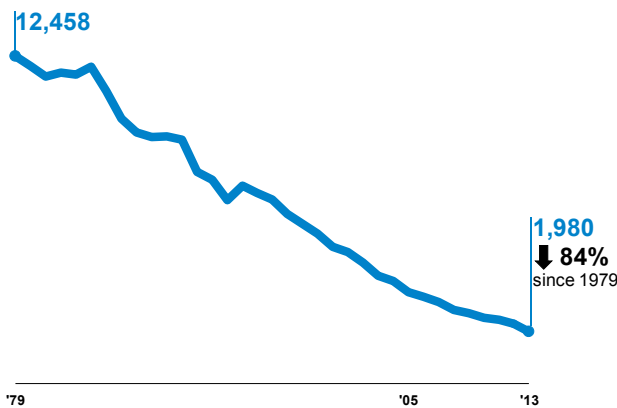




### Overview

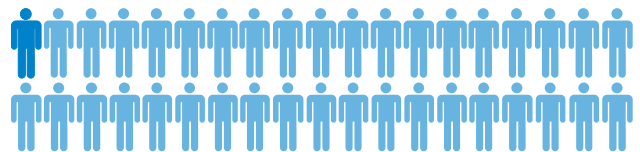
Children under the age of 16, are one of the most vulnerable road users, in particular child pedestrians which account for the majority of child casualties across all road user types. In contrast to older pedestrians, child pedestrians are not experienced and well educated about using the road. They therefore, are particularly vulnerable to injuries and accidents.

### Killed or seriously injured, 1979-2013



### Average per week, 2013

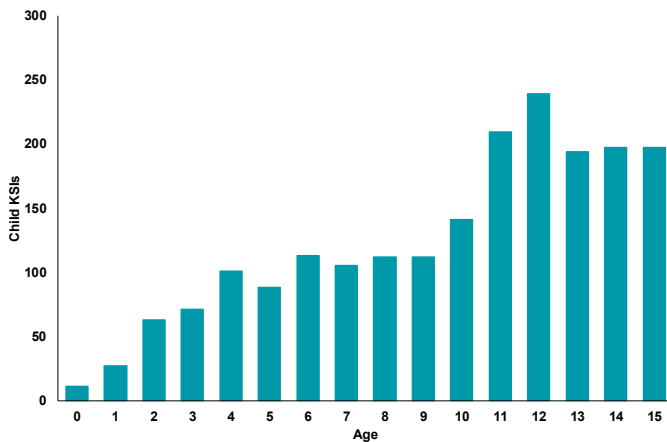
An average of 1 death and 37 seriously injured children per week



1 icon = 1 death, 37 icons = 1 serious

### Child KSIs by age, 2003-2013

The number of child KSI casualties increases with age



### Child KSIs by time of day, 2003-2013

More children are killed or seriously injured on their way home from school than on their way to school....

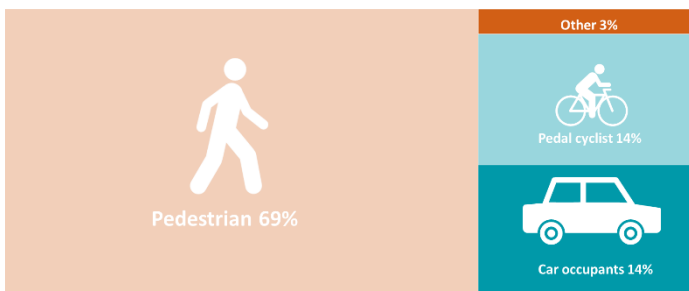
**58%** of child KSI casualties occur between 3 and 6:59pm

**13%** of child KSI casualties occur between 8 and 8:59am

**28%** of child KSI casualties occur during other times of the day

### Child KSIs by road user type, 2013

Child pedestrians account for the majority of child KSI casualties



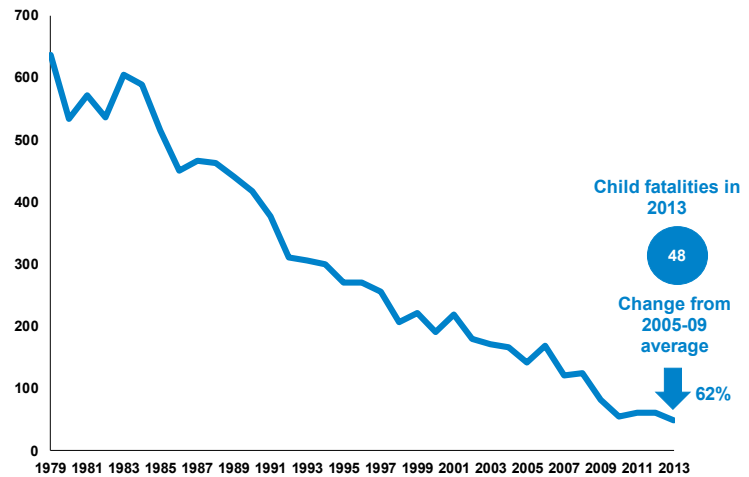
### Contributory factors allocated

**78%** of child pedestrians involved in accidents failed to look properly.

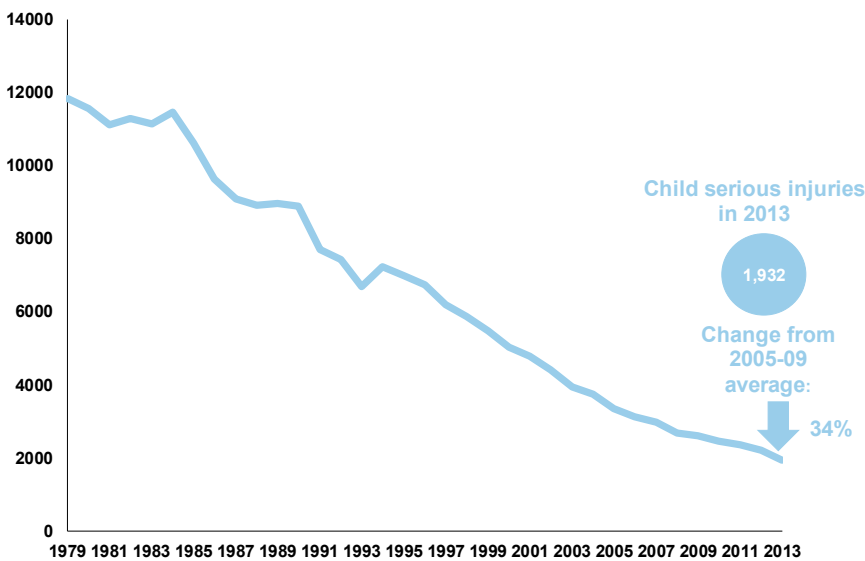
**38%** of child pedestrians involved in accidents were careless, reckless or in a hurry.

## Reported child (0-15) fatalities, GB: 1979 to 2013

- Figures specifically on **child casualties** have been available since 1979. The highest annual figure for **child fatalities** was 636 in 1979 and the lowest annual figure was 48 child fatalities in 2013, a 92 per cent decrease from the 1979 total.



## Reported child (0-15) serious injuries, GB: 1979 to 2013

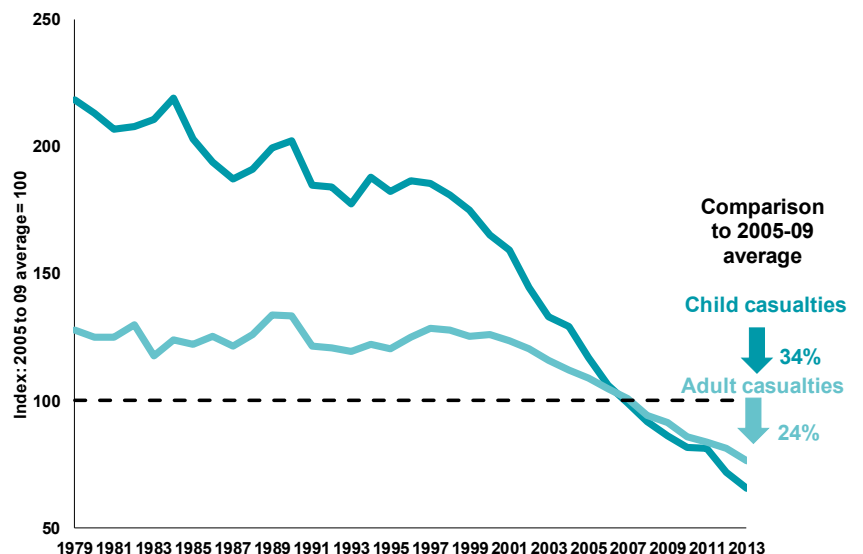


- The number of children **seriously injured** has fallen every year since 1995. The highest annual figure was 11,822 in 1979 and the lowest annual figure was 1,932 in 2013, 87 per cent lower than the 1979 total.

- Child serious injuries fell by 13 per cent in 2013 compared with 2,211 from the previous year. This figure is 34 per cent lower than the 2005-09 average.

## Reported child and adult casualties of all severities, GB: 1979 to 2013

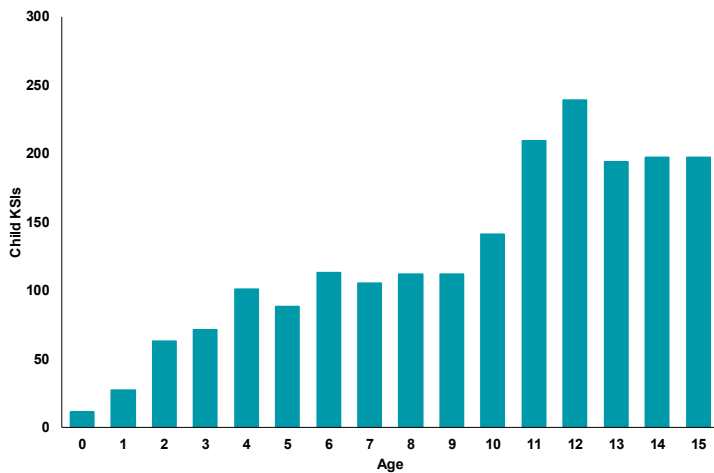
- Total **child casualties of all severities** have also had a long term fall since 1979. In 2013 they were 15,756 child casualties of all severities in 2013, 70 per cent lower than the 1979 total.
- Child casualties have decreased more rapidly in comparison to adult casualties who have had a 24 per cent fall compared to the 2005-09 average.
- Whilst some of this decrease will relate to improvements in road and vehicle design, use of car seats and education on using the road.



## Age and gender breakdown

### Age

The number of children killed or seriously injured in reported accidents by age group, GB: 2003 to 2013

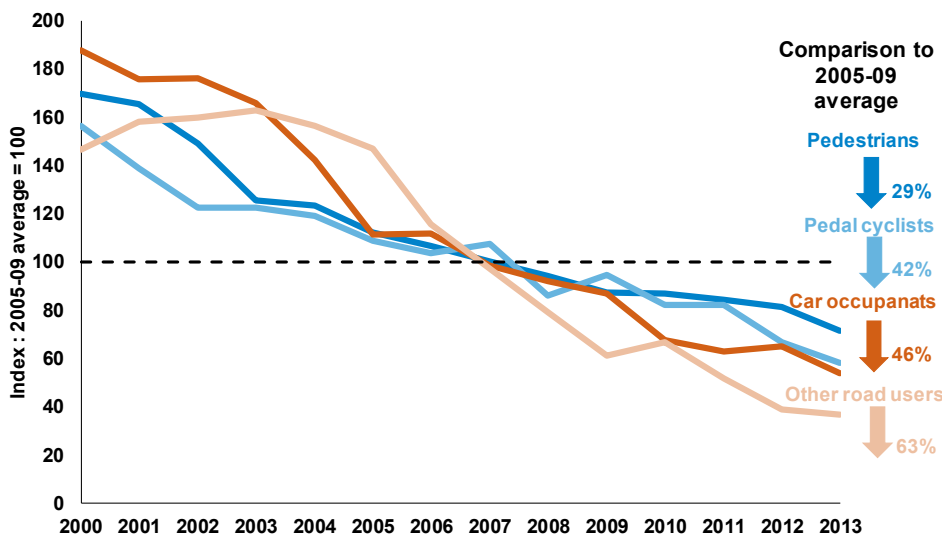


- The number of child KSI casualties increases with age, with the **12 year old** age group having more KSI casualties than any other age group.
- Children aged **between 11 and 15** years account for the majority of child KSI casualties (52 per cent). As children start secondary school at the age of 11 they are more at risk as they travel to further to school and may be starting to walk or cycle there by themselves.

- Children aged between **4 and 10** years account for 39 per cent of child KSI casualties. At this age children are attending primary school, and they are more likely to be accompanied by adults when travelling in comparison with older children.

### Road user type

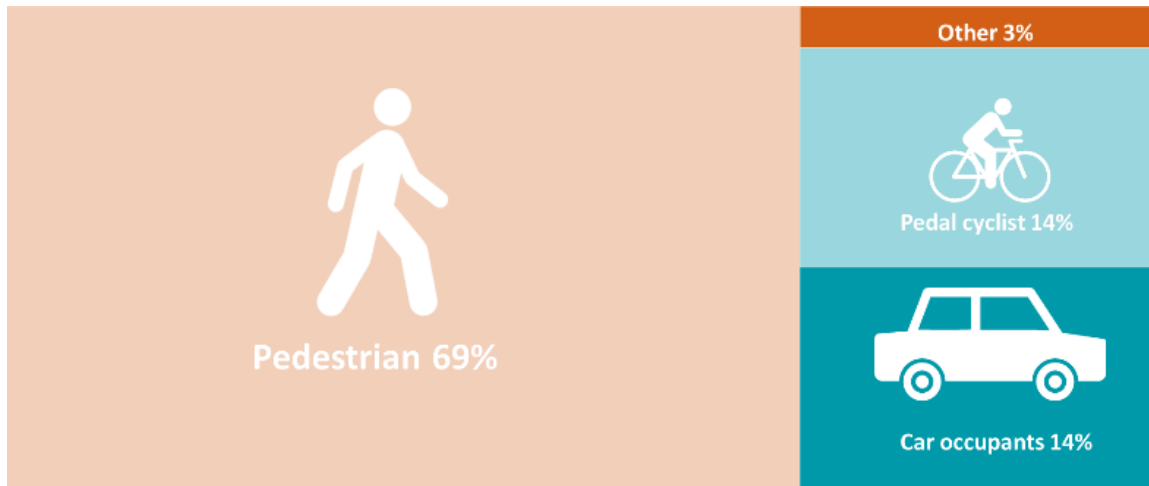
The number of children killed or seriously injured in road accidents by road user type, GB: 2000 to 2013.



- There have been decreases in child KSI casualties across all road user types since the year 2000.
- Child **pedestrian** KSIs have had the lowest level of decrease and, in 2013, were around 30 per cent lower than the 2005-09 average.

- **Car users** have had a big improvement with a 46 per cent drop compared with the 2005-09 average.
- Other road users comprise of **bus occupants, motorcyclist passengers, HGV or LGV occupants** etc. These have had the fastest decrease in child KSI casualties since the year 2000.

## Child (0-15) killed or seriously injured casualties by road user type, GB: 2013



- **Child pedestrians** make up the largest proportion child KSI casualties. The key difference between this age group and every other age group is that, other than cycling, children are more likely to be the vehicle occupants than the drivers.
- In 2013 child pedestrians made up 69 per cent of all child KSIs. Car and pedal cyclist users were the two next biggest road user groups accounting for 14 per cent each.
- The difference in child KSI casualty figures by road user type is explained by the **difference in the average distance travelled** by children using different modes.
- In conclusion, **child pedestrians and pedal cyclists are at greater risk than child car passengers**.

## Average distance travelled by children using different modes, England: 2013

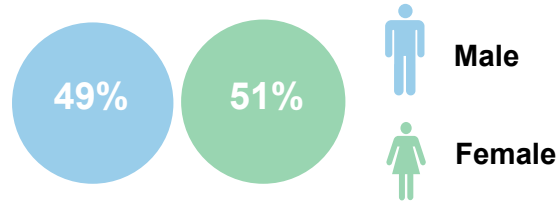


- The NTS estimates that in 2013, of the 4,130 average miles per person per year travelled by children, the majority (78 per cent) was covered by **car occupants** and 10 per cent was covered by **bus or train occupants**. Although child pedestrians account for the majority of child KSIs, only 5 per cent of the distance travelled was covered by **walking** and **cycling**.

## Gender

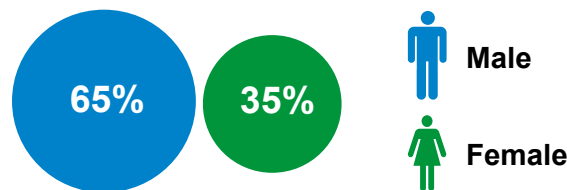
- On average females travel slightly further than males. The NTS estimates that of the 8,264 miles travelled by children, 51 per cent was covered by females and 49 per cent by males.

### Average distance travelled by children

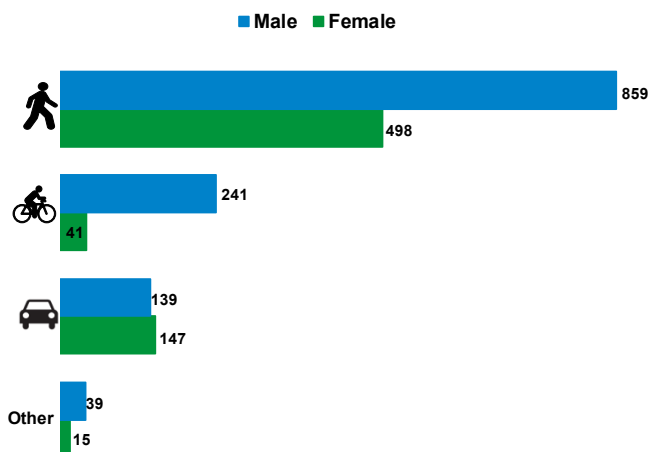


- Males** account for the majority (65 per cent) of child killed or seriously injured casualties in comparison to females (25 per cent).

### Child KSI casualties by gender



### Child KSI casualties by gender and road user type, GB: 2013



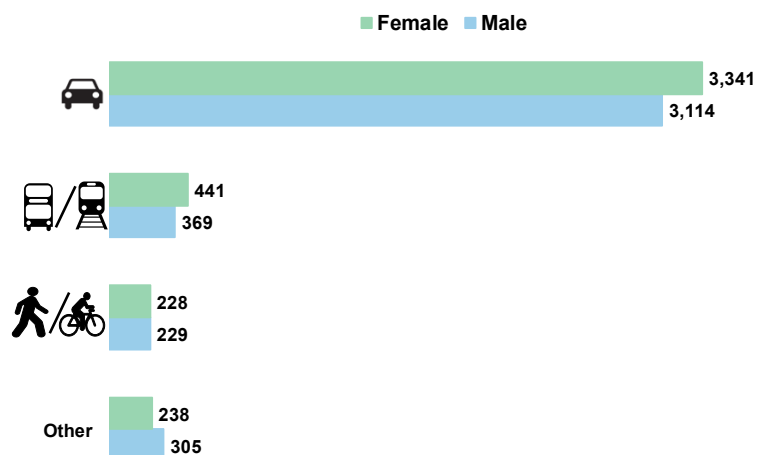
Males tend to dominate the majority of child KSI casualties across all road user types.

They account for 63 per cent of child pedestrian KSIs and 85 per cent of child cyclist KSIs.

An exception is the car occupants group where females account for the majority (51 per cent) of child KSI casualties.

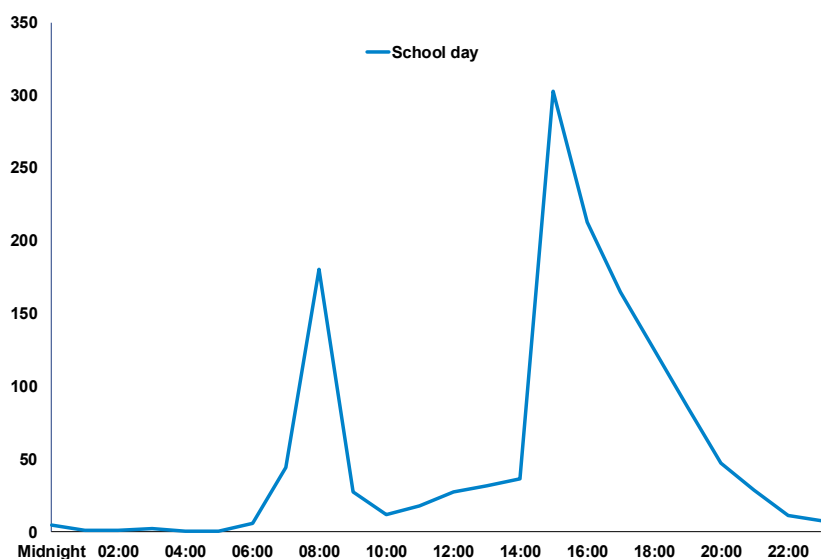
### NTS: Average distance travelled by children broken down by gender, GB: 2013

- Females tend to dominate the average distance travelled by children on all transport modes.
- They account for 52 per cent of the distance travelled by car and 54 per cent of the distance travelled by bus and rail.
- However there is an even split between female and male in the walking and cycling groups.



## When are children killed or injured?

### Average number of child KSI casualties on a school day by time of day, GB: 2009 to 2013



- Around 72 per cent of child KSIs on a school day are from accidents between the hours of **8 am and 8:59 am** or between **3pm and 6.59 am**.

- The short peak in the morning coincides with children travelling to school and the afternoon peak is longer as children finish school at different times, and are more active after school – for instance, attending after school clubs or visiting friends.

### Number of reported child KSI casualties on a school day by time of day and day of week, GB: 2009-2013

	Monday	Tuesday	Wednesday	Thursday	Friday
00:00 - 00:59	6	5	4	2	7
01:00 - 01:59	1	0	1	0	3
02:00 - 02:59	2	0	1	0	2
03:00 - 03:59	0	0	4	1	6
04:00 - 04:59	2	1	1	0	0
05:00 - 05:59	0	0	0	0	2
06:00 - 06:59	3	6	8	3	9
07:00 - 07:59	36	43	46	50	46
08:00 - 08:59	150	195	196	201	161
09:00 - 09:59	21	27	26	31	33
10:00 - 10:59	16	13	3	13	14
11:00 - 11:59	15	11	17	22	25
12:00 - 12:59	29	22	25	24	38
13:00 - 13:59	23	26	29	25	54
14:00 - 14:59	28	23	41	41	48
15:00 - 15:59	318	288	288	289	330
16:00 - 16:59	207	223	211	213	209
17:00 - 17:59	164	153	167	175	164
18:00 - 18:59	104	112	114	152	148
19:00 - 19:59	61	92	85	74	116
20:00 - 20:59	32	46	50	38	69
21:00 - 21:59	25	21	26	18	53
22:00 - 22:59	11	13	5	8	18
23:00 - 23:59	4	7	6	5	17

#### Key

Hours highlighted in **yellow** have a lower number of KSI casualties

Hours highlighted in **orange** and **red** have a higher number of KSI casualties.

- **The majority of these KSIs are child pedestrians.** Around 55 per cent of children killed or seriously injured during the hours of 8 am and 8:59 am or 3pm and 6:59 pm on a school day are pedestrians. The National Travel Survey (NTS) records that the most common mode of transport for travelling to and from school is walking.

- Since 1995/97 the proportion of trips where children walked to school has fallen from 47 per cent to 42 per cent in 2013. Child pedestrian KSI casualties have also fallen by 70 per cent over the same period.
- Despite a decline in the number of child casualties in recent years, the average distance travelled by children to and from school has increased. The NTS also records that in the last decade the average distance travelled to and from school has increased by 31 per cent to 2.7 miles, suggesting that as the time taken travelling to school gets longer more children are travelling to school by car rather than walking.
- Although more children are likely to travel to school by car rather than walking as the distance travelled to school gets longer, child car passengers however only make up 4 per cent of children killed or seriously injured during the hours of 8 am and 8:59 or 3pm and 6:59pm on a school day.

## What factors contribute to child pedestrian casualties?

Contributory factors provide an insight into how and why accidents occur. The factors are largely subjective as they reflect the opinion of the reporting officer, therefore they should be interpreted with caution. A maximum of six factors can be recorded for each accident.

### Contributory factors allocated to child and adult pedestrian casualties, GB: 2013

Contributory factor assigned to pedestrian casualty <sup>1</sup>	Children (0-15)		Adults (16 and over)	
	Number	Percent	Number	Percent
Pedestrian failed to look properly	3,851	78	6,449	51
Pedestrian careless, reckless or in a hurry	1,850	38	2,939	23
Pedestrian crossing road masked by stationary or parked vehicle	1,254	25	1,210	10
Pedestrian failed to judge vehicle's path or speed	833	17	2,350	19
Dangerous action in carriageway (e.g.. playing)	465	9	602	5
Pedestrian wrong use of pedestrian crossing facility	257	5	846	7
Pedestrian wearing dark clothing at night	89	2	736	6
Pedestrian disability or illness, mental or physical	43	1	441	4
Pedestrian impaired by alcohol	29	1	1,717	14
Pedestrian impaired by drugs (illicit or medicinal)	5	0.1	183	1
No CF recorded	608	12	3,649	29
Total number of casualties <sup>2</sup>	4,929	100	12,589	100

<sup>1</sup> Includes only casualties in accidents where a police officer attended the scene and in which a contributory factor was reported.

<sup>2</sup> Columns may not add up to 100 per cent as casualties are from accidents which can have more than 1 contributory factor.

- In 2013, 78 per cent of child pedestrians involved in accidents were allocated the contributory factor **'failed to look properly'**. This was also a common factor for adult pedestrians at 51 per cent. The second most common contributory factor assigned to both child and adult pedestrians was **careless, reckless or in a hurry**. In 2013, 38 per cent of child pedestrians involved in accidents were assigned the contributory factor careless, reckless or in a hurry, in comparison to 23 per cent of adult pedestrians.
- Child pedestrians are also more likely to be killed or injured while playing on the road, 9 per cent of child pedestrian casualties were allocated a **'dangerous action in carriageway'** contributory factor compared to only 5 per cent of adult pedestrians.

- 
- The most common contributory factor allocated to drivers involved in accidents with child pedestrians is **'failed to look properly'**. In 2013, 39 per cent of **pedal cyclists** and 16 per cent of **LGVs** failed to look properly.
  - The second most common contributory factor allocated to vehicles involved in accidents with child pedestrians is **'careless, reckless or in a hurry'**. Pedal cyclists and motorcyclists make up a higher proportion of vehicles who were careless, reckless or in a hurry; 28 per cent and 18 per cent respectively.
  - The contributory factor **'stationary or parked vehicle'** is also commonly recorded for **light vans, cars** and **motorcyclists**. In 2013, 25 per cent of light vans, cars and motorcyclists involved in accidents with child pedestrians were allocated the contributory factor 'stationary or parked vehicle'.
  - In November 2008, the **THINK! Campaign** launched a child road safety advert campaign *Tales of the Road*. This was aimed at children aged between 6 and 11. Tracking research showed that there has been a considerable impact since launch: 92 per cent agreed the campaign made them think about being careful when crossing the road. Overall, parents also found the campaign appropriate, easy to understand and interesting and half of parents thought it had made a significant difference to their children's attitudes to roads.

## References and further information

Further information about the Reported Road Casualties Great Britain 2013 can be found at: [Reported road casualties Great Britain: annual report 2013 - Publications - GOV.UK](#)

Notes and definitions used in Stats19 can be found at: [Road accidents and safety statistics guidance - Publications - GOV.UK](#)

Further information on the average distance travelled published by the National Travel Survey can be found at: [National Travel Survey: 2013 - Publications - GOV.UK](#)

Detailed statistics on (tables and charts) contributory factors for reported road accidents can be found at: [Contributory factors for reported road accidents \(RAS50\) - Statistical data sets - GOV.UK](#)

Further information on campaigns launched by THINK! can be found at: [THINK! communication activity - GOV.UK](#)