

The ESRA-project:

Synthesis of the main findings
from the 1st ESRA survey in 25
countries



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What is



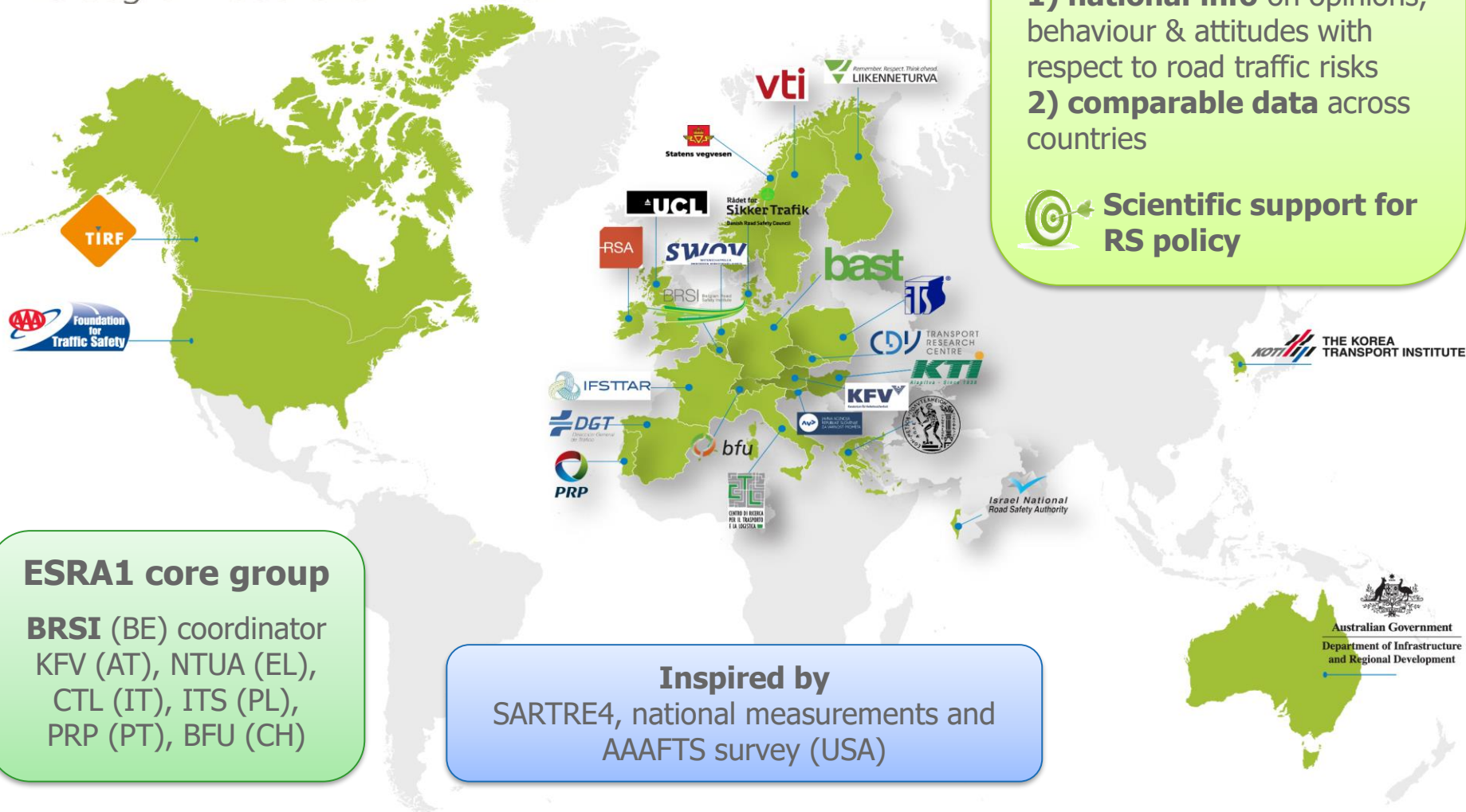
?

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**



ESRA1 core group

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

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

Methodology ESRA 2015 + 2016



Online

internet access panel

Organized by



(members of ESOMAR)



**Total sample
almost 27,000**



N = 1,000+



600+



Common

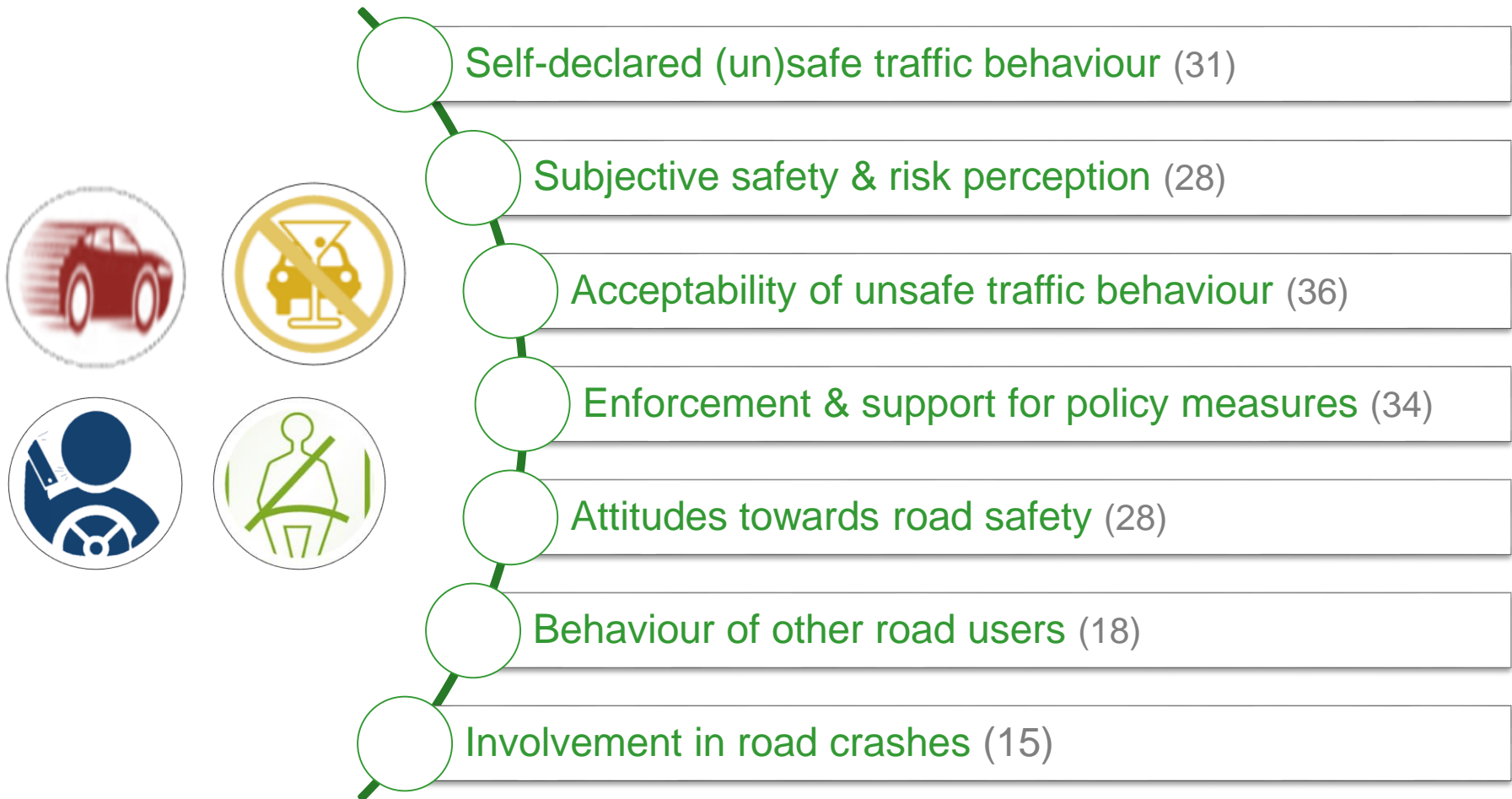
questionnaire

English + 29 translations

32 Qs

(= 222 variables)

Main topics & themes



of variables per topic indicated between brackets

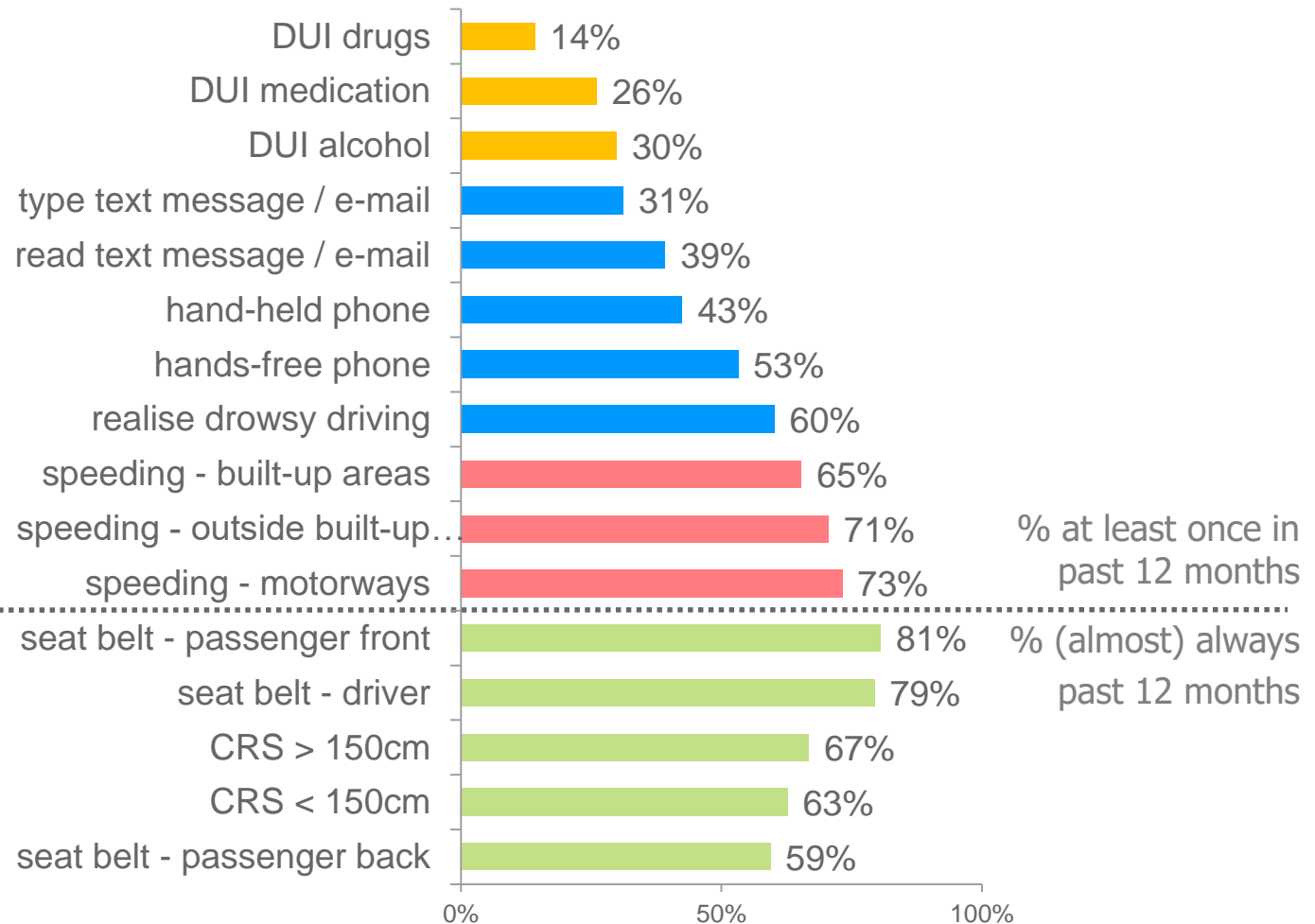


Key results ESRA 2015/2016

- Self-declared (un)safe traffic behaviour
- Subjective safety & risk perception
- Acceptability of unsafe traffic behaviour
- Attitudes towards road safety
- Support for policy measures
- Enforcement

2

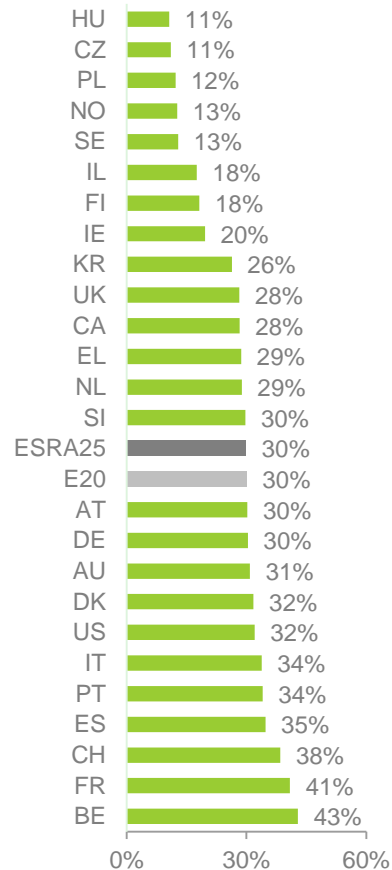
Self-declared (un)safe traffic behaviour (ESRA25)



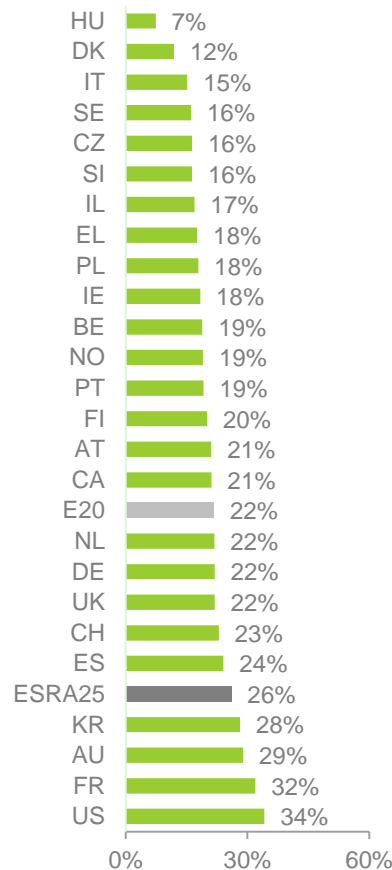
Self-declared driving under influence (by country)

% of at least once during the last 12 months

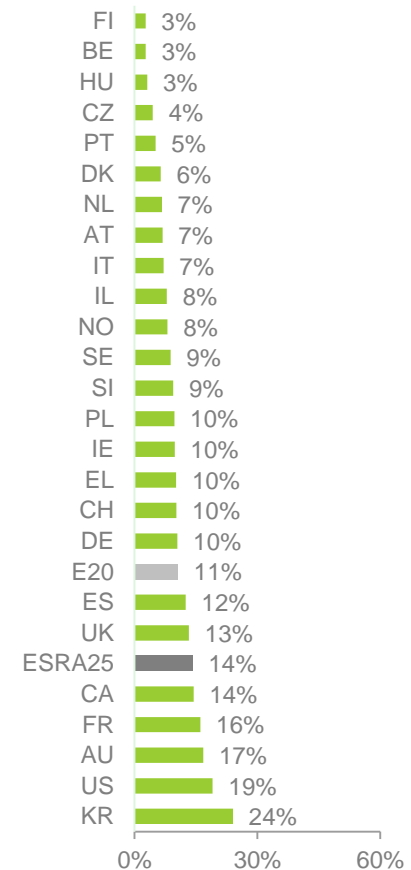
Alcohol



Medication

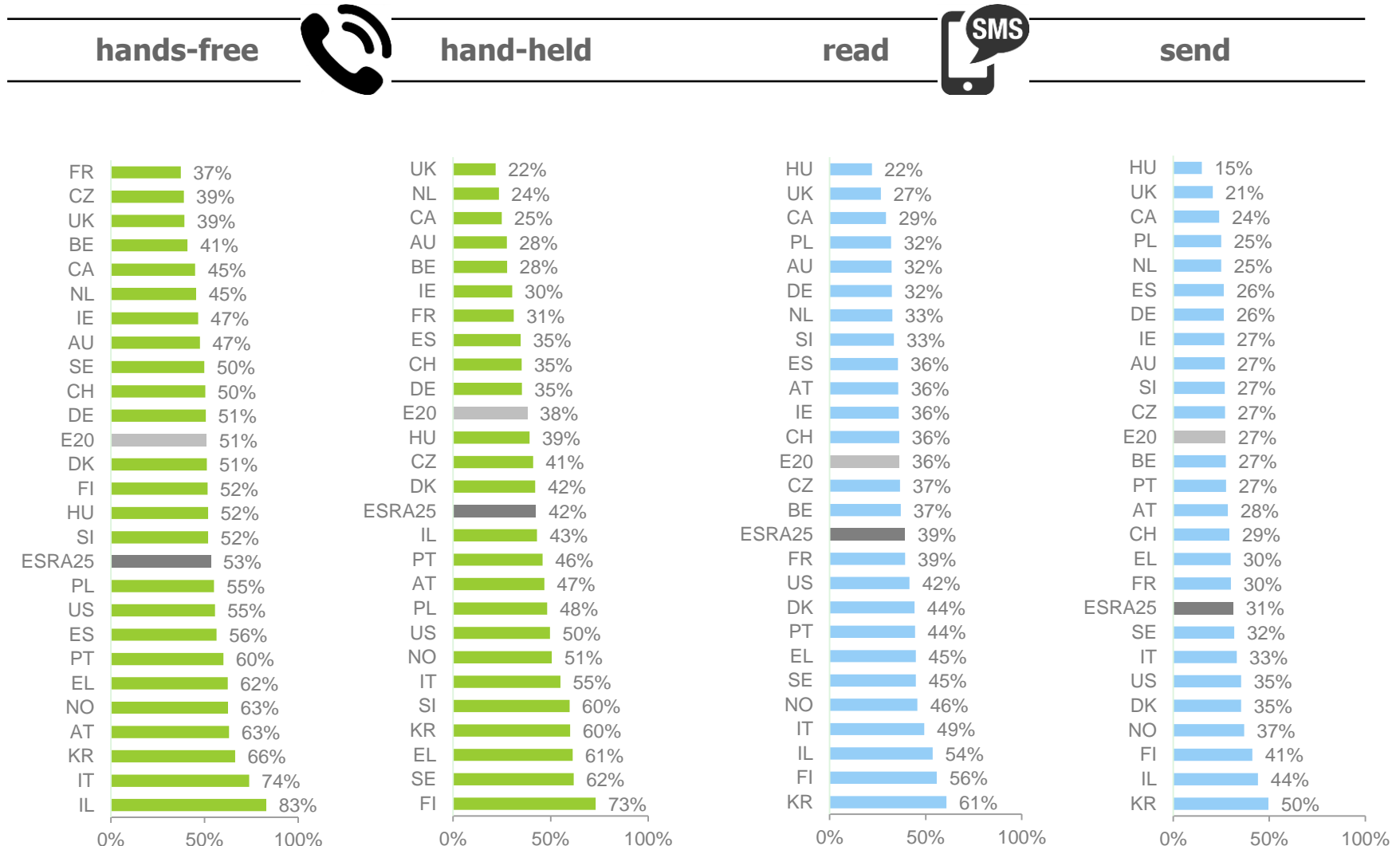


Illegal Drugs



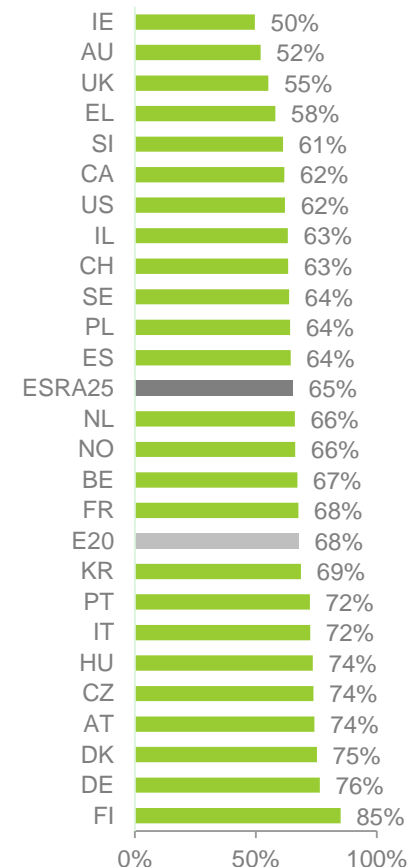
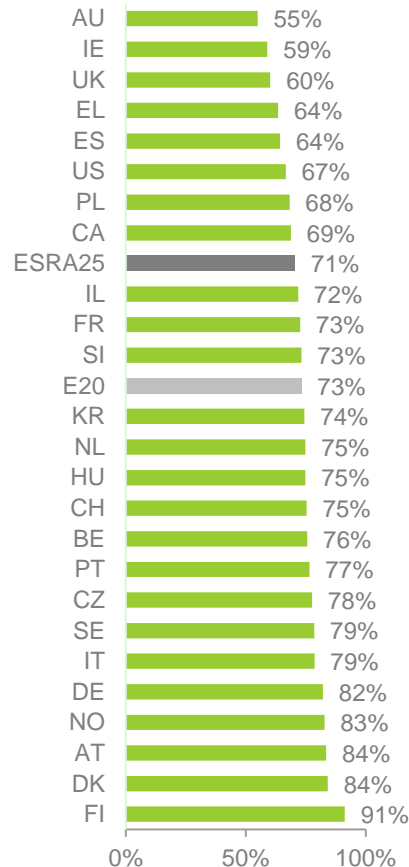
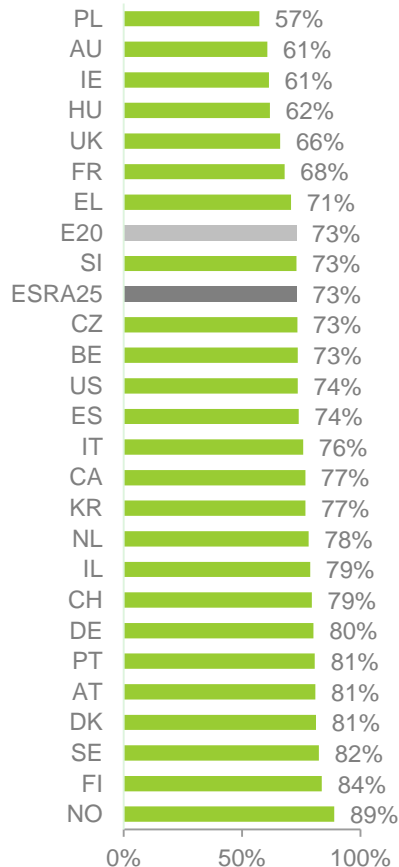
Self-declared distracted driving (by country)

% of at least once during the last 12 months



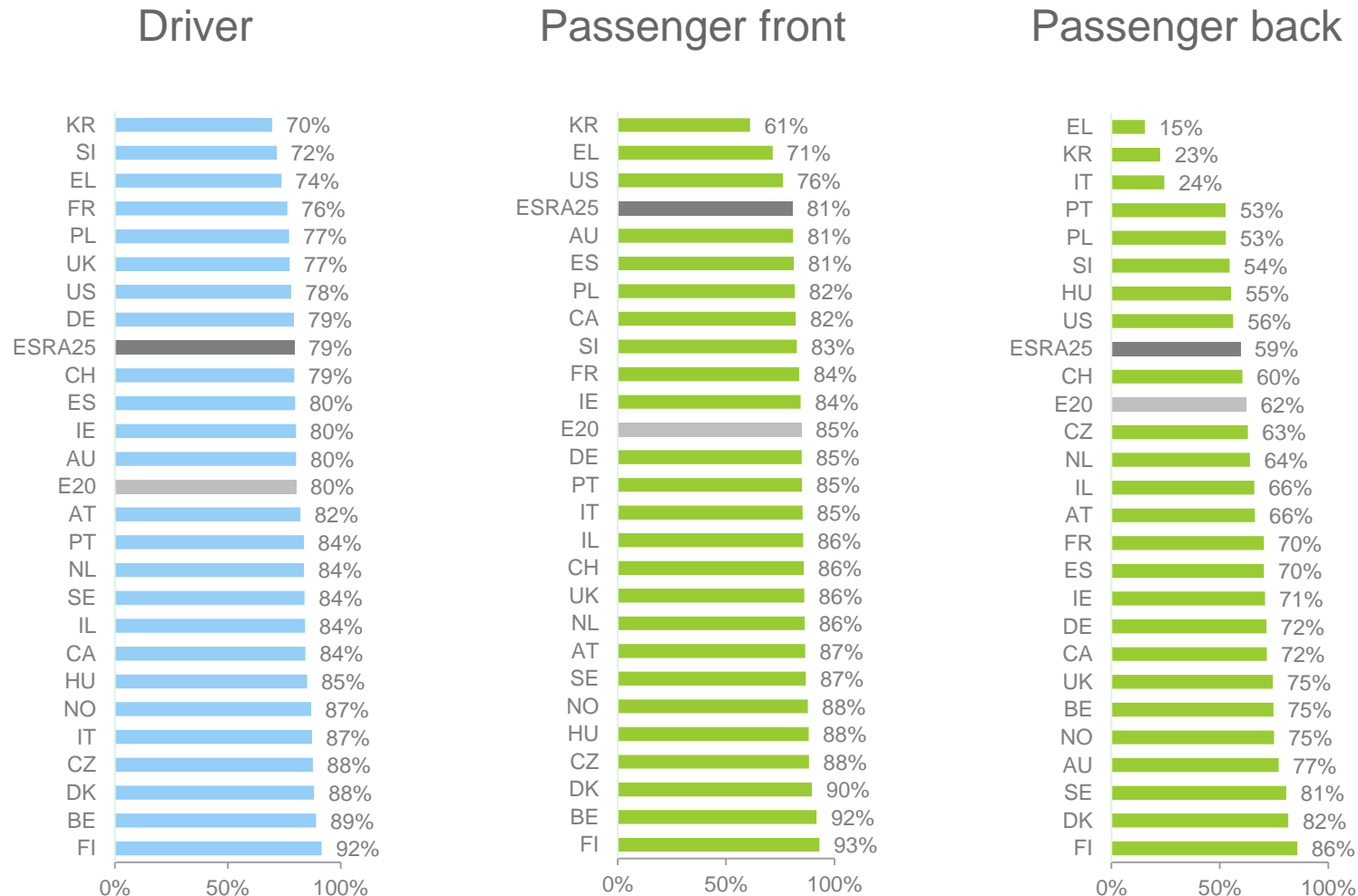
Self-declared speeding (by country)

% of at least once during the last 12 months



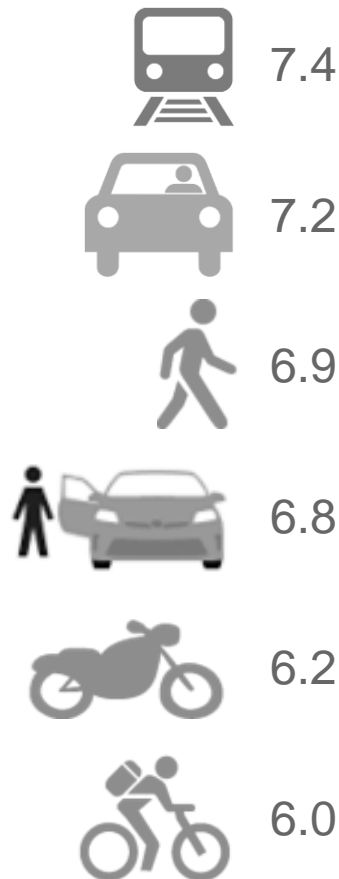
Self-declared seat belt use (by country)

% of at least once during the last 12 months



Subjective safety & risk perception (ESRA25)

Subjective safety scale 0-10 (very safe)



Risk perception

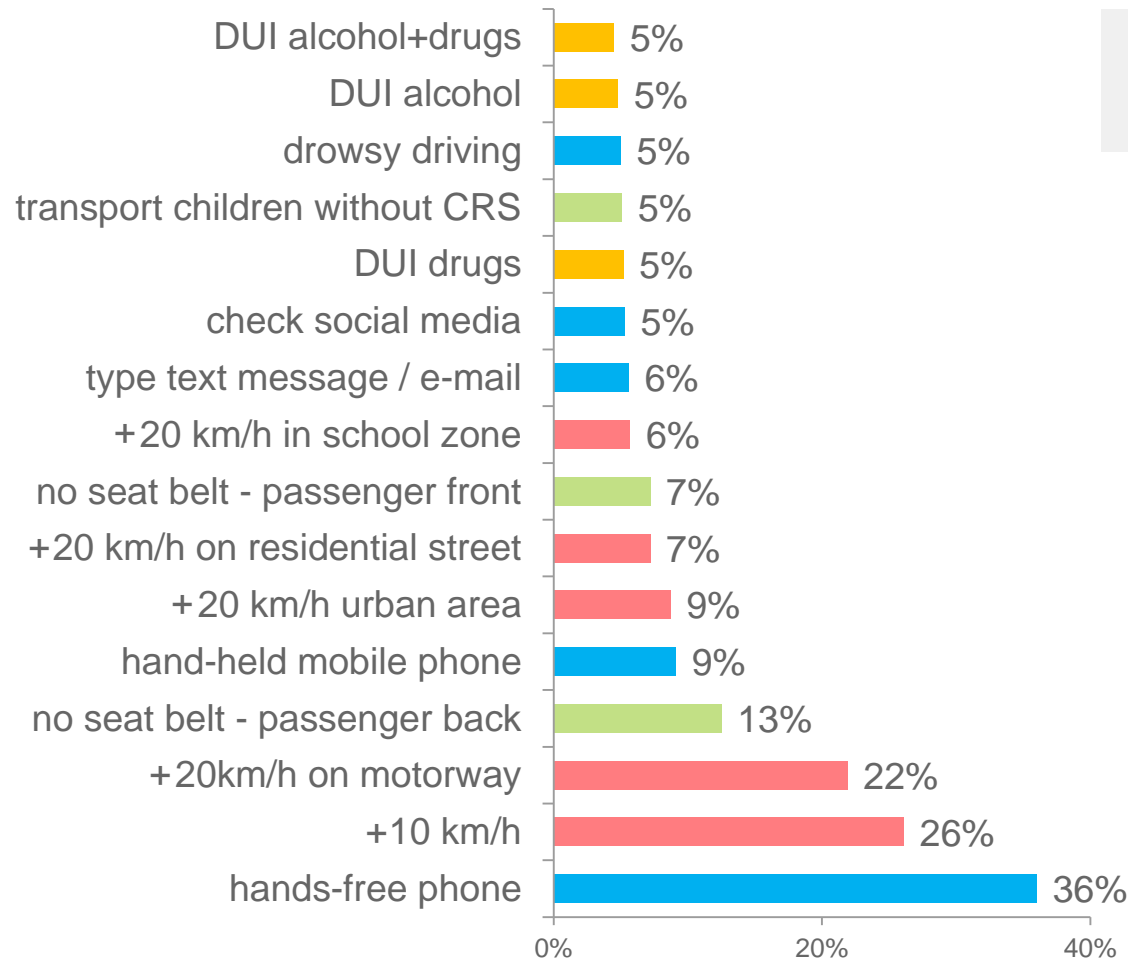
Human risk factors

- DUI alcohol (30%)
- Speeding (27%)
- Inattentiveness (24%)
- DUI drugs (23%)
- Text messaging (22%)
- Aggressive driving (21%)
- Mobile phone (21%)
- Tailgating (19%)
- Drowsy driving (18%)
- DUI medication (17%)
- Insufficient knowledge of traffic rules (14%)

External risk factors

- Bad weather conditions (17%)
- Poorly maintained roads (14%)
- Traffic jam (13%)
- Poor road design (12%)
- Technical defects (12%)

Acceptability of unsafe traffic behaviour (ESRA25*)



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

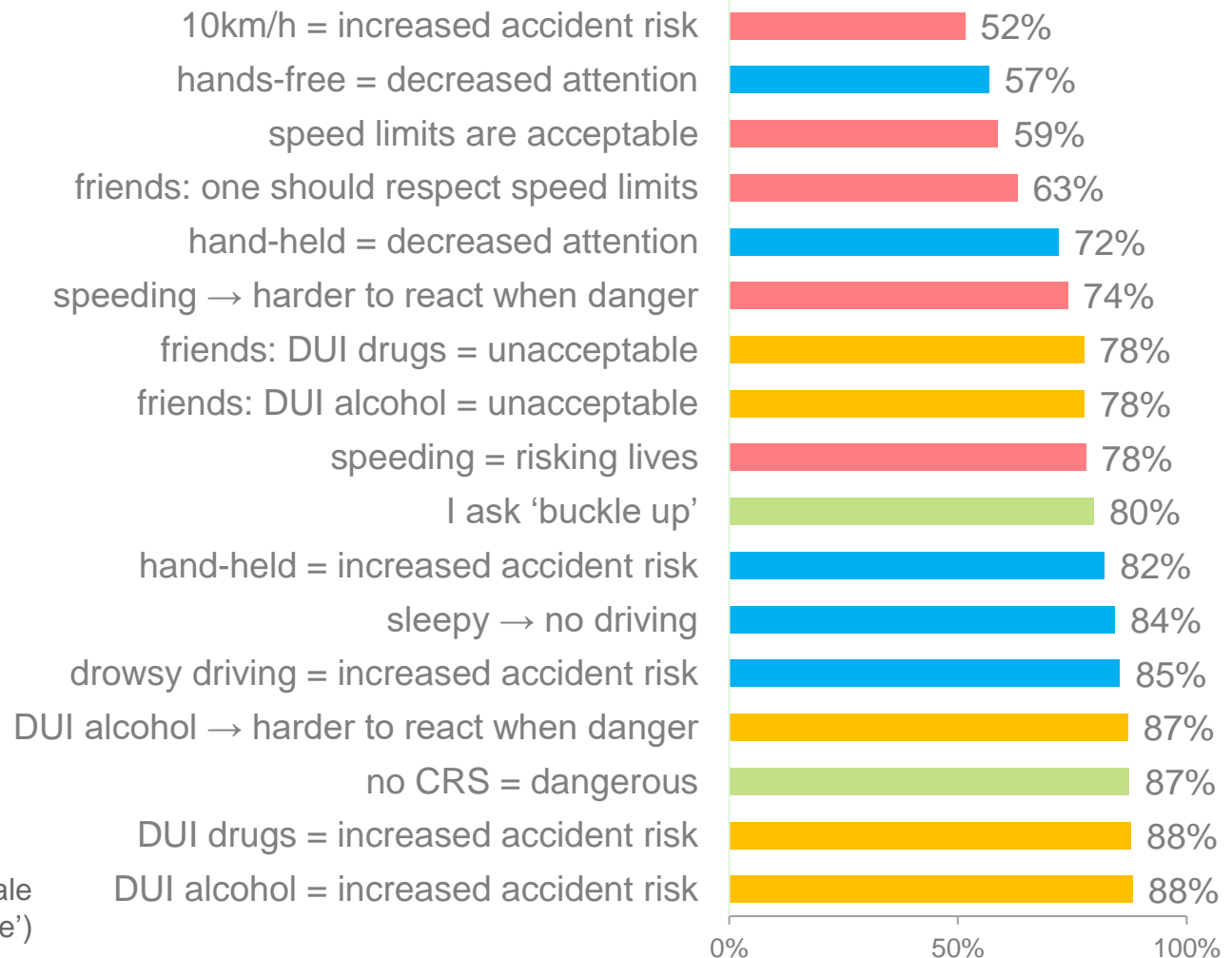


* ESRA24 for distraction = excluding Slovenia due to translation error

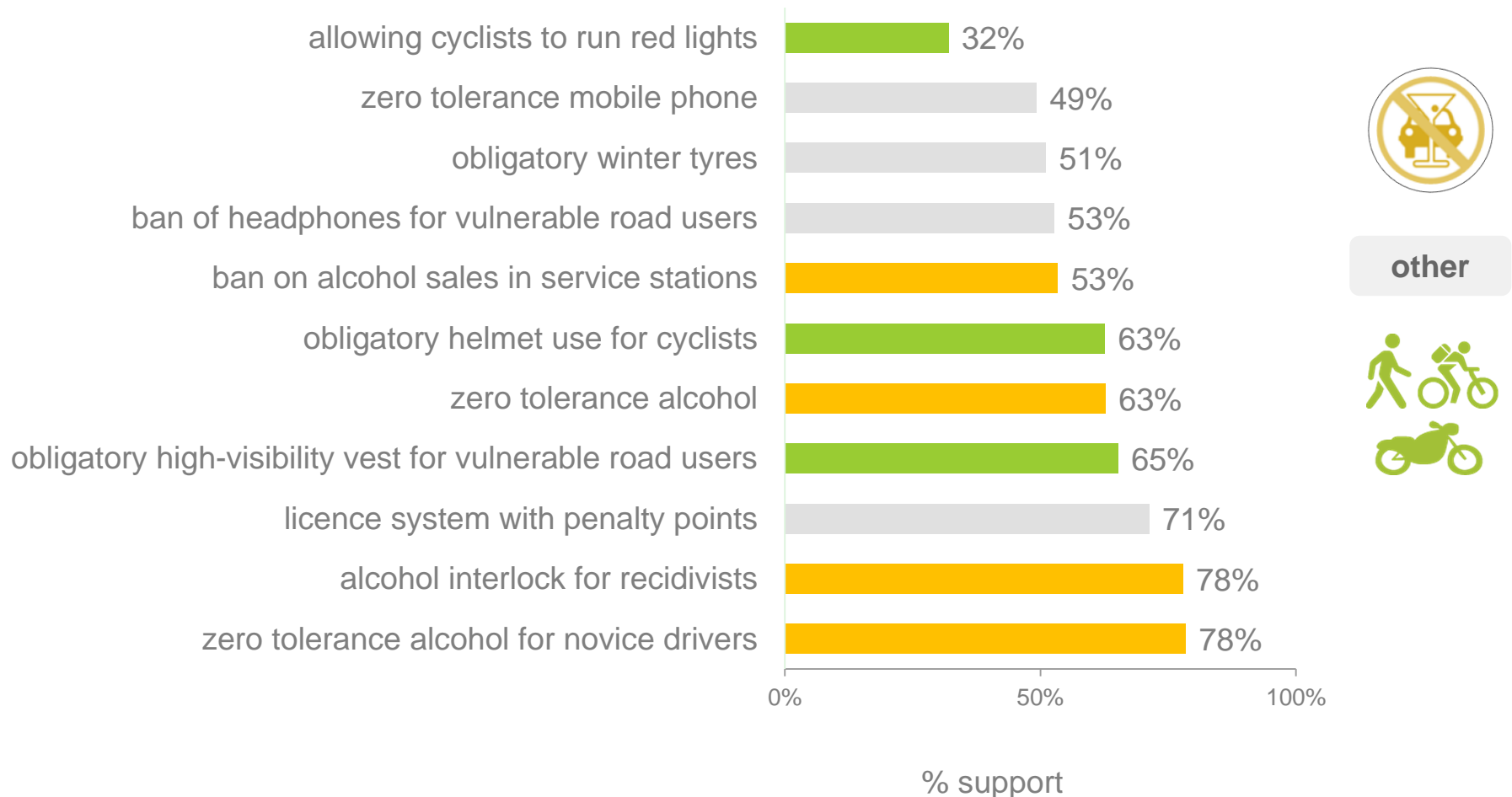
Attitudes towards road safety (ESRA25)



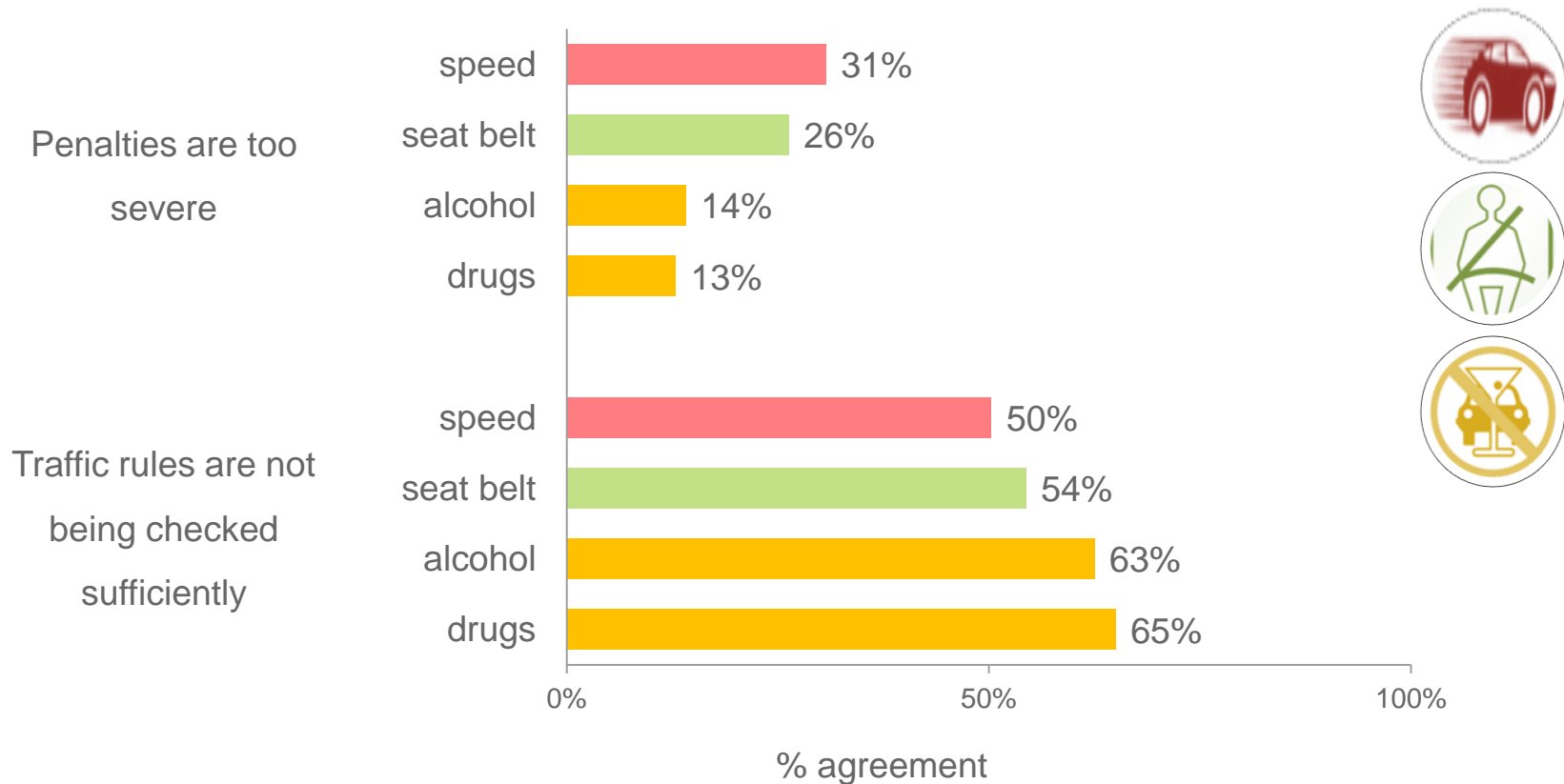
% agreement
(score 4+5 on a 5-point scale
from 1 'disagree' to 5 'agree')



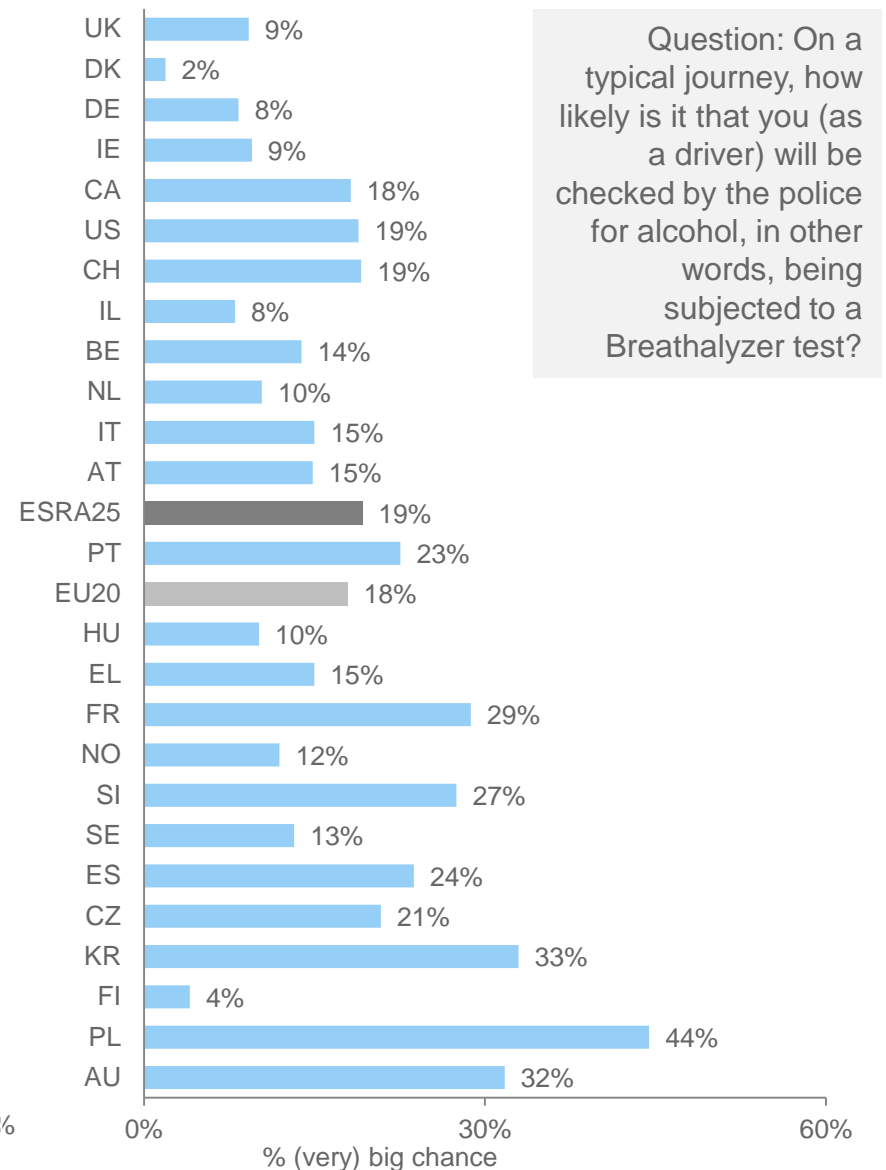
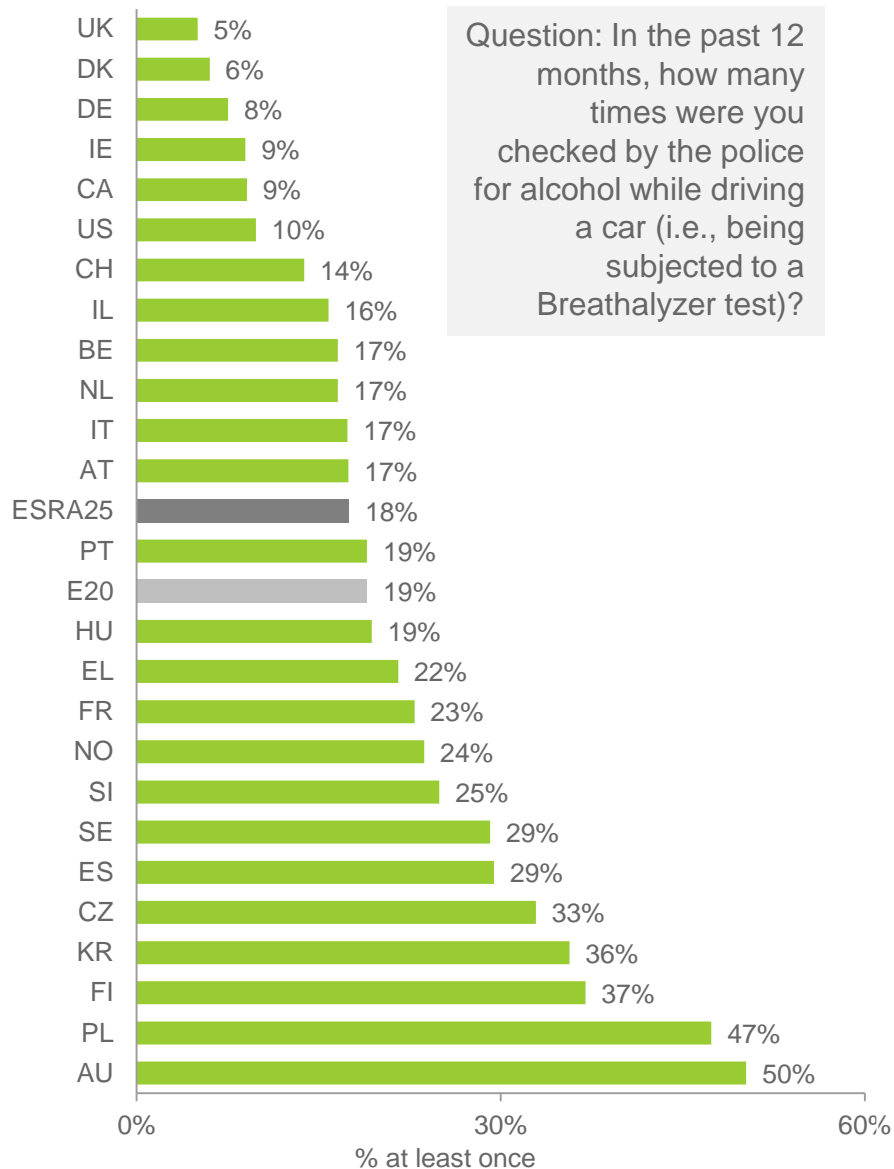
Support for road safety policy measures (ESRA25)



Enforcement: Opinions about traffic rules and penalties (ESRA25)



Enforcement alcohol checks (by country)



Output ESRA 2015/2016

www.esranet.eu

- Main report (ESRA 2015)
- Synthesis presentation (update results ESRA 2016)
- 6 Thematic reports
 - 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

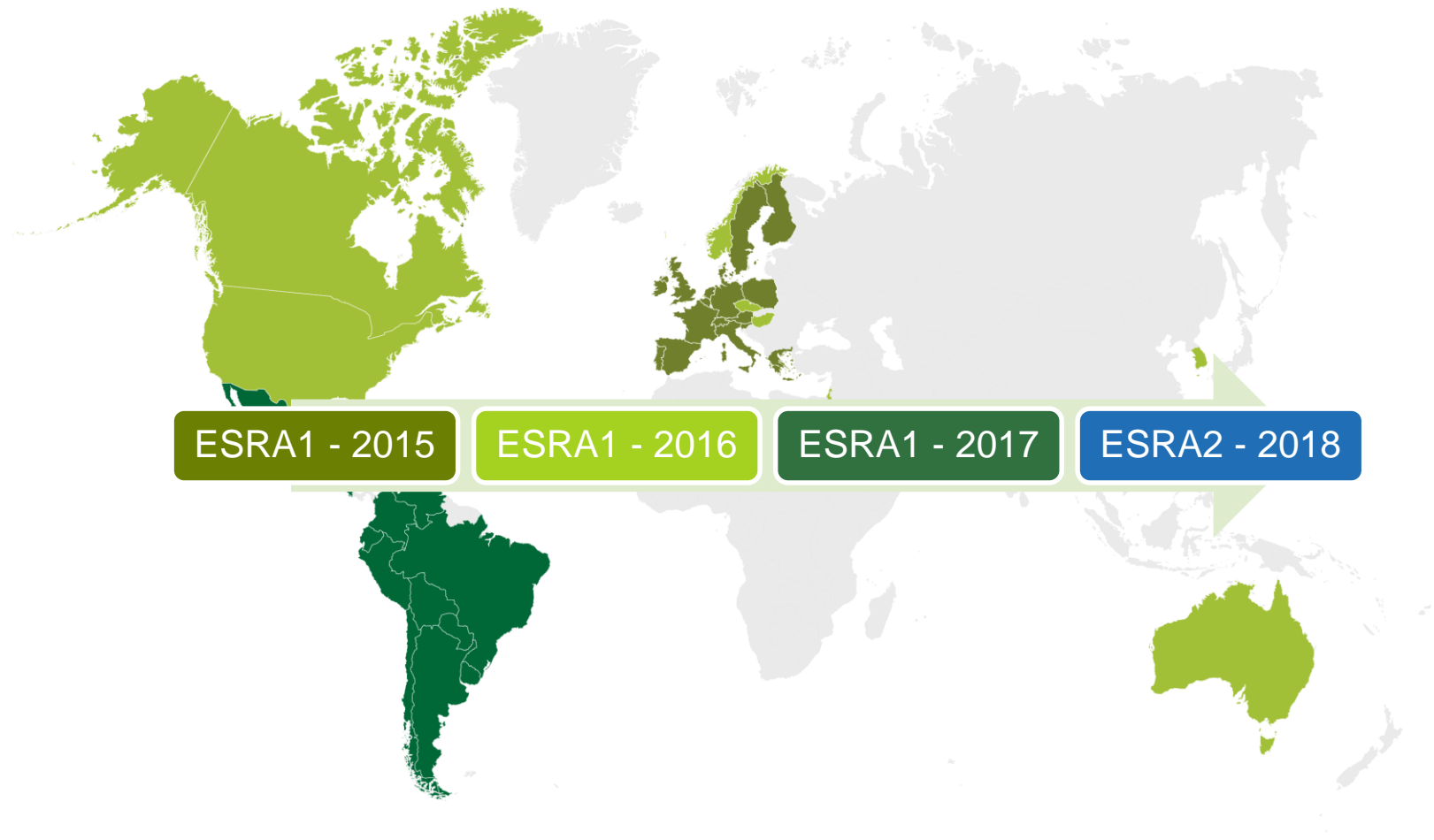




Conclusions & next steps

3

Evolution of the project



Conclusion

ESRA1 - 2015

ESRA1 - 2016

ESRA1 - 2017

ESRA2 - 2018

- ESRA has shown the 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 safety attitudes and behaviour.
- Currently we repeat the ESRA1 survey in 13 Latin American countries (ESRA LATAM).
- **Next ESRA edition** will be launched in **2018 !**



Please refer to this document as follows:

Meesmann, U., Torfs, K., & Van den Berghe, W. (2017). The ESRA-project: Synthesis of the main findings from the 1st ESRA survey in 25 countries. ESRA project (E-Survey of Road users' Attitudes). Brussels, Belgium: Belgian Road Safety Institute.

More information on ESRA: www.esranet.eu

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