

# The ESRA-project:

Synthesis of the main findings  
from the 1<sup>st</sup> ESRA survey in 25  
countries



E-Survey of Road users' Attitudes

[www.esranet.eu](http://www.esranet.eu)

Brussels, 2017

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What is



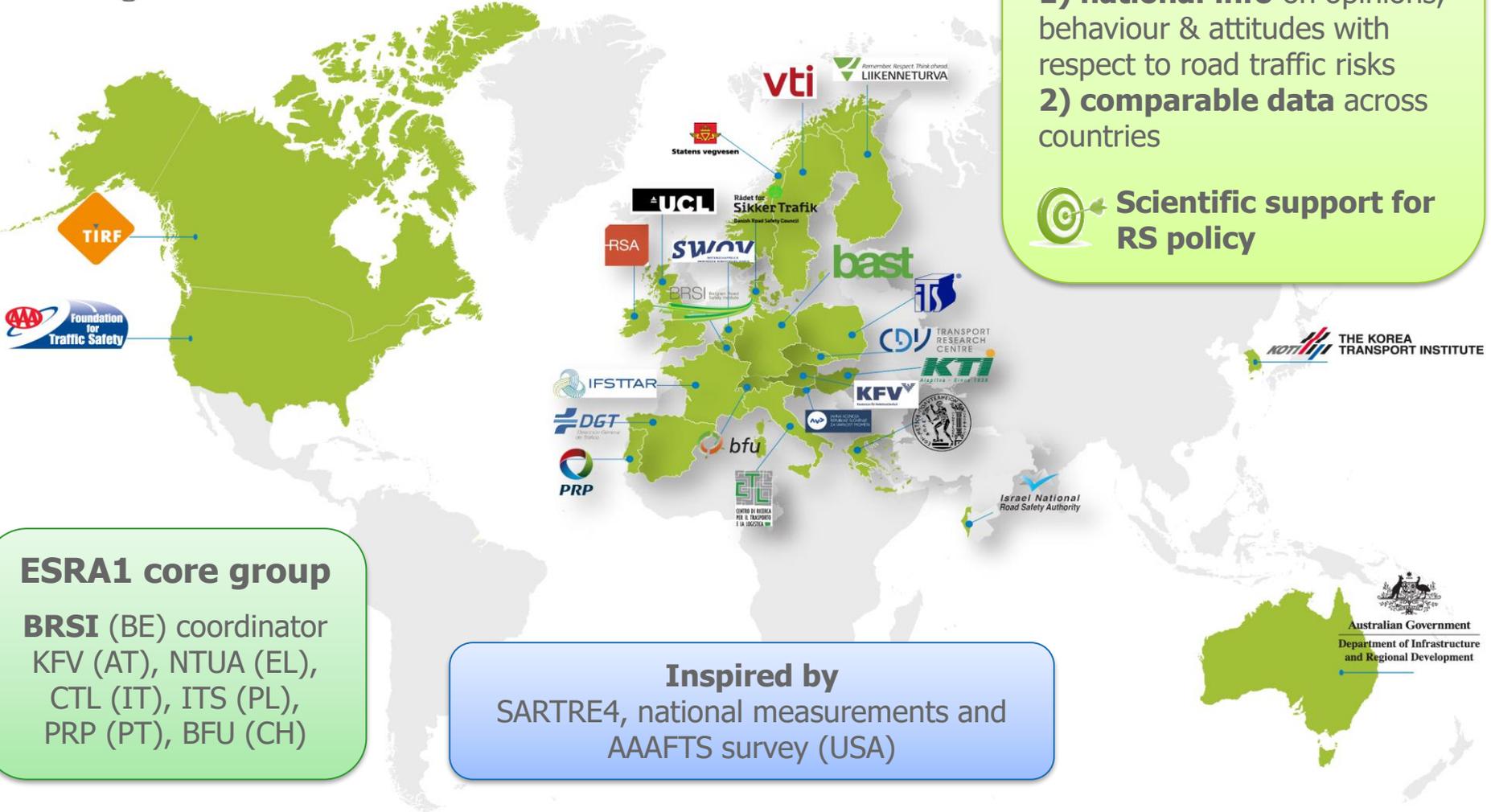
?

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**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  
KFTV (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+**



**Common**

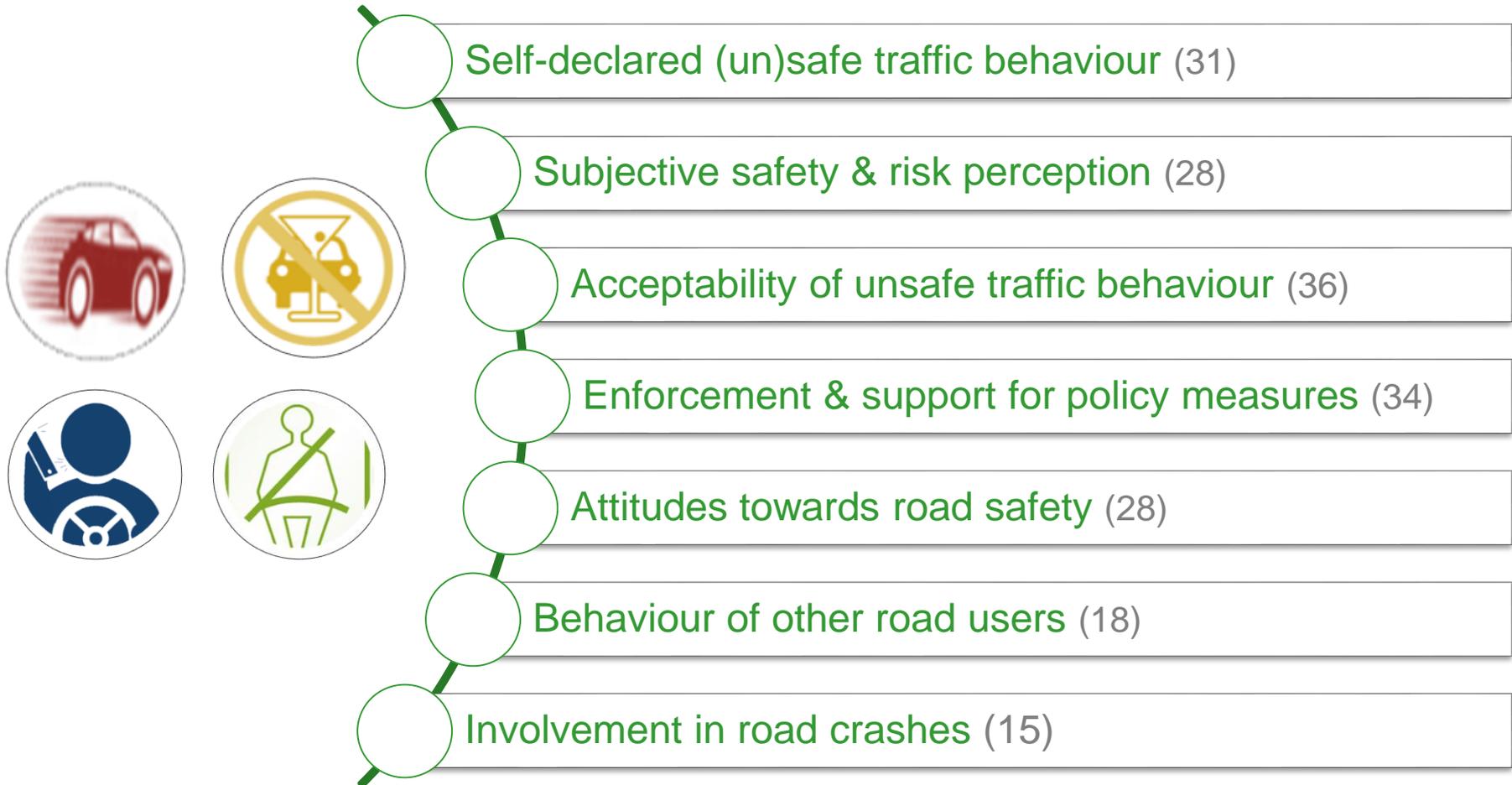
**questionnaire**

English + 29 translations

**32 Qs**

(= 222 variables)

# Main topics & themes



# of variables per topic indicated between brackets

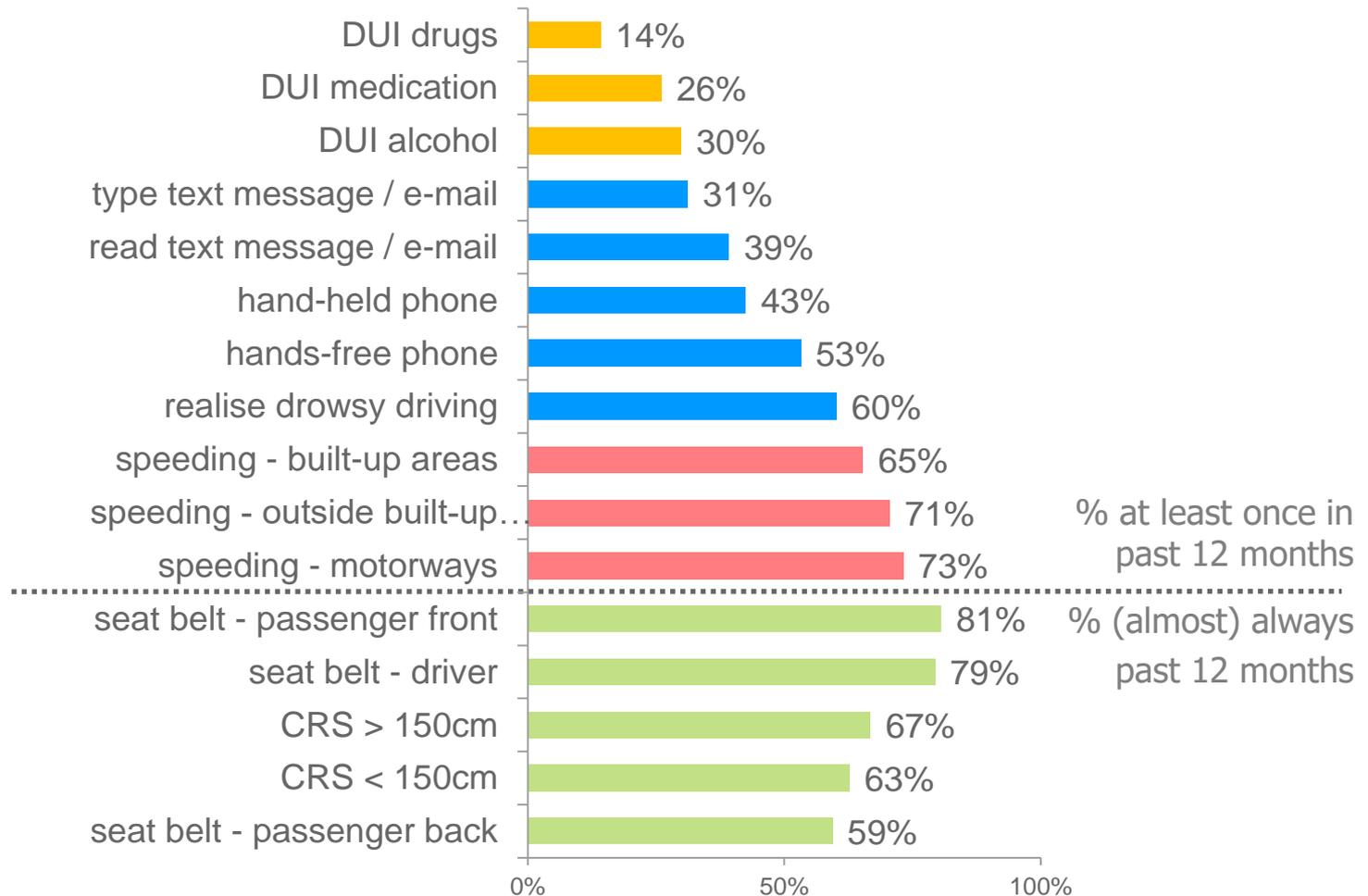


## Key results ESRA 2015/2016

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

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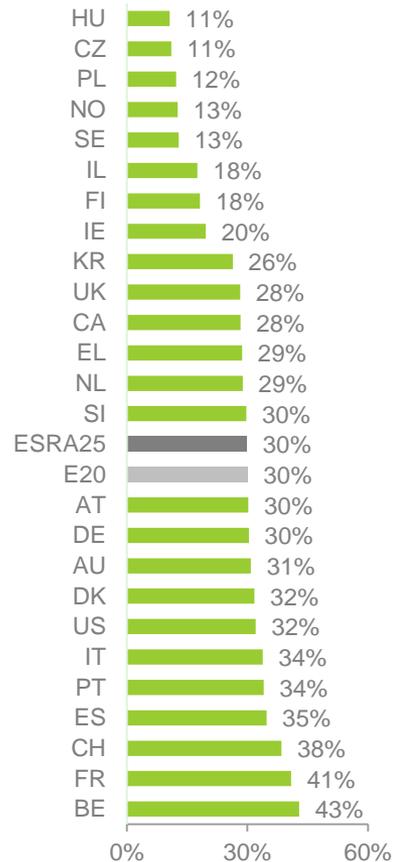
# Self-declared (un)safe traffic behaviour (ESRA25)



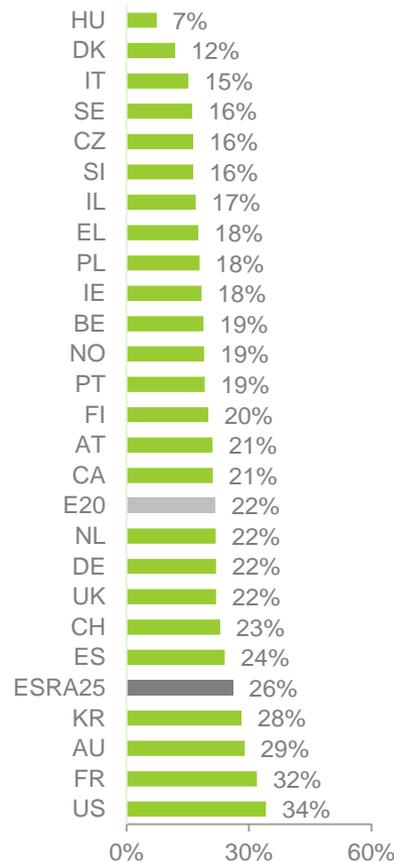
# Self-declared driving under influence (by country)

% of at least once during the last 12 months

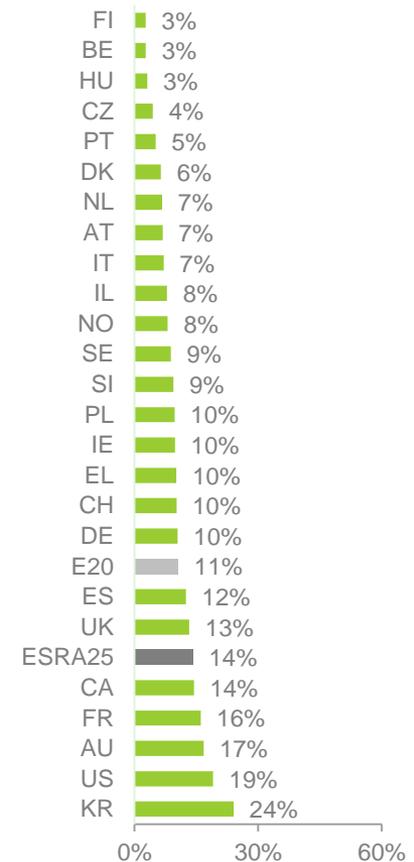
## Alcohol



## Medication

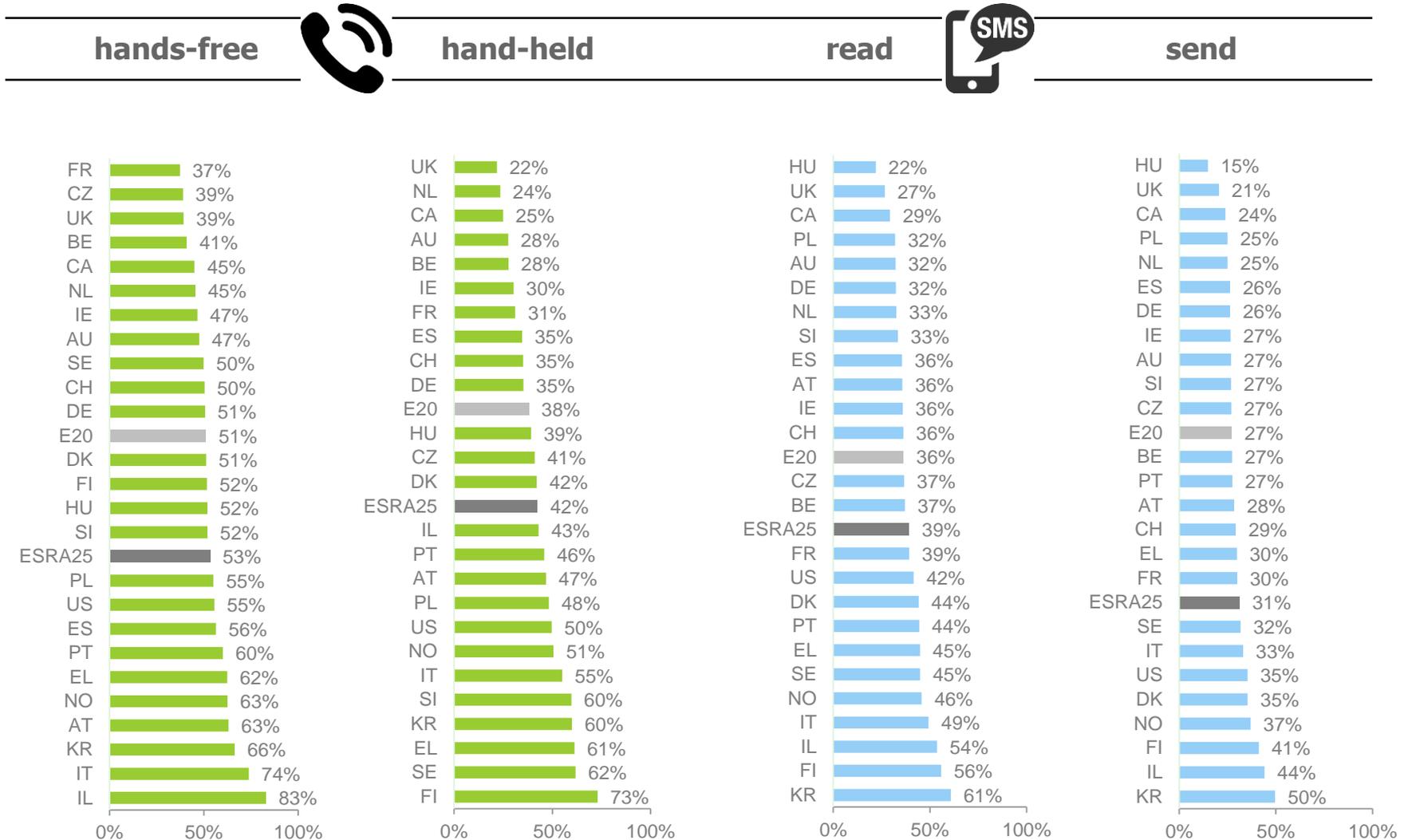


## Illegal Drugs



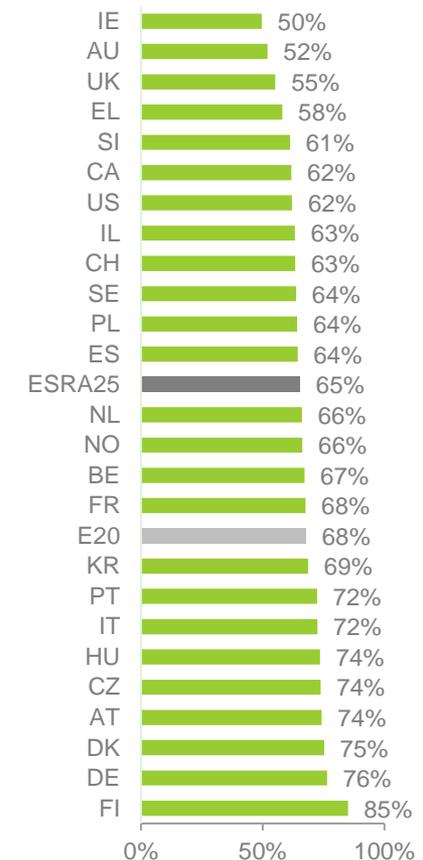
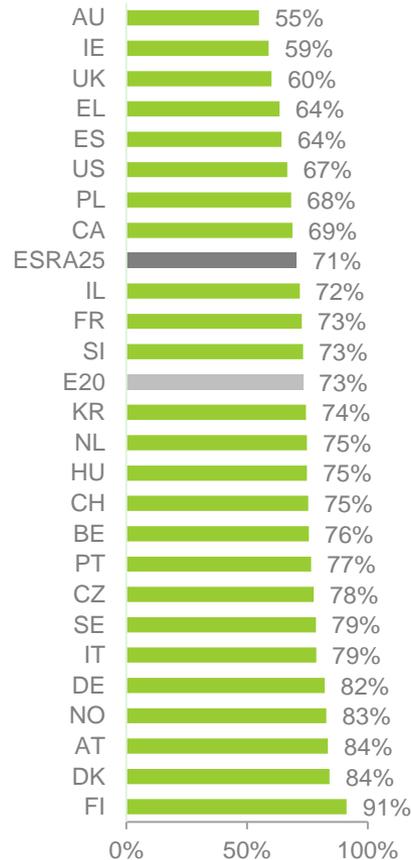
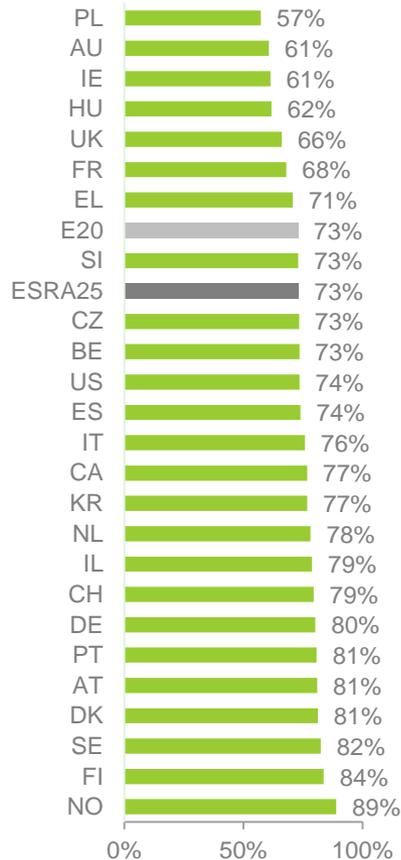
# Self-declared distracted driving (by country)

% of at least once during the last 12 months



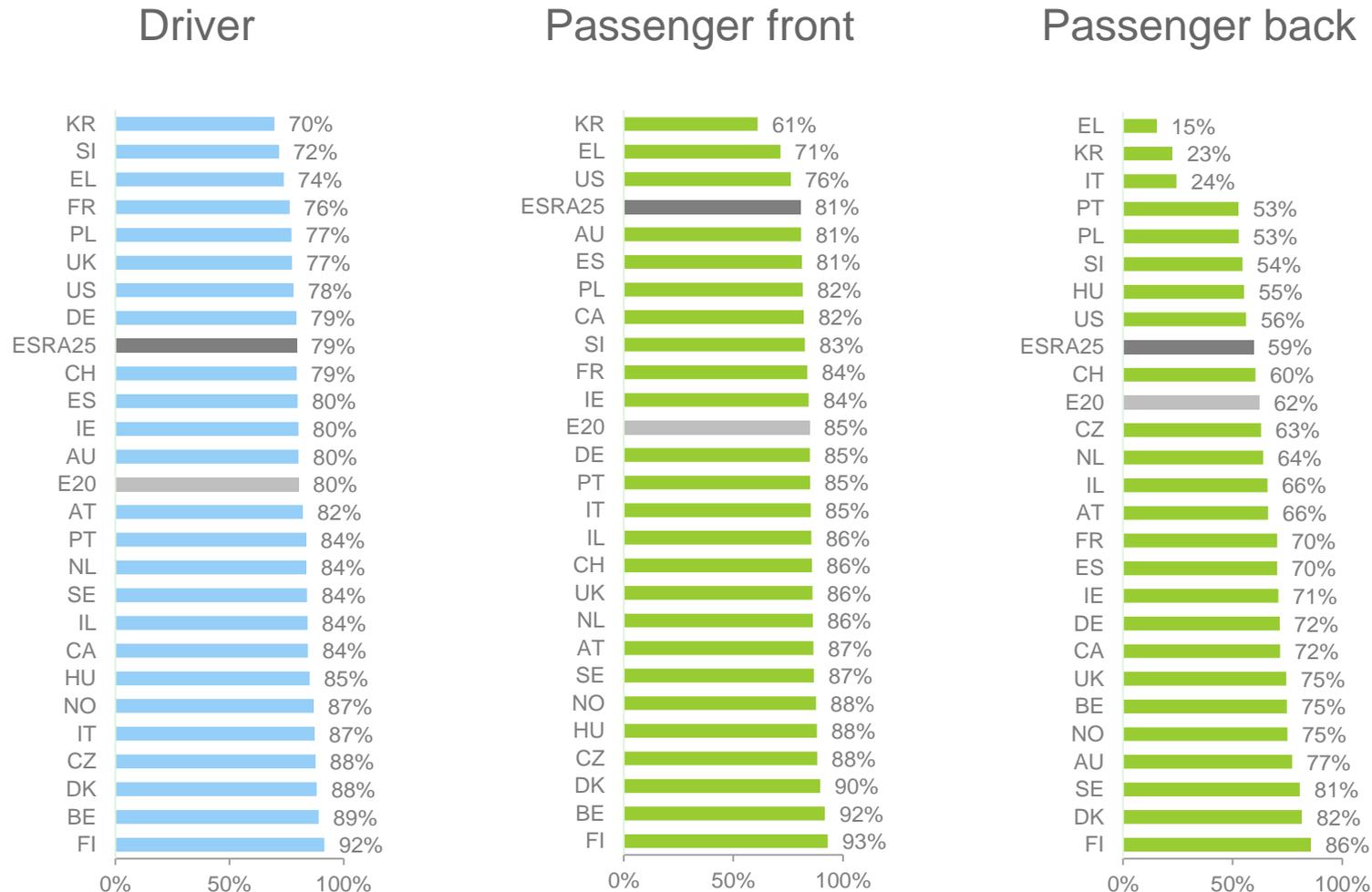
# Self-declared speeding (by country)

% of at least once during the last 12 months



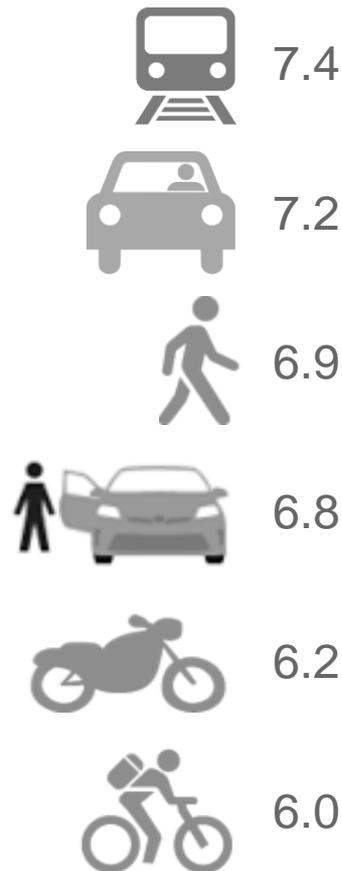
# Self-declared seat belt use (by country)

% of at least once during the last 12 months



# Subjective safety & risk perception (ESRA25)

## Subjective safety scale 0-10 (very safe)



## Risk perception

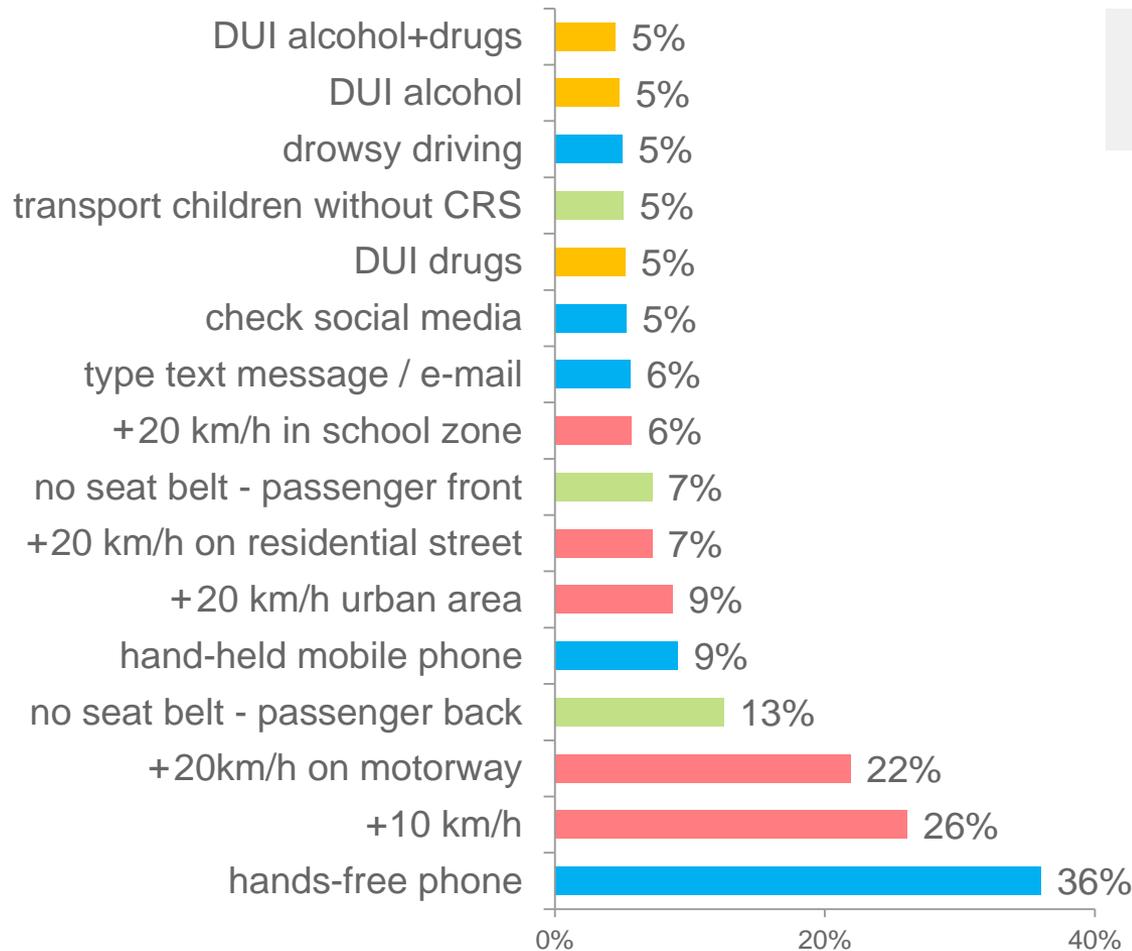
### Human risk factors

- 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')

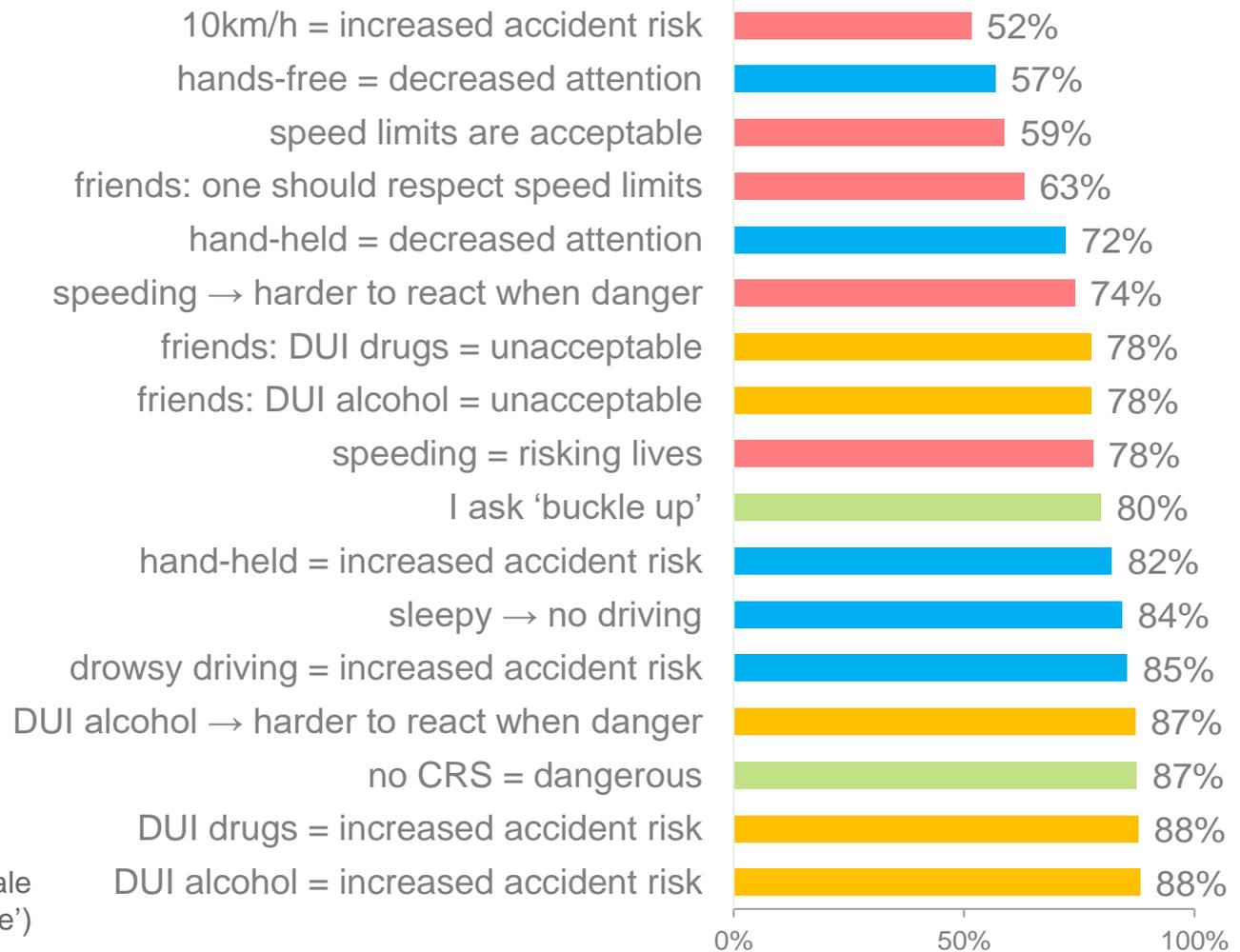


\* ESRA24 for distraction = excluding Slovenia due to translation error

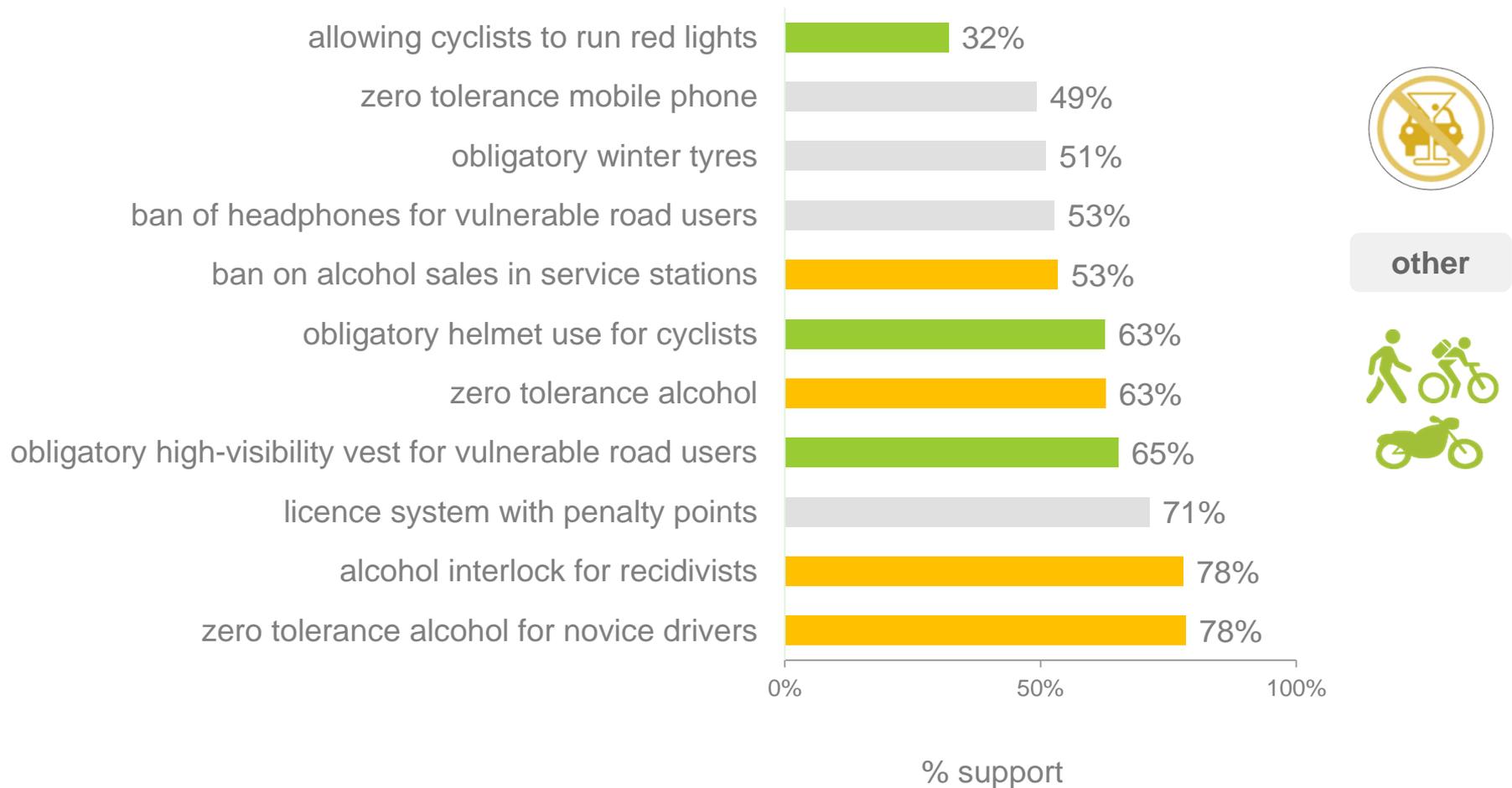
# Attitudes towards road safety (ESRA25)



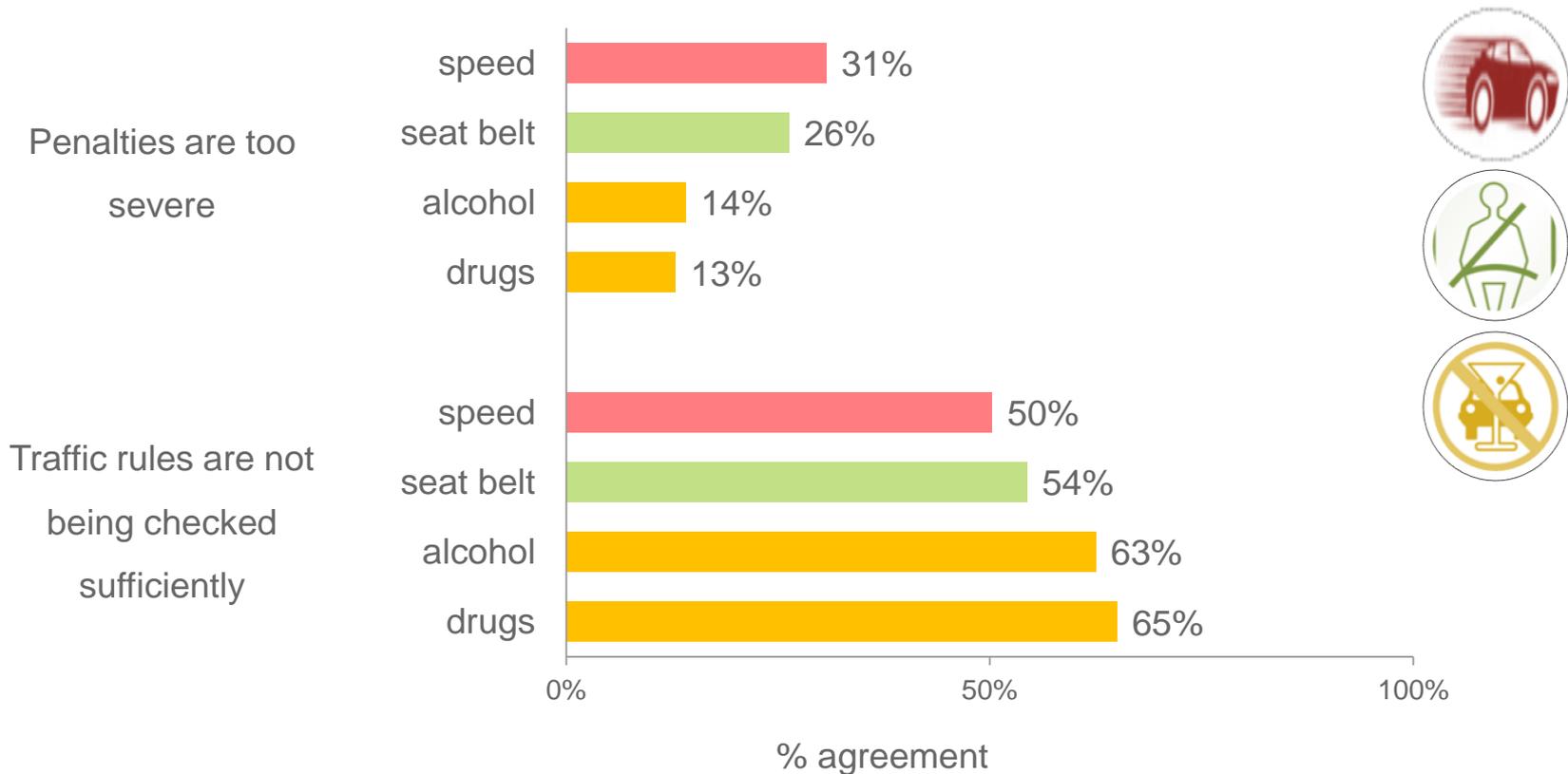
% agreement  
(score 4+5 on a 5-point scale  
from 1 'disagree' to 5 'agree')



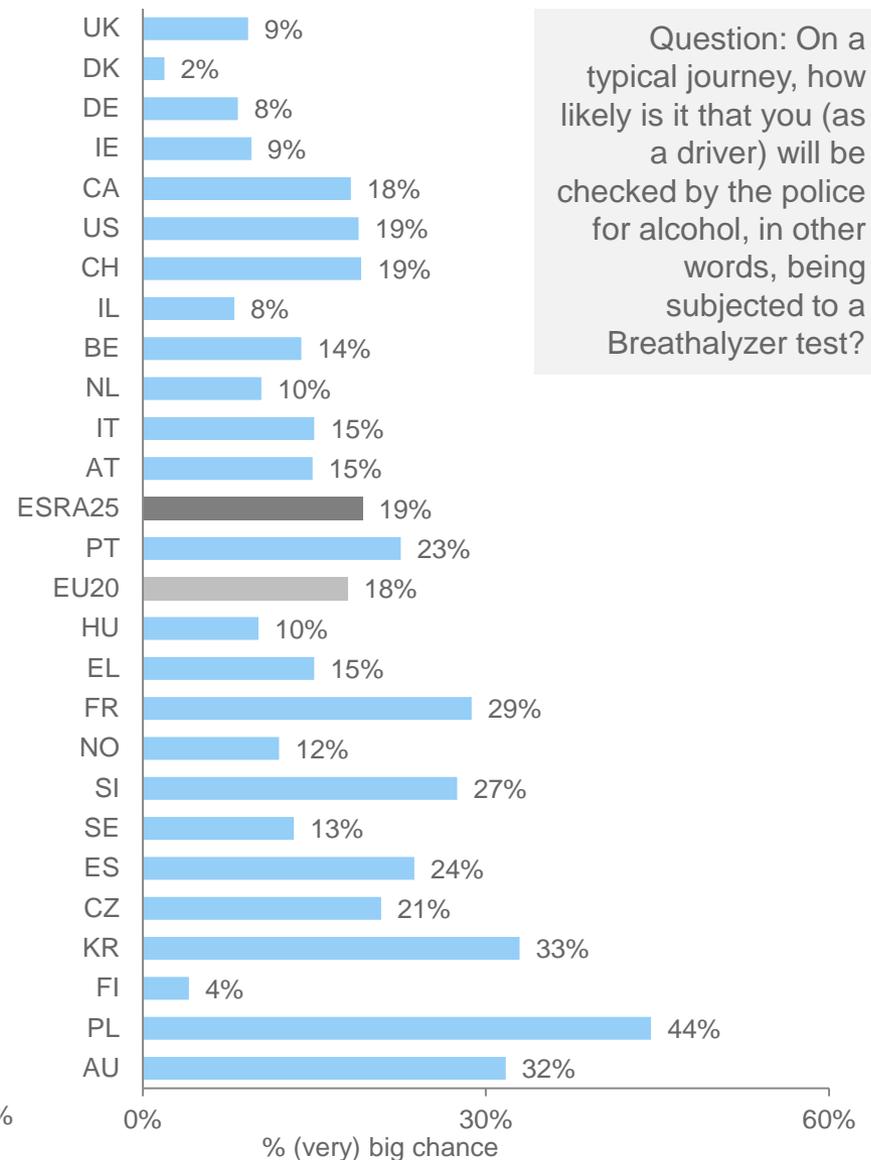
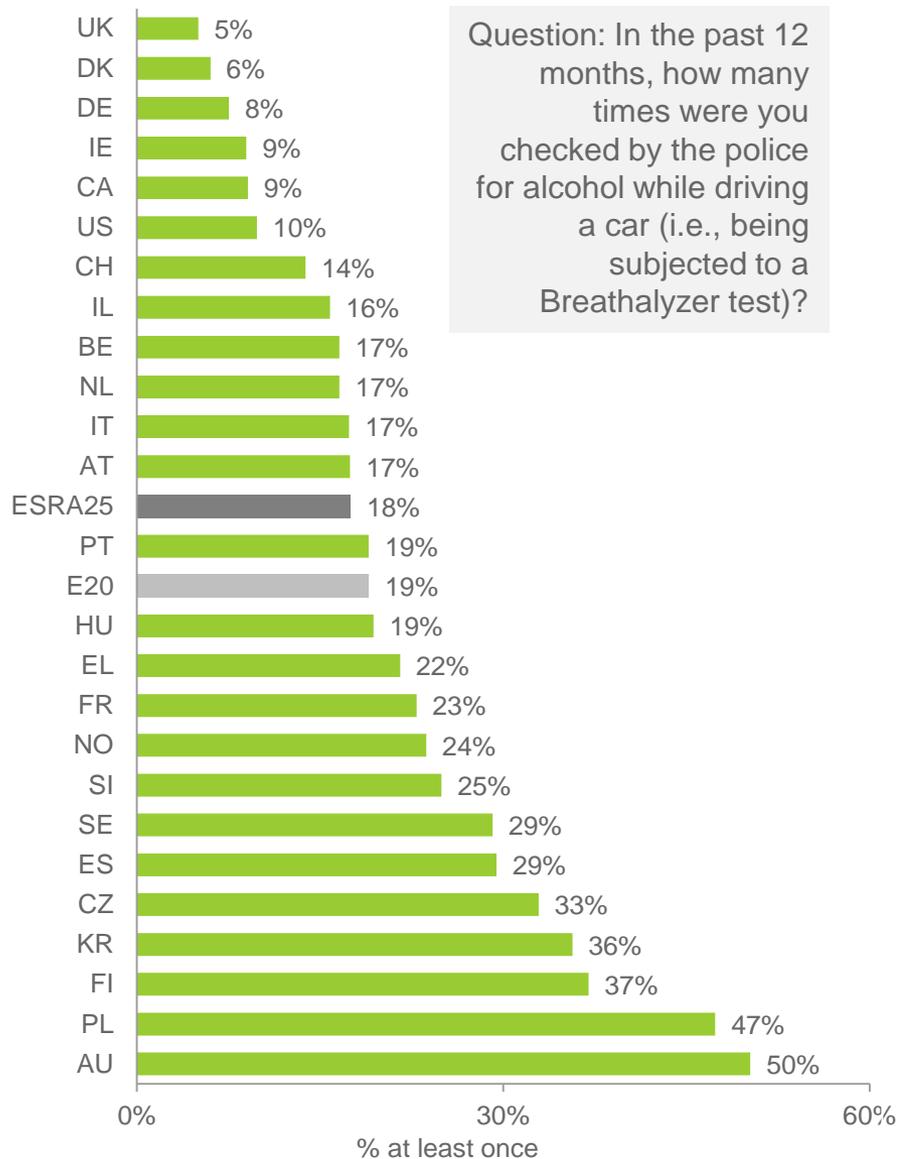
# Support for road safety policy measures (ESRA25)



# Enforcement: Opinions about traffic rules and penalties (ESRA25)



# Enforcement alcohol checks (by country)



# Output ESRA 2015/2016

[www.esranet.eu](http://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

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# 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.

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More information on ESRA: [www.esranet.eu](http://www.esranet.eu)

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