

# **Analysis of Drivers' Yielding Behavior and Attitudes at Unsignalized Crosswalks Based on Regional Characteristics**

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In Japan, accidents involving pedestrians crossing still account for a high percentage of traffic fatalities. One of the causes of these accidents is the low awareness of drivers of yielding to pedestrians at crosswalks. Although it is thought that drivers' yielding behavior varies depending on the road traffic environment and region, the relationship between these factors and drivers' yielding behavior is unclear. In this study, we analyzed the factors that influence drivers' yielding behavior at unsignalized crosswalks based on a web-based questionnaire survey, focusing on regional characteristics. As a result, it was confirmed that there were differences in the drivers' awareness of yielding to pedestrians and compliance behavior by region. It was also suggested that drivers' awareness of pedestrian priority, the status of yielding to pedestrians in their residential areas, and local customs such as raising hands and thanking pedestrians may influence yielding behavior. Furthermore, it was suggested that public awareness and traffic enforcement may be related to the promotion of yielding behavior.