



National Technical University of Athens  
Road Safety Observatory

[www.nrso.ntua.gr](http://www.nrso.ntua.gr)



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Road Safety Observatory



Friday

19 May

2023

13:00-17:00

Workshop  
in the framework of

7th UN Global Road Safety Week

Road Safety Research Challenges

StreetsforLife

#RethinkMobility



[unroadsafetyweek.org](http://unroadsafetyweek.org)

# E-Survey of Road users' Attitudes - ESRA3

**Konstantinos Kaselouris**

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Together with:

Dimitrios Nikolaou, Alexandra Laiou, George Yannis

# 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 **third stage** (ESRA3, 2022-2024)
- **ESRA3 Steering Committee:**
  - ESRA coordination: VIAS Institute (BE)
  - ESRA3 steering group partners: BAST (DE), IATSS (JA), UGE (FR), ITS (PO), KFV (AT), **NTUA (EL)**, PRP (PT), SWOV (NL), TIRF (CA), DTU (DK)



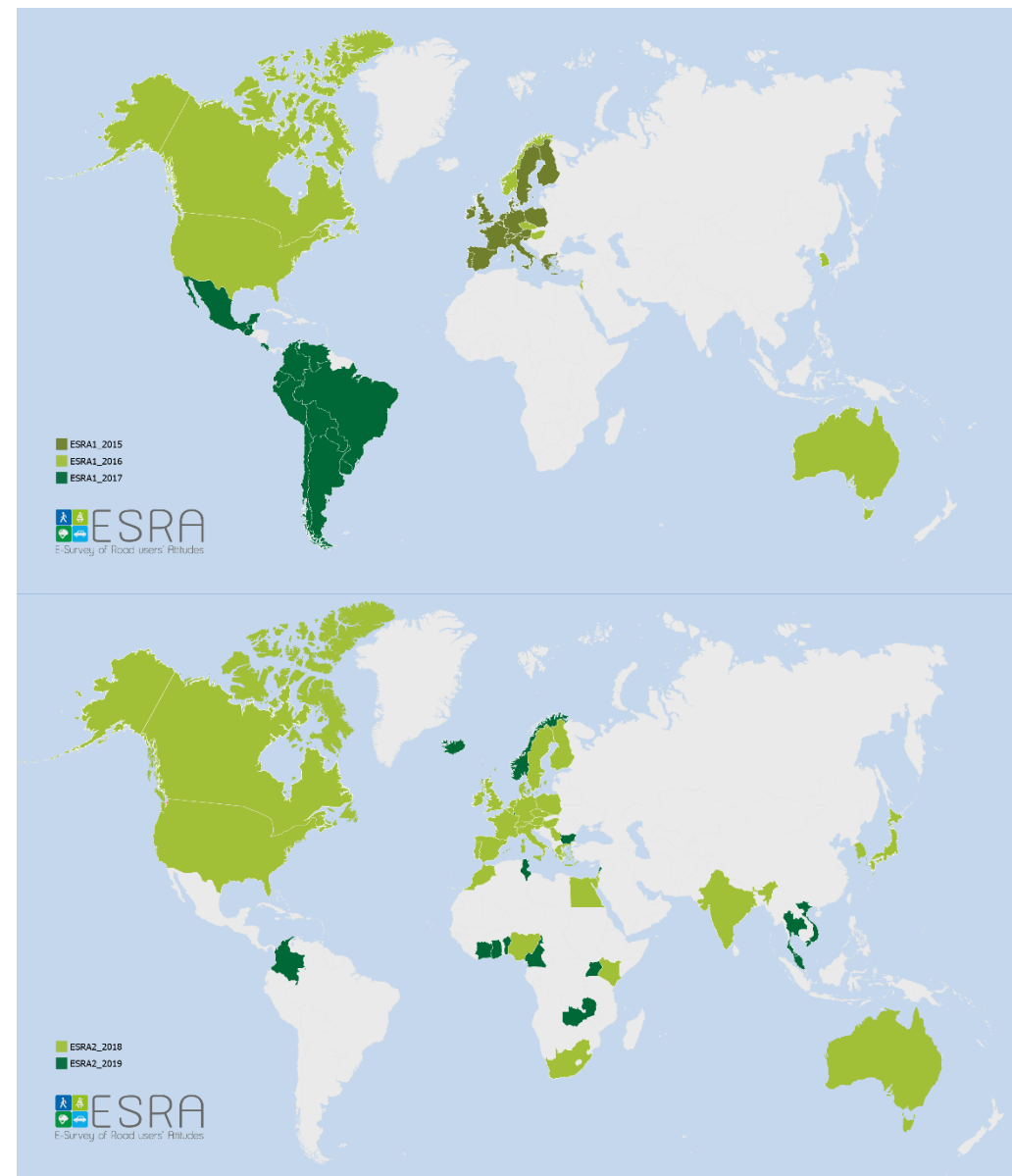
# Background

## ESRA1

- The **first edition** of the survey was launched in three waves during the period 2015-2017.
- ESRA1 started with **17 countries in 2015** and had grown to **38 countries in 2017**.
- Data was gathered from almost **40,000 road users** in 38 countries across 5 continents.

## ESRA2

- The **second edition** of the survey was launched in two waves during the period 2018-2021.
- In 2018, ESRA2 included **32 countries**.
- In 2019, a second wave was launched, and 16 new countries joined the initiative allowing ESRA to reach up to **48 countries across 6 continents**.





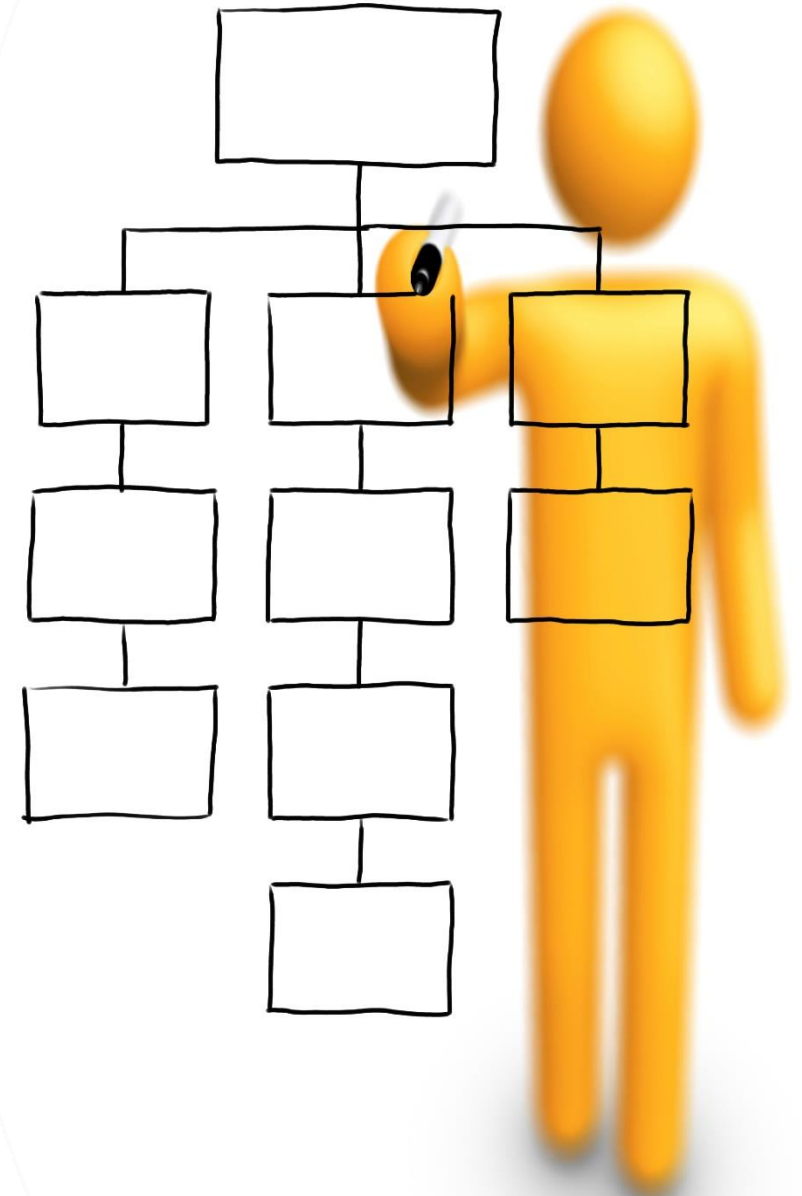
# Objectives

- 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 five main **road safety topics** in different road safety themes: speeding, DUI, distraction, fatigue and protective systems.



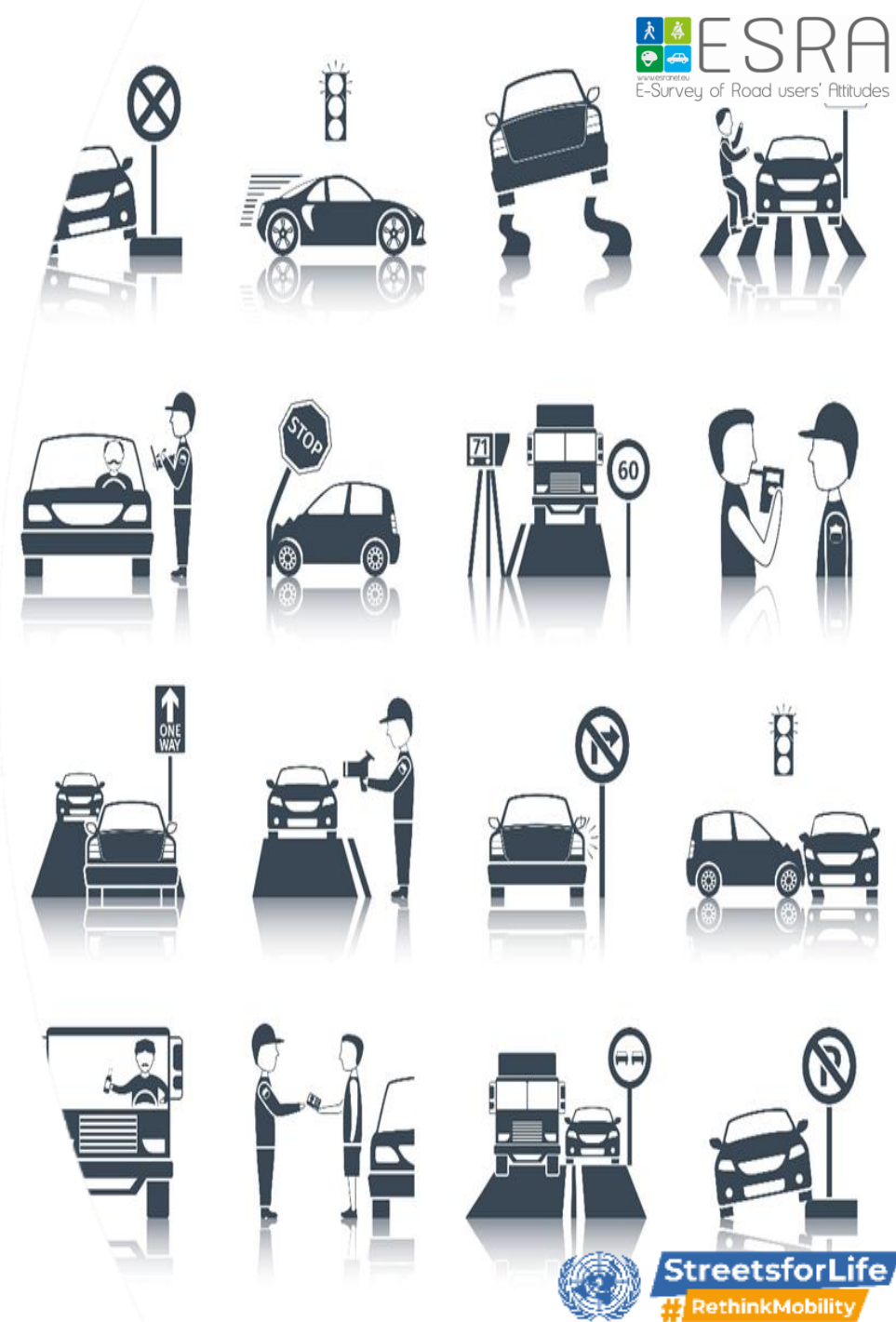
# The ESRA3 questionnaire

## ➤ Main target groups:

- Car drivers
- Moped drivers and motorcyclists
- Cyclists
- Pedestrians
- E-scooter riders

## ➤ 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)
- Infrastructure





# ESRA3 Participating countries

## Europe-23

Austria, Belgium, Switzerland, Germany, Denmark, Greece, Spain, Finland, France, Ireland, Italy, Netherlands, Poland, Portugal, Sweden, Slovenia, United Kingdom, Czech Republic, Serbia, Luxembourg, Armenia, Bosnia & Herzegovina, Latvia

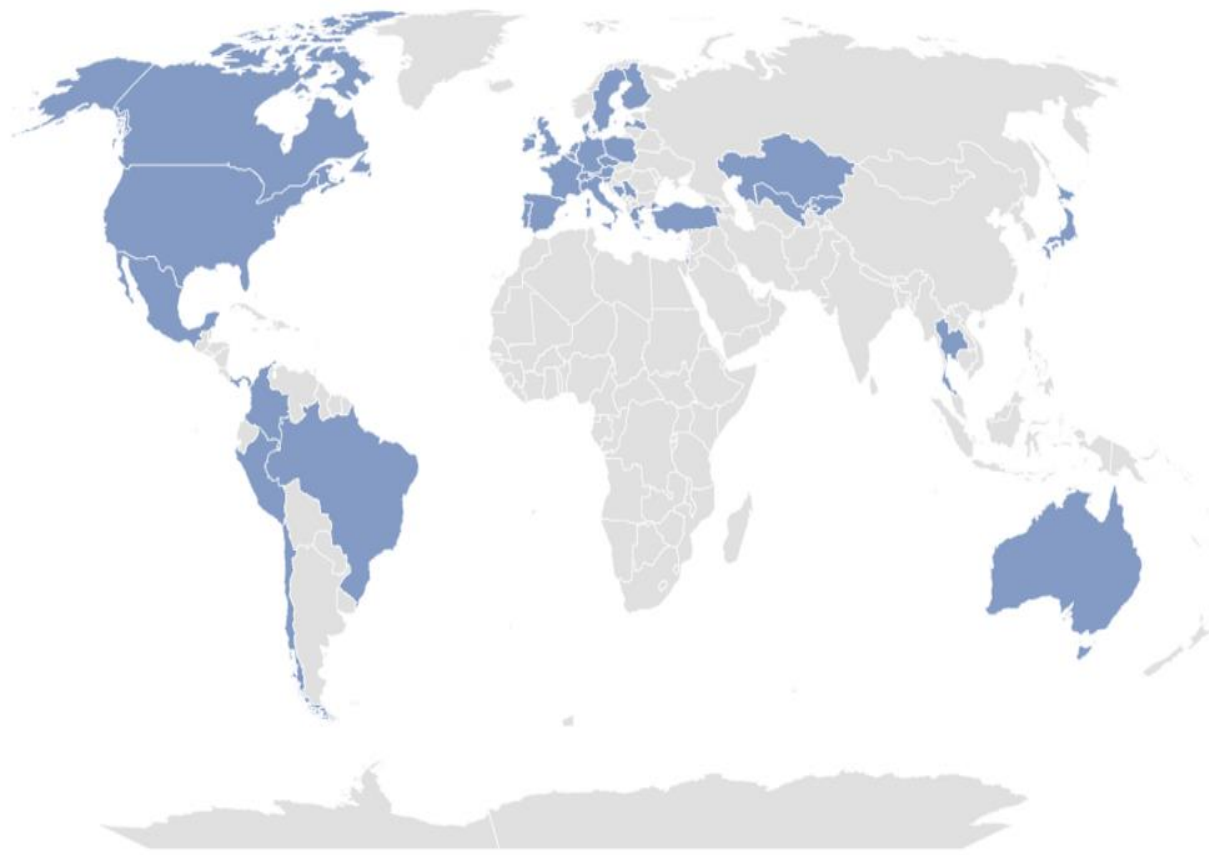
## America-8

Canada, United States, Brazil, Chile, Colombia, Mexico, Peru, Panama

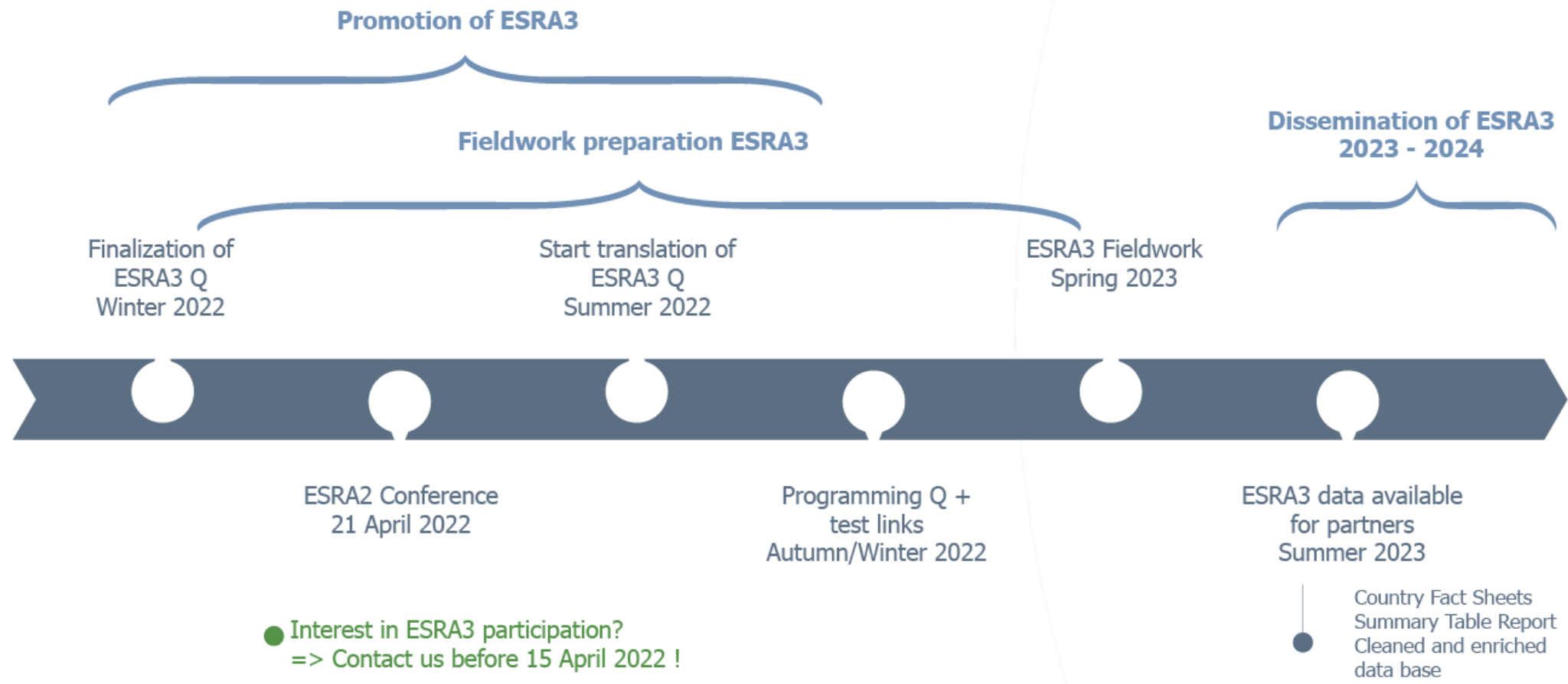
## Asia Oceania-8

Israel, Australia, Japan, Thailand, Kazakhstan, Kyrgyzstan, Turkey, Uzbekistan

39 countries in ESRA3\_2023



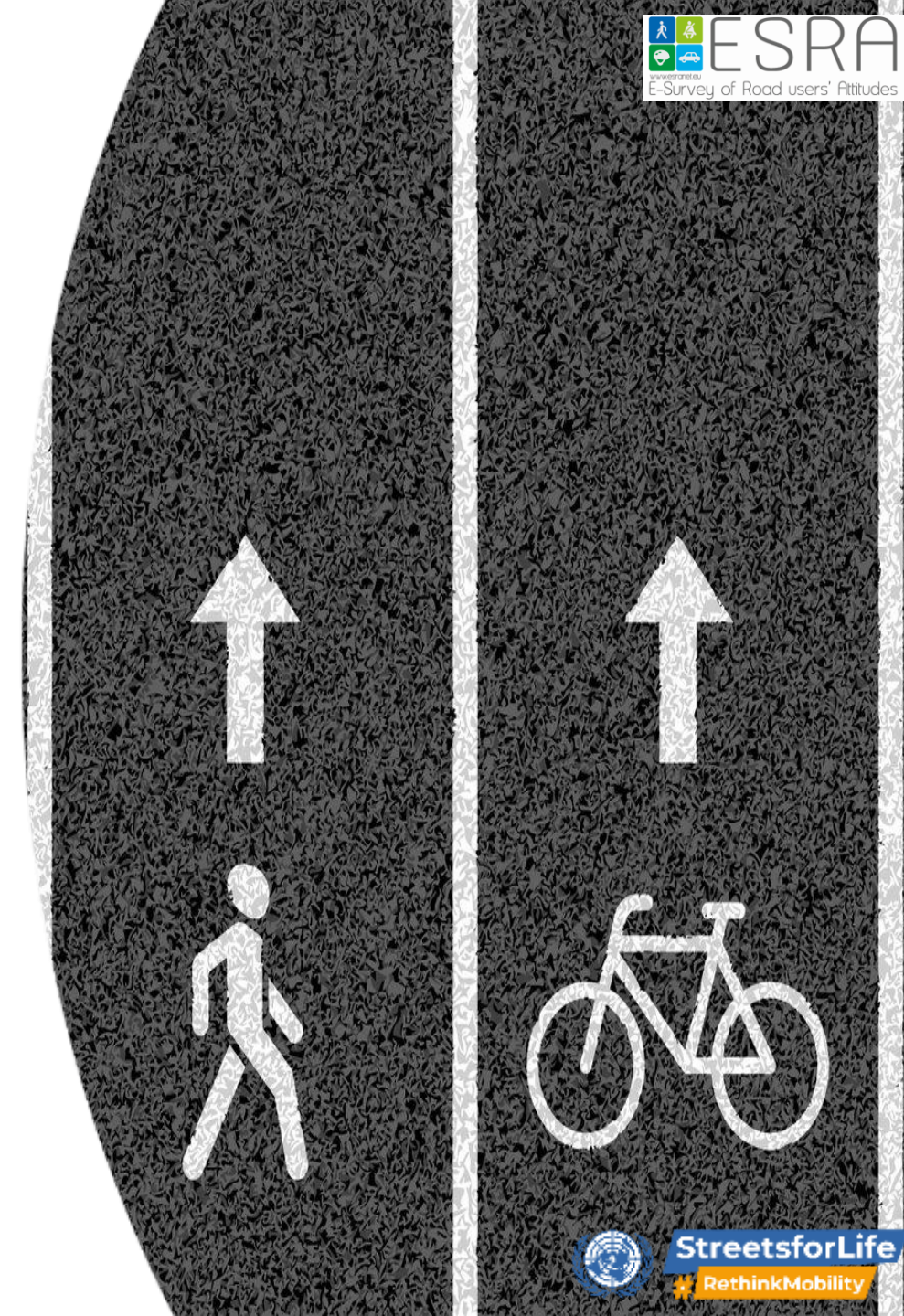
# ESRA3 Timeplan





# Streets for Life

- **Vulnerable Road Users** – VRUs (pedestrians, cyclists, motorcyclists) account for **more than half** of all road fatalities globally (WHO, 2018).
- The noteworthy increase in the use **e-scooters** in many cities around the globe has raised particular concerns for the safety of these emerging types of VRUs. (e-scooters are included in the survey for the first time)
- ESRA survey is a **valuable source** of information and provides unique data on VRUs' performance.
- These data could offer **valuable insights** to decision makers and researchers into road users' perception of road safety.





# Scientific and Social Impact

## Scientific Impact

- Comprehensive Data Collection
- Comparative Analysis
- Evidence-based Policy Making
- Identification of trends and changes in road user attitudes and behaviour over time

## Social Impact

- Improved Road Safety Culture
- International Collaboration
- Policy Harmonization

# Future Challenges

- Repeat systematically this initiative and compare the progress (**time series**) in combination with other mobility and safety changes.
- **Compare** self-declared behaviour and attitudes with observed behaviour from field measurements (KPIs, Baseline and Trendline).
- Expand this attitudes survey globally, as key road user behaviour monitoring tool, **supporting accountability** of the Authorities.







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