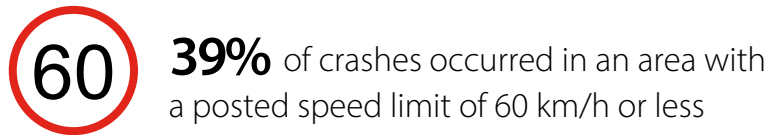
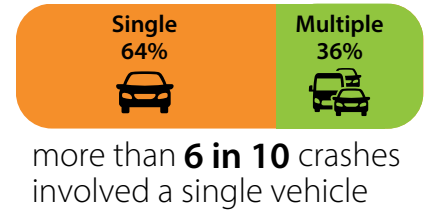
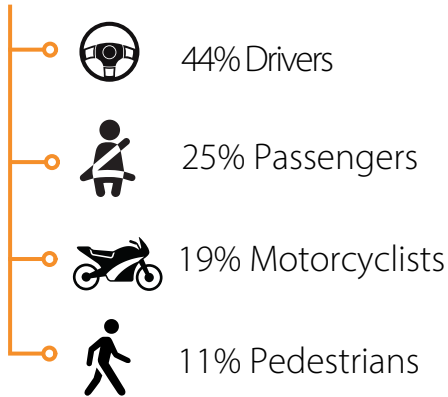


36 lives were lost on our roads during the Christmas period in 2022*

More than half of road deaths were not drivers:

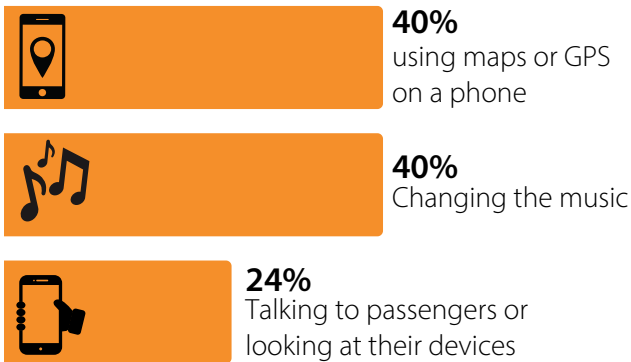


*Christmas period is defined as the 12-day period from 23 December 2022 - 3 January 2023

2023 ARSF RESEARCH

DISTRACTION

Reasons drivers are looking away from the road include:



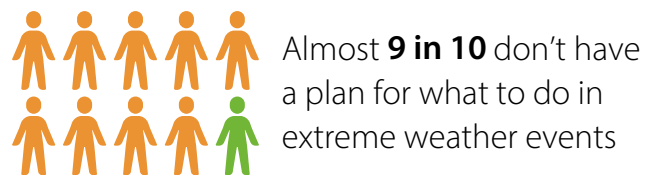
RISKY BEHAVIOURS

62% of Australians admit to taking risks on the road

46% revealed safety isn't always top of mind when using the road

17% have felt fatigued whilst driving but pushed on in an effort to reach their destination sooner

Drivers are showing a lack of resilience if faced with unexpected dangers:



Data sourced from BITRE as at October 2023 and research conducted by Pure Profile on behalf of the Australian Road Safety Foundation, March 2023 and June 2023, representative by gender, age and location of Australian drivers aged 18 years and over