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### **Features of regulatory awareness of drivers of the vehicles: sociological analysis**

*Based on the results of qualitative sociological methods (focus group interviews), the article discusses certain aspects of the normativity of consciousness of drivers of transport vehicles in Petropavlovsk-Kamchatskiy. The work shows a general attitude towards observing the traffic rules, typologizes the grounds for seriousness in observing them, presents typical patterns of behavior that respondents the choice when driving a car, proposes classifications of deviations allowed by respondents when driving a vehicle, as well as the reasons that cause them. In addition, the paper analyzes the suggestions made by respondents to improve road safety in the region. The authors come to the main conclusion: the aspiration of the majority of respondents to observe traffic rules and, in general, normative behavior diverges from the practice of driving the vehicle - most of them in one way or another commit offenses of varying degrees of danger, including intentionally. The results of the study can be of serious scientific and practical interest for the further quantitative measurements of normative level of consciousness of the road users not only in the Kamchatka territory, but also in the other territories, and can also be useful in terms of improving measures to ensure road safety in the region.*

**Keywords:** *normative consciousness, drivers of vehicles, collective consciousness, traffic rules, violations, factors of normative consciousness.*

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