

# **Driver's Perception on the Use of Geospatial Data in Traffic Management in Calabar Municipality, Cross River State**

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## **SUMMARY**

Calabar Municipality in the past three years has witnessed a tremendous increase in traffic congestion. The ban on "okada" operation, motorcyclist by the government has increased the use of private cars by individuals to complement the insufficient number of commercial vehicles in the area. This has resulted in traffic congestion in different parts of the municipality. The paper assessed the use of geospatial system in traffic management in Calabar Municipality, Cross River State, Nigeria. Specifically, the study assessed drivers' perception on the use of digital map and real-time e-sinages (electronic signboards) in traffic information dissemination. Data was obtained through the administration of 120 copies structured questionnaire to commercial drivers randomly sampled at different termini in the area. Data obtained was analysed using One-Way Analysis of Variance and Pearson's correlation. Result showed that 89 per cent of the respondents largely preferred the use of real-time e-sinages to maps in traffic management. Visual analysis, easy interpretation and real-time information were the principal reasons for the preference of real-time e-sinages in the area. Digital map was not a preferred choice due to its applicability and knowledge-based application. The study showed that the perception of drivers on the use of digital map and real-time e-sinages varied significantly by age and level of education. It further showed that educational level of drivers was significantly associated with the use of digital map and real-time e-sinages. The study recommended that real-time e-sinages should be mounted in all termini to provide real-time information on traffic congestion across the different roads in the area.

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