



lives were lost on Australian roads in 2023



More than half the lives lost were not drivers:



611 drivers



251 motorcyclists



210 passengers



159 pedestrians

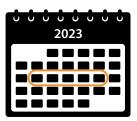


35 cyclists

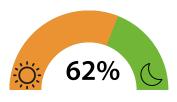


7 other road users





63% of fatalities occurred on a weekday



62% of fatalities occurred during the day

NEW RESEARCH

8 in 10 think road safety messages have had a positive impact on their behaviour:

49% believe this has had a lasting impact

33% believe it has improved their behaviour at least short-term

3 in 4 are inspired to think or act more responsibly when confronted with the road toll

More than **two-thirds** of drivers admit to breaking road laws:





#ChooseRoadSafety

Research conducted by Pure Profile on behalf of Australian Road Safety Foundation between 12-27 March 2024 with a sample size of n=1513 adults aged 18+ years. Data sources from BITRE as at 15 February 2024