

Results of the social survey among the drivers

34% of those asked did not pay any attention to the mockup of a child

95% of those asked are sure making of mockups may increase the drivers' attention on the road while in the area of children's congregations

87% of them think it can reduce the level of mortality in car-accidents

65% of citizen are not satisfied with the amount of social advertising and preventive events in the question of children's safety in the transport system

31% of those asked would like to see the sign "Careful, kids!" more noticeable

Conclusion: it is necessary to take actions over improvement of safety of children's travel in traffic system of our city. Our team highly recommends to install child-like mockups all around the city, particularly in the areas of children's gatherings, in order to increase drivers' vigilance. Beside that we advise to enlarge the amount of social-influential advertising materials in this question.