

METHODOLOGY & QUESTIONNAIRE

The first edition of the survey (ESRA1) was carried out in three waves during the period 2015-2017. Data were obtained from almost 40,000 road users in 38 countries across 5 continents.

Following a careful consideration of different options, the ESRA consortium opted for a web based survey using internet access panels. The main advantages are the low cost, the uniform study design across countries, and the lack of interviewer bias.

In each country, an online survey is conducted using a representative sample (N=1,000) of the national adult population. On average, it takes 20 minutes to respond to the questions.

Road user groups covered:



Car drivers



Moped drivers and motorcyclists



Cyclists



Pedestrians

The questionnaire is translated/adapted into the national languages of the participating countries. The main results for ESRA1 have been summarized in three key reports (one per wave), six thematic reports, and 25 country fact sheets. Furthermore, the results have appeared in scientific articles, and in national and international reports.

NEW - Every participating country can add two bonus questions to the questionnaire on topics that are relevant to the specific national situation.

PARTICIPATE in the second ESRA edition?

The ESRA questionnaire is developed by Vias institute in cooperation with the ESRA core group*. Vias institute is currently preparing the second edition, ESRA2. The fieldwork will start in October 2018.

New countries can still join! ESRA partner organisations have full access to their national data set, receive a country fact sheet, and get a summary table of all country results. National partners are responsible for the translations of the master version of the questionnaire into their national language version(s). Furthermore, they are expected to assist in the validations of the national results in the country fact sheets and for providing contextual national information, if requested.

The cost for gathering the data varies from country to country; for most countries, it is between €4,000 and €7,000 (excluding VAT, if applicable).

INTERESTED? PLEASE CONTACT US!

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THE ESRA INITIATIVE

E-survey of Road Users' Attitudes



TRAFFIC SAFETY CULTURE

SPEEDING

DISTRACTION

DRUNK-DRIVING

SEATBELT USE

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

OUTLINE & AIMS OF THE PROJECT

ESRA is short for E-Survey of Road Users' Attitudes. It is an extensive survey undertaken with a representative sample of the adult population in the participating countries (using online access panels). The survey addresses over 200 items, in particular in relation to the following themes:

- Support for policy measures in road safety
- Self-declared behaviour in traffic
- Acceptability of safe and unsafe traffic behaviour
- Attitudes towards safe and unsafe behaviour
- Subjective safety and risk perception
- Involvement in road crashes
- Enforcement of traffic laws
- Vehicle automation

Within these themes, the focus is on four topics:



Speeding



Distraction



Drunk-driving

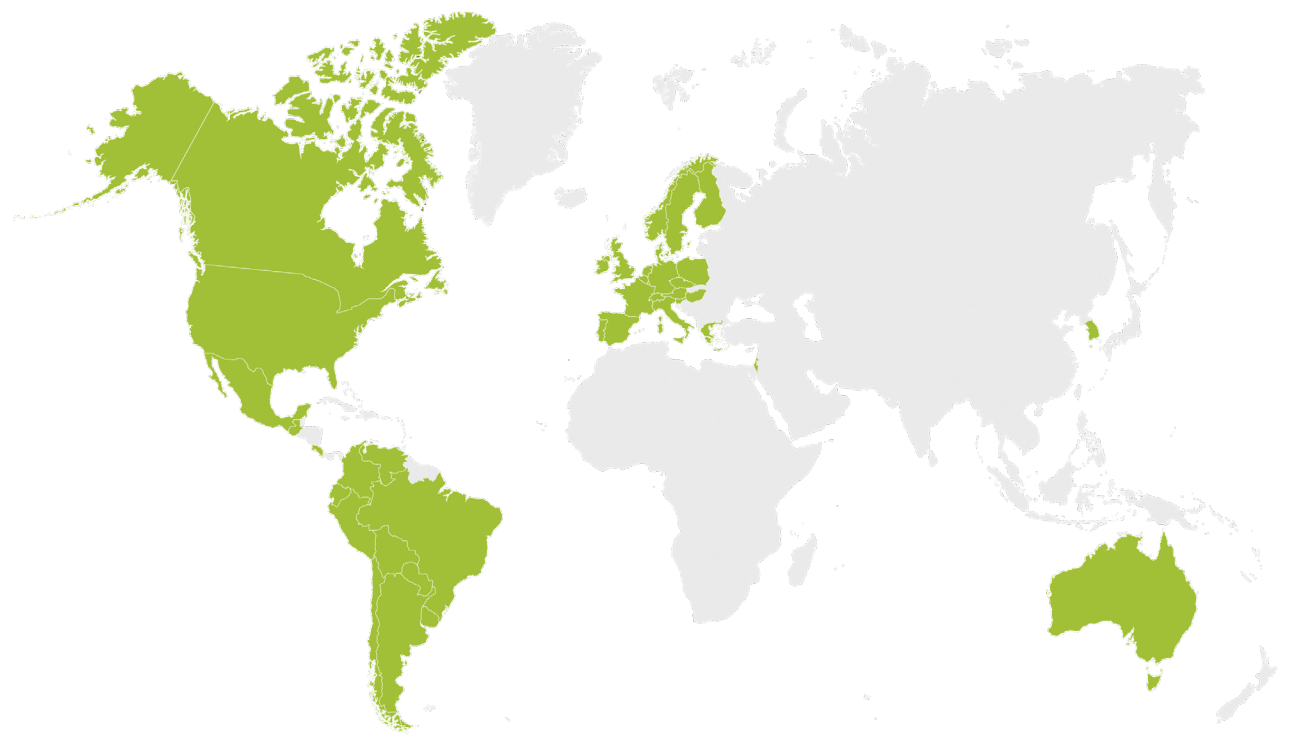


Seatbelt use

The questionnaire also includes questions on the use of different transport modes and on the socio-economic characteristics of the respondents.

By using a uniform sampling method and identical questions across countries, the comparability of the results across all participating countries is assured.

Based on the ESRA data, a wide range of analyses can be made that can be useful for understanding road safety risks and effectiveness of measures.



ESRA SURVEY

The first ESRA survey (ESRA1) covered 38 countries across the globe. In January 2018, 24 partner organisations and countries had already confirmed their participation in the second ESRA edition (ESRA2). It is expected that ESRA2 might involve up to 50 countries.

ESRA1
38 countries

ESRA2
+/- 50 countries