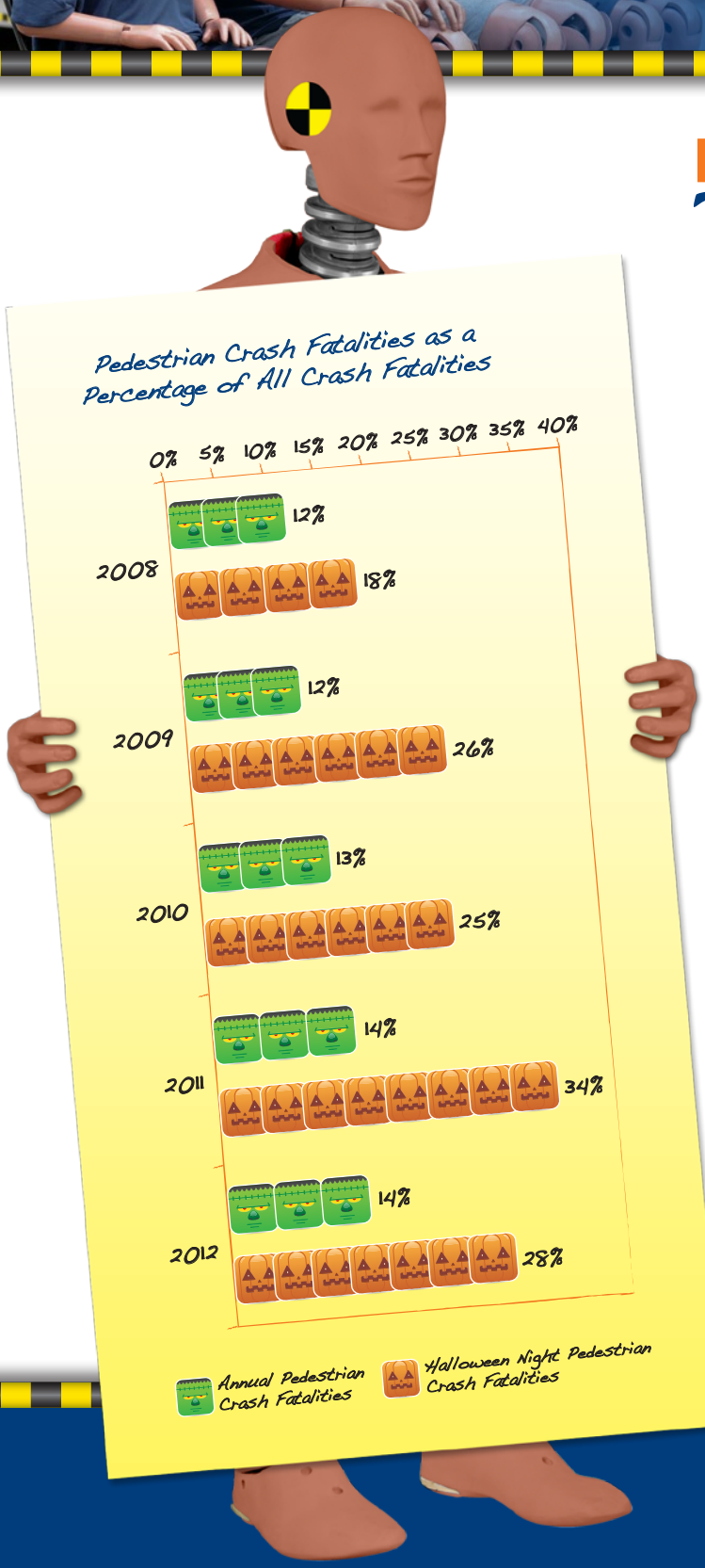
OCTOBER 2014

SAFETY IN NUMBERS



Drivers and Walkers Be Wary This Halloween

As we approach the end of Daylight Saving Time each fall, the days get shorter and darkness begins sooner. It becomes harder for motorists to see people walking in the dark. Most crash-related pedestrian fatalities occur when it is dark.

Fall also brings Halloween celebrations, a night when children and adults are walking in the streets. The social nature of Halloween means there are more parties and an increase in alcohol consumption.

October 31st is one of the most dangerous nights of the year because of the deadly combination of alcohol and increased pedestrian traffic. In 2012, almost half (48%) of all crash fatalities on Halloween involved a drunk driver compared to 31 percent on an average day that year. More than one-quarter (28%) of Halloween crash fatalities were pedestrians, compared to 14 percent on an average day.

While alcohol has always been a contributing factor in fatal crashes, of the pedestrians involved in fatal crashes in 2012, one in three (34%) had blood alcohol concentrations (BACs) of .08 grams per deciliter or higher – the illegal alcohol level for drivers in all States.

Almost half of the adult pedestrians, ages 21 to 54, who died in motor vehicle crashes, had BACs at or above .08.

For more information, visit:

www.NHTSA.gov/Pedestrians

U.S. Department of Transportation
National Highway Traffic Safety Administration

NHTSA
www.nhtsa.gov

THE PROBLEM

Pedestrians & Alcohol

- Of the pedestrians involved in fatal crashes in 2012, one-third (34%) had a BAC of .08 g/dL or higher, which is the illegal BAC limit for drivers in every State.
- Almost half of all adult pedestrians between the ages of 21 and 54 were at or above the illegal BAC limit for drivers when they died in 2012; this has remained unchanged for the past 10 years.
- One-quarter of pedestrians ages 16-20 had BACs at or above .08, despite age 21 minimum drinking age laws in effect in all States.

What data tells us

- Pedestrian fatalities increased from 4,457 in 2011 to 4,743 in 2012. Pedestrians accounted for 14 percent of total traffic fatalities and 3 percent of total motor vehicle crash injuries; both percentages have increased over the past 10 years. 2012 Pedestrians Traffic Safety Fact Sheet.
- A pedestrian was killed every 2 hours and injured every 7 minutes in traffic crashes in 2012.
- Most (73%) of the pedestrian deaths in 2012 occurred in urban environments.
- More than two-thirds (69%) of the pedestrians killed were males. The male fatality rate per 100,000 population was more than double that of females (2.13 versus 0.91).
- The male injury rate per 100,000 population was 27 compared to 21 for females.
- Most pedestrian fatalities occurred when it was dark:
  - 4 p.m. to 8 p.m. (24%)
  - 8 p.m. to midnight (32%)
  - Midnight to 4 a.m. (15%)

What people tell us

- According to a nationally representative telephone survey conducted by NHTSA, only 4 in 10 (43%) pedestrians who did at least some of their walking in the dark said they tried to do something to make themselves more visible. Almost half (49%) of these said they wear light colored clothing; about two-thirds said they wear fluorescent/reflective clothing or shoes (32%). Fewer pedestrians—about one-fourth (26%)—said they wear or carry a flashlight, and only 1 in 20 (5%) said they walk only in well-lit areas. 2012 National Survey of Bicyclist and Pedestrian Attitudes and Behavior (Vols 1, 2, 3)
- About half said that they use an electronic device while walking at least some of the time.
- Very few, about 3 percent, told us that they were injured while walking in the past two years, with an injury severe enough to require medical attention. Of those injured, over half (56%) tripped and fell in some way -- on an uneven sidewalk, on a stone, stepping on or off a curb or sidewalk, stepping into a hole, or slipping on ice. Of those few who were injured, about 12 percent of injured pedestrians said they were hit by a car, 6 percent were injured while involved with an animal, and 3 percent were injured while trying to avoid being hit by a moving bicycle or car.

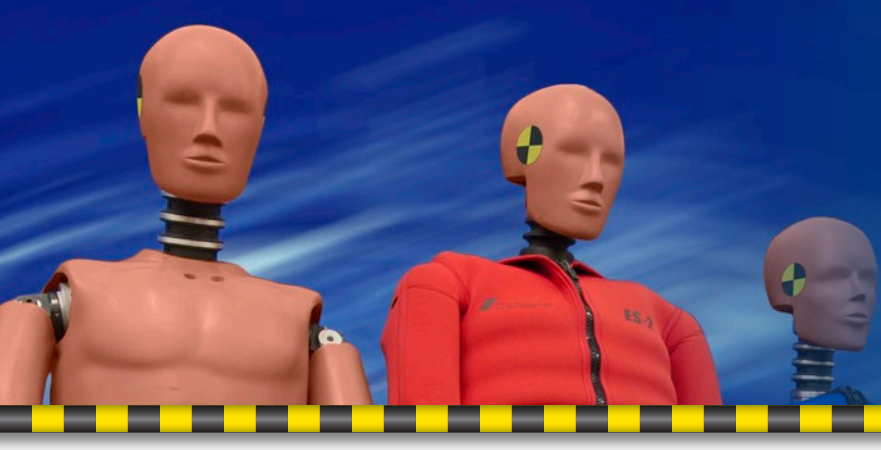
Top Mistakes That Drivers Make

- **Improper turning in front of the pedestrian**—These crashes can occur at intersections and at turns into a driveway in the middle of a block. *Motorists should look for and yield to pedestrians at intersections and driveways.*
- **Failing to search adequately for other road users**—These crashes can occur anywhere including in parking lots, at stop signs, when backing or parking on the street or places where pedestrians congregate. *Look for all road users, including pedestrians and bicyclists.*
- **Turning right on red**—The driver stops at a light, searches for traffic from the left and then turns right without looking to the right. The driver hits a pedestrian crossing in front of the car. *Always look left-right-left before turning and come to a complete stop before turning.*
- **Driving too fast**—The driver cannot respond quickly enough to avoid hitting a pedestrian who may come into the road from a driveway, alley, or sidewalk. *Drive defensively, observe the speed limit, watch for others, and be prepared to stop suddenly.*
- **Overtaking**—The driver does not see the pedestrian until it is too late to take evasive action. This crash type accounts for a large number of fatal crashes, frequently when it is dark. *Contributing factors may include speeding, inattention, and alcohol impairment on the part of the driver and poor visibility or alcohol impairment on the part of the pedestrian walking in the roadway.*

Top Mistakes That Pedestrians Make

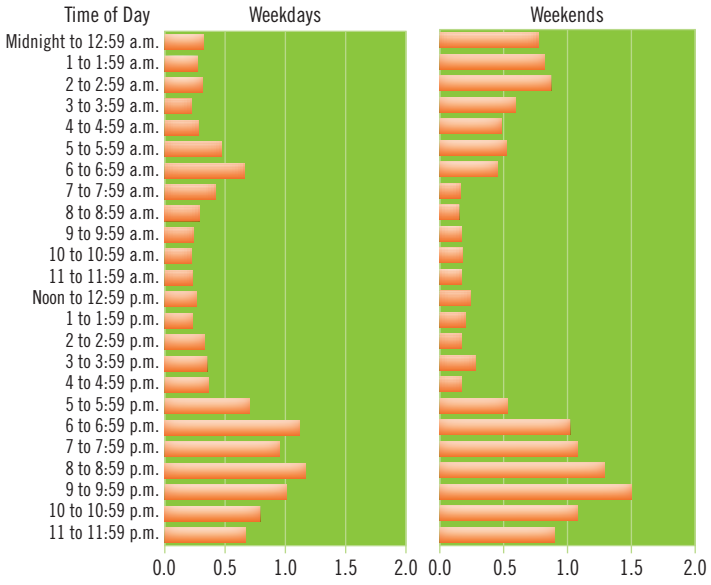
- **Walking while impaired**—Alcohol affects judgment, balance, coordination, attention, reactions, and often leads to unexpected actions such as suddenly stepping into the street. *If you intend to drink, plan another way home in advance. Call a cab, walk with a sober friend, and never let drunk friends walk home unaccompanied.*
- **Walking in the dark wearing dark clothing**—*Reflective materials, especially those on moving parts of the body such as feet, legs, and arms can be seen at much greater distances in the dark than those on the chest or back. Light colors such as white cannot be seen farther away.*
- **Walking in the roadway**—Pedestrians walking in the road or on the shoulder often make the mistake of walking with their backs to traffic, instead of facing oncoming cars. This problem occurs most often on residential and rural roads that may not be well-lit. *Pedestrians should walk facing oncoming traffic and wear bright colors or reflective clothing or carry a flashlight in darkness.*
- **Entering the street from an unexpected location**—Drivers are not expecting pedestrians to enter the road from driveways, from between parked cars, or from behind another vehicle that blocks the view. Because the driver has the right-of-way, the driver expects others to yield. *Pedestrians should look left-right-left before stepping into a road.*
- **Dashing through an intersection**—Pedestrians sometimes become trapped in the intersection before the light turns green. Or pedestrians enter the intersection in front of a stopped car and do not see the car traveling in the next lane whose view is also blocked. *Pedestrians and motorists follow the same rules of the road. Cross with a WALK signal if available; stop at the median strip and wait for the next signal if caught in the middle. Make sure drivers see you before stepping into a lane and make eye contact with each other to be sure you have been seen.*

—Bicycle and Pedestrian Safety Resource Guide



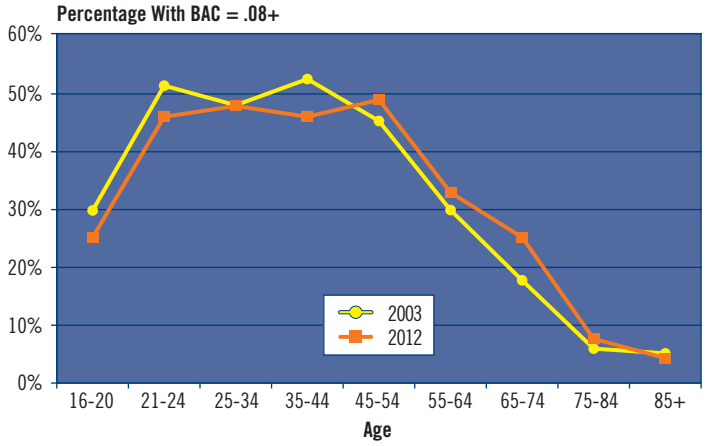
THE FACTS

Average Number of Pedestrians Killed per Hour, by Time of Day and Day of Week



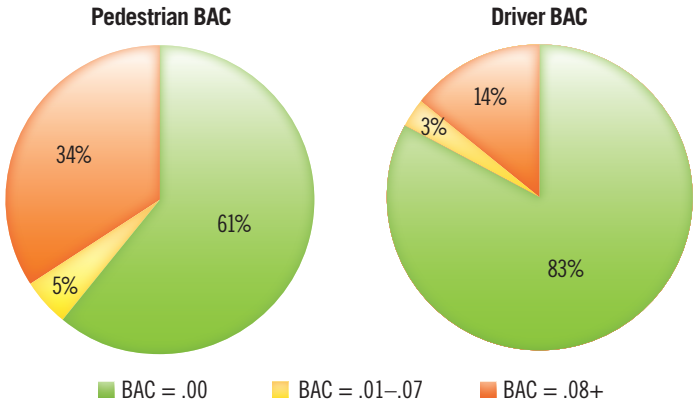
Source: FARS, Traffic Safety Facts 2012, DOT HS 812 032

Alcohol Involvement for Pedestrians Killed in Fatal Crashes by Age, 2003 and 2012



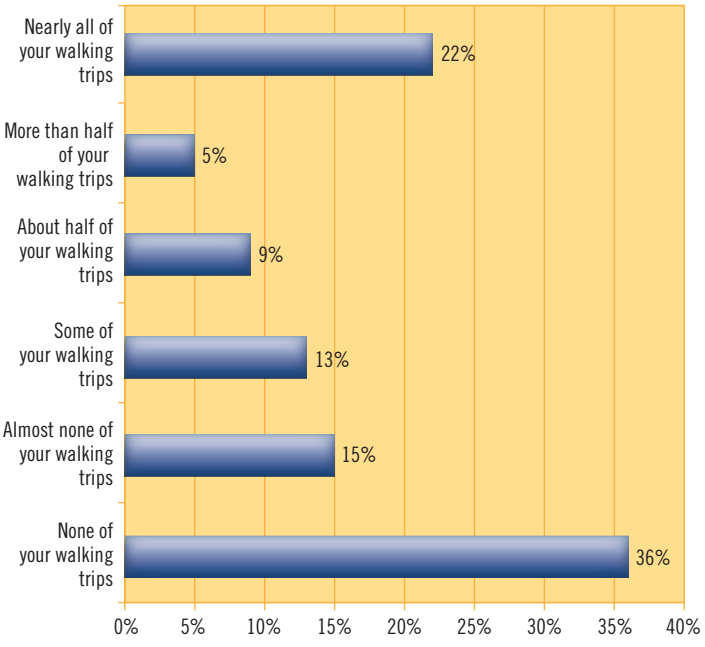
NHTSA, Traffic Safety Facts, 2012 Data, Pedestrians, DOT HS 811 888, April 2014

Alcohol Involvement in Crashes That Resulted in Pedestrian Fatalities, 2012



NHTSA, Traffic Safety Facts, 2012 Data, Pedestrians, DOT HS 811 888, April 2014

Frequency of Using an Electronic Device While Walking



Source: NHTSA, 2012 National Survey of Bicyclist and Pedestrian Attitudes and Behavior (N=6,542)

WHAT YOU CAN DO

We know what works

NHTSA's *Countermeasures That Work* recommends effective actions that communities can take to improve pedestrian safety (www.nhtsa.gov/staticfiles/nti/pdf/811727.pdf).

Drivers can

- Avoid using handheld electronic devices.
- Remember that as soon as you step out of your car, you become a pedestrian.
- If you see a drunk driver or impaired pedestrian on the road, contact local law enforcement.
- Be especially alert for all road users, including pedestrians, at night.
- Slow down in areas where pedestrians are likely to be or where sight distances are limited. Keep your windshield clean.

Pedestrians can

- Walk on a sidewalk if one is available. If there is no sidewalk, walk facing traffic, as far to the side as safely possible so you can move quickly out of the road if you feel threatened by traffic. Drivers do not expect to see pedestrians in the roadway or to come out from between parked cars or behind shrubbery. Expect that drivers will not see you and wait for them to pass.
- Follow the rules of the road at driveways and intersections. Cross with a traffic signal if there is one and even if you have the right of way, make sure traffic has stopped or passed before you step into the street. This will be easier to do if electronic devices do not distract you from picking up visual and auditory information about traffic.
- Make yourself as visible to motorists as possible, especially at night and in low light by carrying a flashlight, wearing a small flashing strobe light, and wearing reflective clothing. Bright colored clothing is not enough. Drivers need time to detect, identify, and react to an object they see in the road. The sooner they see you, the sooner they can react. Reflective materials on the parts of your body that move, such as feet, legs, and arms, can be seen at greater distances by drivers in the dark. Carry your flashlight on the side closest to traffic.
- *Before* the Halloween festivities begin, plan a way to get home safely at the end of the night. Alcohol affects judgment, balance, and reaction time. Create a "buddy system" to get each other home safely. Call a cab or your community's Sober Ride program (www.soberrides.org), take public transportation, or call a sober friend or family member. Walking impaired can be just as dangerous as drunk driving.

Friends and family can

- Plan on being a designated sober driver or walking buddy if a friend plans on drinking.
- Make sure your friends and family don't drive after drinking.
- Don't let friends or family walk alone after drinking.

Party hosts can

- Take action to prevent guests from walking alone or driving after drinking too much: serve plenty of food, non-alcoholic beverages, and less alcohol; collect car keys from guests who are drinking; designate sober drivers and walking buddies; and stop serving alcohol an hour before the party ends. Be prepared to call taxis, provide sleeping accommodations, or—if you're sober—drive guests home yourself.
- Remember that social host liability laws may hold you responsible for parties where underage people drink, regardless of who furnishes the alcohol, and you could be held legally responsible for your guests' behavior after they leave your party.
- Consider holding parties at a restaurant or facility with professional alcohol servers who have been trained in responsible alcohol service practices. Take steps to limit your liability.

For more information, visit:
www.NHTSA.gov/Pedestrians

DOT HS 812 079
11135PRINT-102814-v3

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