

## Our unique roads



**328**  
people died  
on our roads  
in 2016

On average **187** crashes a week result in a death or injury

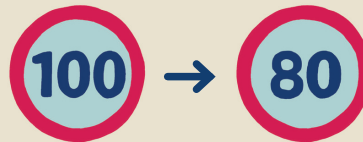


Our roads are unique, and can be difficult to read

## What can we do?



Drivers need help to choose the right speed for the road

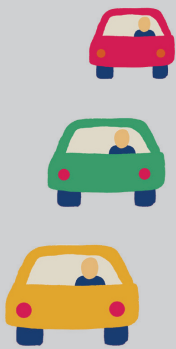


Speed limits can be lowered on *some* roads



Some roads can be improved to reduce their risk

## What do people think?



**60%**  
of people find it difficult to choose the right speed for the road

Less than **2/3** of people think the road is safe for them



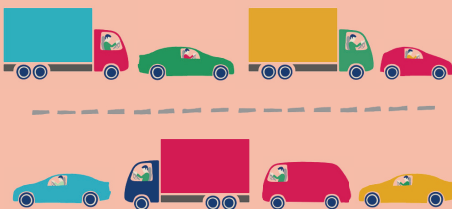
Even fewer think it's safe for others

**45%**  
of people see driving too fast as a severe problem

**32%**  
of people see road design as a severe issue

## What next?

Speed management can achieve both safety and efficiency



What do you think is unsafe about travelling on this road?



Are these risks easily understood?

How do we make our roads safer?

