

Post visibility campaign survey results

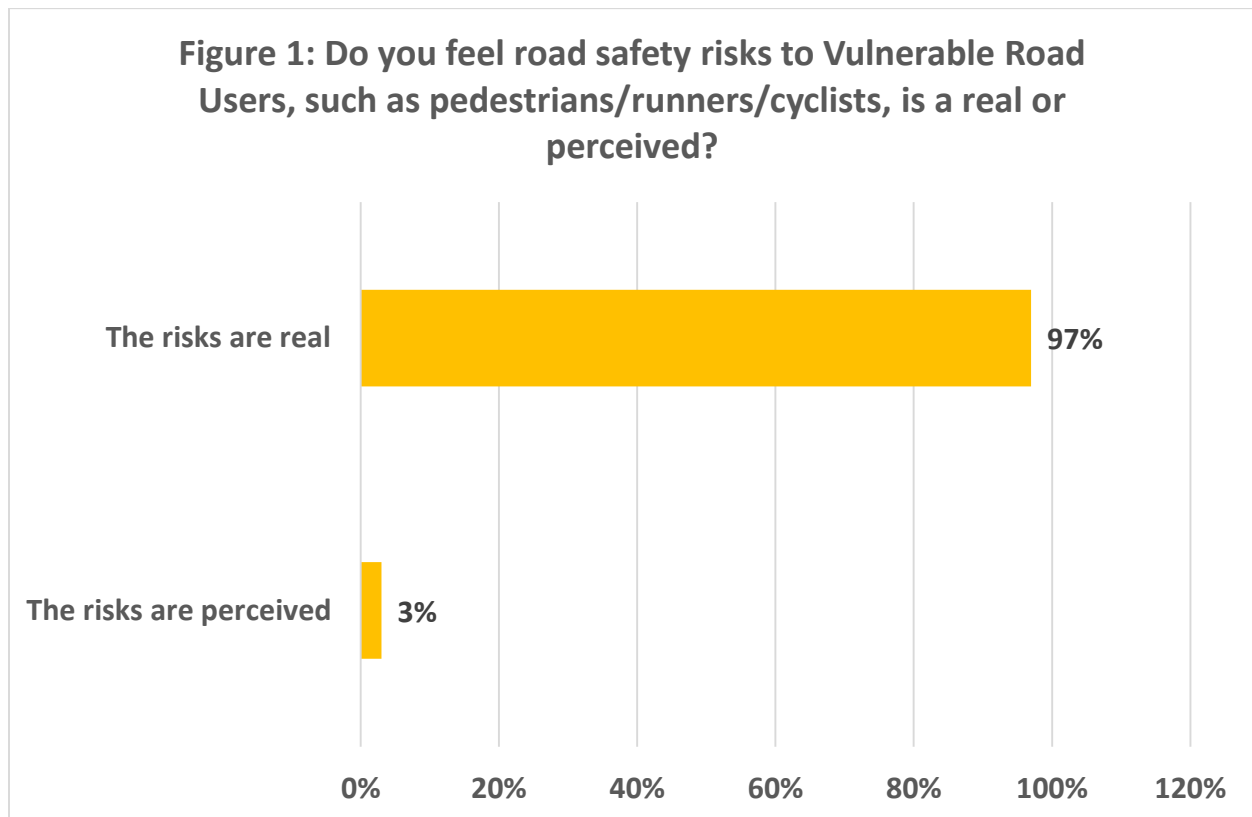
3 November 2017



1. Overview of current report

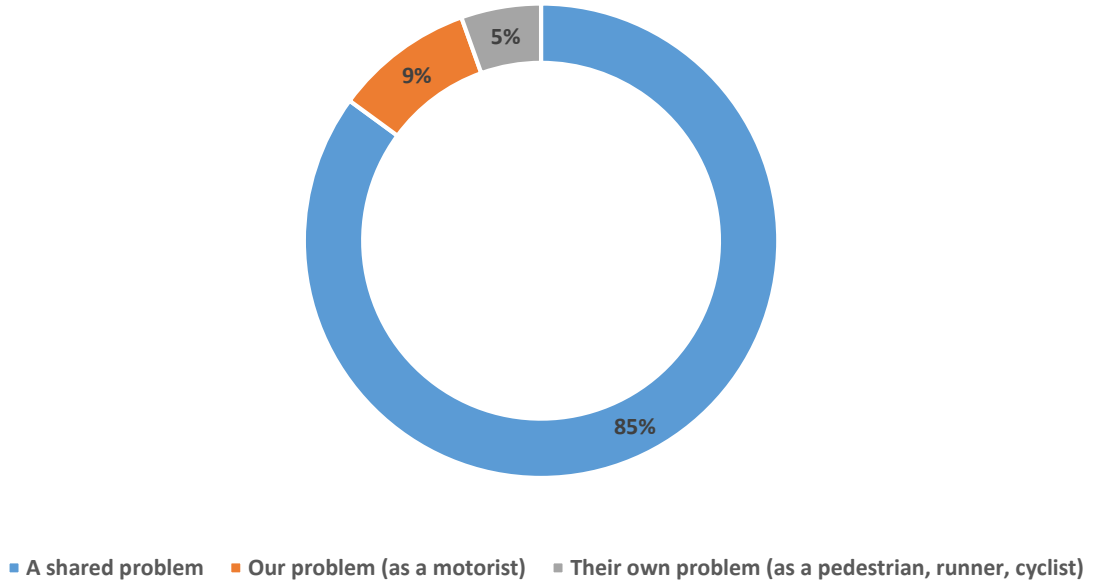
The current report highlights the insights acquired from the AA visibility campaign survey. Topics under investigation include: safety risk of vulnerable road users, safety behaviour of non-motorists concerning visibility, and motorists' knowledge on vehicle safety equipment.

2. Results



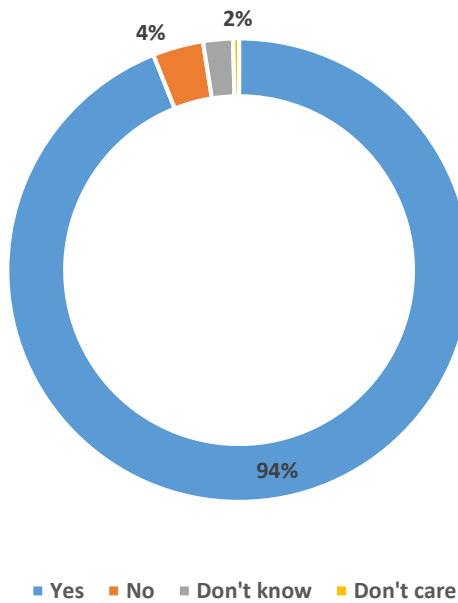
Sample: 298

Figure 2: Are the possible road safety risks to Vulnerable Road Users



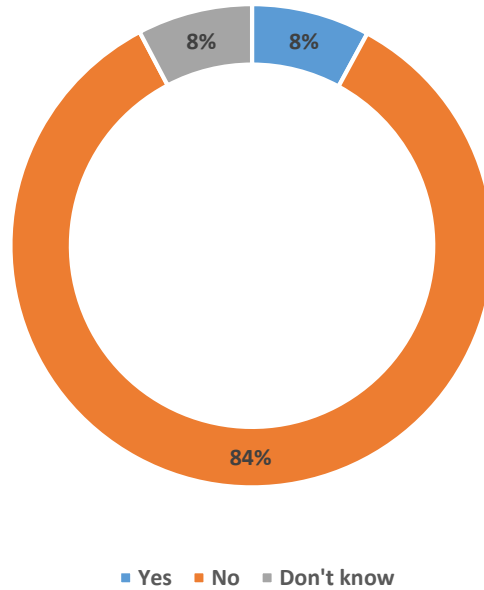
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Figure 3: Do you consider the VISIBILITY of vulnerable road users to be a concern in South Africa



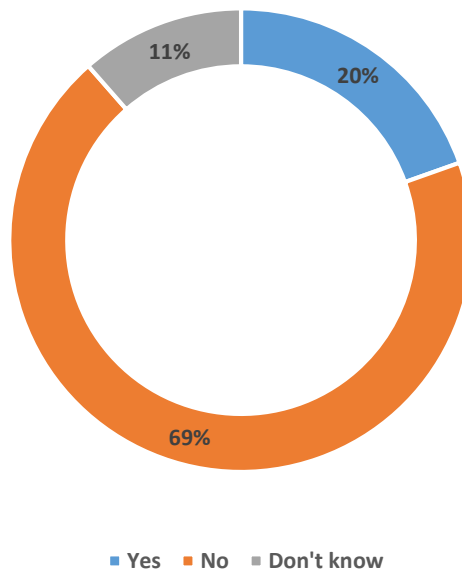
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Figure 4: Do you feel enough is being done to highlight the importance of Road User Visibility in South Africa?



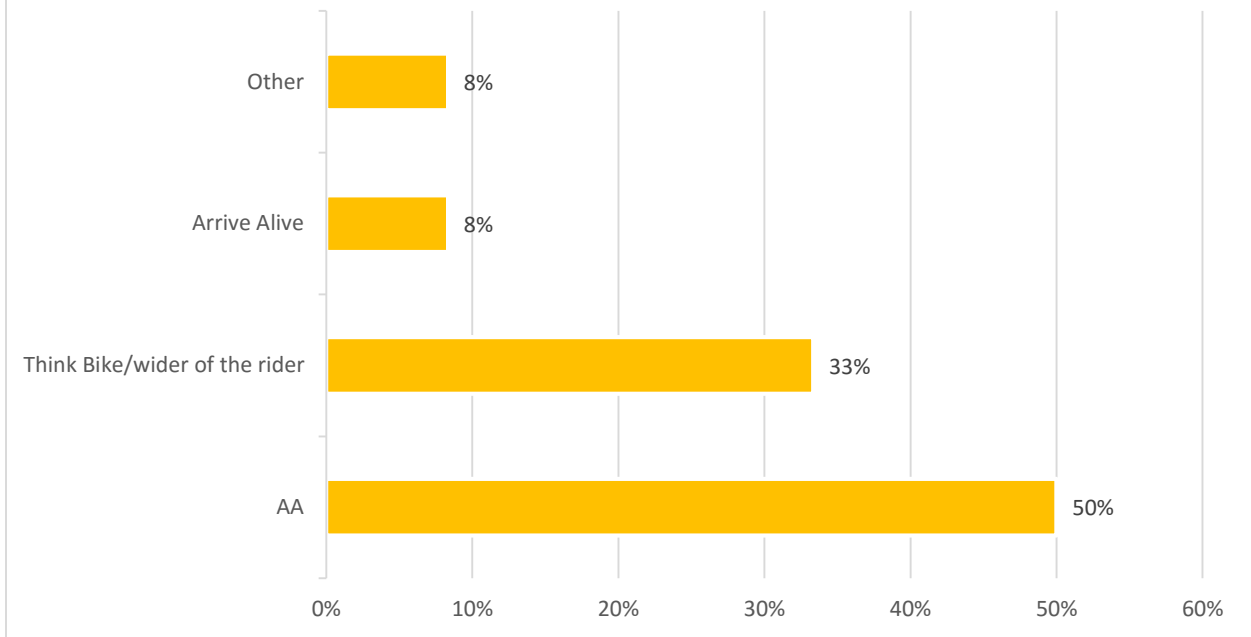
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Figure 5: Are you aware of any safety campaigns highlighting the importance of Road User Visibility in South Africa?



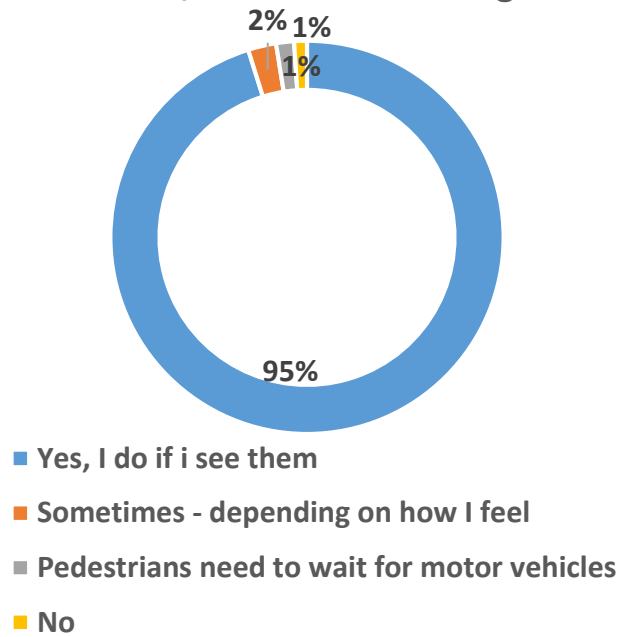
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Figure 6: Safety Campaigns Noticed



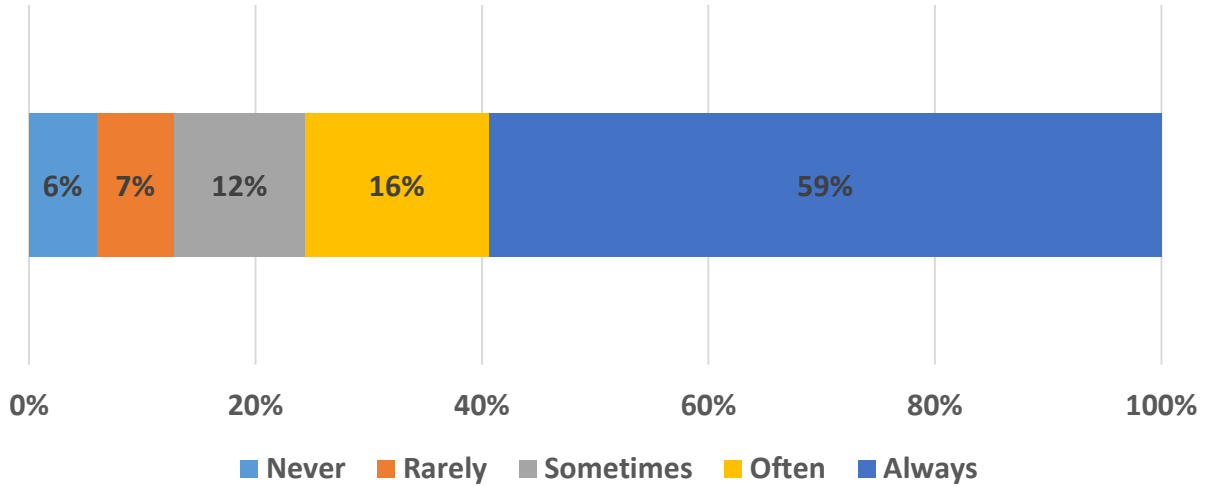
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Figure 7: As a MOTORIST, do you stop for pedestrians at a Zebra / Pedestrian crossing?



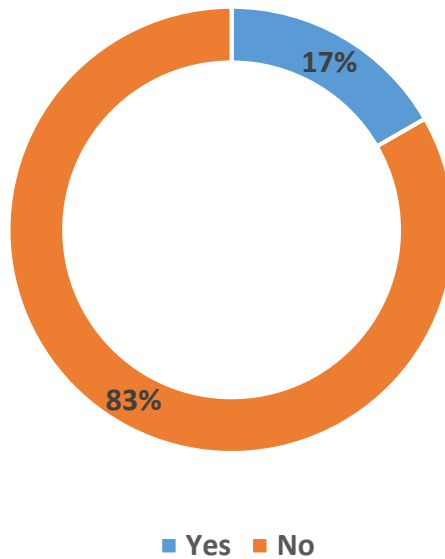
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Figure 8: As a NON-MOTORIST (e.g. pedestrian, runner, cyclist) do you take YOUR OWN VISIBILITY into consideration when out and about at night or during times of poor visibility.



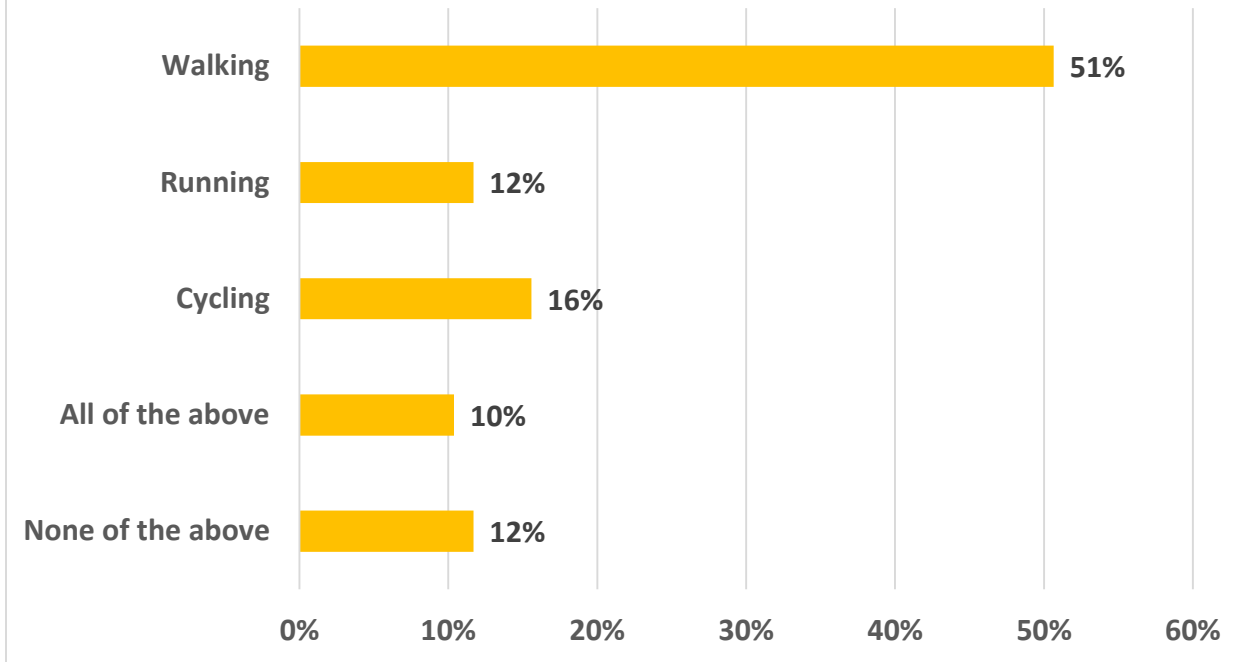
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Figure 9: As a NON-MOTORIST, are you out regularly at night or during times of poor visibility (including dusk and dawn)?



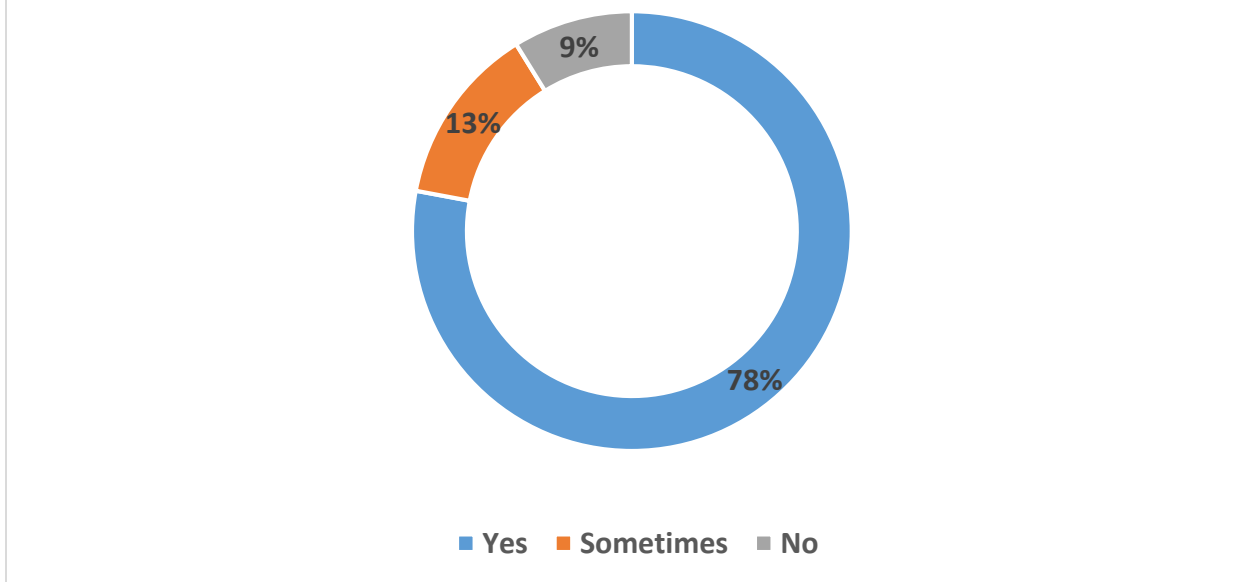
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Figure 10: Do you do any of the following activities?



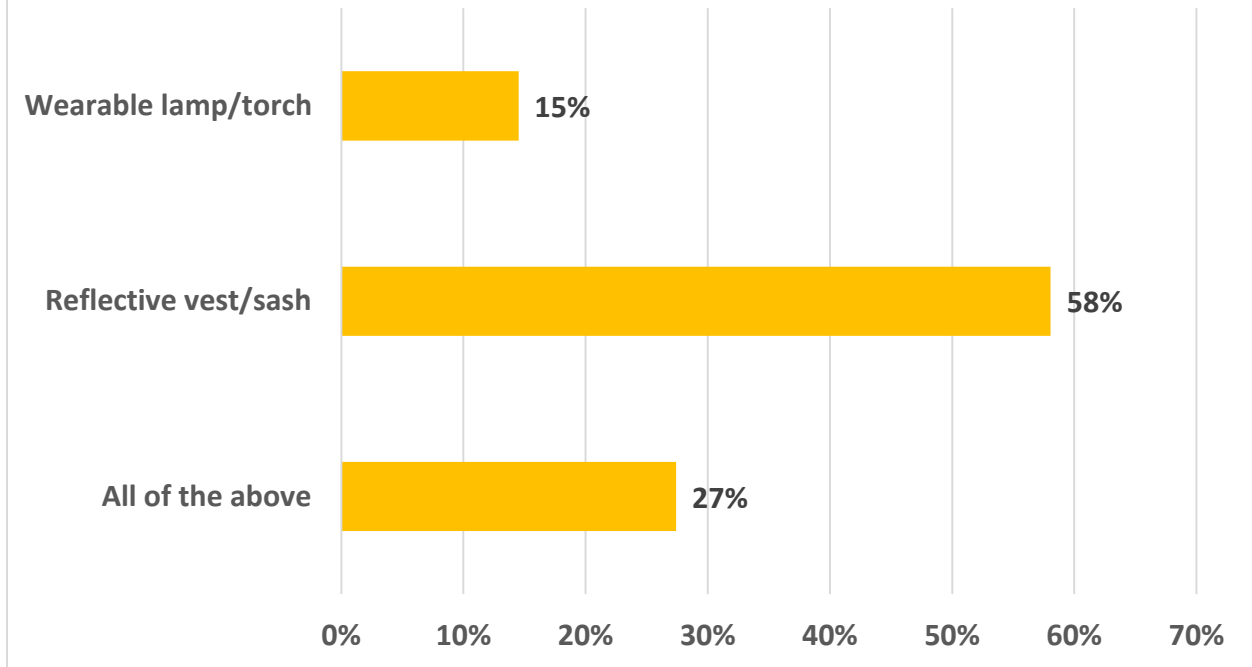
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Figure 11: Do you make yourself more visible while taking part in these activities?



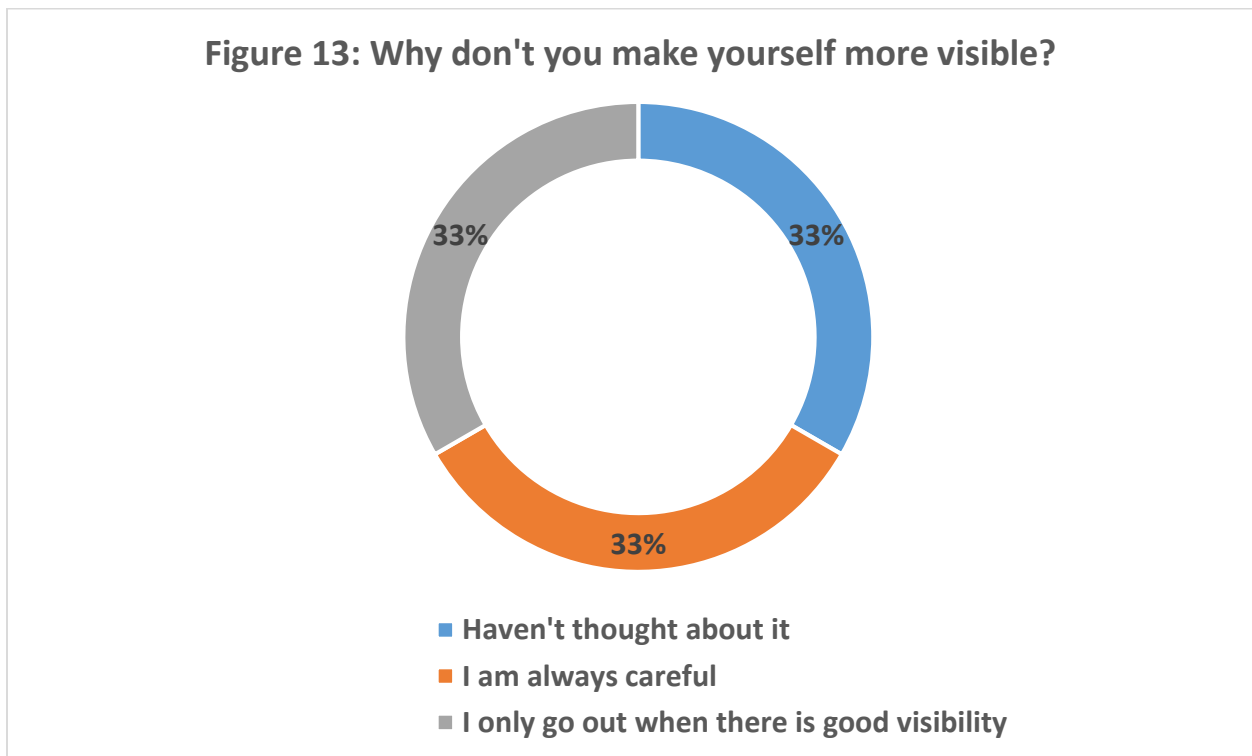
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Figure 12: How do you make yourself more visible?



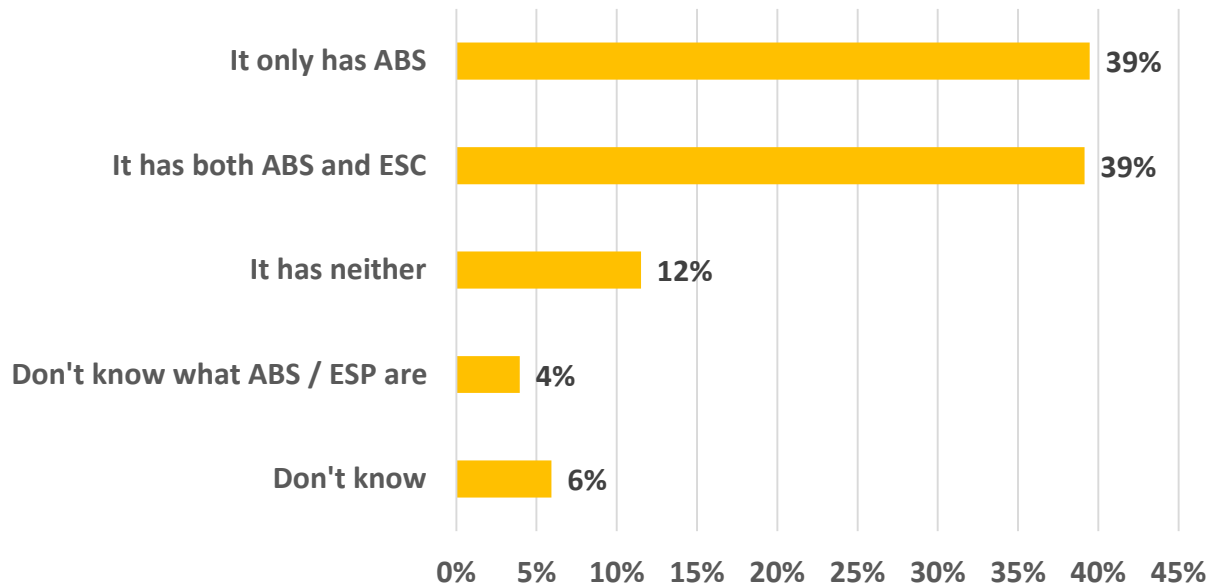
Sample: 49

Figure 13: Why don't you make yourself more visible?



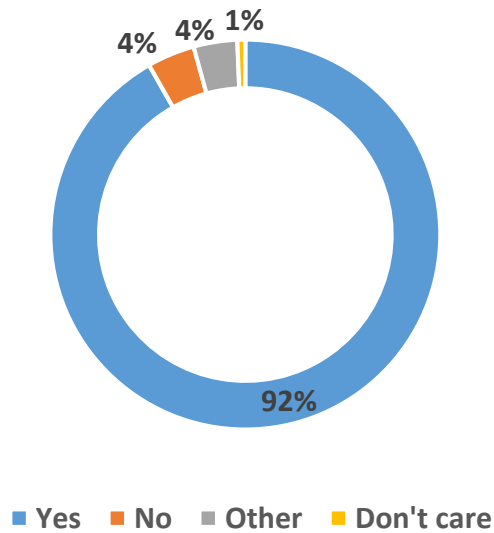
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Figure 14: Does the current motor vehicle you drive have anti-lock braking system (ABS) and electronic stability control (ESC) installed?



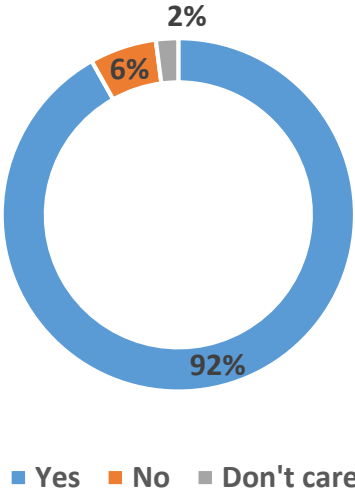
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Figure 15: Do you think there should be a minimum standard of safety equipment (such as ABS / ESC / airbags) installed on all new vehicles on sale in South Africa?



Sample: 298

Figure 16: Should it be compulsory for vehicle safety ratings to be displayed at the point of sale, if yes, should specifications be listed (Such as they do for fuel consumption and emissions)?



Sample: 298

End.
Thank you!