



GHSA PEDESTRIAN SPOTLIGHT

2025 preliminary data

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PEDESTRIANS INCLUDE EVERYONE ON FOOT

Civilians

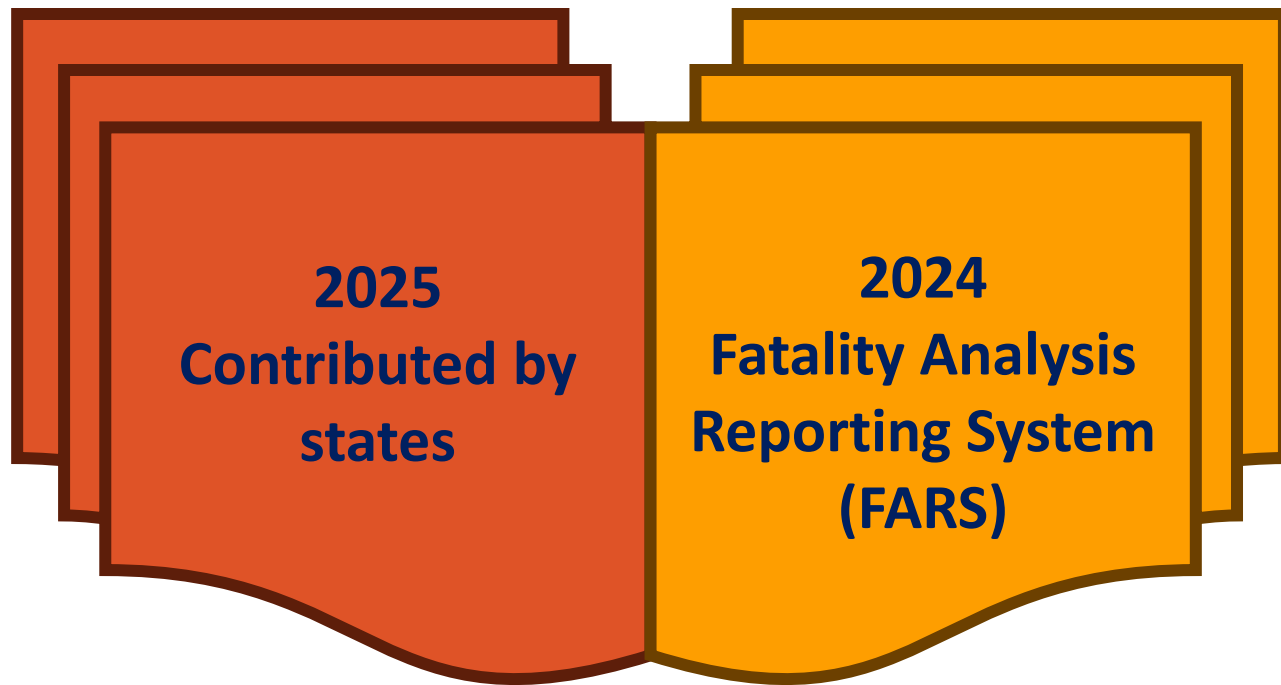
Maintenance and construction workers

First responders

Drivers who exited their vehicles



EVERY FATALITY IS A PERSON



TWO DATA
SOURCES

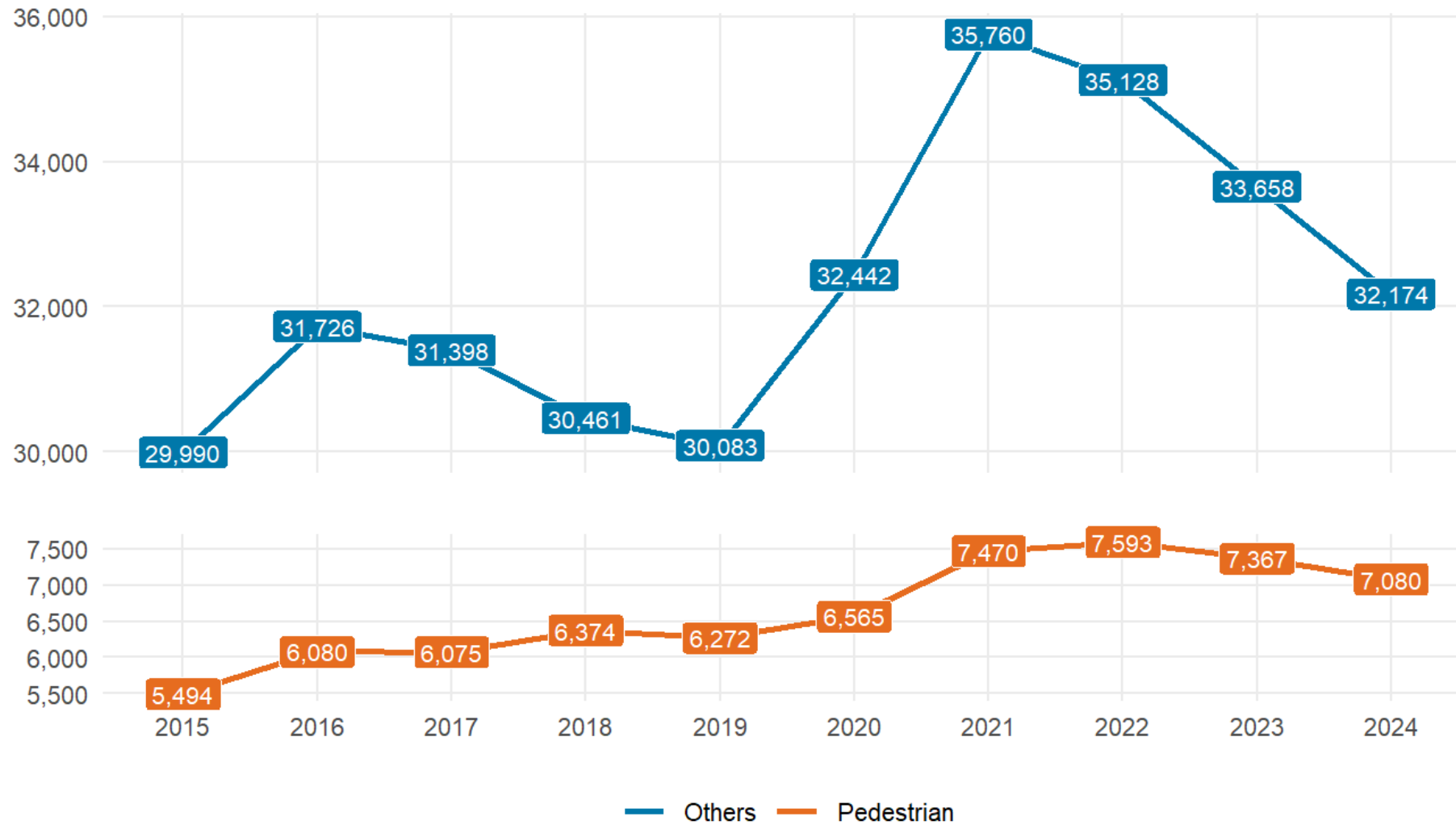
6,732 LIVES LOST IN 2025

PROJECTED

toXcel

Scientific Excellence to Serve Others

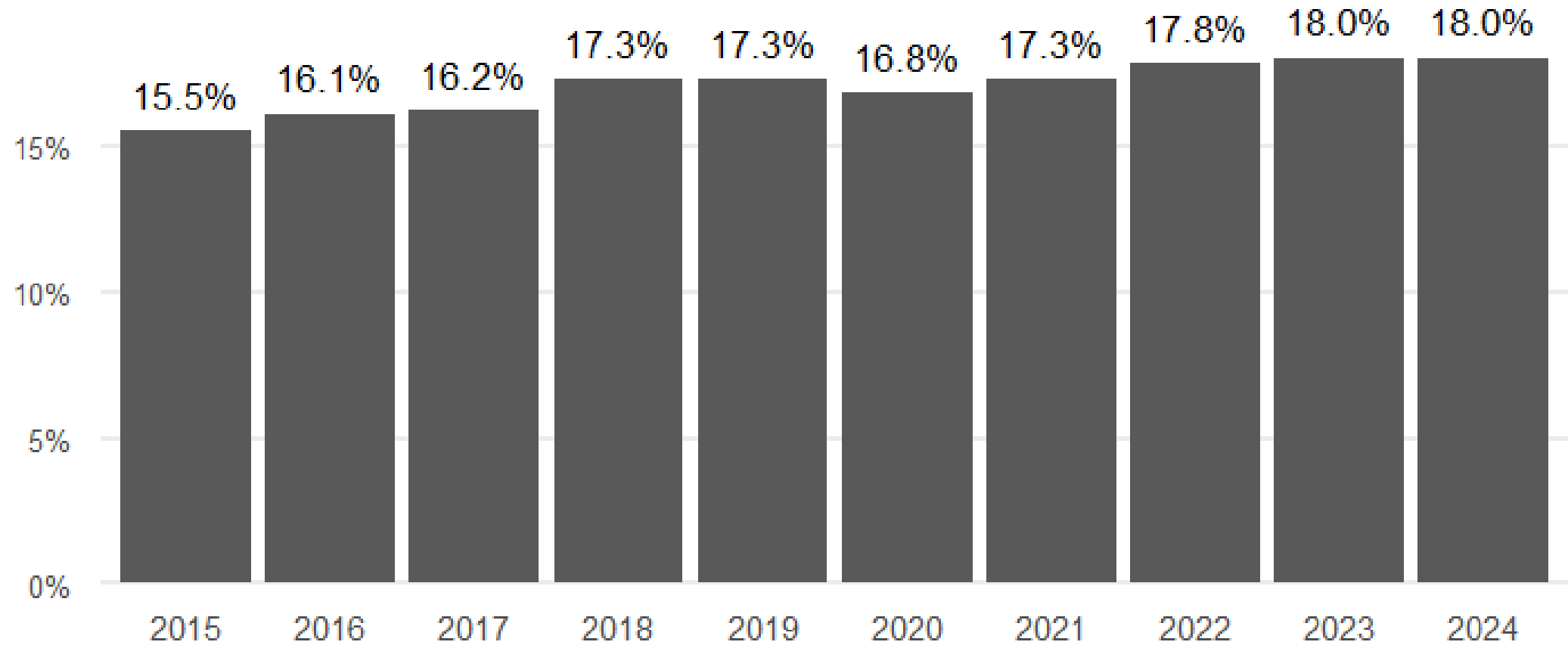
THE GOOD NEWS



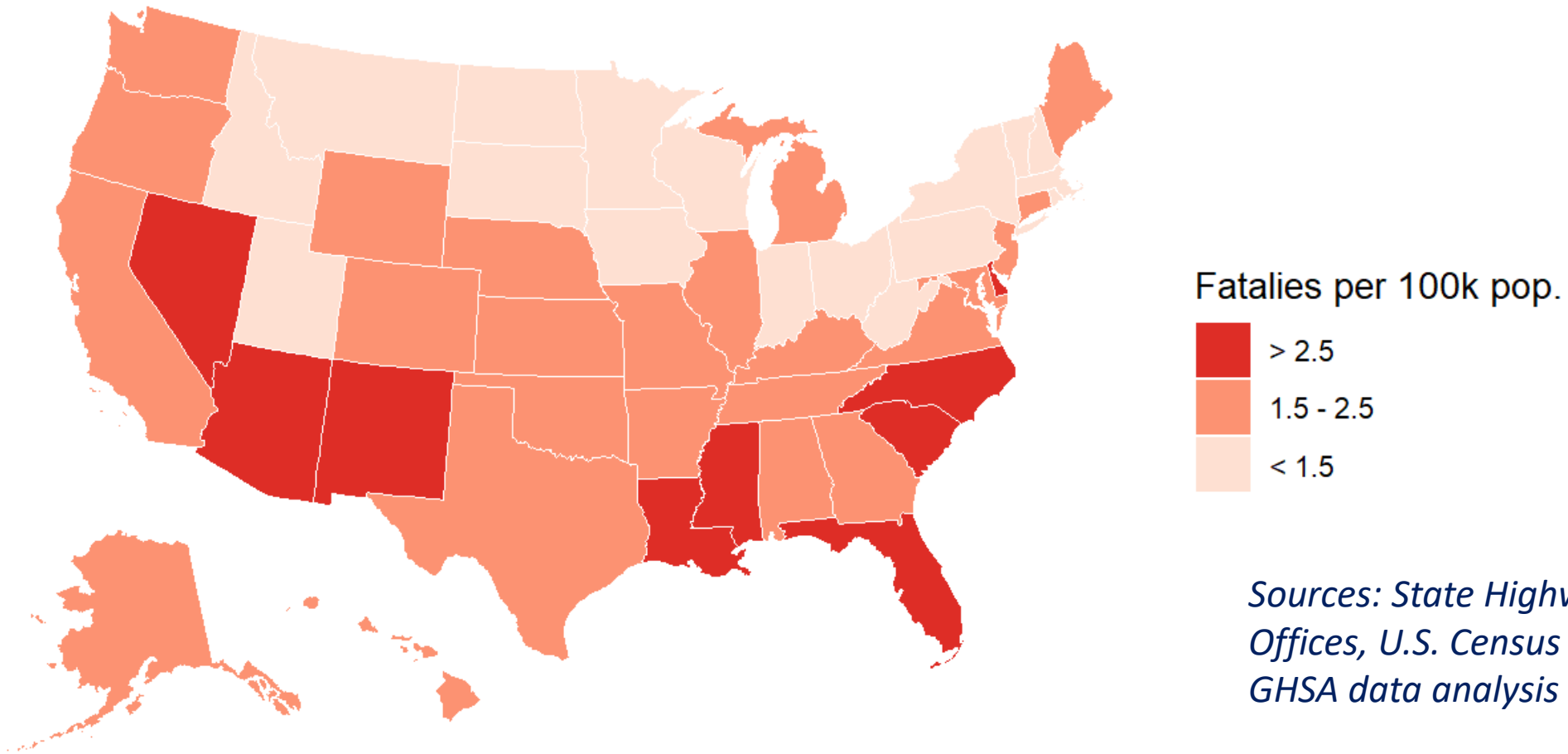
Source: FARS

THE NOT-AS-GOOD NEWS

Source: FARS

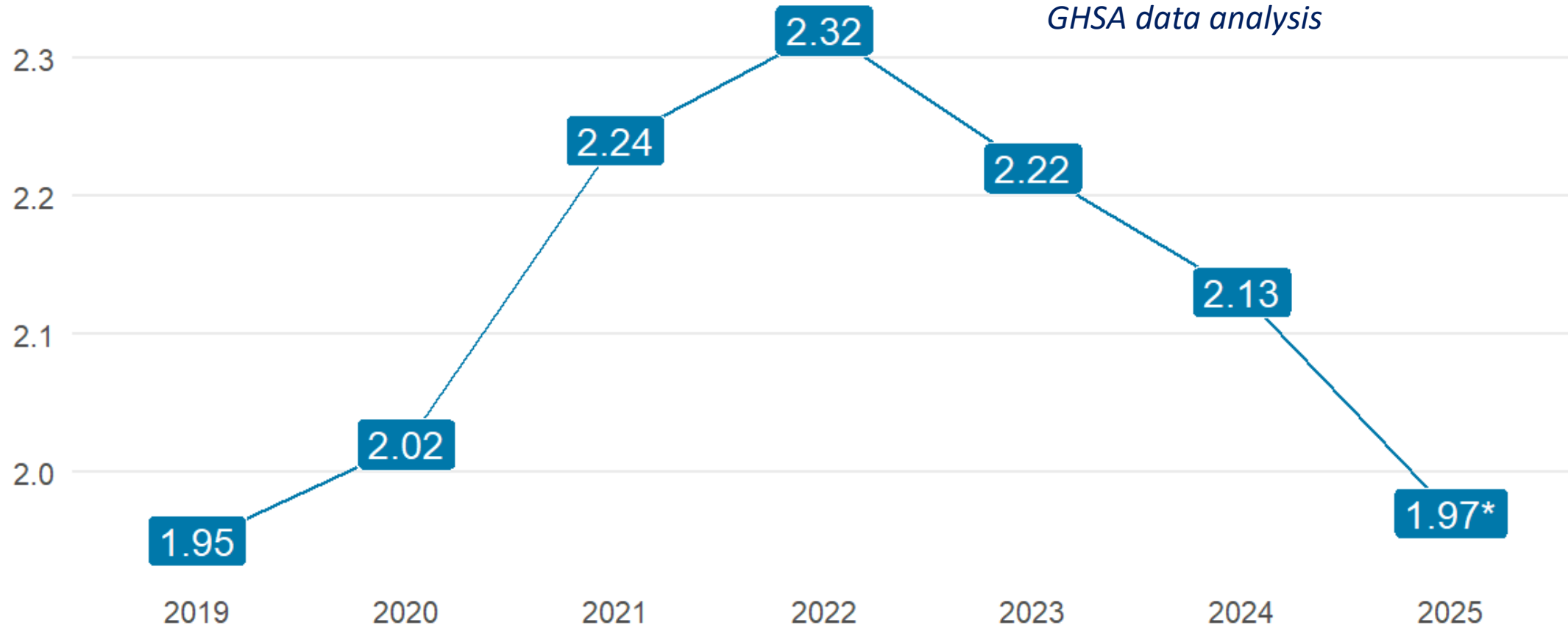


PROJECTED PEDESTRIAN FATALITY RATES JANUARY-DECEMBER 2025



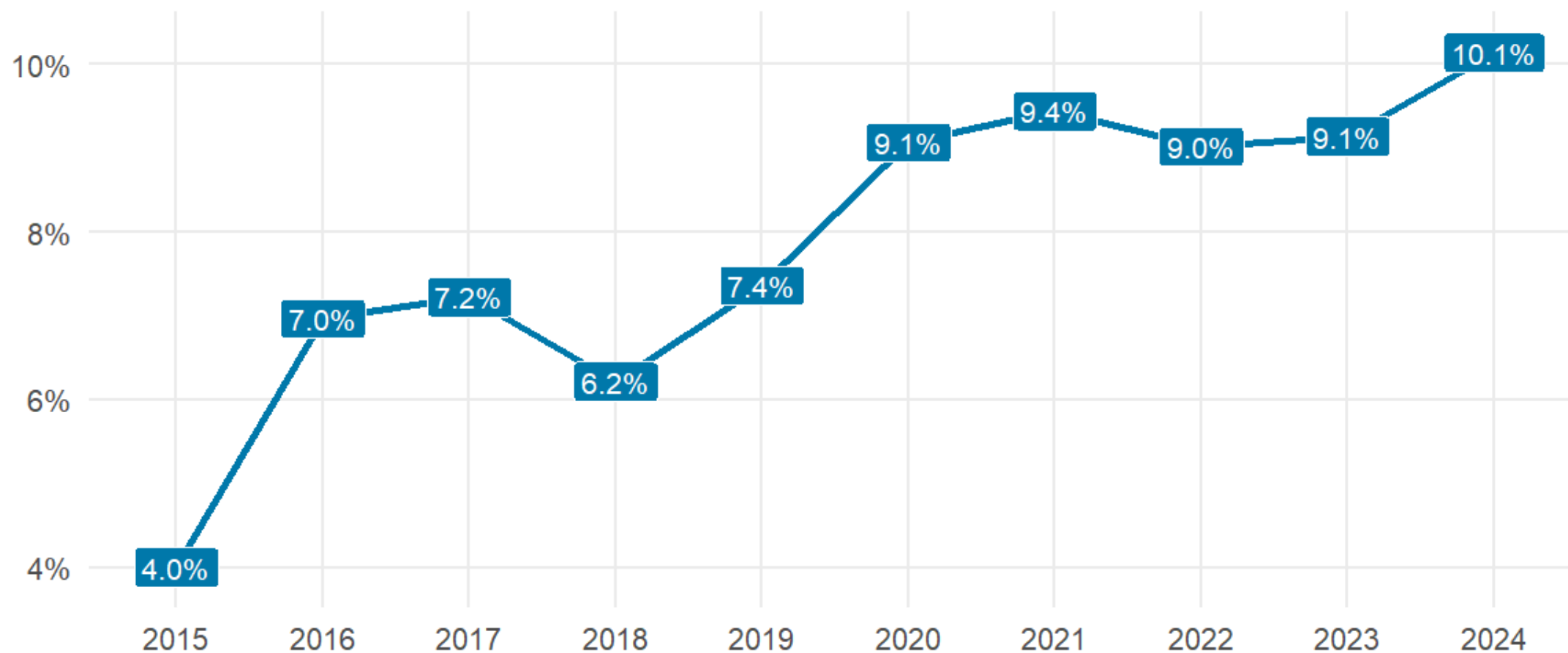
PEDESTRIAN FATALITIES PER 100,000 POPULATION, JANUARY-DECEMBER, 2019-2025 *PROJECTED

*Sources: State Highway Safety
Offices, U.S. Census Bureau and
GHSA data analysis*



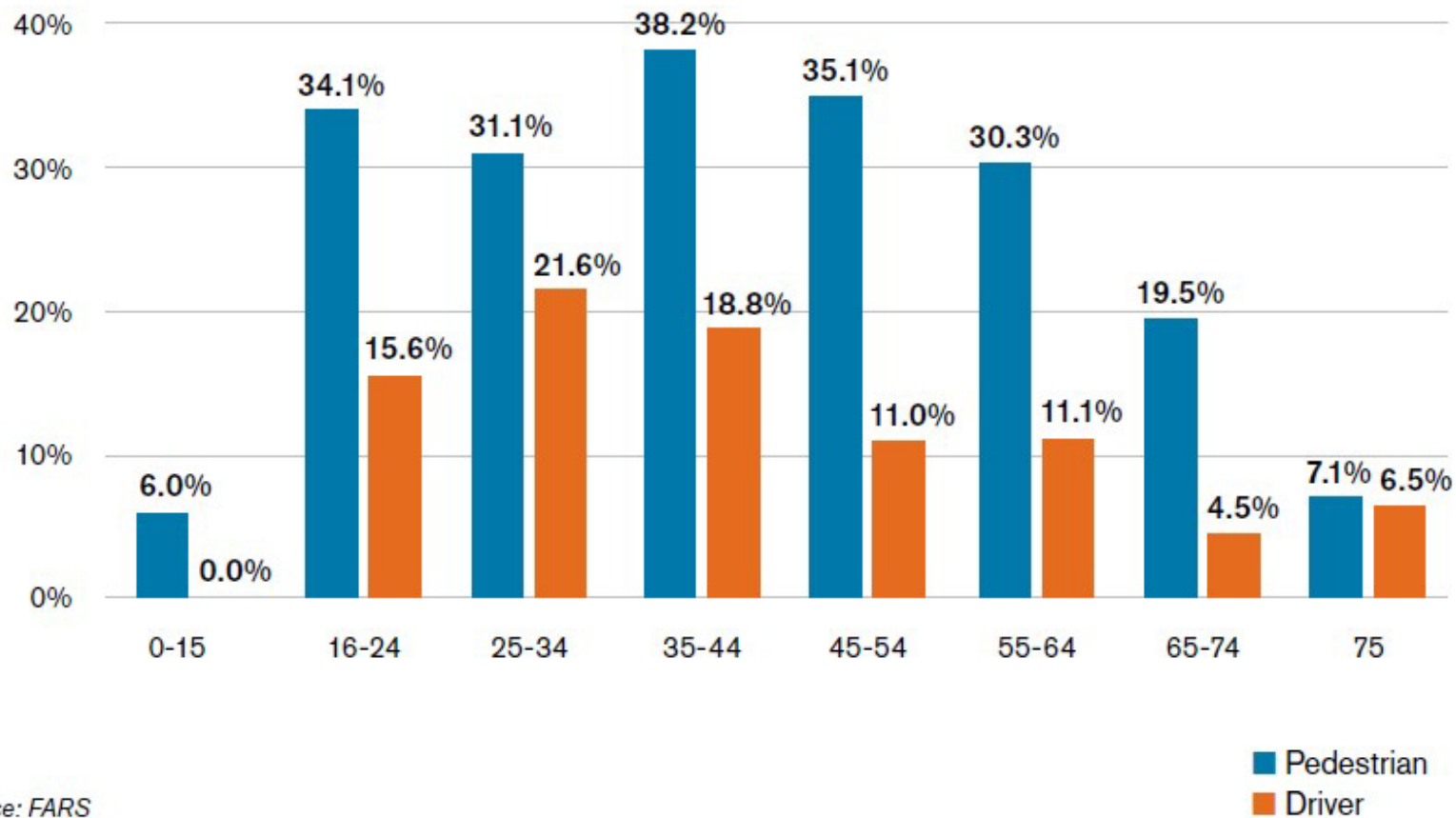
PERCENTAGE OF PEDESTRIAN CRASHES INVOLVING A FATALITY, 2015-2024

Source: CRSS



% OF PEDESTRIAN FATALITIES WITH DRIVER OR PEDESTRIAN BAC > .08, BY AGE GROUP, 2024

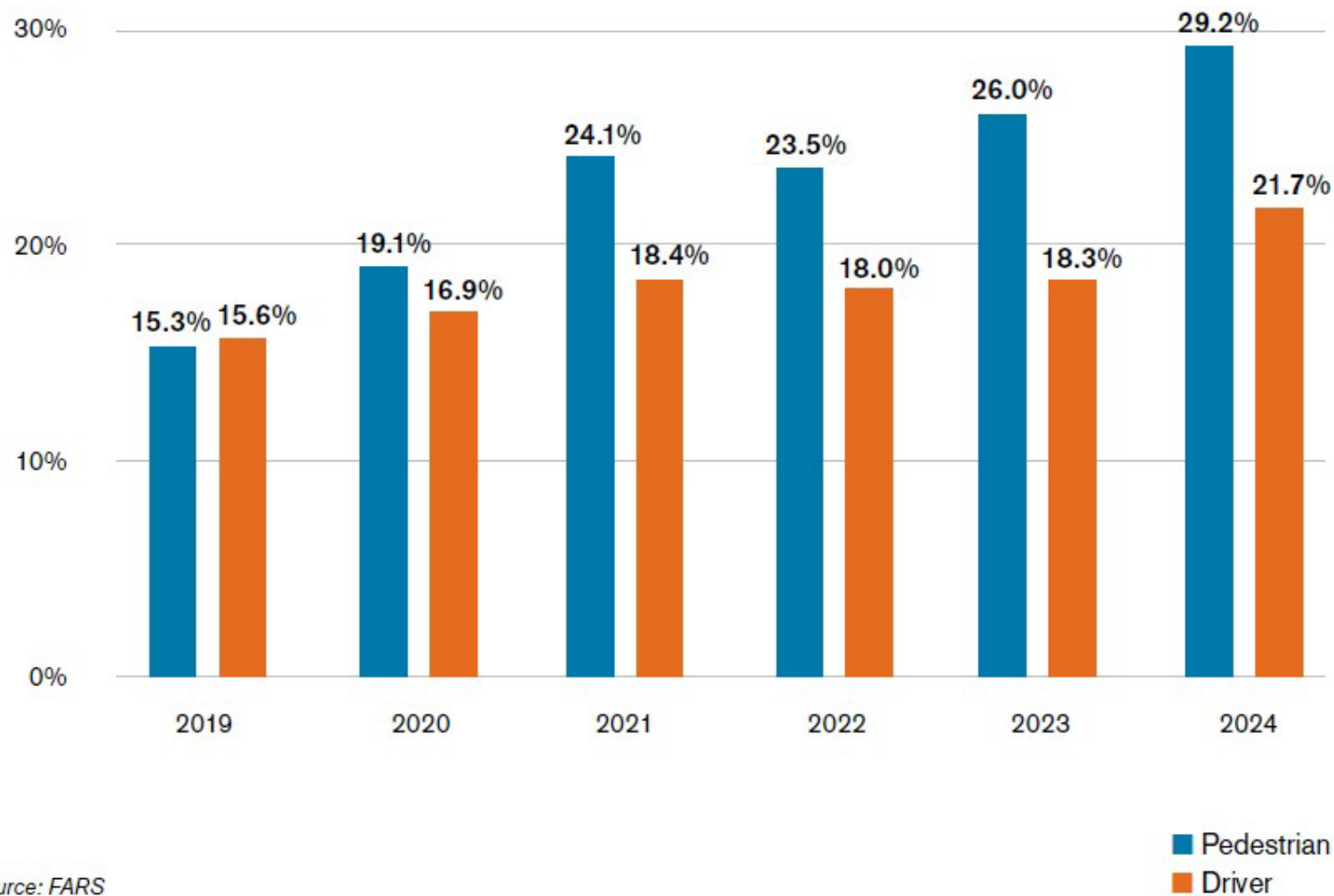
- Pop Quiz: Who is more likely to have been impaired? The driver or the pedestrian?



Source: FARS

% OF PEDESTRIAN
FATALITIES WITH
DRIVER OR
PEDESTRIAN BAC >
.08, BY AGE
GROUP, 2024

Source: FARS



Source: FARS

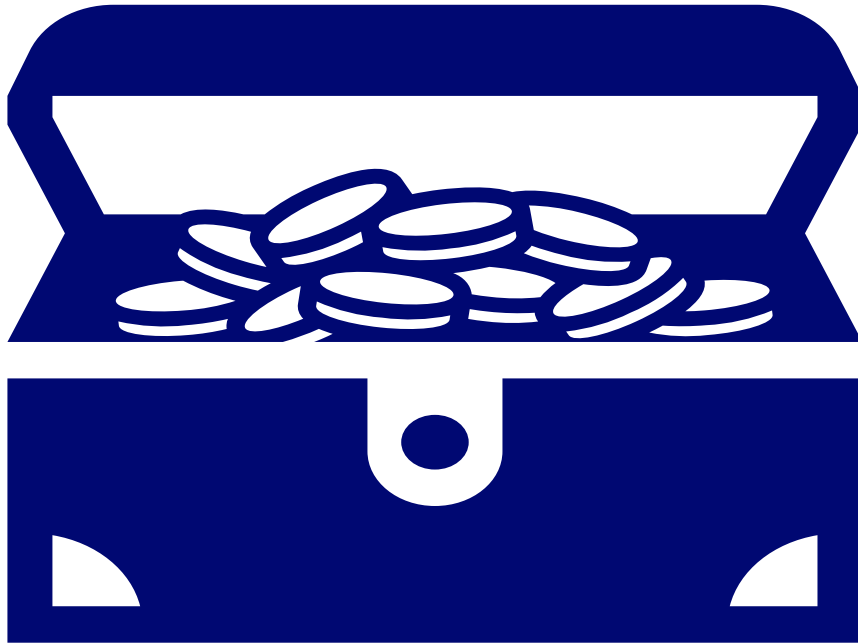
% OF PED CRASHES INVOLVING DISTRACTION 2019-2024

Source: FARS

ADDITIONAL RISK FACTORS

- **Nighttime:** 76.5% of fatalities happen at night
- **Busy roads:** 63% of fatalities happen on principal and minor arterials
- **No sidewalks:** 62% happen where there are no sidewalks noted.
- **Trucks:** Light trucks (pickups, vans, SUVs) are the striking vehicle in about 50% of pedestrian deaths
- **Rural roads:** Fewer crashes here (16% vs 84%), but they are more likely to be fatal.

\$93,702,221,160



*Sources: Blincoe et al., 2023; U.S. Bureau of Labor Statistics.
Costs adjusted for inflation.*

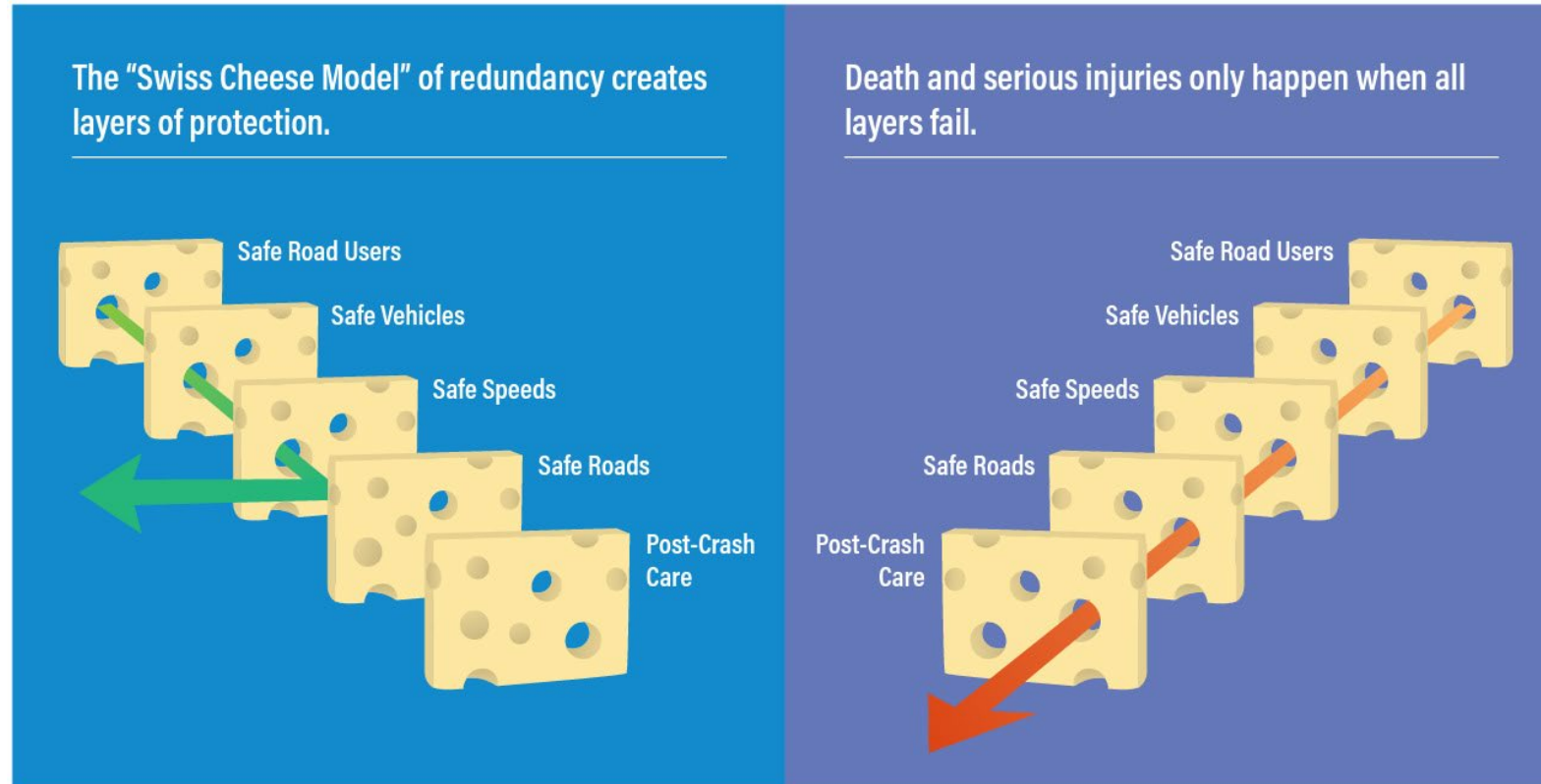
2024 TOTAL COST OF PEDESTRIAN FATALITIES

Yes.

That is billion with a B.

Find your state in the report.

EACH LAYER IS AN OPPORTUNITY



THANK YOU

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