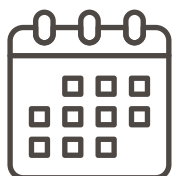




Rural
Road Safety
Month

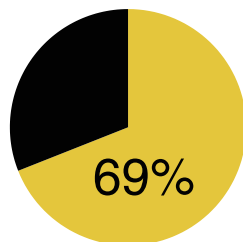
2025 ROAD DEATHS

1 January - 31 December 2025



906

people were killed on rural
Australian roads in 2025.



more than

2 in 3

of 2025 fatalities
happened in a rural area.

Common Offences on our Rural Roads

53%

admit to breaking a
road rule on a
country road.

36%

Speeding



21%

Driving fatigued



15%

Using a mobile phone



False sense of safety on Rural Roads is dangerous

35%

believed it was safe to break
a road law on a country road



33%

drive on rural and remote
roads weekly.



27%

believe country roads are
safer than city streets



Australian Road Users Dangerously Unprepared

(63%)

don't fuel
up

(58%)

don't check
vehicle

(53%)

don't check
weather

(50%)

don't charge
phones

Change is Possible

The strongest message is personal:

48%

of drivers would take more care
knowing their actions could
prevent someone getting home to
their loved ones.

42%

road users agree that
regional road deaths are
preventable and

46%

say road safety messaging
encourages them to drive
safer



Australian
Road Safety
Foundation

www.arsf.com.au

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