

# International differences in public support for policy measures

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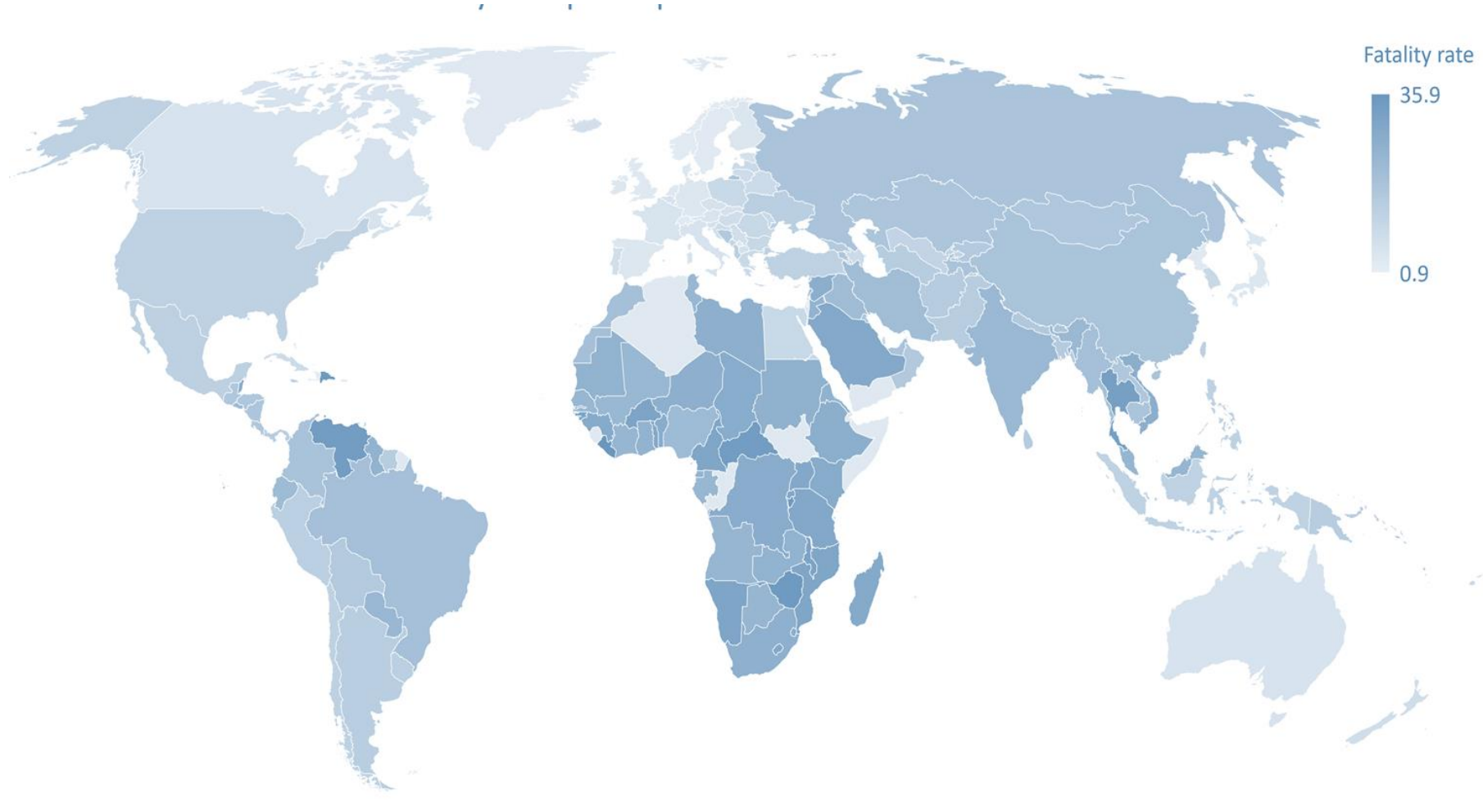
ESRA Conference, April 21, 2022



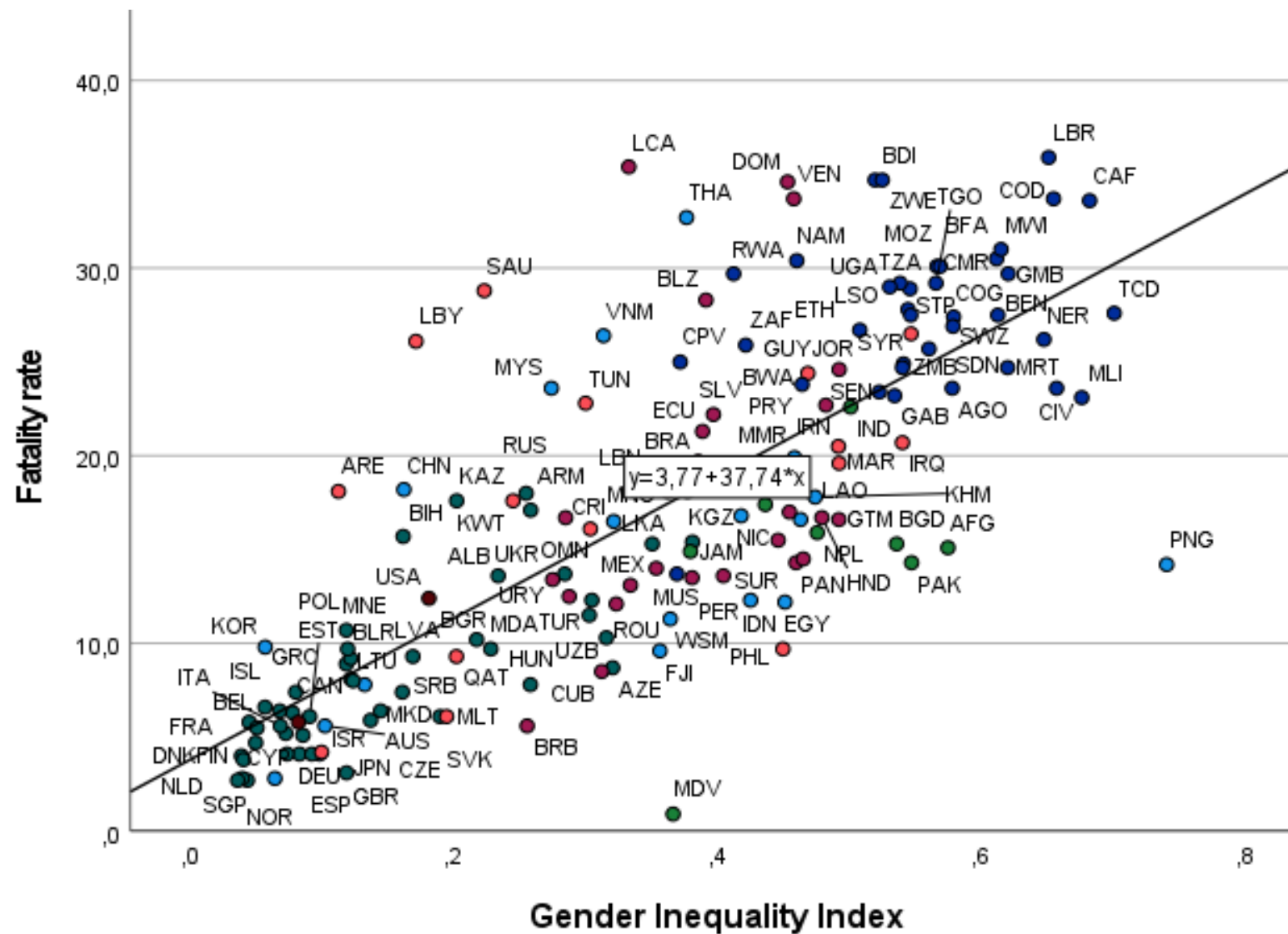


**Context  
is  
Everything**

## Fatality rate per capita (*source: WHO*)



*The fatality rate is higher in poorer countries*



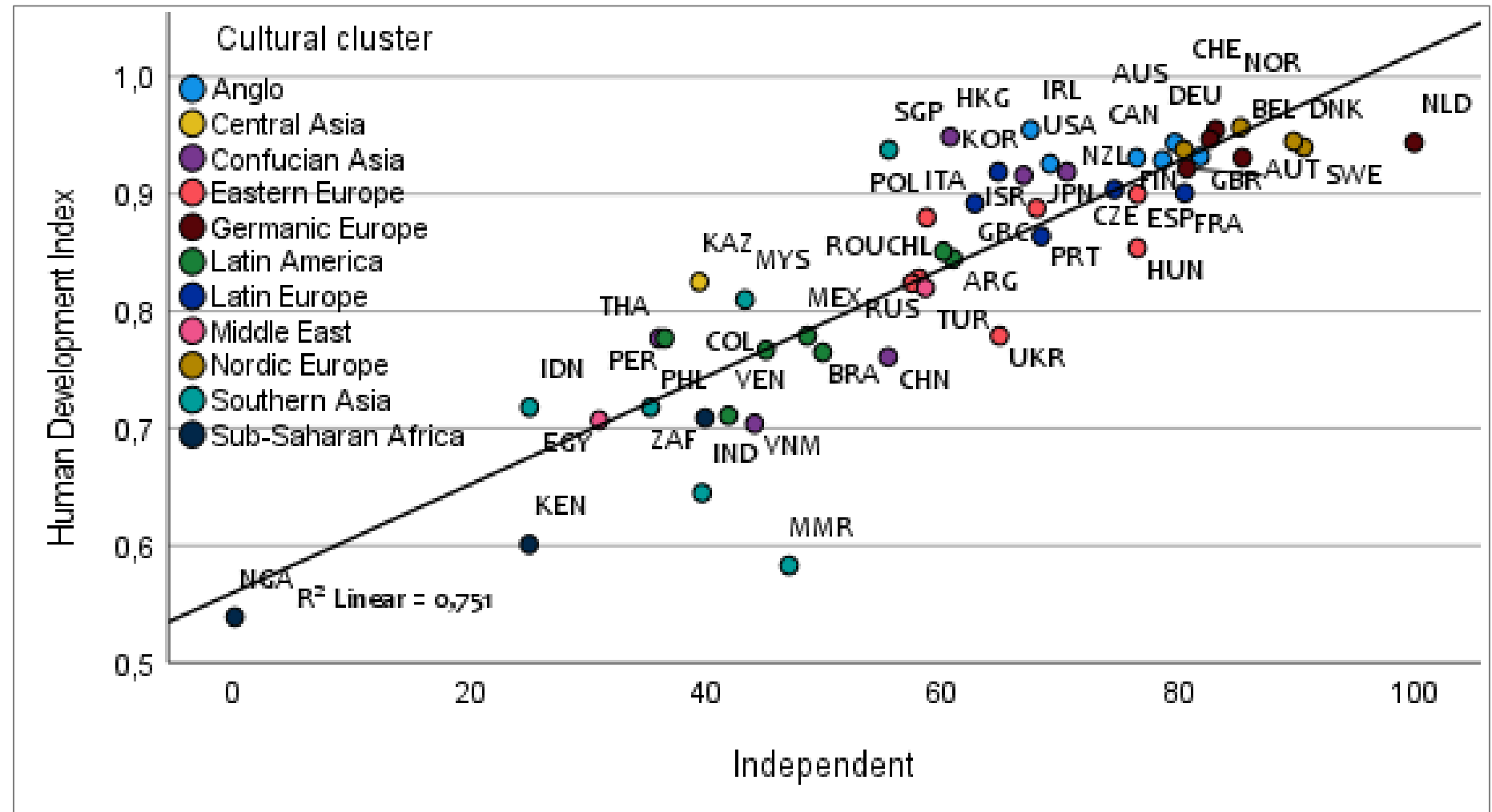
*Higher gender inequality is associated with a higher fatality rate*

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

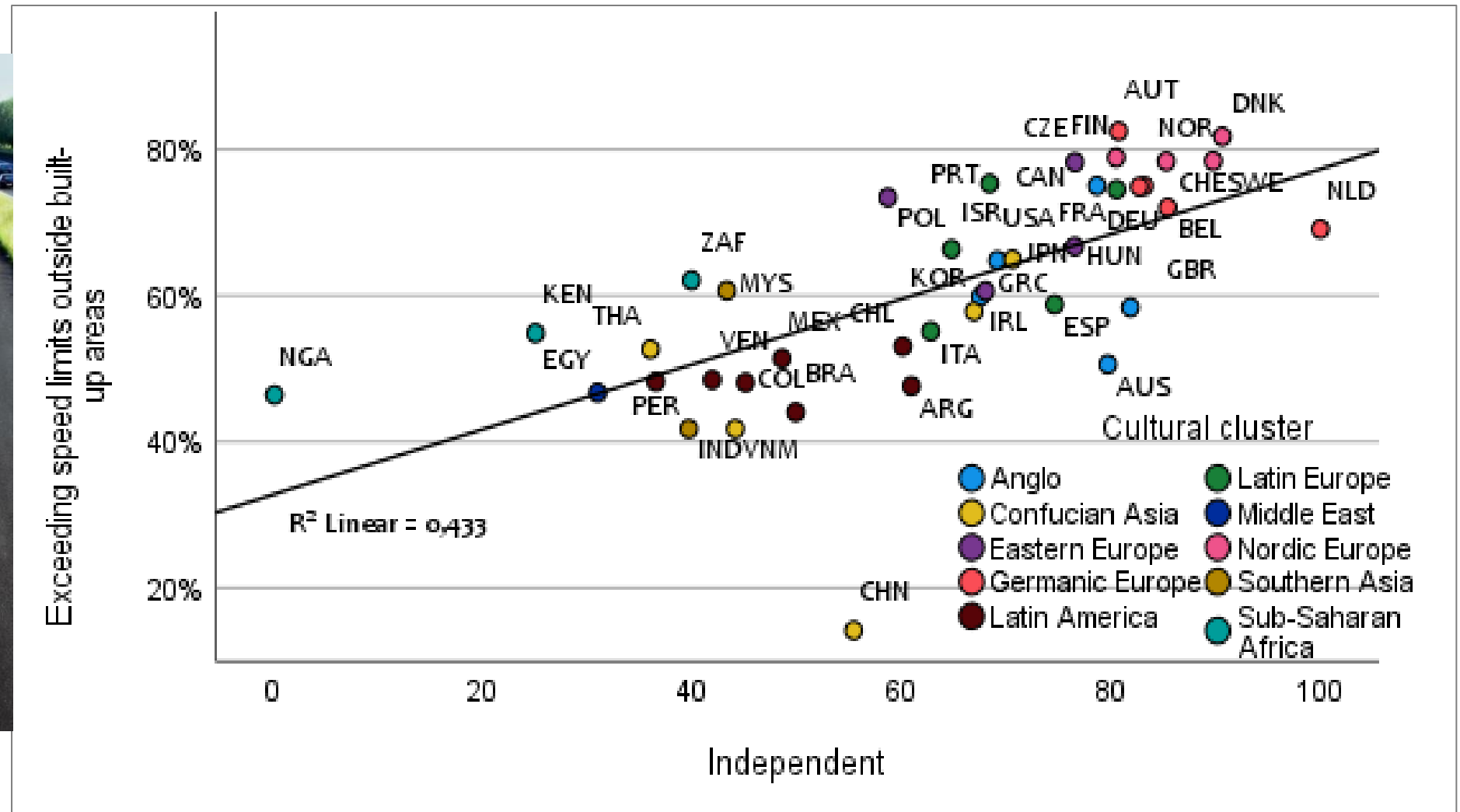
<b>Independent versus Collectivist</b>	<p>Independent societies stress the needs and rights of the individual while collectivist societies start from the needs of the group as a whole.</p> <p>Important values in independent countries include personal freedom, autonomy, uniqueness, self-reliance, hedonism and assertiveness.</p> <p>Within collectivist societies, important attitudes are conformity, restrictiveness, power-seeking, dependency, conflict avoidance and in-group favouritism.</p>
<b>Confucianist versus Dionysian</b>	<p>Confucianist cultures emphasize adaptability, a modest opinion of one's self, and reluctance to help people.</p> <p>In Dionysian cultures people prefer to stay the same, have high self-regard and self-confidence and want others to feel good about them.</p>



# Culture is strongly linked to economic development



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



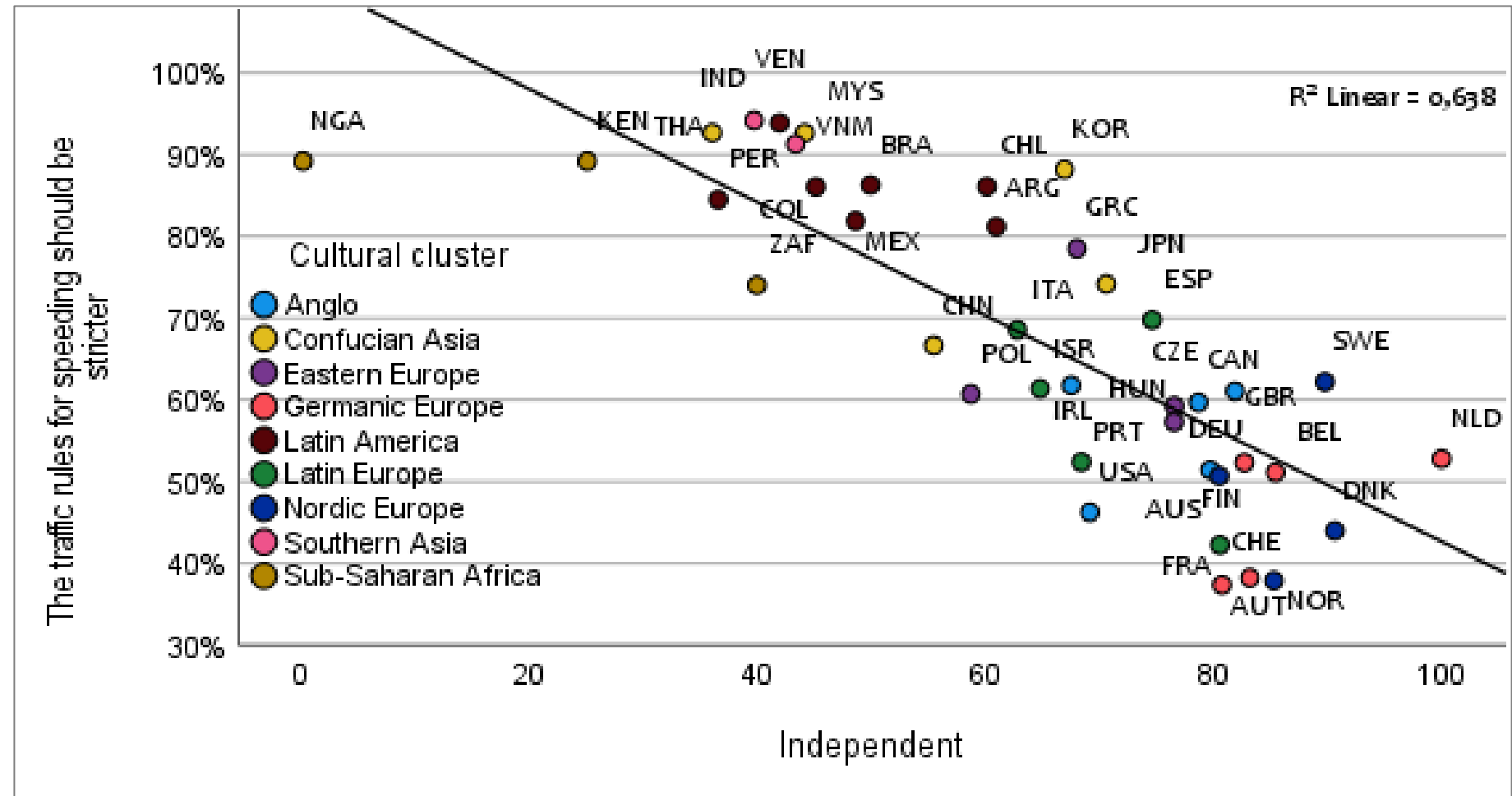


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# Support for policy measures



# Independent societies don't like regulation



# Policy measures included in ESRA2 (shortened)

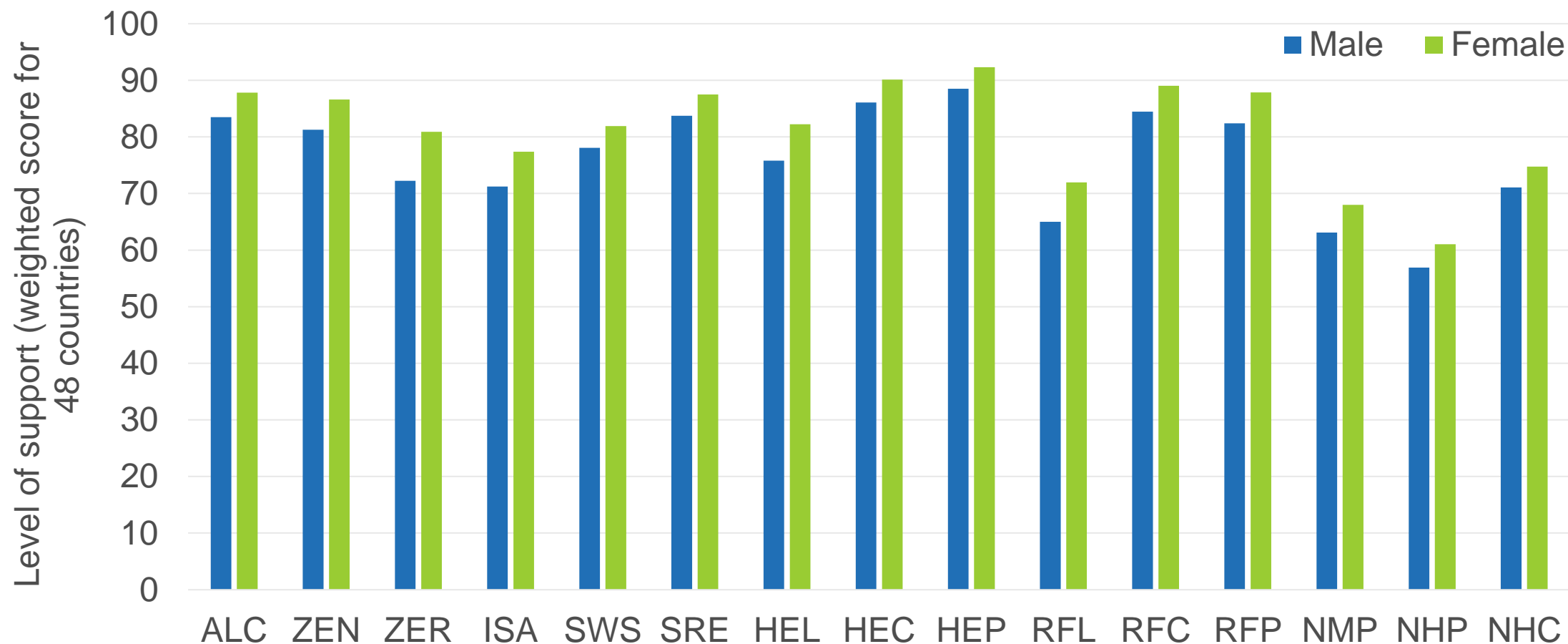
<b>ALC</b>	Alcohol interlock for recidivists
<b>ZER</b>	Zero tolerance for alcohol for novice drivers
<b>ZEN</b>	Zero tolerances for alcohol for all drivers
<b>ISA</b>	ISA system in all cars
<b>SWS</b>	Speed warning signs in all cars
<b>SRE</b>	Seatbelt reminders for all seats

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

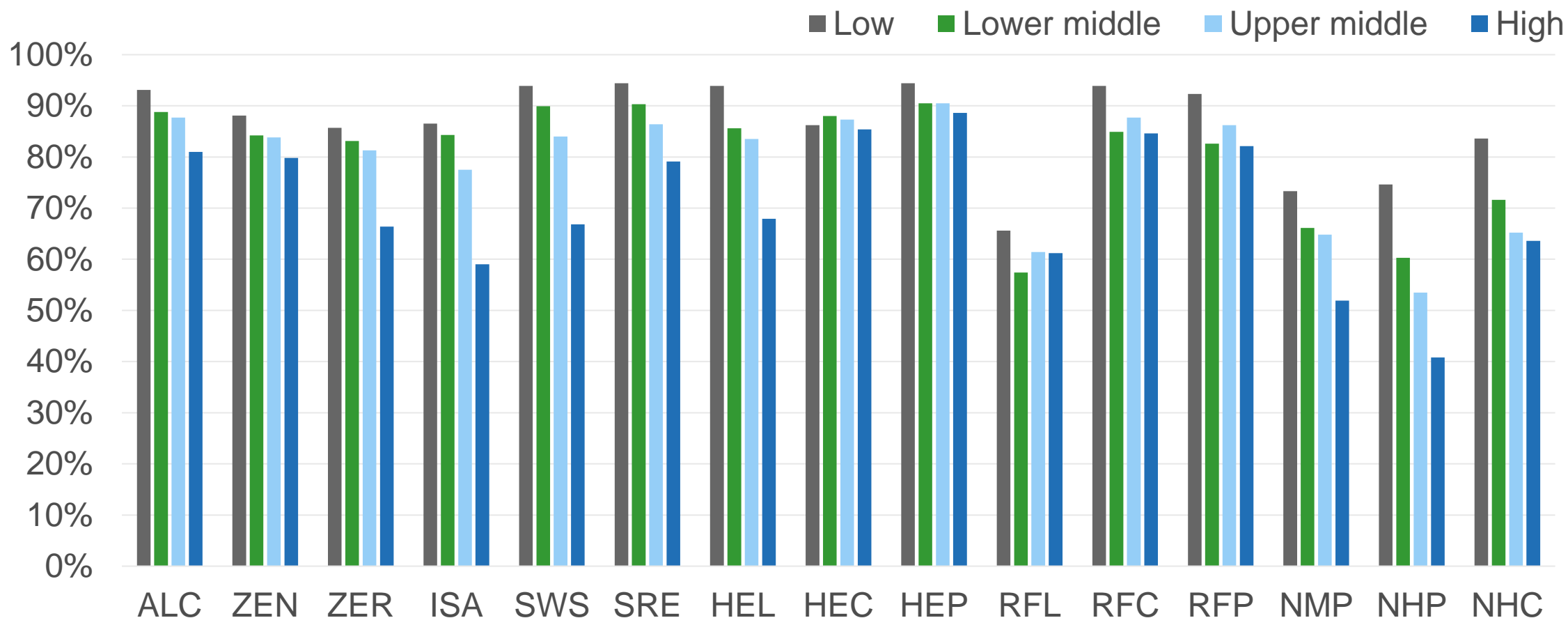


<b>NMP</b>	No use of any mobile phone by car drivers
<b>NHP</b>	No use of headphones or earbuds by pedestrians
<b>NHC</b>	No use of headphones or earbuds by cyclists

# 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

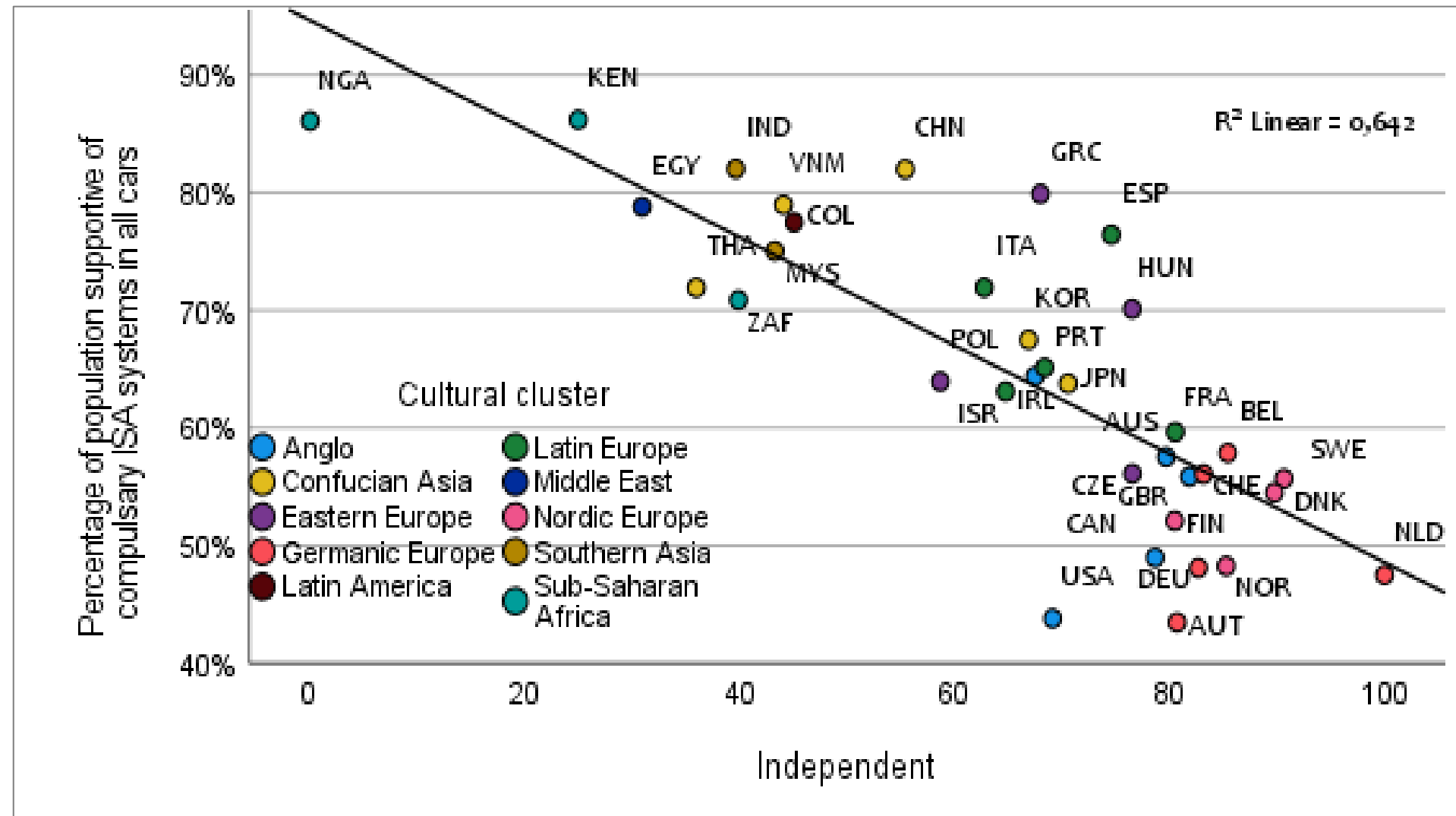
Policy measure	Highest support	Lowest support
Zero tolerances for alcohol for all drivers	Nigeria, Benin, Colombia, Peru	Austria, Australia, Switzerland, Luxembourg
Install ISA system in all cars	Benin, Cameroon, Côte d'Ivoire, Uganda	Germany, Netherlands, USA, Austria
All cyclists have to wear a helmet	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

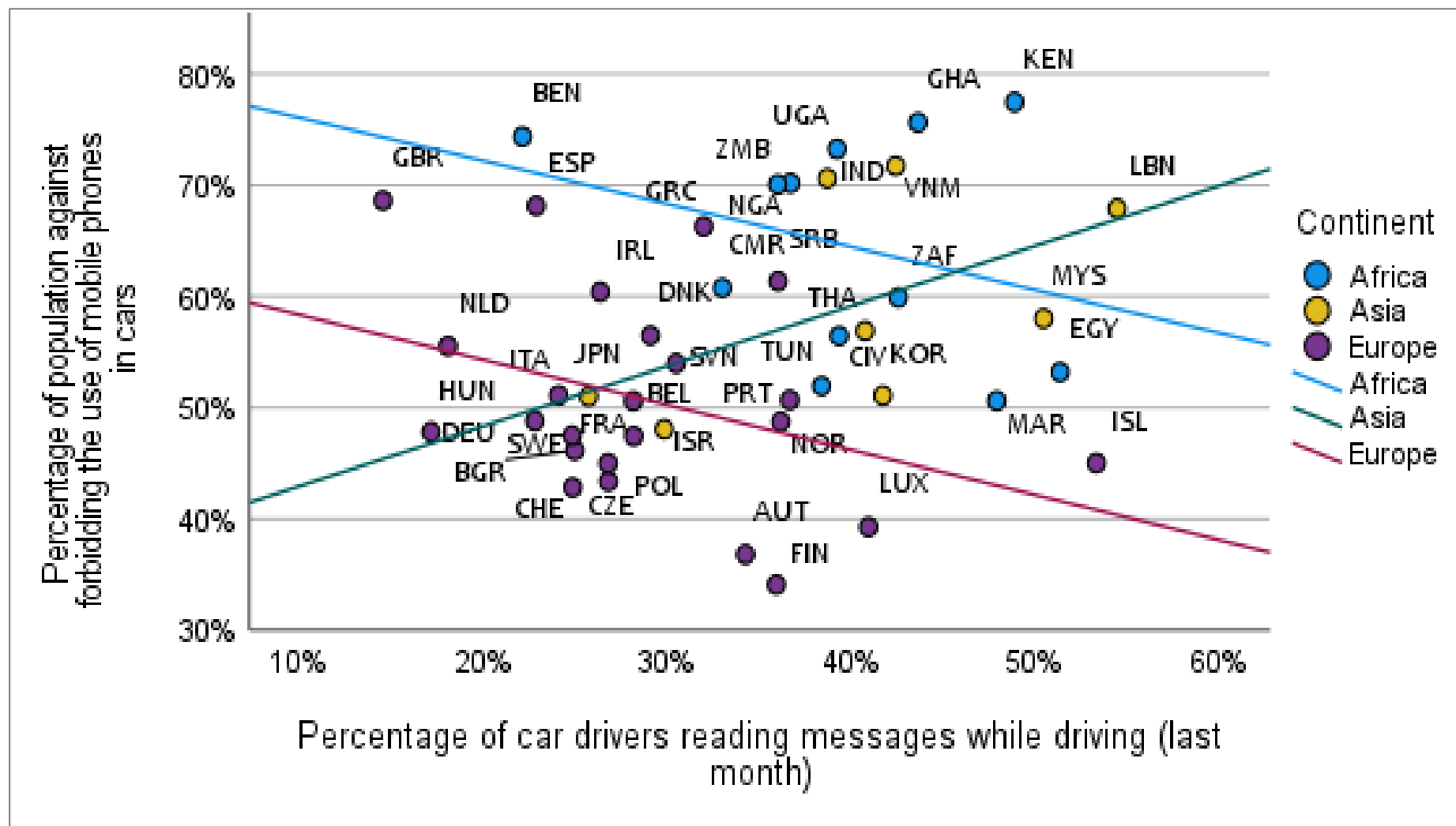


Measure		Correlation with fatality rate
<b>ALC</b>	Alcohol interlock for recidivists	0.504**
<b>ZEN</b>	Zero alcohol novice drivers	0.171
<b>ZER</b>	Zero alcohol all drivers	0.535**
<b>ISA</b>	Install ISA system	0.755**
<b>SWS</b>	Install Speed Warning signs	0.780**
<b>SRE</b>	Seatbelt reminder all seats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

# Support for ISA diminishes in “Independent” societies

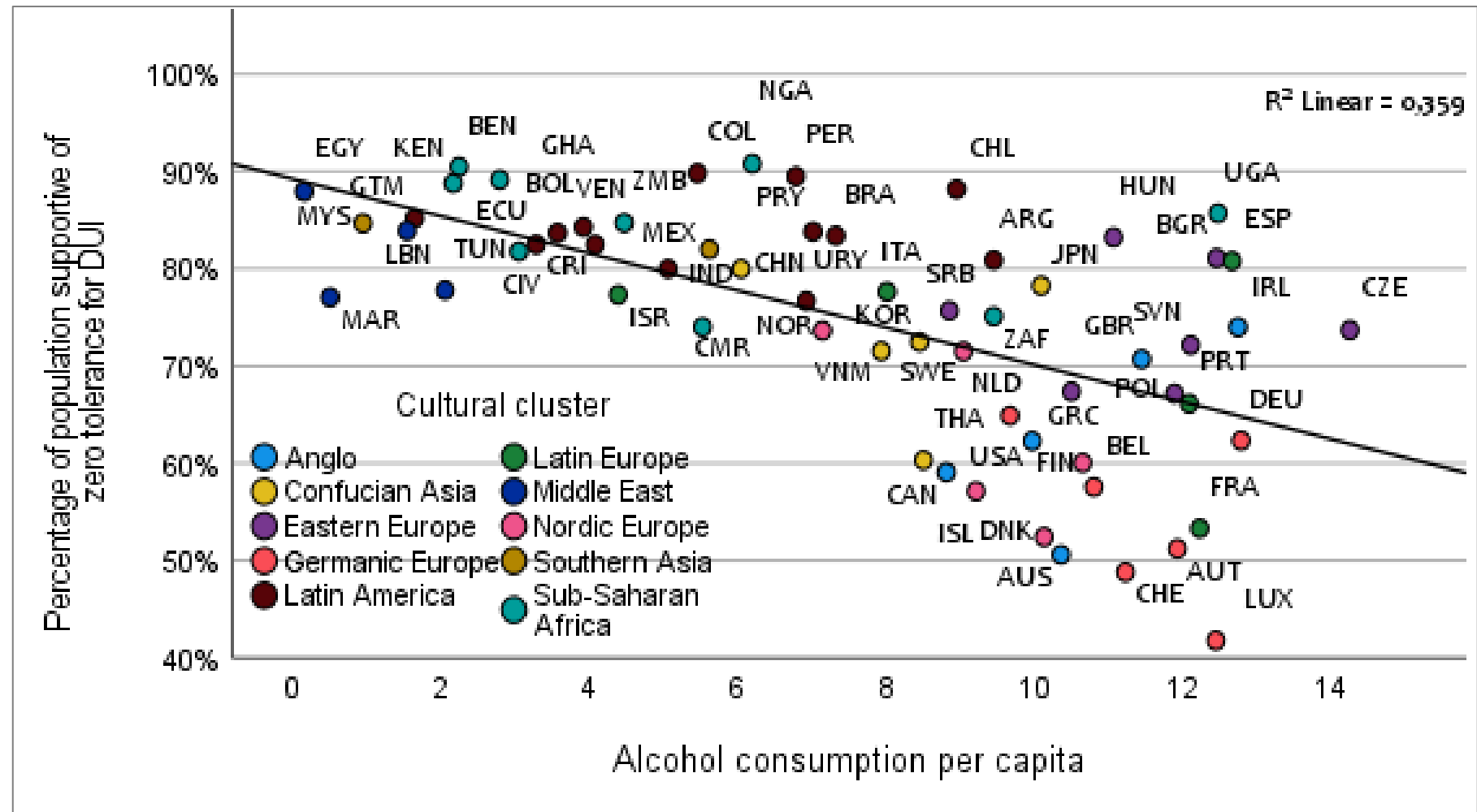


# Attitudes to using mobile phones (while driving) vary across the globe

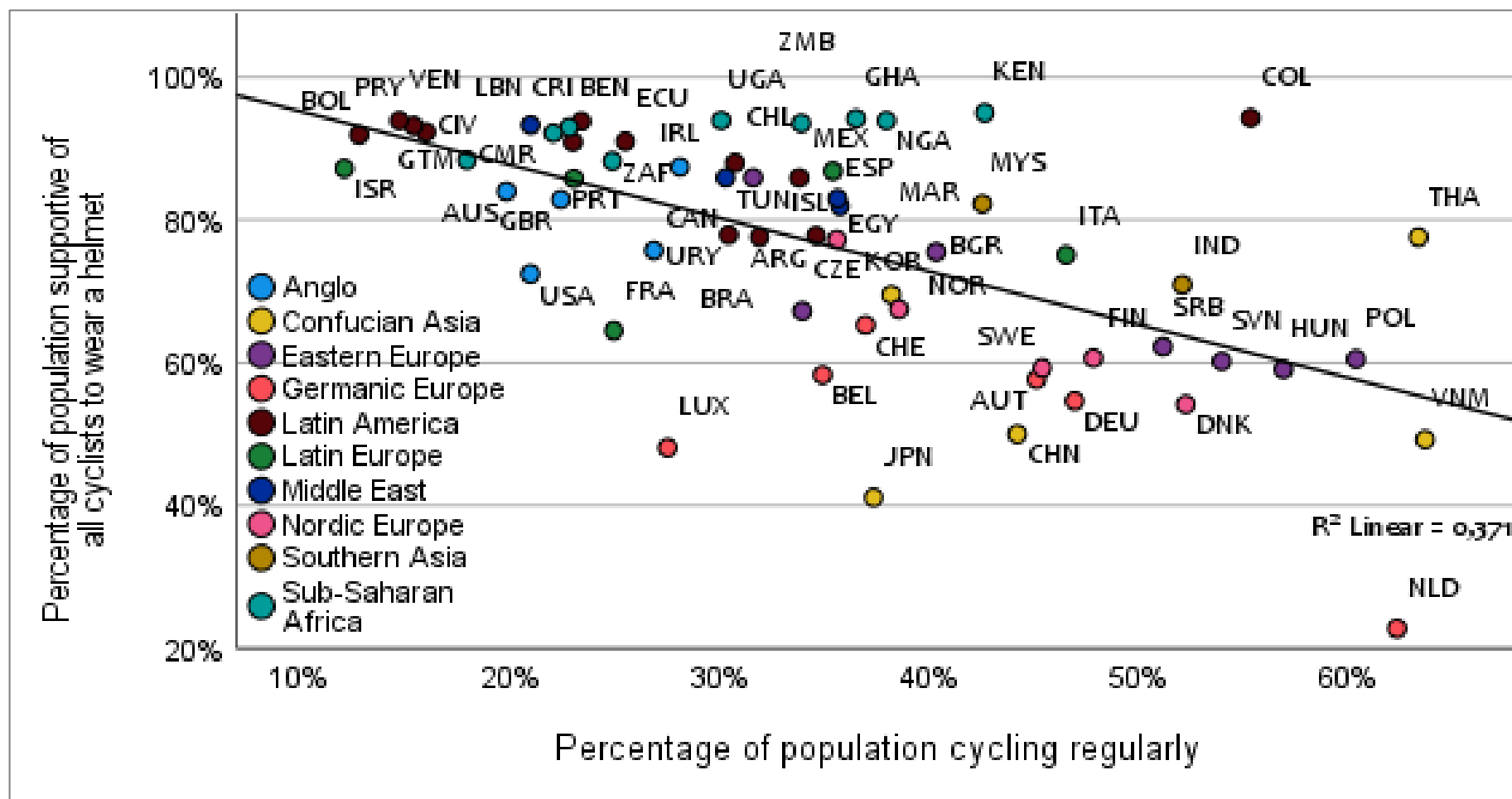




Lower support for ZER in countries with high alcohol consumption;  
but big differences across such countries



# 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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