

International differences in attitudes towards speeding and distraction while driving.

Based on ESRA data from Europe, USA, Canada, Korea & Australia



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?

1

Methodology ESRA 1 (2015/2016)



Online
internet access panel

Organized by



(members of ESOMAR)

25 countries

27,000
respondents



N = 1,000+



Common
questionnaire

222 items

30 country-language versions

Why ESRA is useful

Attitudes and behavior of road users have a considerable impact on the number of accidents


Trends in behaviour show the impact of policy measures and help explain the trends in number of crashes





Monitoring driver behaviour is expensive (road side surveys, naturalistic driving studies, floating car data, ...)

The results of behavioural measurements are often not comparable across countries

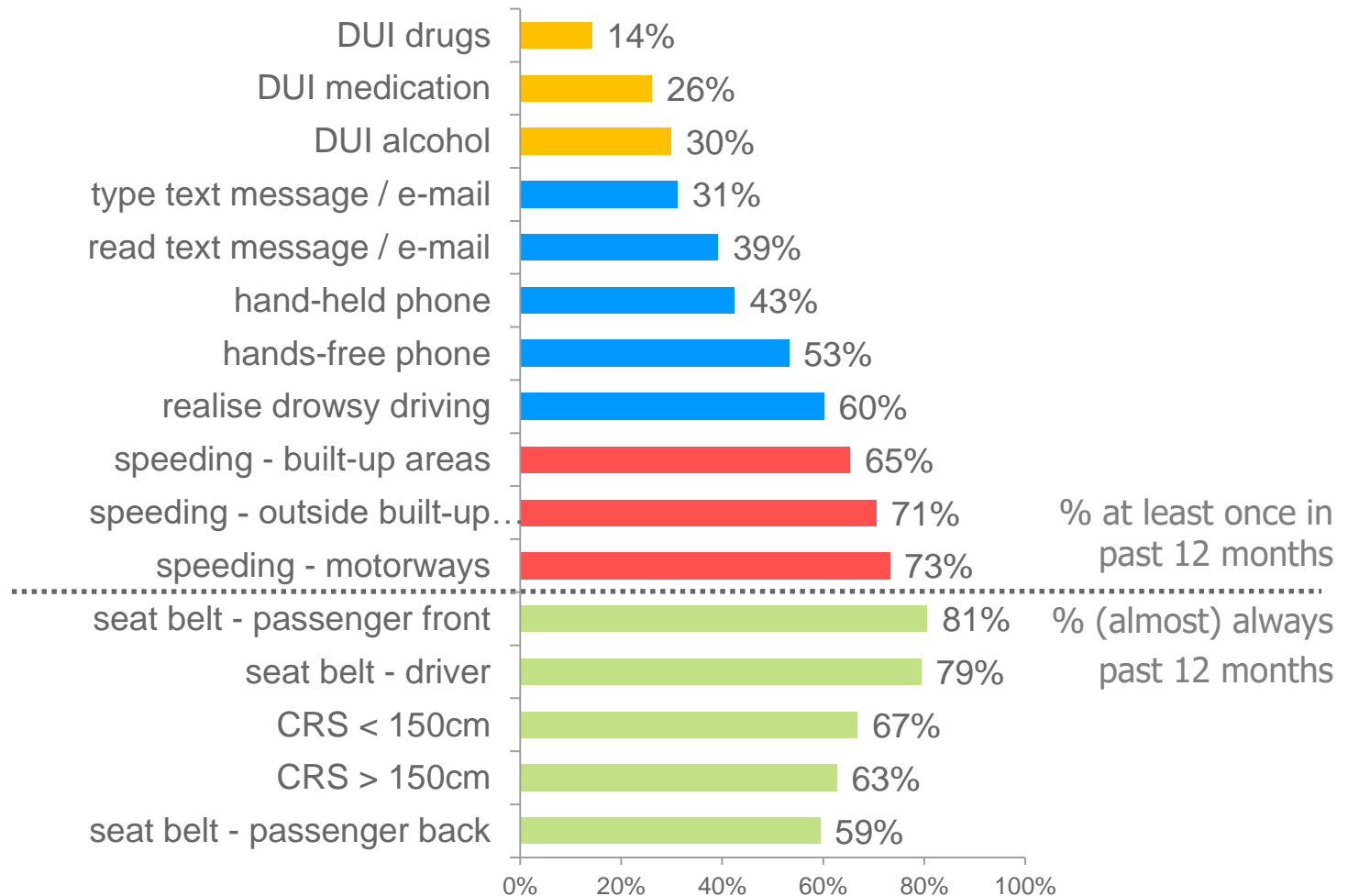
ESRA provides a reliable and relatively cheap mechanism for reliable and comparable indicators

Main themes & topics & target groups (ESRA 2018)



Pedestrians								
Cyclists								
Mopeds/motorcycle drivers								
Car drivers								
Mobility & exposure	X				X			
Acceptability	X	X	X	X				
Support for measures	X	X	X	X				
Self-declared behaviour	X	X	X	X				
Attitudes	X	X	X	X				
Unsafety feeling	X	X	X	X				
Accident involvement	X							
Enforcement	X	X	X	X				

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

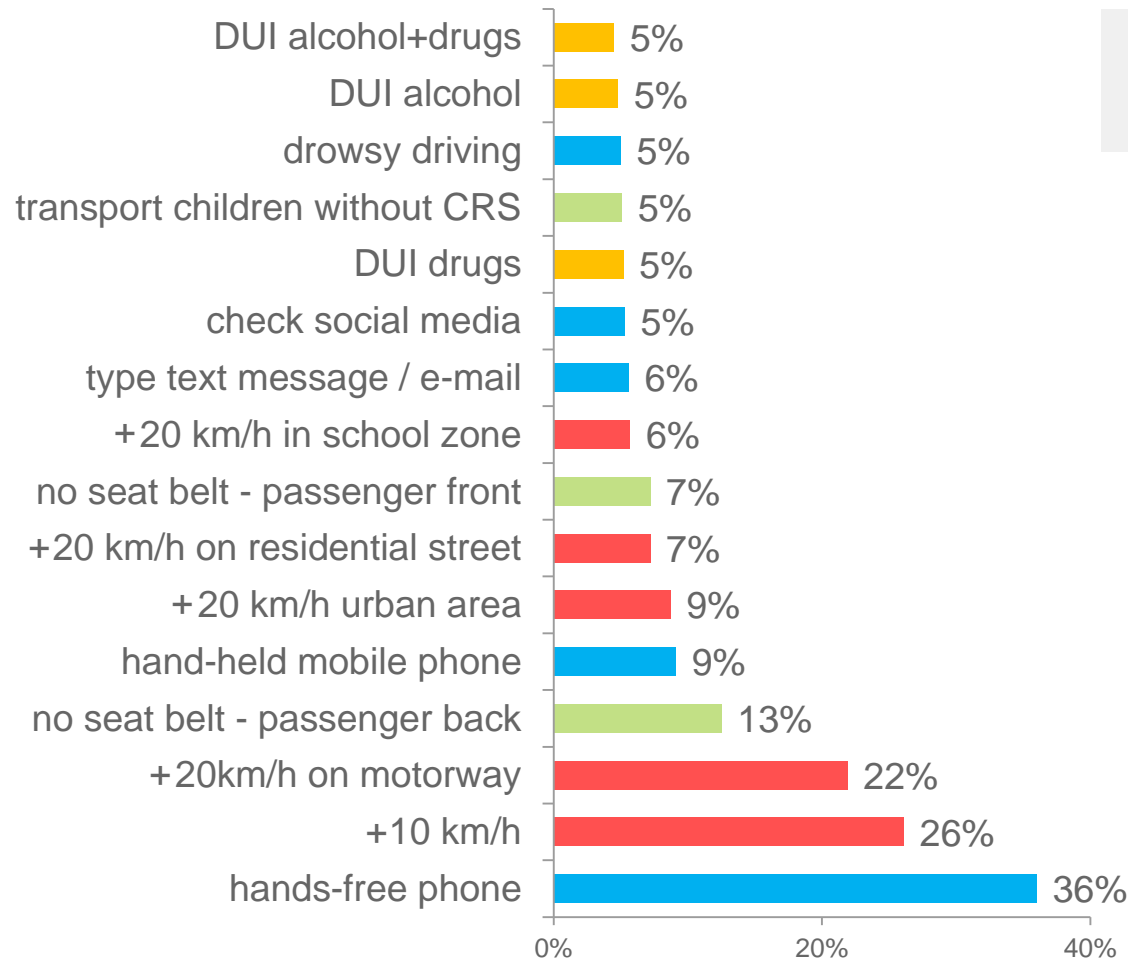




Distraction on the road

2

Acceptability of unsafe traffic behaviour (ESRA25*)



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



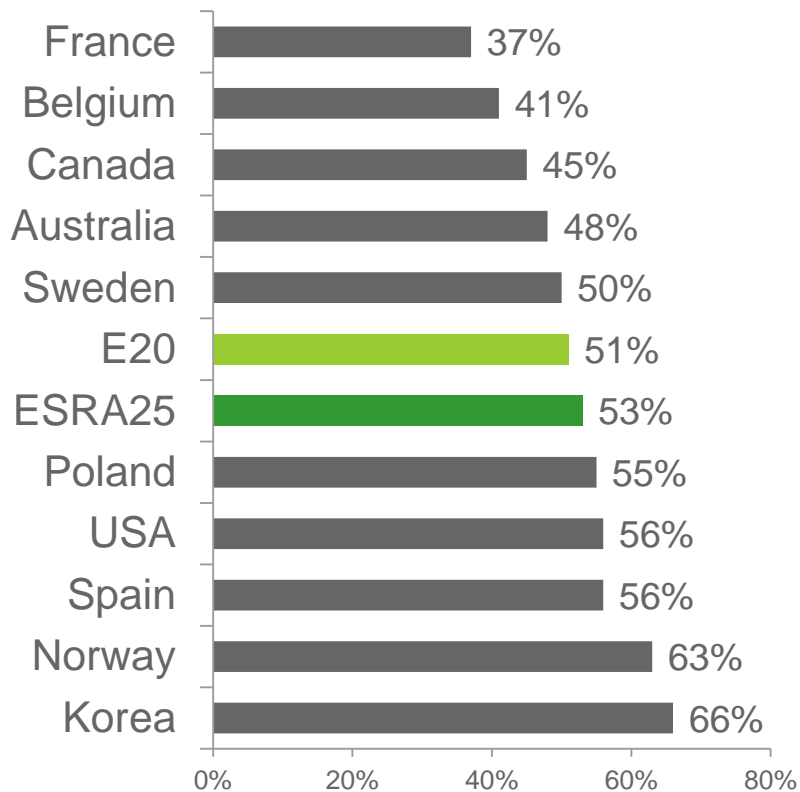
* ESRA24 for distraction = excluding Slovenia due to translation error

Self-declared distracted driving (by country)

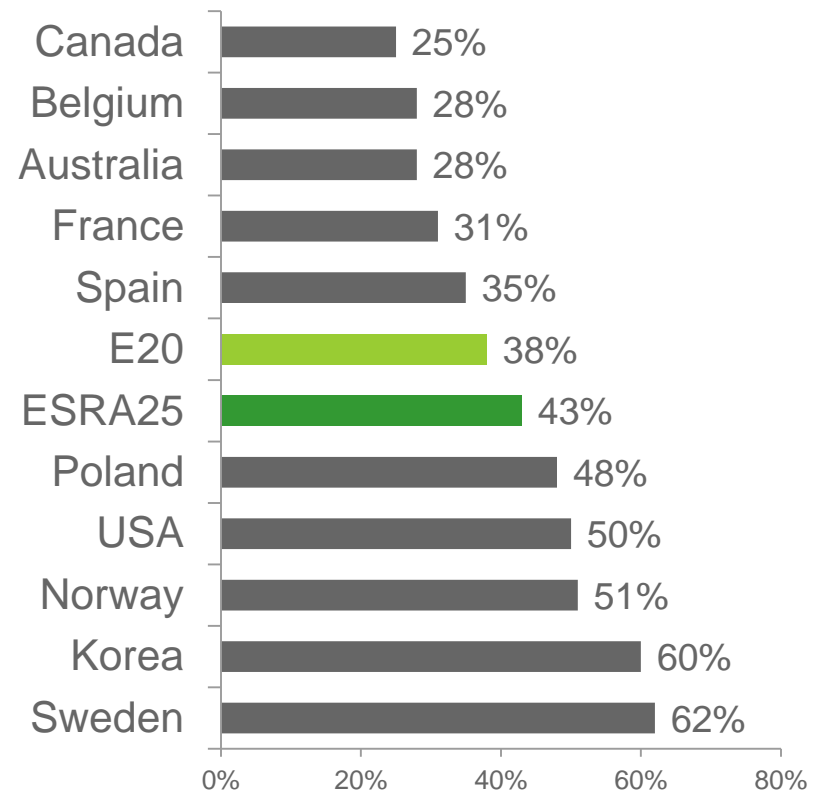


% of at least once during the last 12 months

hands-free



hand-held

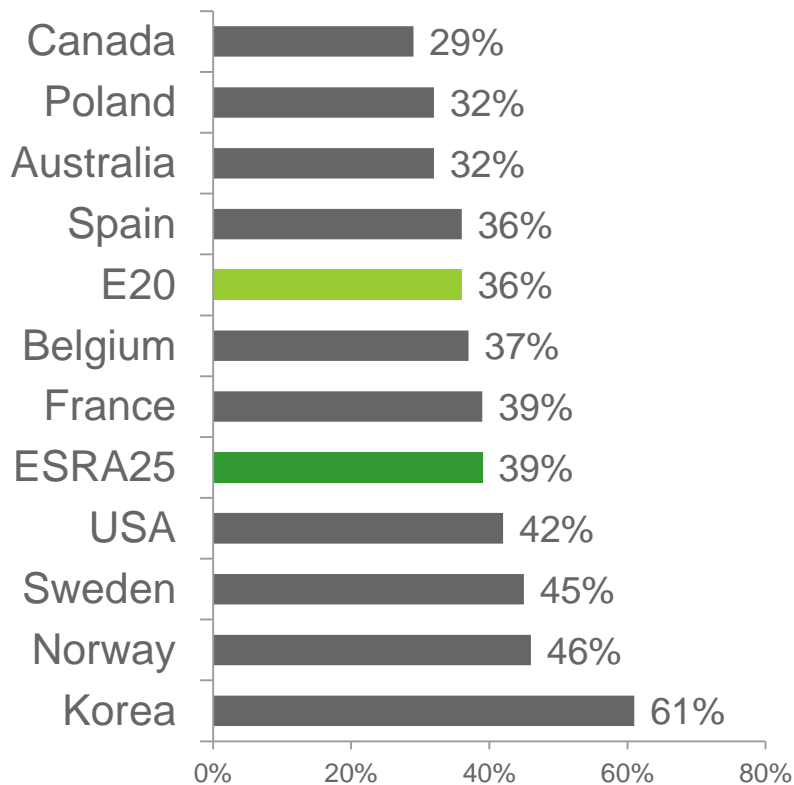


Self-declared distracted driving (by country)

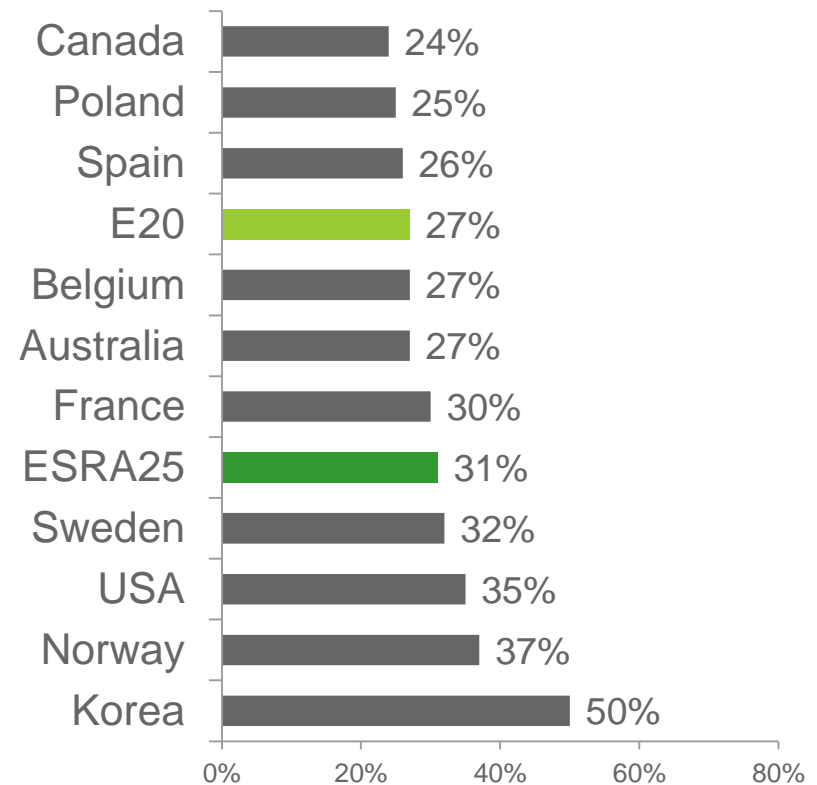
% of at least once during the last 12 months



read

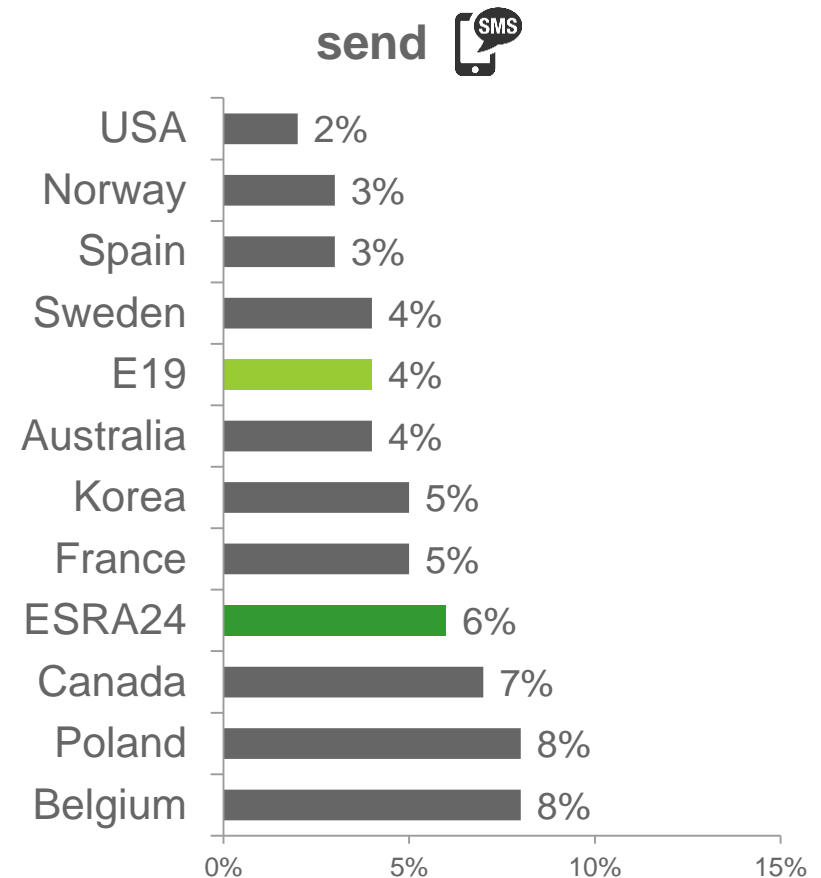
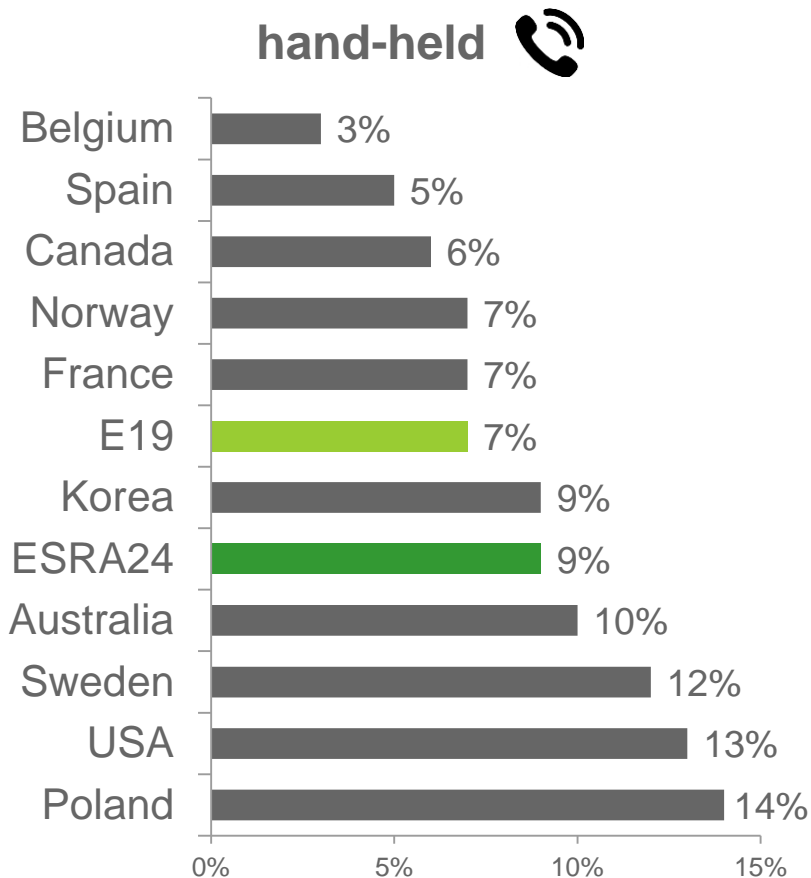


send



Personal acceptability of distracted driving (by country)

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

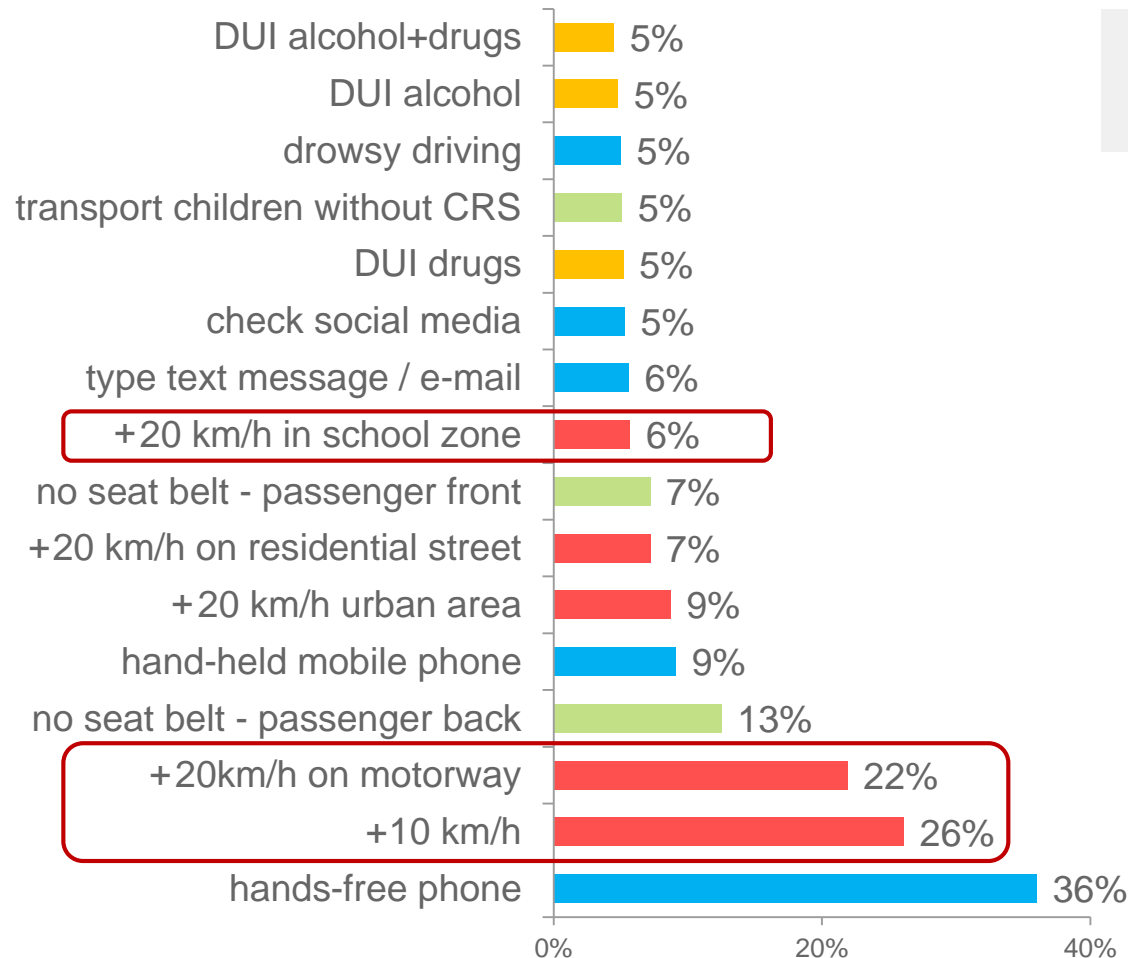




How do we look at speeding?

3

Acceptability of unsafe traffic behaviour (ESRA25*)

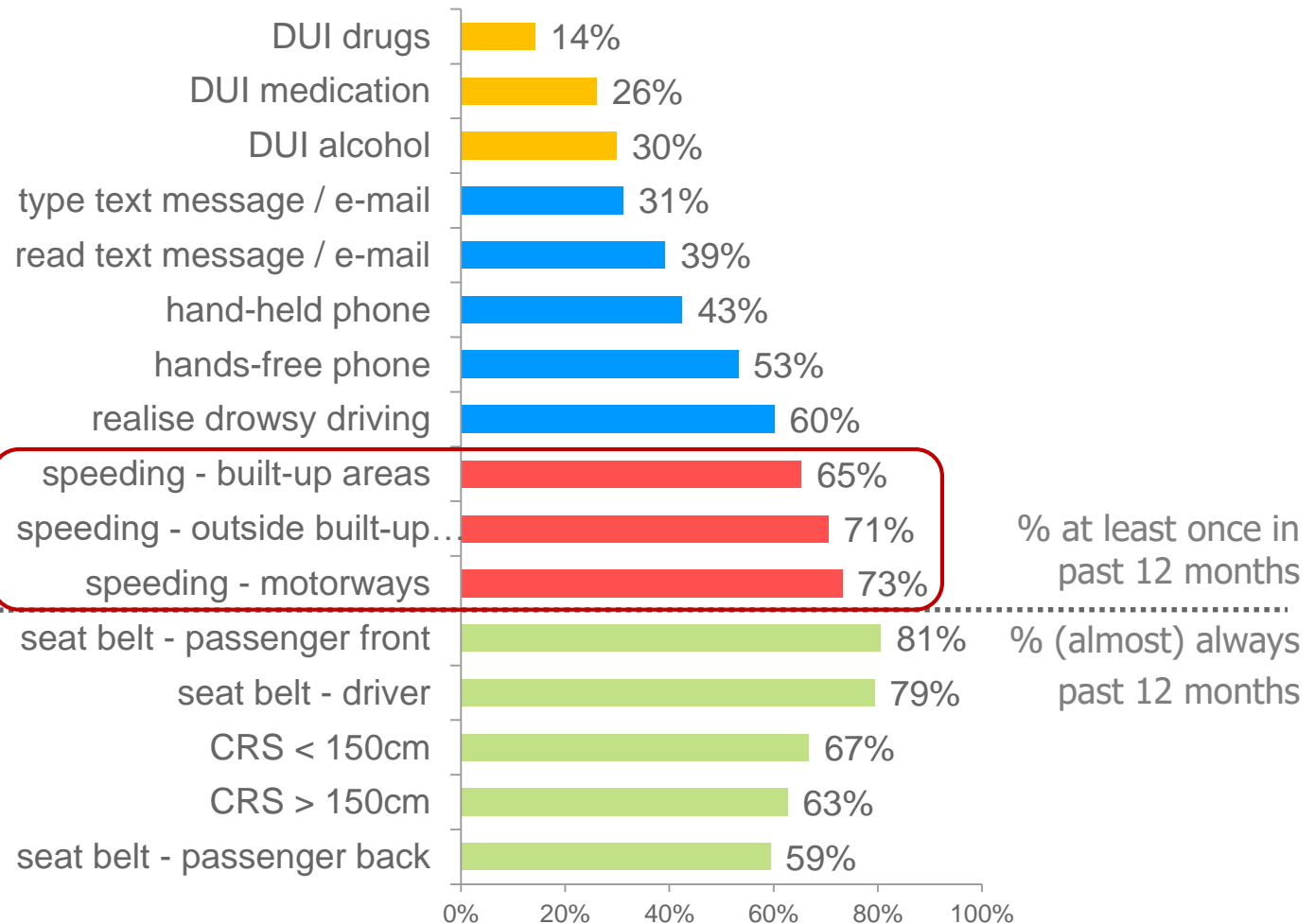


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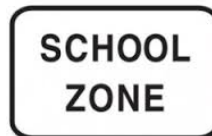
Self-declared (un)safe traffic behaviour (ESRA25)



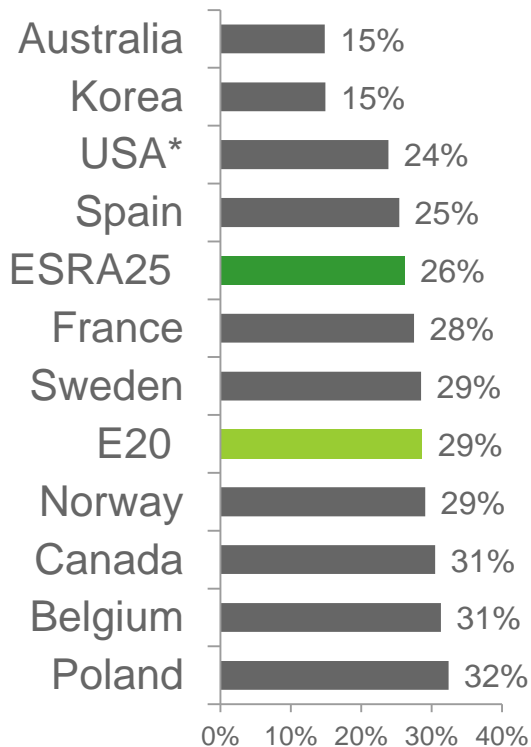
Personal acceptability of speeding (by country)

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

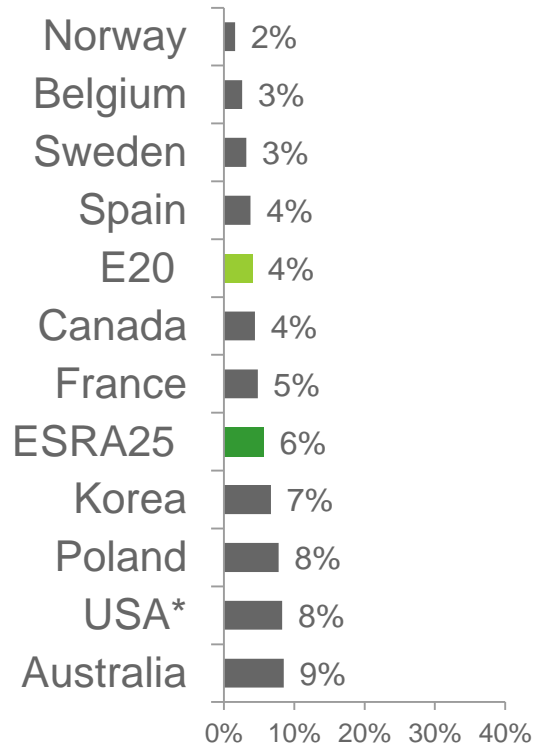
+ 10 km/h



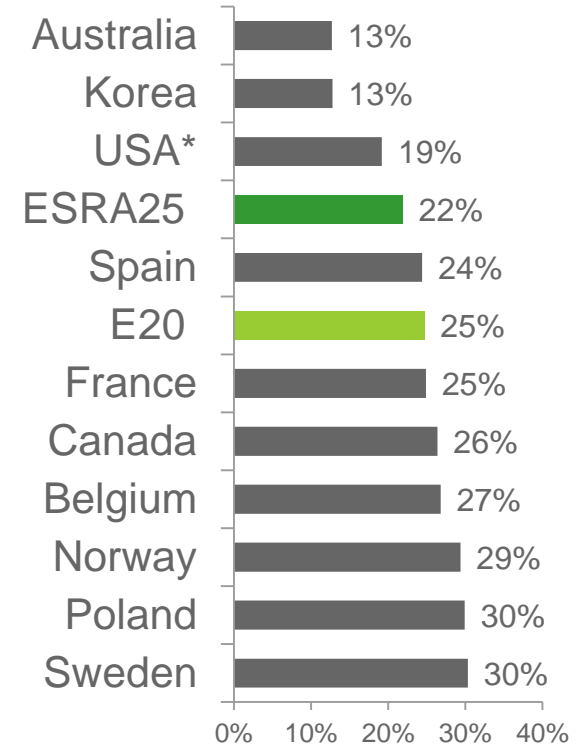
+ 20 km/h



* USA: 10mph



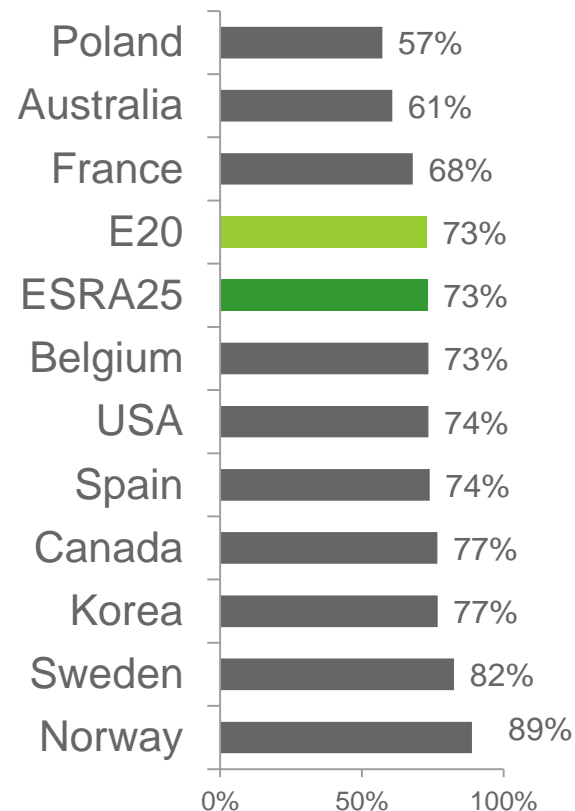
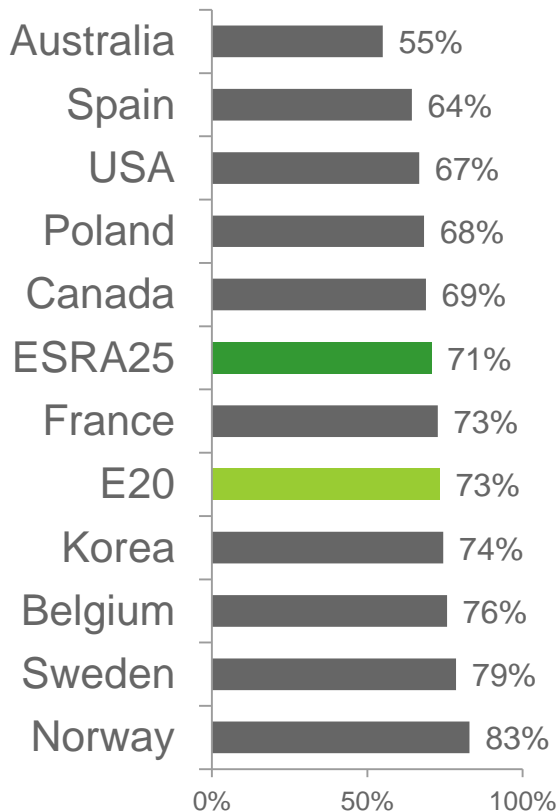
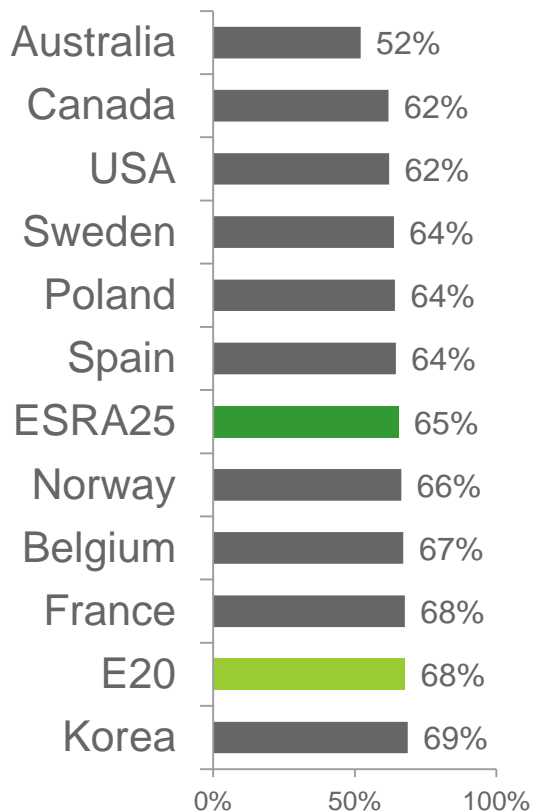
* USA: 15mph



* USA: 15mph

Self-declared speeding (by country)

% of at least once during the last 12 months

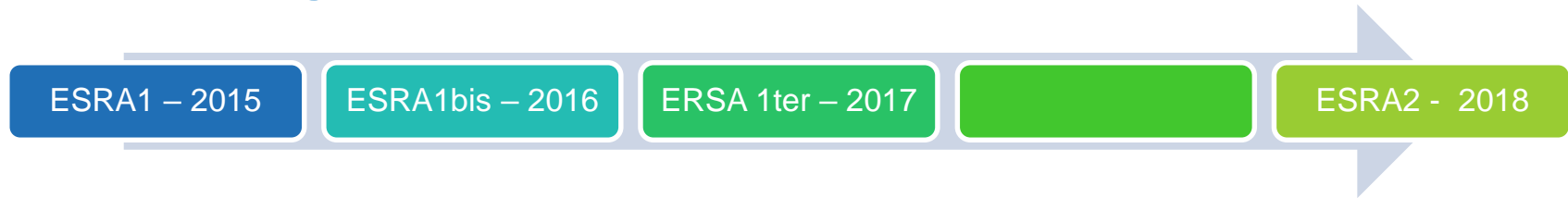




ESRA 2: the next stage

5

ESRA stages and next steps



- ▶ Three successive rounds of ESRA 1
 - ▶ June/July 2015: 17 European countries
 - ▶ September/December 2016: 8 additional countries (5 non-European)
 - ▶ *June 2017: 12 additional Latin-American countries*
- ▶ ESRA 2
 - ▶ Spring 2018
 - ▶ Estimated over 50 countries
 - ▶ Many identical questions as in ESRA 1, but also new and modified questions
 - ▶ Extension of the steering group



ESRA's contribution to road safety policy making

- ▶ Good road safety policy requires adequate indicators
 - ▶ to monitor results
 - ▶ to identify trends (comparison over time)
 - ▶ to make comparisons (between regions, countries, target groups, ...)
- ▶ We need not only indicators on fatalities and injured people, but also on underlying factors that can explain the trends
 - ▶ Infrastructure
 - ▶ Attitudes
 - ▶ Behaviour
 - ▶ Enforcement
 - ▶ Exposure
- ▶ ESRA provides comparable indicators on (a.o. attitudes, behaviour and enforcement) and may thus become an important building block of international monitoring systems on road safety performance

Thank you for your attention !

More information on ESRA: www.esranet.eu

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