The Fear Factor in
Marketing & Politics

Leading Causes of Death in the U.S.

As fear-provoking politicians focus on terrorism, Americans are more likely to get killed falling out of bed, or getting struck by a falling tree.

Cause	Count		Cause	Count
Heart Disease	487439		Unintentional Poisoning	25198
Cancer	469469		All Drug Abuse	19840
Tobacco	277699		Homicide	13329
Obesity	243582		Prescription Drug Overdose	11901
Medical Errors	199510		Murder by gun	9119
Stroke	105607		Texting while Driving	4752
Lower Respiratory Disease	113415		Pedestrian	3967
Accident (unintentional)	107948		Fire Related	2777
Hospital Associated Infection	78549		Malnutrition	2199
Alcohol	79343		Domestic Violence	1158
Diabetes	60688		Smoking in Bed	619
Alzheimer's Disease	74218		Falling out of Bed	475
Influenza/Pneumonia	43818		Killed by Falling Tree	118
Kidney Failure	33928		Struck by Lightning	65
Blood Infection	26551		Radical Islamic Terrorism	49
Suicide	33937		Mass Shooting Domestic	24
Drunk Driving	26824		Pokemon Go	2

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