



**Changes in drink driving behavior, attitudes & norms during a
period of reduced drink driving enforcement in Sweden -**

results based on ESRA-survey
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BACKGROUND

TRAFFIC SAFETY DEVELOPMENT IN SWEDEN



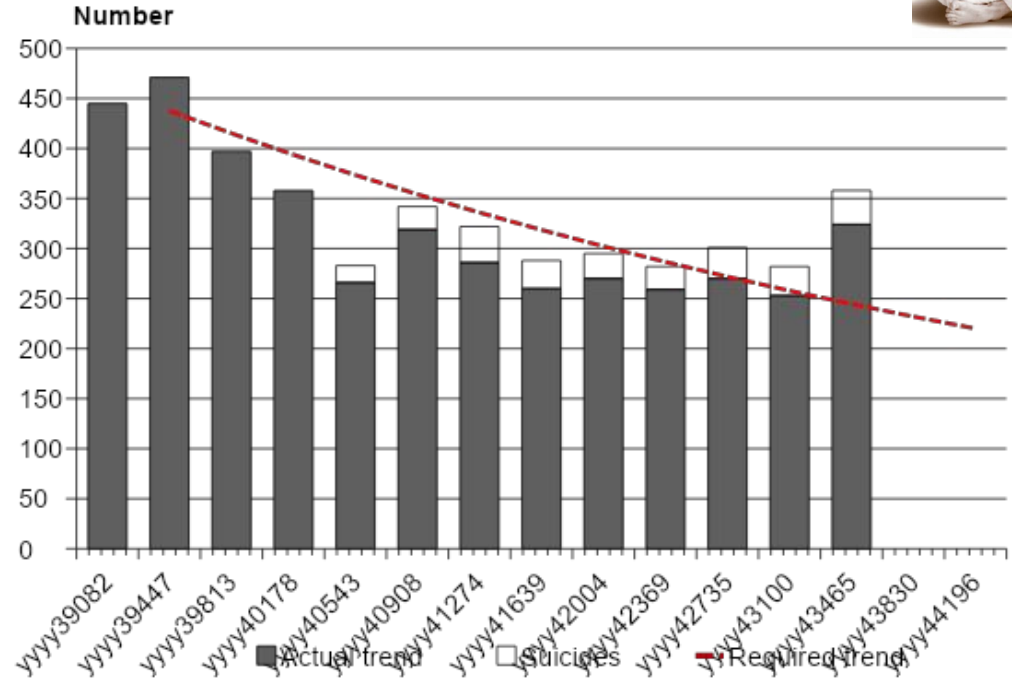
Vision Zero - Overall road safety philosophy in Sweden (1997)

Long term goal: no one killed or seriously injured in road traffic

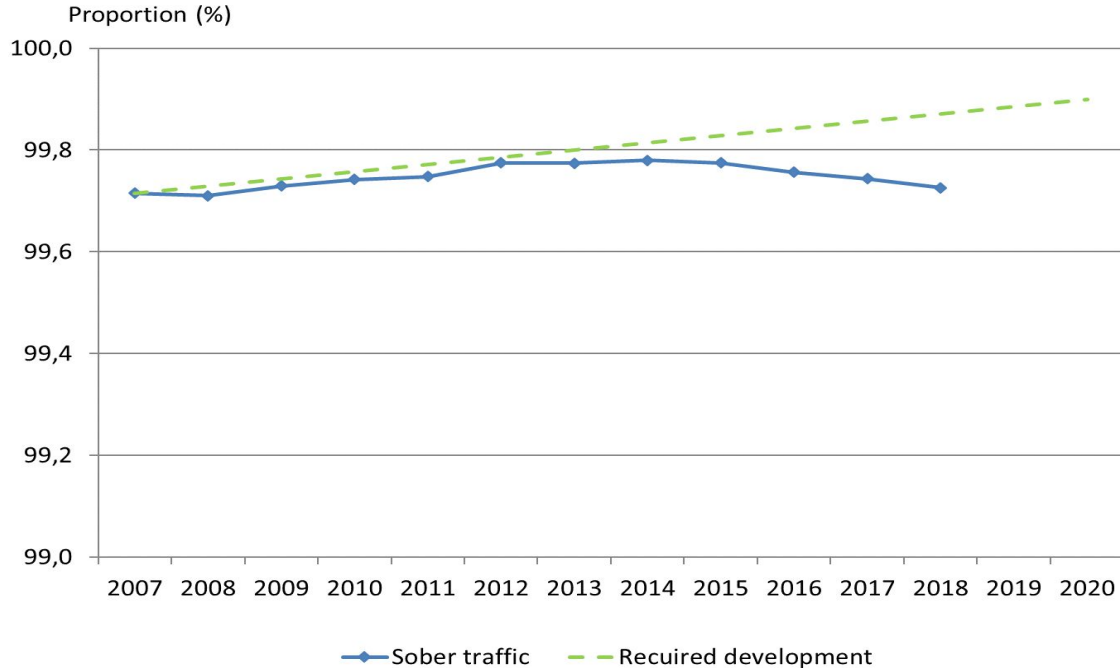
Interim targets for 2020: max 220 fatalities, SI reduced by 25%.

Annual follow-up report, 11 SPIs: Speed compliance, **Sober drivers**, Seat belts, Helmet wearing rates etc.

Main focus areas: Speed and DUI

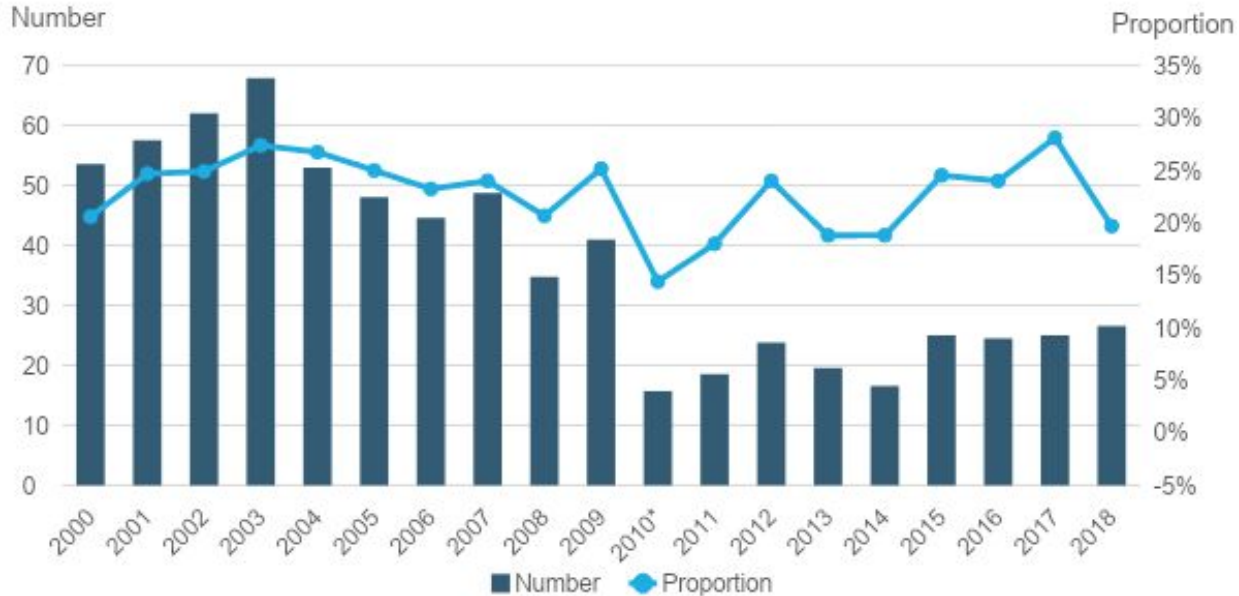


SPI: SHARE OF SOBER TRAFFIC DEVELOPMENT TOWARDS THE 2020-TARGET



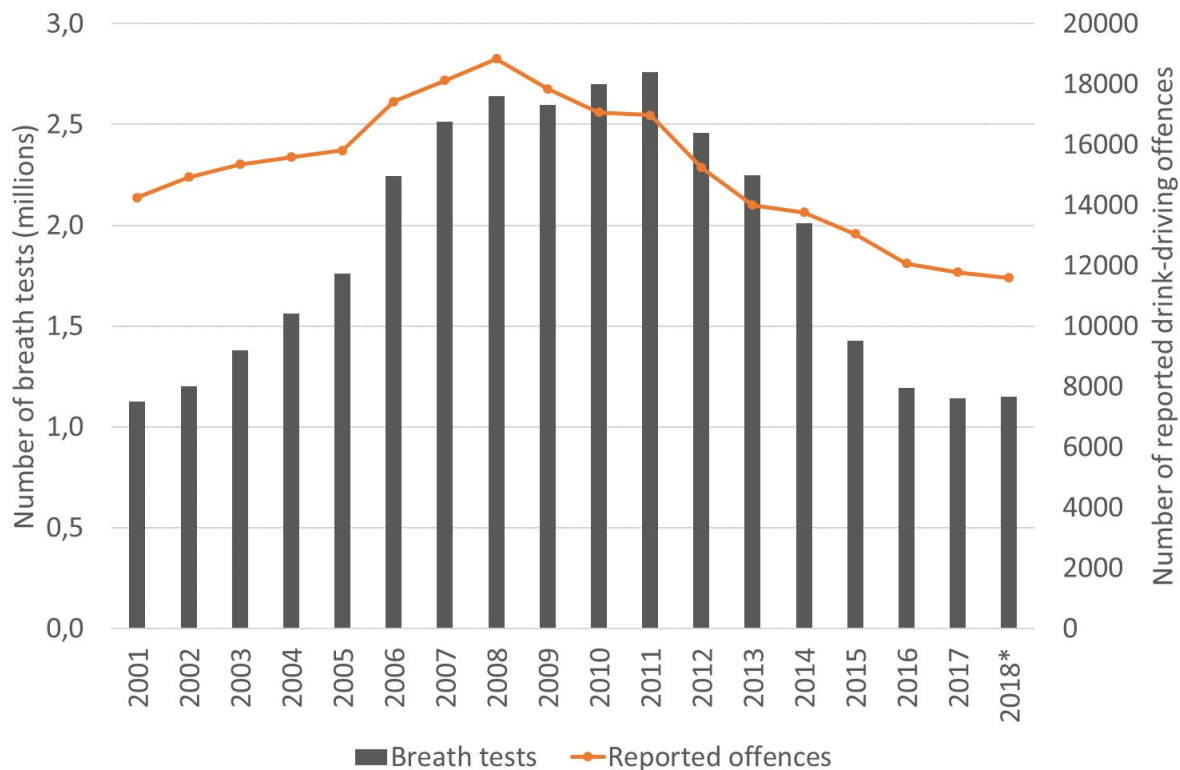
- Based on data from Police checks
- High level of sober traffic
- Goal is 99.9 % sober drivers in 2020
- Since 2012, development in wrong direction

KILLED CAR DRIVERS WITH BAC > 0.2 %



- In depth studies
- About 25 killed car drivers (20 – 25 %) with BAC > 0.2 %
- A high percentage killed in single vehicle crashes
- In total, 75 people killed in alcohol or drug-related crashes in 2018.

ALCOHOL BREATH TESTS - REPORTED DRINK-DRIVING



- Number of breath test decreased since 2012
- Reported offences of drink-driving follows almost the same curve
- New traffic safety strategy within the Police 2016, focus on speeding and DUI
- Aim to increase the perceived risk

AIM, METHOD AND DATA

Use the results from ESRA to get more knowledge and benchmark risk, attitudes etc..for Sweden compared to other European countries.

Aim was to study possible changes in ESRA-results during a period of declined enforcement in Sweden.

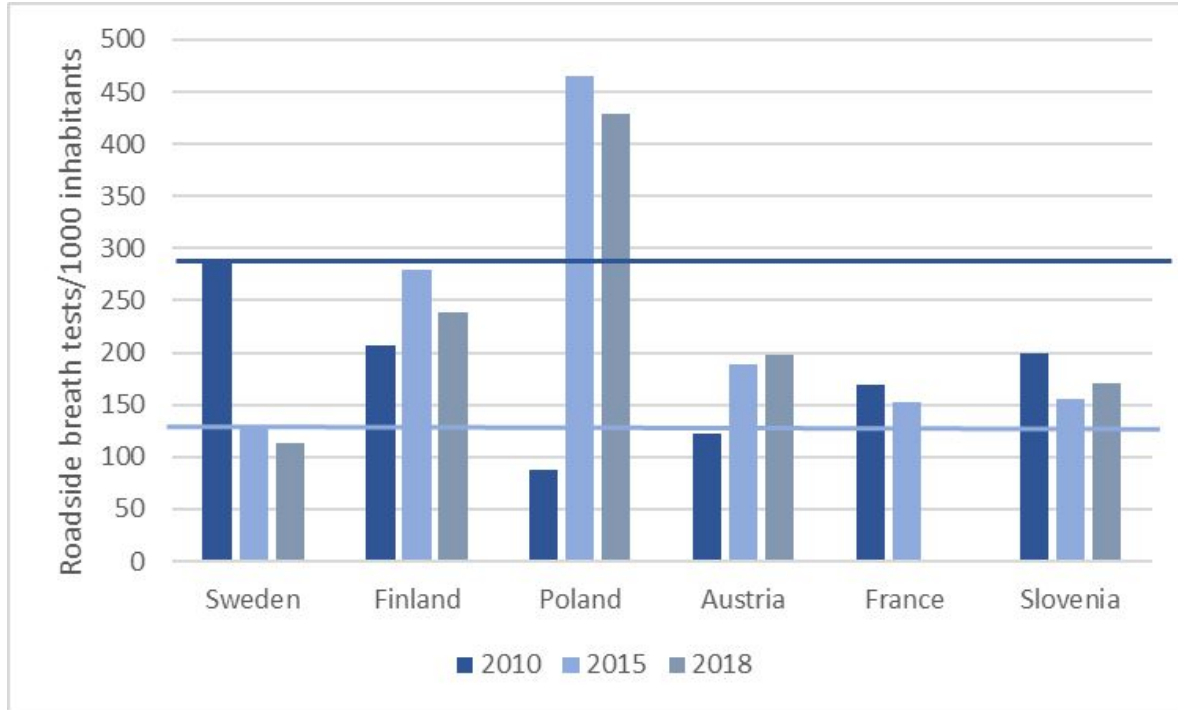
However, some key-questions in ESRA changed between 2015 and 2018

More focus comparing Sweden with some European countries (pilot study).

ESRA-data (Europe) from 2015 and 2018 and data from ETSC.



ROADSIDE BREATH TESTS/1000 INHABITANTS



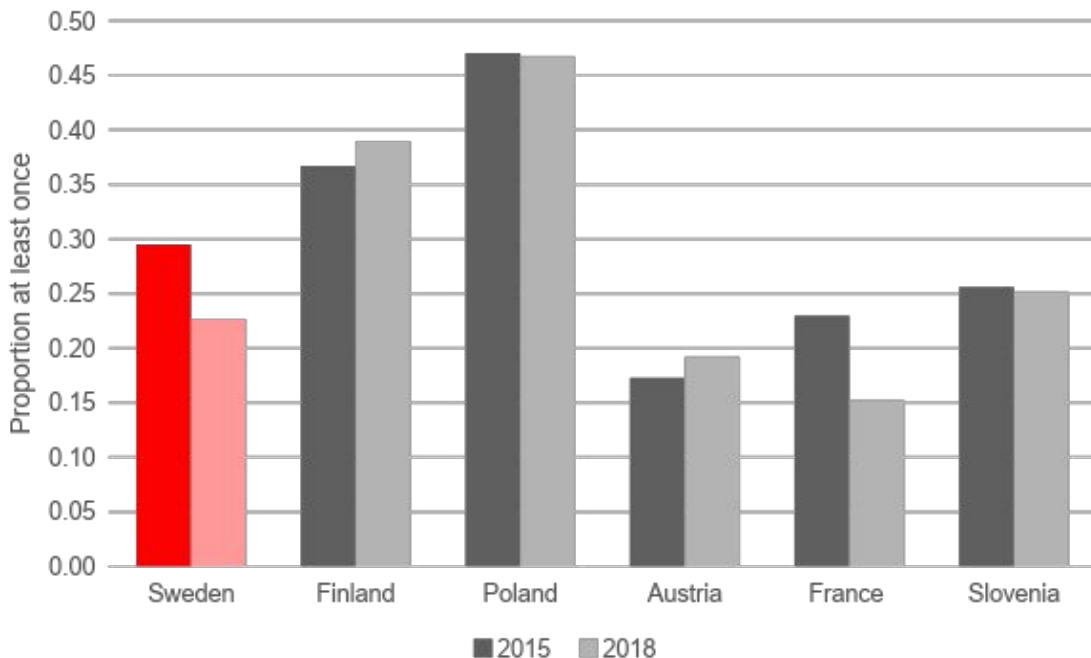
Comparison with some other European countries

Sweden – large reduction of roadside checks

Smaller changes in other countries, except Poland – large increase

Q: *Can we see any changes in behavior and perceived risk during this time period?*

ESRA – EXPERIENCE OF RS-TESTS

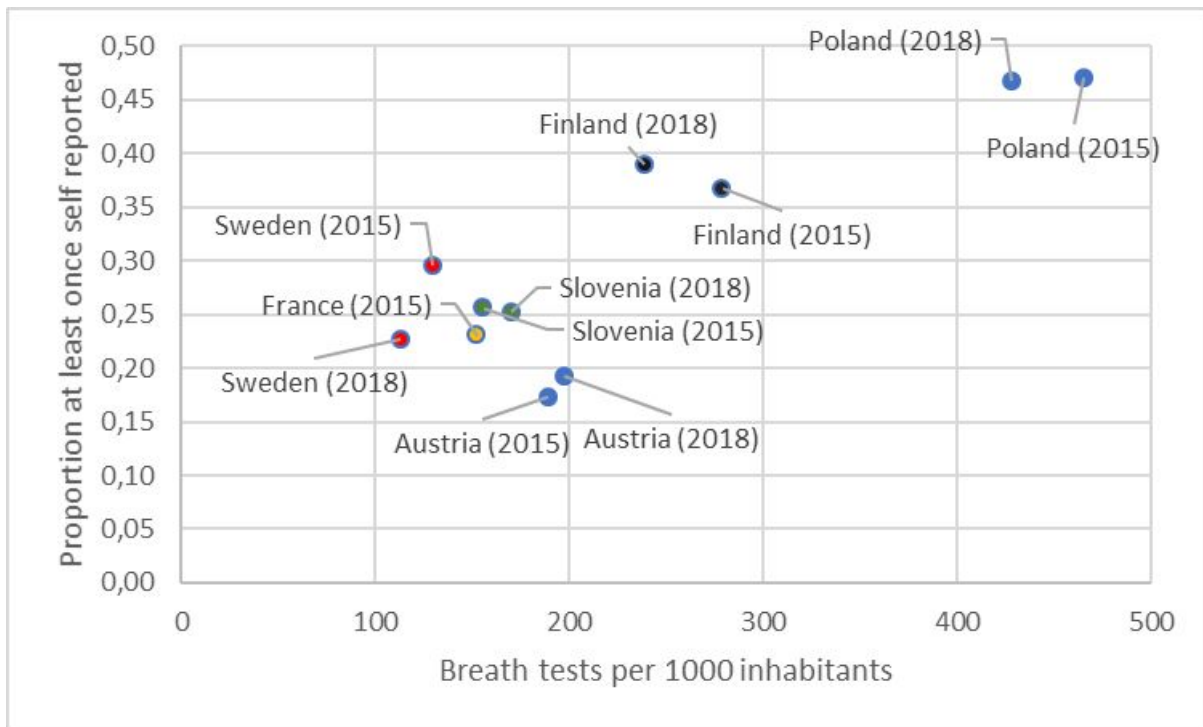


“In the past 12 months, how many times have you been checked by the police for using alcohol while driving a car?”

People experienced less tests in Sweden and France during 2018 than 2015

Small changes in other countries

NUMBER OF POLICE CHECKS AND SELF REPORTED

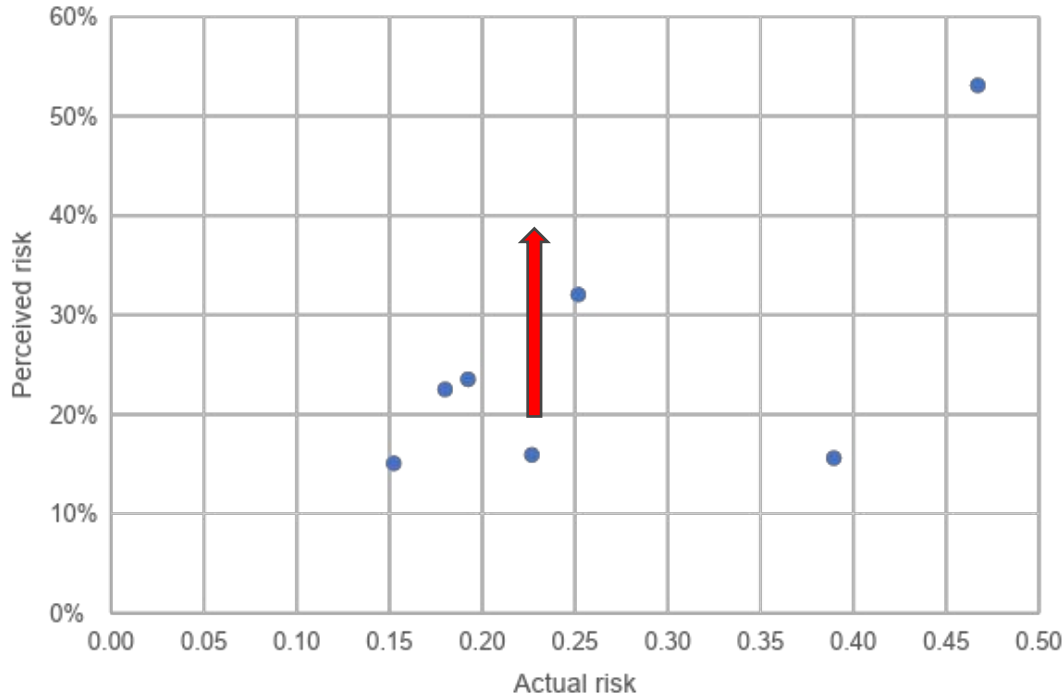


Self reported: “In the past 12 months, how many times have you been checked by the police for using alcohol while DRIVING A CAR?”

Good agreement between self reported and actual checks

PERCEIVED VERSUS ACTUAL RISK

ESRA 2018



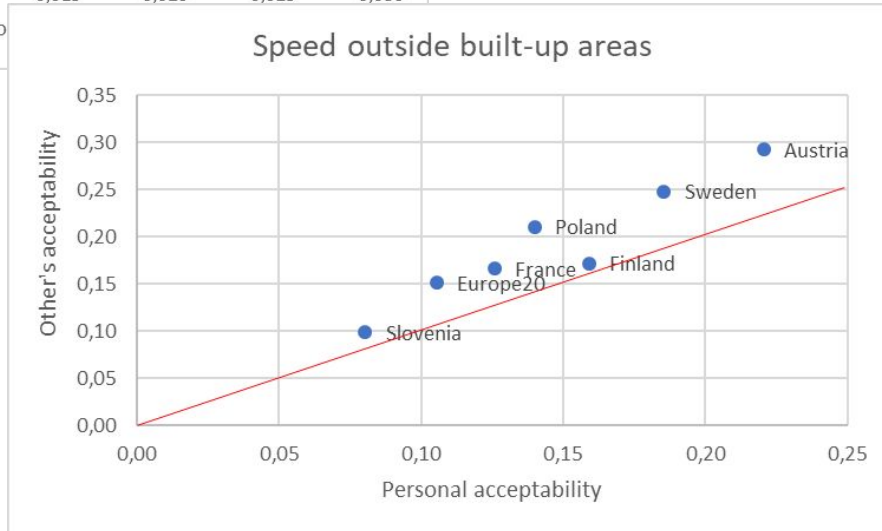
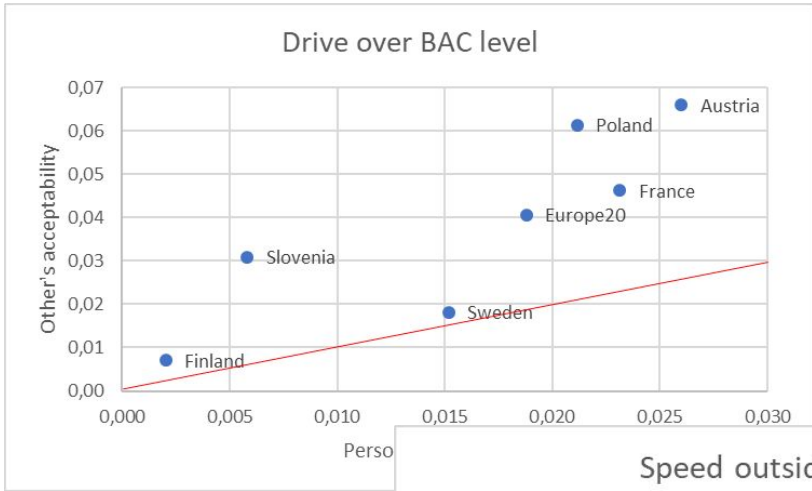
Perceived risk: “On a typical journey, how likely is it that you (as a CAR DRIVER) will be checked by the police?” ... (likely, 5-7)

Actual risk: “In the past 12 months, how many times have you been checked by the police for using alcohol while DRIVING A CAR?” ... (at least once)

Similar results 2015, but changed Q

Goal in Sweden – increase the perceived risk

PERSONAL VERSUS SOCIAL ACCEPTABILITY



“How acceptable is it for a CAR DRIVER:”

“to drive when he/she may be over the legal limit for drinking and driving?”

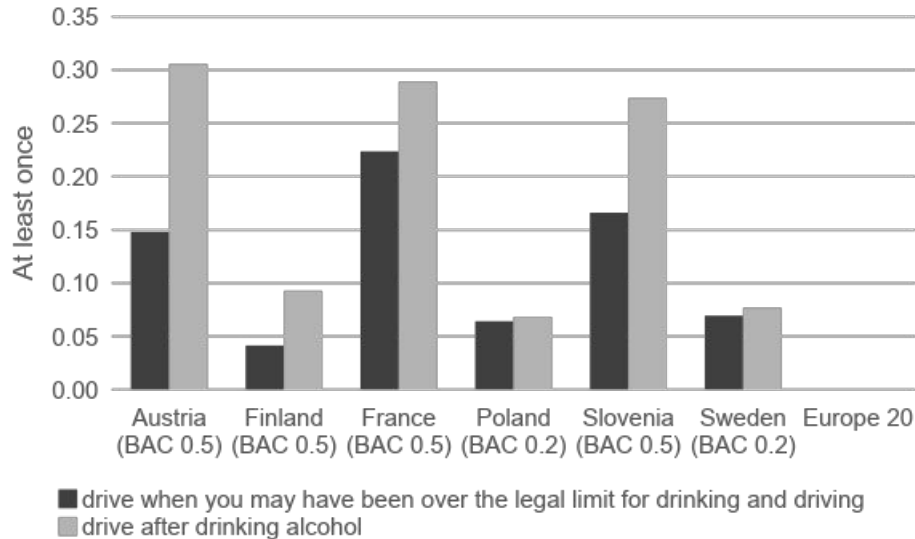
(acceptable, 4-5)

“to drive faster than the speed limit outside built-up areas?”

Higher acceptance for speeding

Different pattern between

SELF-REPORTED BEHAVIOR AND BAC LEVEL



“Over the last 30 days, how often did you as a CAR DRIVER...”

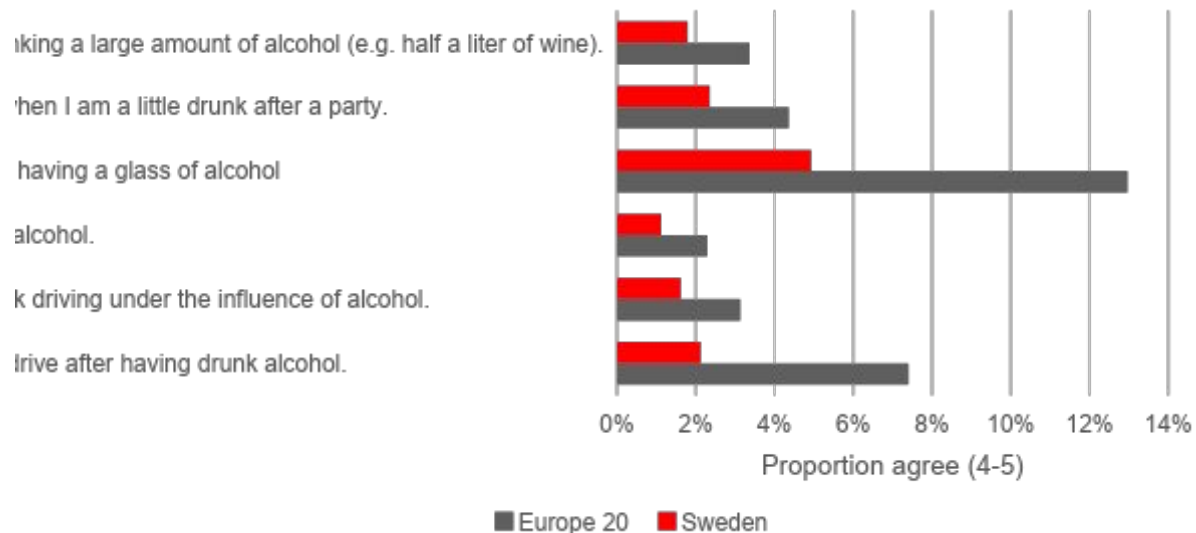
Sweden and Poland with BAC 0.2% - no differences

Seems like BAC 0.2 is considered as 0-limit

Other countries – higher share “driving after drinking”

ATTITUDES AND NORMS

A comparison between Sweden and Europe



Low values in general
for Sweden

CONCLUSIONS

- A high level of sober traffic in Sweden, the goal for 2020 is 99.9 % sober drivers. However, since 2012, the development goes in the wrong direction
- Large reduction of Police roadside checks since 2012
- Analysing ESRA data shows that:
 - Sweden has a rather low perceived risk compared to other European countries
 - low acceptance for DUI
 - seems like BAC 0.2 is considered as 0-limit
 - it is probably difficult to make large improvements of attitudes etc.
- The main area for improvement is probably to increase the perceived risk (i.e. more visible controls).