

Rural Roads are More Deadly



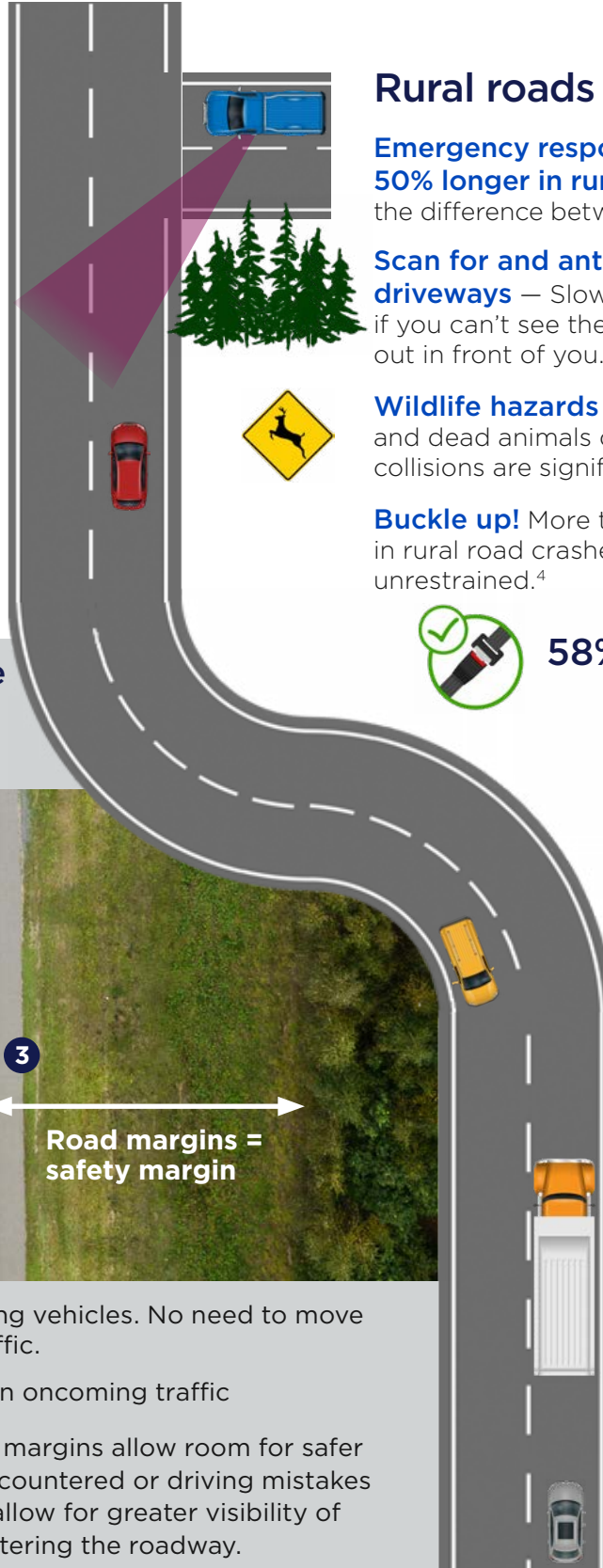
Nationwide®
is on your side

Rural roads are twice as deadly as urban roads¹

Choose freeways or divided highways when possible.

Use caution on rural roads, particularly narrow two-lane roads with limited visibility.

59% of rural crash fatalities occur within 5 miles of urban areas.² As you transition from urban to rural roads, reduce your speed and be alert to the unique hazards of rural roadways.



Rural roads deserve your attention!

Emergency response times are 50% longer in rural areas³ — often the difference between life and death.



Scan for and anticipate blind intersections and driveways — Slow and cover your brake. Remember, if you can't see them, they can't see you and may pull out in front of you.

Wildlife hazards — Watch for deer crossing signs and dead animals on the side of the road. Deer collisions are significantly higher Oct-Dec.

Buckle up! More than half of the occupants killed in rural road crashes between 2016-2020 were unrestrained.⁴



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Slow moving vehicles — be alert for farm equipment on the road, especially during spring planting and fall harvest season.

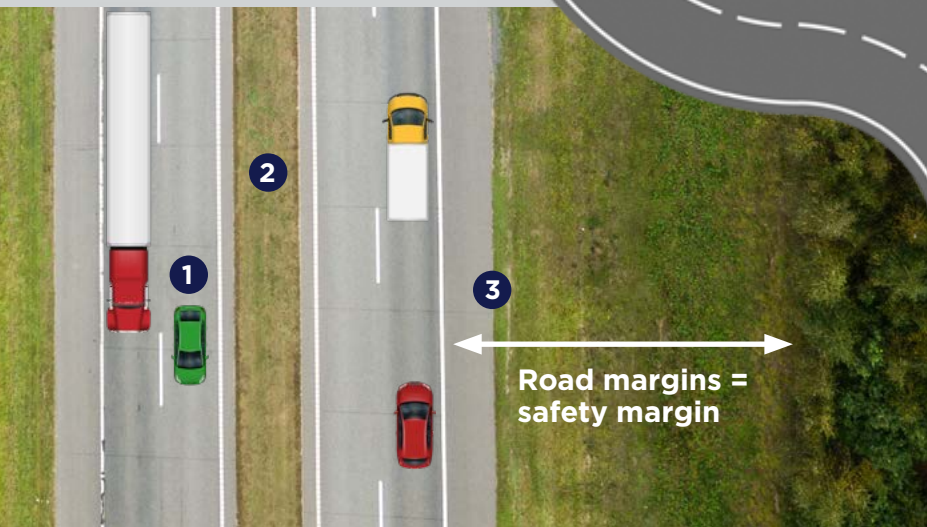


Is the pass worth it? Passing is dangerous on rural 2-lane roads, even within legal passing zones. Judging the speed of oncoming vehicles is difficult and it's hard to anticipate what the vehicle in front of you may do. Motorcycles are often difficult to see.

Keep your vehicle under control — Speeding was a factor in 27% of rural fatalities in 2020.⁴ Limited visibility and narrower roadways are less forgiving at higher speeds. Use extra caution on winding roads.



Design features that make freeways and divided highways a safer choice:



- 1 Safer passing of slow-moving vehicles. No need to move into a lane of oncoming traffic.
- 2 Medians or barriers between oncoming traffic
- 3 Wider lanes, shoulders and margins allow room for safer responses if hazards are encountered or driving mistakes made. Wider margins also allow for greater visibility of wildlife or other vehicles entering the roadway.

¹ Rural/Urban Comparison of Traffic Fatalities; NHTSA May 2020 DOT HS 812 957

² Geospatial Summary of Crash Fatalities. Report Number DOT HS 812 607 Caitlin N. Webb, Mathematical Statistician, Mathematical Analysis Division May 2020

³ Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas, JAMA Surgery, Oct. 2017, Volume 152, Number 10

⁴ America's Rural Roads: Beautiful and Deadly, Governors Highway Safety Association, September 1, 2022