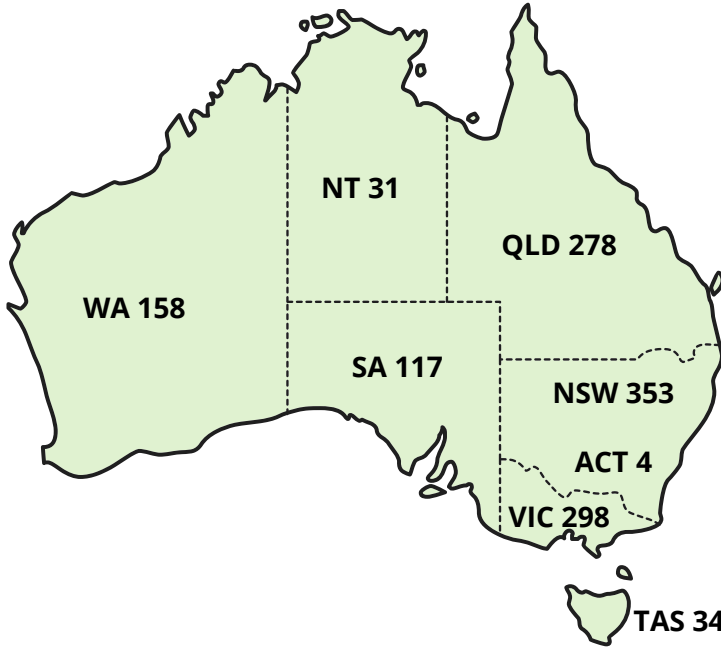
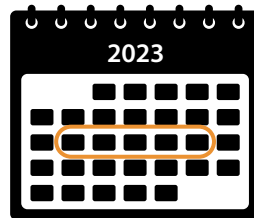


1,273 lives were lost on Australian roads in 2023

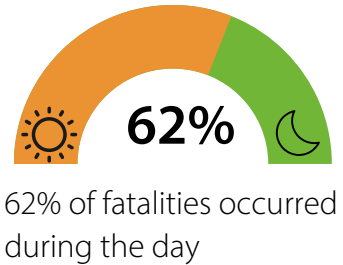


More than half the lives lost were not drivers:

- 611 drivers
- 251 motorcyclists
- 210 passengers
- 159 pedestrians
- 35 cyclists
- 7 other road users



63% of fatalities occurred on a weekday



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:

- 48%** speeding
- 32%** driving fatigued
- 27%** using a phone