

19% of people in the U.S live in rural areas

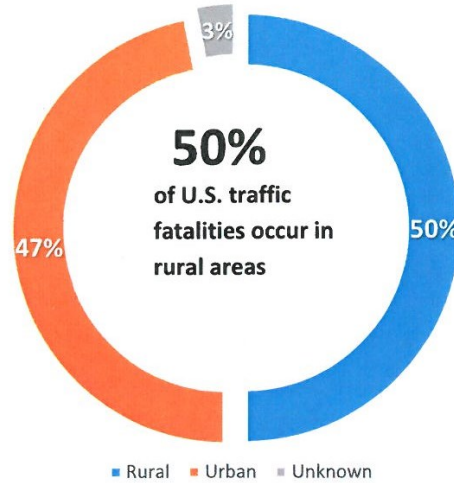


of total vehicle miles traveled in 2016 were in rural areas



$\frac{2}{3}$ of rural pickup fatalities are un-restrained

$\frac{1}{3}$ of federal money goes to rural highways



THE FATALITY RATE IS
2.5X
 HIGHER PER MILE
 TRAVELED IN RURAL AREAS



Rural roads are more likely to have outdated design and layout, making small errors deadly

Roads are likely to be **narrow** and have geographical challenges for engineers



Rural crashes are often more severe and occur further from hospitals



54% of rural traffic accidents happen during the day

And **45%** at night



RURAL ROADS

Rural roads have disproportionately high frequencies of fatal and debilitating traffic incidents compared to their population and traffic density.

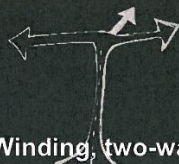


With longer routes to hospitals, rural residents are more likely to die en route or at the scene, especially with increased severity of rural crashes

UNIQUE RURAL ROADWAY HAZARDS:

LARGE

slow equipment



Winding, two-way roads with unmarked driveways and field entrances



More livestock and wildlife present

Drivers speed and skip seatbelts more frequently



2017 - Seat belt use rate- <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812546>

Rural/urban comparison of traffic fatalities - <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812521>

Many of the rural traffic fatalities occur in proximities close to urban areas <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/811196>

urban areas are 50,000 people or more- <https://www.census.gov/geo/reference/ua/uafaq.html>

<https://www.npr.org/2009/11/29/120716625/the-deadliest-roads-are-rural>

<https://www.fhwa.dot.gov/policy/hcas/final/three.cfm>