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		Commissioning organization Central Organization for Traffic Safety in Finland.	
Title CAR DRIVERS' EVALUATION OF DEFENSIVE DRIVING GUIDE CALLED 'KEEP YOUR DISTANCE'			
Abstract <p>The Vehicle Administration Center annually sends a letter to all driver's license holders turning 45 years old, and Liikenneturva has been provided the option of attaching a defensive driving guide named 'Keep Your Distance' to the letter. Out of all the people receiving the letter, 600 people were selected at random and they were sent a questionnaire via mail in order for them to evaluate the guidebook.</p> <p>46% of the people receiving the questionnaire returned it. The guide had reached 84% of the 45-year-old drivers who answered the questionnaire. 80% of the drivers had familiarized themselves with the guide. The central advice was considered to be anticipation / keeping your options open (46%). Almost 90% of those who answered assessed that the guide had been either useful to some degree or very useful. Likewise almost 90% of those who answered considered the guide to function well in its present form. Out of all the separate topics in the guide, people would like to receive more information about "typical accident situations".</p> <p>About 2/3 felt that the guide had some kind of effect on their driving. Mostly (55%) the guide influenced maintaining a greater safety distance than previously and taking the weather conditions in consideration regarding one's own driving behavior.</p> <p>Information spots on television garnered the biggest support (over 2/3) as the most popular way to review traffic related topics. The runner-up was television shows featuring traffic issues. About half of those who answered supported the present material which is sent directly home.</p>			
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