Pedestrian Collisions Rise Sharply

In 2020, 6,516 pedestrians died and 54,769 were injured in car collisions. Over the last decade, pedestrian collisions have increased 51%, 4.3 times faster than other traffic deaths.

Possible factors leading to sharp increase
- Increase in distracted driving
- Increase in distracted walking
- Increase in speeding and other aggressive driving behavior
- Failure of pedestrians to cross at designated crosswalks

<table>
<thead>
<tr>
<th>Speed</th>
<th>Pedestrian risk of fatality when hit</th>
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<tbody>
<tr>
<td>24-33 mph</td>
<td>10%</td>
</tr>
<tr>
<td>54-63 mph</td>
<td>90%</td>
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</table>

Reduce your speed when driving around pedestrians

76% of pedestrian fatalities occur when it's dark. 50% occur between 6:00 p.m. and midnight.

At night:
- Slow down so you do not over-drive your headlights
- Use your high beams when possible
- Be cautious when driving around curves and making turns, as headlights do not track well

73% of pedestrian fatalities occur away from intersections. Don't let your guard down when you get through an intersection.

1/3 of pedestrian collisions occur when turning. Slow down and double-check for pedestrians, even when you have a green light.

82% of pedestrian fatalities occur in urban areas. Most fatalities occur on arterial roads with speed limits of greater than 35 mph.
Look for pedestrians everywhere — drivers expect pedestrians to cross at intersections and be in residential and commercial shopping areas. However, 73% of fatalities occur away from intersections and on arterial roads, where drivers do not expect them.

Always stop for pedestrians in a crosswalk, it is the law.

Do not pass vehicles stopped at a crosswalk — they may be stopped to allow pedestrians to cross.

Slow down to look for pedestrians at intersections.

Be careful when backing out of parking spaces — pedestrians may not be visible, and they may not recognize your vehicle is backing.

Be aware of blind spots all around your vehicle — pedestrians can easily be lost behind an A-pillar, particularly when turning.

Do not over-rely on automatic emergency braking

- Some systems are not designed for pedestrian detection.
- Those that are designed for pedestrian detection do not work well in the dark, when turning, or at speeds greater than 50 mph.

Watch for signs indicating children may be present.

31% of pedestrians killed had blood alcohol levels above the legal limit. Be particularly cautious around drinking establishments and events, and walking paths to and from them.

Distracted pedestrians and distracted driving: A lethal combination. Focus 100% of your attention on driving.

4 The National Academies of Sciences, Engineering, and Medicine, Pedestrian Safety Relative to Traffic-Speed Management, 2019.
5 Effects of automatic emergency braking systems on pedestrian crash risk Insurance Institute for Highway Safety, February 2022.

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