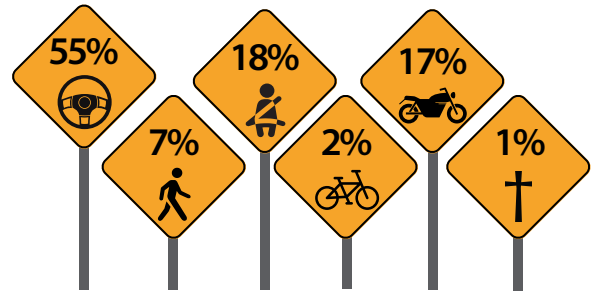


773 lives were lost on rural roads in 2022

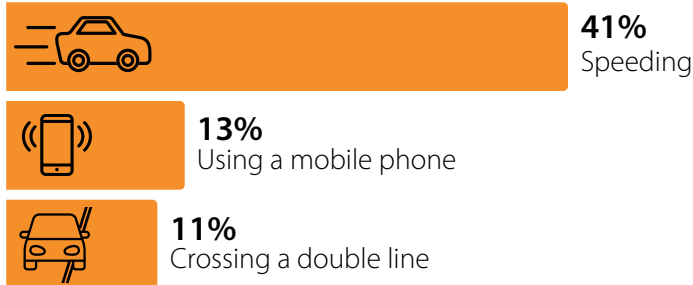


More than half of road deaths on rural roads were drivers

† denotes other road users

NEW RESEARCH

51% of drivers admit to breaking road rules when travelling on rural roads:



1 in 4 rural drivers struggle to maintain focus due to fatigue:



58% don't plan rest breaks during their journey

10% have experienced moments of microsleep, where they are awake but unable to recall driving

Drivers are calling on greater education and awareness to make roads safer:



97% believe a 'thank you wave' could contribute to improved road safety

46% believe more road safety education is needed



66% of drivers have experienced some form of dangerous situation while travelling on rural roads, however:



8 in 10 have no plans if their car breaks down



6 in 10 don't have fuel stops planned out



4 in 10 don't check the weather ahead of their trip