



## SafeCulture - Safety culture in private and professional transport: examining its influence on behaviours and implications for interventions

Scientific Responsible  
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The main objectives of the project are to examine the influence of culture on transport safety on behaviour in private and professional road and sea transport, and to clarify implications for safety intervention strategies. A literature review will identify relevant measures of transport safety behaviours and safety outcomes in private and professional road transport and other key variables influencing the transport safety behaviours. An empirical study to examine whether and how membership in different socio-cultural units influences transport safety behaviour and safety outcomes in professional and private road and sea transport will be conducted. Then multivariate analyses, validation of scales and testing of relationships will be conducted. The project is novel in that it conducts a systematic evaluation of whether membership in different social groups influences traffic safety behaviour and safety outcomes, controlled for other known variables.