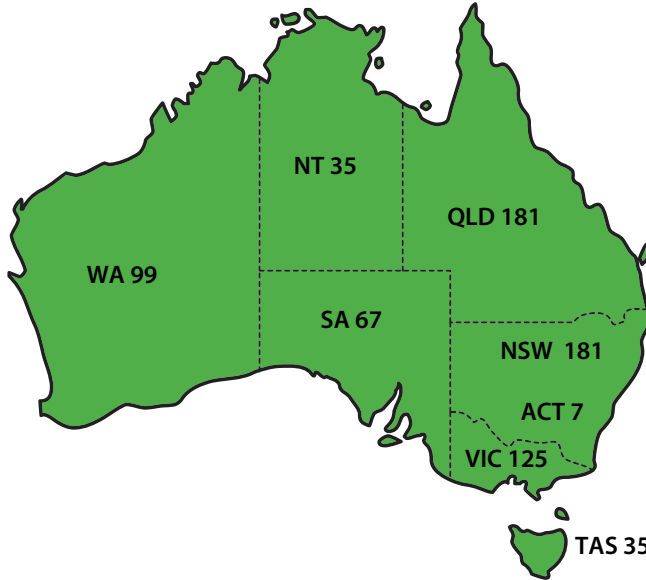


730 lives were lost on rural roads in 2021



Almost **2 in 3** road deaths occur on rural roads.

Despite less than a third of Australia's population residing outside major cities, deaths on rural roads accounted for 65% of last year's road toll.

NEW RESEARCH



55% Drivers



18% Passengers



17% Motorcyclists



6% Pedestrians



3% Cyclists



1% Other Road Users

More than 55% of road deaths on rural roads are drivers

85% of Australians are planning a road trip in the next year, yet:



6 in 10 drivers don't put their car in for a service before heading on a road trip



almost 9 in 10 are unprepared for what to do if faced with dangerous weather

4 in 10 drivers admit they are more dangerous on rural or remote roads:

zzz

61% Driving fatigued



37% Speeding



11% Using a mobile phone

The main reasons drivers are more likely to break a road rule when in rural areas are:

- Believing it was safe to do so
- Being distracted
- Trusting they won't get caught by police

#ChooseRoadSafety