TOP 10
REASONS TO STOP ON RED

1. Red-light running is dangerous. *Source*

2. Between 2004-2013, an estimated 7,799 people were killed from red-light running incidents. *Source*

3. The cost to society of all crashes exceeds $230 billion annually. *Source*

4. One in three Americans know someone who has been injured or killed in a red-light running crash. *Source*

5. Motor vehicle crashes are the leading cause of death for children age 4 and the second leading cause of death for children age 3 and 5-14. *Source*

6. About half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in other vehicles that are hit by the red-light runners. *Source*

7. In 2013, more than 697 people were killed and an estimated 127,000 were injured in crashes that involved red-light running. *Source*

8. Motorists in urban areas are more likely to be injured in crashes involving red-light running than in any other type of crash. *Source*

9. Red-light runners are more than three times as likely as other drivers to have multiple speeding convictions on their driver records. *Source*

10. More than 36 percent of drivers continue to run red-lights and take risks, despite the fact that 55 percent of the participants said it is a very serious threat and 73 percent acknowledged that running red-lights is unacceptable. *Source*

NCSR National Coalition for Safer Roads

STOP ON RED WEEK AUGUST 2–8, 2015