



# SECRETS OF ATTORNEY MARKETING

## ***The Impact Of Pedestrian And Cyclist Accidents Rising Across The United States***

Data from the National Highway Traffic Safety Administration indicates a slight decline in vehicle accident deaths...

Meanwhile, the rate of pedestrian and bicycle accident deaths hit a 34-year high in 2022.

The most recent statistics reveal that:

- 800+ cyclists are killed on U.S. roads each year.
- Over one million children are hospitalized yearly for bicycle-related accidents.
- 87% of those killed in bicycle accidents were men.
- 37% of all bicycle accidents involved a drunk driver or a drunk cyclist.
- 70% of all fatal bicycle accidents happen on urban streets.

What's more, California and other states have instituted new laws in the past year (such as decriminalizing J-walking) that will likely cause pedestrian and bike-related incidents to keep rising.

### ***How Does This Affect Your Practice?***

As the number of pedestrian and cyclist accidents leading to injuries and deaths continue to skyrocket, there's never been a better time to ramp up marketing efforts targeting potentials who will need your services now more than ever.

These cases involve serious physical injuries, which increases the likelihood of a higher settlement value, meaning that you can help your clients find the coverage they need and turn a better profit for your business.

By starting to focus on this marketing strategy now, in early 2023, you'll be poised as bike and pedestrian accidents across the country are more inclined to rise as the weather warms up and more people take to the streets.

To do this, you might consider adding content to your site that answers questions like:

- What Can I Do if I Was Hit By An Uninsured/Underinsured Driver?
- Can I Sue The City For My Bicycle Accident Injuries For Lack Of Proper Signage?
- Do I Still Have A Pedestrian Accident Injury Claim If I Was Jaywalking?

### ***What Do You Think?***

With trends changing steadily and consistently, it can be difficult to adjust. How will these changes affect your firm and your areas of practice?

If you handle these kinds of claims already, have you noticed where these accidents tend to occur and how? How could you use that answer to position your firm at the corner of this growing need?

*Something worth exploring as we settle into the new year...*

***Want To Learn More? Take A Look At Our Sources.***

**[Bicycle Accidents - Chicago Injury Law](#)**

**[Elevated US traffic deaths slipped in 1st 9 months of 2022 | AP News](#)**

**[The Exceptionally American Problem of Rising Roadway Deaths - The New York Times \(nytimes.com\)](#)**

**[UC Davis students promote bike safety as accidents increase | abc10.com](#)**  
**[SUVs and Pedestrian Accidents: Does it Cause More Accidents? \(lombardiandlombardi.com\)](#)**

**[Pedestrian Accidents - Walker Texas Lawyer](#)**

***What Impact Could Jaywalking Decriminalized Reforms In California Have?***  
***(ehlinelaw.com)***

***New Laws That Could Impact You in 2023 - The Dominguez Firm***