

*Embargoed until Tuesday 8 November 2022*

## **AAMI Crash Index: Seven new entries crash into Adelaide's top hotspots**

- **Thursday** worst day on the #1 road, **afternoons** most dangerous for crashes
  - **Six** new entries in 2022
- **Nose to tail** crashes account for more than a third of crashes at top spot

A new crash hot spot has been crowned in Adelaide for 2022, with Prospect Road, Prospect earning the dubious title according to new data from national insurer AAMI.

With six new entries into the top list in 2022, the results of the AAMI Crash Index go to show that you can never be too careful on the road – with accidents occurring everywhere.

The AAMI Crash Index, which analysed 350,000 accident insurance claims<sup>1</sup> across the country from 1 July 2021 – 30 June 2022, shines a light on the most dangerous roads to encourage drivers to remain safe and vigilant while behind the wheel.

This year's number one hot spot, Prospect Road in Prospect was a new entry to the list. The road, which travels through the entire suburb, is home to residential homes, shops, cafes and restaurants.

Data revealed nose to tail collisions were the most common type of crash along Prospect Road, Prospect – with over a third of drivers (38 per cent) crashing this way. The road was found to be most dangerous for crashes on Thursday, with the afternoon hours between 1:00pm – 4.30pm<sup>2</sup> being the worst time.

AAMI spokesperson, Anna Cartwright, said with the road being considered a major thoroughfare, and being a feeder for local streets leading to more residential properties, schools and shops, it can get congested throughout the day – which can lead to an increase in collisions.

"When roads traverse through an entire suburb, and act as a feeder to key locations within that suburb – like Prospect Road does – it is crucial that drivers pay attention and follow the road rules," Ms Cartwright said.

"Roads like Prospect Road in Prospect are busy and can get easily congested, and where we see that heavy traffic, combined with frequent stopping and peak hour frustrations – it's a real recipe for disaster."

The AAMI Crash Index found:

### **2022 AAMI Crash Index Rankings – Adelaide**

2022 Rank	Road	Suburb	2021 Rank	Change
<b>1</b>	Prospect Road	Prospect	-	New
<b>2</b>	Unley Road	Unley	-	New

<sup>1</sup> Claims data collected from Suncorp Group's network of brands including: AAMI, Suncorp Insurance, GIO, Apia and Bingle

<sup>2</sup> Early morning 12 – 6am; morning peak 6 – 9.30am; morning 9.30am – 1pm, afternoon 1 – 4.30pm; evening peak 4.30 – 8pm; night 8pm – 12am



<b>Tied 3</b>	Henley Beach Road	Torrensville	-	New
<b>Tied 3</b>	South Road	Edwardstown	1	↓
<b>4</b>	Marion Road	Marion	2	↓
<b>Tied 5</b>	Regency Road	Prospect	-	New
<b>Tied 5</b>	North East Road	Windsor Gardens	-	New
<b>6</b>	North East Road	Modbury	-	New

And with six new entries into this year's top list, the AAMI Crash Index is a real-time reminder to all drivers to remain alert when behind the wheel.

"The fact that we have so many new entries this year, just goes to show that accidents really can happen anywhere at any time – so it pays to follow the road rules, drive to the speed limit and always be vigilant," Ms Cartwright said.

For motorists across the state, AAMI's data identified collisions with a stationary object as the most common type of crash (19 per cent).

"Driver distraction is a leading cause of collisions with stationary objects, and to avoid them, SA drivers need to concentrate more on what's happening in front and around them and less on multitasking," Ms Cartwright said.

In SA, Thursdays were the worst day of the week for accidents (17 per cent), while afternoons proved the most common time with almost one third (29 per cent) of accidents occurring during the hours of 1:00pm – 4.30pm.

Males, and drivers aged 65yrs and older were the most likely to be involved in an accident according to AAMI data.

"Regardless of the day or time, driving through one of the identified hot spots, dropping your kids off at school or simply popping out to the local shops or a restaurant, every time you get behind the wheel we urge all drivers across SA to maintain focus on the task at hand, follow the speed limit and abide by all road rules," Ms Cartwright said.

"Most risks on the road can be mitigated if people pay attention and drive to the conditions."

AAMI has been tackling road safety head-on by revealing where accidents most commonly occur across Australia since 1994, to highlight to motorists the importance of driving safely and being extra vigilant, particularly at identified locations.

"All it takes is a split second of not having your eyes on the road, for you to miss one Stop or Give Way sign or for you to divert your attention to something other than the road ahead, for things to go wrong," Ms Cartwright said.

"We're urging all SA motorists, and Australians to take care behind the wheel, and help us change the Crash Index."

For more information, head to <https://www.aami.com.au/car-insurance/crash-index.html>

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For further information about the 2022 AAMI Crash Index or to arrange an interview:

Angela Wilkinson

Corporate Affairs

0477 395 119

[angela.wilkinson@suncorp.com.au](mailto:angela.wilkinson@suncorp.com.au)

Melissa Cronin

Corporate Affairs

0439 224 438

[melissa.cronin@suncorp.com.au](mailto:melissa.cronin@suncorp.com.au)