

# Global Diversity in Traffic Safety Culture

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Approximately 1.35 million people die in road crashes each year worldwide and traffic-related deaths are the eighth leading cause of deaths, and the first leading cause of death among those aged 5-29 years. Road fatality rates vary significantly between countries and continents, with Europe having the lowest while Africa has the worst road safety performance (WHO, 2018). This presentation endeavors to capture the global diversity in traffic safety culture and behavior of road users, which defines the mobility patterns and consequently the respective road safety performance.

To that end, data derived from the second edition of the ESRA survey on road safety **situation and culture indicated by the road users' behaviors, attitudes and beliefs** were used for the countries and regions' **comparison of underlying road safety** cultures. These data include 20 European, 2 North American, 5 African and 5 Asian-Oceanian countries. The risk perception of the unsafe behaviors as a frequent crash cause was the highest in Europe ranging from 74% for fatigued driving to 81% for drink-driving. On the contrary, the rates were the lowest in Asia-Oceania, ranging from 51% for driving after taking drugs to 57% for driving above the speed limit. Results on personal acceptability were particularly low in Europe and North America for driving under the influence of alcohol or drugs, texting while driving, and fatigued driving. However, the acceptability of these behaviors was significantly higher in Asia-Oceania and Africa.

It is interesting that respondents despite the high perception of risk and low acceptability of risky behaviors, there is still a high percentage of car drivers who engage in risky behaviors in all regions. Speeding and mobile phone use while driving were the most frequent self-declared behaviors (at least once in the past 30 days). Self-declared speeding rates were higher in Europe and North America than in Asia-Oceania and Africa. The self-declared mobile phone use while driving was more prevalent in Africa (54% talking on the phone and 47% texting) than in Europe with a difference of about half the percentage rates (29% and 24% respectively).

Concluding, it is crucial to better understand the role of traffic safety culture and its improvement so that different countries adopt customized and appropriate strategies, policies, programmes and measures in order to reduce road crashes and related casualties. The systematic implementation of targeted and integrated road safety policies and programs by local, regional, national and international Authorities is necessary for the development of traffic safety culture.