The effect of traffic safety culture on the frequency of driving fatalities

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Abstract

Nowadays driving crashes involve many injuries and fatalities so that crash reduction has became more important rather than previous. In fact, World Health Organization predicted that in 2020, crashes will be third reason of fatalities all over the world.

Factors that affect crashes are Human, Road (and environment) and Vehicle. Human factors have the most effect and are most important. One of these factors is culture. In fact, culture is the behavior and perception of an individual or a society in contrast of a condition. In this paper, it is surveyed that the culture of people in a specific area how can affect on driver manner. To find this issue the frequency of fatalities has taken as a measure and a model was developed based on area properties such as population and vehicle ownership. Also, it is tried to compare the frequency of fatalities that recorded and predicted with model.

Key words: Culture, Fatalities, safety, developing a model.