



National Technical University of Athens
Road Safety Observatory

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**FIFTH UNITED NATIONS GLOBAL ROAD
SAFETY WEEK**

6-12 May 2019



Save Lives

#SpeakUp

Monitoring road safety attitudes globally



ESRA

E-Survey of Road users' Attitudes

Dimitrios Nikolaou

Transportation Engineer, Research Assistant

Workshop:

**Digitalisation
and Road Safety
Research**

Friday
17

May
2019

at 14:00

Together with:

Alexandra Laiou, George Yannis

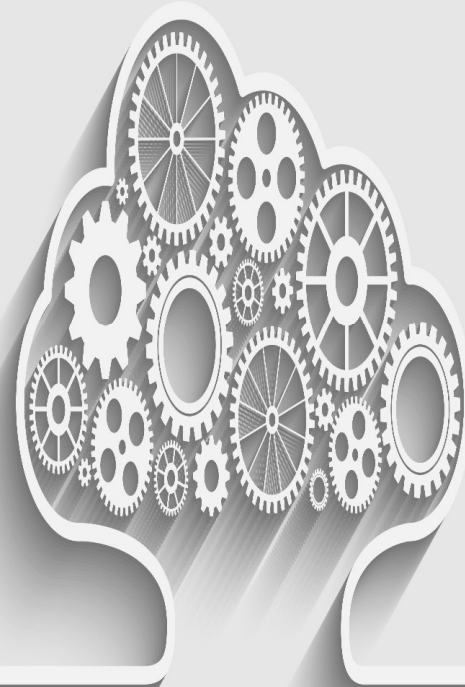
The ESRA project

- **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: BAST (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



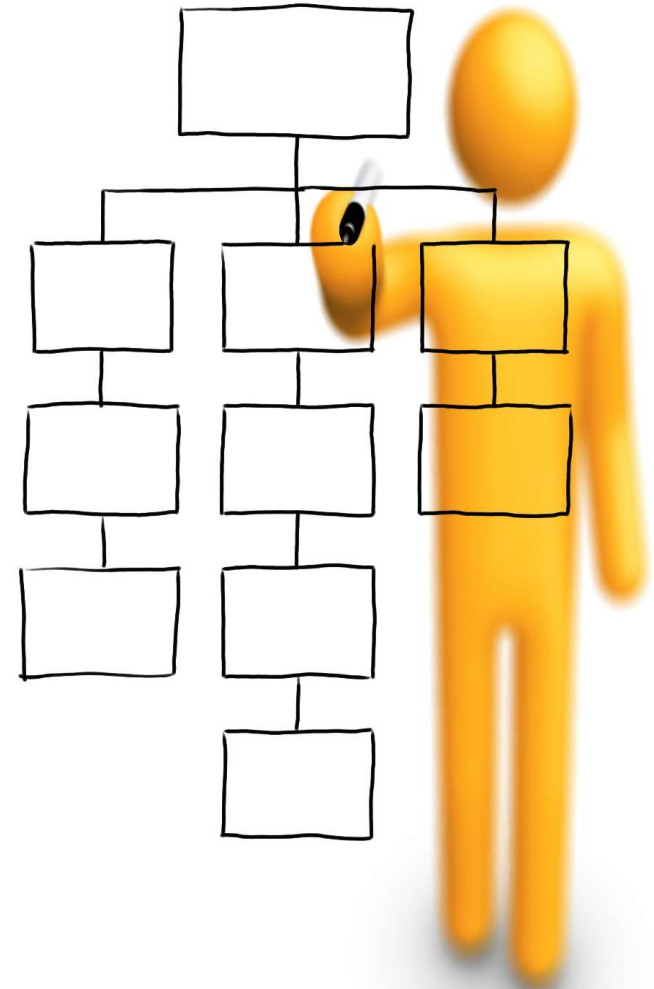
Objectives

- 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 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



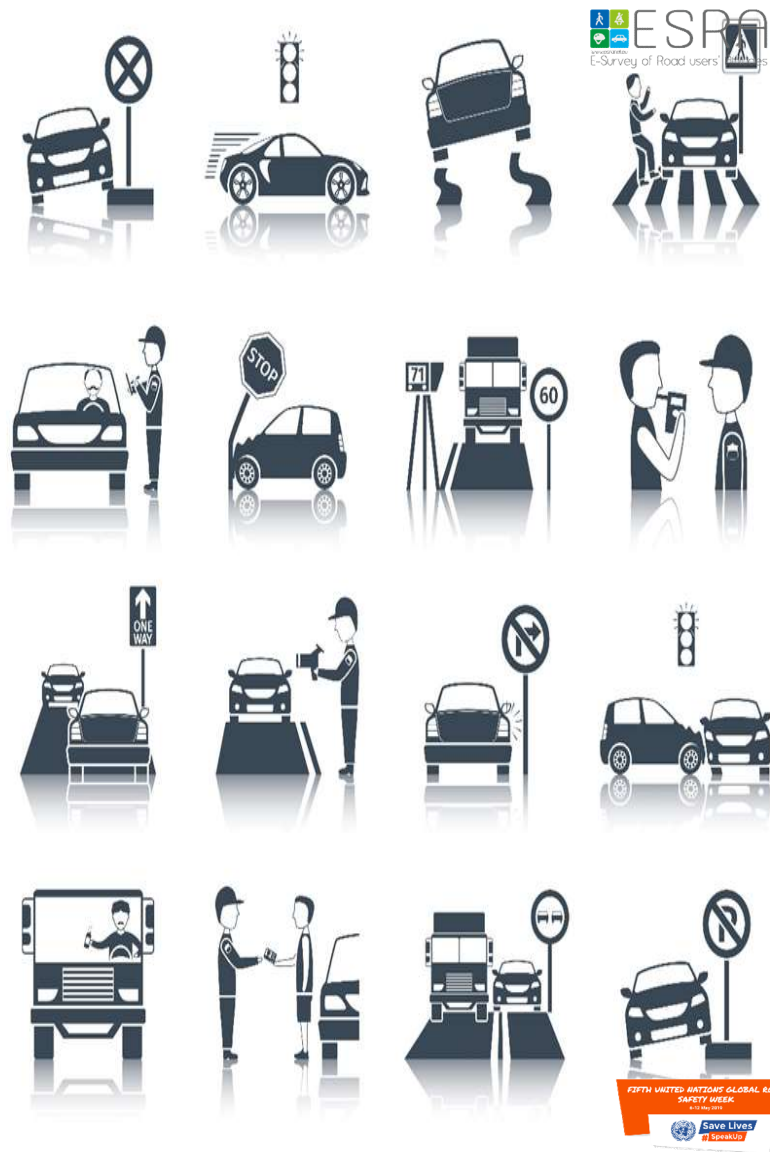
The ESRA2 questionnaire

➤ 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 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

Driving under influence	Child restraint systems	Cyclists
Speeding	Unsafety feeling & risk perception	Moped drivers & Motorcyclists
Distraction (mobile phone use)	Enforcement	Young road users
Fatigue	Vehicle automation	Elderly road users
Seat belt	Pedestrians	Gender aspects

- **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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