



**ANALYZING THE USE AND LISTERSHIP PATTERN OF
TRAFFIC UPDATES FROM OGBC AND ROCKCITY FM
AMONG VEHICLE OWNERS IN ABEOKUTA
METROPOLIS**

***ABATI MOBOLAJI OLUWASEUN, Ph.D; & **KAREEM GANIY
AJIBOLA**

*Department of Mass Communication, Federal Polytechnic, Ilaro, Ogun State,
Nigeria. **University of Lagos, Akoka, Lagos State, Nigeria.

ABSTRACT

Many people think that listening to traffic reports on the radio is the most effective way to get people to drive safely and to protect the environment from needless traffic bottlenecks, which frequently cause noise pollution. Thus, this study examined how drivers in the Abeokuta metropolitan used and listened to traffic alerts on OGBC and Rockcity FM. The study's goal was to determine the extent to which Abeokuta drivers were aware of the traffic updates programmes on OGBC and Rockcity FM. As part of theoretical research, uses and gratifications and social responsibilities were examined. The study used a survey method and created a questionnaire to collect data from chosen respondents within Abeokuta (North and South). The 23,543 licenced commercial and private drivers (Private and Commercial) in the state capital made up the study's population, of which 210 were chosen using stratified sampling and purposive sampling procedures. Data were analysed using descriptive statistics, a frequency table, and a straightforward percentage. According to the study, the majority of people was very familiar with and frequently listened to the traffic report programme on OGBC and Rockcity FM. Findings showed that Rockcity FM and OGBC drivers listened to traffic updates while travelling. The findings also indicated that drivers used the data from OGBC and Rockcity FM because they thought it was accurate. In order to alleviate traffic congestion, the study advised that radio stations should offer alternate routes whenever there is congestion on major roadways.

Keywords: Analysis, Use & Listenership pattern, Traffic Update, Radio Station,

Introduction

The dissemination of traffic information is thought to be one of the tactics used most frequently by stakeholders to persuade the public to drive more safely. Many

individuals believe that listening to traffic reports on radio stations is the most important approach to encourage drivers to adopt safe driving practices and to save our environment from unnecessary traffic jams which often results to noise pollution. In contrast to other channels like cell phones, social media, and online interfaces, radio seems to be at the vanguard of upholding its social compact with the public when it comes to sharing traffic information (Otunla and Banjo, 2021). Consequently, radio is widely used and a helpful instrument for informing and educating the general people.

Radio, according to Atakiti, Ogunwemimo, Alao, Chioma, and Ofurum (2016), is a very effective medium for sharing knowledge and education and is well-known for being a catalyst for change and development. The ability of media to spread knowledge and information is well accepted. This is typically true because radio breaks down literacy barriers, encourages positive behaviour changes, and is one of the reasons many, if not all, radio stations broadcast traffic reports to educate drivers on better ways to use the highways in order to lessen and occasionally prevent traffic jams (Olagunju 201; Otunla and Banji, 2021).

The aforementioned may be the main reason OGBC and Rockcity FM created the Traffic update which advises drivers on better ways to use the roadways in order to lessen and occasionally avoid traffic jams on the highways. However, traffic congestion is a major socioeconomic issue in every country. It is a widespread occurrence. It is not unique to developed countries, but it is more dangerous in most developing countries, including Nigeria, because of bad roads, poor policies on road development and maintenance, ongoing road construction, drivers' lack of patience, the blocking of drainage systems as a result of inhumane activities, impassable intracity roads, appalling traffic management, and broken traffic lights, among other factors. All of these had either resulted in the loss of a large number of human lives, longer travel times, more fuel consumption, or lost man-hours and money, etc. (Olagunju, 2015).

This can be one of the causes cited by Aworemi, Abdul-Azeez, and Olabode (2010) in their argument that problems to transportation safety are extremely concerning for all transportation modes, economic classes, and goals. For instance, due to the state's current condition with changing administrations, key motorways in Ogun State continue to see expansion, abandonment, and renovation. The Sango-Lagos expressway, which is dangerous for many vehicles, commuters, and residents in the area, is one significant route that is in poor condition, according to observations and just of recent government have started reconstruction of the road ditto some other

major roads in that area. Similar road development is ongoing in certain regions of the Abeokuta city, which often results in traffic jams and accidents.

Inadequate intracity road networks, poorly built roadways without drainage systems, and incompetent traffic management all contributed to the scenario, which resulted in an intolerable traffic bottleneck. According to Ihara (2011), while their way of life and economy were heavily dependent on it, vehicles had a significant function to play in moving people and their goods from one place to another. According to the preceding, it is impossible for individual life and goods to leave an area without using either personal or commercial transportation.

In this context, the term "vehicle owners" refers to drivers of either private or commercial vehicles who have access to a vehicle and some drivers who have access to use a vehicle owned by either of their parents while frequently travelling the roads of Ogun State, particularly those in the Abeokuta metropolis. It is interesting to note that the population of these drivers keeps growing every day, and they have a wide range of demographics, psychological profiles, and vehicle preferences. As seen, the number of drivers is still rising astronomically in all countries.

In several developing countries, the population of vehicles is increasing dramatically (Ukonze, Nwachukwu, Mba, Okeke, and Jiburum, 2020). Accordingly, the most recent statistics released by the Federal Road Safety Corps Statistical Digest, (2021) revealed a total of 263,761 licensed drivers in Nigeria, with 88,392 and 19,469 of those driving private and commercial automobiles, respectively. It is interesting to note that 23,543 of the estimated population of Ogun State are licensed drivers. While Nwachukwu & Chike, (2011) feel it has contributed to the acute fuel inadequacy, Ukonze, et al (2020) observe that it has resulted in an increased rate of traffic jams and crashes, degradation of the roadway system, excessive fuel usage, as well as air pollution.

Accordingly, listening to traffic updates on radio stations and using it may not be out of place in order to avoid getting caught in the web of traffic jams. Meanwhile, part of an efficient and successful journey is adequate planning from the drivers so as to avoid major roads susceptible to traffic jams or ones that have been congested already. According to Atakiti, et al. (2016), radio can help drivers on major routes feel less affected by traffic jams, but the most important factor is how motivated drivers are to pay attention to such reports and follow the regulations to prevent traffic jams. Extant literatures were silent on the use and listenership traffic updates on radio stations. For instant Atakiti, et al (2016) examined role of Lagos Traffic Radio in educating road users on traffic management in Lagos State in Nigeria, Otunla and

Banjo (2021) investigate awareness and utilization of information on Google map and traffic radio broadcast in Ogun State while Ihara (2011) study was on retrospect and prospect of traffic safety education. Out of these studies none of them tilted towards use and listenership, except for Otunla and Banjo (2021). Therefore, this study is designed to determine how drivers in Abeokuta use and listen to the traffic update on OGBC and Rockcity FM.

Research Questions

The following questions guided the study:

- ❖ What is the knowledge of drivers on the frequency of *OGBC* and *Rockcity FM* traffic updates?
- ❖ What is the listenership pattern of drivers on *OGBC* and *Rockcity FM* traffic update in Abeokuta metropolis?
- ❖ What extent of use of information on traffic update from *OGBC* and *Rockcity FM* by the drivers in Abeokuta metropolis?
- ❖ What is the relationship between the use and listenership pattern of traffic updates on *OGBC* and *Rockcity FM* amongst the drivers in Abeokuta metropolis?

Review of Relevant Literature

The scholars' interest in ways that traffic update can positively influence road safety to reduce traffic crashes or congestion and their impact on both government and the general public has been sparked by the importance of the people's safety, goods, and services on the major roads as regards the interests of government and individuals over the years. Road collisions and traffic management have both been extensively studied. Some of these studies are published, but others are not.

According to Atakiti, et al. (2016) study which focused on the impact of Lagos traffic radio in educating drivers about traffic management. The paper established that majority of megacities in the world experience traffic challenges that slow down movement and business. The study found that the majority of drivers tune in to Traffic Radio every day to pick up practical advice on how to manage traffic and find alternate routes when it's congested. To increase message comprehension, the study suggested that additional programming be broadcast in indigenous languages.

In the work of Otunla and Banjo (2021) this study looked into how people in Ogun State used information from radio broadcasts about Google Maps and traffic. The study's goals were to find out how well-informed Ogun State's drivers are about

Google Maps and traffic radio broadcasts. The multistage and purposive sample methodology was utilised to pick 175 respondents for the survey. Findings showed the majority (59.5%) of respondents to the poll did not know that Google Maps and traffic signals direct drivers to other routes. The majority (68.7%) are aware that OGBC FM regularly evaluates traffic problems. Results also showed that 65.1% of respondents were unaware that Google Maps was being actively used for traffic instructions.

Theoretical Review

There are numerous communication and media theories. To explain the relevance of traffic reports and the numerous reasons why drivers might listen and take in the information, this study is based on the Social Responsibility and Uses and Gratification Theories.

Social Responsibility Theory

In 1956, Siebert, Peterson, and Schramm advanced this hypothesis. The press must be accountable to the public, which is the main tenet of this approach (Folarin, 2003; Anaeto, Onbajo and Osifeso, 2008). The theory is predicated on the idea that freedom comes with responsibility, and that the press, which is granted special privileges by the government, has a duty to the community to carry out a certain essential function of mass communication. According to a source, anyone with a message to share can utilise the media, but it is prohibited from violating private property rights or upsetting important societal structures. The argument goes on to claim that anyone with a message to share can do so through the media. In order for the media to serve the public, it was further stressed that there should be no interference from the government. It also outlined the rules that the media must go by in order to fulfill their duty to serve the public.

According to the principle, the media should uphold good behaviour by adhering to industry standards for formativeness, truth, accuracy, objectivity, balance, and fairness. Here, Traffic Report serves as a social compact between society and itself. One of the national threats that has a negative impact on the environment is the problem of traffic congestion and accidents. In order to address these issues, concerted efforts must be included into radio broadcasts that share information and educate commuters.

Uses and Gratification Theory

The Uses and Gratification Theory was introduced by Jay Blumer and Elihu Katz, in 1974. This theory is an example of a theory's indirect effect. Instead of focusing on

what media does for individuals, it takes a different perspective (Anaeto, *et al*; 2008). The theory contends that people intentionally seek out particular media to meet particular requirements, which is why and how they do so. According to the Uses and Gratification theory, people purposefully select media to meet their wants and advance their knowledge, relaxation, social contacts, and companionship.

According to the theory, the recipient actively influences the effect process because he or she chooses, pays attention to, perceives, and retains media messages according to their requirements. According to this hypothesis, a person has certain communication demands, and he or she chooses the media that seem to be most likely to meet those needs while also consuming the information carefully.

Uses and satisfaction theory scholars have given a lot of media messages attention, especially those that deal with media dependency. Media dependence is the tendency to heavily rely on a specific communication medium to satisfy needs or desires. Thus, this idea is pertinent to the study since a sizable portion of drivers may or may not pay attention to traffic updates or even use the information they provide because what may be of interest to them might be broadcast on other radio stations. This theory applies to this study as people use media to gratify wants and needs, unlike many media theories that view media users as passive, once the radio stations have created awareness for commuters about the traffic situation, they will have control over their movement and their daily activities.

Methodology

This study adopted survey research method, while 210 out of 23,543 licensed commercial and private drivers within Abeokuta metropolis plying; Oke-Ilewo, Olomore, Panseke, Asero, and Obantoko axis were sampled through stratified and purposive sampling techniques. The stratified sampling method was used to divide the Abeokuta South and North Local Government Area into 15 and 16 political wards, respectively. 10 drivers (5=commercial and 5 = private) were purposefully chosen from the 10 Abeokuta South wards and the 11Abeokuta North wards, respectively. The respondents were given a self-structured questionnaire that was created in accordance with the study's objectives and used to collect primary data. Descriptive statistics were used to analyze data.

Results

RQ1: What is the level of awareness among drivers in Abeokuta on Traffic updates on OGBC and Rockcity FM?

Table 1: Level of awareness of Traffic updates on OGBC and Rockcity FM among drivers in Abeokuta

<i>Statement</i> (n=146)	Rockcity	OGBC	Sweet FM	Splash FM	Fresh FM	Family FM
<i>Preferred Radio station</i>	35(24%)	32(22%)	28(19%)	39(27%)	5(3%)	7(5%)
<i>Awareness of traffic updates on OGBC and Rockcity FM</i>	Yes 110(75%)	No 36(25%)	Never Nil			
<i>Frequency of Traffic Updates</i>	When the programme is on air 110(75%)	Once in a day 30(20%)	Never 6(5%)			
<i>Level of awareness of listenership on traffic update on OGBC and Rockcity FM</i>	Very High 67(46%)	Low 20(14%)	High 57(39%)	Very 2(1%)	Neutral Nil	

Source: Field Survey, 2022

The above table suggests that Splash was favourite radio station of the 27% respondents, 22% preferred OGBC, 24% picked Rockcity FM, 19% loved Sweet FM, while 3% Fresh FM and 5% Family FM. It was also shown that 75% respondents know of traffic updates on OGBC and Rockcity FM while 25% respondents was not aware of the programmes. The table shows that 75% respondents listened to traffic updates on OGBC and Rockcity FM when the programme is aired while 20% listened to it once in a day and 5% never listened to it. It was revealed that majority 85% of the respondents indicated their level of listenership to traffic updates was extremely high and, 15% Low extent.

RQ2: What is the listenership pattern of drivers on OGBC and Rockcity FM on traffic update in Abeokuta metropolis?

Table 2: Listenership pattern of drivers on OGBC and Rockcity FM traffic report in Abeokuta metropolis

<i>Statement (n146)</i>	Morning session	Afternoon session	Evening session	
<i>Which of the Traffic Report programme on OGBC and Rockcity FM attracts you more?</i>	76 (52%)	54 (37%)	16 (9%)	
	In transit (Car)	At home	At work	On the phone
<i>I listen to Traffic update on OGBC and Rockcity FM</i>	73 (50%)	24 (16%)	49 (34%)	Nil
	Yes	No	Never	
<i>I use Traffic update received from the OGBC and Rockcity FM</i>	81 (55%)	16 (11%)	49 (34%)	
	Very Accurate	Inaccurate	I can't say	
<i>Accuracy of the Traffic update Rockcity received from the OGBC and Rockcity FM</i>	68 (47%)	22 (15%)	56 (38%)	

Source: Field Survey, 2022

According to the table, the majority 52% indicated that they were more interested in the morning traffic update than the afternoon or evening updates 37% and 9%, respectively. In a similar vein, 50% respondents said they listen to traffic updates while driving, compared to 16% and 34% respectively, at home and at work. Similarly, although 11% and 34% respondents said they never used the traffic updates from the OGBC and Rockcity FM, 55% respondents who did said they did so; thought it was accurate. Similar to this, 47% of respondents assert that the traffic report on OGBC and Rockcity FM was correct, while 15% said that they thought it was inaccurate, and 38% said they couldn't say.

RQ3: What is the extent of use of information on traffic update from OGBC and Rockcity FM by the drivers in Abeokuta metropolis?

Table 3: Extent of use of information on traffic update from *OGBC and Rockcity FM* by the drivers in Abeokuta metropolis

NB: *Very True (VT), True (T), and Not True (NT)*

<i>Statement (n=146)</i>	VT	T	NT
<i>I listen to special traffic update within Ogun State on OGBC and Rockcity FM.</i>	65 (44%)	45 (31%)	36 (25%)
<i>I monitor daily traffic update that guides drivers on OGBC and Rockcity FM.</i>	48 (33%)	69 (47%)	29 (20%)
<i>I receive traffic advice on OGBC and Rockcity FM towards ease of transit in Abeokuta metropolis</i>	56 (38%)	72 (49%)	18 (13%)
<i>I receive daily alerts on traffic congestions on OGBC and Rockcity FM for ease of transit in Abeokuta metropolis</i>	70 (48%)	62 (42%)	14 (10%)
<i>I receive guides on alternative routes in case of traffic congestions on OGBC and Rock city FM for ease of transit in Abeokuta metropolis</i>	89 (57%)	49 (34%)	12 (8%)

Source: *Field Survey, 2022*

The table lists the respondents' responses. 44% respondents stated it was absolutely true, while 31% said it was true and 25% stated it was not true that they listened to special traffic reports on radio stations in Ogun State on OGBC and Rockcity FM. Similarly, 33% said it was true and 20% respondents said it was not true that they listened to the daily traffic update on the OGBC and Rock city FM radio stations, with 47% respondents saying it was extremely true. Similarly, 38% respondents claimed they heard traffic advice on the OGBC and Rockcity FM for the purpose of facilitating travel in the Abeokuta metropolis; 49% respondents agreed this was true, and 13% said it was untrue.

Equally, 48% claimed that receiving information about other routes in the event of traffic jams on the OGBC and Rockcity FM for ease of transit in the Abeokuta metropolis was extremely true, 42% claimed that it was genuine, and 10% claimed that it was incorrect. Similarly, 57% respondents claimed it was accurate that they received instructions on alternate routes in case of traffic jams on the OGBC and Rockcity FM for convenience of transit in the Abeokuta metropolis, while 34% claimed it was true and 8% denied it.

RQ 4: *What is the relationship between the use and listenership pattern of traffic updates on OGBC and Rockcity FM amongst the drivers in Abeokuta metropolis?*

Table 4: Relationship between the use and listenership pattern of traffic report on OGBC FM amongst the drivers in Abeokuta metropolis.

NB: *Very True (VT), True (T), and Not True (NT)*

Statement (N=146)	VT	T	NT
<i>As a driver I listen to traffic update on OGBC and Rockcity FM and use the information received</i>	81 (55%)	49 (34%)	16 (9%)
<i>I listen to traffic updates on OGBC and Rockcity FM that guide drivers on how to use alternative routes in case of road traffic congestion.</i>	10 (8%)	80 (54%)	56 (38%)
<i>Increase in traffic update listenership amount to increase in the use of the report.</i>	20 (14%)	9 (6%)	117 (80%)
<i>Monitoring of daily traffic report will helps me to use and to plan my movement.</i>	70 (48%)	62 (42%)	14 (10%)

Source: *Field Survey, 2022*

The table lists the respondents' responses. Respondents were asked if it was true or not true that drivers who listened to traffic reports on OGBC and Rockcity FM used the information they were given. Of the respondents, 55% said it was very true, 34% said it was true, and 9% said it was not true. Similar to this, 54% said it was true and 38% said it was untrue that 8% listening to traffic reports on OGBC and Rockcity FM helped drivers and on how to take other routes in case of road traffic congestion. In the same spirit, 6% said it was true and 80% verified that it was not true that an increase in traffic report listenership would result in an increase in the use of the report. However, 14% affirmed that it was true that this would result in an increase in the use of the report. Finally, 48% of respondents thought it was absolutely accurate that keeping track of daily traffic updates would aid drivers in using and planning their movements, while 42% also agreed with this statement and 10% disagreed.

Discussion of Findings

Despite the fact that the study is only focused on OGBC and Rockcity FM in the most prestigious local government in Nigeria, Abeokuta South Local Government, to understand listenership trends and the use of traffic updates on radio stations, its conclusions would undoubtedly be applicable to the general public, particularly

drivers of both private and commercial vehicles. Both the drivers and the owners of the vehicles have a lot of characteristics. Due to the demanding nature of their jobs compared to private vehicle owners, commercial drivers typically don't listen to traffic reports on the radio.

However, the study's results showed that Splash FM was chosen by 27% of respondents who listened to radio programmes. However, liking for Splash FM may be due to the station's coverage of sports and the skill with which the presenter anchored the programme. This disproves the notion that OGBC and Rockcity FM's traffic updates fail to draw listeners. Naturally, when the show was broadcast, 75% of the population, or the majority, were aware of it and listened to traffic reports on OGBC and Rockcity FM. The number of listeners was also very high. According to Atakiti, et al. (2016), the majority of drivers regularly listened to traffic radio to receive practical advice on how to manage traffic and find alternate routes when there was a backup.

This can be one of the causes for some of the radio stations at the various belts to broadcast traffic updates. Despite radio's social responsibility to the public, this program's listenership pattern was a source of controversy. Findings showed that the majority of listeners were more interested in the morning session of the traffic update, which they listened to 50% more of the time. Additionally, 47% of respondents said they used traffic reports from the OGBC and Rockcity FM and thought they were accurate.

Everyone has access to a wealth of knowledge that they can use anyway they like. When it comes to traffic updates, there was a belief that they could assist drivers and vehicles in planning their routes whenever there is congestion. However, despite the fact that major roads in Abeokuta have been expanded to almost eight lanes and drivers regularly use this information, there is still congestion on the road. But a case in point was how cars used the traffic update information.

Results for the aforementioned question revealed that 44% of respondents listened to special traffic reports on OGBC and Rockcity FM radio stations in Ogun State. Additionally, they kept an eye on the daily traffic reports posted on OGBC and Rockcity FM. Regarding receiving traffic information, 49% of respondents said they heard it on OGBC and Rockcity F.M. radio station in order to make it easier to get around the metropolis of Abeokuta. On OGBC and Rockcity F.M for ease of transportation in the Abeokuta metropolis, they also received information on other routes in case of traffic jams.

These results have the implication that Abeokuta drivers receive and use traffic information to a very considerable level. According to Otunla and Banjo's research from the year 2021, drivers in the Abeokuta metropolis rely on traffic radio broadcasts for information. This is comparable to research done in Nigeria by Adebola-Adelaja, Olanrele, and Fateye (2020) and Atakiti, et al. (2016).

The majority of respondents (55%), when asked whether drivers who listened to traffic reports on OGBC and Rockcity F.M. used the information they learned, agreed that they did. This information was used to determine the relationship between uses and listenership patterns. Drivers were instructed on how to choose alternate routes in case of road traffic congestion by listening to traffic reports on OGBC and Rockcity FM at the same time. It was found that an increase of traffic report listeners may not always translate into an increase in traffic report usage, as stated by 80%. Finally, 48% of respondents thought that watching the daily traffic report will make it easier for drivers to use and plan their routes. According to Otunla and Banjo's findings from 2021 ($p\text{-value} = 0.000$ less than 0.05 alpha level of confidence), the usage of Google map data for road user monitoring in the Abeokuta metropolis is statistically significant. The results, which were comparable to those of Otunla and Banjo (2021), revealed that the majority of drivers fully exploited the information from Google Maps. More people are warned about the traffic bottleneck on Google Maps.

Conclusion

The study concludes on the notion that, majority of the drivers in Abeokuta listened to radio programmes and aware of traffic report programmes on OGBC FM. Most of those listened to the programme were drivers and they did that while in-transit. The study also concludes that private vehicle owners listened to traffic report on *OGBC FM* more than commercial drivers. As they listened and receive guide on alternative routes in case of traffic congestions on OGBC FM for ease of transit in Abeokuta metropolis, does not mean increase in use of traffic report. The study comes to the conclusion that most Abeokuta drivers listened to radio programmes and were aware of the traffic updates programmes on OGBC and Rockcity FM. Drivers made up the majority of those who tuned in, and they did it while travelling. The study also found that drivers of private vehicles tuned in to OGBC and Rock city FM traffic updates more frequently than drivers of commercial vehicles. It does not mean that people will use traffic updates more frequently only because they listened

to OGBC and Rockcity FM and received instructions on alternate routes in case of traffic jams.

Recommendations

Based on the conclusion, the study recommended the following

- I. To make it easier for drivers to navigate traffic jams, other radio stations should start offering traffic updates.
- II. In order for drivers and other road users to follow the law, traffic monitoring organisations must work in tandem with radio stations that provide air traffic updates.
- III. Road users should make use of traffic report information to clear key thoroughfares and highways to allow for unfettered vehicle movement.
- IV. Radio stations should offer alternate routes to drivers whenever there is traffic on important roads in order to ease congestion.
- V. More access routes for drivers need to be built by the government as well. Motorists will be allowed to access during times of congestion to relieve traffic.

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