The attitudes and behaviour of European pedestrians

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Research approach and methods

The attitudes and behaviour of European pedestrians were analysed based on the results obtained from SARTRE4 face-to-face interviews carried out in 19 countries.

SARTRE

First, a descriptive analysis was carried out, and different types of widespread risky behaviour were recognized. Further analyses revealed regional patterns of different attitudes, perceptions and behaviour in Northern, Eastern and Southern Europe.

Main results

Crossing at non-designated locations and during red signal display were typical examples of **risky behaviour**.

Risky behaviour was more frequent in urban areas than in rural areas. It was more typical for men than for women.

Women and the elderly people avoided dangerous streets or intersections more often than men or younger people.

Three profiles of pedestrians in terms of **motivations** and **travelling style** were found in the data:

- Positive attitudes + positive behaviour
- Negative attitudes + negative behaviour
- Mixed attitudes + positive behaviour

Male pedestrians reported negative attitudes and behaviour to a larger extent than female pedestrians, and young respondents were over-represented in the cluster of pedestrians with negative attitudes and behaviour.

Satisfaction for **pedestrian infrastructure** (pavements, separation of pedestrians and cyclists, crossing points, street lights etc.) was higher in urban areas. Male pedestrians were more satisfied with the infrastructure than women.

Pedestrians in northern and western Europe believe that road safety is an important concern of their national government.

Pedestrians show strong support for a variety of **safety measures** and dissatisfaction with the speed of traffic, but not the establishment of more 30 km/h zones.

Table 1. Clustering of European pedestrians: daily travel distance and percentage of kilometres by travel mode.

	Average distance traveller, public transport user (45%)	Short distance traveller (24%)	Average distance traveller, frequent cycling (22%)	Long distance traveller (10%)
% of walking kms	17 %	**67 %**	23 %	19 %
Daily travel distance	22 km	9 km	21 km	**80 km**
Daily walking distance	**3 km**	4 km	2 km	9 km
% of public transport kms	**44 %**	4 %	31 %	**46 %**
% of car passenger kms	31 %	5 %	28 %	27 %
% of cycling kms	6 %	**24 %**	**14 %**	6 %

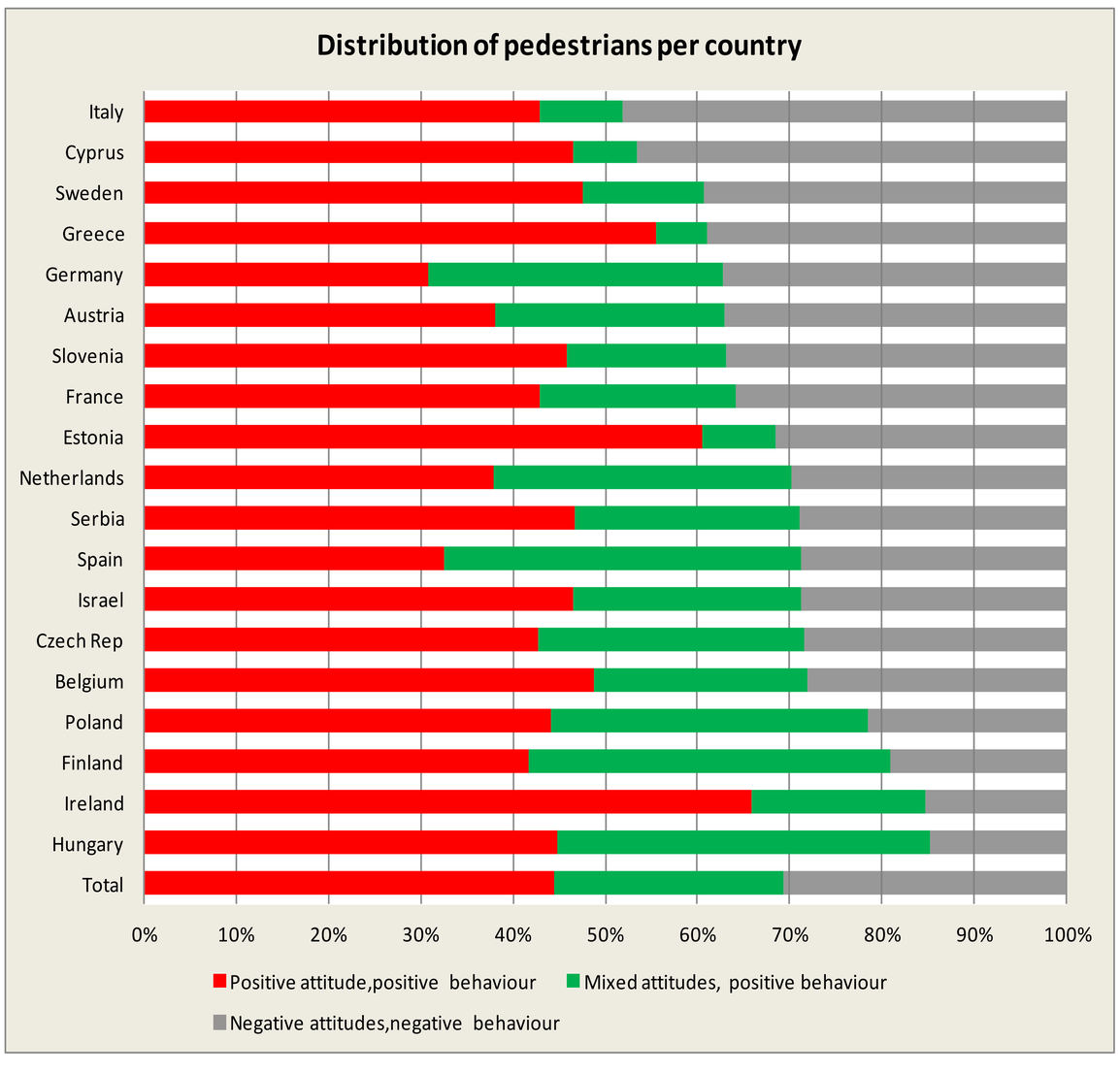

Figure 1. The attitudes and behaviour of European pedestrians

Conclusions and recommendations

Road users use a variety of modes, sometimes even in one journey, so policy should support multiple modes.

Targeting messages on environmental benefits to younger people and health concerns to older people is most likely to increase each group's walking.

The focus should be on designing better road layouts rather than trying to enforce speed limits with penalties.

Pedestrians are active agents in the urban environment. They should be managed by design and not expected to follow rules.