Monitoring road safety attitudes globally

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Together with:
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The ESRA project

- **ESRA** (E-Survey of Road users’ Attitudes) is a joint international initiative of research centers and road safety institutes across the world.

- The project now is in its **second stage** (ESRA2, 2018-2021).

- **ESRA2 partners** (2018):
  - ESRA coordination: Vias Institute (BE)
  - ESRA2 core group partners: BASl (DE), bfu (CH), CTL (IT), IATSS (JA), ITS (PO), KFV (AT), NTUA (EL), PRP (PT), SWOV (NL), TIRF (CA)
  - 17 more supporting partners
Background - ESRA1

- The **first edition** of the ESRA survey (ESRA 1) was launched in three waves during the period 2015-2017

- ESRA1 started with **17 countries in 2015**

- It had grown to **38 countries in 2017**

- Data was gathered from almost **40,000 road users** in 38 countries across 5 continents
Objectives

- Collecting data on road users’ opinions, attitudes and behaviour with respect to road traffic risks
- Compare the results of all participating countries
- Provide scientific support to road safety policy making at the national and international levels
- Repeat this survey on a triennial basis
Methodology

- An extensive **online panel survey**

- A **representative sample** (at least N=1,000) of the national adult populations in each participating country

- The developed **common questionnaire** (UK English) is translated into national language versions

- The questionnaire covers four main **road safety topics** in different road safety themes: speeding, DUI, distraction/fatigue and protective systems
The ESRA2 questionnaire

- **Main target groups:**
  - Car drivers
  - Moped drivers and motorcyclists
  - Cyclists
  - Pedestrians

- **Main themes:**
  - Use of different transport modes
  - Acceptability of safe and unsafe traffic behaviour
  - Support for policy measures
  - Self-declared safe and unsafe behaviour in traffic
  - Attitudes towards safe and unsafe traffic behaviour
  - Subjective safety and risk perception
  - Involvement in road crashes
  - Enforcement
  - Other items (e.g. socio-demographic information)
  - Vehicle automation
Participating countries

- The ESRA2 edition was released in two waves: a first wave in 2018 involving **32 countries** and a second wave in 2019-2020 including **16 additional countries** (data from more than 45,000 road users across 48 countries).

- The participating countries in the first wave were:
  - Europe: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Poland, Portugal, Serbia, Slovenia, Spain, Sweden, Switzerland, United Kingdom
  - America: Canada, USA
  - Asia and Oceania: Australia, India, Israel, Japan, Republic of Korea
  - Africa: Egypt, Kenya, Morocco, Nigeria, South Africa

- The additional countries in the second wave were:
  - Europe: Bulgaria, Iceland, Luxembourg, Norway
  - America: Colombia
  - Asia and Oceania: Lebanon, Malaysia, Thailand, Vietnam
  - Africa: Benin, Cameroon, Ghana, Ivory Coast, Tunisia, Uganda, Zambia
Outcomes

The **common results of the ESRA2 survey** are published in a Main Report, a dedicated report on the Africa continent, a Methodology Report and 15 Thematic Reports.

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- **48 country fact sheets** have been produced
- Furthermore, ESRA2 data have been used in **scientific journal papers**, national reports and many conference presentations.
Driver Fatigue - Findings

- In most countries **one fifth to one quarter** of car drivers report to have driven while having trouble keeping eyes open in the past 30 days.

- Self-declared fatigued driving rates are **higher for male drivers** than for female drivers.

- **Less than 3%** of road users find fatigued driving personally acceptable worldwide.

- The personal acceptability of fatigued driving is slightly **higher among the younger age groups**.

- A large majority of road users perceive tired driving as a **frequent cause** of accidents.

- Drivers who feel that it is acceptable to drive being so sleepy that you have trouble keeping your eyes open are **6.5 times more likely** to drive when they are tired.
PTW riders - Findings

- In all the examined countries, the safety perception scores for PTWs do not exceed 7 points indicating that road users do not consider these transport modes to be safe enough.
- Self-declared riding without helmet is significantly higher in Africa (49%), North America (46%) and Asia-Oceania (39%) than in Europe (26%).
- In all regions, people who support the legal obligations related to helmet use are less likely to ride without a helmet.
- Male PTW riders are generally more likely to report speeding with a significant gender difference in Europe and Africa.
- The odds of reading a text message/email or checking social media while riding decrease with the increase of the rider's age in Europe and Africa.
Future challenges

- Repeat systematically this initiative and compare the progress (time series) in combination with other mobility and safety changes.

- Compare self-declared attitudes with measured behaviour (KPIs).

- Expand the attitudes survey to all transport modes.

- Expand this attitudes survey globally, as key road user behaviour monitoring tool, supporting accountability of the Authorities.
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