**Pedestrian Distractions Study**

After years of decline, pedestrian deaths are on the rise again with 4,735 fatalities in 2013 (NHTSA).Researchers estimate that since 2005, the number of injuries attributed to distracted walking, specifically texting, has doubled to more than 1500 serious injuries among pedestrians. Often referred to as ‘pedtextrians’, this growing population is cause for concern, but not the only issue when it comes to pedestrian injuries and fatalities.

A study conducted by Safe Kids Worldwide reported that out of the 1,000 13-18 year olds surveyed - 40% reported being hit or almost struck by vehicle operators. 47% of those that reported being hit or almost struck stated that they were listening to music while crossing the street. There is very little research on the use of headphones while walking, and most of us do it- especially when running or jogging in our own neighborhoods. Researchers emphasize the dangers of cognitive, manual and visual distractions while driving, but it seems as though the same principals need to apply while walking- especially when crossing the street with your headphones on.

## Sources

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