

Embargoed until 1 August 2020

**RURAL ROAD SAFETY MONTH 2020
NATIONAL FACT SHEET**

Despite smaller population numbers, rural road fatalities make up two thirds of the annual death count:

- Interestingly, when it came to improving city or regional roads, Australians believe that a change in attitudes and behaviours would have a greater impact in cities (54%), but not as much in regional areas (33%).
- This is despite the fact that 78% of both metro and regional drivers admit to dangerous driving behaviour generally, and a similar number of metro (21%) and regional (22%) confess to being more likely to break a road rule in rural areas.
- Speed, fatigue and drunk driving are the top three dangerous driving behaviours that are more likely to impact rural drivers than city drivers.
- However, it's also dangers beyond just the driver's seat creating added risk in rural areas. In fact, rural residents were also more likely to ride bicycles and scooters without a helmet, as well as ride these after a few drinks.
- It's important to note, however, that dangerous road behaviours occur *less frequently* in rural areas compared to city streets and still more fatalities happen in regional areas. This goes to show that even one dangerous choice can have grave consequences.

There's also a clear difference between understanding and attitudes:

- It's actually more metro drivers who wrongly believe that rural roads are safer than city streets and motorways, compared to country counterparts.
- Added to this, 47% of metro drivers wrongly believed more road fatalities occurred in city areas, compared to just 34% of rural drivers.
- Metro drivers believed it was higher speeds that created the greatest risk on rural roads, whereas local regional drivers were most likely to recognise the impact of increased hazards (fallen branches, wildlife etc) and fatigue.
- Not getting caught was the key reason for increasing dangerous behaviour on rural roads – and most prevalent among local drivers (21% compared to 18% of metro respondents).
- On rural roads, it was local drivers who were more cognisant of their behaviour causing harm to others, whereas metro drivers were more likely to only be concerned with doing harm to themselves.
- Speed was the number one dangerous driving behaviour that all Australians were prepared to risk on rural roads more than city streets (24% v 16%).

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- BITRE Road Deaths Database, 2020 calendar year
 - Research conducted by Pure Profile on behalf of the Australian Road Safety Foundation, April 2020, n=1001 nationally representative by gender, age and location of Australian drivers aged 18 years and over