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Enhancing Awareness of Car Safety Features Through Face-to-Face Workshops

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Method

Participants

In the focus groups 48 people participated; 12 were female. They were born from 1969 to 2003 with an average age 34 years old.

Procedure

Each session lasted approximately one hour. In total, eight focus groups were conducted, with around six participants in each group and two facilitators. All sessions were audio recorded.

First part: participants' own cars and what influenced their choices.

Second part: discussed safety features in more depth and Euro NCAP.



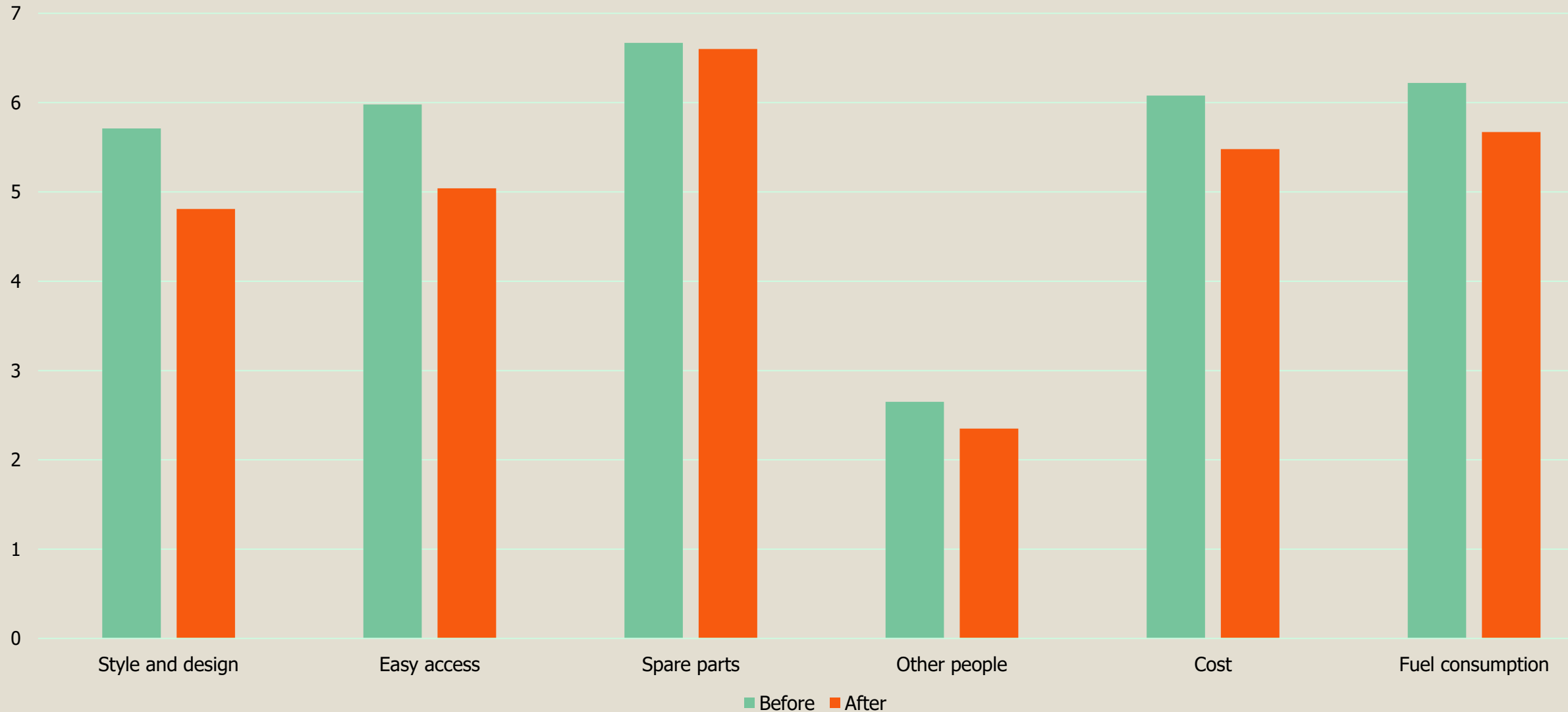


Questionnaire

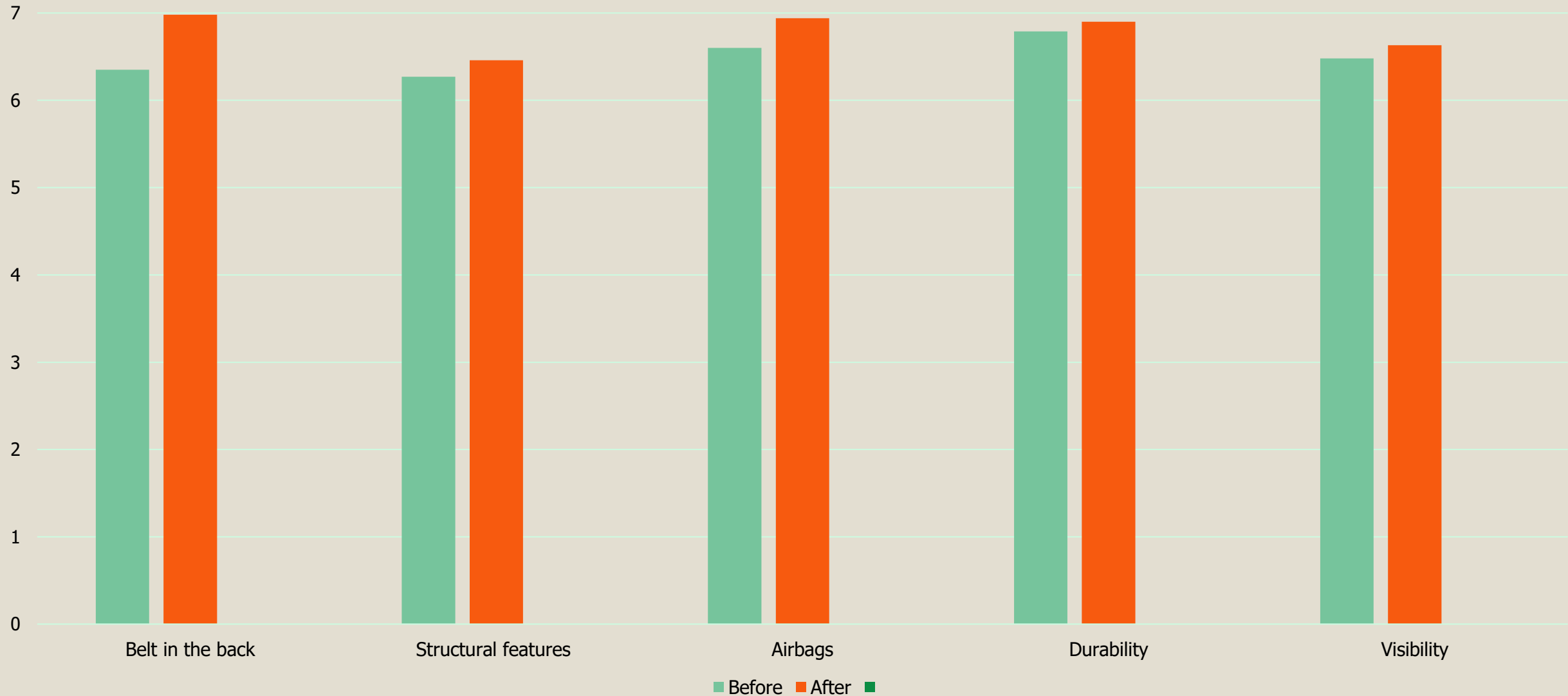
A survey was administered to participants upon arrival, prior to the start of the session. At the end of the session, a second survey was distributed and completed by the participants.

The post-session survey included the same questions as the pre-session survey. But additional questions relating to Euro NCAP were incorporated.

Results – Less important



Results – more important



EuroNCAP

How would you rate it (very useful to not very useful)?

Mean 6,94

Next time you buy a car, would you first have a look at the cars rating?

Yes (100%)

Comments

“The discussion has raised my curiosity about car safety,”

“It was insightful to learn about knowing the manufacturer,”

“It is important to consider the safety of the car through the ratings,”

“This session has been an eye-opener for my car purchase plans.”

Conclusion

A one-hour focus group discussion including some short films can enhance participants' awareness of car safety features.

THANK YOU



www.ictct.net/afrosafe

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