An Evaluation of the National Road Safety Council's November 1981 - January 1982 Campaign Against Drinking and Driving, Conducted in Pretoria and the Witwatersrand

Lee Rocha-Silva
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SADA 0007

Principal investigator

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1995

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STUDY DESCRIPTION

SADA STUDY NUMBER: 0007

TITLE: An Evaluation of the National Road Safety Council's November 1981 - January 1982 Campaign Against Drinking and Driving, Conducted in Pretoria and the Witwatersrand

PRINCIPAL INVESTIGATOR: Rocha-Silva, Lee

ABSTRACT: The aim of the survey was to determine the effectiveness of road safety publicity campaigns. Following the National Road Safety Council's November 1981 - January 1982 campaign against drinking and driving, an attempt was made to ascertain whether white people on the Witwatersrand and in Pretoria had been exposed to, and to what extent they had been exposed to and were aware of, the publicity material used in the campaign against drinking and driving; had been impressed by this publicity and realized the dangers of drinking and driving; had decided not to drink and drive as a result of the campaign; knew about the existing legislation against drinking and driving; found the existing legislation against drinking and driving acceptable; and felt the campaign had been meaningful (see also SADA 0006 - Phase I). This investigation was undertaken by the Institute for Sociological, Demographic and Criminological Research of the HSRC at the request of the National Road Safety Council.

SAMPLING: An ad hoc sample of white respondents in the age group of 16 to 64 years was constituted from the magisterial districts of Alberton, Benoni, Boksburg, Brakpan, Germiston, Johannesburg, Kempton Park, Krugersdorp, Pretoria, Randfontein, Roodepoort, Sandton, Springs and Wonderboom.

DATE OF RESEARCH: 1982

EXTENT OF COLLECTION: 1 data file in SPSS and machine-readable documentation and questionnaire.

Number of cases: 997
Number of records: 1,994
Number of records per case: 2
Logical record length: 80
Number of variables: 96
Number of kilobytes: 99 KB

NOTE: Actual lrecl is 76 in record 1 and 34 in record 2. The 80 lrecl is caused by an undefined M in column 80 of some records

PUBLICATIONS: