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

9th Technical Committee on Road Safety 17/03/2022
Uta Meesmann, ESRA project manager, Vias institute (Belgium)

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)
Content

What is ESRA?

How to use ESRA data?

What about ESRA3?

Feasibility of ESRA3 in Western Balkan?
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

www.esranet.eu
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

ESRA
E-Survey of Road users’ Attitudes
www.esranet.eu
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 ...

Register Now
International ESRA Conference
April 21, 2022, ONLINE
Traffic Safety Culture and Performance Indicators

ESRA
E-Survey of Road users' Attitudes

www.esranet.eu
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

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. Via Institute in Brussels (Belgium) administers and coordinates ESRA in cooperation with eleven core group partners (BRAS, BRU, CTI, LATOS, IPSTIA, ISIS, KTV, LATOU, PRP, SWOV, TIRA). At the heart of ESRA is a jointly developed questionnaire survey, which is translated into national language versions. 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 medications; 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 52 countries in 2018 and in 36 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 mean (white).

Mode of transportation

<table>
<thead>
<tr>
<th>Mode of transportation</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public transport</td>
<td>7.7</td>
<td>7.6</td>
</tr>
<tr>
<td>Car as passenger</td>
<td>7.7</td>
<td>7.6</td>
</tr>
<tr>
<td>Car as driver</td>
<td>7.5</td>
<td>7.6</td>
</tr>
<tr>
<td>Powered Two Wheelers</td>
<td>7.4</td>
<td>7.6</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>7.1</td>
<td>7.6</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>7.0</td>
<td>7.7</td>
</tr>
</tbody>
</table>

Safety feeling

<table>
<thead>
<tr>
<th>Safety feeling</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not safe or unsafe</td>
<td>44.8</td>
<td>44.8</td>
</tr>
<tr>
<td>Bad</td>
<td>7.6</td>
<td>7.6</td>
</tr>
<tr>
<td>Very bad</td>
<td>6.7</td>
<td>7.6</td>
</tr>
</tbody>
</table>

DUI as a car driver

<table>
<thead>
<tr>
<th>Item</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive after drinking alcohol</td>
<td>3.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Drive after drinking alcohol</td>
<td>13.3%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Drive after drinking alcohol</td>
<td>19.7%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Drive after drinking alcohol</td>
<td>46.0%</td>
<td>60.0%</td>
</tr>
</tbody>
</table>

Distraction & fatigue as a car driver

<table>
<thead>
<tr>
<th>Item</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive when you were too sleepy and had trouble keeping your eyes open</td>
<td>12.2%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Read a text message/ email or check social media while driving</td>
<td>61.6%</td>
<td>60.0%</td>
</tr>
<tr>
<td>Talk or hands free phone while driving</td>
<td>22.0%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Talk or hands free phone while driving</td>
<td>23.5%</td>
<td>24.0%</td>
</tr>
</tbody>
</table>

Speeding as a car driver

<table>
<thead>
<tr>
<th>Item</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive faster than the speed limit</td>
<td>41.1%</td>
<td>45.0%</td>
</tr>
<tr>
<td>Drive faster than the speed limit</td>
<td>41.1%</td>
<td>45.0%</td>
</tr>
<tr>
<td>Drive faster than the speed limit</td>
<td>41.1%</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

Seat belt use in a passenger car

<table>
<thead>
<tr>
<th>Item</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always</td>
<td>6.7%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Almost always</td>
<td>6.7%</td>
<td>12.0%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>16.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Never</td>
<td>16.0%</td>
<td>20.0%</td>
</tr>
</tbody>
</table>

Enforcement

<table>
<thead>
<tr>
<th>Item</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using a handheld mobile phone to talk or text</td>
<td>16.0%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Wearing the seat belt</td>
<td>24.8%</td>
<td>32.2%</td>
</tr>
<tr>
<td>Respecting the speed limits</td>
<td>38.7%</td>
<td>38.8%</td>
</tr>
<tr>
<td>The use of illegal drugs</td>
<td>16.4%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Alcohol (being subjected to a Breathalyser test)</td>
<td>20.0%</td>
<td>16.0%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Serbia</th>
<th>ESRA2 Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specified based on national regulation on this topic</td>
<td>14.9%</td>
<td>14.9%</td>
</tr>
<tr>
<td>1 out of 10</td>
<td>14.9%</td>
<td>14.9%</td>
</tr>
<tr>
<td>1 time</td>
<td>14.9%</td>
<td>14.9%</td>
</tr>
</tbody>
</table>
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)

By region
- Asia/Oceania 33.1%
- Europe 24 18.4%
- Africa 12 16.9%
- America 3 4.9%

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

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

*Deviation from standard ESRA methodology which implies limitations with respect to comparability with other countries.
Thank you very much for your attention!

Uta Meesmann
ESRA project manager

Vias institute

Email: uta.meesmann@vias.be & esra@vias.be
Website: www.esranet.eu