



E-Survey of Road users' Attitudes

www.esranet.eu

ESRA - global system to compare the current road safety situation across countries

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Uta Meesmann

Master degrees in Public Health (2003) and European Public Health, Germany (2004)

Experience in road safety monitoring, DUI, survey research

Senior Researcher at Vias institute, Belgium (since 2007)

Scientific Coordinator of the research line Achieving behavioural change (since 2015)

Project Manager of ESRA (since 2015)

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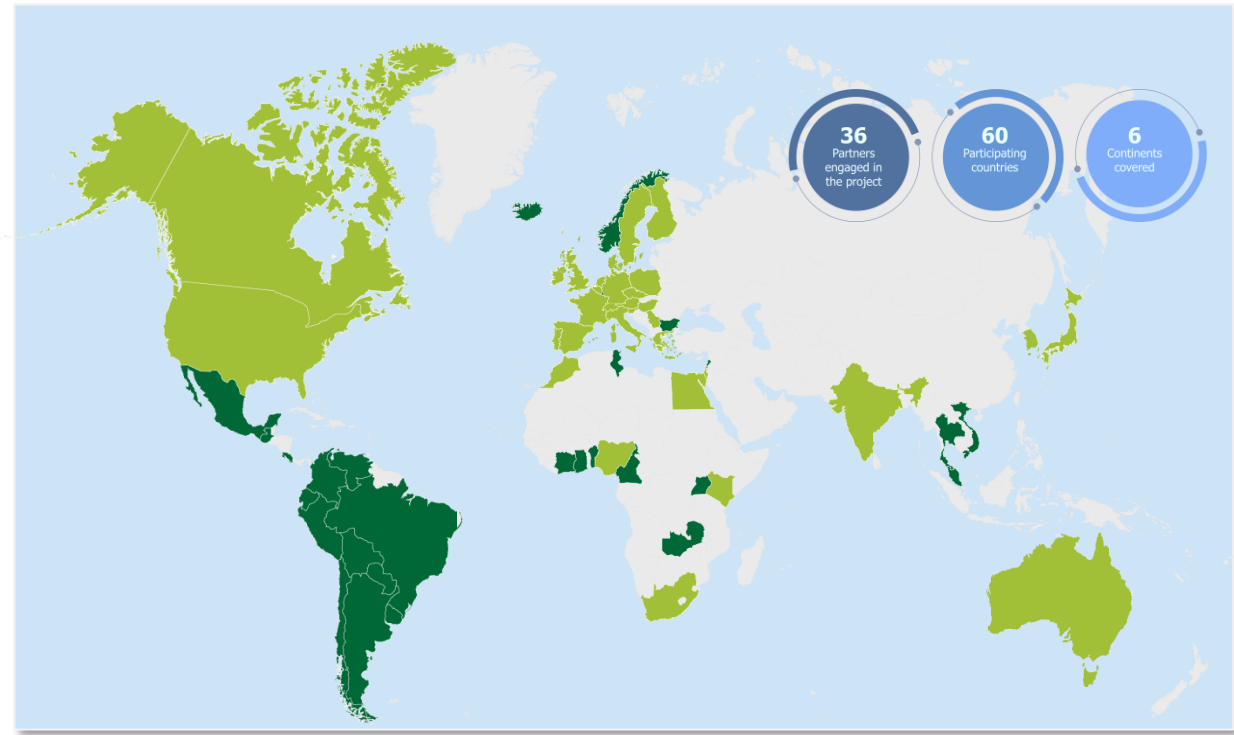
What is ESRA?



ESRA initiative

International network

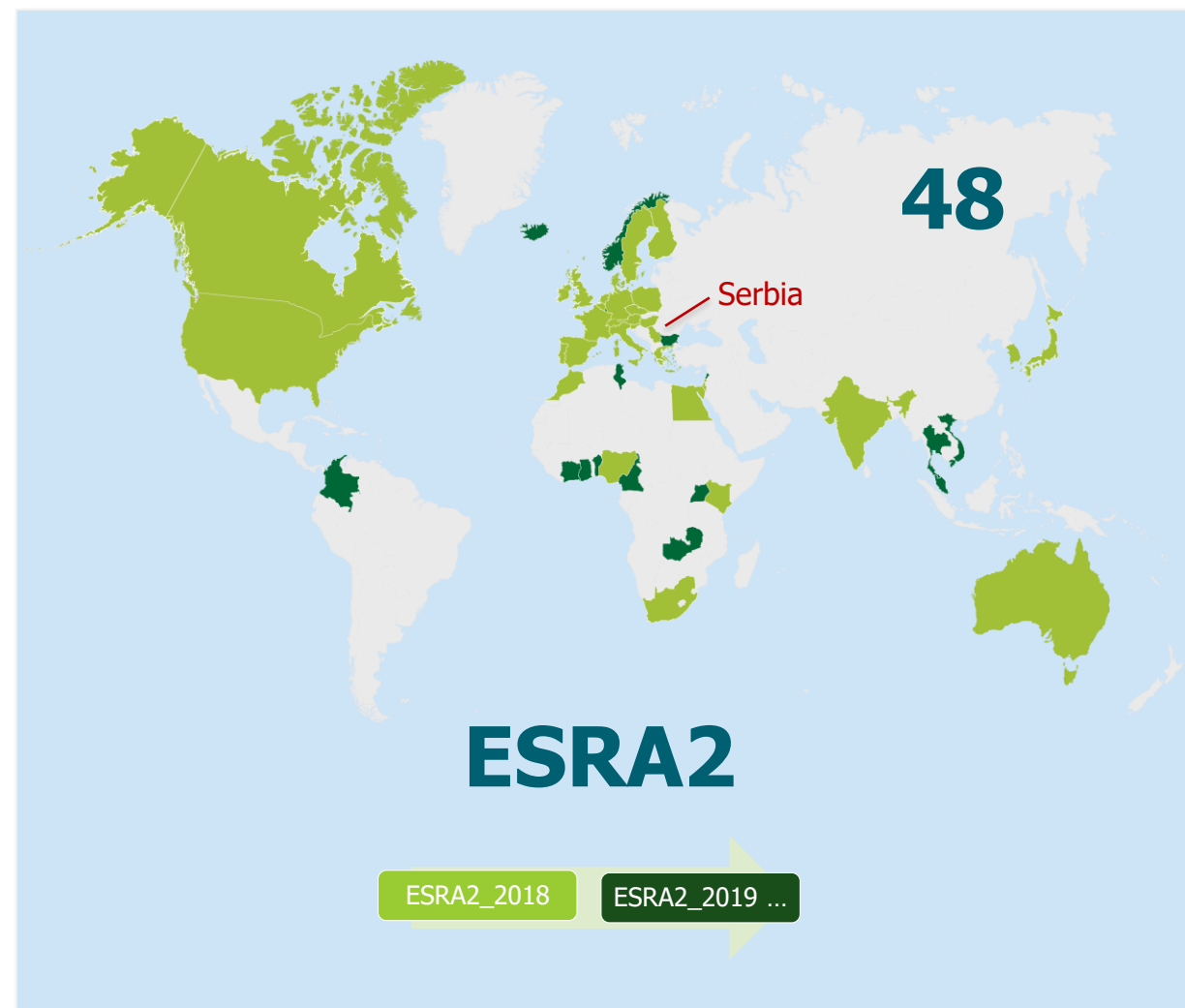
- Coordinated by Vias institute & Steering Group
- **36 partners - 60 countries – 6 continents**
- Heart: 'E-survey on road users' attitudes'
- Funding: partners' own resources (or sponsors)



Aim & objectives

- Provide **scientific support** for road safety policy at national and international levels
- Make internationally **comparable** data available on the current road safety situation in countries all over the world
- Develop a series of reliable, cost-effective and comparable **road safety performance indicators**
- Develop **time series** on road safety performance

Evolution: ESRA 1 - ESRA2 - ESRA3 in preparation



ESRA2 methodology



Identical method & questionnaire - Online panel survey

ESRA2: 48 countries

- Total sample N=45 000
 - ≥ 1000 road users per country*
 - Representative sample of the national adult population (18+) based on age*gender
Quota for gender*age (18-24, 25-34, 35-44, 45-54, 55-64, 65+), regional spread monitored (UN, 2019)
- 62 national language versions
- 28 questions (>300 variables)
- LOI = 20 min

Calculation of weighted regional and national **means**

* Some exceptions: e.g., African countries; small countries such as Luxembourg

ESRA2 main topics & themes

(over 300 variables collected)



support for road
safety policy
measures

self-reported
behaviour in traffic

acceptability of safe
and unsafe traffic
behaviour

attitudes, towards
safe and unsafe
traffic behaviour

subjective safety and
risk perception

involvement in road
crashes

enforcement of traffic
laws

vehicle automation
(new)

2 bonus questions
(new)



Contextual data from

- external databases
- expert survey

Key output from ESRA2 - www.esranet.eu

- Methodology report
- 15 Thematic reports:
 - Driving under influence
 - Speeding
 - Distraction (mobile phone use)
 - Fatigue
 - Seat belt & Child restraint systems
 - Subjective safety & risk perception
 - Enforcement
 - Support for policy measures
 - Vehicle automation
 - Pedestrians
 - Cyclists
 - Moped drivers and motorcyclists
 - Young road users
 - Senior road users
 - Gender aspects
- 64 Country fact sheets
- Regional report (Africa)
- Evaluation report
- [Dashboard](#) with national results
- [ESRA conference](#), symposium, 6 webinars
- Final report (published soon)
- Scientific articles, national reports, conference presentations ...



How do national partners
use ESRA data?

Monitoring the road safety situation in Belgium

Accident statistics

Observations

Risk
KPI

Roadside surveys

Observed behaviour

Risk
KPI

Survey research (ESRA)

Self-reported behaviour

Key advantages:

Sociodemographic information

Motivational factors

Rich dataset

International comparable data

Relatively inexpensive and fast

Examples on how national partners use ESRA data

- ▶ **Assess their own national road safety situation e.g.,:**
 - ▶ In some countries this is the first overall data on their national road safety situation
 - ▶ National reports
 - ▶ Input for national road safety strategies
 - ▶ Input for road safety campaigns
 - ▶ Profiling offenders
- ▶ **Benchmarking** their country in comparison to other countries and regions (e.g., Dashboard, CFS, Belgium in European perspective)
- ▶ **Monitoring** evolutions or the effect of policy measures
- ▶ **Further analysis & publication:** conference presentations, scientific articles, input for other projects, etc. (e.g., IATSS special issue on ESRA)



Country fact sheet – Serbia www.esranet.eu



Serbia

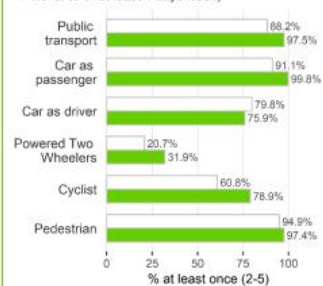
ESRA2 Country Fact Sheet

ESRA (E-Survey of Road Users' Attitudes) is a joint initiative of road safety institutes, research centres, public services, and private sponsors, from all over the world. The aim is to collect and analyse comparable data on road safety performance, in particular road safety culture and behaviour of road users. The ESRA data are used as a basis for a large set of road safety indicators. These provide scientific evidence for policy making at national and international levels. Vias institute in Brussels (Belgium) initiated and coordinates ESRA, in cooperation with eleven core group partners (BAST, BFU, CTL, IATSS, IFSTTAR, ITS, KfV, NTUA, PRP, SWOV, TIRF). At the heart of ESRA is a jointly developed questionnaire survey, which is translated into national language versions¹. The themes covered include: self-declared behaviour, attitudes and opinions on unsafe traffic behaviour, enforcement experiences and support for policy measures. The survey addresses different road safety topics (e.g. driving under the influence of alcohol, drugs and medicines, speeding, distraction) and targets car occupants, motorcycle and moped drivers, cyclists and pedestrians.

This fact sheet contains the key results of the second edition of the ESRA survey, which was conducted simultaneously in 32 countries in 2018 and in 16 countries between 2019 and 2020. In total this online panel survey collected data from more than 45 000 road users (1041 in Serbia). An overview of the initiative and more results are available on www.esranet.eu. The following figures show a core set of variables in which Serbia (green) is compared with the European ESRA2 mean² (white).

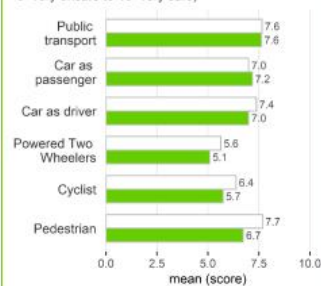
Mode of transportation

During the past 12 months, how often did you use the following transport modes (5-point scale from 1=never to 5=at least 4 days week)



Safety feeling

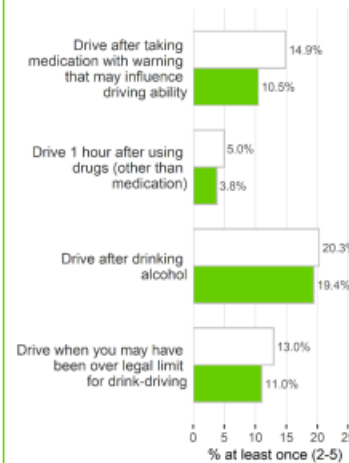
How safe or unsafe do you feel when using the following transport modes (11-point scale from 0=very unsafe to 10=very safe)



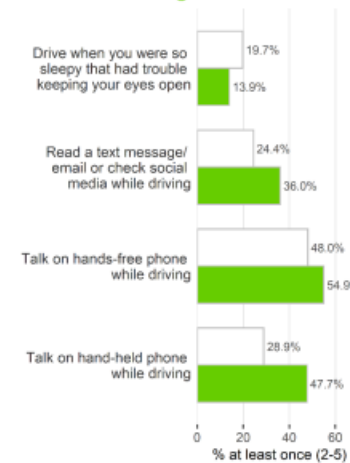
Self-declared behaviour

Over the last 30 days, how often did you... (5-point scale from 1=never to 5=(almost) always)

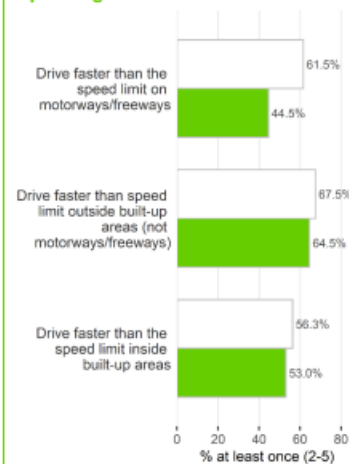
DUI as a car driver



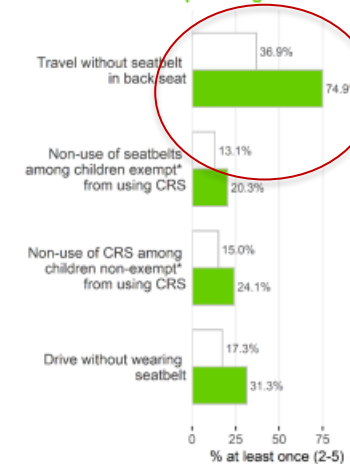
Distraction & fatigue as a car driver



Speeding as a car driver



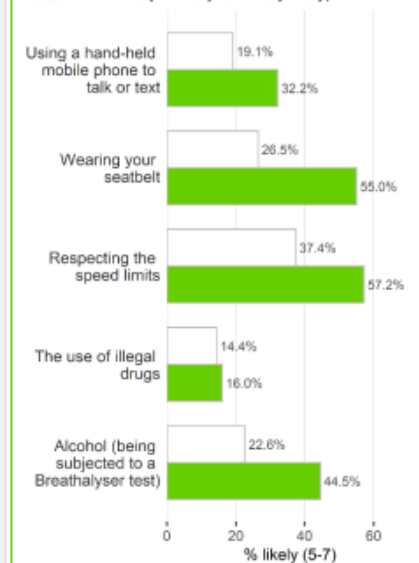
Seat belt use in a passenger car



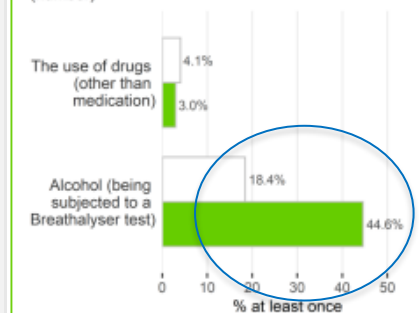
* specified based on national regulation on this topic

Enforcement

On a typical journey, how likely is it that you (as CAR DRIVER) will be checked by police for... (7-point scale from 1=very unlikely to 7=very likely)

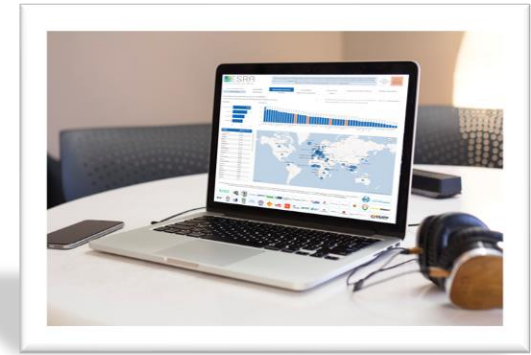


In the past 12 months, how many times (as a CAR DRIVER) have you been checked by the police for... (number)



Example Benchmarking

Serbia - alcohol checks



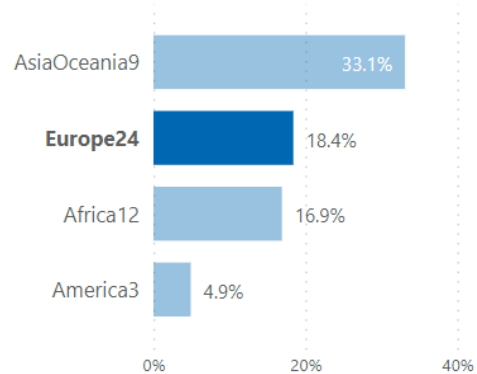
In the past 12 months, how many times have you been checked by the police for ...?

using alcohol while DRIVING A CAR (i.e., being subjected to a Breathalyser test)

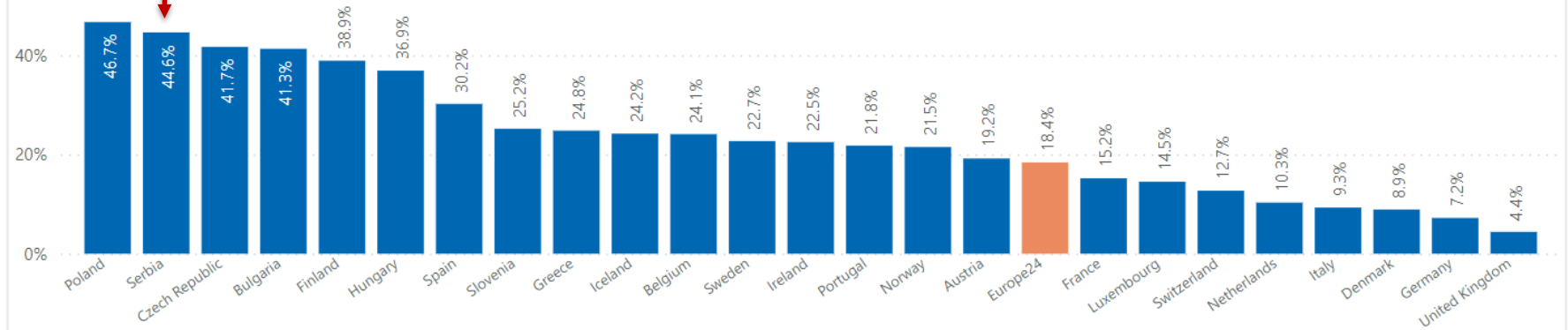
% at least once in the past 12 months

Reference population: car drivers, at least a few days a month

By region



By Country



www.esranet.eu

What about ESRA3?

Key features of ESRA3 in a nutshell



- Overall **methodological and study design** stays the same - deviations accepted for special cases.
 - Representative sample of the national adult population (gender*age 18-74)
 - LOI 20 min; many questions identical with ESRA2; translations done by national partners
 - New: **Regional questions** (e.g. Europe, Africa,...); meeting with Regional RS Observatories (29/03/2022, online)
 - Data collection and data processing will be centrally organized by Vias institute + Steering Group
- **Data collection** will be in **February and March 2023**
- **Results** for national partners (national datafile, table report and CFS) **available in summer 2023**.
- ESRA3 **outputs** will be similar to ESRA2; meeting with ESRA partners (8-9/09/2022, Paris, hybrid)
- **Funding** of ESRA3 comes again from the resources of national partners or sponsors.

Feasibility of ESRA3 in Western Balkan?

Feasibility of ESRA3 survey in Western Balkan & costs

Regional Partner	Study design	Hard quota gender*age	Regional spread monitored	N=500*	N=1000
Albania	Online panel survey	18-74	Yes	€ 11,700	€ 15,000
	Online panel survey	18-54*	Yes	€ 8,200	
Bosnia and Herzegovina	Online panel survey	18-74	Yes	€ 11,900	€ 15,500
	Online panel survey	18-54*	Yes	€ 7,800	
Kosovo	F2F/CAPI*	18-54*	No – City*	€ 23,900	€ 39,300
Montenegro	Online panel survey	18-74	Yes	€ 11,700	
North Macedonia	F2F/CAPI*	18-54*	No – City*	€ 23,400	€ 38,400
Serbia	Online panel survey	18-74	Yes	€ 10,900	€ 13,200
	Online panel survey	18-54*	Yes	€ 6,800	€ 9,300

**Deviation from standard ESRA methodology which implies limitations with respect to comparability with other countries.*

Thank you very much for your attention!

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E-Survey of Road users' Attitudes
Cooperation form for ESRA National Partners
Survey: ESRAJ (2021-2024)

Please complete this form, sign at the bottom, and send it by email to ESRA@vias.be.

COUNTRY AND LANGUAGES

Country: _____
Language(s): _____

NATIONAL PARTNER

Institute / Organisation: _____
Address: _____
VAT number / company registration number: _____

CONTACT PERSON

Full name: _____
Email address: _____
Phone number: _____
Function / Title: _____

RIGHTS AND BENEFITS OF THE NATIONAL ESRA PARTNER

- Full access to the cleaned and enriched dataset for the country, including all national ESRA records and variables (including calculated variables, constructs, dichotomised variables and weighting factors)
- A detailed "table report", with a summary of responses to all questions of all countries participating in ESRAJ
- A country factbook, including visuals with key road safety indicators on your country
- Mentoring of the national ESRA partner on the ESRA website and in all common ESRAJ reports

