



CASPER

CHILD ADVANCED SAFETY PROJECT FOR EUROPEAN ROADS
SOCIAL SAFETY DEMAND

Global methodology sociological approach

*Workshop | 29-30 November, 2010
Munich – Germany*

Reakka KRISHNAKUMAR





OBJECTIVES OF SUBTASK 3.1.1 “Social safety demand”

Understanding the reality of child environment as car passenger : what are the social barriers, for drivers in charge of children transportation, to a correct use of CRS ?



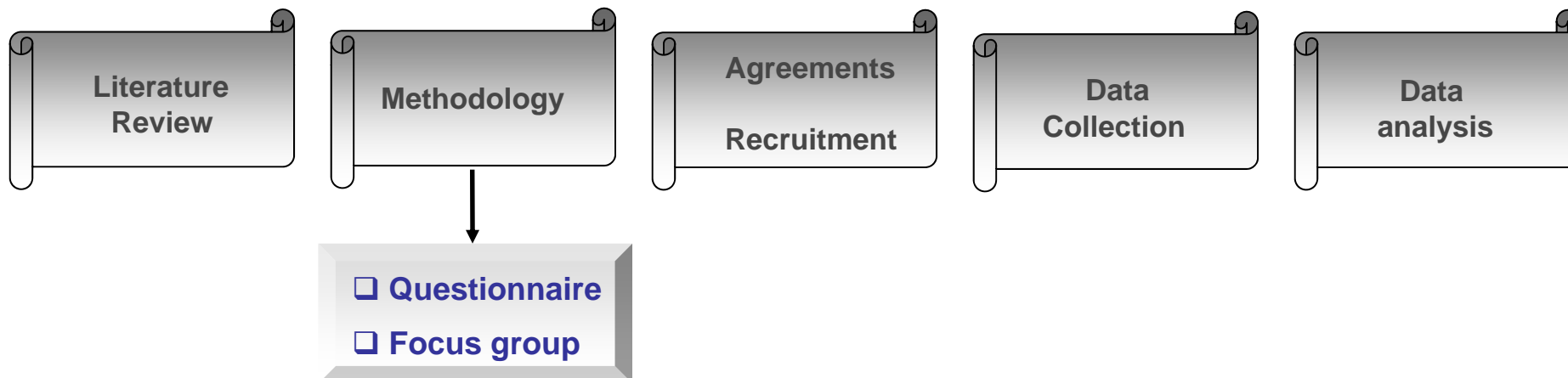
Social sensitivity



Social barriers



RESEARCH DESIGN



RESEARCH DESIGN: Combined methods



1. Quantitative method: A questionnaire

- *Deduction*
- *Objectivity*
- *Predetermined questions*
- *Cause*



2. Qualitative method: Focus group

- *Induction*
- *Subjectivity*
- *Open questions*
- *Explanation*



METHODOLOGY: Questionnaire



2 focus group tests

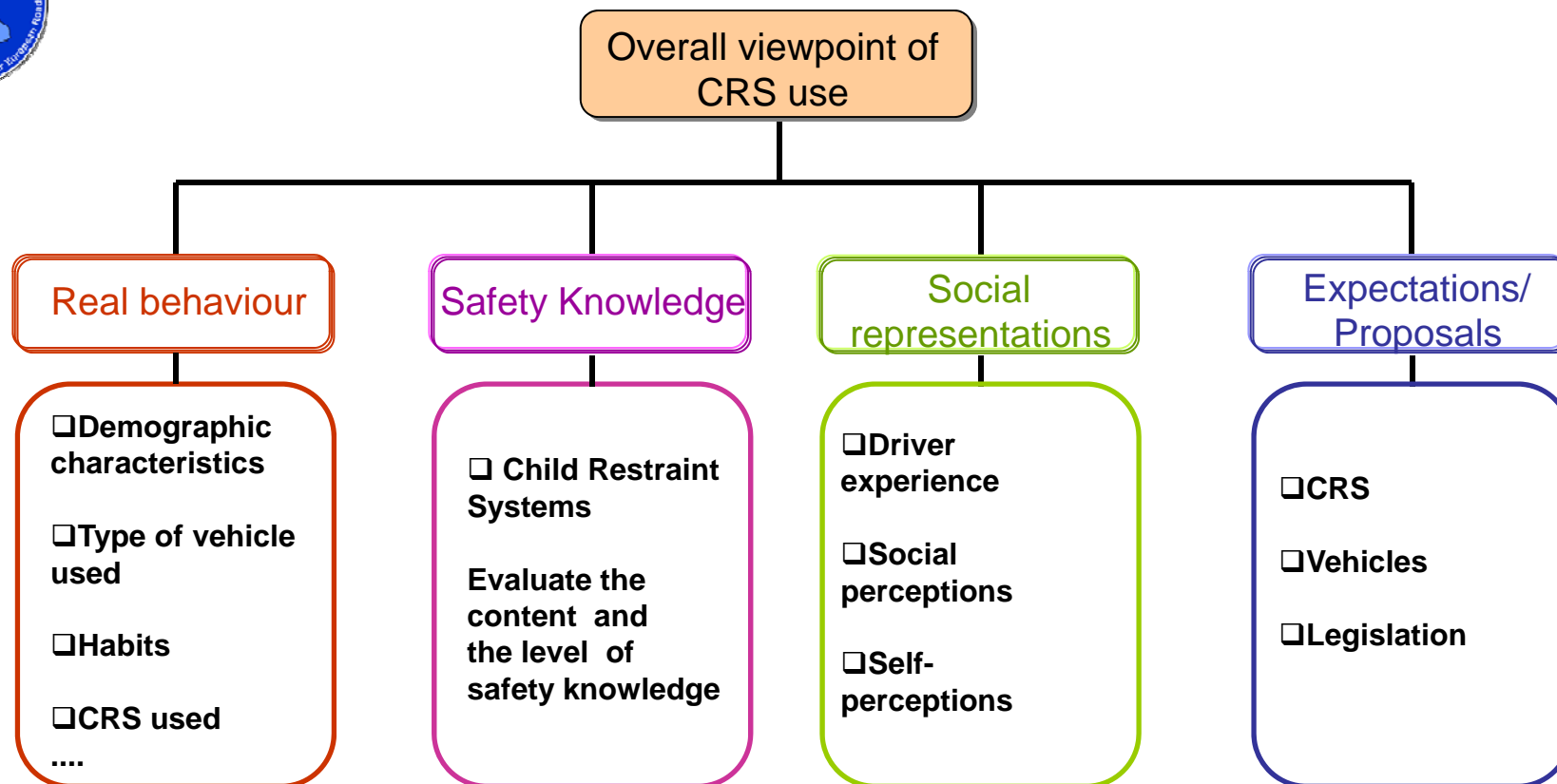
QUESTIONNAIRE

- Paper version
- Electronic version

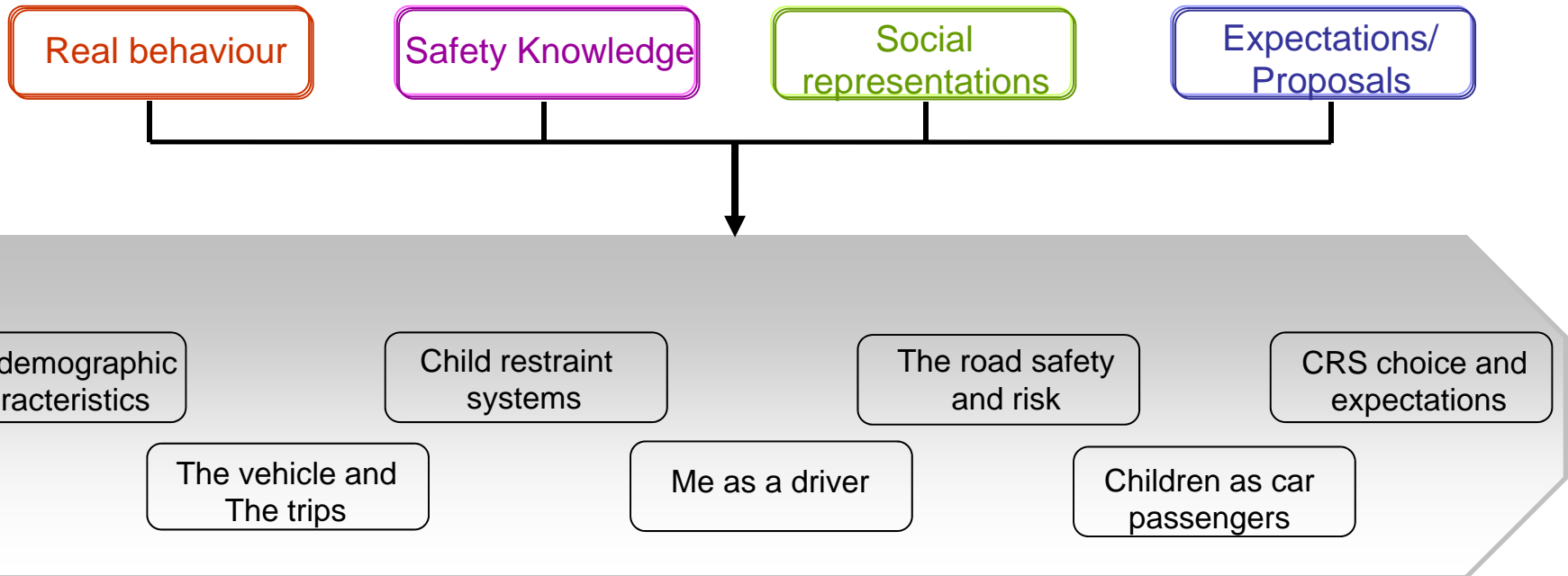
DATABASE

Analysis

QUESTIONNAIRE: Structure



QUESTIONNAIRE: Structure



QUESTIONNAIRE: Structure



Socio demographic
Characteristics

Demographic information about parent

The vehicle and
The trips

The vehicle and driving habits

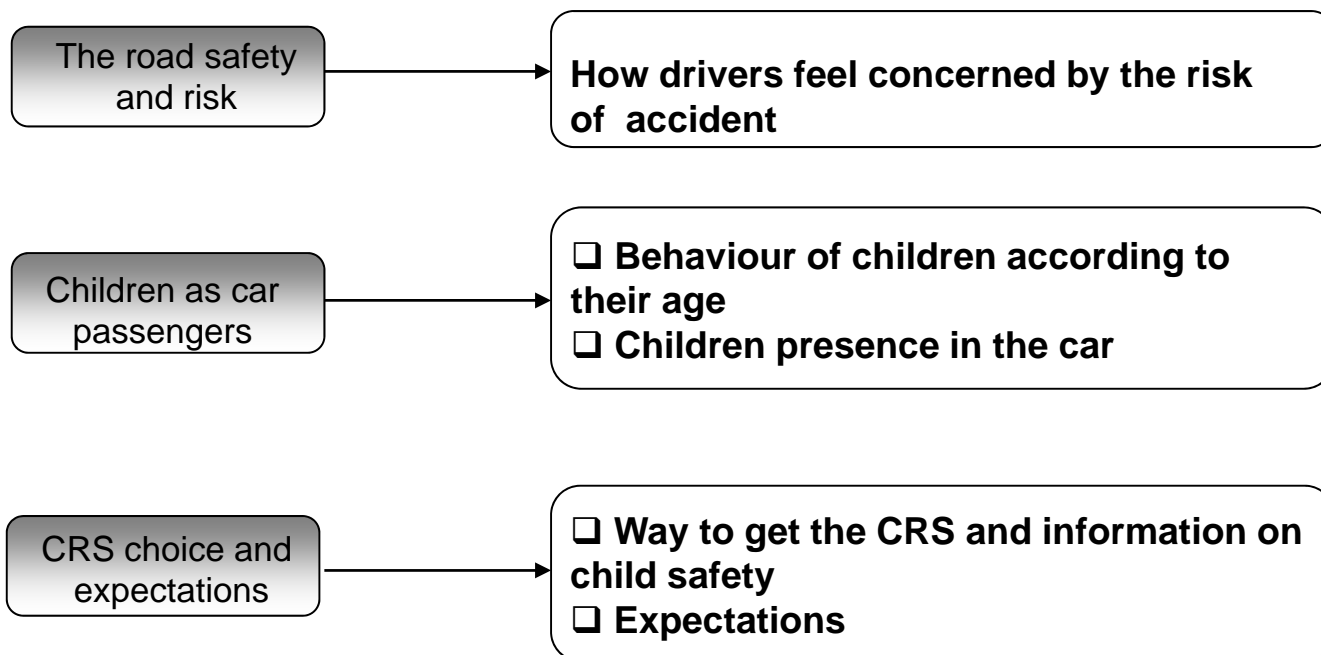
Child restraint
systems

Perceptions of CRS and behaviour

Me as a driver

How drivers perceive their driving?

QUESTIONNAIRE: Structure

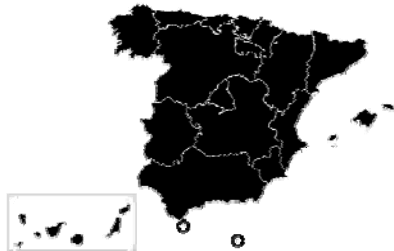




France 232 32%= male, 68%= female



Italy 113 65%= male, 35%= female



Spain 176 39%= male, 61%= female