



PANEL SESSION 2

Factors and impact of traffic safety culture

As the SEM analysis shows

- *Different factors contribute to traffic safety culture.*
- *The relative importance of these factors differs between countries.*
- *Many of these factors are interrelated.*

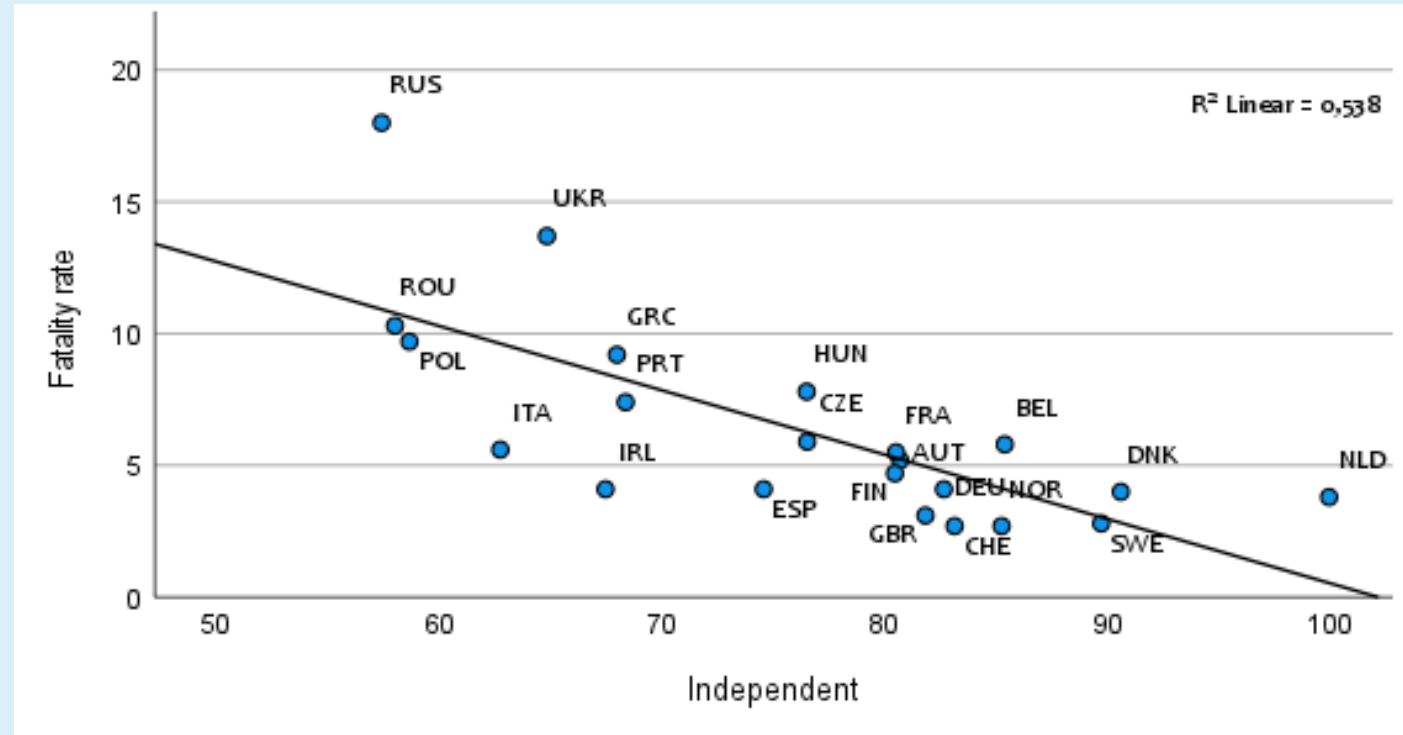
National culture and traffic safety culture are associated with

- *Social norm*
- *Behaviour in traffic*
- *Attitudes towards policy measures in road safety*

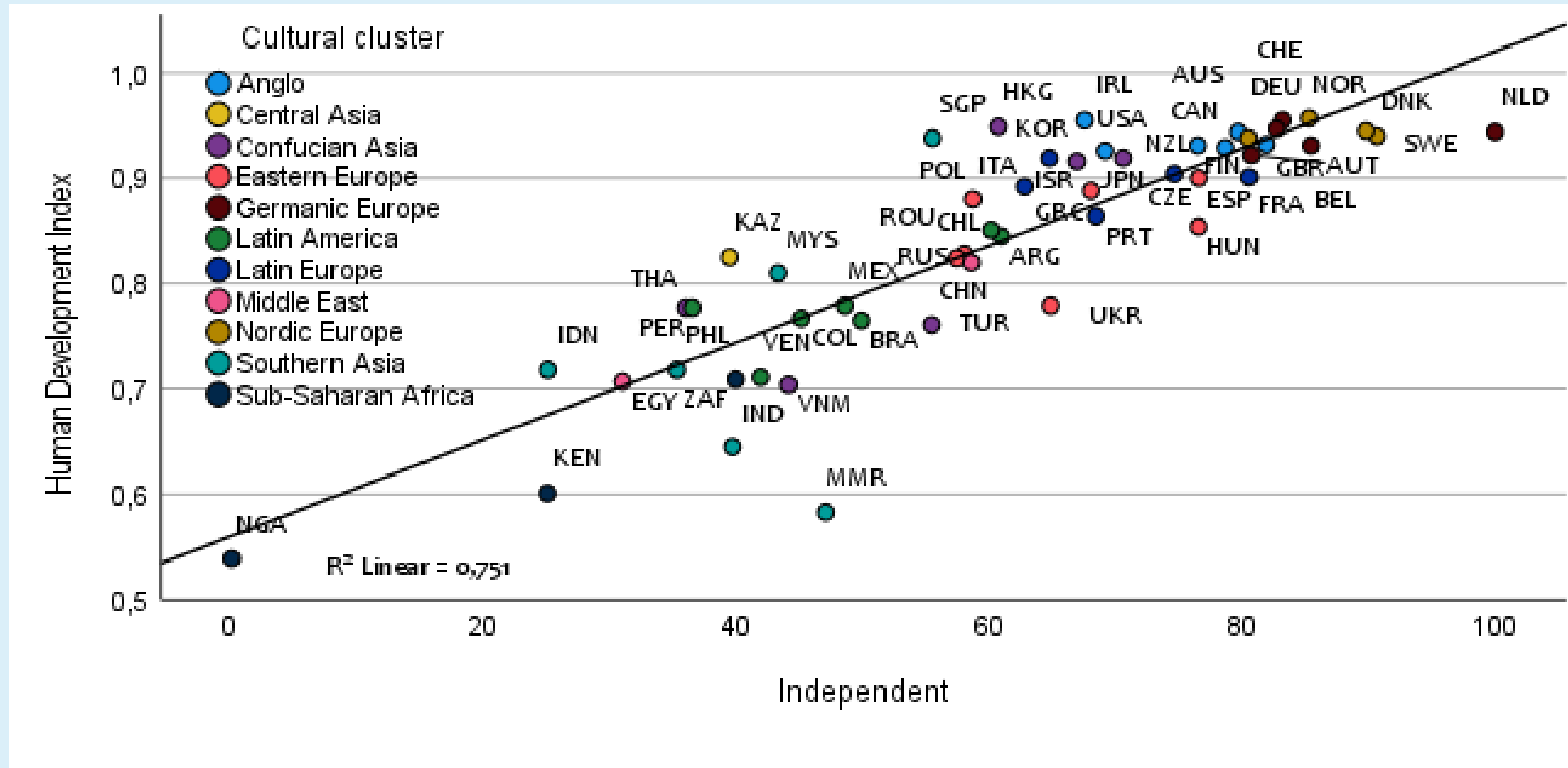


Correlation between culture and road fatality rate

- The Pearson correlation between Independent and fatality rate is $r = -0.746$ ($p < 0.001$)
- The Pearson correlation between Confucianist and fatality is $r = -0.414$ ($p = 0.002$).
- The higher a society is ranked on the Independent and Confucianist scales, the better its road safety performance.
- The associations still hold when only European countries are considered: over 50% of the variation in fatality rate can be explained by the dimension Independent.



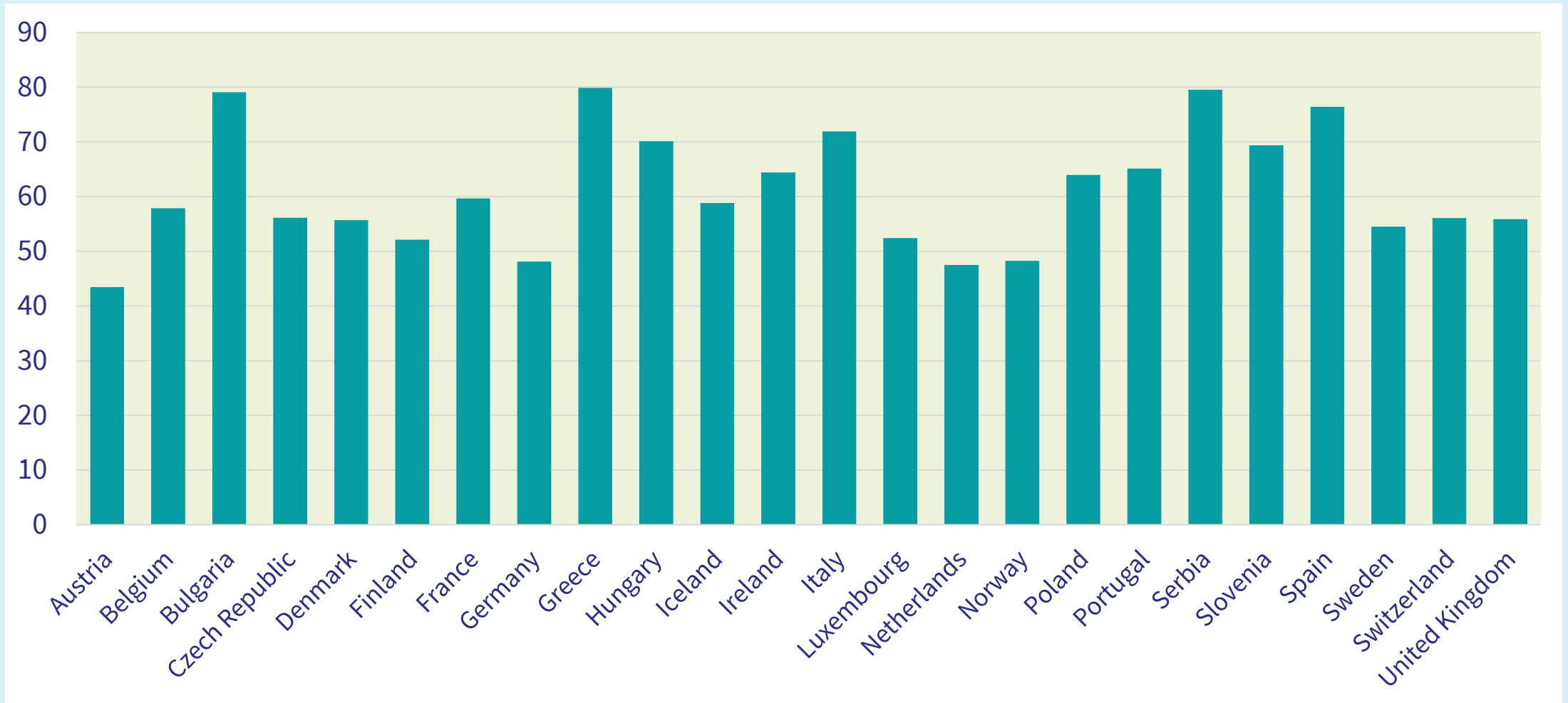
Link between culture and development (HDI)



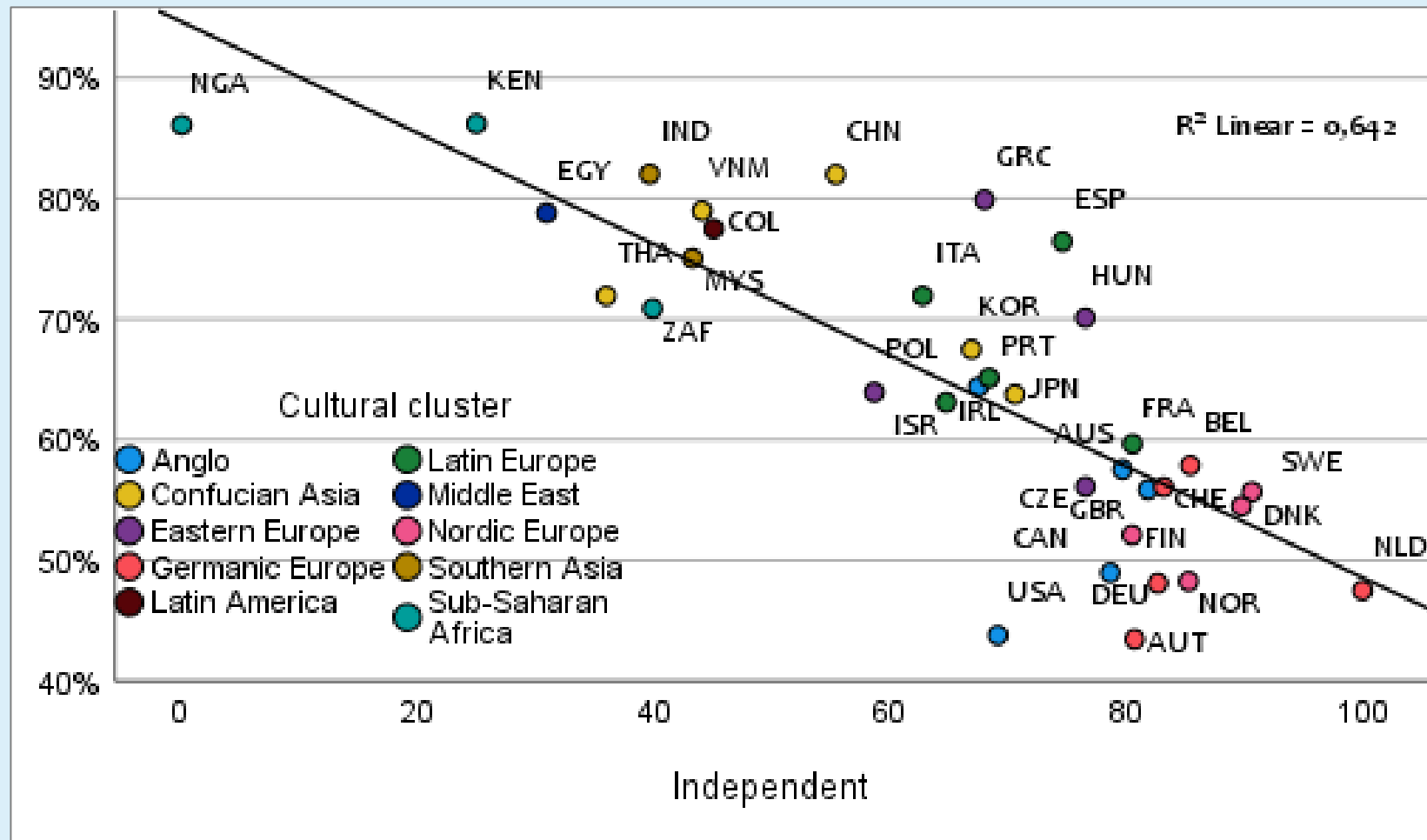
National culture is associated with behaviour in traffic

(% of road users)	Source	Correlation with	
		Independent	Confucianist
Car drivers exceeding speed limits in built-up areas	ESRA (41)	0.533**	0.291*
Car drivers exceeding speed limits outside built-up areas (except motorways)	ESRA (41)	0.658**	0.295
Car driver exceeding speed limits on motorways	ESRA (41)	0.572**	0.107
Car drivers driving over the BAC limit	ESRA (41)	-0.283*	-0.322*
Car drivers reading text messages while driving	ESRA (40)	-0.703**	-0.445**
Cyclists cycling without a helmet	ESRA (41)	0.203	0.218
Rear passengers of cars wearing seat-belt	WHO (32)	0.814**	0.552**
PTW riders wearing helmet	WHO (38)	0.620**	0.125
PTW passengers wearing helmet	WHO (33)	0.618**	0.039

Example: level of public support for ISA



Support for ISA is lowest in countries with a strong 'Independent' culture



Defining and measuring TSC



Challenges

- *No consensus on the definition of TSC*
- *No consensus on how to measure TSC*
- *Difference between “national” and “organisation” level*



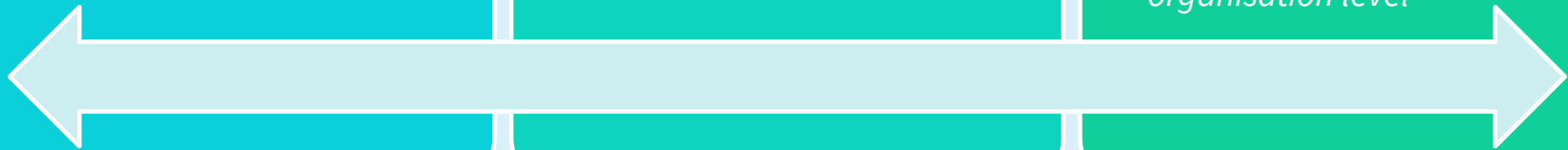
Many attempts to “operationalise” TSC

- *Road safety performance indicators*
- *“Road safety maturity level”*
- *“Road safety index”*



ESRA data

- *Includes many (but not all) components of TSC at national level*
- *ESRA misses data on national actions*
- *ESRA is not suitable for the organisation level*





Priority research needs and policies

- Speed reduction in cities (30 km/h)
- Use more technology-based enforcement
- International benchmarking
- Safer rural roads; separation of traffic modes
- Safety of vulnerable road users
- Transfer of penalties within countries
- Benefits of vehicle automation
- Safety of e-scooters
- Helmets for cyclists
- Separate cycle tracks
- Promoting public transport
- Changing traffic safety culture

Thank you for your attention!

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