Monitoring road safety attitudes globally

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Together with: 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 **second stage** (ESRA2)

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

- **Duration of the ESRA2 project:**
  - 3 years (2018 – 2020)
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 internationals 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 and publications

- The **participating countries** in ESRA2_2018 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 **results will be published** in a Main Report and fifteen thematic reports in three waves

<table>
<thead>
<tr>
<th>Topic</th>
<th>Country Fact Sheets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving under influence</td>
<td>Moped drivers &amp; Motorcyclists</td>
</tr>
<tr>
<td>Speeding</td>
<td>Enforcement</td>
</tr>
<tr>
<td>Distraction (mobile phone use)</td>
<td>Vehicle automation</td>
</tr>
<tr>
<td>Fatigue</td>
<td>Elderly road users</td>
</tr>
<tr>
<td>Seat belt</td>
<td>Pedestrians</td>
</tr>
</tbody>
</table>

- **Country fact sheets** are also produced
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.
Future Challenges

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