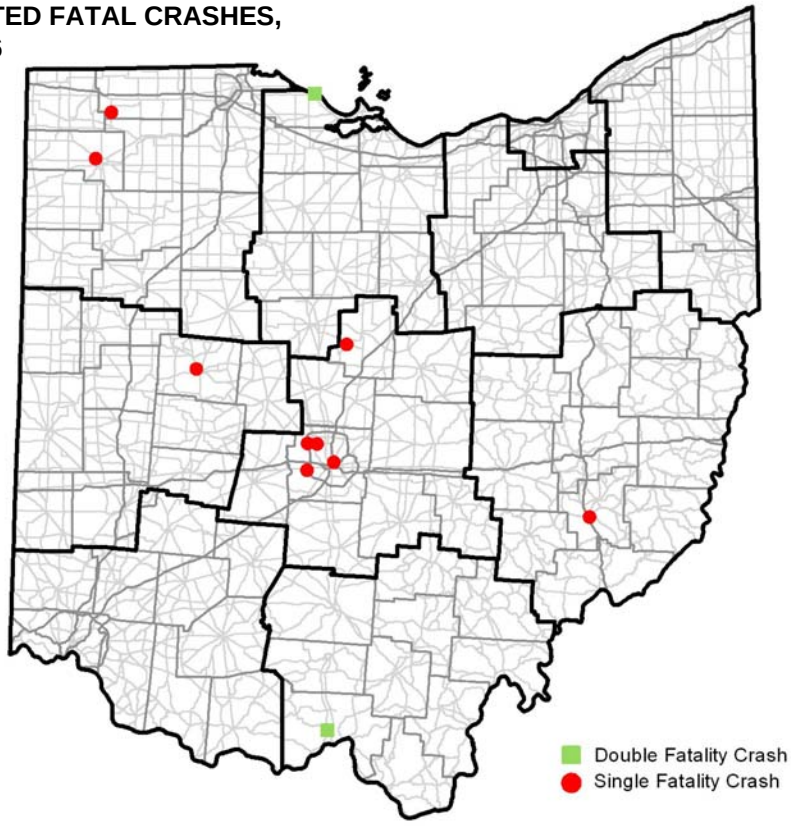
Issue #48

LIFESTAT 1.0 Weekly

Office of Strategic Services

09/13/2006

STATEWIDE REPORTED FATAL CRASHES, 09/06/2006-09/12/2006



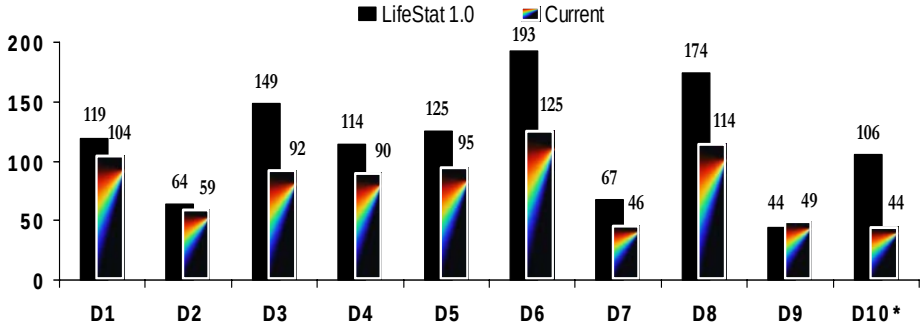
Statewide Reported Fatal Crashes 09/06/06-09/12/06		
Rural	Urban	Total
7	4	11

Total Fatalities: 13

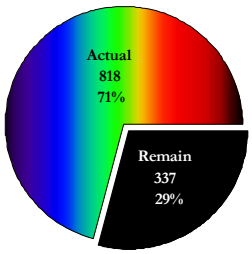
FATAL CRASH FACTS:

	This Week	*YTD*	**Top Crash Causes:**	*YTD*
Alcohol-Related	1	266	Improper Speed	231
Non Belted Fatalities	---	---	Failure to Yield	173
Intersection	2	191	Driving Off Roadway	163
Commercial Vehicle Involved	1	118	Left of Center	104
Motorcycle Involved	2	116	Following too Closely	25
Pedestrian	0	59	Improper Passing	10

Year-To-Date Fatalities by District



LifeStat 1.0 = 1,155
Year-To-Date = 818



Statewide LifeStat 1.0

* Includes Cuyahoga County

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VEHICLE COLOR

Does Vehicle Color Affect Safety?

- No scientific research supports one vehicle color as being the safest under all visibility conditions.[1]
- Colors can affect drivers' actions and reactions in traffic by increasing stress or fatigue and decreasing visual perception, potentially compromising safety (www.colormatters.com/accident.html).
- Color and distance perception: a University of California study found that the color of an oncoming car affects a driver's judgment about how far away the vehicle is.[2]

Which Colors Are Safest?

- A study in Spain found that light vehicle colors (especially white and yellow) had a lower risk of being "passively involved" (not at fault) in a crash.[3]
- A study in New Zealand concluded that silver cars are least likely to be involved in injury crashes compared to all other car colors (50% less likely than white cars).[4]

- Research by Daimler-Benz found that white cars were the most easily seen (86% visibility), while dark red, dark blue, and black were the least visible (4% visibility).[2]

White	86%
Light Ivory	71%
Aqua Blue	71%
Yellow	70%
Pastel White	67%
Off White	65%
Maple Yellow	58%
Signal Red	44%
Autumn Beige	38%
Carnelian Red	21%
Red Green	21%
Beige Grey	20%
Grey	17%
Blue	8%
Deep Blue	5%
Dark Olive	5%
Black	4%
Dark Red	4%
Dark Blue	4%

Which Colors Are Most Dangerous?

- In the New Zealand study "dark earth tones" such as brown, black, and green were the most dangerous. Brown was the least safe of all colors, with a 110% greater likelihood than white cars of being involved in an injury crash.[4]
- One study concluded that black cars are the most dangerous (involved in 22.5% of crashes, despite comprising 4.4% of their vehicle population).[2]

A Complex Relationship:

- The effect of color on vehicle conspicuity (visibility) is influenced by a range of factors including background colors, weather conditions, and daylight, among others.[1] The protection offered by lighter colors is connected most strongly with poor visibility conditions, and may be less important when visibility is good.[3]

[1] AAA Foundation for Traffic Safety. 2004. "Car Color and Safety." Online: http://www.aaafoundation.org/pdf/CarColorAndSafety.pdf#search=%22car%20color%20safety%22.
[2] Land Transport New Zealand. "Fascinating Facts: Safe Vehicle Colours." Online: http://www.ltsa.govt.nz/fascinating-facts/safe-vehicle-colous.html.
[3] Lardelli-Claret, Pablo et al. 2002. "Does Vehicle Color Influence the Risk of Being Passively Involved in a Collision?" *Epidemiology*. 13(6):721-724.
[4] Furness, S. et al. 2003. "Car Color and Risk of Car Crash Injury: Population Based Case Control Study." *British Medical Journal*. 327:1455-1456.

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