The traffic fatality rate per 100 million vehicle miles traveled is more than twice as high for rural Georgians (1.98) as for urban residents (0.97). In 2016, rural Georgians made up 17% of the state’s population, but 39% of its traffic fatalities.

Introduction

The proportion of vehicle occupants 65 and older was 55% higher in rural fatal crashes.

Data

Data set: Fatal crashes in Georgia in 2016 from the Fatality Analysis Reporting System (FARS)

Variables: Age, restraint use, crash type, crash time, transport to hospital/DOA, vehicle age, speeding, alcohol involvement

Circumstances are Different

- Daytime crashes: Rural 55.4%, urban 46.8%
- 1-vehicle crashes: Rural 61.9%, urban 54.4%
- Unrestrained fatalities: Rural 53.4%, urban 34.4%

Crashes are Different

Emergency Response is Different

- 72% of those killed in rural pickup crashes were not wearing seat belts

Action Needed

- Strengthen seat belt and child safety seat education in rural areas
- Increase high-visibility enforcement on rural roads
- Improve safety features and markings on rural roads
- Improve rural EMS response times
- Keep rural hospitals open
- Research causes of rural single-vehicle crashes

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