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# Distraction, speed: a comparison between European countries (findings from the ESRA project)

European Road Safety Campaigns Conference 2016  
Brussels, November 17<sup>th</sup>, 2016 – Karin Genoe





What is



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1



European Survey of Road users' safety Attitudes

**17 countries - 2015**

Online panel survey



- 1) national info** on opinions, behaviour & attitudes with respect to road traffic risks
- 2) Comparable data** across countries

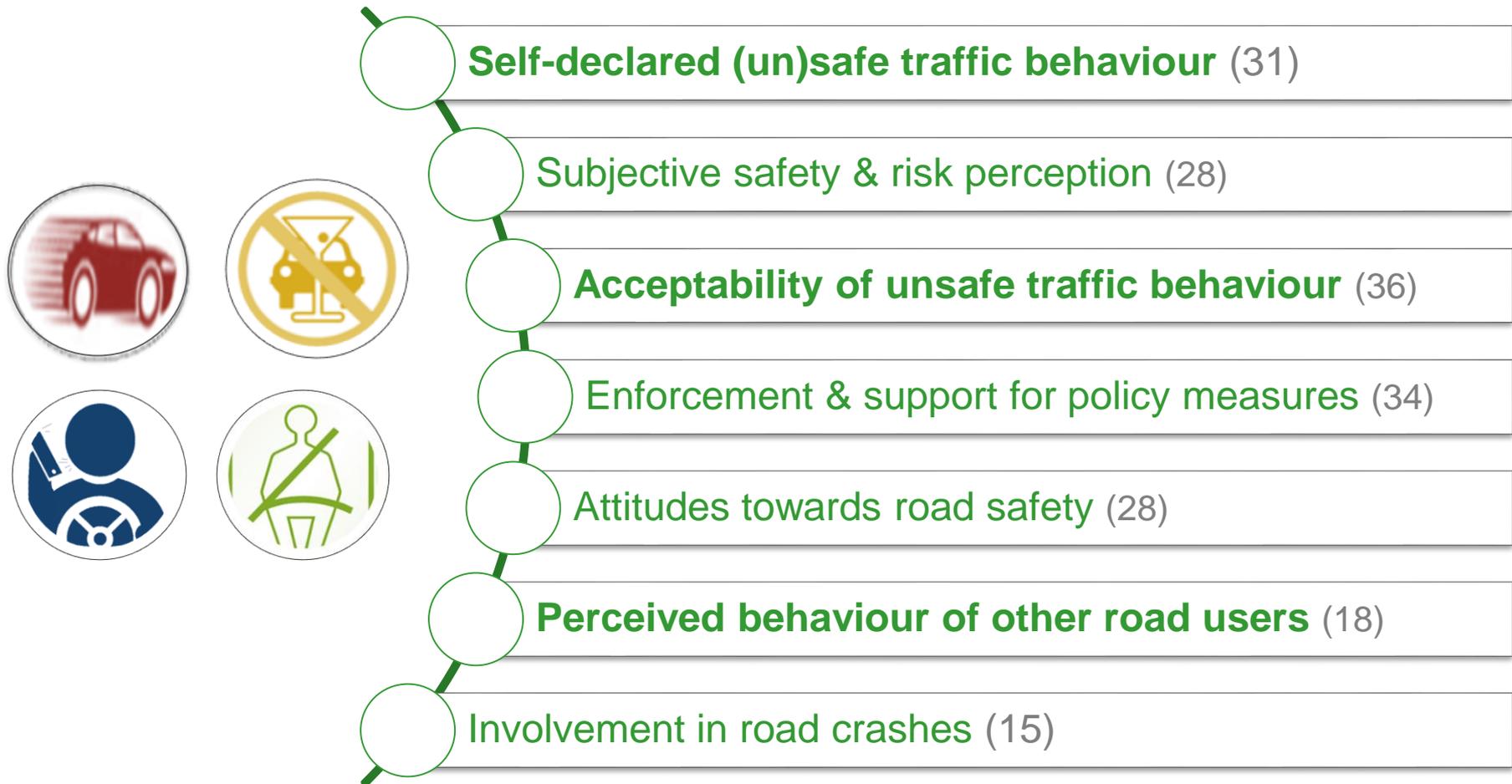
### ESRA core group

**BRSI** (BE), **KFV** (AT), **NTUA** (EL), **CTL** (IT), **ITS** (PL),  
**PRP** (PT), **BFU** (CH)

Inspired by SARTRE4, national measurements and AAFTS survey (USA)



# Main topics & themes



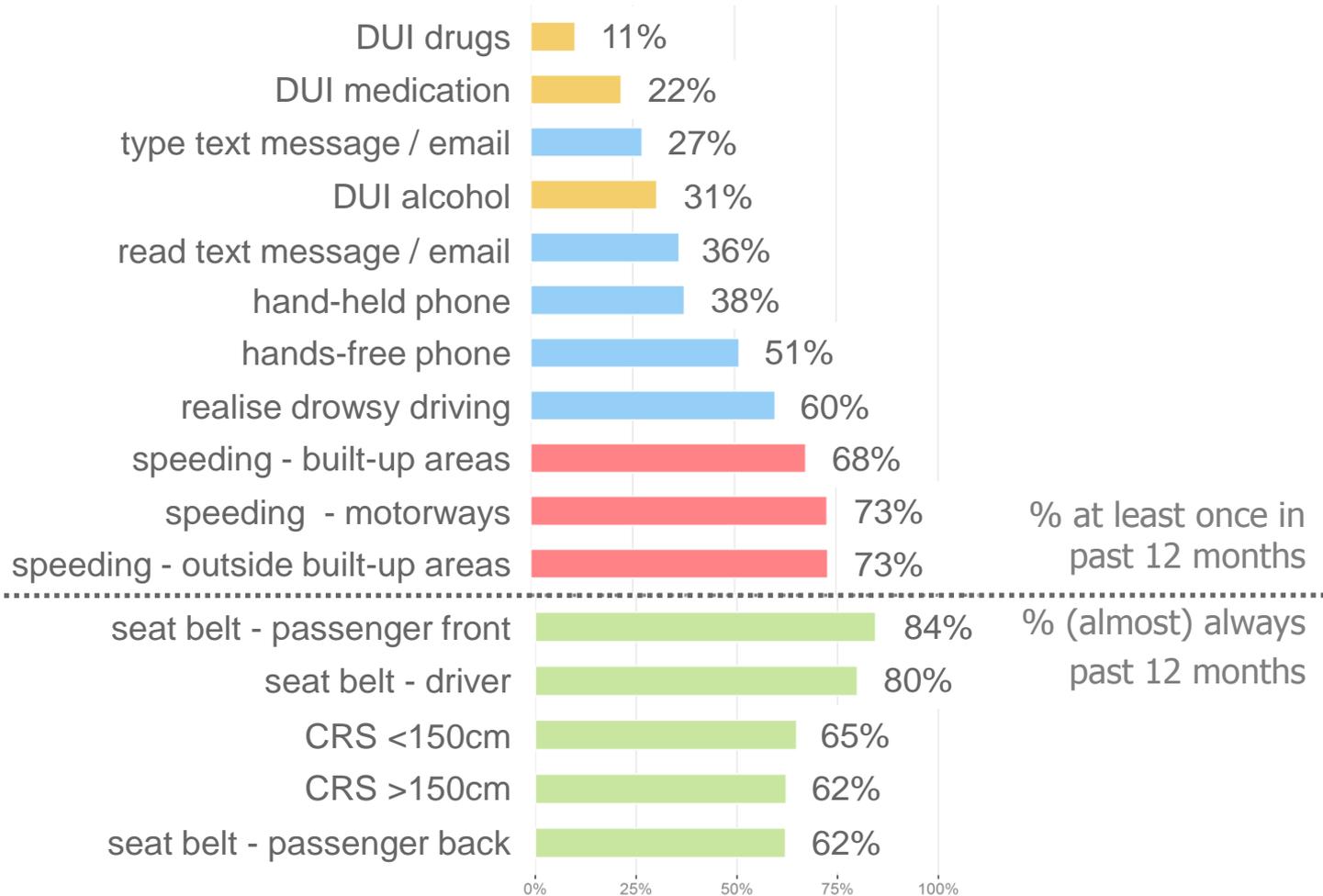
# of variables per topic indicated between brackets



# Selection of ESRA 2015 results on speeding & distraction

2

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





# Self-declared speeding (by country)



			
AT	74%	84%	81%
BE	67%	76%	74%
CH	63%	75%	80%
DE	76%	82%	80%
DK	75%	84%	81%
EL	58%	64%	71%
ES	64%	64%	74%
FI	85%	91%	84%
FR	68%	73%	68%
IE	50%	59%	61%
IT	73%	79%	76%
NL	66%	75%	78%
PL	64%	68%	57%
PT	72%	77%	81%
SE	64%	78%	83%
SI	61%	73%	73%
UK	55%	60%	66%
EU	68%	73%	73%



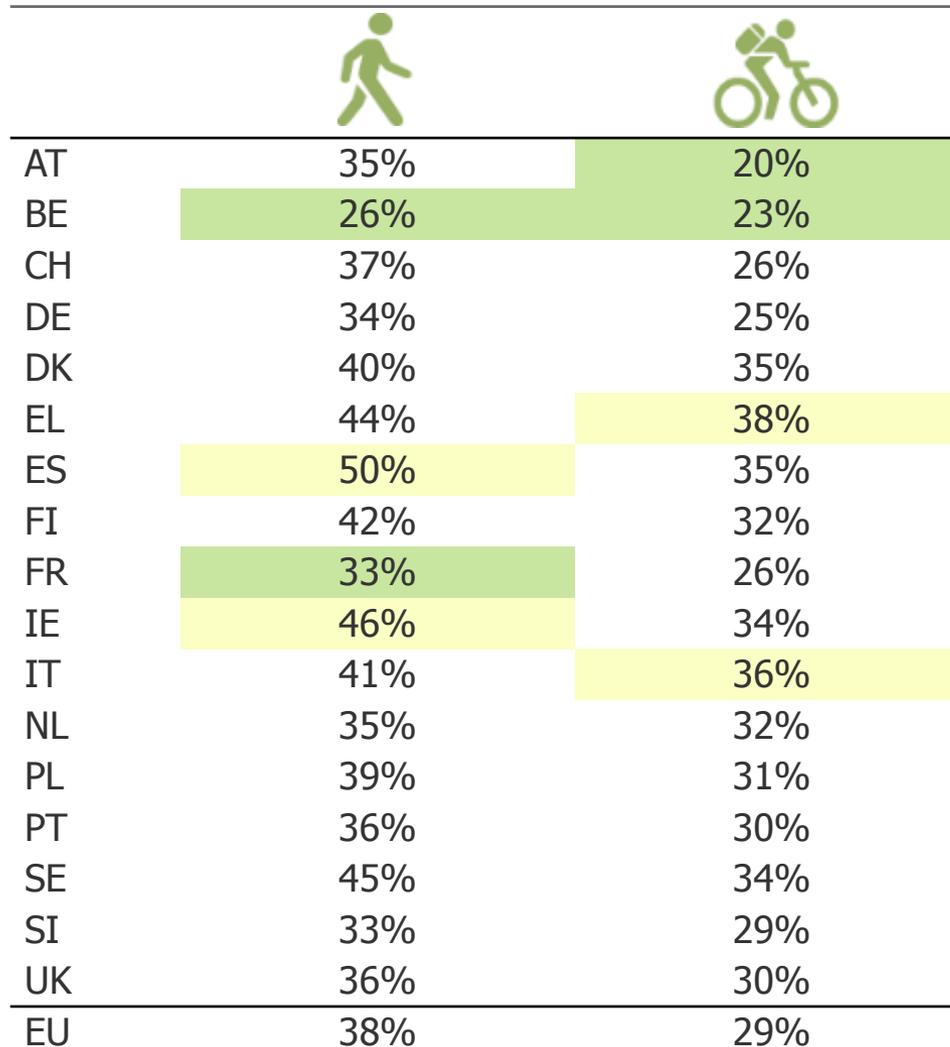
# Self-declared distracted driving (by country)

	hand-held 	hands-free	read 	send
AT	47%	63%	36%	28%
BE	28%	41%	37%	27%
CH	35%	50%	36%	29%
DE	35%	51%	32%	26%
DK	42%	51%	44%	35%
EL	61%	62%	45%	30%
ES	35%	56%	36%	26%
FI	73%	52%	56%	41%
FR	31%	37%	39%	30%
IE	30%	47%	36%	27%
IT	55%	74%	49%	33%
NL	24%	45%	33%	25%
PL	48%	55%	32%	25%
PT	46%	60%	44%	28%
SE	62%	50%	45%	32%
SI	60%	52%	34%	27%
UK	22%	39%	27%	21%
<b>EU</b>	<b>38%</b>	<b>51%</b>	<b>36%</b>	<b>27%</b>

% of at least once during the last 12 months

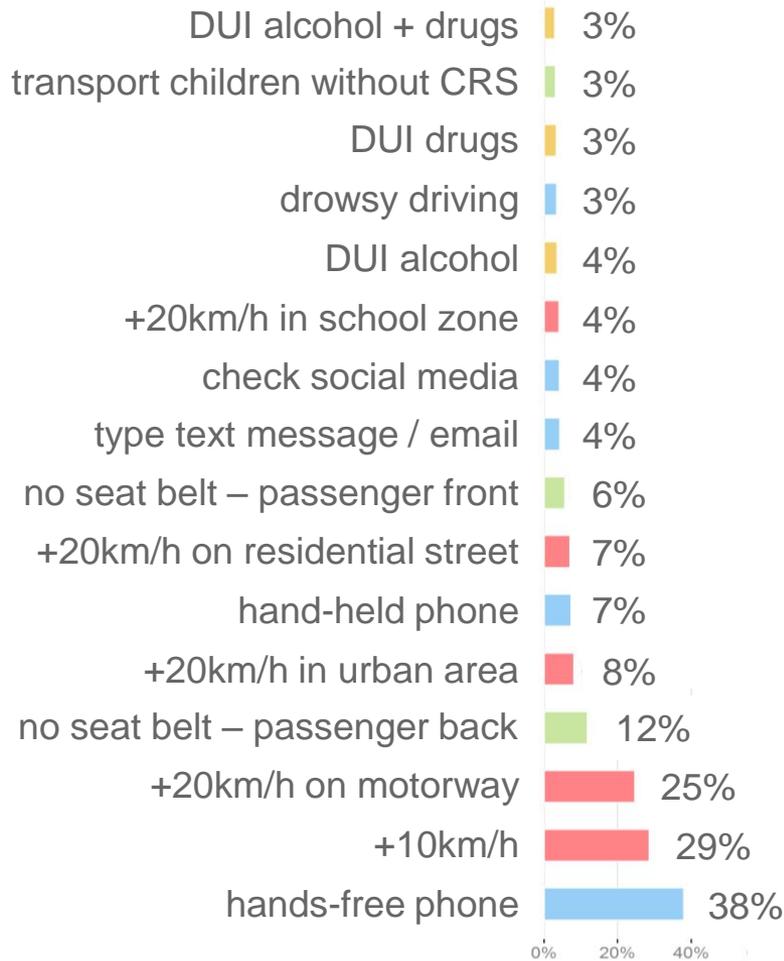


## Self-declared headphone use as VRU (by country)



% of at least once during the last 12 months

# Acceptability of unsafe traffic behaviour (Europe)



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



# Acceptability of unsafe traffic behaviour (by country)

	 drive 20 km/h over the speed limit on a freeway/motorway		 talk on a hand-held mobile phone while driving	
	Personal	Other	Personal	Other
AT	36%	43%	10%	14%
BE	27%	30%	3%	8%
CH	27%	30%	6%	6%
DE	24%	40%	9%	20%
DK	24%	30%	5%	8%
EL	20%	36%	6%	25%
ES	24%	33%	5%	9%
FI	20%	26%	11%	24%
FR	25%	28%	7%	11%
IE	15%	23%	5%	12%
IT	31%	46%	8%	32%
NL	28%	31%	6%	6%
PL	30%	34%	14%	17%
PT	37%	44%	3%	8%
SE	30%	40%	12%	21%
SI	24%	29%	5%	9%
UK	12%	17%	4%	7%
EU	25%	33%	7%	16%

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

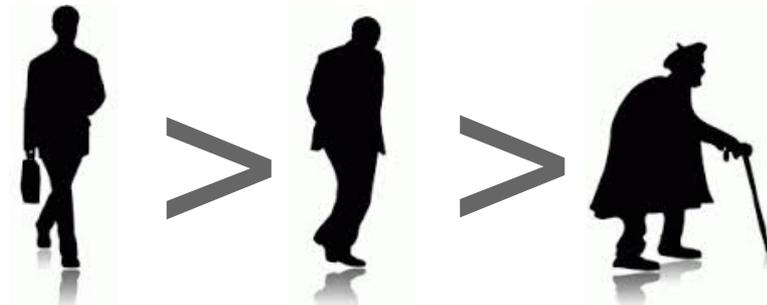
# Behaviour of other road users (Europe)

	<b>Confrontations</b> scale 0 'never' to 10 'often'	<b>Evolution - 2y</b> % increase
<b>distracted drivers</b>	6.3	61%
aggressive drivers	6.1	49%
<b>speeding</b>	6.8	45%
drivers ignoring needs of others	6.3	44%
careless drivers	6.7	43%
tailgating	6.6	38%
dangerous driving offences	5.8	38%
no respect for traffic rules	6.4	36%
too slow	4.9	20%

# Additional results – speeding & distraction



... declare more unsafe traffic behaviour than...  
... show higher acceptability of unsafe traffic behaviour than...  
... show lower risk perception than ....





Conclusions & next steps

3

# Conclusions (1)

- ▶ **Feasibility and the added value** of joint data collection by a network of European RS organizations
- ▶ Intention: **repeat** this initiative **every 3 years** => **time series** 
- ▶ This will provide a **solid contribution to a joint European** (or even global?) **monitoring system** on road safety attitudes and behaviour (e.g. ESRO).

ESRA1 - 2015

ESRA1bis - 2016

ESRA2 - 2018

# Conclusions (2) - Countermeasures



## MULTILEVEL



## INTEGRATED APPROACH



## CAMPAIGNS

### Target group



### Topics

Acceptability

Social norms

Risk perception of  
distracting behaviours

# Thank you for your attention !

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

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Interested in participating in ESRA 2018?