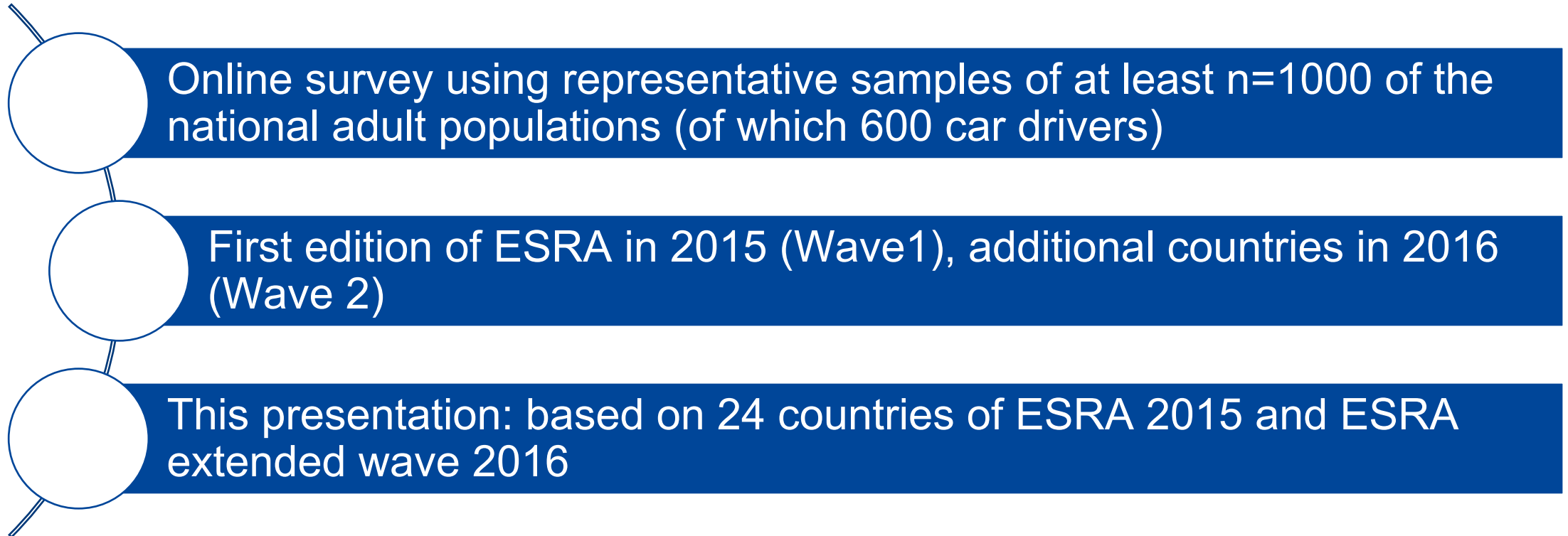


# ESRA – Country comparison of drink-driving typologies

22nd ICADTS Conference

Gerald Furian | August 19, 2019 | Edmonton, CA

# Data Source



# Structure of the sample

COUNTRY	SAMPLE SIZE (unweighted)	GENDER		AGE GROUP		
		male	female	18-34	35-54	55+
AUSTRALIA	1002	49%	51%	32%	34%	33%
AUSTRIA	1019	48%	52%	31%	36%	33%
BELGIUM	1000	50%	50%	29%	38%	34%
CANADA	1059	49%	51%	28%	40%	32%
CZECH REPUBLIC	1164	49%	51%	29%	39%	31%
DENMARK	1077	49%	51%	26%	37%	37%
FINLAND	1016	49%	51%	27%	34%	39%
FRANCE	1000	49%	51%	30%	34%	36%
GERMANY	999	50%	50%	24%	36%	40%
GREECE	1113	48%	52%	24%	37%	40%
HUNGARY	1255	47%	53%	25%	37%	38%
IRELAND	999	49%	51%	33%	37%	30%
ISRAEL	1316	49%	51%	42%	37%	22%
NETHERLANDS	1106	50%	50%	32%	42%	26%
NORWAY	1004	50%	50%	29%	37%	35%
POLAND	1085	50%	50%	32%	34%	34%
PORTUGAL	1028	47%	53%	23%	37%	40%
REPUBLIC OF KOREA	1007	50%	50%	35%	42%	23%
SLOVENIA	1002	51%	49%	28%	36%	37%
SPAIN	1021	49%	52%	34%	35%	31%
SWEDEN	1297	50%	50%	30%	32%	38%
SWITZERLAND	1000	50%	50%	28%	38%	35%
UNITED KINGDOM	1162	49%	51%	31%	34%	35%
UNITED STATES	1075	49%	51%	30%	39%	30%

# Objective & Methodology

## Objective

determine the size and characteristics of target groups for anti drink-driving campaigns



## Method




Cluster analysis based on data of 24 countries covering around n=17,193 car drivers









## Analysis

Typologies analysed descriptively regarding socio-demographic variables and involvement in road crashes

# Dimensions of the cluster analysis







Dimensions	Variables
 <p><b>Attitudes towards drink driving</b></p>	<ul style="list-style-type: none"> <li>• Acceptance of drink driving (by other people where you live)</li> <li>• Acceptance of drink driving (personally)</li> <li>• Agreement to stricter traffic rules for alcohol</li> <li>• Agreement to penalties for DUI being too severe</li> <li>• Agreement to driving under the influence of alcohol increasing the risk of an accident</li> <li>• Agreement that driving under the influence of alcohol is unacceptable (friends and acquaintances)</li> <li>• Agreement that it is difficult to react appropriately when driving under the influence of alcohol</li> </ul>
 <p><b>Support for alcohol related policies</b></p>	<ul style="list-style-type: none"> <li>• Alcolock for drivers that have been caught more than once</li> <li>• Zero tolerance for alcohol (0,0‰) for novice drivers (licence obtained less than 2y)</li> <li>• Zero tolerance for alcohol (0,0‰) for all drivers</li> <li>• Ban on alcohol sales in service / petrol stations along the highways / motorways</li> </ul>
 <p><b>Self-reported behaviour</b></p>	<ul style="list-style-type: none"> <li>• Driving under the influence of alcohol (past 12 months)</li> <li>• Driving a car when you may have been over the legal limit for drinking and driving (last 30 days)</li> <li>• Frequency of being checked by the police for alcohol while driving a car (past 12 months)</li> </ul>

# Results: Attributes of the 6 cluster types I

Clusters	Type 1  "The hardcore anti-alcoholic"	Type 2  "The pragmatic"	Type 3  "The strict anti-alcoholic"	Type 4  "The occasional DUI-driver"	Type 5  "Risky attitude towards DUI"	Type 6  "The moderate anti-alcoholic"
<b>N</b>	<b>2,699</b>	<b>5,500</b>	<b>3,648</b>	<b>1,610</b>	<b>1,564</b>	<b>2,172</b>
<b>Share</b>	<b>15.7%</b>	<b>31.6%</b>	<b>21.4%</b>	<b>9.2%</b>	<b>9.1%</b>	<b>13%</b>
<b>Attitudes towards drink driving</b>						
Acceptance of drink driving (personally)	●	●	●	●	●	●
Agreement to stricter traffic rules for alcohol	●●●	●●	●●●	●●	●●	●●●
Agreement to penalties for DUI being too severe	●	●	●	●●	●●	●
Agreement to driving under the influence of alcohol increasing the risk of an accident	●●●	●●●	●●●	●●	●	●●●
Agreement that it is difficult to react appropriately when driving under the influence of alcohol	●●●	●●●	●●●	●●	●	●●●

● low    ●● moderate    ●●● high

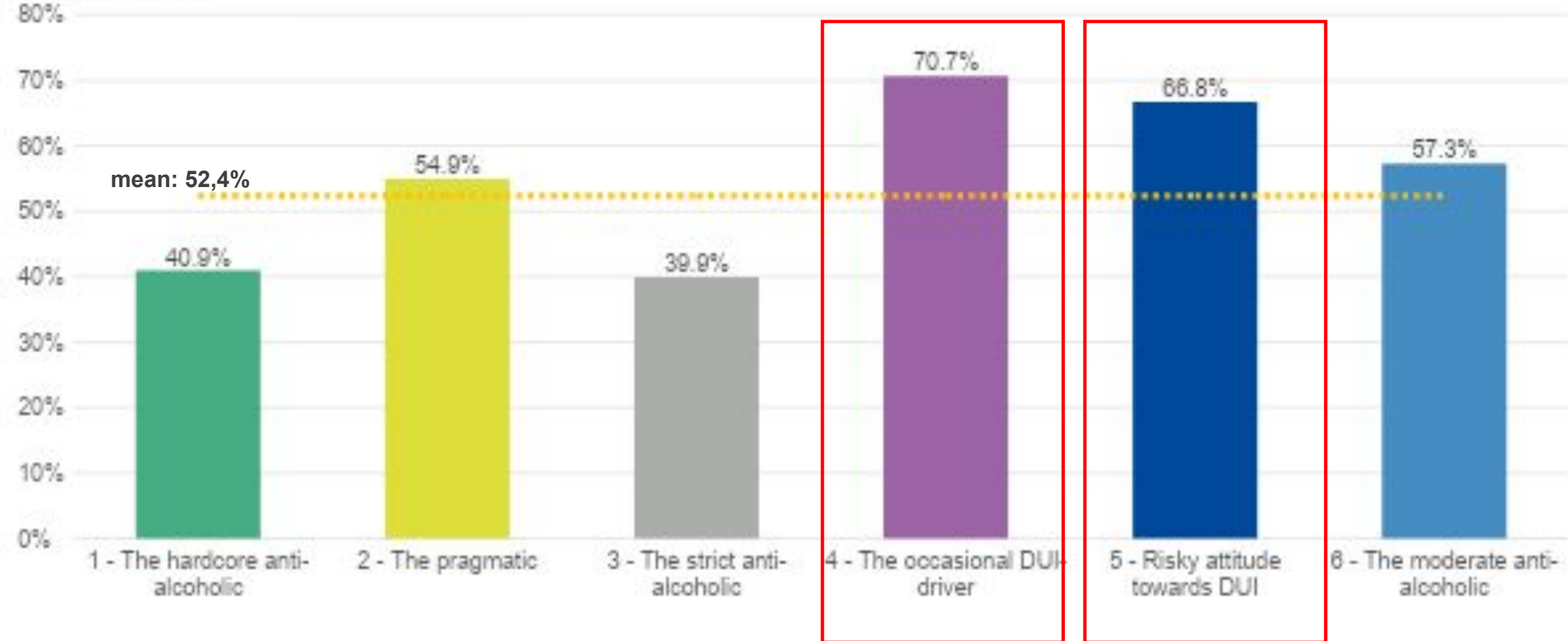
# Results: Attributes of the 6 cluster types II

Clusters	Type 1  "The hardcore anti-alcoholic"	Type 2  "The pragmatic"	Type 3  "The strict anti-alcoholic"	Type 4  "The occasional DUI-driver"	Type 5  "Risky attitude towards DUI"	Type 6  "The moderate anti-alcoholic"
<b>Support for alcohol related policies</b>						
Alcohol for drivers that have been caught more than once	●●●	●●	●●●	●●	●●	●●●
Zero tolerance for alcohol (0,0‰) for all novice drivers	●●●	●●	●●●	●●	●●	●●●
Zero tolerance for alcohol (0,0‰) for all drivers	●●●	●	●●●	●●	●●	●●●
Ban on alcohol sales in service / petrol stations	●●●	●●	●●	●●	●●	●●
<b>Self-reported behaviour</b>						
Driving under the influence of alcohol (past 12 months)	●	●●	●	●●●	●●	●
Driving a car when you may have been over the legal limit for drinking and driving (last 30 days)	●	●	●	●●●	●	●
Frequency of being checked by the police for alcohol while driving a car (past 12 months)	●	●	●	●●	●●	●

● low    ●● moderate    ●●● high

# Gender: Risky clusters dominated by males

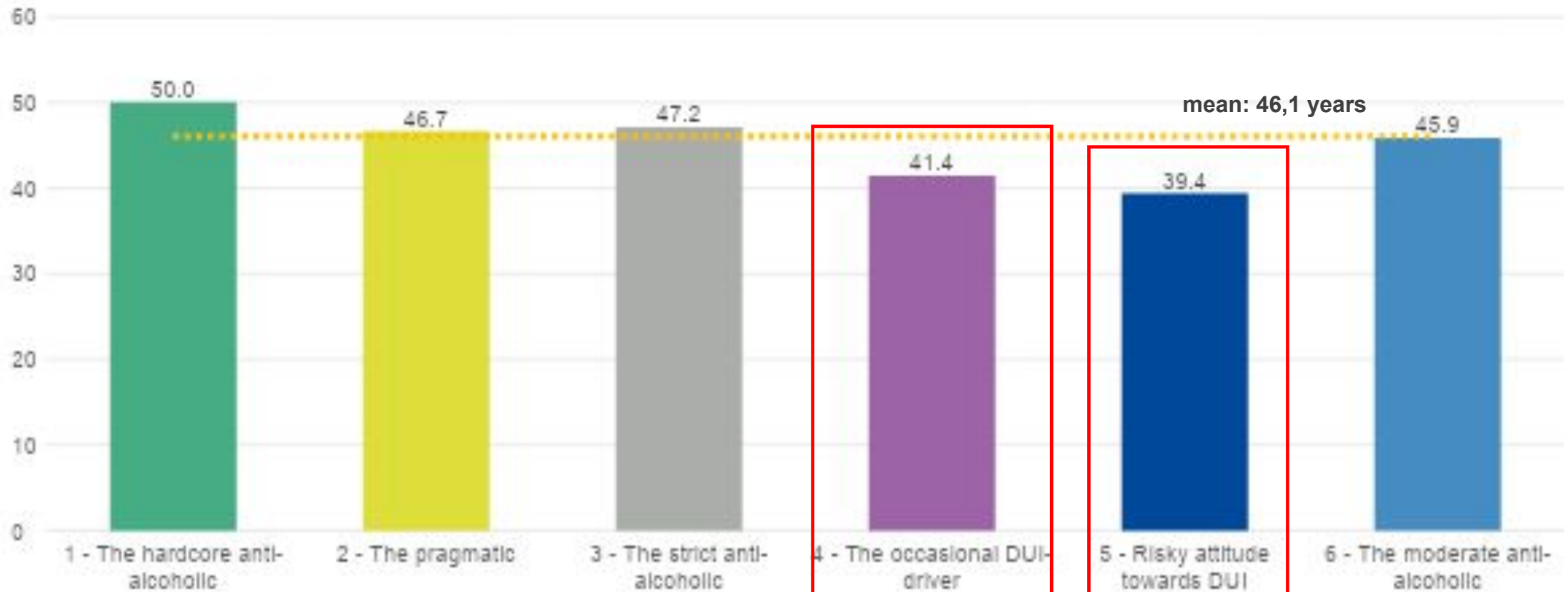
GENDER OF DIFFERENT CLUSTER TYPES  
SHARE OF MALES





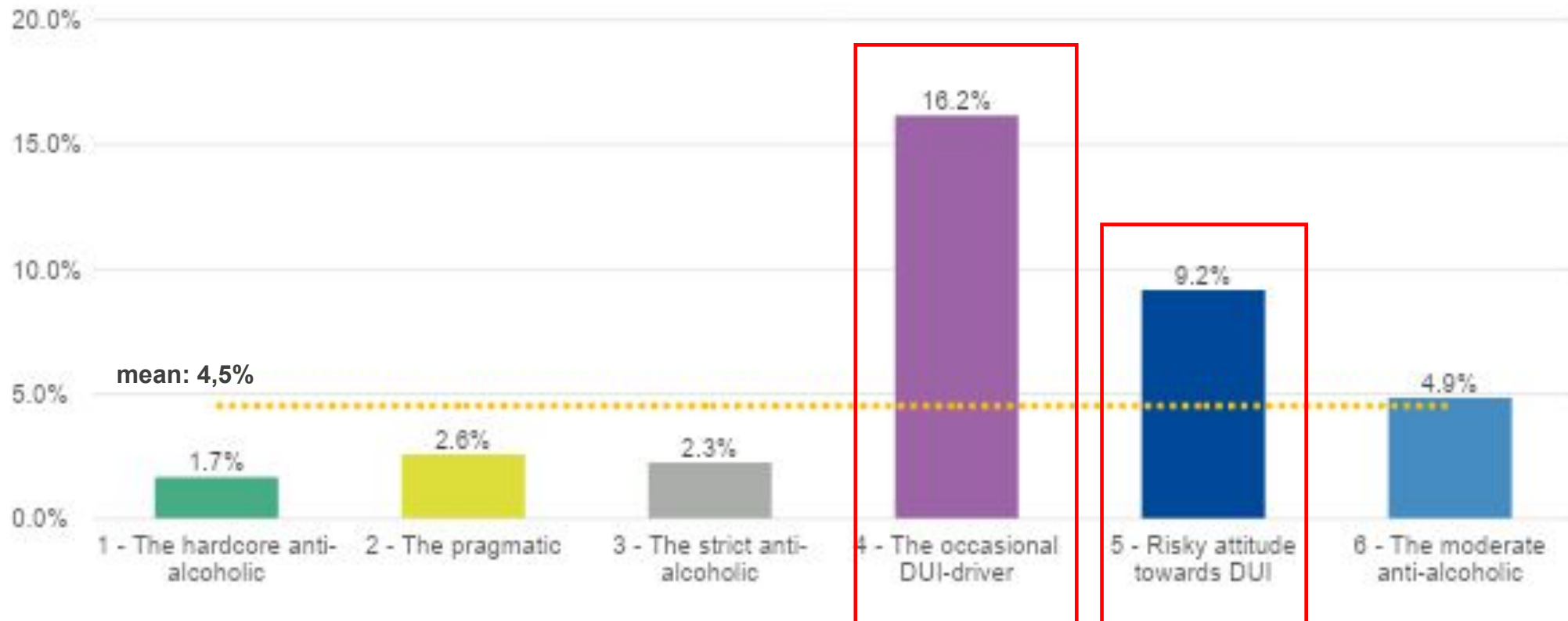
# Age: Risky clusters are younger

AGE OF DIFFERENT CLUSTER TYPES  
AGE IN YEARS

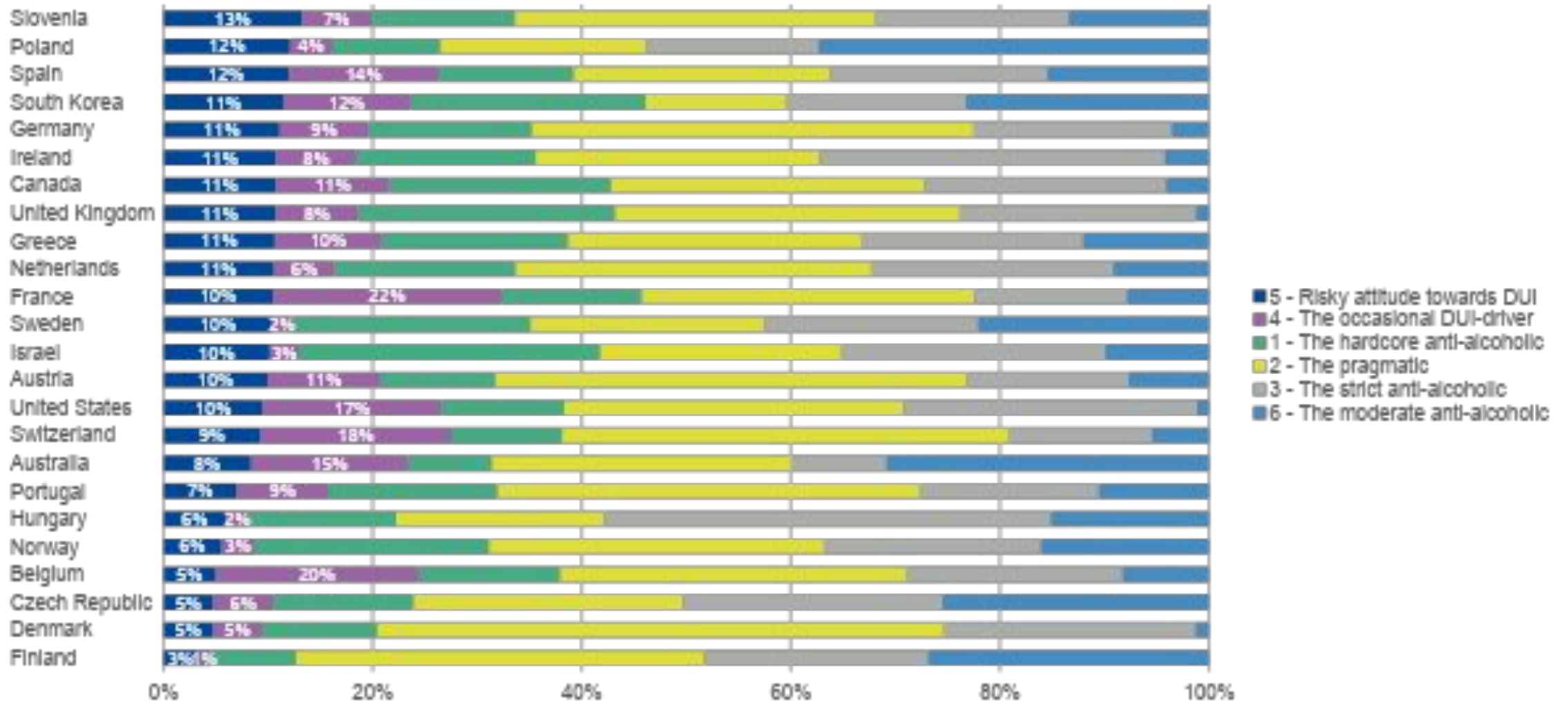


# Risky clusters show higher involvement in road crashes

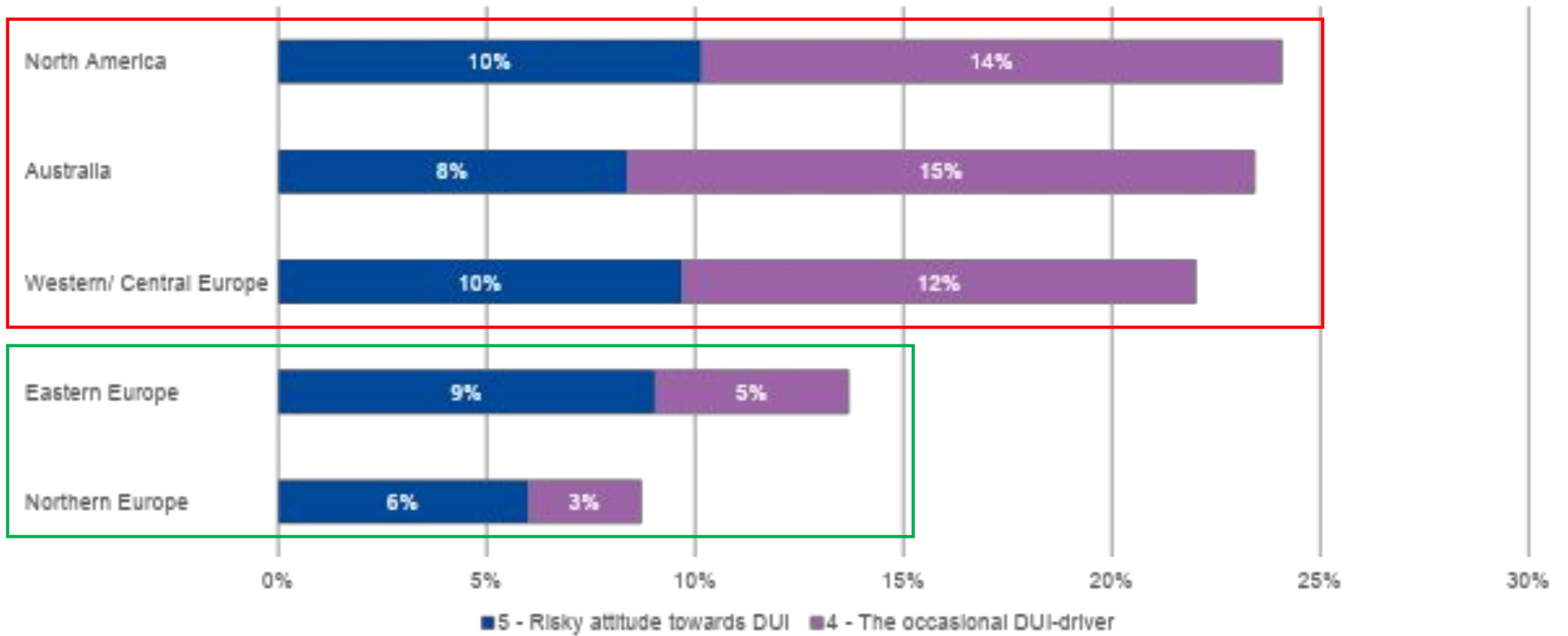
IN THE LAST PAST THREE MONTHS HAVE YOU BEEN INVOLVED IN A ROAD TRAFFIC ACCIDENT AS A CAR DRIVER?  
SHARE "YES"



# Country comparison of risky clusters



# Regions: Risky clusters low in Eastern and Northern Europe



# Summary & Conclusion

- **Two out of six clusters appear problematic** with regard to a lower support for road safety policy measures related to alcohol and to self-declared (unsafe) behaviour regarding the use of alcohol in traffic
- Country comparison and descriptive analysis of socio-demographic variables showed that grouping of **clusters produces expectable results** especially **with regard to younger age, male gender and higher involvement in crashes** within the risky clusters
- Results allow to **determine the size and socio-demographic characteristics of target groups** at national level, when it comes to planning future drink-driving campaigns and measures
- **Limitation of the online survey method:** varying internet penetration per country leading to sub-optimal coverage and sampling; but: fully comparable ESRA results due to uniform sampling method, identical questionnaire and uniform programming
- Next step: **replication of results with ESRA2** data



Thanks for your attention!

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