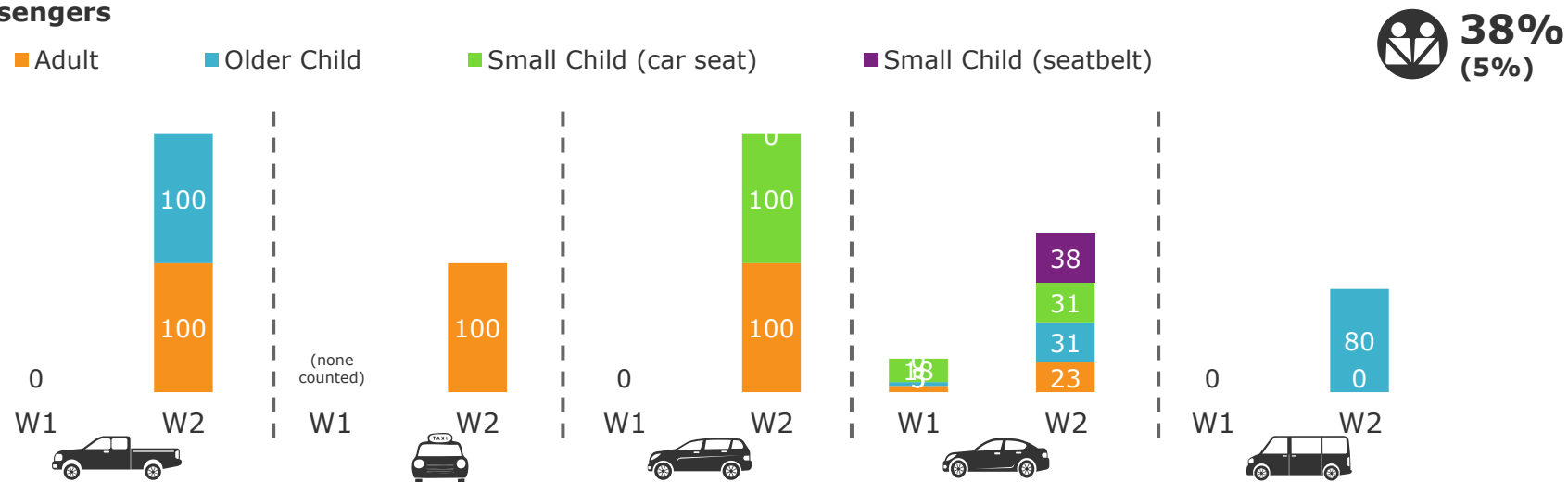
Note: data ranked on W2 compliance (%) = wave 1 figures

Mitchell's Plain compliance

Front passengers



Back passengers



Note: data ranked on W2 compliance
(%) = wave 1 figures

Snap Count results – wave 2

13 May 2016

