

E-Survey of Road users' Attitudes - ESRA3

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**Artificial Intelligence
for Road Safety and Mobility Workshop**

8th UN Global Road Safety Week

Athens, 15 May 2025



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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
- **Duration** of the third edition of the project (ESRA3): 3 years (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**.

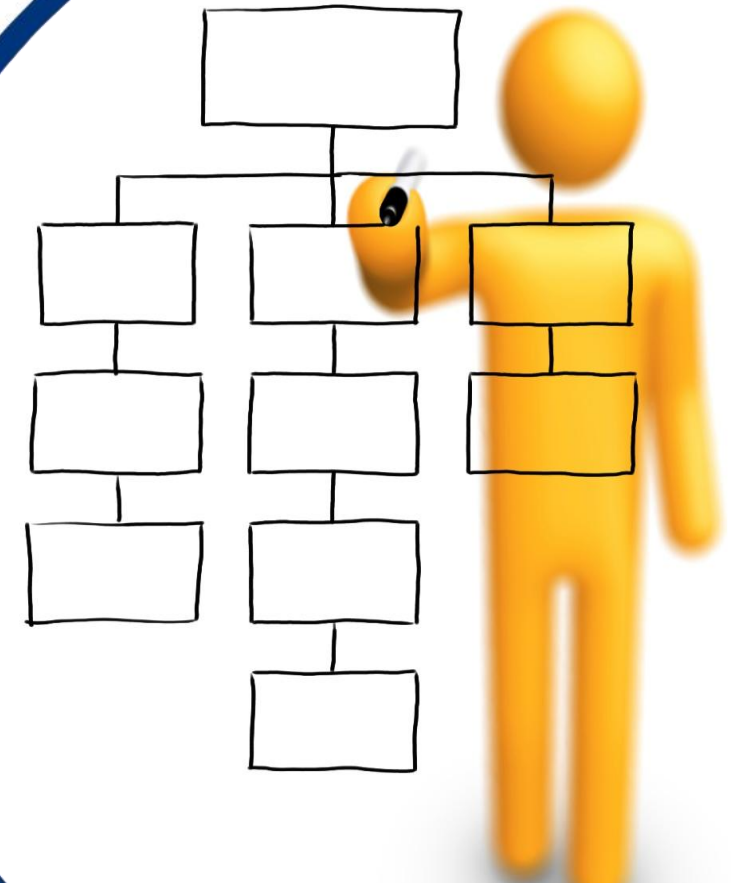


Objectives

- 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.



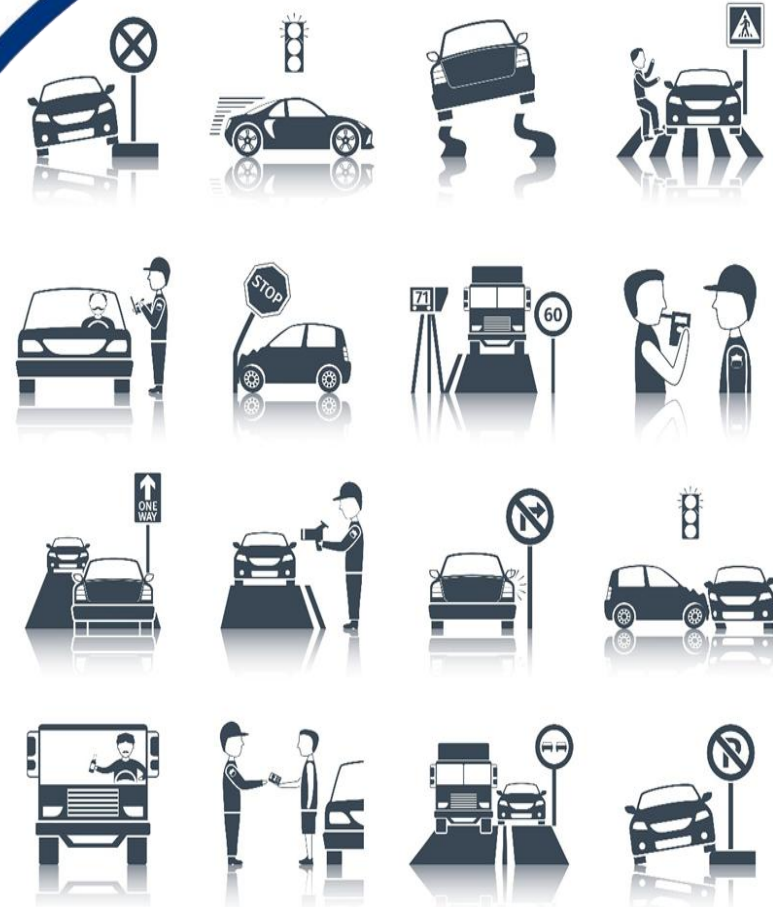
The ESRA3 questionnaire

➤ 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

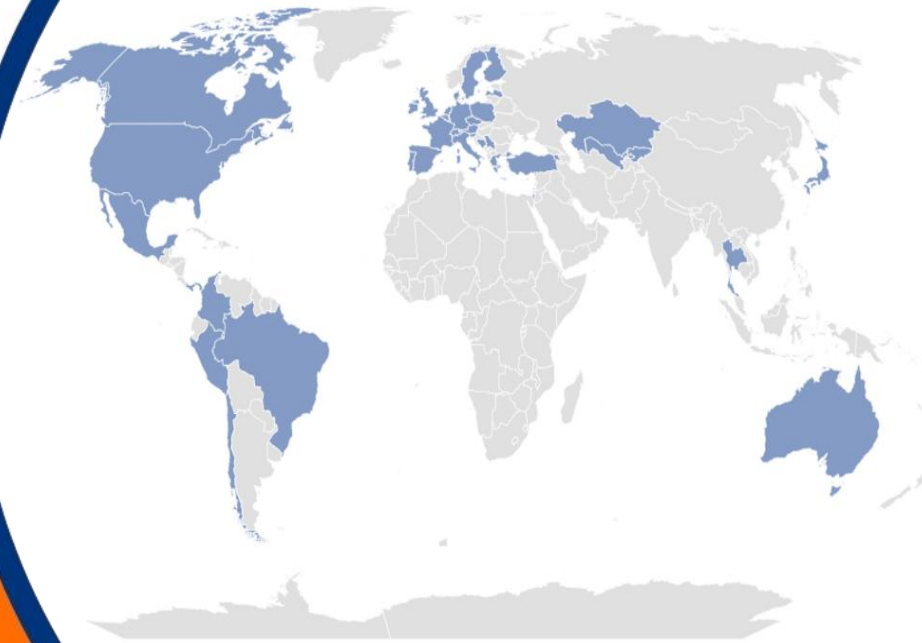
America-8

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





Outcomes

(Available at www.esranet.eu)



- The **common results of the ESRA3 survey** are published in through a series of reports including the main report, a methodology report, the ESRA3 dashboard, 39 country fact sheets and 13 thematic reports.

Driving under influence	Support for policy measures and enforcement	Cyclists
Speeding	Subjective safety and risk perception	E-scooter riders (TIRF, NTUA)
Distraction (mobile phone use) and fatigue	Infrastructure (NTUA)	Moped riders and motorcyclists (NTUA)
Seat belt & child restrains systems	Pedestrians	Young and aging road users
		Male and female road users

- Furthermore, ESRA3 data have been used in **scientific journal papers**, national reports and many conference presentations.



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- **Vulnerable Road Users** – VRUs (pedestrians, cyclists, motorcyclists) account for **half** of all road fatalities globally (WHO, 2023).
- 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 Societal 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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