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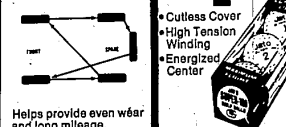
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Roads Get Priority As Top Public Issue

BLOOMFIELD HILLS Oakland County residents are more than twice as concerned about road problems than school busing, according to a survey completed by the Traffic Improvement Assn. (TIA) of Oakland County.

That was the result of a survey of public concerns conducted for TIA by Market Opinion Research.

When asked "What do you think are the most important problems facing Oakland County at the present time?" 24.5 per cent answered highways and roads compared to 10.8 per cent answering school busing.

Other high areas of concern were: drugs (15.7 per cent); high taxes (14.5 per cent); crime (13.7 per cent); and, heavy traffic (10.8 per cent).

Areas of least concern, among the 502 licensed drivers surveyed, were: lack of recreation facilities (6.6 per cent); racial problems (2.2 per cent); inflation (2.4 per cent); sewers and drains (3 per cent); school financing (3.8 per cent); and, pollution (4 per cent).

Other areas of public concern reported were: traffic safety as related to speeders and drunk driving (7.8 per cent); educational problems related to overcrowding, schools (7.6 per cent); and, planning future growth as related to planning (6.6 per cent).

A conclusion drawn by the TIA was that traffic safety is now an issue of greater public concern to Oakland County residents than it was one year ago.

Analysis of the interviews showed:

• Many drivers have noticed an increase in traffic law enforcement and felt this was a good thing.

• Forty per cent of the drivers still felt that there was too little law enforcement, and only two per cent felt there was too much.

• A great many drivers believe law violations, particularly drunk driving and speeding, are an important cause of accidents; and that, "The TIA slogan, 'We've Had It With Bad Drivers,' and the growing police picture is recognized by 76 per cent of those interviewed.

• Even before the slogan was shown to drivers," explains Fred Carter, president of Market Opinion Research, "it was the second-most mentioned safety slogan in response to an

unaided, open-end question about safety slogans.

"This level of awareness is unusual in our research experience for a message slogan which was introduced only six months ago, and hasn't had the benefit of a high-dollar media campaign."

The survey, conducted in April and May, is identical with one TIA had done a year ago.

The second survey's purpose was to measure the impact of a campaign designed to develop greater citizen awareness of the high cost of traffic accidents and support for enforcement as a means of reducing the traffic toll.

Dr. James Swinehart of the Highway Safety Research Institute at the University of Michigan says an important result of the TIA campaign has been the increase in agreement that "firm but fair" law enforcement can reduce accidents.

Bruce Madsen, TIA managing director, credits the success to the communications and advertising media who provided free work and space to the program.

The ranking of slogan awareness showed most county residents were familiar with "Buckle Up For Safety," with the TIA slogan ranked second.

Other familiar slogans by rank were: Don't drink while driving; Bring 'em back alive; Drunk drivers go to jail; Honestly now, what's your hurry; and, Slow down and live.

Market Opinion Research found it significant that the TIA slogan had replaced the long-standing AAA "Bring 'em back alive" as the second most recalled slogan.

The public ranked as top indicators that something was being done to increase traffic law enforcement as: (in order): more police on roads; radar and unmarked cars; the TIA slogan; speed enforcement; and through TV reports and newspaper stories.

The top means the public sees as methods to reduce accidents were (in order): stricter laws for drunk drivers; stricter law enforcement; more tickets; lower speed limit; and better testing of drivers for licensing.

Co-op Nursery Will Expand

LIVONIA Mt. Hope Co-op Nursery will expand to three sessions starting in September. Applications for the sessions are available from Sally Floyd, 14888 Yale, Livonia.

A class for three-year-olds will meet Tuesday and Thursday mornings with Mrs. Mary McDonald teaching. Mrs. Gail Dater will teach two sessions for four-year-olds. One session will meet Monday and Wednesday mornings and another will meet Monday, Wednesday and Thursday afternoons.

Newly-elected officers include: Maureen Butrico, chairman; Mrs. Floyd, first vice chairman; Mary Lou Longway, second vice chairman; Margaret Whitcomb, secretary and Karen Cooksey, treasurer.

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