



# OHIO DEPARTMENT OF TRANSPORTATION

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In 2007, 23 percent of the U.S. population lived in rural areas; however, rural fatalities accounted for **57 percent** of all traffic fatalities in 2007. Over **28 percent** of pedestrian fatalities occur in rural areas. While relatively rare, pedestrian impacts in rural areas are **much more likely to result in fatalities** or serious injuries.

Rural roads are more dangerous because:

- Vehicles travel faster on rural roads than in urban settings
- Narrow shoulder and usually no sidewalk
- Poor visibility due to rural landscape
- Absence of crosswalks
- Inadequate overhead lighting
- Large percentage of accidents are alcohol related

## FIVE SAFETY TIPS FOR PEDESTRIANS ON RURAL ROADS

- Be aware and always walk towards traffic
- Wear retro-reflective clothing
- Only cross where there is good visibility to traffic
- Keep to safer off-road routes when possible
- Walk behind a guardrail when possible

