

The ESRA-project:

Toward a joint European monitoring system on road users' safety attitudes



E-Survey of Road users' Attitudes

www.esranet.eu

Paris, March 21st, 2017

Uta Meesmann, Katrien Torfs, Marie Trotta, Wouter Van den Berghe
Belgian Road Safety Institute





What was / is / will be



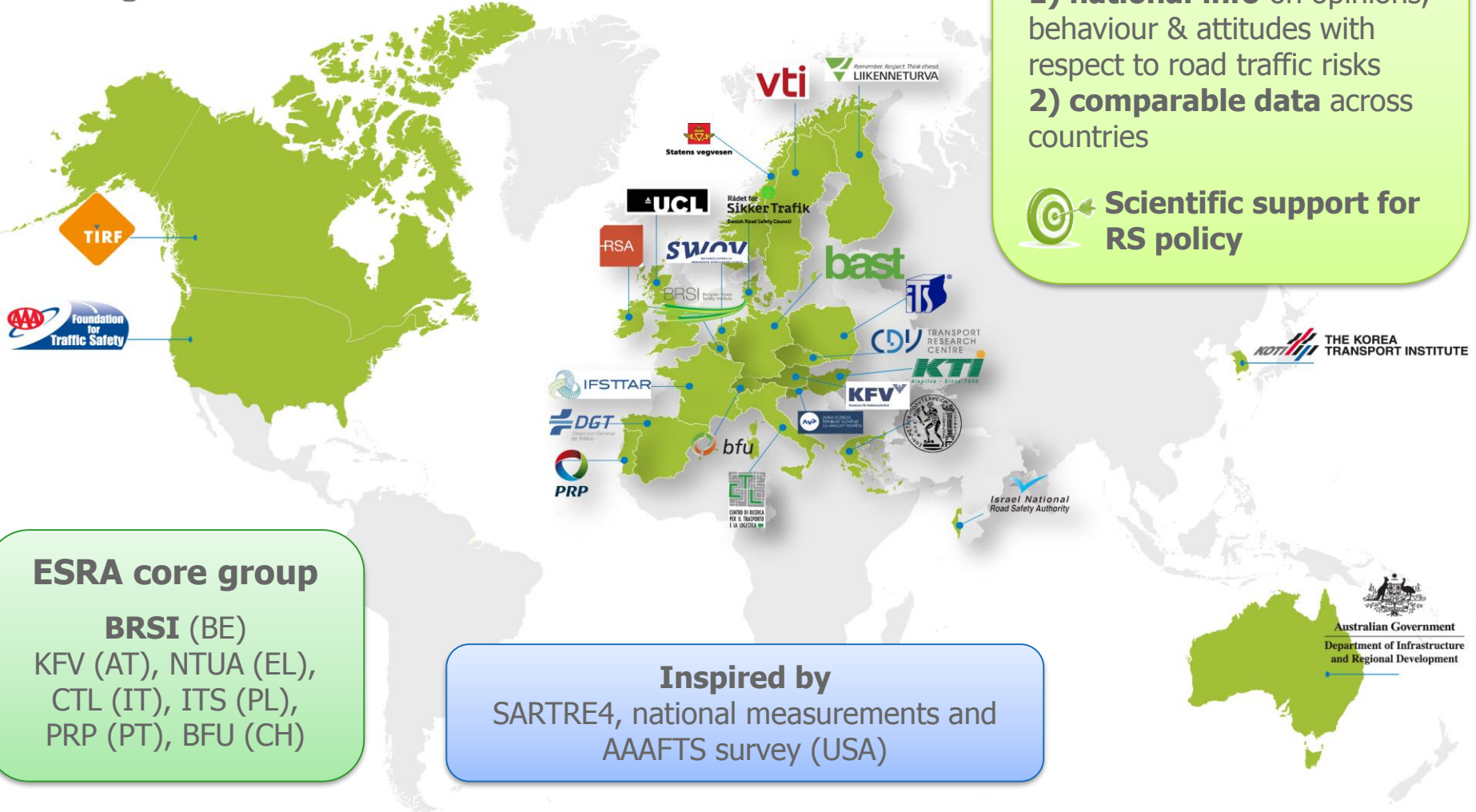
?

1

25 countries
Online panel survey

- 1) national info** on opinions, behaviour & attitudes with respect to road traffic risks
- 2) comparable data** across countries

 **Scientific support for RS policy**



ESRA core group

BRSI (BE)
KfV (AT), NTUA (EL),
CTL (IT), ITS (PL),
PRP (PT), BFU (CH)

Inspired by
SARTRE4, national measurements and
AAFTS survey (USA)

Methodology ESRA 2015



Online

internet access panel

Organized by



(member of ESOMAR)

17



N = 1,000+

600+



Common

questionnaire

English + 19 translations

32 Qs

(= 222 variables)

Methodology ESRA 2015 + 2016



Online

internet access panel

Organized by



(members of ESOMAR)



**Total sample
almost 27,000**



N = 1,000+



600+



Common

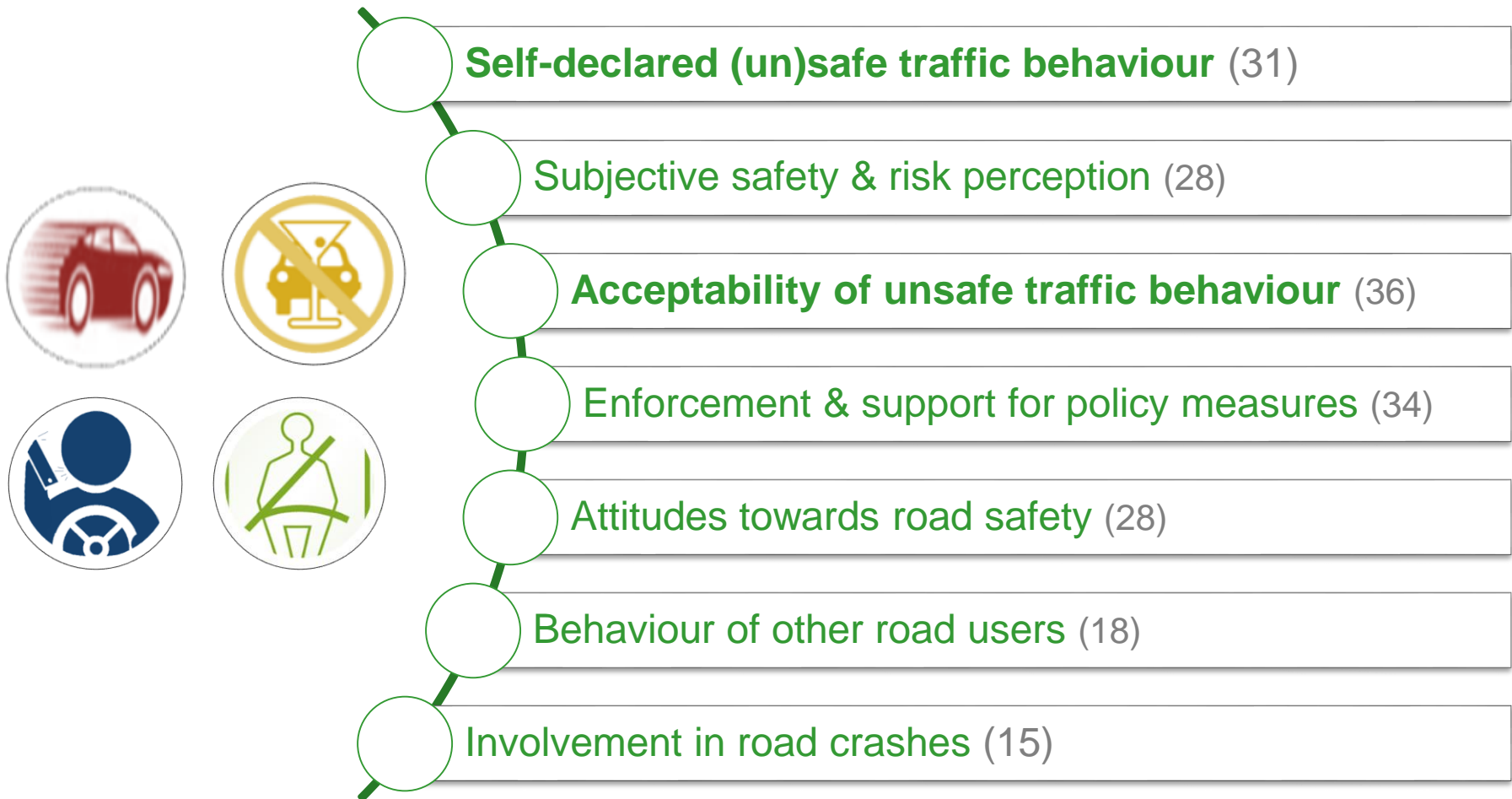
questionnaire

English + 29 translations

32 Qs

(= 222 variables)

Main topics & themes



of variables per topic indicated between brackets

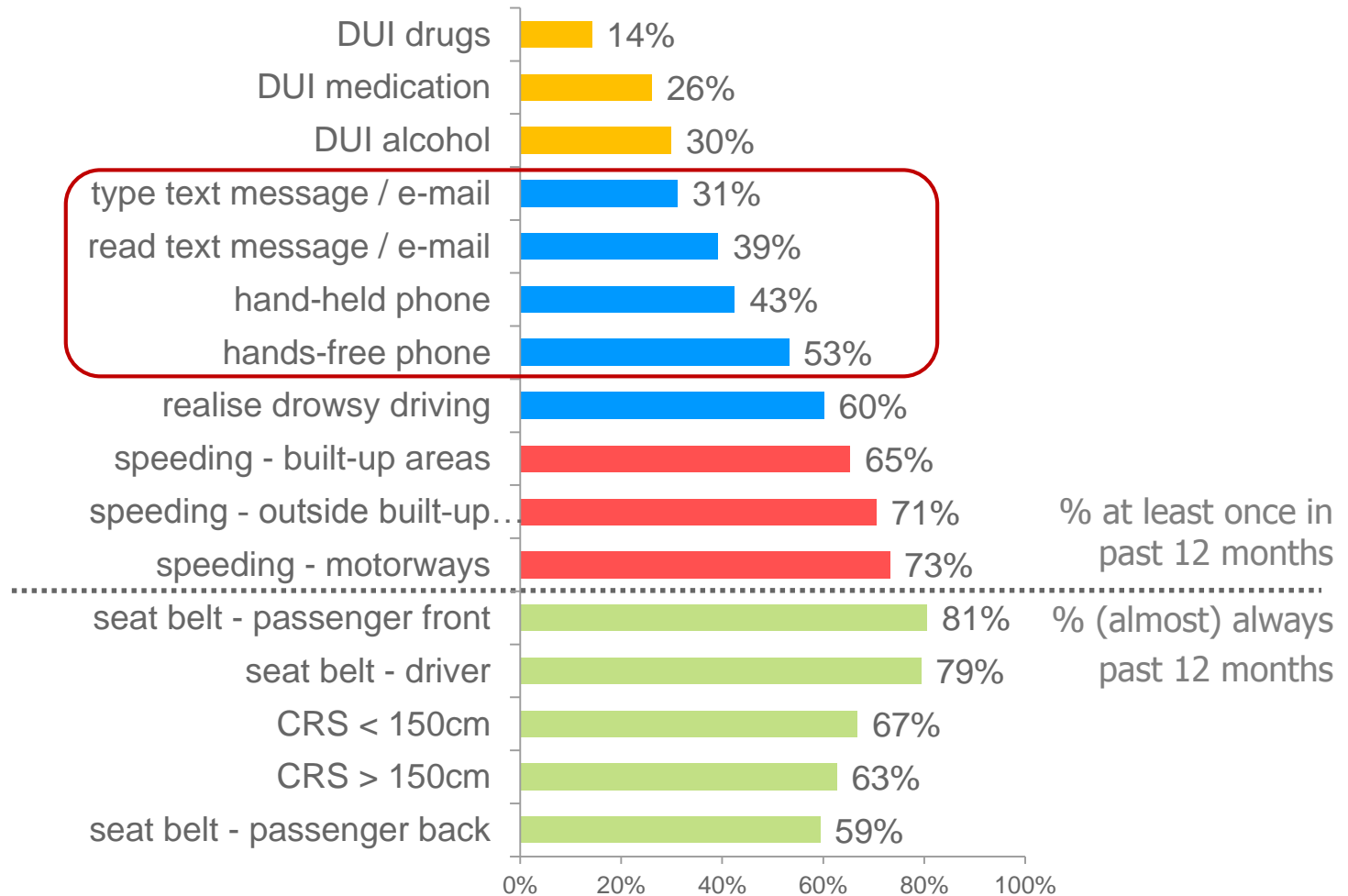


Results ESRA 2015/2016

Distraction



2

Self-declared (un)safe traffic behaviour (ESRA25)

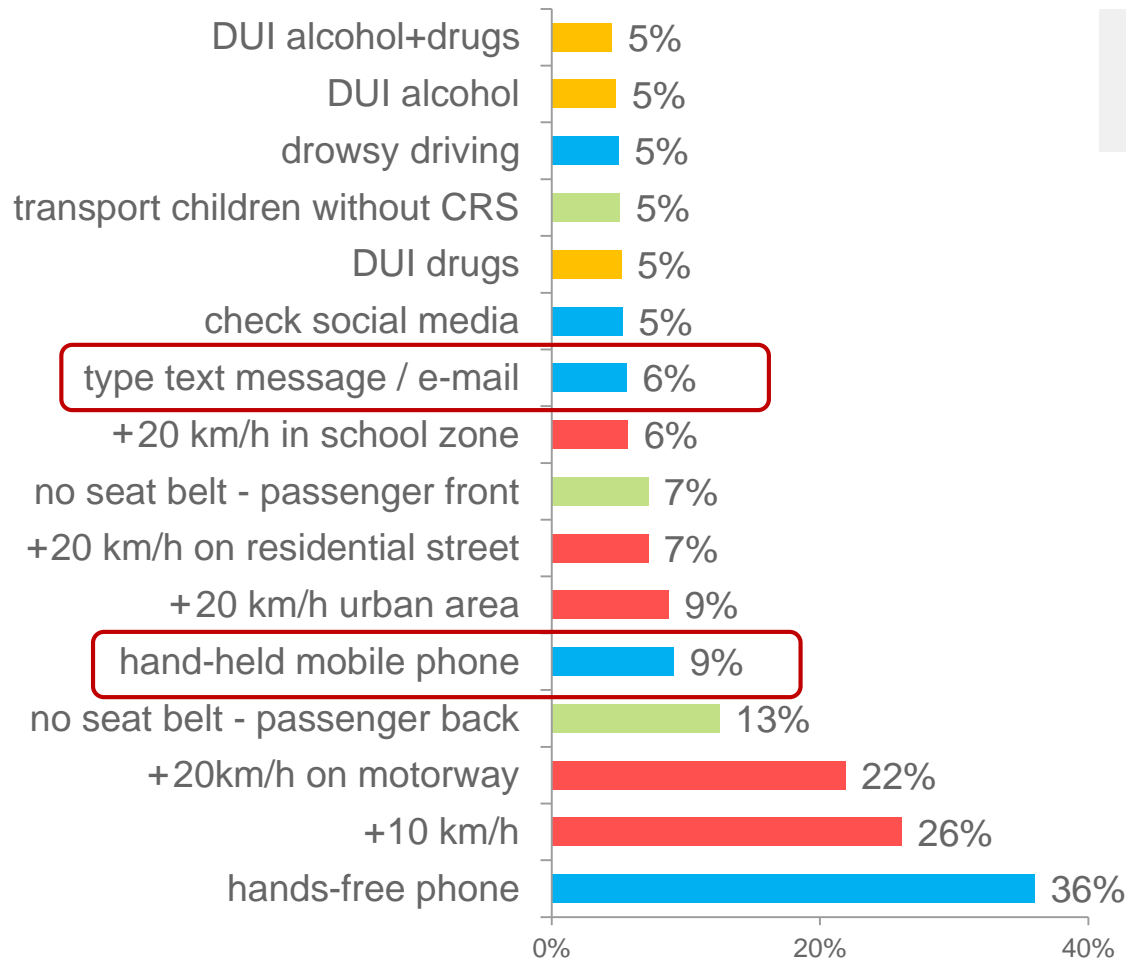


Self-declared distracted driving (by country)

% of at least once during the last 12 months

	hands-free 	hand-held	read 	send
AT	63%	47%	36%	28%
AU	48%	28%	32%	27%
BE	41%	28%	37%	27%
CA	45%	25%	29%	24%
CH	50%	35%	36%	29%
CZ	39%	41%	37%	27%
DE	51%	35%	32%	26%
DK	51%	42%	44%	35%
EL	62%	61%	45%	30%
ES	56%	35%	36%	26%
FI	52%	73%	56%	41%
FR	37%	31%	39%	30%
HU	52%	39%	22%	15%
IE	47%	30%	36%	27%
IL	83%	43%	54%	44%
IT	74%	55%	49%	33%
KR	66%	60%	61%	50%
NL	45%	24%	33%	25%
NO	63%	51%	46%	37%
PL	55%	48%	32%	25%
PT	60%	46%	44%	28%
SE	50%	62%	45%	32%
SI	52%	60%	34%	27%
UK	39%	22%	27%	21%
US	56%	50%	42%	35%
E20	51%	38%	36%	27%
ESRA25	53%	43%	39%	31%

Acceptability of unsafe traffic behaviour (ESRA24*)





Personal acceptability
(score 4+5 on a scale from
1 'unacceptable' to 5 'acceptable')



* Excluding Slovenia due to translation error

Acceptability of distracted driving (by country)

	 hand-held		 send	
	Personal	Other	Personal	Other
AT	10%	14%	2%	3%
AU	10%	12%	8%	9%
BE	3%	8%	2%	5%
CA	6%	8%	4%	6%
CH	6%	6%	2%	3%
CZ	5%	10%	1%	3%
DE	9%	20%	3%	9%
DK	5%	8%	1%	3%
EL	6%	25%	4%	14%
ES	5%	9%	4%	5%
FI	11%	24%	2%	5%
FR	7%	11%	5%	8%
HU	3%	5%	1%	2%
IE	5%	12%	3%	8%
IL	10%	15%	9%	13%
IT	8%	32%	7%	19%
KR	9%	14%	5%	9%
NL	6%	6%	3%	4%
NO	7%	11%	3%	5%
PL	14%	17%	7%	9%
PT	3%	8%	1%	5%
SE	12%	21%	3%	9%
UK	4%	7%	4%	5%
US	13%	18%	8%	13%
E 19	7%	15%	4%	8%
ESRA24	9%	16%	6%	10%

(score 4+5 on a scale from 1 'unacceptable' to 5 'acceptable')

Additional results on distraction in traffic (ESRA 25)



... declare more unsafe traffic behaviour than...
... show higher acceptability of unsafe traffic behaviour than...
... show lower risk perception than



This age effect is particularly strong in the case of mobile phone - and headphones use in traffic.



- ▶ **49%** support **zero tolerance** for using any type of mobile phone while driving.
- ▶ **52%** support the **ban of using headphones** by pedestrians & cyclists.

Additional results on distraction in traffic (ESRA 25)



- ▶ **82%** agree that **hand-held mobile phone** use while driving **increases accident risk**.
- ▶ **72%** agree that **hand-held mobile phone** **decreases attention** to traffic.
- ▶ **57%** agree that **hands-free mobile phone** while driving **decreases attention** to traffic.

Distraction is seen as the **3rd cause of accident** (after speeding and driving under the influence of alcohol).



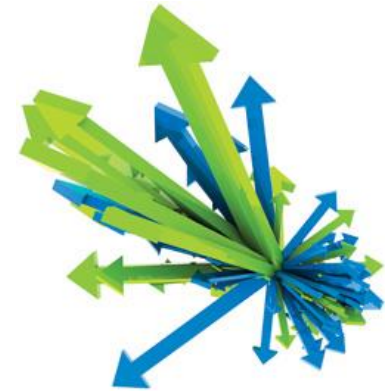
62% declare that **distracted drivers have increased in the past 2 years**. It is the behaviour considered to have increased the most, ahead of aggressive drivers (52%) & speeding drivers (49%).



Conclusions & next steps

3

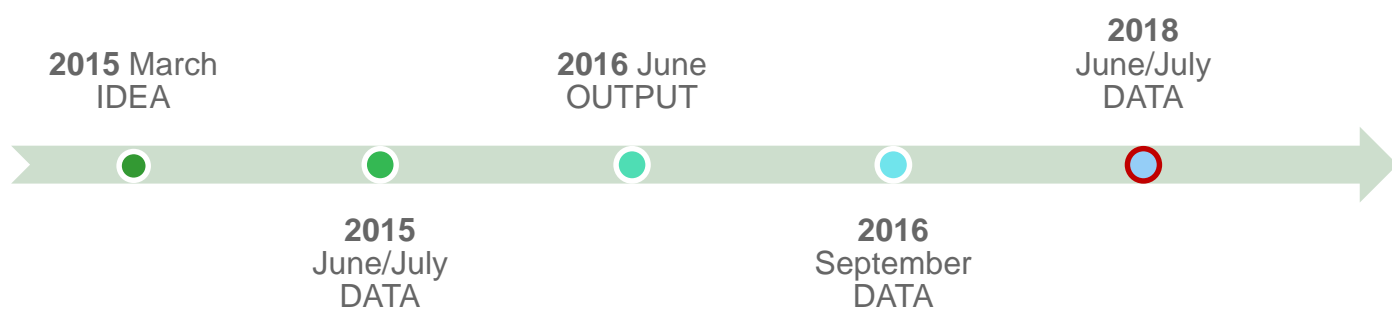
Output ESRA 2015/2016




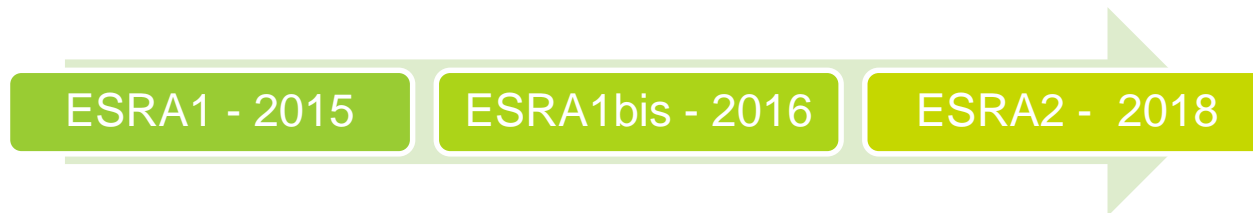
www.esranet.eu

- ▶ [Main report](#) ←
- ▶ 6 Thematic reports (E17)
 - ▶ [Speeding](#)
 - ▶ [Driving under the influence of alcohol and drugs](#)
 - ▶ [Distraction and fatigue](#) ←
 - ▶ [Seat belt and child restraint systems](#)
 - ▶ [Subjective safety and risk perception](#)
 - ▶ [Enforcement and support for road safety policy measures](#)
- ▶ 25 Country-factsheets (8 under development)
- ▶ ESRA update of SARTRE4 data in [country fact sheets](#) of the European Road Safety Observatory (ERSO; EC)

Conclusion



- ▶ **Feasibility and the added value** of joint data collection by a network of road safety organizations.
- ▶ Intention: **repeat** this initiative **every 3 years** => **time series** 
- ▶ This will provide a **solid contribution to a joint monitoring system** on road safety attitudes and behaviour (e.g. ESRO).



Thank you for your attention !

More information on ESRA: www.esranet.eu

Uta Meesmann
Senior Researcher
Belgian Road Safety Institute
Email: Uta.Meesmann@bivv.be
Tel: +32 2 244 15 13

Interested in participating in ESRA 2018? Contact:

- * Uta Meesmann, Uta.Meesmann@bivv.be
- * Katrien Torfs, Katrien.Torfs@bivv.be