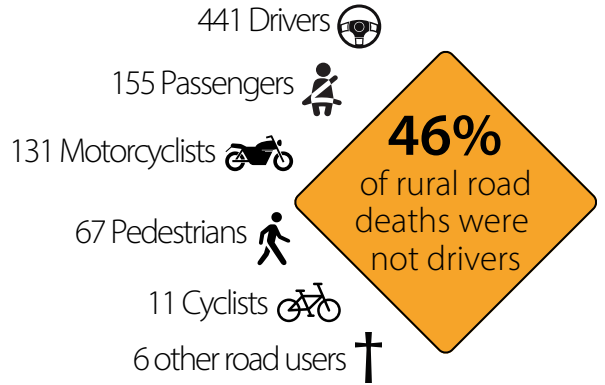
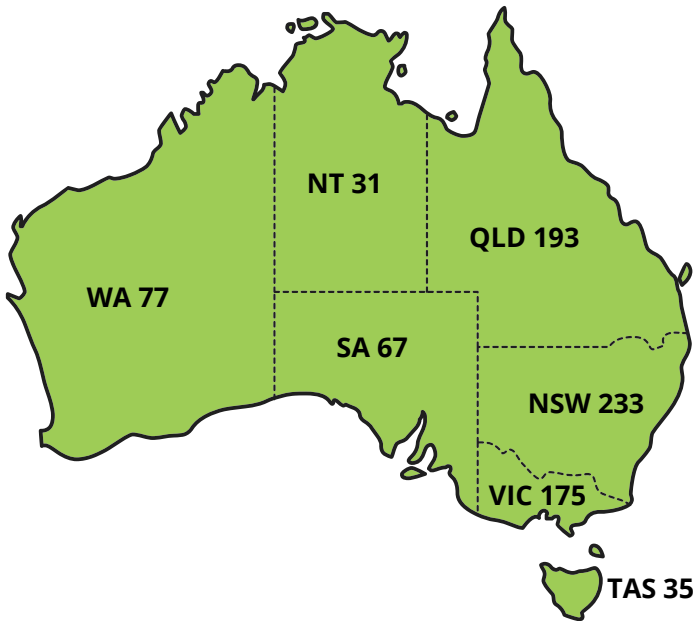




811 lives were lost on rural roads last year making up 64% of the 2023 road toll



NEW RESEARCH

93% of Australians have used a regional, rural or remote road in the past year, yet:



6 in 10 don't pack emergency supplies



Almost **5 in 10** don't check the weather forecast

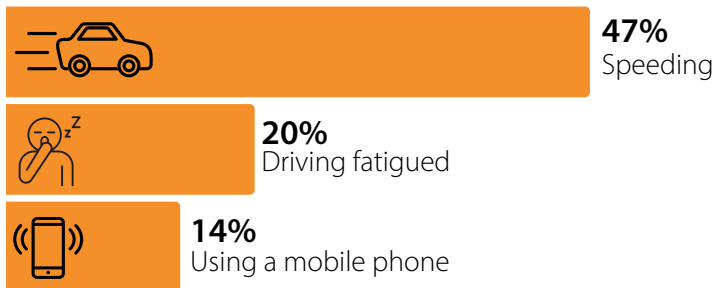


5 in 10 don't plan rest stops to combat fatigue



Almost **4 in 10** don't do a pre-journey vehicle check

50% of drivers admit to breaking road rules when travelling on rural roads:



Unsafe behaviour is driving increased risk on rural roads:

- More than a third (34%) of metropolitan drivers admit to being less vigilant about road safety in regional areas, compared to 24% of local rural drivers
- Australian drivers are breaking laws on rural roads because they believe it's safe (41%) and they won't get caught (11%)

A continued focus on road safety campaigning can help curb dangerous behaviour and attitudes:

89% say road safety messaging makes them a better road user

47% recognise their individual behaviour has the greatest impact on road safety