In 2007 the government of Qatar enacted a new traffic law with the objectives of improving the traffic flow and reducing the road traffic-related death and accident rates in the country through policy interventions, mass media and national traffic campaigns. Three years have passed since then and Qatar is still among the countries with the highest death accident rates in the world.

The purpose of this presentation is to highlight the preliminary results of this important study. Using the 2011 Social and Economic Survey Research Institute (SESRI) Omnibus Survey, we ask Qatari nationals and white-collar resident workers about their level of knowledge and awareness of the national campaigns for the prevention of road accidents and their level of commitment to the new traffic law. Respondents were also asked about the main causes of traffic accidents in Qatar and their attitudes towards the new penalties for traffic violation associated with the new law.