

# International differences in attitudes towards speeding and distraction while driving.

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



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Wouter Van den Berghe  
Research Director, Belgian Road Safety Institute





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# 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, ...)

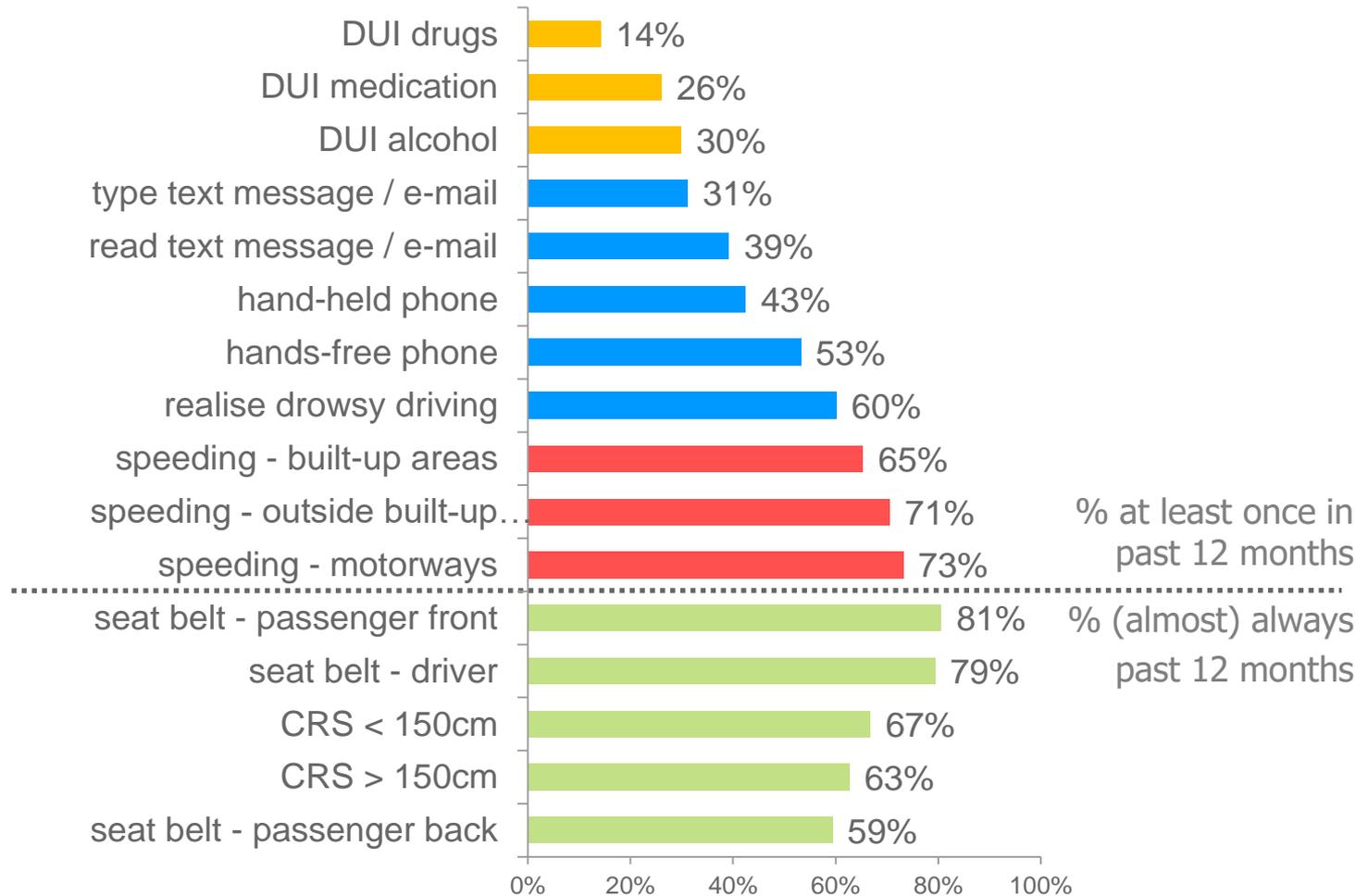
The results of behavioural measurements are often not comparable across countries

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)

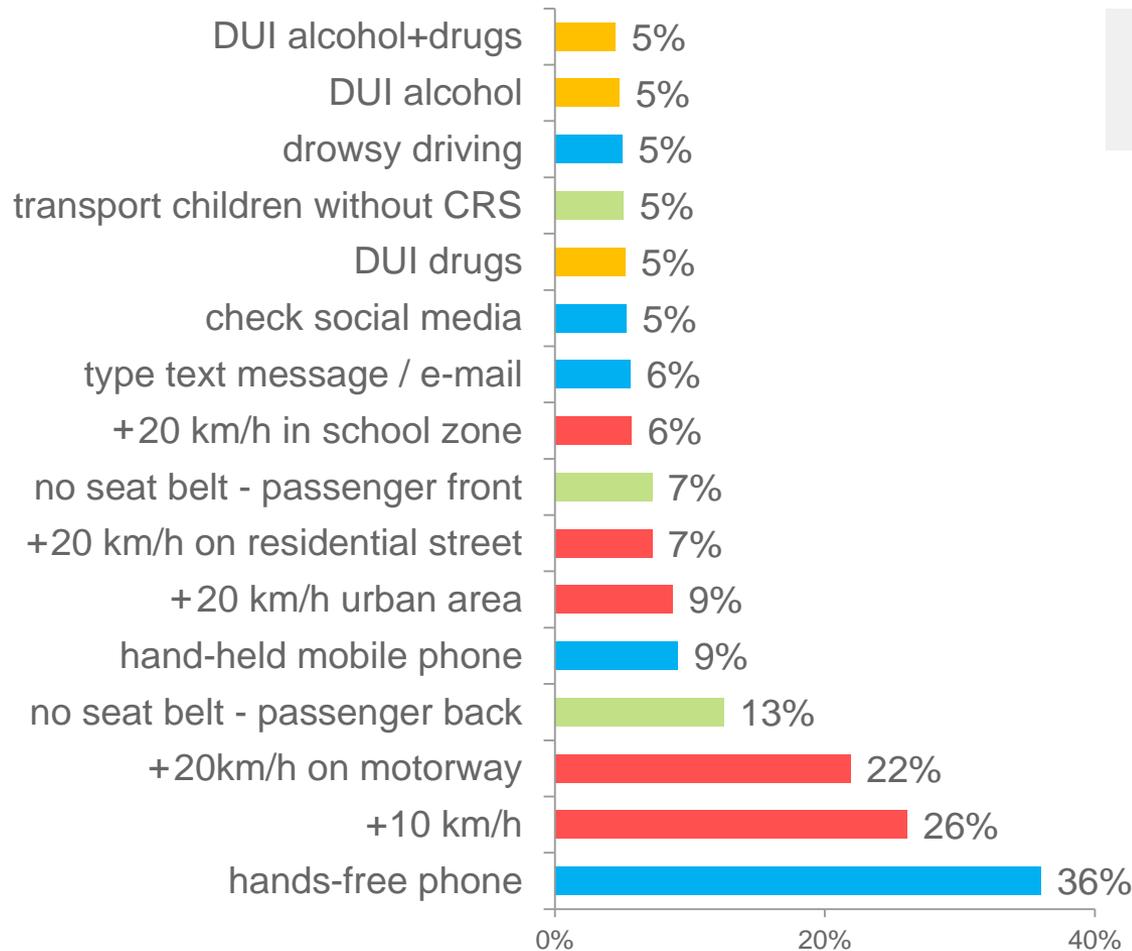




# Distraction on the road

2

# Acceptability of unsafe traffic behaviour (ESRA25\*)



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



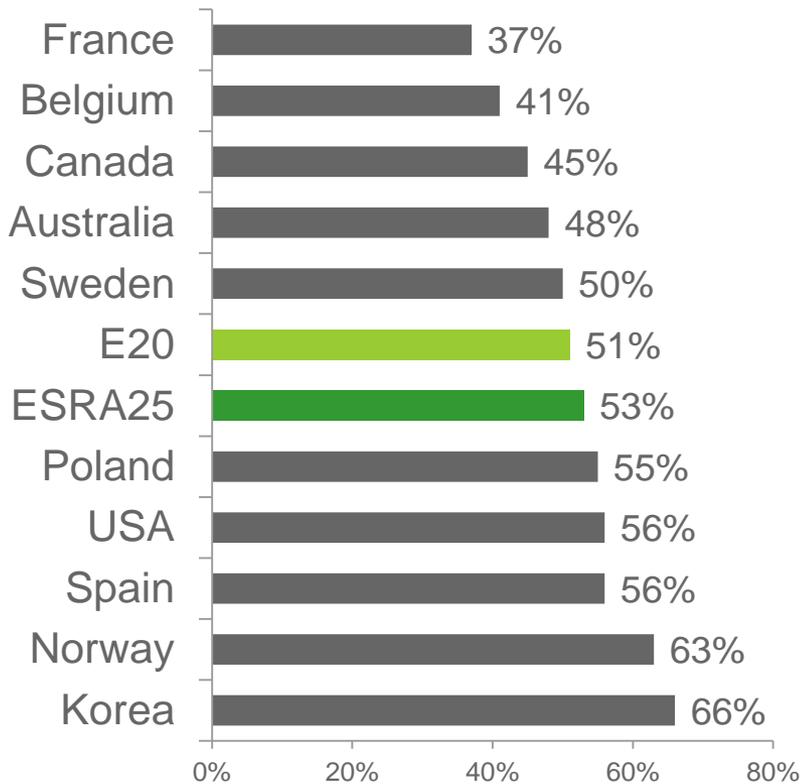
\* ESRA24 for distraction = excluding Slovenia due to translation error

# Self-declared distracted driving (by country)

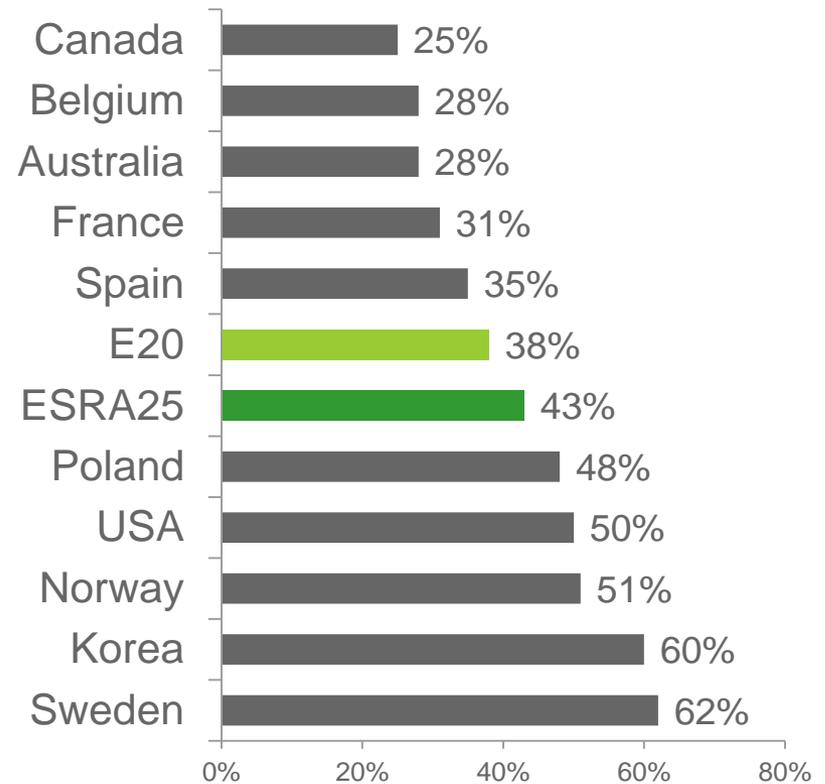


% of at least once during the last 12 months

## hands-free

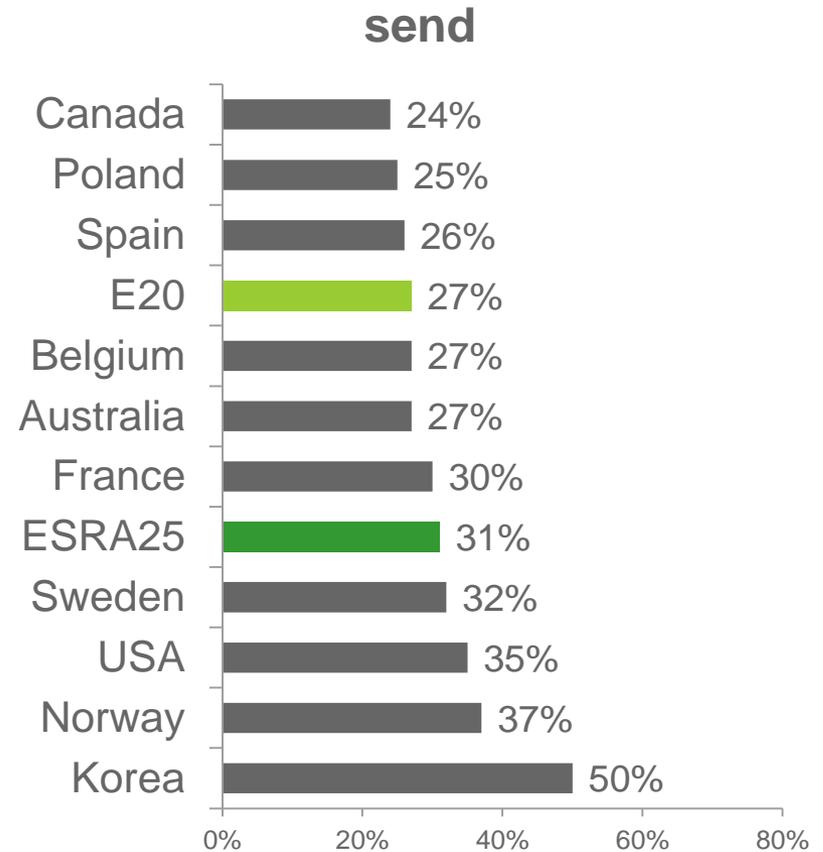
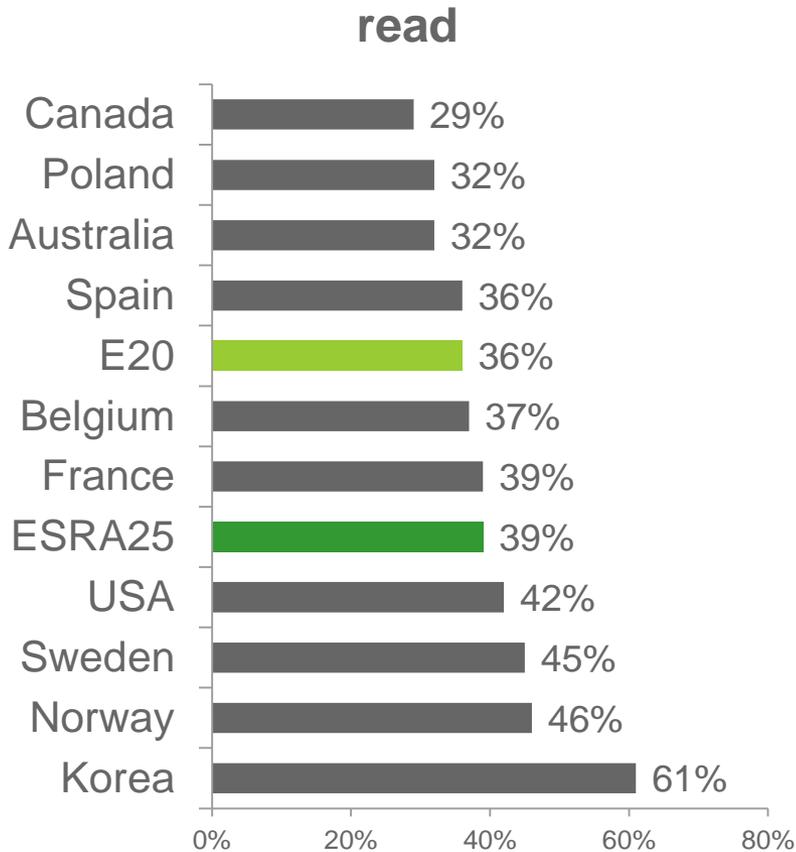


## hand-held



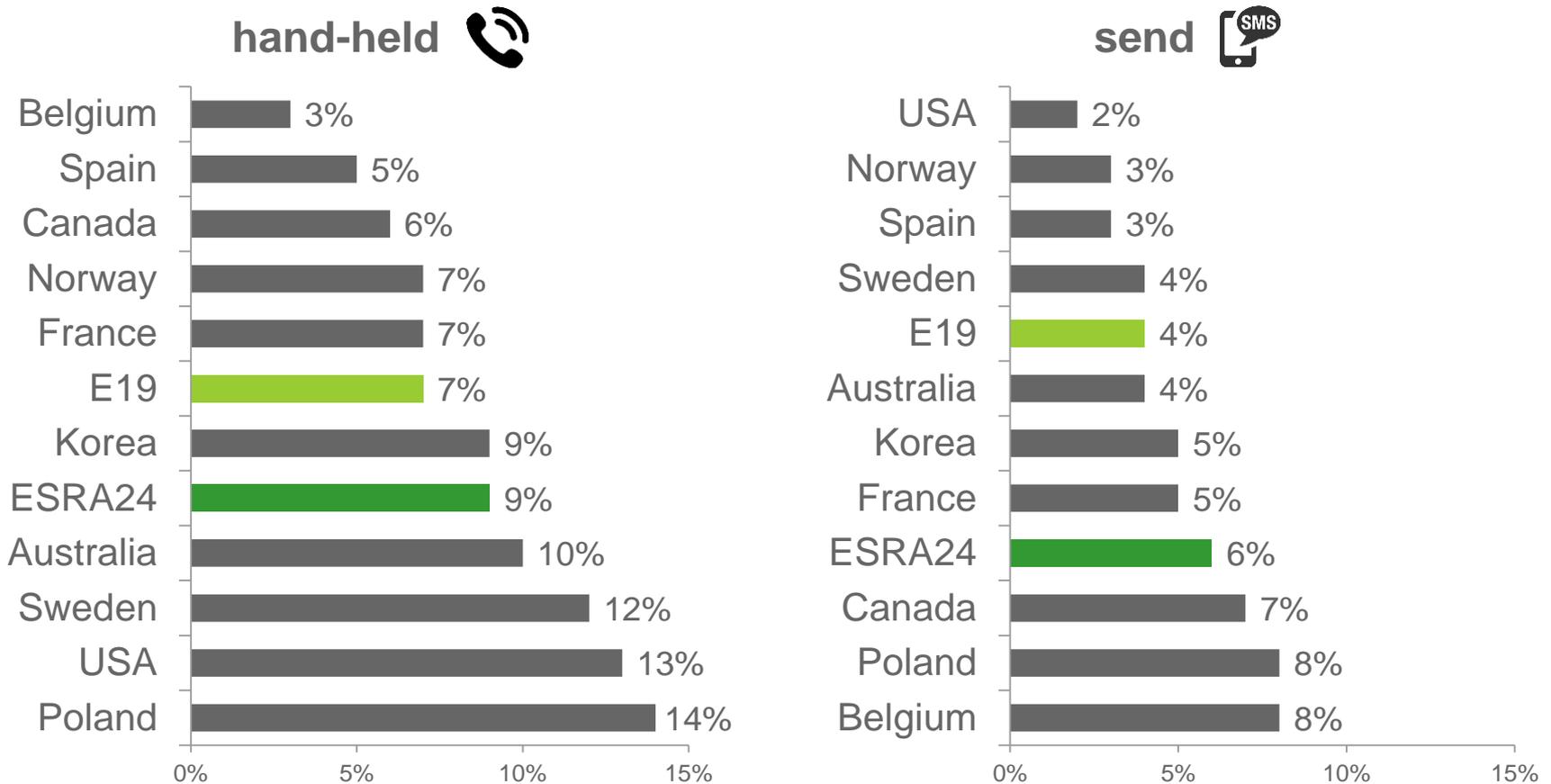
# Self-declared distracted driving (by country)

% of at least once during the last 12 months



# Personal acceptability of distracted driving (by country)

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

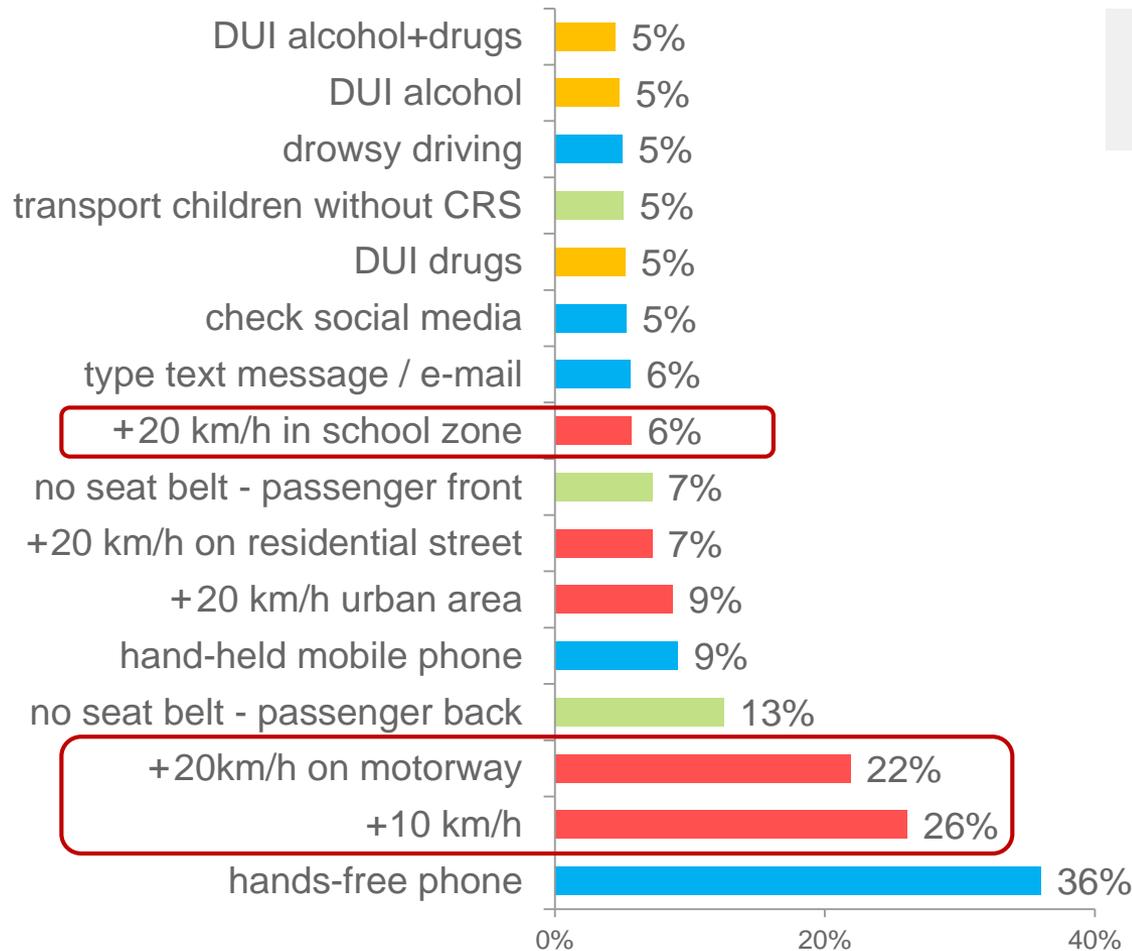




How do we look at speeding?

3

# Acceptability of unsafe traffic behaviour (ESRA25\*)

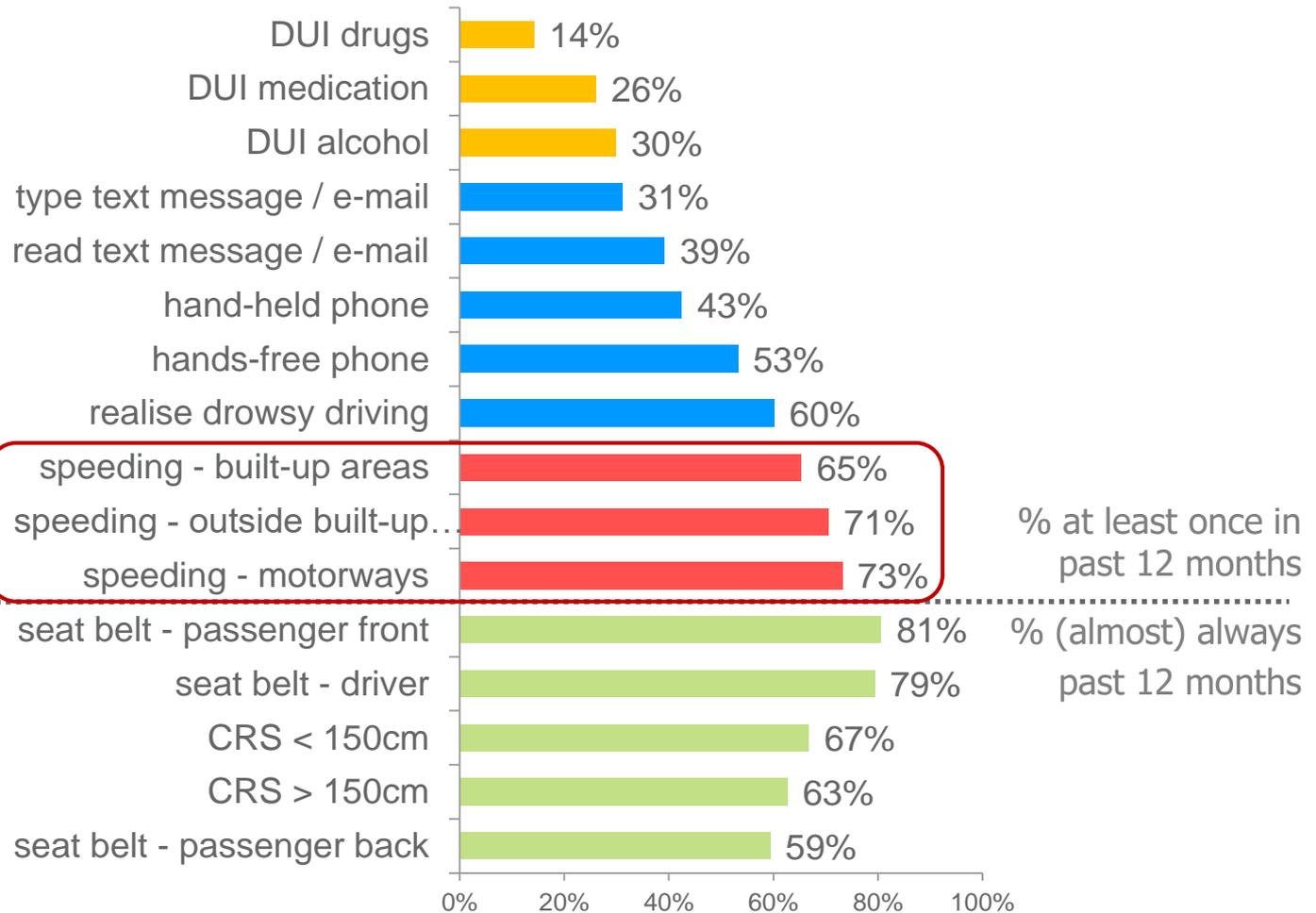


Personal acceptability  
(score 4+5 on a scale from  
1 'unacceptable' to 5 'acceptable')



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

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



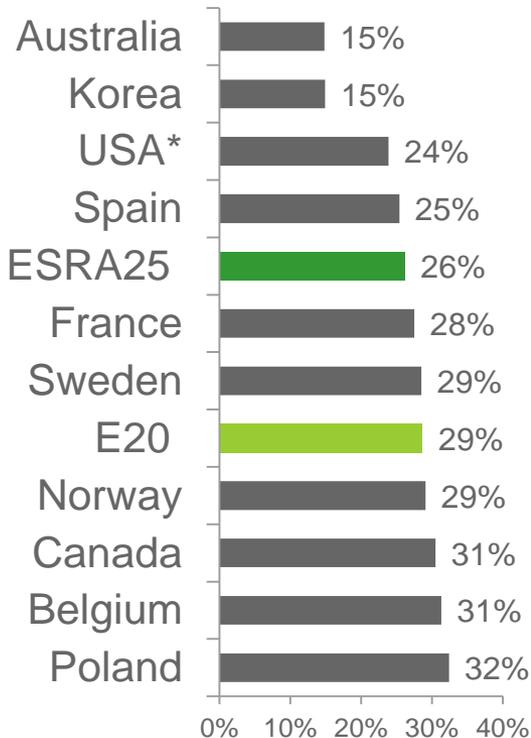
# Personal acceptability of speeding (by country)

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

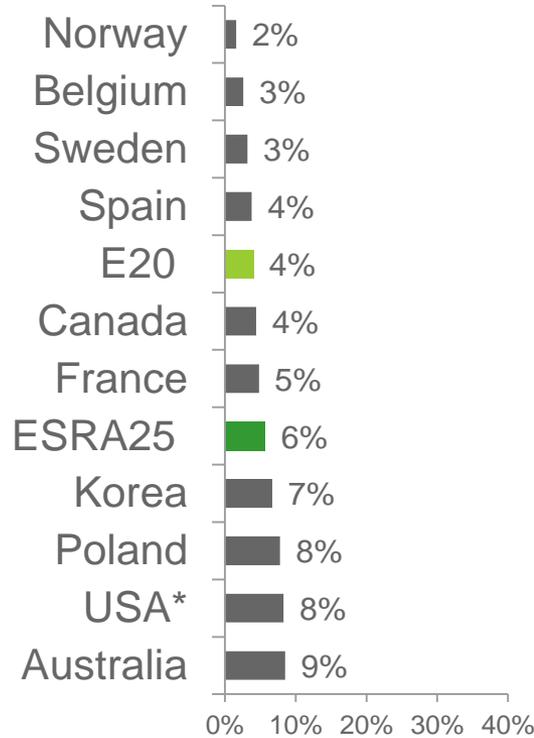
**+ 10 km/h**



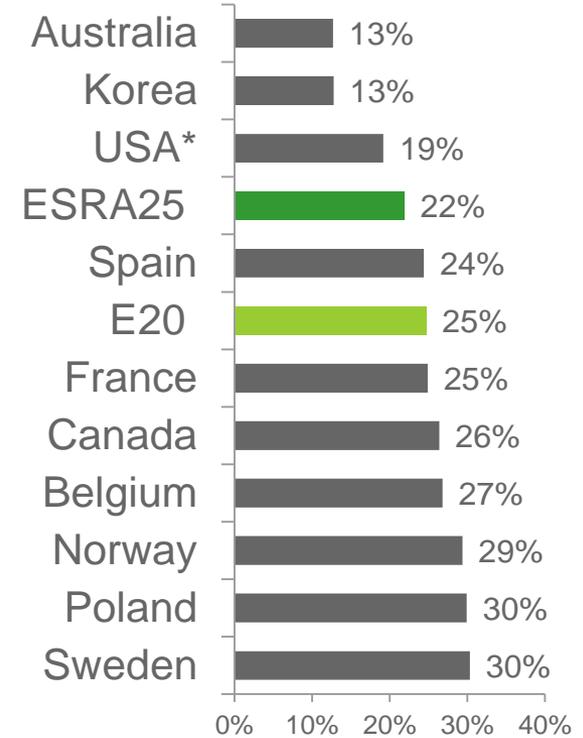
**+ 20 km/h**



\* USA: 10mph



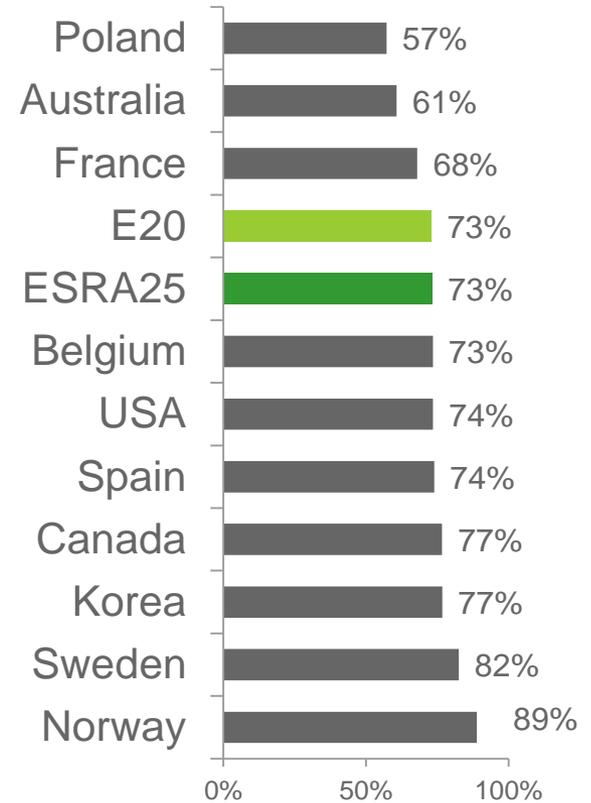
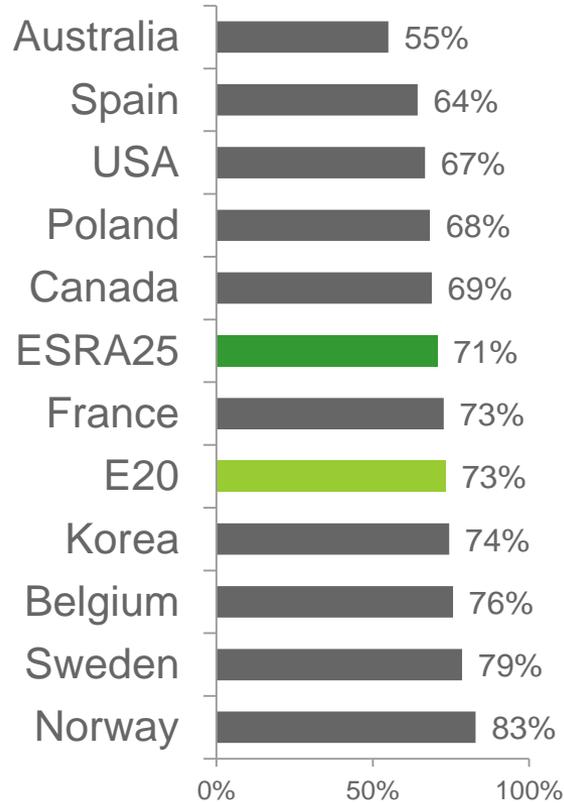
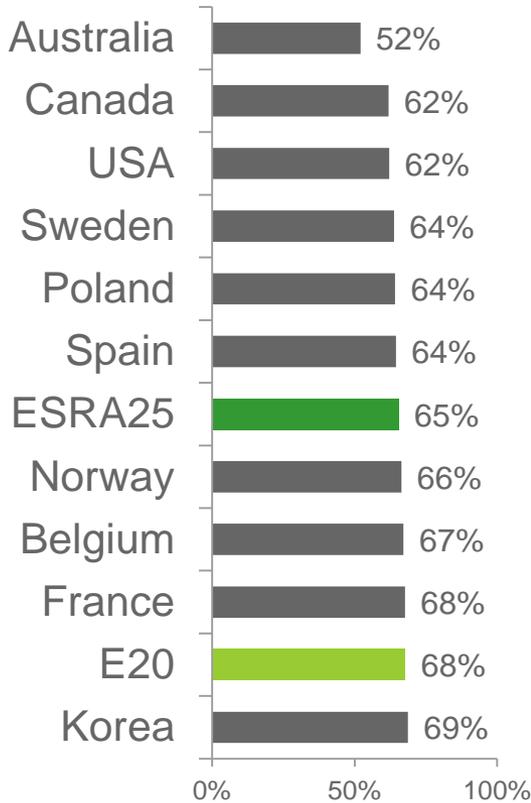
\* USA: 15mph



\* USA: 15mph

# Self-declared speeding (by country)

% of at least once during the last 12 months





ESRA 2: the next stage

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# 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 !

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

Wouter Van den Berghe  
Director Knowledge Centre Road Safety  
Belgian Road Safety Institute  
Email: [Wouter.VandenBerghe@bivv.be](mailto:Wouter.VandenBerghe@bivv.be)  
Mobile: +32 497 51 53 18

Interested in participating in ESRA 2018? Contact:

\* Uta Meesmann, [Uta.Meesmann@bivv.be](mailto:Uta.Meesmann@bivv.be)

\* Katrien Torfs, [Katrien.Torfs@bivv.be](mailto:Katrien.Torfs@bivv.be)