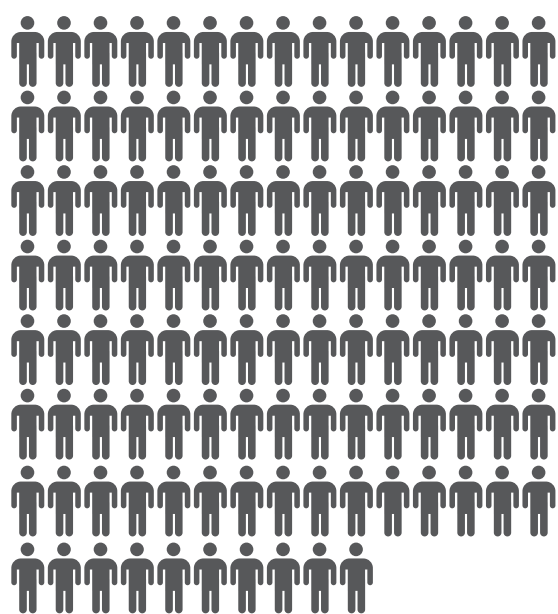


Halloween 'Deadliest Day'

OF THE YEAR FOR CHILD
PEDESTRIAN FATALITIES



Two Decades of Data Reveal Risks Beyond The Candy



115

child
pedestrian
fatalities
over 21 years
(1990-2010)

average of
5.5
fatalities
each year on
October 31

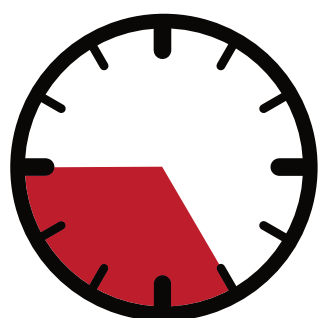
more than
2X

average
number of
2.6
fatalities for
other days

The "Deadliest Hour"



23%
of accidents
occurred from
6pm to 7pm



60%
of accidents
occurred from
5pm to 9pm

Ages Most At Risk On Halloween



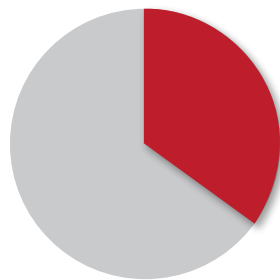
32%
of fatalities occurred
with children **ages 12-15**



23%
of fatalities occurred
with children **ages 5-8**

Drivers Who Posed the Highest & Lowest Risk

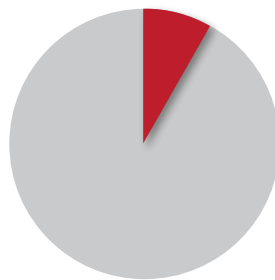
HIGHEST RISK



Young drivers,
ages **15-25**,
accounted for nearly
one-third of all fatal
accidents involving
child pedestrians

● = 15-25 year olds

LOWEST RISK



Drivers ages
36-40 and **61-65**
were involved in the
fewest accidents
involving child
pedestrians, **only 8%**
as a total group

● = 36-40 year olds,
61-65 year olds

Middle of the Block Most Hazardous



70%

Over 70% of the accidents occurred away
from an intersection or crosswalk

Fatalities Declining

6

6 years below
the 21 year
average of 5.5

3

From 2005 to 2010, the
average for child fatalities
has decreased to 3