

## **Distracted Pedestrians**

Once pedestrians flourished stout sticks and walking canes; now thanks to smartphones and mobile devices, many text while they stroll, and that can lead to distracted street-crossing, a new survey finds.

The survey is from Boston-based Liberty Mutual Insurance. According to the Liberty Mutual Insurance Pedestrian Safety Survey, 60 percent of pedestrians walk while texting, e-mailing, talking on the phone, or listening to music despite the fact that 70 percent of respondents consider those behaviors to be dangerous.

In 2010, there were 4,280 pedestrian deaths in traffic crashes, a 4 percent increase from the previous year, said Liberty Mutual, citing industry data.

The [press release about the survey](#) included a statement from David Melton, a driving safety expert with Liberty Mutual Insurance and managing director of global safety.

‘The reality is that neither drivers nor pedestrians seem to actually realize the dangers of their distracted behaviors,’ Melton said. ‘The fact that drivers and pedestrians continue to engage in dangerous habits, despite claiming to recognize the risk, suggests that the majority of Americans are taking a cavalier, ‘it won’t happen to me’ attitude. As the weather warms up and we head into the summer driving season, pedestrians and drivers need to take extra precautions to ensure the safety of everyone on the roads, whether on foot or behind the wheel.’



# 3 in 5

# PEDESTRIANS PRIORITIZE SMARTPHONES OVER SAFETY WHEN CROSSING THE STREET

Yet pedestrians rank smartphone use as the most dangerous distracted crossing behavior



## PEDESTRIANS' PERCEPTION OF DANGEROUS BEHAVIORS



### Pedestrians admit to dangerous crossing behavior despite knowing risk



PEDESTRIANS THAT ENGAGE IN ACTIVITY

PEDESTRIANS THAT FIND THE ACTIVITY DANGEROUS

Talk on the phone while crossing the street **51%** vs **26%**

Text or email while crossing the street **26%** vs **55%**

Listen to music while crossing the street **34%** vs **25%**

 60% of pedestrians use smartphones when crossing the street

### Drivers admit to behavior endangering pedestrians despite knowing risk




DRIVERS THAT ENGAGE IN ACTIVITY

DRIVERS THAT FIND THE ACTIVITY DANGEROUS

Talk on a cell phone while driving **70%** vs **59%**

Read or send text messages while driving **38%** vs **90%**

Listen to music at high volumes while driving **64%** vs **33%**

 Pedestrian deaths in traffic crashes rose 4% from the previous year to 4,280 in 2010 according to the latest data from the National Highway Traffic Safety Administration.

For more information, visit [www.LibertyMutual.com](http://www.LibertyMutual.com)