ESRA

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E-Survey of Road users' Attitudes

ESRA2 Evaluation Report

Executive summary

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Partners in the ESRA2_2018 survey

ESRA coordination

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ESRA2 core group partners

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ESRA2 supporting partners

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- The Icelandic Transport Authority, Iceland: *Gunnar Geir Gunnarsson*
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- KOTI - The Korea Transport Institute, Republic of Korea: *Sangjin Han, Hyejin Lee*
- KTI - Institute for Transport Sciences Non-Profit Ltd., Hungary: *Péter Holló, Miklós Gábor, Gábor Pauer*
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- RSA - Road Safety Authority, Ireland: *Sharon Heffernan, Velma Burns*
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- VTI - Swedish National Road and Transport Research Institute, Sweden: *Anna Vadeby, Astrid Linder, Gunilla Sörensen*

Acknowledgement

The authors of this report would like to thank all ESRA2 partner organizations and especially the ESRA2 Core Group members for their much-appreciated feedback.

Executive summary

Background and methodology

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 (Germany), BFU (Switzerland), CTL (Italy), IATSS (Japan), IFSTTAR (France), ITS (Poland), KFV (Austria), NTUA (Greece), PRP (Portugal), SWOV (the Netherlands), TIRF (Canada)). 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 medicines, speeding, distraction) and targets car occupants, motorcycle and moped drivers, cyclists and pedestrians.

ESRA2 is the second edition of this global survey, which was conducted in two waves: a first wave in 2018 (ESRA2_2018) involving 32 countries and a second wave in 2019 (ESRA2_2019), ending in 2020, including 16 additional countries. In total this survey collected data from more than 45,000 road users across 48 countries. An overview of the ESRA initiative and the project results is available on: www.esranet.eu.

The aim of the present ESRA2 evaluation report is to reflect on ESRA2, and to identify lessons learned and potential improvement possibilities with respect to ESRA3. All partners were asked to provide their feedback on ESRA2. Feedback on two surveys was gathered from ESRA2 partners: (1) ESRA2 evaluation survey for all partners and (2) ESRA2 evaluation survey for Core Group between 01.04.2021 and 11.05.2021. Core Group partners filled in both surveys.

From the 35 ESRA2 partners, 21 filled in the 'ESRA2 evaluation survey for all partners'. All 12 ESRA2 Core Group partners filled in the 'ESRA2 evaluation survey for Core Group'. In what follows the results are presented from both surveys.

Key results from the ESRA2 evaluation survey for all partners

General satisfaction of the partners with ESRA2:

- Almost all partners are 'very satisfied' with the communication between the ESRA Coordination Team and themselves (at least 'very satisfied': 80%).
- Most partners are 'very satisfied' with their role in ESRA2 fieldwork preparation (at least 'very satisfied': translation of questionnaires: 80%; using the test links of programmed questionnaires: 74%; inclusion of bonus questions: 72%).
- Most partners are 'very satisfied' with the 'return on investment' for the resources their organization has spent on ESRA2 (at least 'very satisfied': 75%).

Usefulness of ESRA2 data:

- All ESRA2 partners indicated that the ESRA data were useful for their organization: 50% evaluated them as 'very useful', 30% stated 'quite useful' and 20% 'somewhat useful'.

Realized dissemination activities:

- All of the partners except Finland, Luxembourg and the United States, indicated that they have already used ESRA data for dissemination activities.
- Most countries (16 out of 21) used the ESRA2 data for presentations (which were mainly conference presentations), 14 countries produced scientific articles/papers, 11 used the data

for scientific projects and 10 for reports or webinars. So far, the data was not yet frequently used for social media or newsletters.

Planned dissemination activities:

- Most of the partners plan to further continue using the data in the type of output they have mentioned in section 'realized output'.
- Some are still working on national benchmarking reports or specific scientific papers (e.g. linking them with other cultural indicators), they plan to use the data for upcoming campaigns, ongoing projects and as input for national road safety strategy.
- The interest in building up time series for monitoring and benchmarking purposes, is highlighted by several partners.

Suggestions for additional common ESRA outputs:

- Interactive dashboard on ESRA website providing aggregated national data and enabling specific national comparisons (mentioned by several partners)
- Extend dissemination via social media / podcast (mentioned by two partners)
- Synthesis of thematic reports / factsheets on specific topics (mentioned by two partners)
- Translate main report and synthesis of thematic reports to other languages
- European ESRA report
- Access of ESRA data to the whole ESRA community after 2 years
- More specific data or output on motorcyclists (Thailand)
- More scientific articles

Interest in ESRA3 participation:

- Most ESRA2 partners are interested in participating again in ESRA3 (95%; 19 out of 20 partners).
- However, 45% among those (9 out of 20 partners), are not yet sure they can participate again. Main reason for all of them is uncertainty with respect to financing.
- Only one organization (Finland) indicated that they do not know yet if they are interested in participating again. There is no feedback from 8 organizations yet.

Suggestions for improving ESRA3:

- Questionnaire:
    - Keep questionnaire short
    - Keep wording as much as possible for ESRA3 to be able to build up time series
    - Include wording of national translation ESRA2 in translation file for ESRA3
    - Keep on using target group specific filters for specific questions
    - If ESRA further expands, create more room for specific questions per word region (e.g., Europe, Africa, America, Asia)
- Fieldwork:
    - Only one wave
- Dissemination:
    - Focus on impactful products to reduce workload
    - Provide regularly information on potential events and/or publication opportunities
    - Add scientific publication list on ESRA website
    - Extend social media dissemination
    - Have an ESRA session in Transport Research Board Annual Meeting in Washington

Key results from the ESRA2 evaluation survey for Core Group

General impression of the Core Group partners about ESRA2:

- The general impression of the Core Group partners about ESRA2 is very positive.
- Main area for improvement is seen in 'disseminating ESRA results'.

Project coordination and communication:

- The general impression on how ESRA2 was coordinated by Vias institute is very positive:
  - Keep:
    - Strong central leadership by Vias institute
    - Clear task distribution and follow-up
    - Collegial and harmonic work atmosphere
    - Organization of online meetings
    - Regular communication on state of play
    - Meeting deadlines and quality requirements
  - Improve:
    - ONE wave only
    - Focus on impactful products to reduce workload
    - Provide regularly information on potential events and/or publication opportunities
    - Improve commercial development of ESRA
    - Improve involvement of ESRA partners which are not Core Group members

Collaboration within the Core Group:

- The general impression on how the Core Group collaborated in the joint work programme is very positive:
  - Keep:
    - Good project structure (work packages and tasks)
    - Clear responsibilities per partner and a fair distribution of workload
    - Good and transparent communication
    - Strong commitment of the Core Group partners
    - Good review process of output
  - Improve:
    - Reduce workload by e.g.,: fewer output products; one wave only; shorter reports (e.g. only descriptive part) and rather invest time for in-depth analysis in scientific publications
    - More scientific articles
    - More emphasis on updating website (incl. links to scientific publications)
    - Introduction of a decision process within the core group on crucial topics
    - Make use of online surveys prior to Core Group meetings to enhance the discussion
- Ideal number of Core Group participants is considered to be 8-12 partners.
- Ideas on how ESRA Core Group could evolve in the future in case it expands further:
    - Introduce pay model for data access
    - Form subgroups per main tasks and/or continent
    - All regions/continents should be represented in Core Group
    - Introduce new management structure with small steering committee

Interest in ESRA3 Core Group participation:

- All ESRA2 Core Group partners, except Switzerland, are interested in participating in ESRA3 again as a Core Group partner.

Translation procedure:

- The general impression on how ESRA2 translation procedure was managed is very positive:
  - Keep:
    - Importance of local partners for adjusting ESRA questionnaire to national language and context situation
    - Translations should always be checked by national road safety specialists
    - Collaboration among partners with common languages
    - Same wording of ESRA2 should be kept in ESRA3
  - Improve:
    - Reserve more time for translations and review of translations
    - Professional translation should be considered so that national partners only have to do the review.

- Quality control of translations:
  - o Provide comments/support to avoid ambiguous questions/statements
  - o Implement translation validation system
- Include short text versions which we use for labelling graphs in translation procedure.

Data collection:

- The general impression on how ESRA2 data collection was managed is very positive:
  - o Keep:
    - Fieldwork undertaken by highest rated polling agencies via online panels
    - Central organization of the data collection process
    - Due to the comparability of the results, no significant changes should be made
    - Keep national test links
  - o Improve:
    - ONE wave only
    - Alternative data collection methods should be accepted in case a representative online panel is not available
    - Closer follow up of polling agencies during data collection
    - More transparency and information on the quality of national polling agencies and their panel
    - The fieldwork should be undertaken by the same polling agency in as many countries as possible
    - Collect data again in the same season
    - More local languages in countries with many languages (e.g., India; Belgium)
    - Only start fieldwork after payment of first invoice

Data processing:

- The general impression on how ESRA2 data was processes is extremely positive:
  - o Keep:
    - Central organization of the data processing procedure
    - Central production of standard figures and tables
    - Quality control of data processing by two independent partners
    - Two separate working groups for contextual data and survey data
  - o Improve:
    - Develop dashboard for open access of aggregated data on ESRA website
    - Several detailed suggestions by single partners were made

Dissemination:

- The general impression on how ESRA2 results are disseminated is positive:
  - o Keep (mentioned by several Core Group partners):
    - Website
    - Country fact sheets
    - Webinars – keep on organizing them
    - Presentations at conferences
    - Scientific publications
    - Thematic reports
  - o Keep (mentioned by one Core Group partner):
    - Final conference
    - Symposium
    - Infographics
    - Requirement that each Core group partner has to disseminate
    - Dedicated Core Group team on dissemination
    - Publication of Methodology report shortly after data collection
  - o Improve:
    - One wave of data collection to avoid updates

- More scientific articles
- Improve and update website
- More use of infographics (e.g., website, thematic reports,…)
- Rethink format of thematic reports (shorter and use further analysis in scientific articles; large amount of countries)
- More outputs in languages other than English

Importance of common ESRA outputs:

- Top 3 most important outputs for reputation of ESRA: scientific articles, methodology report, country fact sheets
- Top 3 most important outputs for partner organizations: national datafile, summary table report, thematic reports

Quality control system:

- The general impression on ESRA2 quality control system is extremely positive:
  - Keep:
    - Importance of a systematic review before publication
    - Centralisation of the process
    - Reviews guidelines, scripts and reports reviews
    - Review checklist
  - Improve:
    - Improve criteria for the reviewing task
    - Several detailed suggestions by single partners are provided in the text

Study design:

- Sampling approach: all partners want to keep it as it is, except Canada that suggests to reduce length (15-17 min).
- Survey population: all partners want to keep it as it is, except for Germany and Portugal who suggest to introduce an additional age group (65-74; 75+).

Questionnaire:

- Main target group: all partners want to keep it as it is, except for Germany (in favour of reducing) and Greece (in favour of extending); some partners suggest to add questions for e-scooters, public transport, cyclists and pedestrians; a clear allocation of 'vehicles' that are used in 'Low and middle income countries' should be reviewed (e.g., rickshaw, motorcycle-taxis, minivan-busses).
- Main road safety topics[1]: all partners agree and want to keep it as it is.
- Main road safety themes[2]: all partners want to keep it as it is, except for Germany (in favour of reducing) and Greece (in favour of extending); several detailed suggestions by single partners have been provided.

Opinions on open access to ESRA data:

- None of the Core Group partners is in favour of an open access to ESRA data without specification of certain conditions.
- The conditions of an open access to ESRA data, which the Core Group partners mentioned relate to timing and quality control.
- Many Core Group partners are in favour of an open access to aggregated national data to promote the use of ESRA data (e.g., dashboard on ESRA website).

Several ideas on funding and sponsoring of ESRA3 have been provided by Core Group partners.

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[1] DUI, speeding, protective systems, distraction and fatigue
[2] E.g., attitudes, enforcement, socio-demographic information,…