

Signs

Pedestrian Sign Safety

| Aug 28, 2017

Signs Matter For Pedestrian Safety

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CRASHES BY THE NUMBERS



5,000

Nearly 5,000 pedestrians are killed in traffic accidents each year.

In 2013 alone, a total of **4,653 PEDESTRIANS WERE KILLED** and **66,000 INJURED** in traffic crashes. That's an average of 1 pedestrian killed every 2 hours and injured every 8 minutes.



46

The average age of a pedestrian fatality



36

The average age of a pedestrian injured

236 of the total 4,735 pedestrian fatalities and 10,000 of the total 66,000 pedestrians injured were children **10-14 YEARS OLD**



SIGNS SAVE LIVES



Signs are an effective, low-cost way to increase pedestrian safety.

They warn drivers that foot traffic is prevalent in an area and reminds them to slow down.



