

International differences in public support for policy measures

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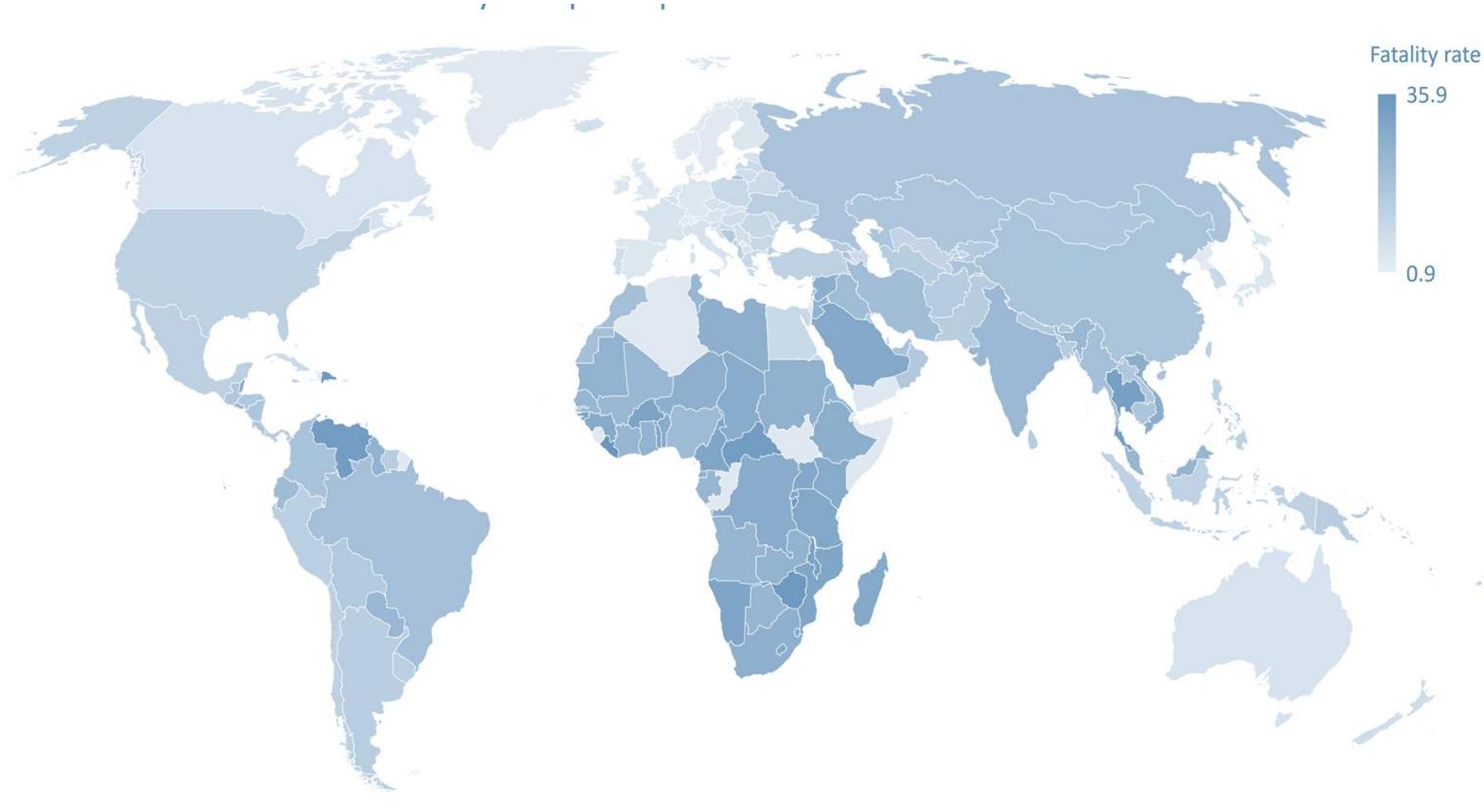
ESRA Conference, April 21, 2022





**Context
is
Everything**

Fatality rate per capita (*source: WHO*)



The fatality rate is higher in poorer countries

Key dimensions of national culture: *Independent thinking* and *Confucianist attitudes*

Independent versus Collectivist

Independent societies stress the needs and rights of the individual while collectivist societies start from the needs of the group as a whole.

Important values in independent countries include personal freedom, autonomy, uniqueness, self-reliance, hedonism and assertiveness.

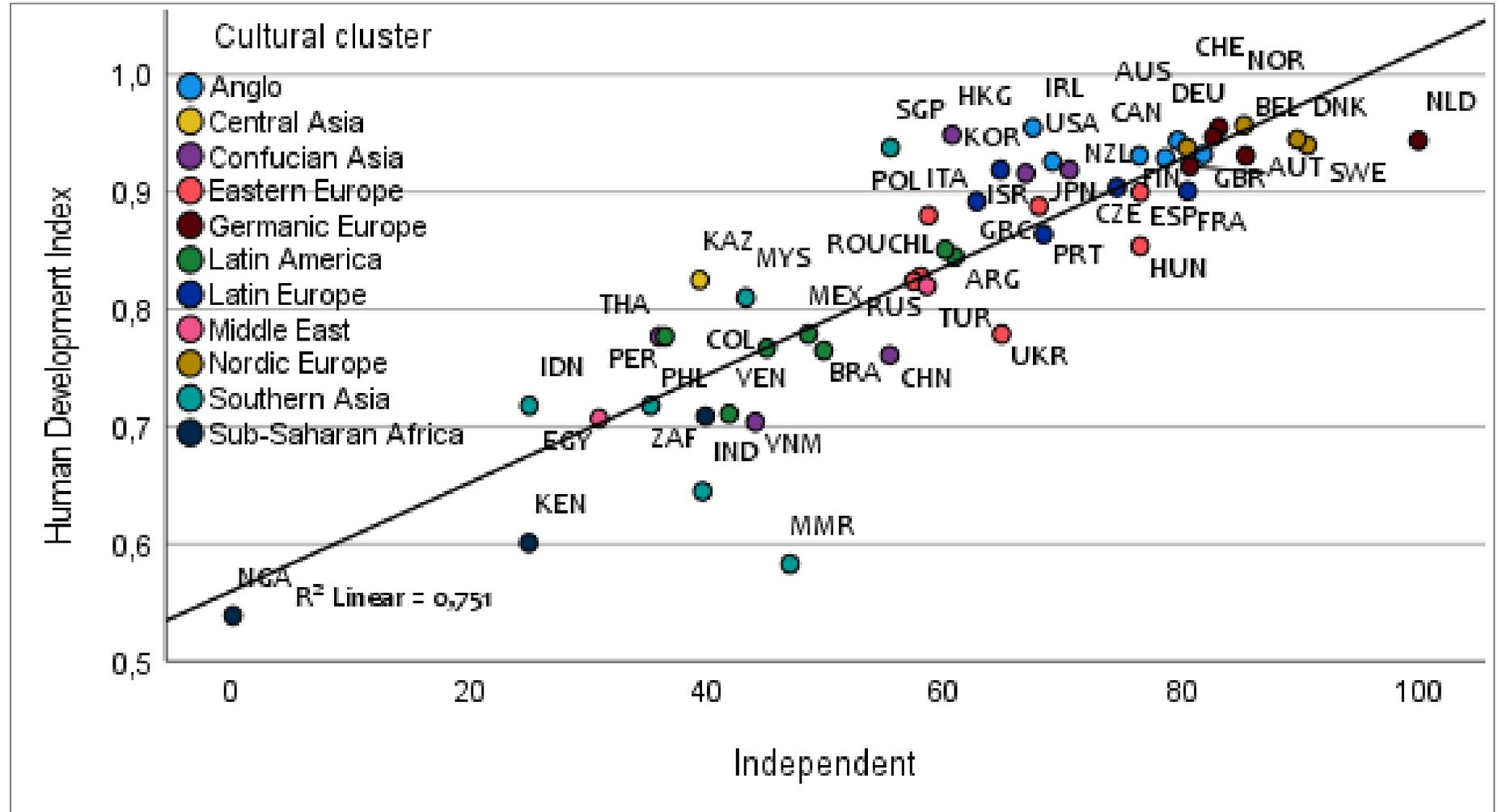
Within collectivist societies, important attitudes are conformity, restrictiveness, power-seeking, dependency, conflict avoidance and in-group favouritism.

Confucianist versus Dionysian

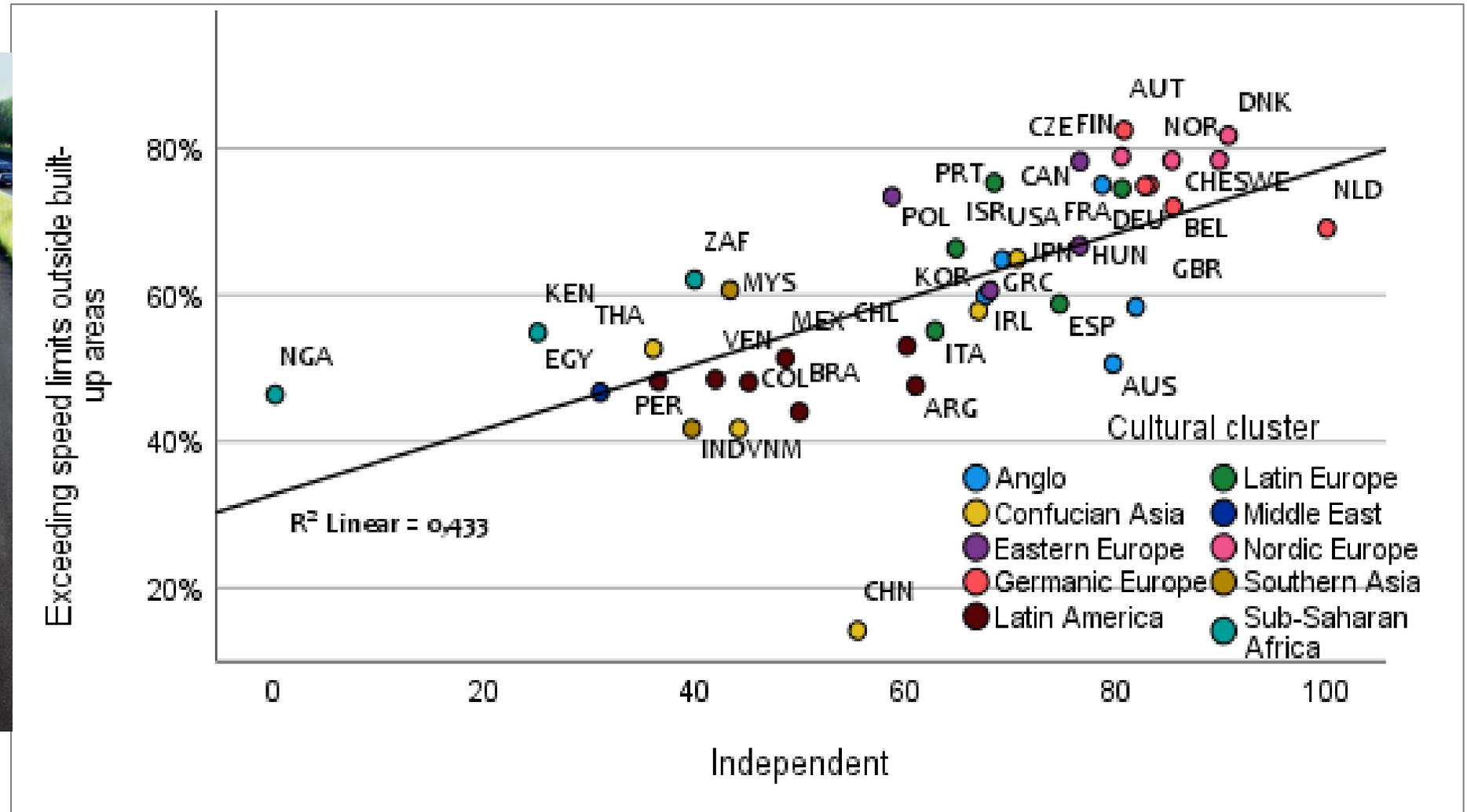
Confucianist cultures emphasize adaptability, a modest opinion of one's self, and reluctance to help people.

In Dionysian cultures people prefer to stay the same, have high self-regard and self-confidence and want others to feel good about them.

Culture is strongly linked to economic development



Speeding is more prevalent in societies with an “independent” culture

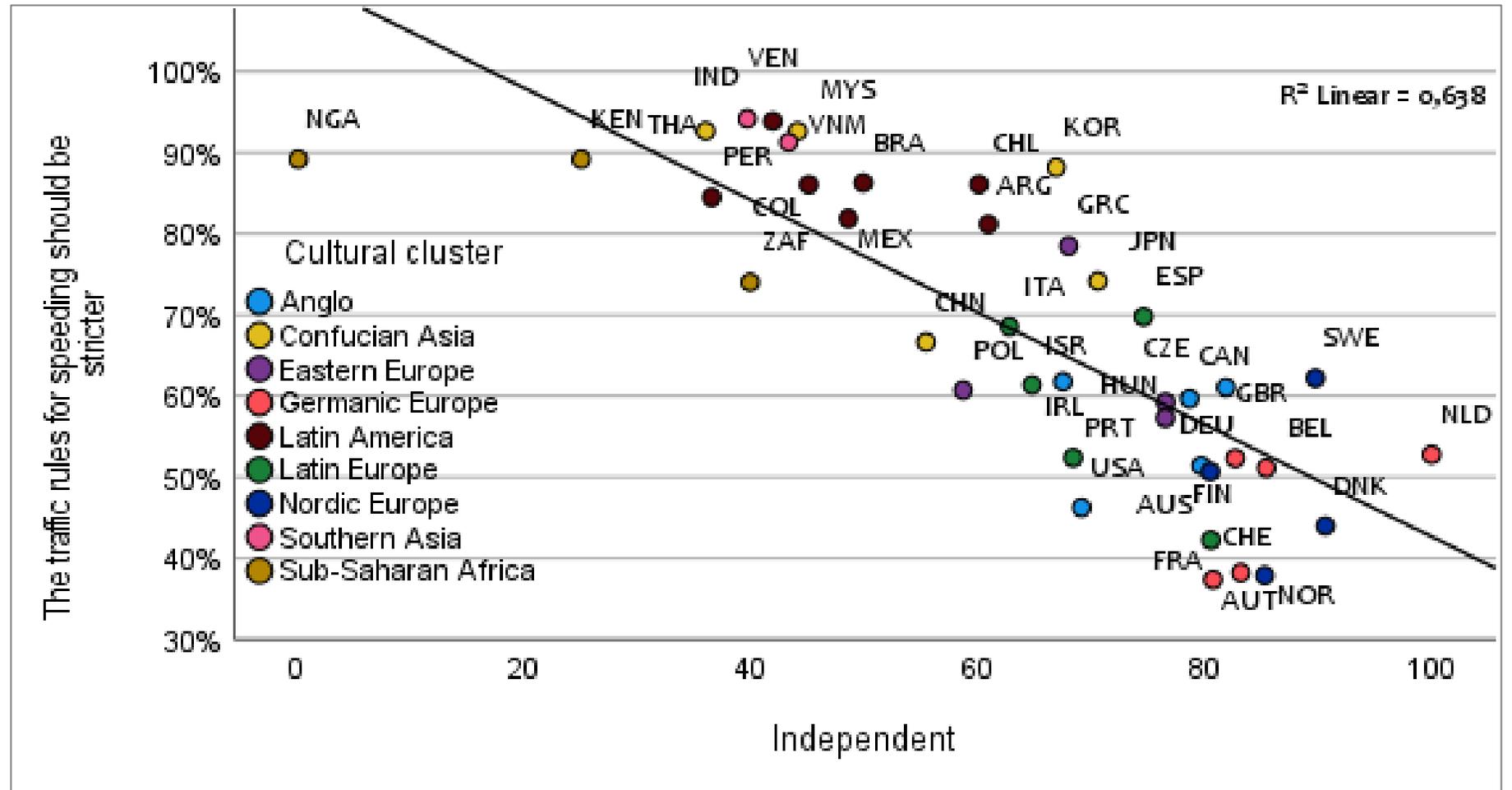




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Support for policy measures

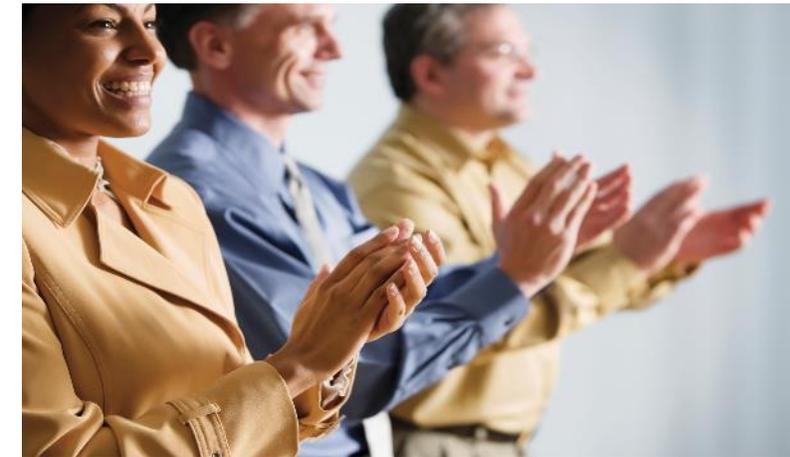
Independent societies don't like regulation



Policy measures included in ESRA2 (shortened)

ALC	Alcohol interlock for recidivists
ZER	Zero tolerance for alcohol for novice drivers
ZEN	Zero tolerances for alcohol for all drivers
ISA	ISA system in all cars
SWS	Speed warning signs in all cars
SRE	Seatbelt reminders for all seats

HEL	All cyclists have to wear a helmet
HEC	Children cyclists have to wear a helmet
HEP	PTW riders have to wear a helmet
RFL	Pedestrians have to wear reflective material
RFC	Cyclists have to wear reflective material
RFP	PTW riders have to wear reflective material

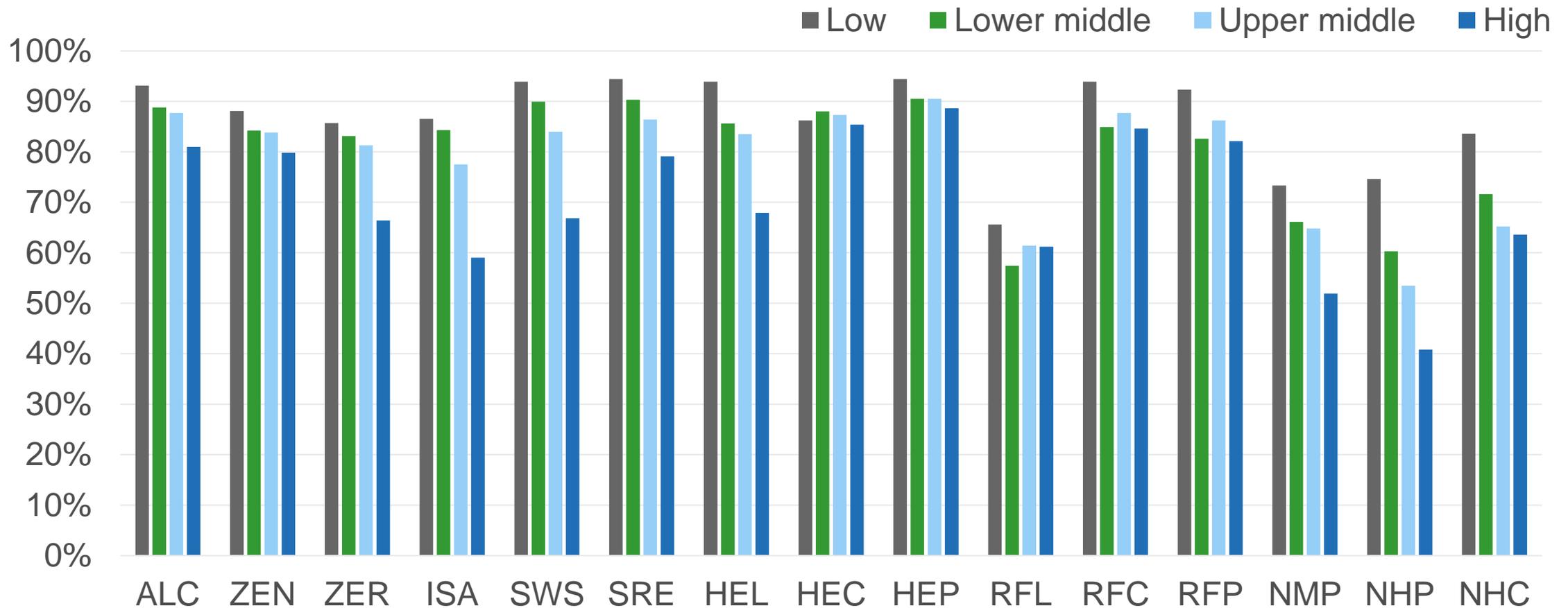


NMP	No use of any mobile phone by car drivers
NHP	No use of headphones or earbuds by pedestrians
NHC	No use of headphones or earbuds by cyclists

Females are more supportive of road safety measures than men



Level of public support is highest in low-income countries



Top and bottom countries for the level of support for some measures

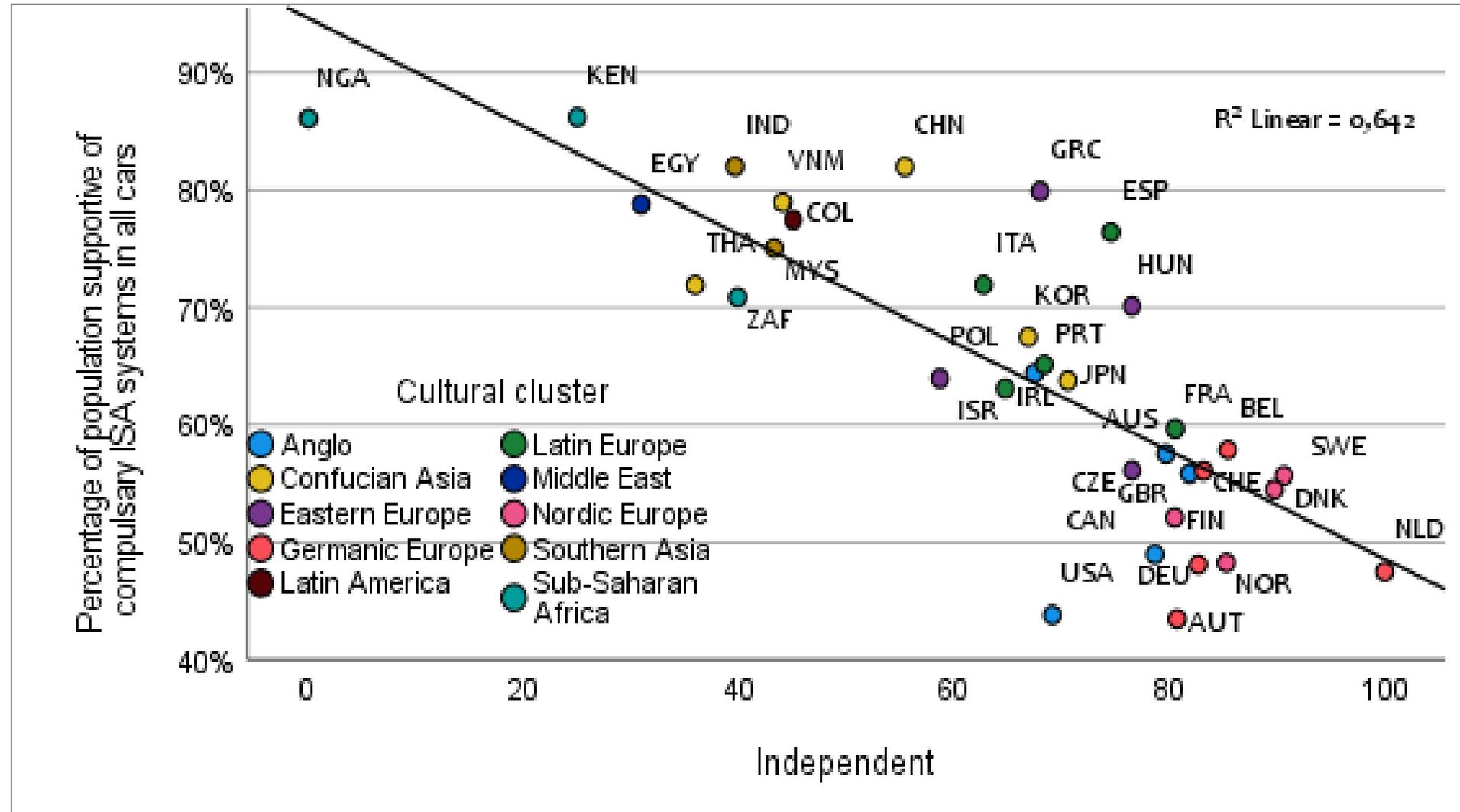
Policy measure	Highest support	Lowest support
Zero tolerances for alcohol for all drivers	Nigeria, Benin, Colombia, Peru	Austria, Australia, Switzerland, Luxembourg
Install ISA system in all cars	Benin, Cameroon, Côte d'Ivoire, Uganda	Germany, Netherlands, USA, Austria
All cyclists have to wear a helmet	Kenya, Colombia, Ghana, Uganda	Viet Nam, Luxembourg, Japan, The Netherlands
Pedestrians have to wear reflective material	Slovenia, Finland, Poland, Hungary	Netherlands, Serbia, Israel, Australia
No use of mobile phones in cars	Kenya, Bolivia, Ghana, Benin	Switzerland, Luxembourg, Austria, Finland

The fatality rate is often correlated with support for measures

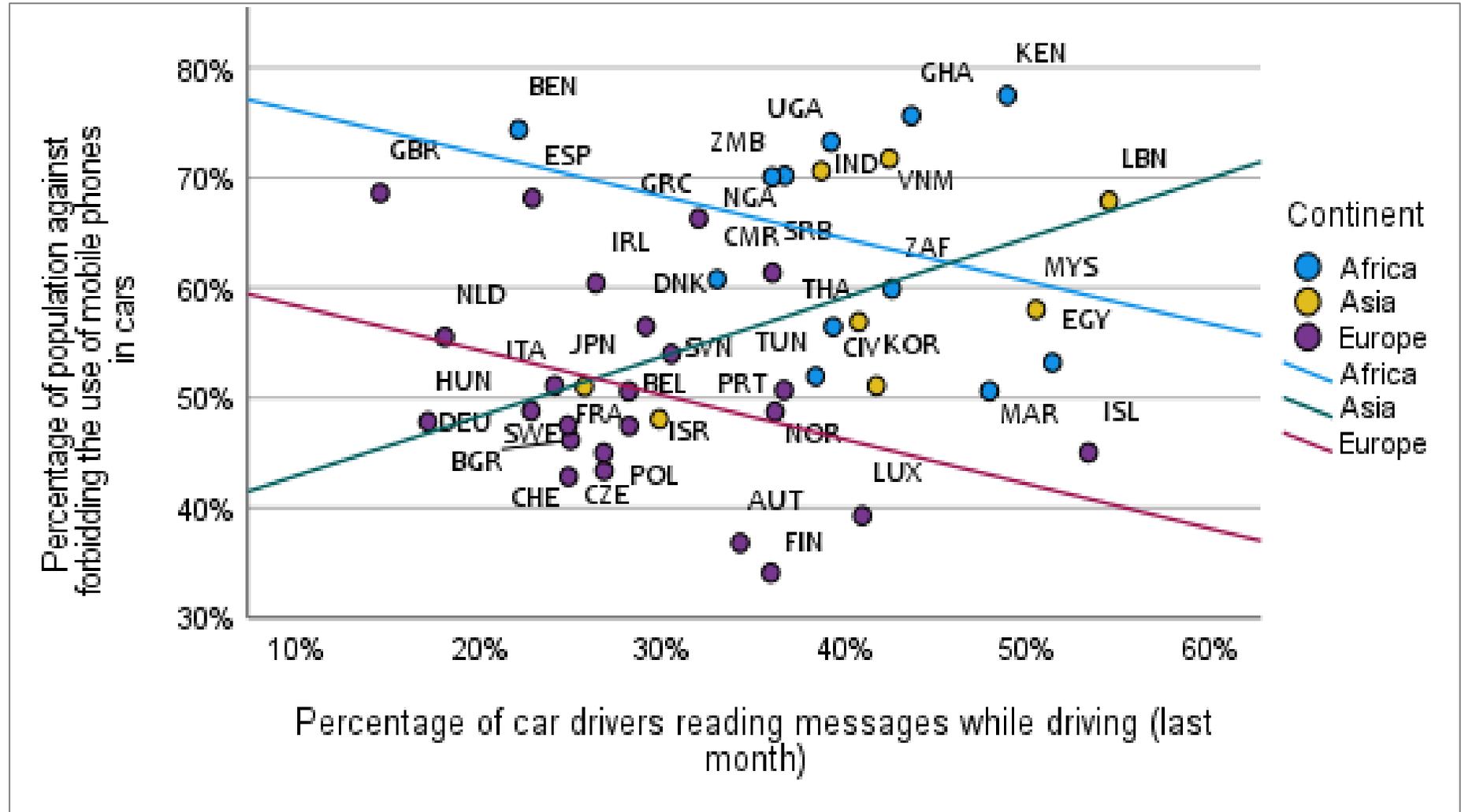


Measure		Correlation with fatality rate
ALC	Alcohol interlock for recidivists	0.504**
ZEN	Zero alcohol novice drivers	0.171
ZER	Zero alcohol all drivers	0.535**
ISA	Install ISA system	0.755**
SWS	Install Speed Warning signs	0.780**
SRE	Seatbelt reminder all seats	0.683**
HEL	All cyclists to wear a helmet	0.537**
HEC	Children cyclists to wear a helmet	0.140
HEP	PTW to wear a helmet	0.146
RFL	Pedestrians wear reflective material	0.054
RFC	Cyclists wear reflective material	0.134
RFP	PTW wear reflective material	0.124
NMP	No use mobile phones in cars	0.597**
NHP	No use headphones by pedestrians	0.726**
NHC	No use headphones by cyclists	0.356*

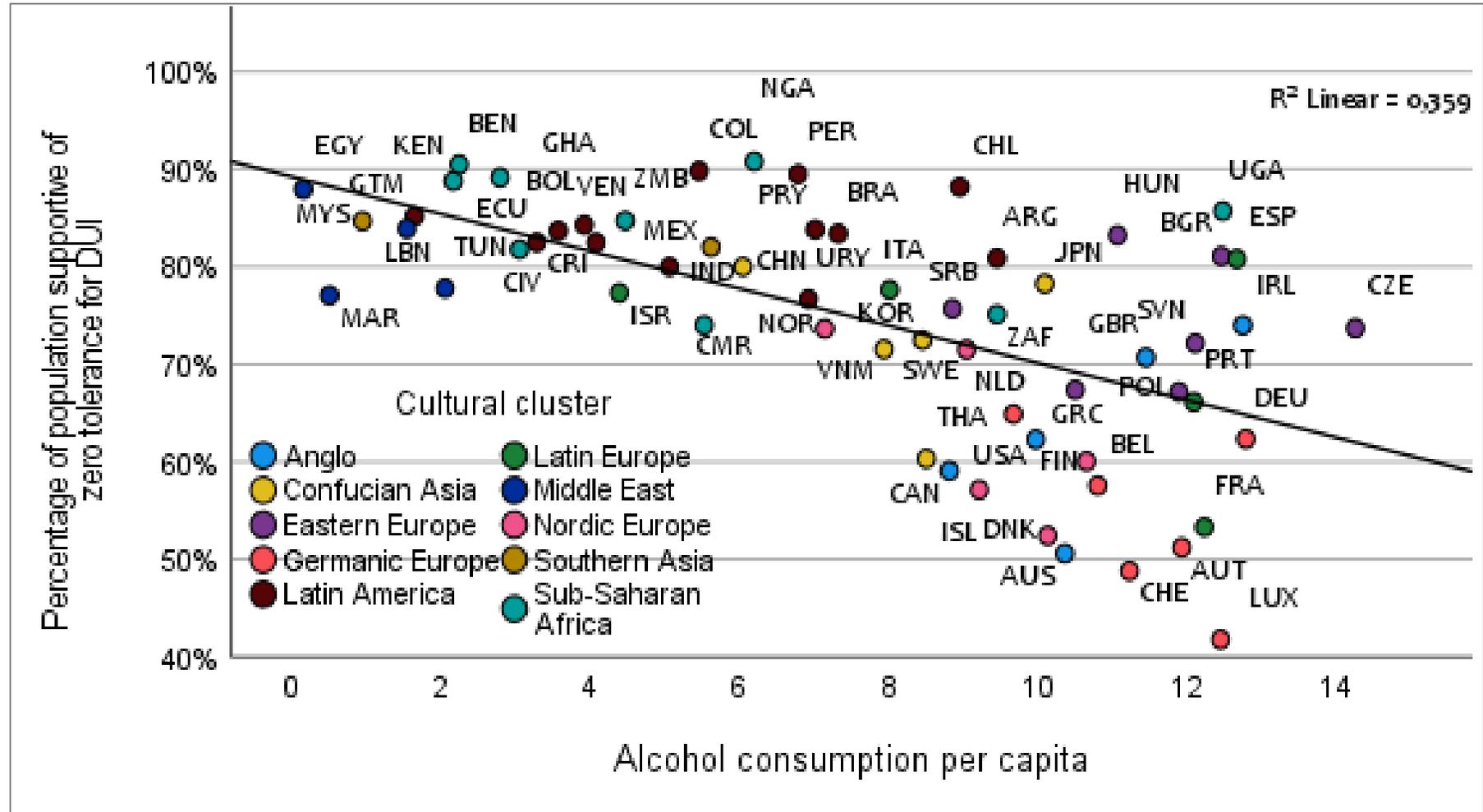
Support for ISA diminishes in “Independent” societies



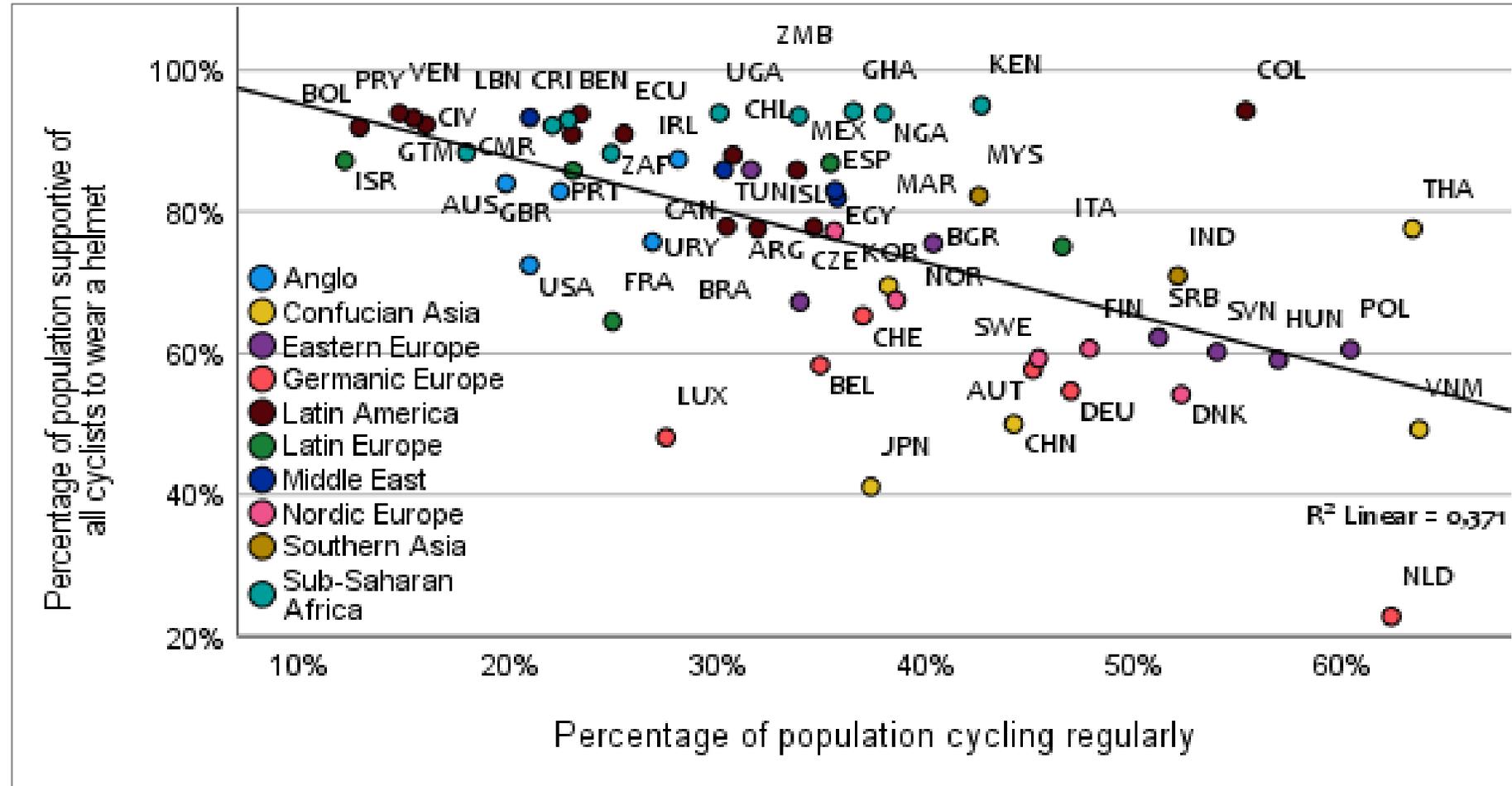
Attitudes to using mobile phones (while driving) vary across the globe



Lower support for ZER in countries with high alcohol consumption; but big differences across such countries



Support for compulsory cyclist helmets decreases when high numbers of people cycle regularly



More information

- ▶ ESRA Thematic Report on Support for policy measures (*accessible via ESRA website*)
- ▶ Van den Berghe, W., Schachner, M., Sgarra, V., & Christie, N. (2020). The association between national culture, road safety performance and support for policy measures. *IATSS Research*, 44(3), 197–211.
<https://doi.org/10.1016/j.iatssr.2020.09.002> (*open access*)
- ▶ PhD Dissertation “The influence of fairness and ethical trade-offs on public support for road safety measures. An international and intercultural exploration.” Thesis submitted by Wouter Van den Berghe to University College London (UCL) for the degree of Doctorate of Philosophy (*to be published*).

Thank you for your attention!

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