

# Attitudes & Self-Declared Behaviours Among Greek Road Users: Evidence from the ESRA3 Survey

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Better Road Safety Data for Better Safety Performance

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# Outline

1. Road Safety in Greece
2. Data & Methodology
3. Unsafe Behaviours by Road User Type
4. Logistic Regression Analysis
5. Conclusions & Policy Implications



# Road Safety in Greece

- Road fatalities in Greece in 2025 presented a **significant decrease (22.3%)** compared to 2024, according to provisional ELSTAT and Traffic Police data
- This is the result of **intensified enforcement** of helmet wearing and drink-and-drive by the Police, together with the **new Road Traffic Code** (voted June, in force since September) which led to an astonishing improvement of driver behaviour
- These highly successful initiatives led to a **record saving of 147 lives**: 517 fatalities in 2025 vs 664 in 2024
- With **49.7 fatalities per million population**, Greece is leaving the zone of **lowest performance EU countries** (63.8/million in 2024) and is approaching the **EU average** (43 fatalities per million population)



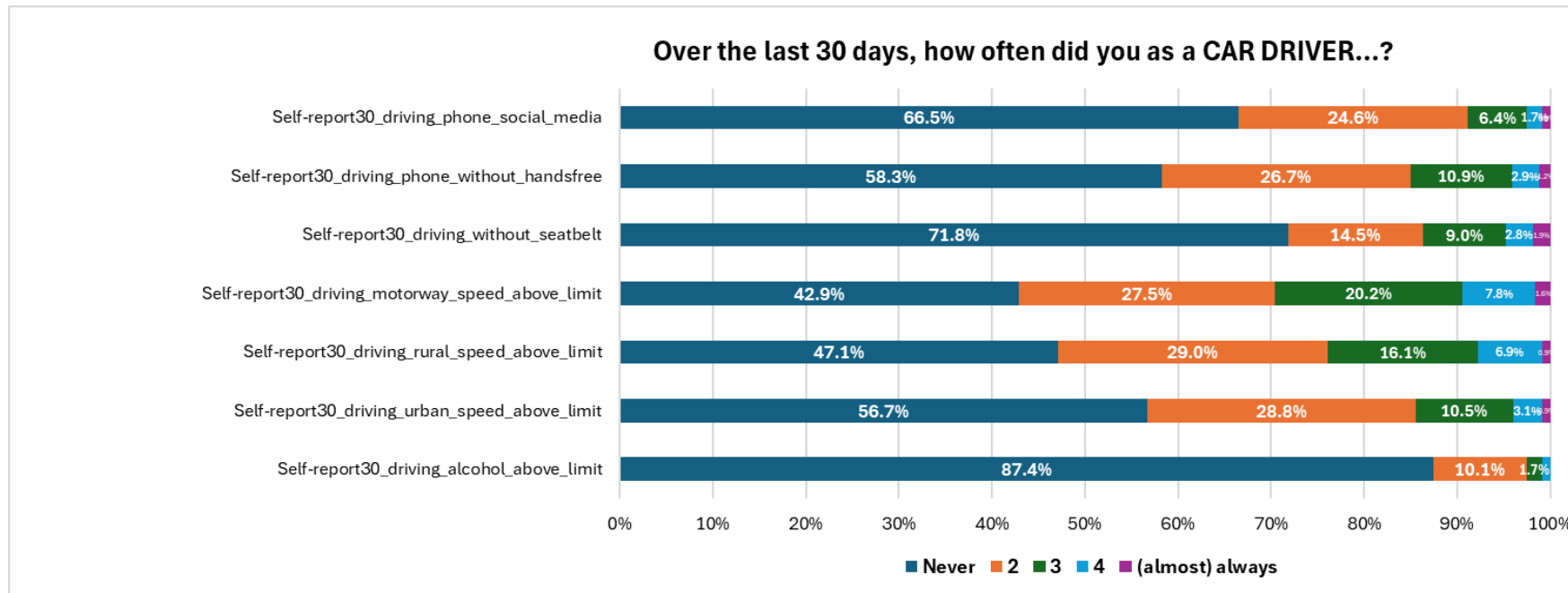
# Data & Methodology

- **ESRA3** (E-Survey of Road Users' Attitudes, 2023): international survey conducted across 39 countries
- Greek sample: **978 respondents**, aged 18–74, covering car drivers, motorcyclists, cyclists, pedestrians & e-scooter riders
- **Descriptive analyses**: identifying prevalence of unsafe self-declared behaviours across all road user groups
- **6 Binary Logistic Regression models**: examining associations between demographics, attitudes, risk perception & unsafe behaviours



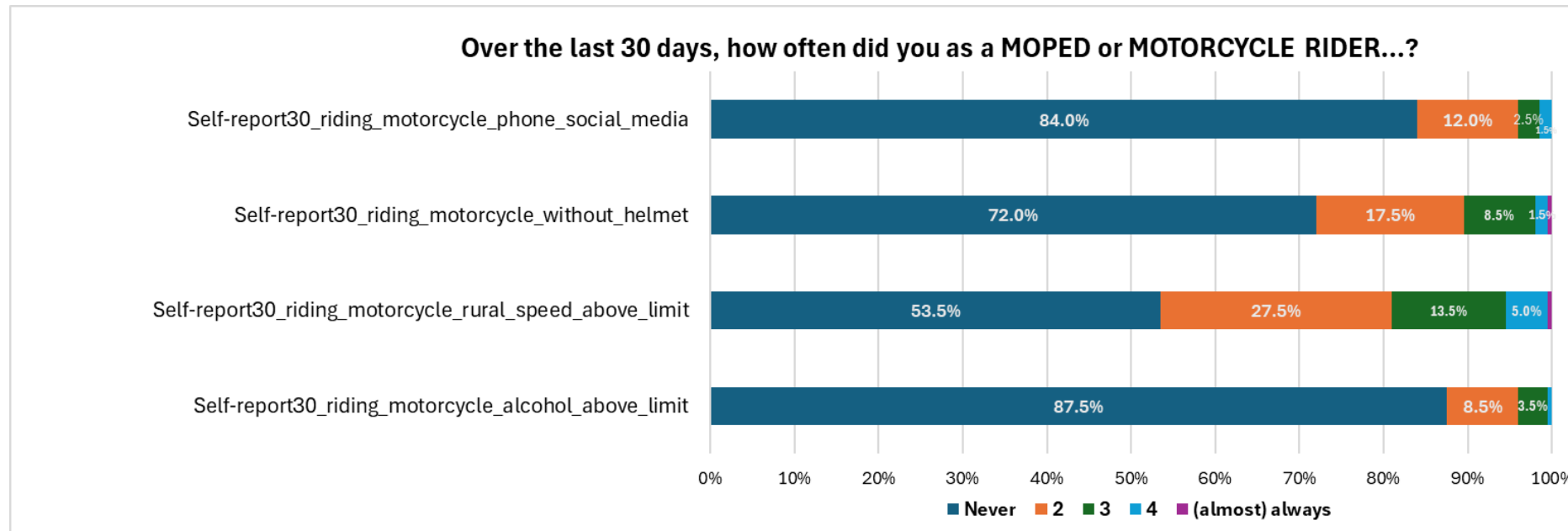
# Unsafe Behaviours: Car Drivers

- **57% exceeded motorway speed limits** at least once; 53% exceeded rural speed limits and 43% urban speed limits in the last 30 days
- **42% used a handheld phone** at least once while driving; 34% used phone for social media
- **28% drove without a seatbelt** at least once
- **13% drove when they may have been over the legal limit** for drinking and driving at least once



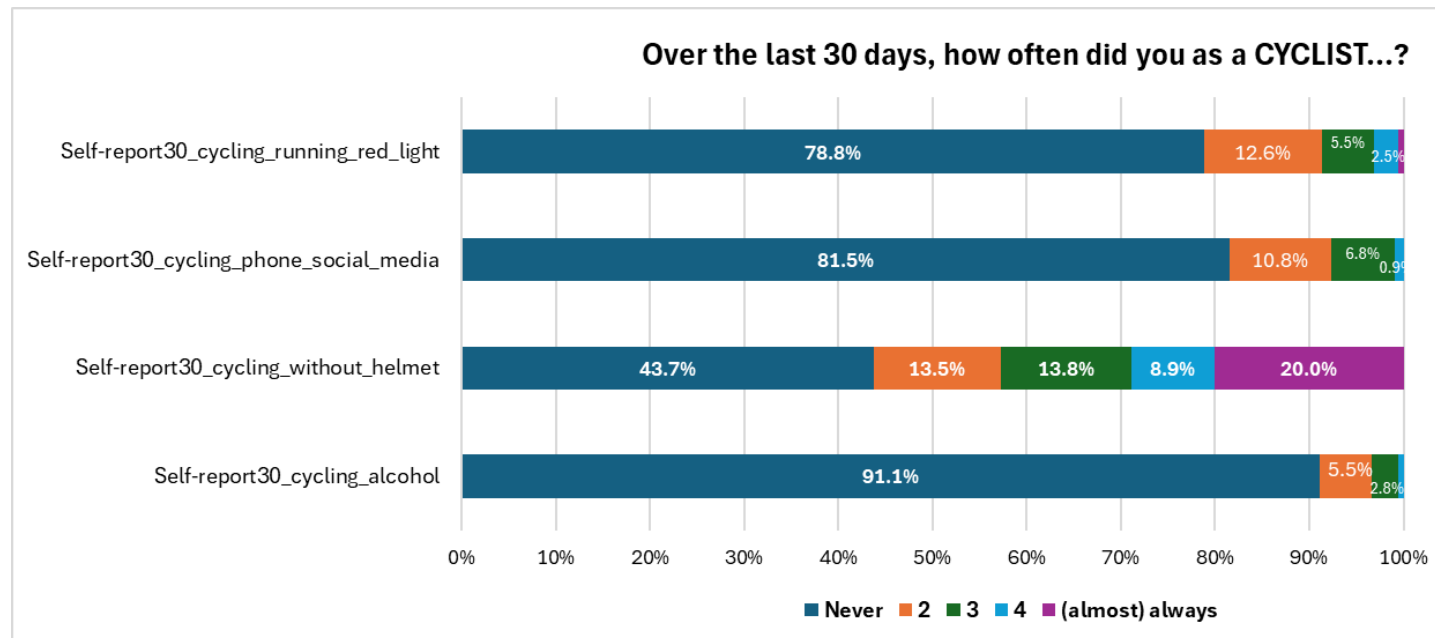
# Unsafe Behaviours: Moped/Motorcycle Riders

- **47% exceeded speed limits** in rural areas at least once in the last 30 days. Speeding is the most prevalent unsafe behaviour among PTW riders
- **28% rode without a helmet** at least once
- **16% used a phone for social media** while riding at least once
- **13% rode when they may have been over the legal limit** for drinking and driving at least once



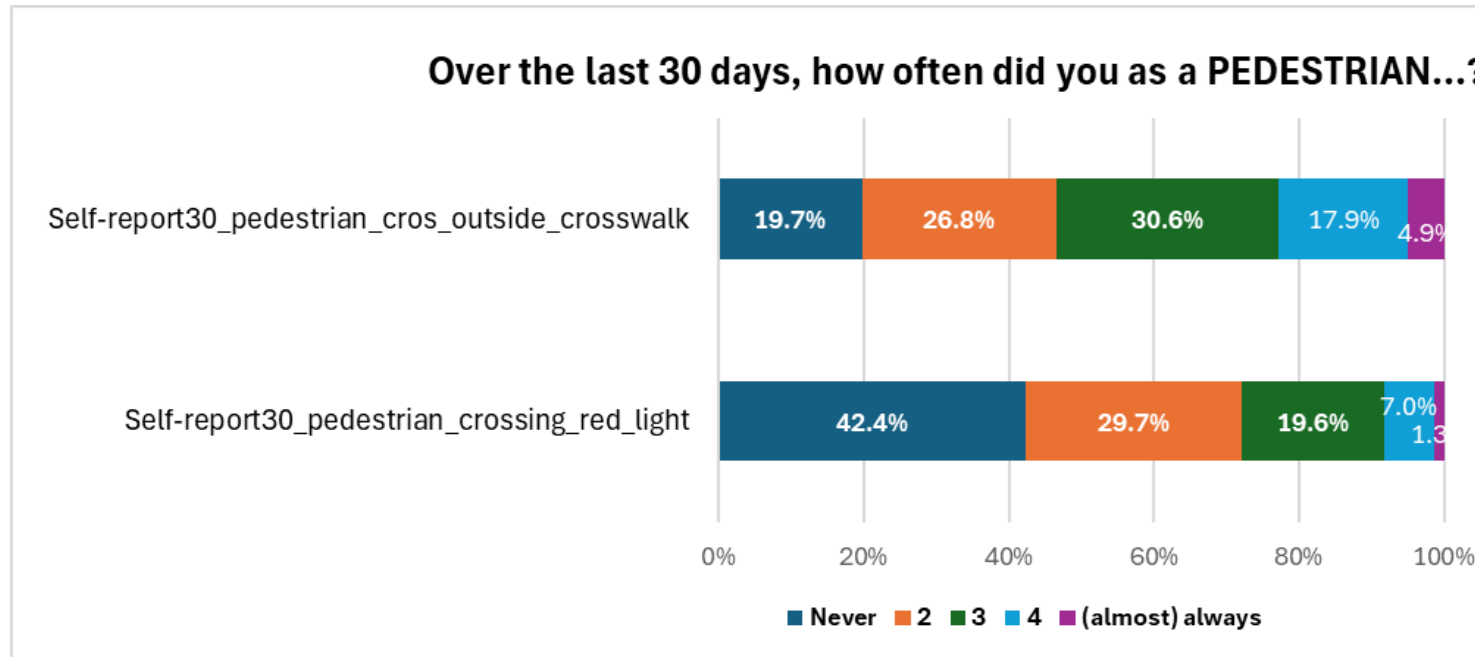
# Unsafe Behaviours: Cyclists

- **56% rode without a helmet** at least once; 20% reported (almost) always cycling without helmet
- **21% ran a red light at least once** in the last 30 days (a risky behaviour exposing cyclists to serious intersection crashes)
- **19% used a phone for social media** while cycling at least once
- **9% cycled when they may have been over the legal limit** for drinking and driving at least once



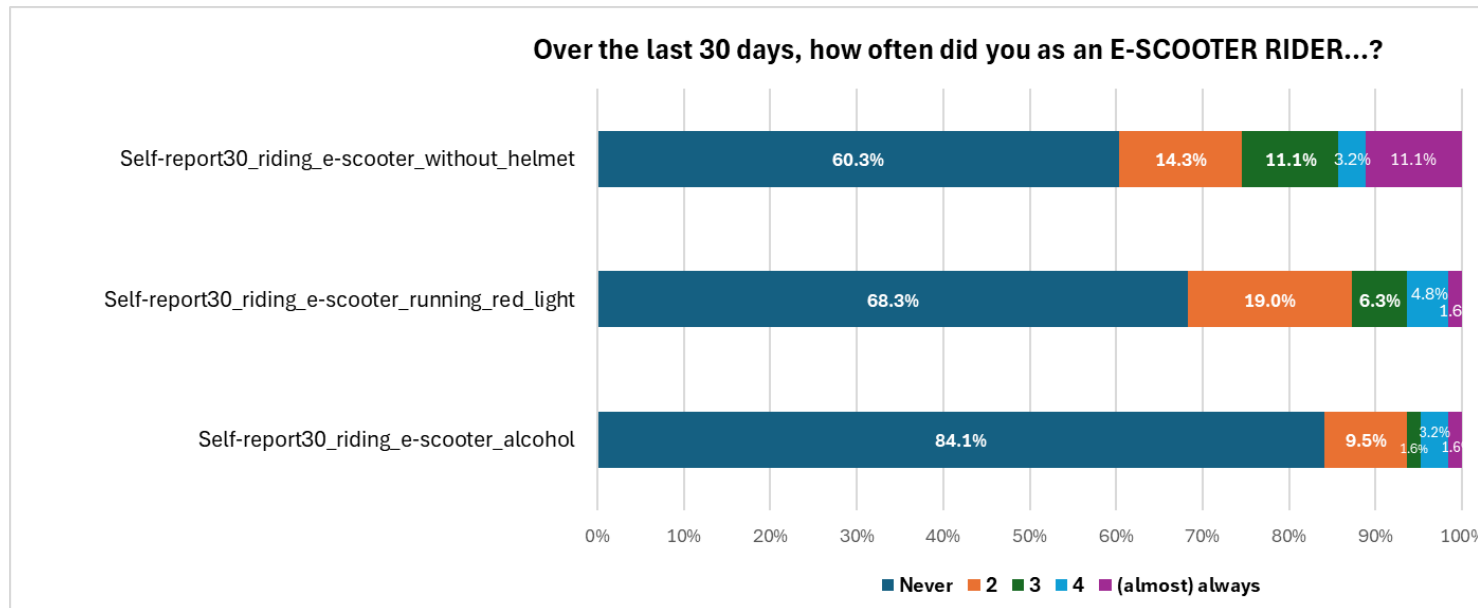
# Unsafe Behaviours: Pedestrians

- 80% crossed where not allowed at least once in the last 30 days
- 58% crossed on a red pedestrian signal at least once



# Unsafe Behaviours: E-Scooter Riders

- **40% rode without a helmet at least once**; 11% reported (almost) always riding without one
- **32% ran a red light at least once** in the last 30 days — a significantly higher rate than cyclists (21%), suggesting weaker rule awareness among e-scooter users
- **16% rode when they may have been over the legal limit** for drinking and driving at least once
- E-scooter riders show **higher violation rates than motorcyclists** on helmet use and red-light running indicating that the emerging micromobility mode requires dedicated enforcement and education



# Binary Logistic Regression Models

M1

Car drivers

## Speeding in a residential area

Predicts whether a Greek car driver has exceeded the speed limit in a built-up/residential area

M2

Car drivers

## Driving a car without wearing a seatbelt

Predicts whether a Greek car driver has driven without wearing a seatbelt

M3

PTW riders

## Riding a moped/motorcycle without a helmet

Predicts whether a Greek PTW rider has ridden a moped or motorcycle without a safety helmet

M4

Cyclists

## Cycling through a red traffic light

Predicts whether a Greek cyclist has crossed an intersection when the traffic signal was red

M5

Pedestrians

## Crossing the road at a red pedestrian signal

Predicts whether a Greek pedestrian has crossed the road while the pedestrian signal was red

M6

E-scooter riders

## Crossing a red signal as an e-scooter rider

Predicts whether a Greek e-scooter rider has crossed an intersection at a red signal



# Regression Analysis Key Results

- **Younger males (18-34)** consistently showed higher odds of unsafe behaviour across all models
- Low **risk perception** was a strong predictor of unsafe behaviour in all six models
- Weak support for **enforcement measures** significantly associated with speeding, phone use, and non-helmet use
- Accepting dangerous road behaviour (**social norms**) increased the probability of violations in every road user category
- Older drivers (35+) better comply with **urban speed limits**, but showed lower seatbelt compliance than younger drivers



# Conclusions & Policy Implications

- Unsafe self-declared behaviours are **widespread across all road user groups** in Greece, with speeding among car drivers and pedestrian non-compliance being most prevalent
- **Younger males** and road users with low-risk perception are consistently at higher risk of unsafe behaviour
- Weak support for **enforcement** and acceptance of dangerous behaviour are key determinants of violations across all user groups
- Enhanced **targeted enforcement**, behavioural change campaigns, and education are needed particularly for VRUs
- Greece's adoption of **country-wide 30 km/h speed limits on urban roads (2025)** and Vision Zero goals require complementary action on attitudes and culture



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