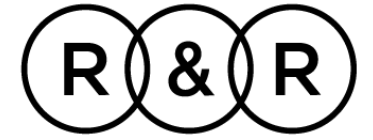


Zero Fatalities

Annual Statewide Survey



Prepared by:

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Strategy & Insight

Date Issued:

November 2022

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Background

The Nevada Department of Public Safety (NDPS) actively promotes “Zero Fatalities” by reminding drivers to Buckle Up, Slow Down, Always Drive Sober, Focus on the Road, Stop on Red, Be Pedestrian Safe and Ride Safely. The focus of the program is to eliminate fatalities on Nevada roadways.

Each year, NDPS conducts a statewide online survey of 1,000 licensed drivers to better understand beliefs and key motivators and evaluate the overall effectiveness and impact of communication efforts.

The goals of this research were to:

- Measure public awareness, understanding and influence of the Zero Fatalities brand, its programs and its messaging;
- Gauge public understanding of laws and perceptions of dangerous driving behaviors;
- Assess levels of support for stronger traffic safety legislation to assist Nevada Executive Committee on Traffic Safety and the behavioral task forces in creating advisory opinions;
- Measure the recall of the campaign messaging across communication channels to identify trends and areas of opportunity that will guide future communication and campaign efforts.

Project Overview

Respondents were recruited using a trusted consumer panel provider and were compensated for their participation. The survey was distributed to licensed drivers who reside in Nevada, ages 18+.

A total of 1,065 surveys were completed between Sept. 19 and Sept. 30, 2022, in the configuration shown below:

- North (n=175)
- South (n=715)
- Rural (n=175)

County of Residence	Count	Percentage	Geographic Segment
Carson City	60	6%	Rural
Churchill	6	1%	Rural
Clark	715	67%	South
Douglas	19	2%	Rural
Elko	14	1%	Rural
Esmeralda	1	0%	Rural
Eureka	3	0%	Rural
Humboldt	5	0%	Rural
Lander	4	0%	Rural
Lincoln	2	0%	Rural
Lyon	19	2%	Rural
Mineral	2	0%	Rural
Nye	29	3%	Rural
Pershing	2	0%	Rural
Storey	4	0%	Rural
Washoe	175	16%	North
White Pine	5	0%	Rural
TOTAL	1,065		

2022 Overall Campaign Impact

42% have heard of the Zero Fatalities campaign.

2022	2021	2020	2019	2018
North - 54%	North - 62%	North - 68%	North - 68%	North - 64%
South - 42%	South - 42%	South - 47%	South - 51%	South - 60%
Rural - 33%	Rural - 49%	Rural - 47%		
2017	2015	2014	2013	2012
North - 72%	North - 70%	North - 64%	North - 57%	Statewide - 30%
South - 62%	South - 63%	South - 58%	South - 47%	

2022 Campaign Impact

Has the Zero Fatalities campaign influenced you?

2021 numbers vs. 2022



From
60% to 53%
Always buckle up



From
65% to 51%
Don't drive impaired



From
66% to 51%
Focus on the road



From
64% to 49%
Stop on red



From
65% to 49%
Be pedestrian safe



From
63% to 48%
Avoid talking or texting
on handheld device



From
57% to 39%
Slow down



From
46% to 25%
Ride safe



From
54% to 35%
Avoid eating, changing the radio
station, applying makeup, or having
an unsecured pet in the vehicle
while driving

Strategic Considerations & Recommendations

Strategic Considerations & Recommendations

- Due to the pandemic, budget realities, staffing, and other entities taking on a role in traffic safety, approach this year as transitional, establishing the new baseline for our efforts going forward.
- Since the previous PIO left, media outlets have been switching to non-DPS sources for information, likely impacting our Zero Fatalities awareness due to less earned media hits.
 - Hiring a replacement PIO should remain a top priority.
- With 115k new residents a year in the South, it's critically important to stay up consistently, and with focus, to make the message stick.
 - Address and understand unique, 24/7, nearly no limits lifestyle in Clark County and how that may impact driving behavior.
- New PIO can establish partnerships with local organizations, especially within communities of color.
 - Enhances our message, as well as becomes a source of direct community feedback.
- Continue to monitor local municipality traffic safety initiatives that are of similar design to Zero Fatalities.
 - Potential for collaboration and leveraging.

Campaign Awareness & Influence

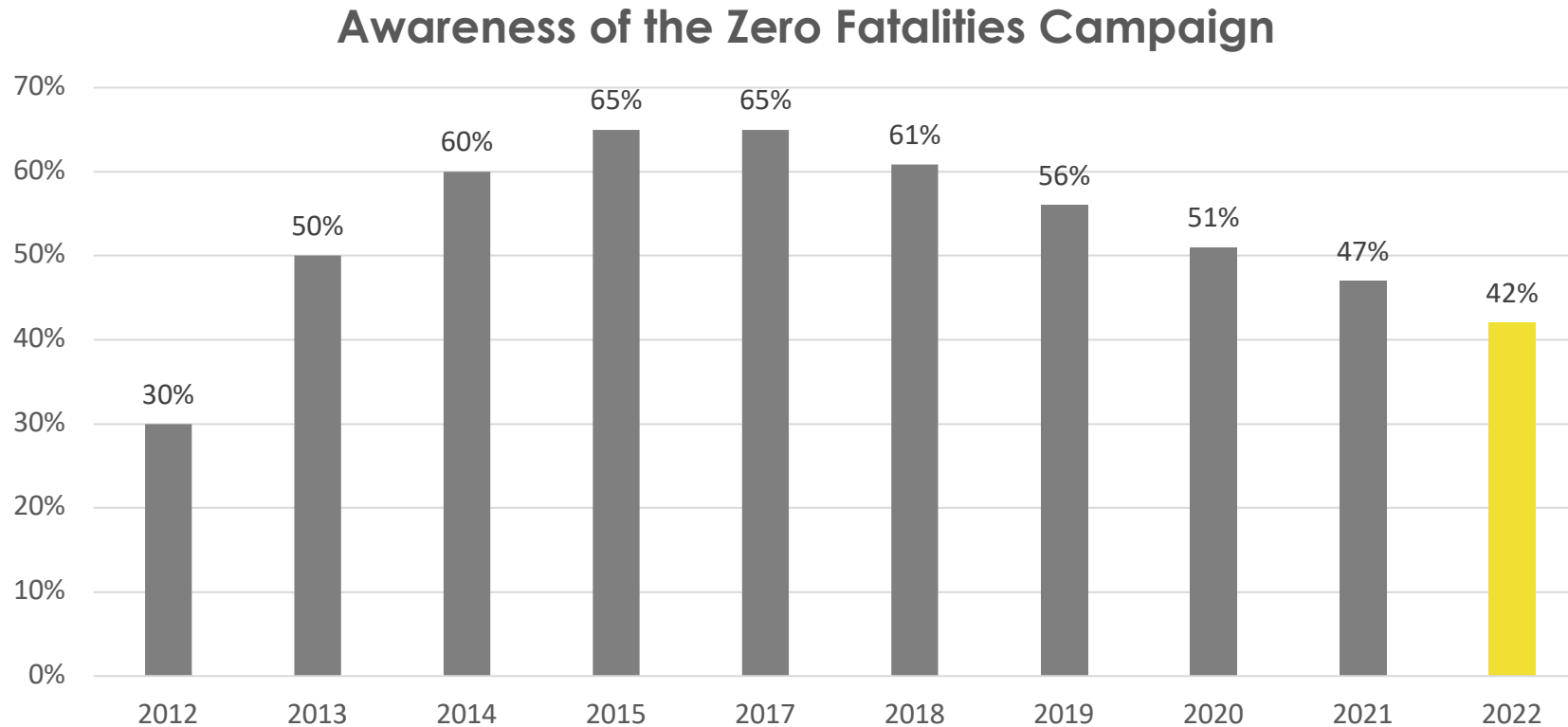
Unless otherwise noted, the sample sizes are as follows:

- Overall Sample: n=1065
- North: n=175
- South: n=715
- Rural: n=175

The approximate margin of error for the overall sample is +/-3% at a 95% Confidence Level.

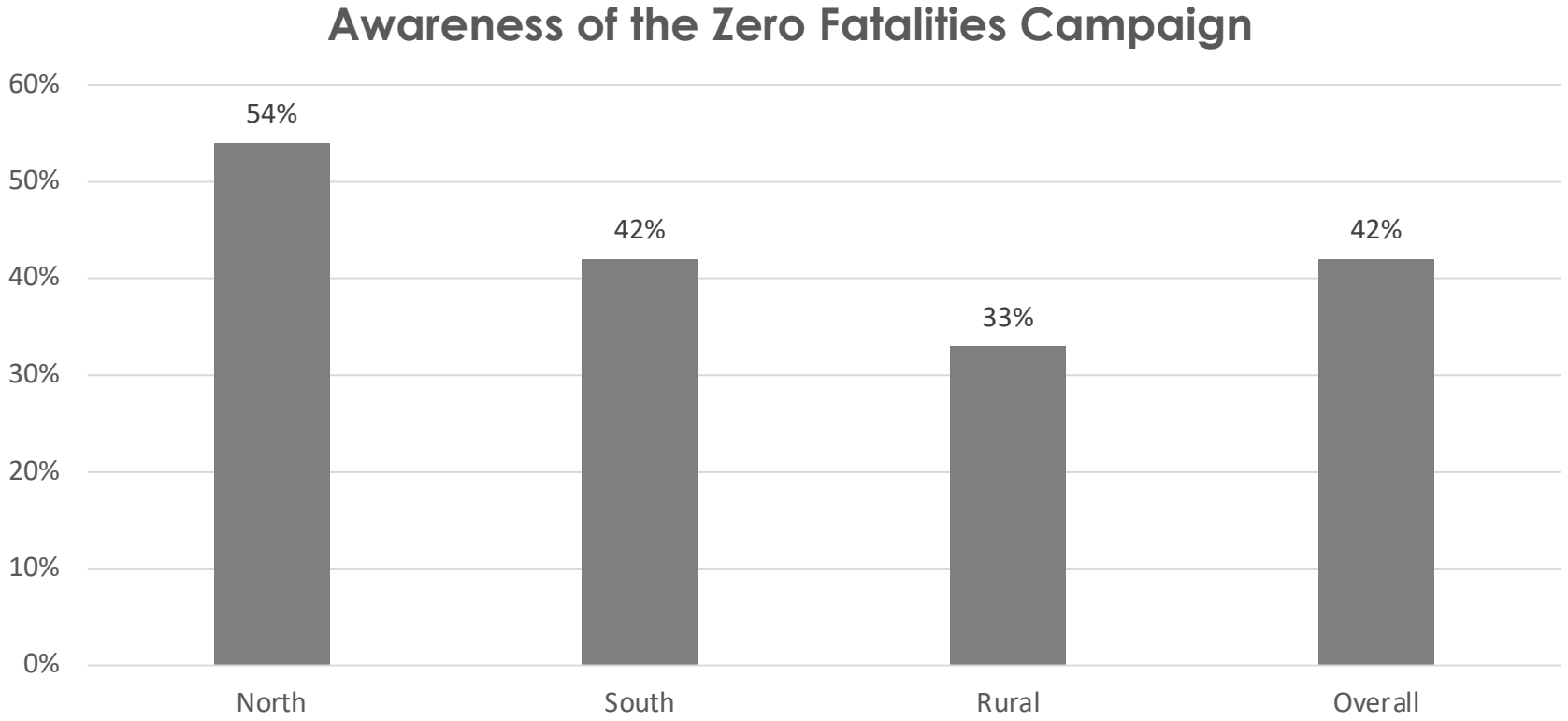
Awareness of the Zero Fatalities Campaign

- 42% of overall survey participants could recall seeing or hearing something about safe driving in Nevada or about the Zero Fatalities program, down from 47% in 2021.



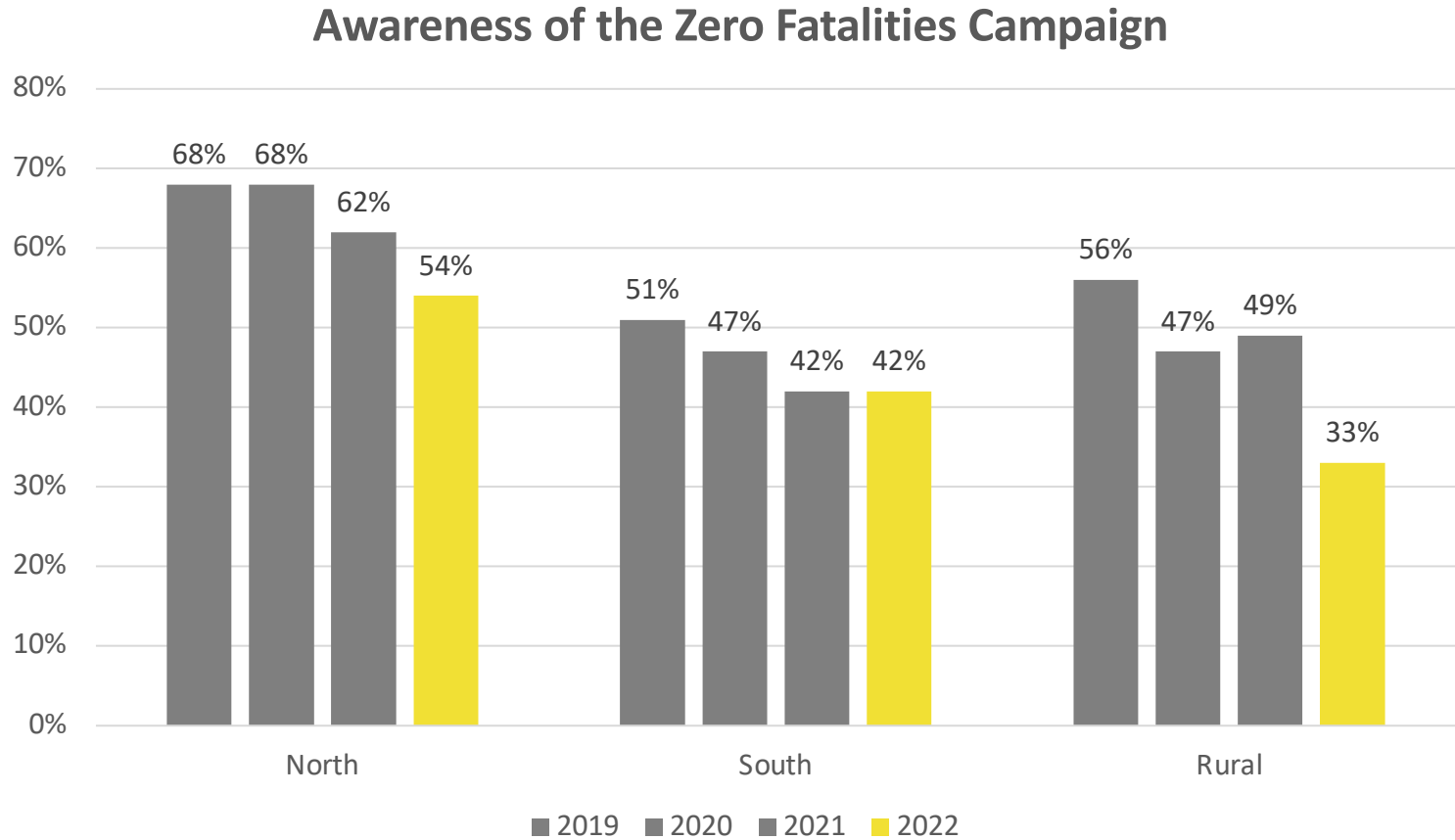
Awareness of Zero Fatalities – by Geography

- Awareness of the Zero Fatalities campaign was highest in the north and lowest in rural counties.



Awareness of Zero Fatalities – by Geography

- North and rural counties had declines in awareness in 2022.

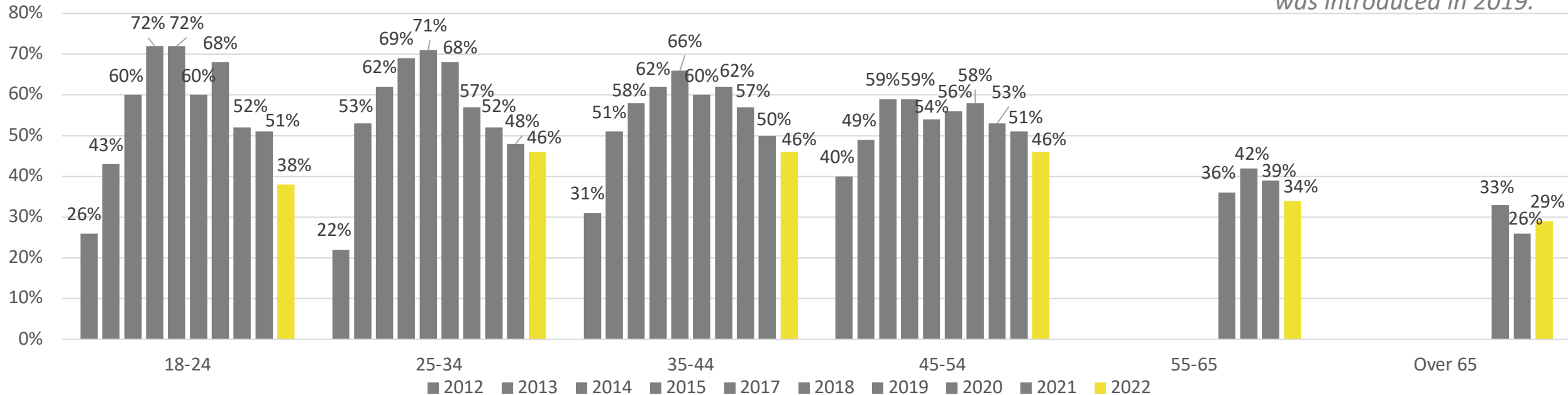


Awareness of Zero Fatalities – by Age

- Awareness of the Zero Fatalities campaign decreased across all age categories, with the exception of respondents over 65. The largest decrease is among 18- to 24-year-old respondents.

Awareness of the Zero Fatalities Campaign

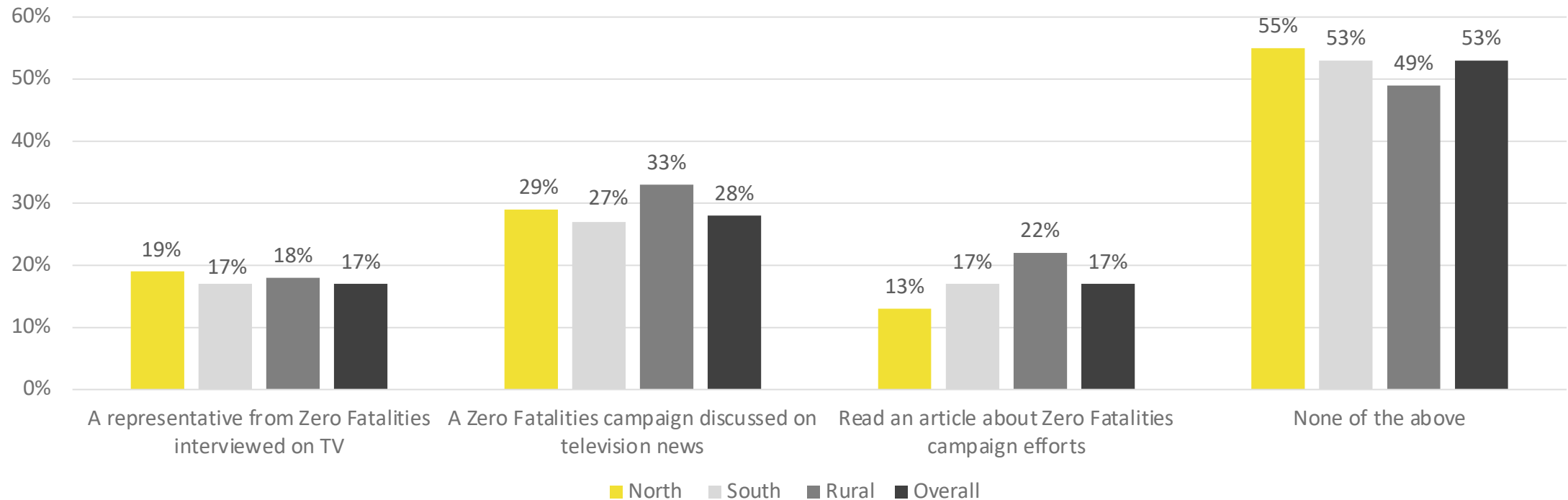
**Over 65 was included for the first time in 2020. Ages 55-65 was introduced in 2019.*



Information About Zero Fatalities

- A third of drivers in rural counties recalled hearing about Zero Fatalities on television news. More than half of respondents did not remember seeing a TV interview with a representative from Zero Fatalities, a discussion of the Zero Fatalities campaign on TV news, or reading an article about Zero Fatalities.

Which of the following have you seen or heard?

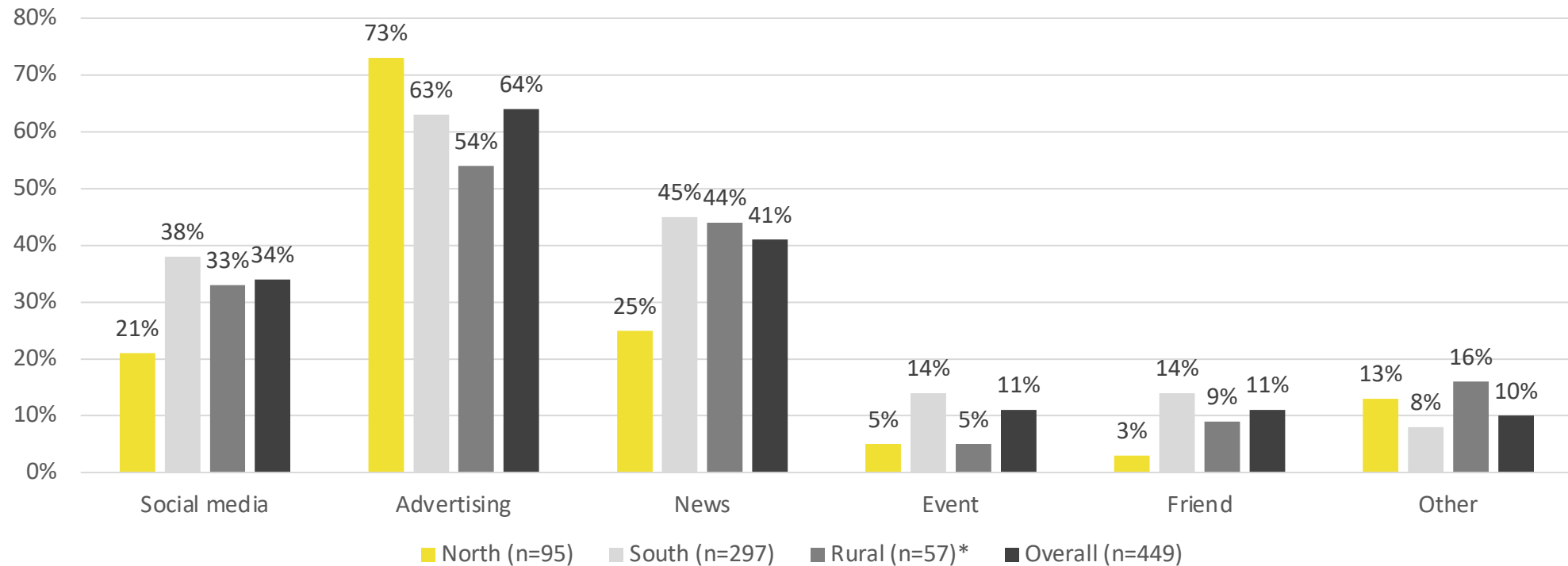


**NOTE: This question was added for the first time in 2021.*

Sources of Information About Zero Fatalities

- Across all three geographies, respondents most commonly recalled hearing or seeing something about Zero Fatalities through an advertisement.
- Those residing in the north were least likely to recall learning about Zero Fatalities through social media and the news.

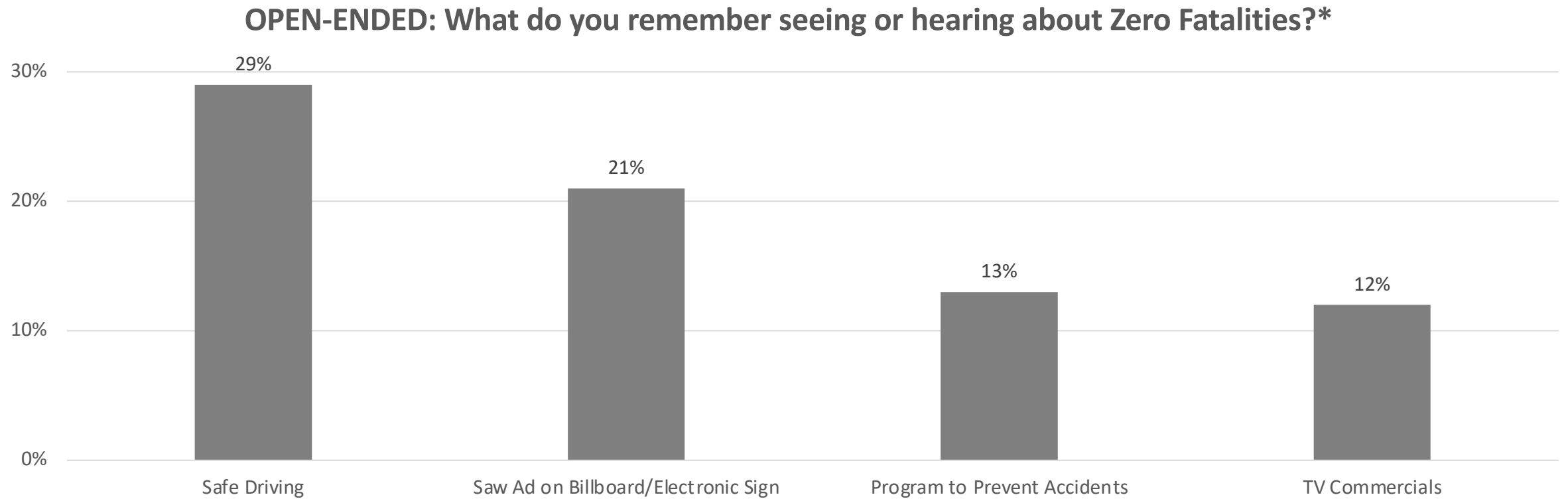
Sources of Information About the Zero Fatalities Campaign



**NOTE: The sample sizes for rural areas are relatively small and caution should be used when generalizing the results to the broader population.*

Open-Ended: Recall of Zero Fatalities Campaign

- Over a quarter of respondents recall seeing Zero Fatalities campaigns about safe driving.



**This question was only asked of respondents who recalled seeing or hearing about Zero Fatalities.*

Open-Ended: Recall of Zero Fatalities – by Geography

OPEN-ENDED: What do you remember seeing or hearing about Zero Fatalities?

Comment	North (n=95)	South (n=293)	Rural (n=81)	Total (n=449)
Safe Driving	12%	35%	21%	29%
Saw Ad on Billboard/Electronic Sign	29%	18%	21%	21%
Program to Prevent Crashes	3%	16%	11%	13%
TV Commercials	22%	10%	7%	12%
Pedestrian/Driver-related Mortality Statistics	16%	8%	12%	10%
Avoid Impaired Driving/Walking	9%	9%	9%	9%
Don't Remember/Not Sure	8%	6%	7%	7%
Aware of Campaign (general)	8%	5%	11%	6%
Avoid Talking/Texting While Driving	3%	7%	7%	6%
Pedestrian Safety	2%	5%	2%	4%
Enforcement/Higher Fines/Penalties	2%	3%	5%	3%
Seat Belts/Buckle Up	2%	2%	4%	2%
Radio Ads	3%	1%	7%	2%
Ads (general)	1%	1%	2%	1%
High School – Posters/Programs		1%	5%	1%
Saw Online Ad/Social Media	2%	1%		1%
Avoid Distracted Driving	1%	1%		1%
News Broadcast		1%		1%
Too Many Deaths	1%	0%		0%
Miscellaneous Comments		0%		0%
Goal to Reduce Fatalities				

► The top four comments were:

1. Safe Driving
2. Saw Ad on Billboard/Electronic Sign
3. Program to Prevent Crashes
4. TV Commercials

► Drivers in the south were most likely to recall messaging about safe driving and see a program to prevent crashes.

► Respondents in the north were more likely to see an ad on a billboard or electronic sign and TV commercials.

**This question was only asked of respondents who recalled seeing or hearing about Zero Fatalities. Respondents were permitted to make multiple selections for this question; therefore, percentages do not sum to 100%.*

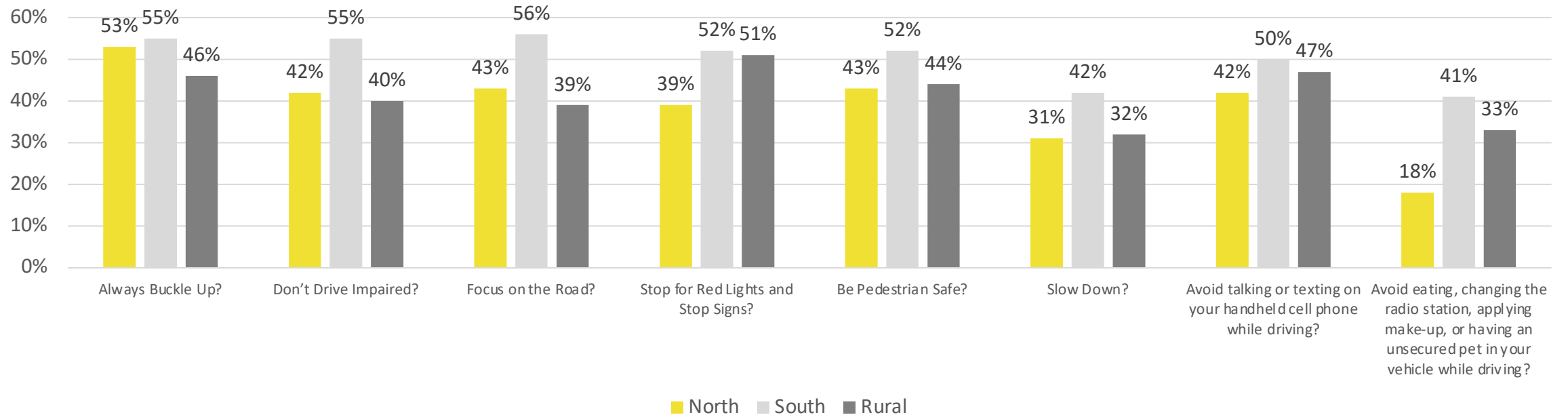
Sample Comments: Recall of Zero Fatalities Campaign

- *Awareness and education about safe driving and preventing incidents of pedestrian fatalities.*
- *This is about eliminating fatalities on our roadways through education.*
- *There were some innovative posters that embraced different safety laws.*
- *Marquee signs over the road and/or messages on the radio about different things to do to reduce fatalities.*
- *I have seen the commercials about driving in flood zones, texting while driving, being drunk or drug use during driving.*
- *I remember the ad campaign (TV, radio, social media, highway signs) aiming at reducing driving-related deaths, focused on preventing pedestrian deaths.*
- *PSAs on TV talking about reducing all traffic fatalities by getting drivers and pedestrians to pay attention and don't go anywhere impaired.*
- *Buzzed driving is drunk driving.*
- *Education and prevention methods are keys to successfully mitigate road accidents.*
- *Being cautious and vigilant is important while operating a motorbike.*
- *It is a life-saving initiative aimed at reducing traffic casualties in Nevada.*
- *It is critical to refrain from driving after drinking in order to decrease physical injuries and deaths.*
- *I've seen billboards and sign boards about this while driving.*

Impact of Zero Fatalities on Behavior

- Respondents living in the south were more likely than those in the north and rural areas to have been influenced by the Zero Fatalities campaign to change their behaviors.

Has the Zero Fatalities campaign influenced you to: (Top Score only – “Definitely”)



**NOTE: This question was only asked of respondents who recalled seeing or hearing about Zero Fatalities.*

Impact of Zero Fatalities – by Age

- Two-thirds of respondents ages 18 – 24 say that the Zero Fatalities campaign influenced them to focus on the road while driving and 65% of respondents ages 55 – 65 say they were influenced to not drive impaired.

Has the Zero Fatalities campaign influenced you to... (Top Score only – “Definitely”)*						
Activity	18-24 (n=44)*	25-34 (n=125)	35-44 (n=111)	45-54 (n=101)	55-65 (n=43)*	Over 65 (n=25)*
Always buckle up?	55%	58%	50%	46%	60%	56%
Don’t drive impaired?	59%	54%	41%	44%	65%	64%
Focus on the Road?	66%	53%	45%	46%	56%	56%
Stop for red lights and stop signs?	61%	54%	43%	40%	51%	64%
Be pedestrian safe?	52%	54%	47%	40%	56%	56%
Slow down?	52%	43%	35%	33%	30%	44%
Avoid talking or texting on your handheld cellphone while driving?	57%	50%	38%	47%	56%	60%
Avoid eating, changing the radio station, applying makeup, or having an unsecured pet in your vehicle while driving?	43%	43%	29%	27%	37%	40%

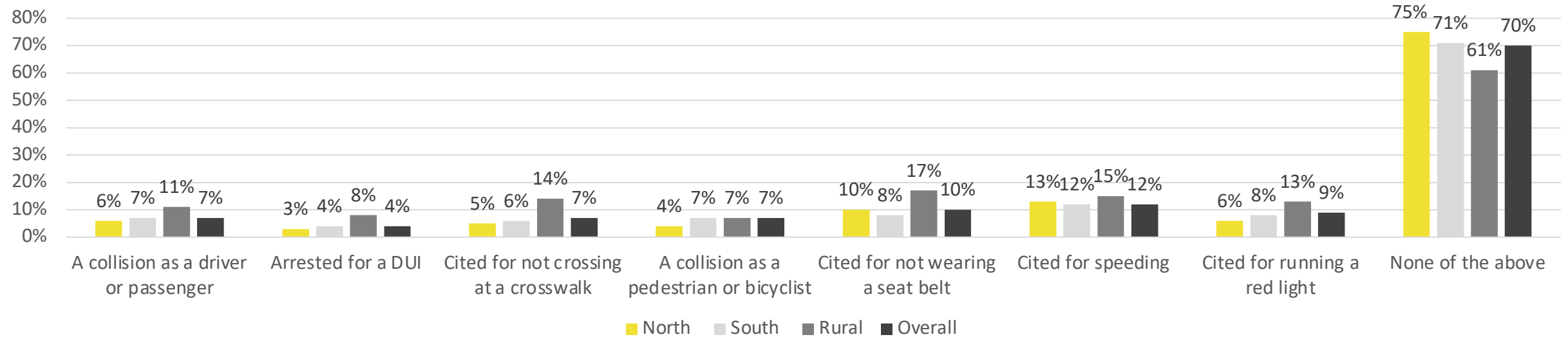
*The percentages in the table reflect the proportion of respondents who selected “Definitely” on a rating scale from “Definitely not” to “Definitely.” This question was only asked of respondents who could recall seeing or hearing about Zero Fatalities. Please note that there are relatively small sample sizes associated with some of the age segments.

Driving Perceptions & Behaviors

Driving Experiences in the Past Year

- Drivers in the rural areas were more likely to be cited for not wearing a seat belt or cited for speeding.

Which of the following have you experienced in the past year?



*NOTE: This question was added for the first time in 2021.

Perceptions of Risk – by Geography

- Driving while under the influence of alcohol was seen as the activity carrying the highest level of risk; speeding was viewed less seriously overall.

How dangerous do you feel it is to... (Top Score only – “Very Dangerous”)*				
Activity	North	South	Rural	Overall
Not wear your seat belt?	63%	59%	49%	58%
Drive under the influence of alcohol?	79%	79%	64%	77%
Drive under the influence of marijuana?	56%	60%	49%	58%
Drive under the influence of prescription drugs?	52%	57%	49%	55%
Not focus on the road? (phone, text, eat, read, apply makeup, etc.)	61%	66%	52%	63%
Not stop for red lights and stop signs?	75%	76%	63%	74%
Not yield to pedestrians?	74%	65%	55%	65%
Not cross at a crosswalk as a pedestrian?	39%	52%	42%	48%
Talk on your handheld cellphone while driving?	47%	58%	50%	55%
Speed?	33%	45%	41%	43%

*NOTE: The percentages in the chart reflect the proportion of respondents who selected ‘5’ on the 5-point rating scale where ‘1’ was ‘Not at all dangerous’ and ‘5’ was ‘Very dangerous.’

Perceptions of Risk – by Age

- Respondents over 65 years of age were more likely to identify all the activities listed as “Very Dangerous” excluding “driving under the influence of prescription drugs.” Younger respondents were less likely to feel that speeding was “Very Dangerous.”

How dangerous do you feel it is to ... (Top Score Only – “Very Dangerous”)*

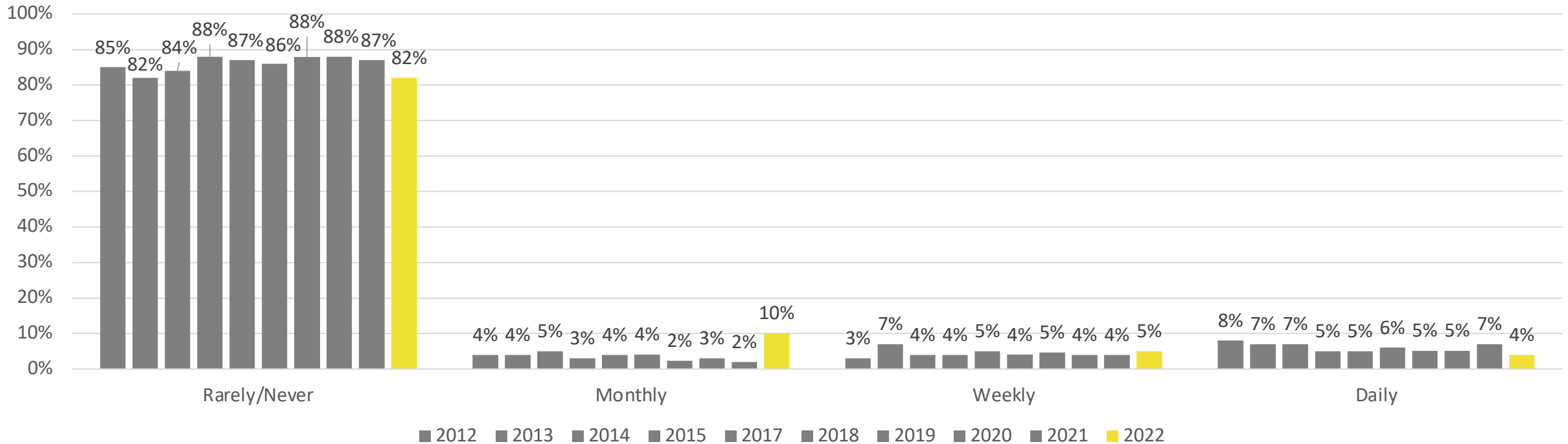
Activity	18-24 (n=117)	25-34 (n=271)	35-44 (n=242)	45-54 (n=221)	55-65 (n=128)	Over 65 (n=86)	Overall (n=1065)
Not wear your seat belt?	57%	54%	52%	61%	63%	73%	58%
Drive under the influence of alcohol?	80%	69%	69%	78%	89%	95%	77%
Drive under the influence of marijuana?	56%	58%	51%	54%	64%	78%	58%
Drive under the influence of prescription drugs?	53%	54%	49%	56%	63%	62%	55%
Not focus on the road? (phone, text, eat, read, apply makeup, etc.)	62%	58%	52%	62%	79%	92%	63%
Not stop for red lights and stop signs?	76%	63%	66%	76%	88%	97%	74%
Not yield to pedestrians?	70%	54%	62%	71%	70%	80%	65%
Not cross at a crosswalk as a pedestrian?	52%	46%	47%	48%	48%	59%	48%
Talk on your handheld cellphone while driving?	56%	50%	41%	55%	65%	90%	55%
Speed?	44%	42%	33%	46%	43%	60%	43%

*NOTE: The percentages in the chart reflect the proportion of respondents who selected “5” on the five-point rating scale where “1” was “Not at all dangerous” and “5” was “Very dangerous.”

Driving Without a Seat Belt

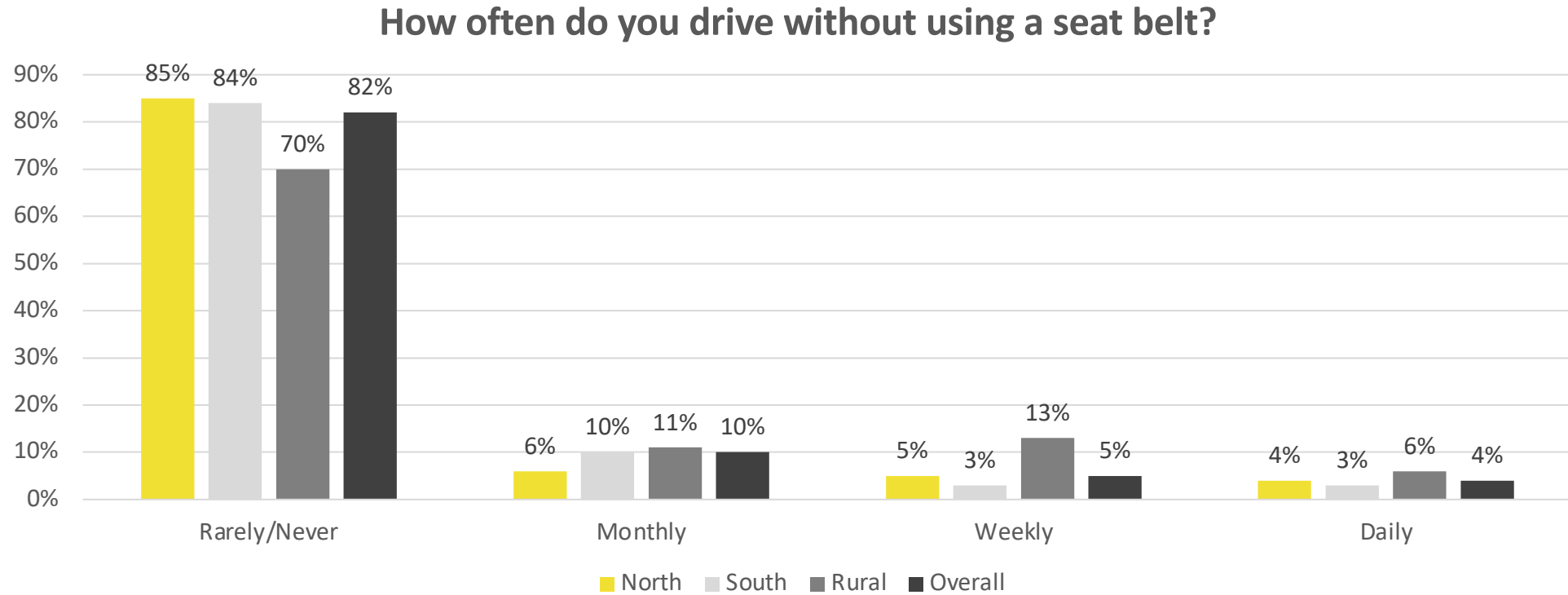
- As with previous years, the percentage of respondents who rarely or never drive without a seat belt remained consistent.

How often do you drive without using a seat belt?



Driving Without a Seat Belt – by Geography

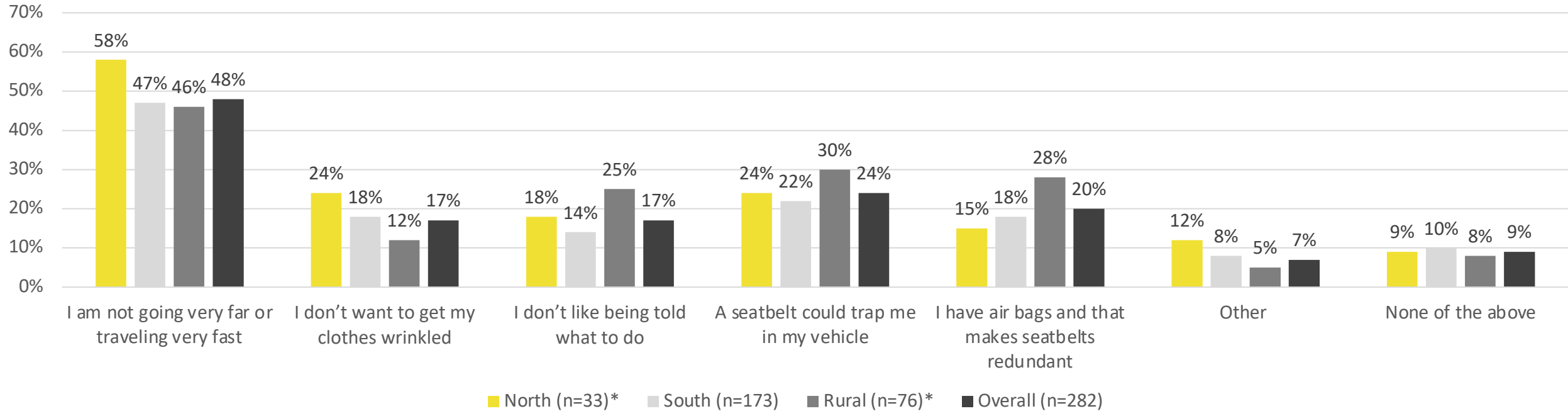
- Rural area drivers were somewhat more likely not to use a seat belt monthly, daily or weekly.



Reasons for Not Wearing a Seat Belt – by Geography

- Most drivers who had indicated sometimes driving without wearing a seat belt did so because they were only going a short distance.

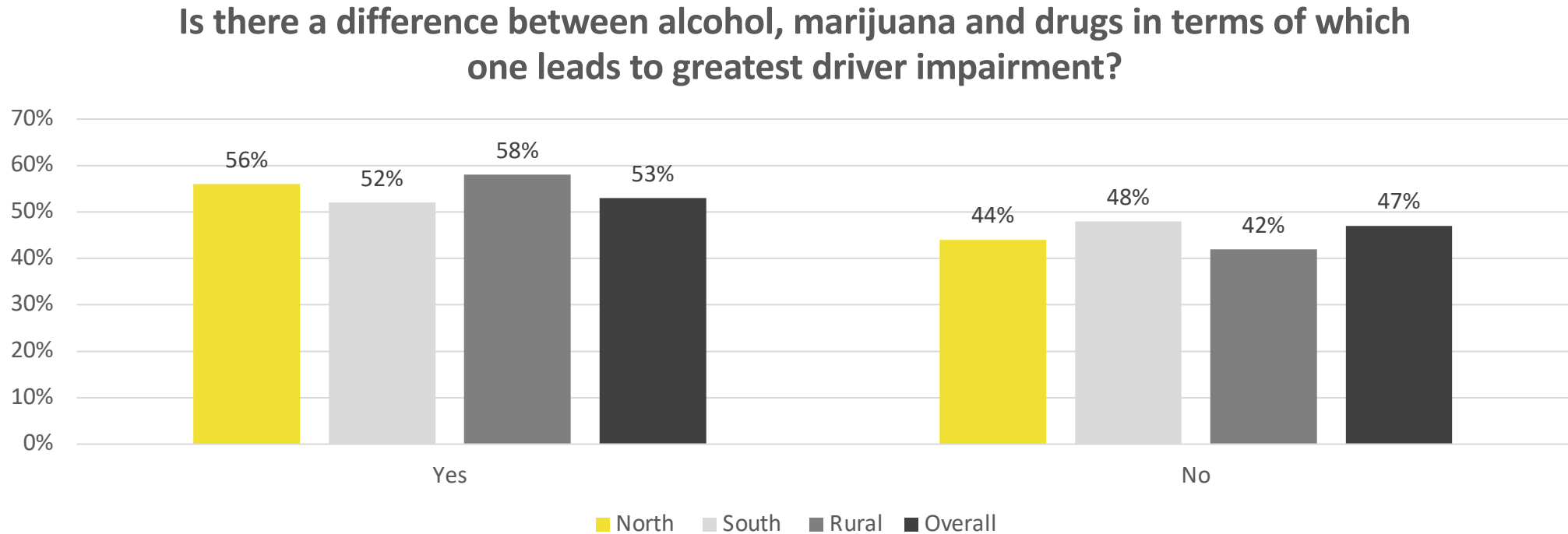
Sometimes I choose not to wear a seat belt because ...*



*NOTE: This question was added for the first time in 2021. It was only asked of those who indicated they do not always wear a seat belt when driving. Please note that the sample sizes for the north and rural areas are relatively small, and caution should be used when generalizing the results to the broader population.

Greatest Driver Impairment

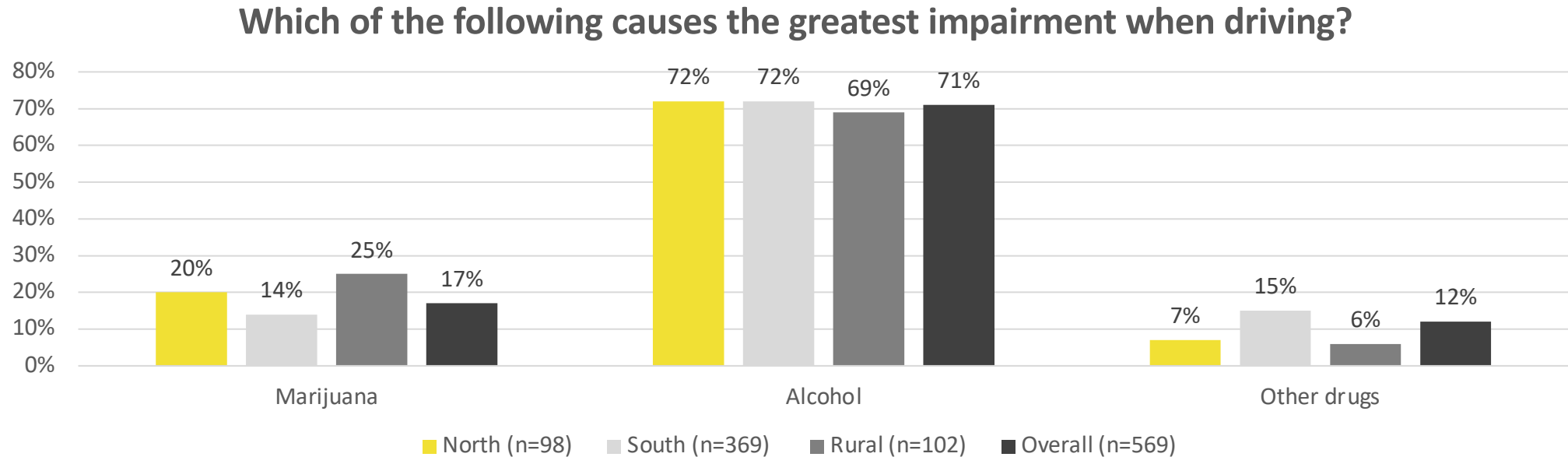
- Most respondents in rural and northern counties noted that there is a difference between the level of driver impairment resulting from consuming alcohol, marijuana and drugs.



**NOTE: This question was added for the first time in 2021.*

Driver Impairment Due to Marijuana, Alcohol or Drugs

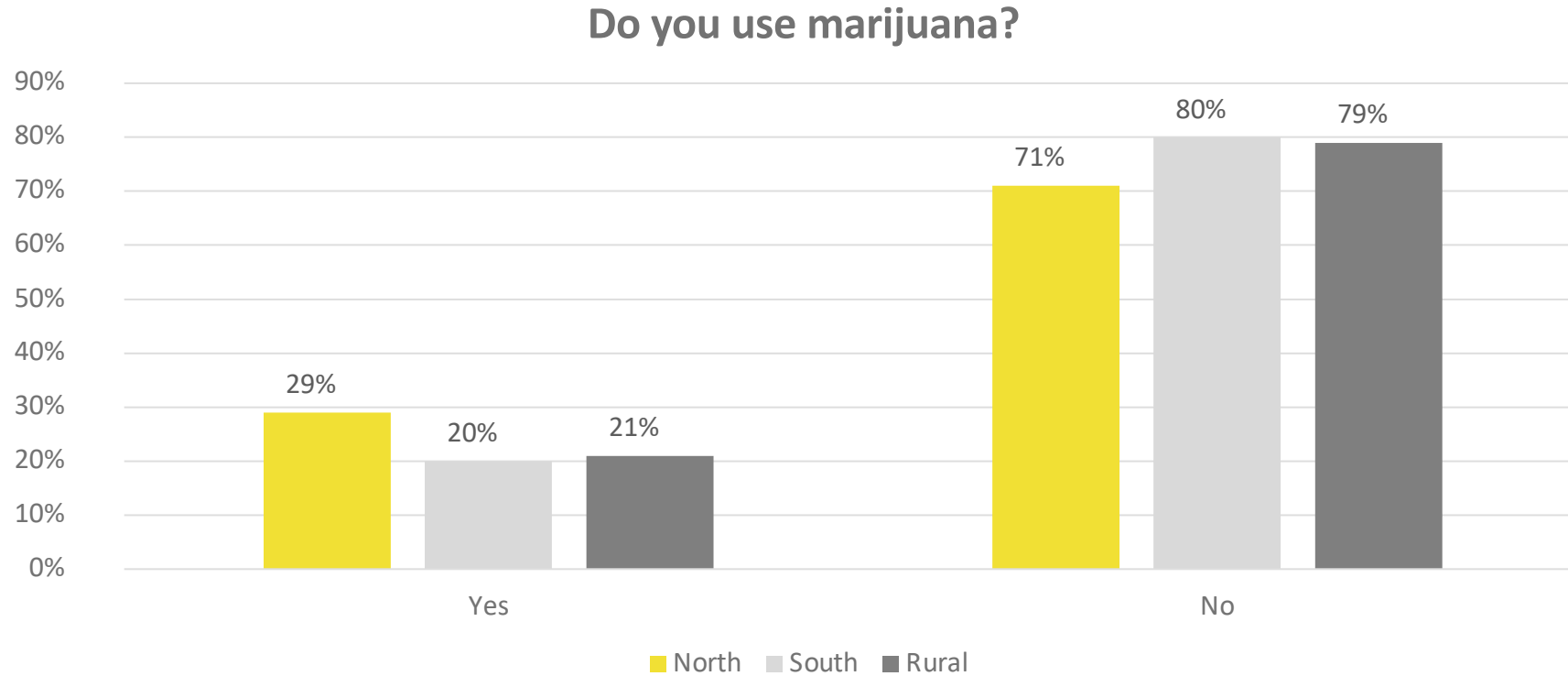
- Most respondents across all three geographies believe that alcohol leads to the most significant impairment when driving.



**NOTE: This question was added for the first time in 2021. This question was only asked of respondents who indicated a difference among substances that cause impairment when driving.*

Use of Marijuana

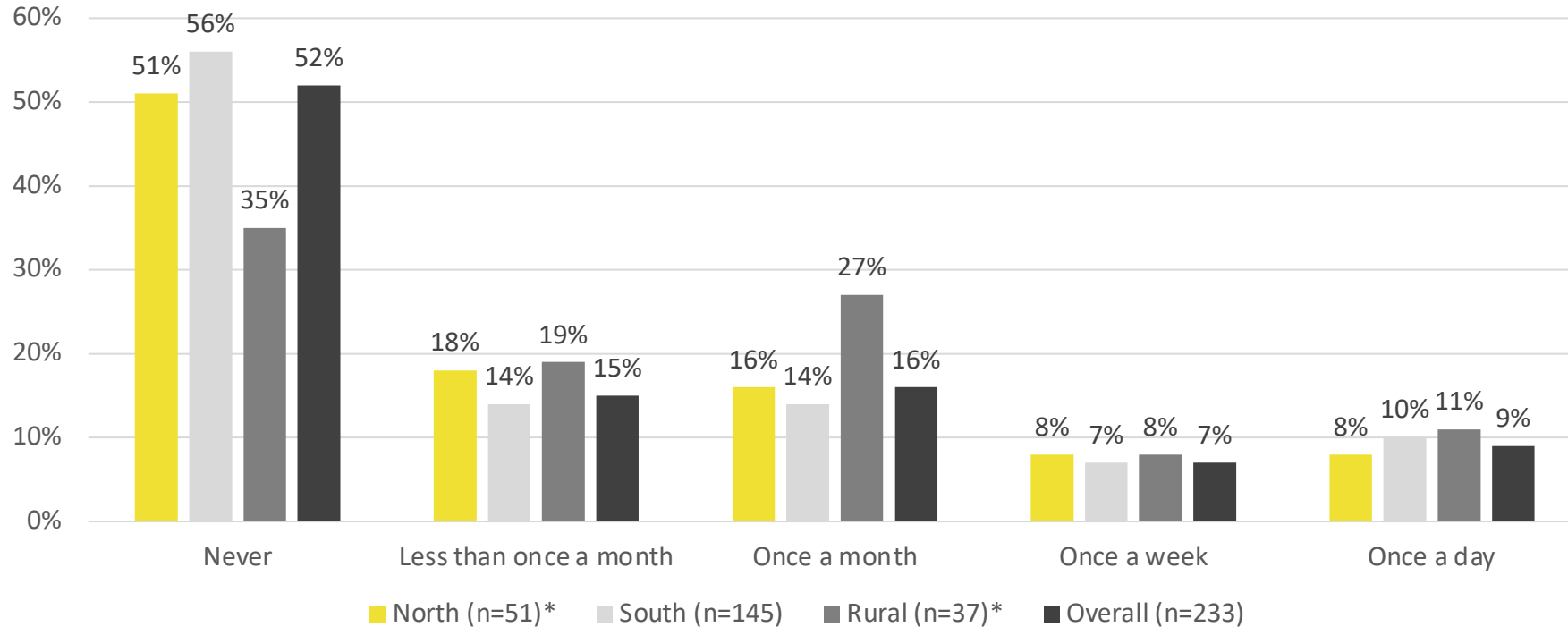
- Marijuana usage was consistent across all three geographies, with most respondents saying they do not use it.



Frequency of Marijuana Use and Driving

- Over half of those in the south and north indicated “never” consuming marijuana and driving.
- 19% of respondents in the rural areas reported driving while using marijuana once a week or more.

How often do you use marijuana and drive?

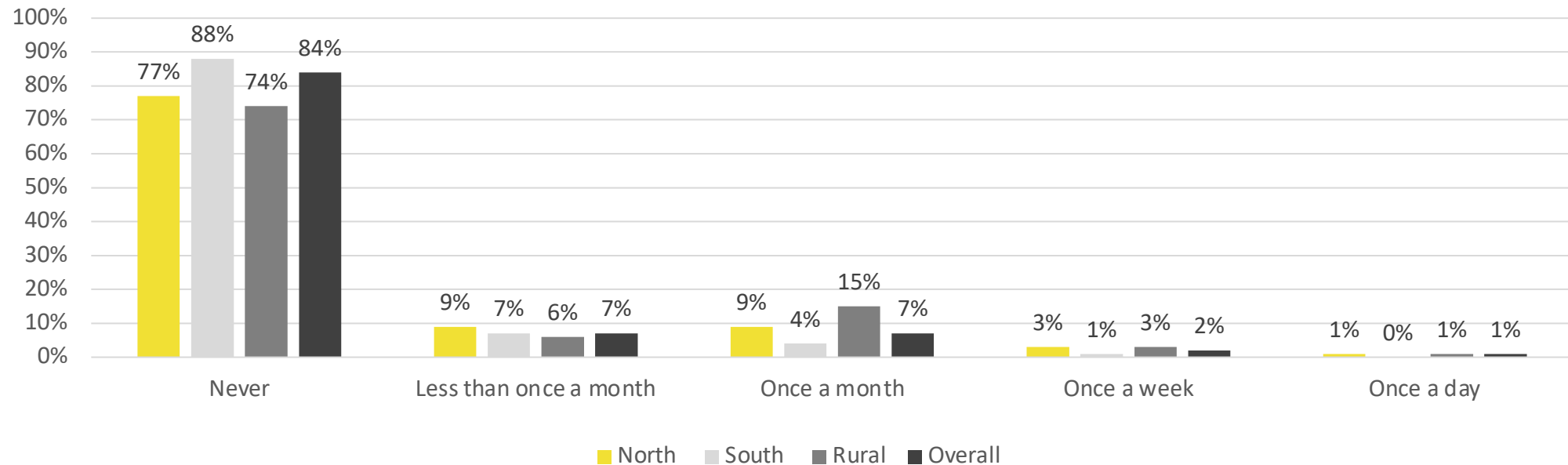


**NOTE: These are relatively small sample sizes and caution should be used when generalizing the results to the broader population.*

Frequency of Consuming Impairing Drugs and/or Substances

- Rural respondents were more likely to use substances and drive once a month compared to other areas.

How often do you consume impairing drugs and/or use impairing substances and drive?

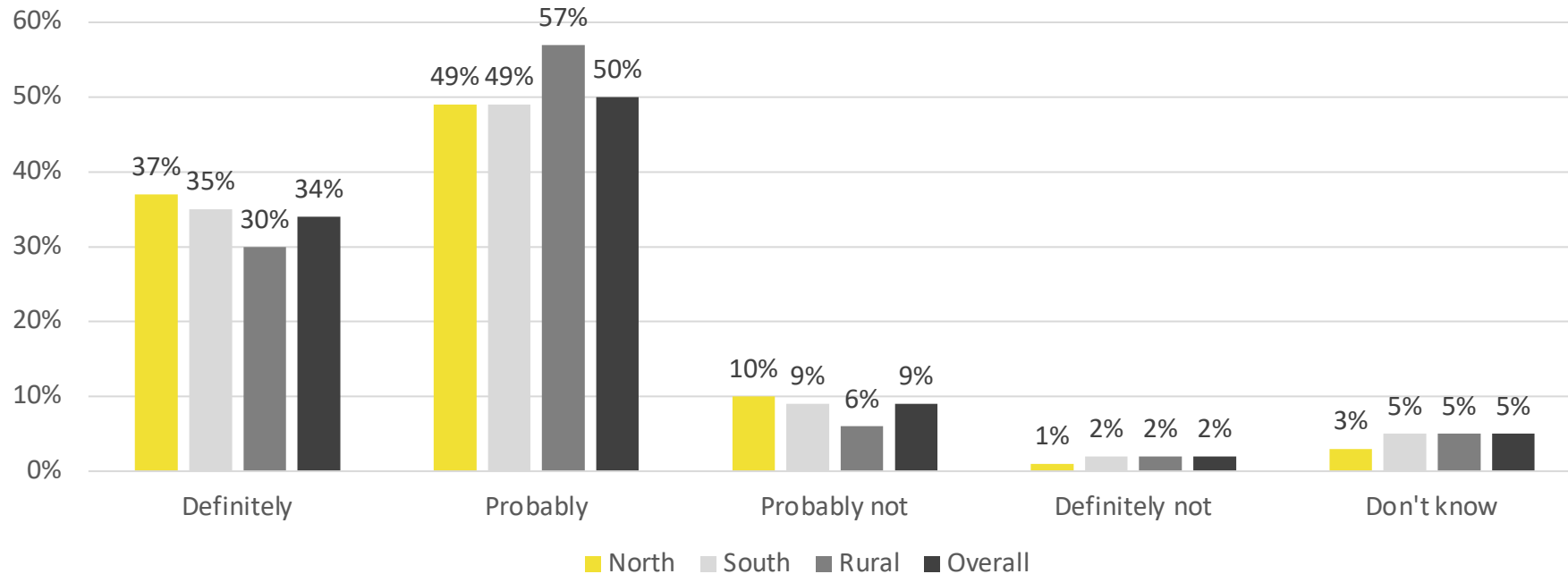


**NOTE: This question was added for the first time in 2022.*

Likelihood of Reporting Someone Who Is Impaired

- 84% of all respondents in all three geographies would “probably” or “definitely” report someone they think is driving impaired.

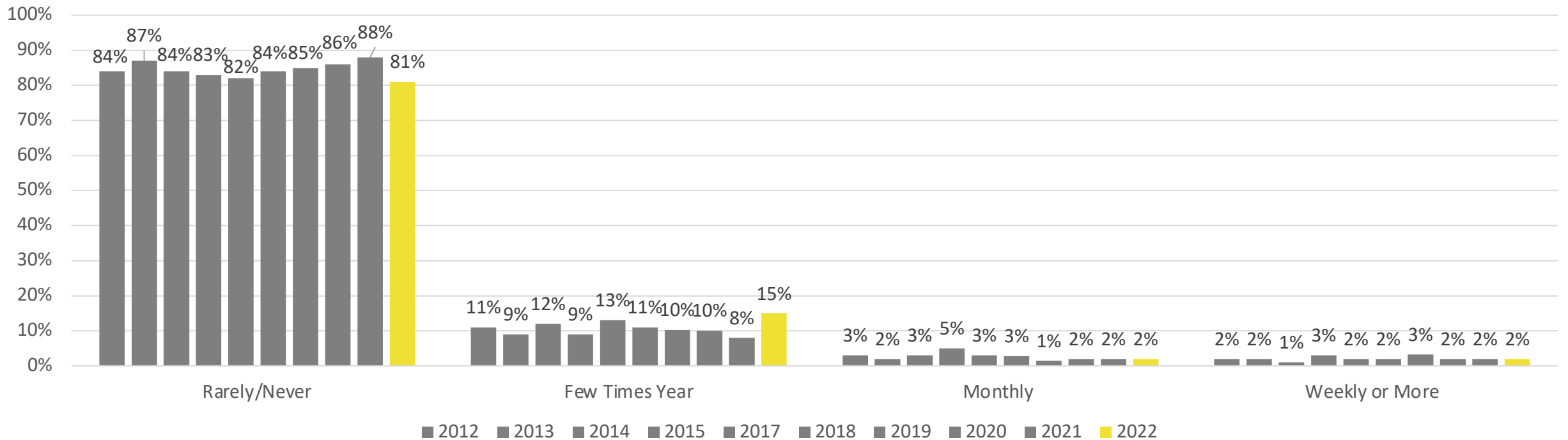
How likely are you to report someone who you believe is driving impaired?



Running Stop Signs or Red Lights

- 81% of the 2022 respondents indicated they rarely or never run a stop sign or red light, down from 2021.

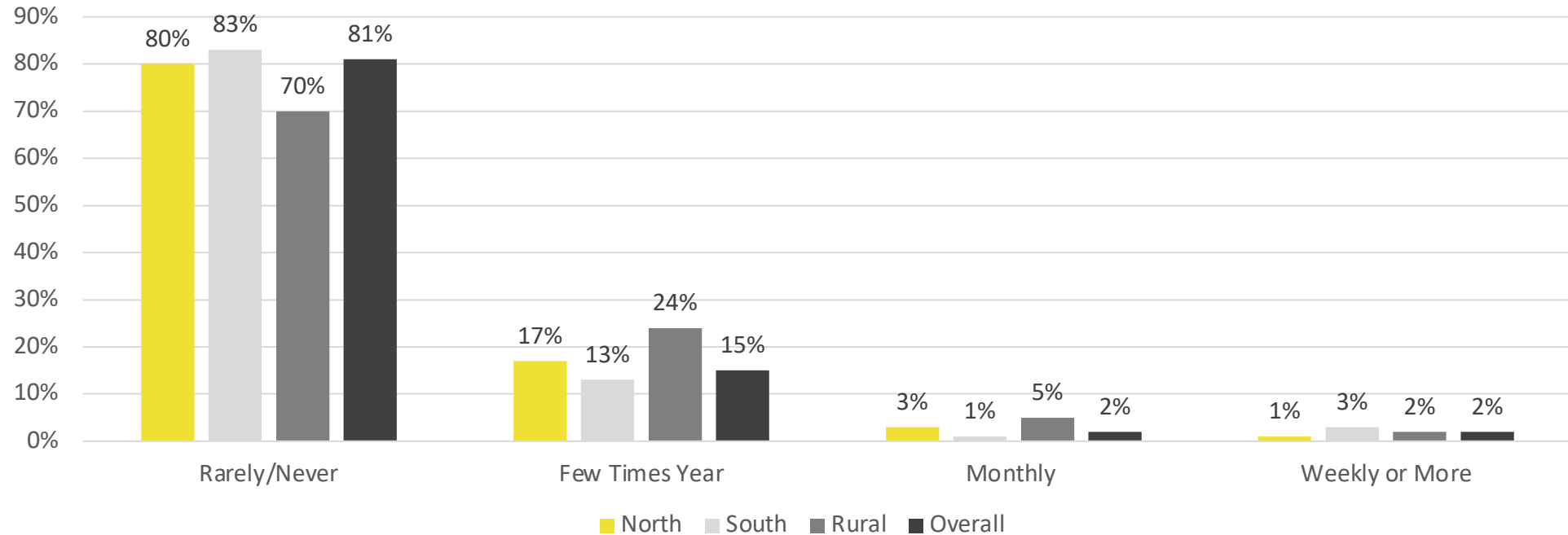
How often do you run a stop sign or red light?



Running Stop Signs or Red Lights – by Geography

- Rural residents were more likely to report running a stop sign or red light at least a few times a year.

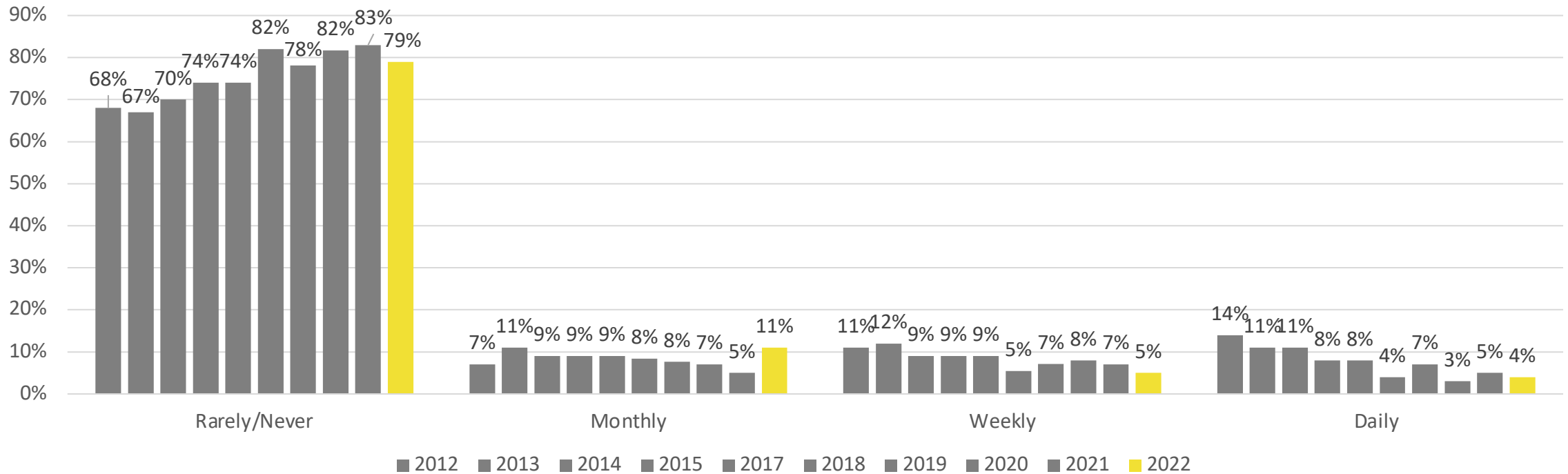
How often do you run a stop sign or red light?



Frequency of Handheld Phone Use

- 79% of respondents indicated they rarely or never talk on a handheld cellphone while driving, down from 83% in 2021.

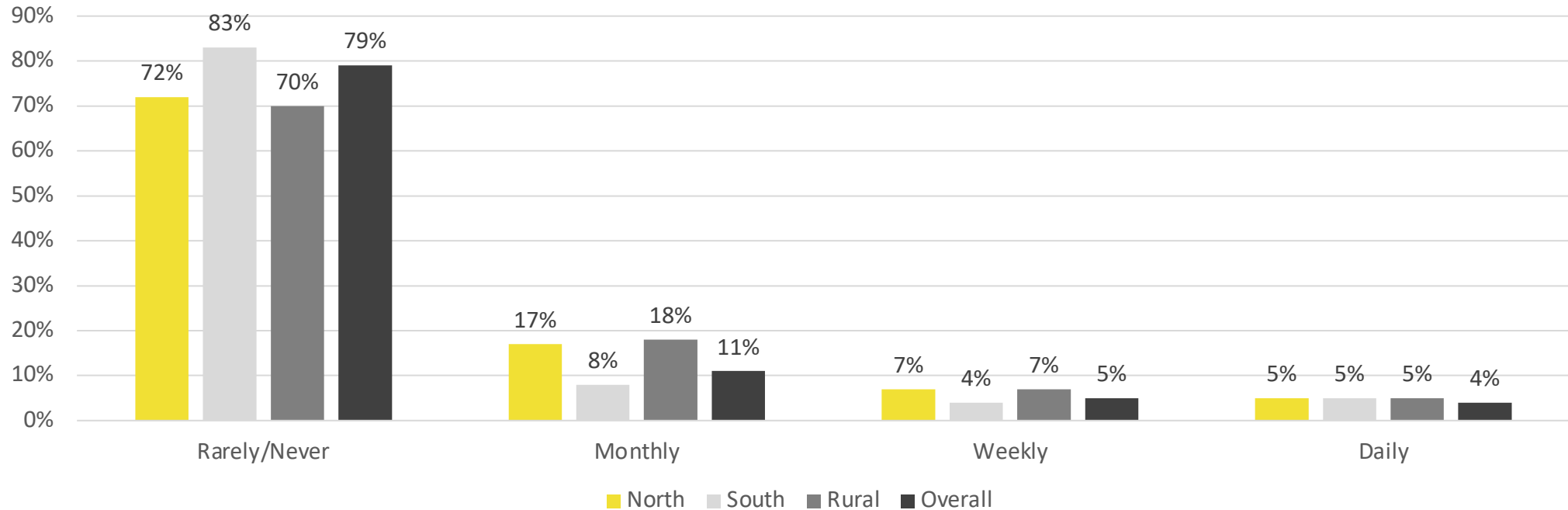
How often do you talk on your handheld cellphone while driving?



Frequency of Handheld Phone Use – by Geography

- Respondents living in Southern Nevada are less likely than those in the rural areas to use their handheld phone while driving; 83% selected rarely or never, compared with 72% of north and 70% of rural area residents.

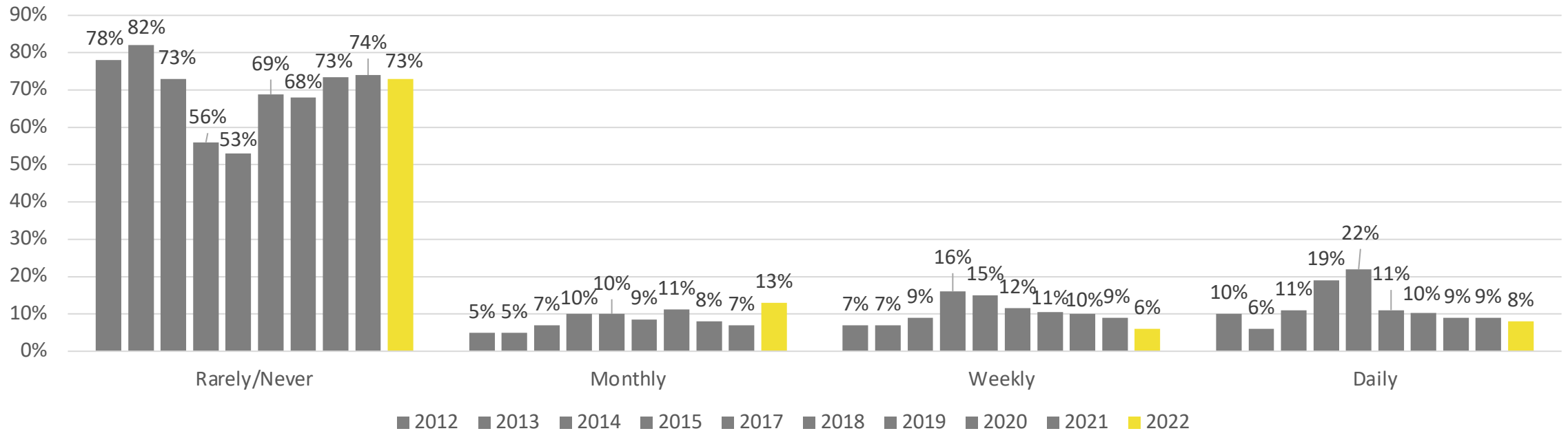
How often do you talk on your handheld cellphone while driving?



Usage of a Smartphone or Cellphone While Driving

- 73% indicate they rarely/never drive while distracted by activities such as texting, navigation, etc.

While driving, how often do you use a smartphone or cellphone for anything other than hands-free talking (e.g., texting, navigation, social media, taking a selfie, etc.)?*

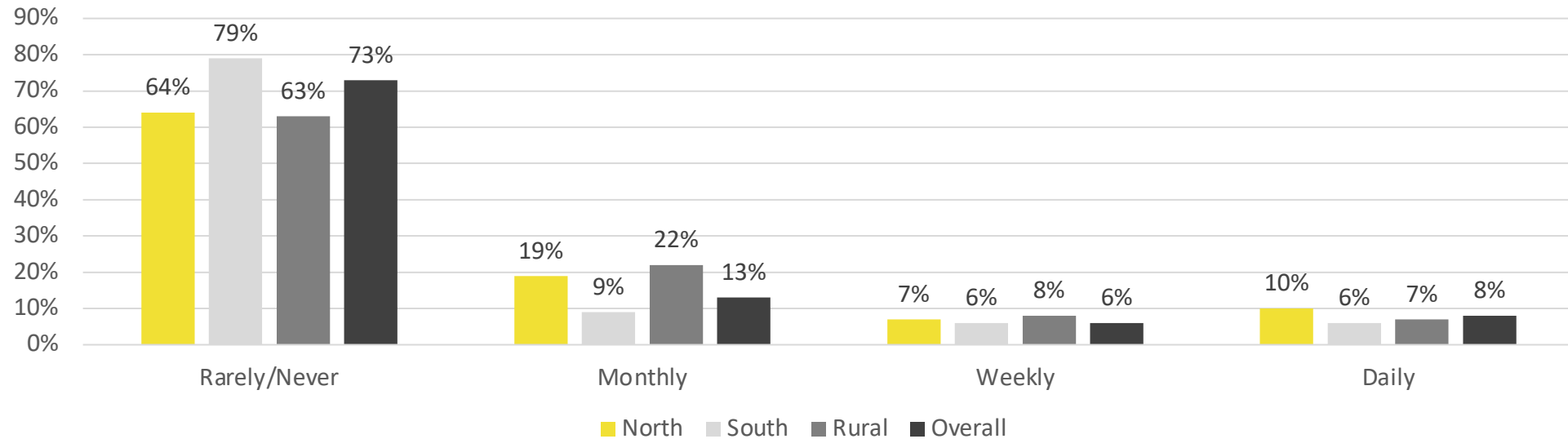


*NOTE: The question wording changed somewhat in 2019 to include the examples listed above (texting, navigation, social media, taking a selfie).

Other Phone Distractions – by Geography

- Rural respondents were more likely to use their smartphone or cellphone for anything other than hands-free talking monthly compared with other counties.

While driving, how often do you use a smartphone or cellphone for anything other than hands-free talking (e.g., texting, navigation, social media, taking a selfie, etc.)?

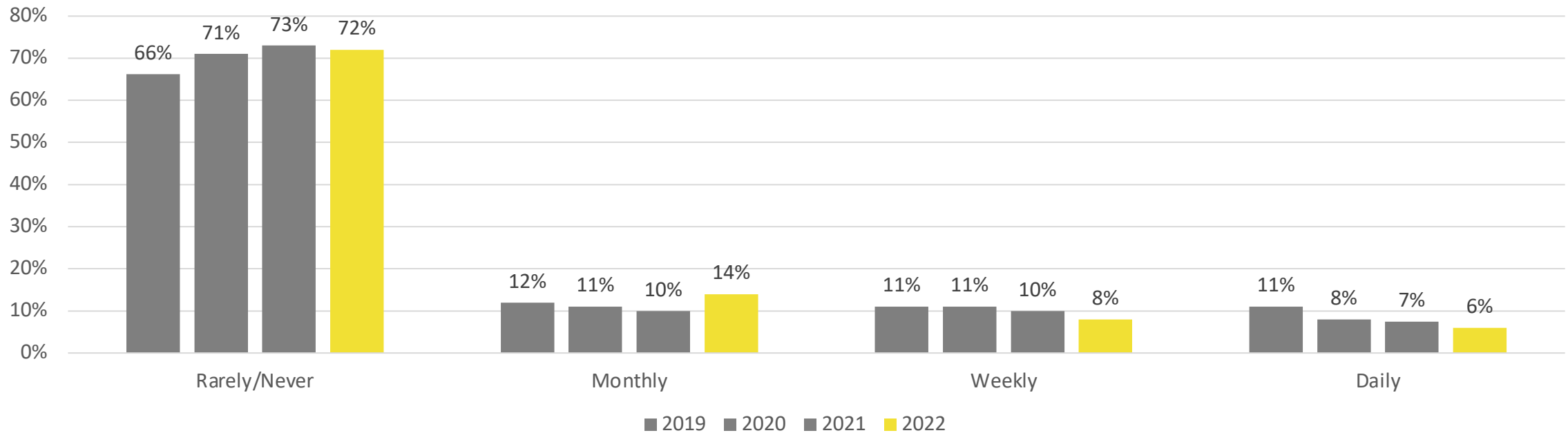


**NOTE: The question wording changed somewhat in 2019 to include the examples listed above (texting, navigation, social media, taking a selfie).*

Distracted Driving Behaviors

- In 2022, there was a slight decrease in the percentage who reported rarely or never being distracted by other activities while driving.

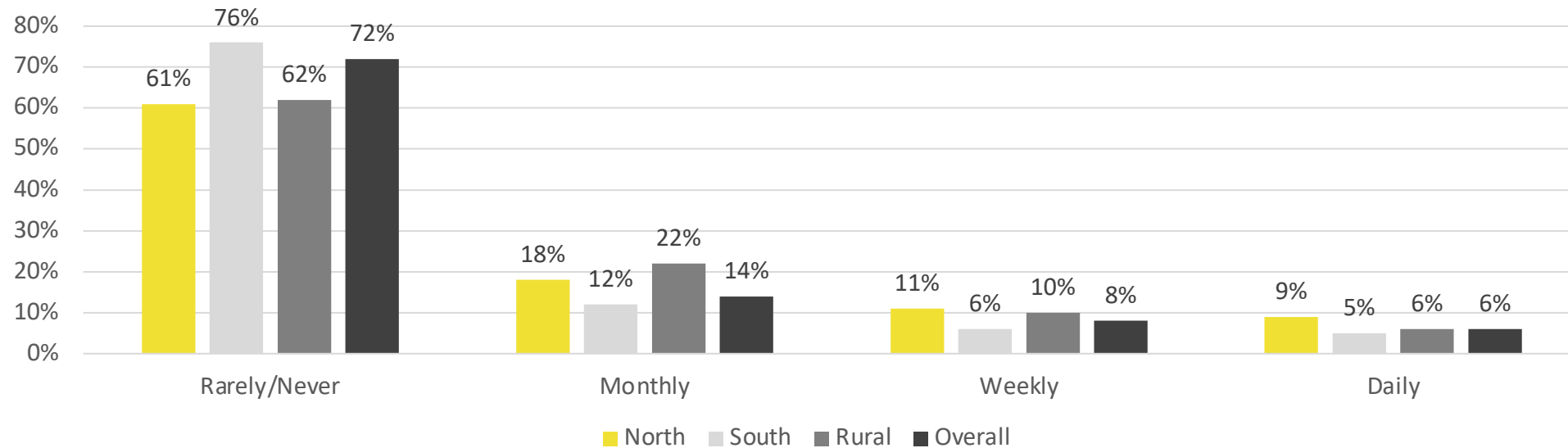
While driving, how often are you distracted by participating in other activities, such as eating, changing the radio station, applying makeup, or holding a pet in your lap?



Distracted Driving Behaviors – by Geography

- 20% of northern Nevada drivers reported being distracted by eating, changing the radio station, applying makeup, or holding a pet daily or weekly.

While driving, how often are you distracted by participating in other activities, such as eating, changing the radio station, applying makeup, or holding a pet in your lap?



Risky Behaviors Summary – by Age

- Respondents between the ages of 25 and 34 were the most likely to drive without using a seat belt, use a cellphone while driving, or get distracted by other activities while driving.

How often do you ... (Once a month or more)*

Activity	18-24 (n=117)	25-34 (n=271)	35-44 (n=242)	45-54 (n=221)	55-65 (n=128)	Over 65 (n=86)
Drive without using a seat belt?	15%	24%	22%	23%	6%	1%
Drive after consuming alcohol, marijuana or prescription drugs?	10%	18%	18%	10%	6%	6%
Run a stop sign or red light?	4%	6%	5%	1%	2%	2%
Talk on a handheld cellphone while driving?	22%	33%	26%	16%	8%	
Use a phone for anything other than hands-free talking?	22%	38%	31%	27%	11%	5%
Get distracted by other activities (eating, changing radio, etc.)?	27%	35%	33%	26%	23%	10%

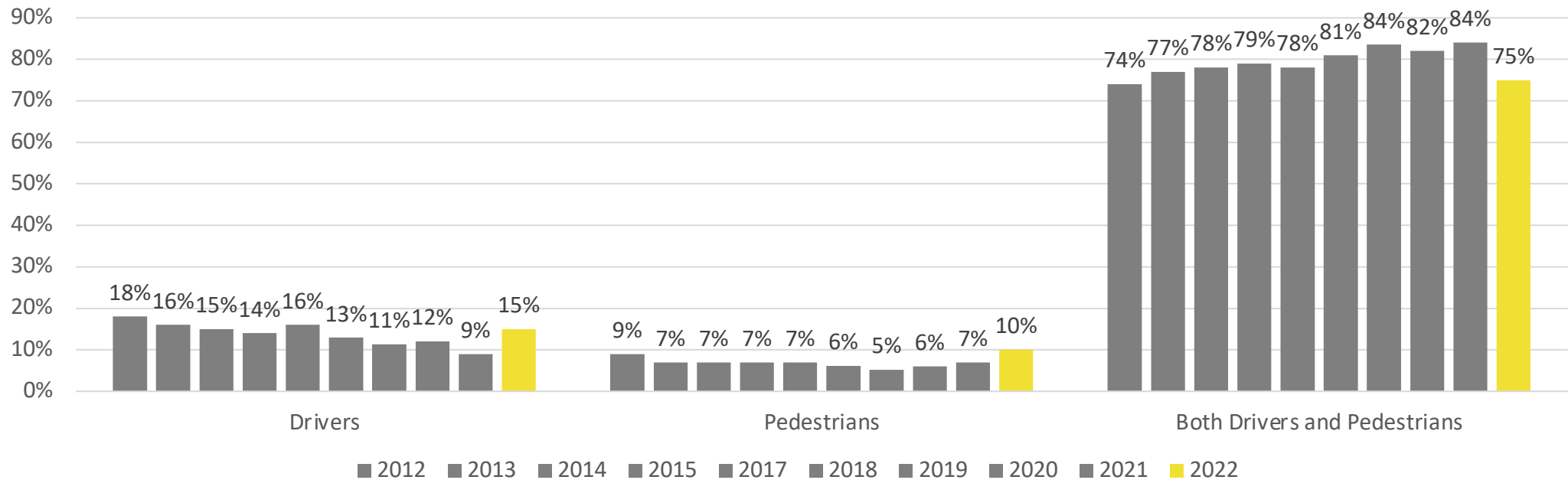
**The percentages in the table reflect the proportion of respondents who report that they engage in each activity at least monthly.*

Pedestrian Safety

Responsibility for Pedestrian Safety

- The overall percentage of respondents who believe both drivers and pedestrians share primary responsibility for pedestrian safety decreased in 2022.

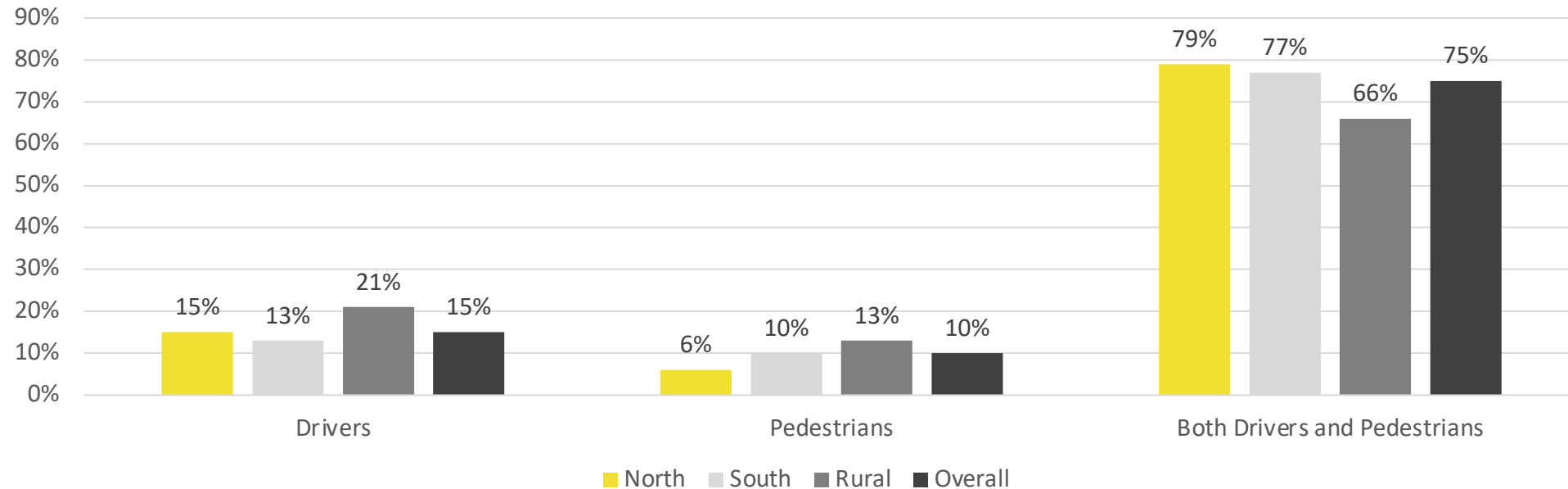
When talking about being “Pedestrian Safety,” who do you think has the primary responsibility – the driver, the pedestrian, or both?



Responsibility for Pedestrian Safety – by Geography

- Drivers in the north were the most likely to feel the responsibility for keeping pedestrians safe is shared between drivers and pedestrians. At the same time, those in the rural areas were least likely to perceive a shared responsibility.

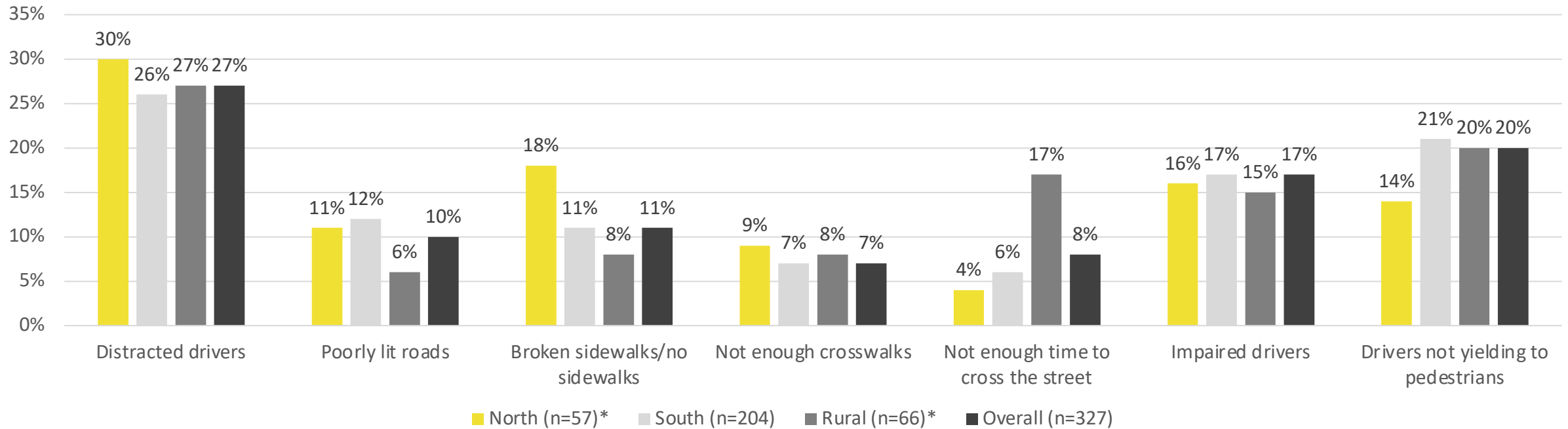
When talking about being “Pedestrian Safety,” who do you think has the primary responsibility – the driver, the pedestrian, or both?



Biggest Challenges as a Pedestrian

- Distracted drivers presented the biggest challenge to pedestrians in the north and rural areas, while drivers not yielding to pedestrians was most problematic in the south.

What is the biggest challenge that you face as a pedestrian?*



*NOTE: This question was added for the first time in 2021. This question was only asked of respondents who walked at least once per week as a means of transportation. Please note the sample sizes for the north and rural areas are relatively small, and caution should be used when generalizing the results to the broader population.

Perceptions of Pedestrian Risk

- Across all three geographies, not paying attention to traffic was perceived to be the most dangerous, while using a cellphone while walking was least likely to be seen as very dangerous.

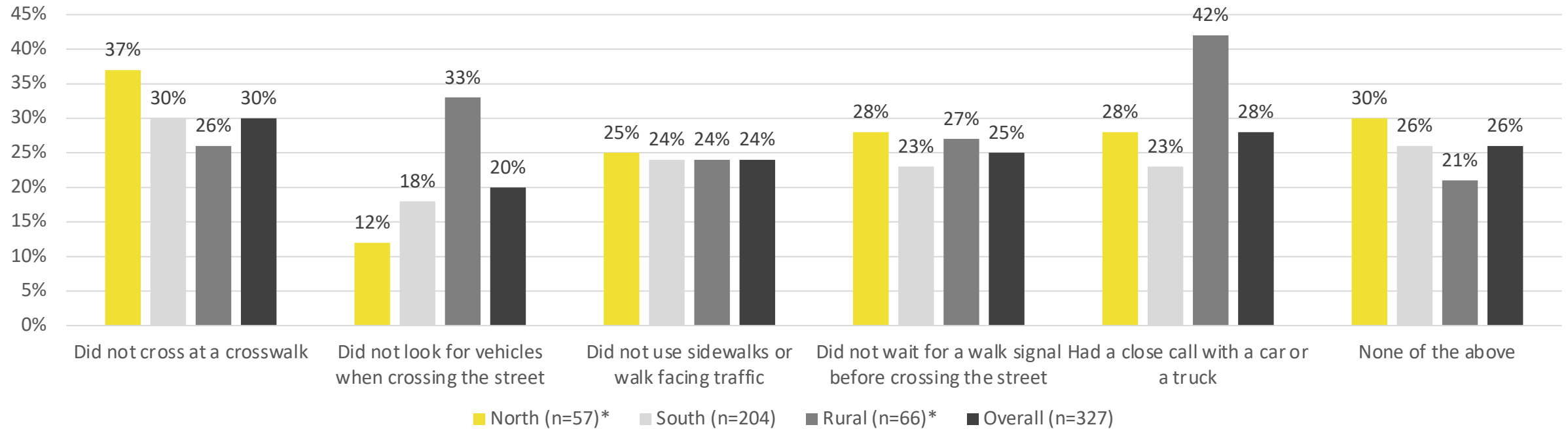
How dangerous do you feel it is to ... (Top Score Only – “Very Dangerous”)*				
Activity	North (n=57)*	South (n=204)	Rural (n=66)*	Overall (n=327)
Walk before receiving the walk signal at a crosswalk?	35%	37%	33%	36%
Use your cellphone while walking (talking, listening to music, etc.)?	23%	28%	27%	27%
Walk while impaired?	35%	36%	32%	35%
Not cross at a crosswalk?	37%	40%	32%	38%
Not pay attention to traffic?	47%	51%	39%	48%

**This question was added for the first time in 2021. The percentages in the chart reflect the proportion of respondents who selected “5” on the five-point rating scale where “1” was “Not at all dangerous” and “5” was “Very dangerous.” Please note the sample sizes for the north and rural areas are relatively small, and caution should be used when generalizing the results to the broader population.*

Pedestrian Experiences

- 42% of respondents in rural counties who walk at least once a week for transportation reported having had a close call with a car or truck.

In the past six months, which of the following have you experienced as a pedestrian ...*

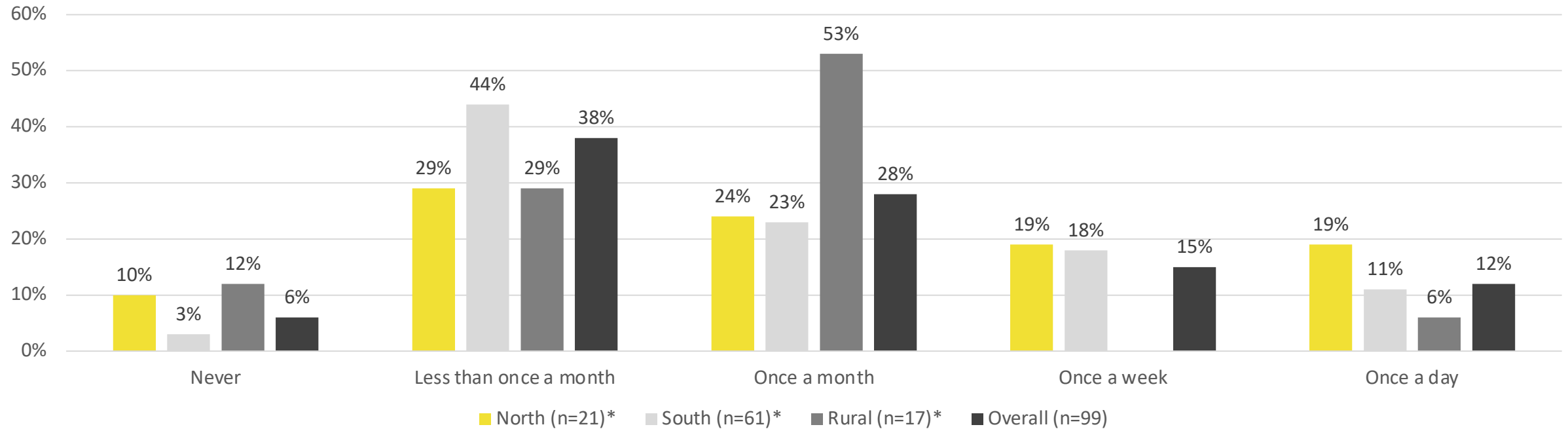


*NOTE: This question was added for the first time in 2021. This question was only asked of respondents who walked at least once per week as a means of transportation. Please note the sample sizes for the north and rural areas are relatively small and caution should be used when generalizing the results to the broader population.

Pedestrian Experiences

- Over half of respondents in rural counties indicated they use a crosswalk to get across the street once a month, while 44% of those in the southern areas did so less than once a month. Please note: These results are based on very small sample sizes.

How often do you not use a crosswalk to get across the street?*

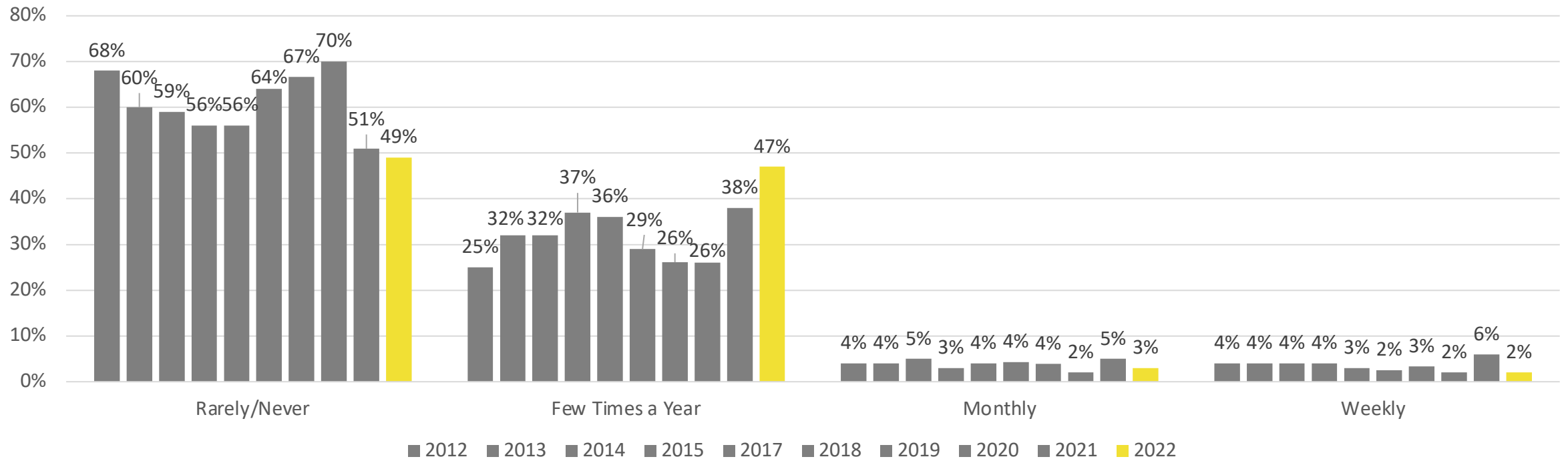


**NOTE: This question was added for the first time in 2021. This question was only asked of respondents who did not cross at a crosswalk. Please note the sample sizes are relatively small, and caution should be used when generalizing the results to the broader population.*

Pedestrian Close Calls

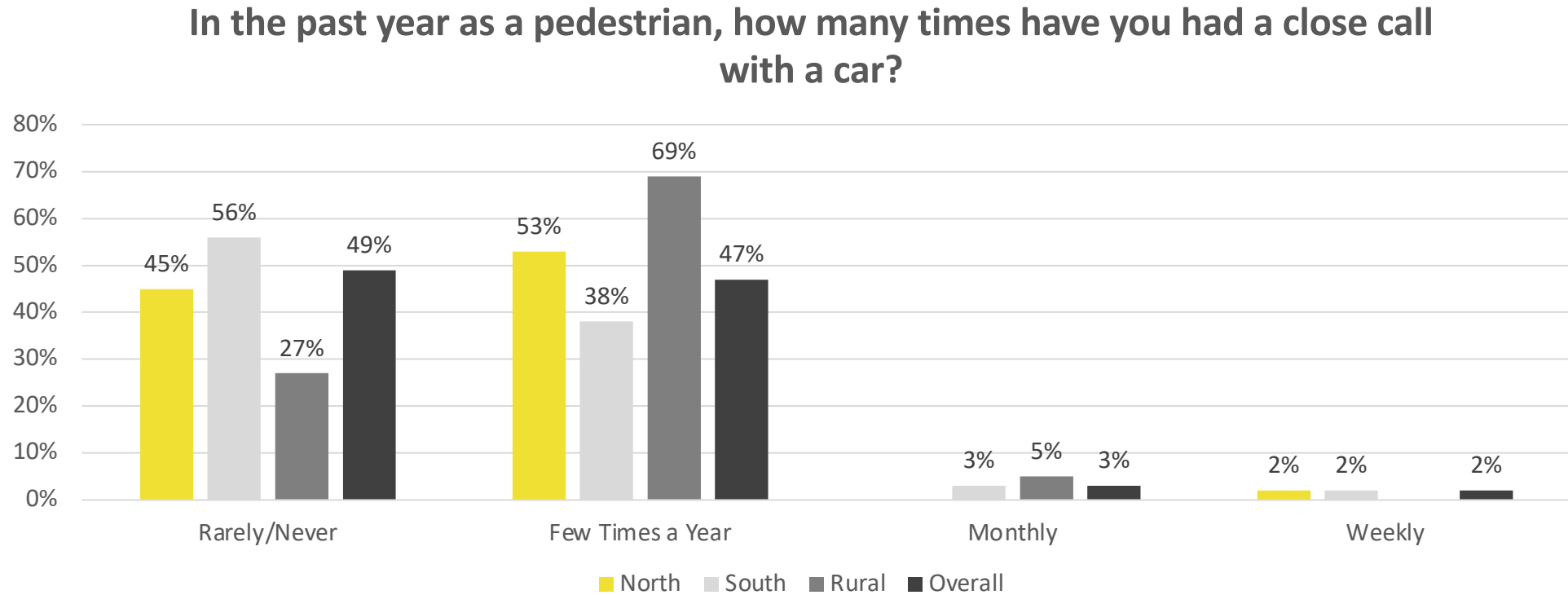
- The percentage of respondents reporting rarely or never having a “close call” as a pedestrian with a car decreased slightly in 2022 while there was an increase in those reporting one a few times a year.

In the past year as a pedestrian, how many times have you had a close call with a car?



Pedestrian Close Calls – by Geography

- Almost half of all respondents indicated rarely or never having had a close call with a car as a pedestrian in the past year. 69% of rural respondents indicated having a close call with a car a few times a year.

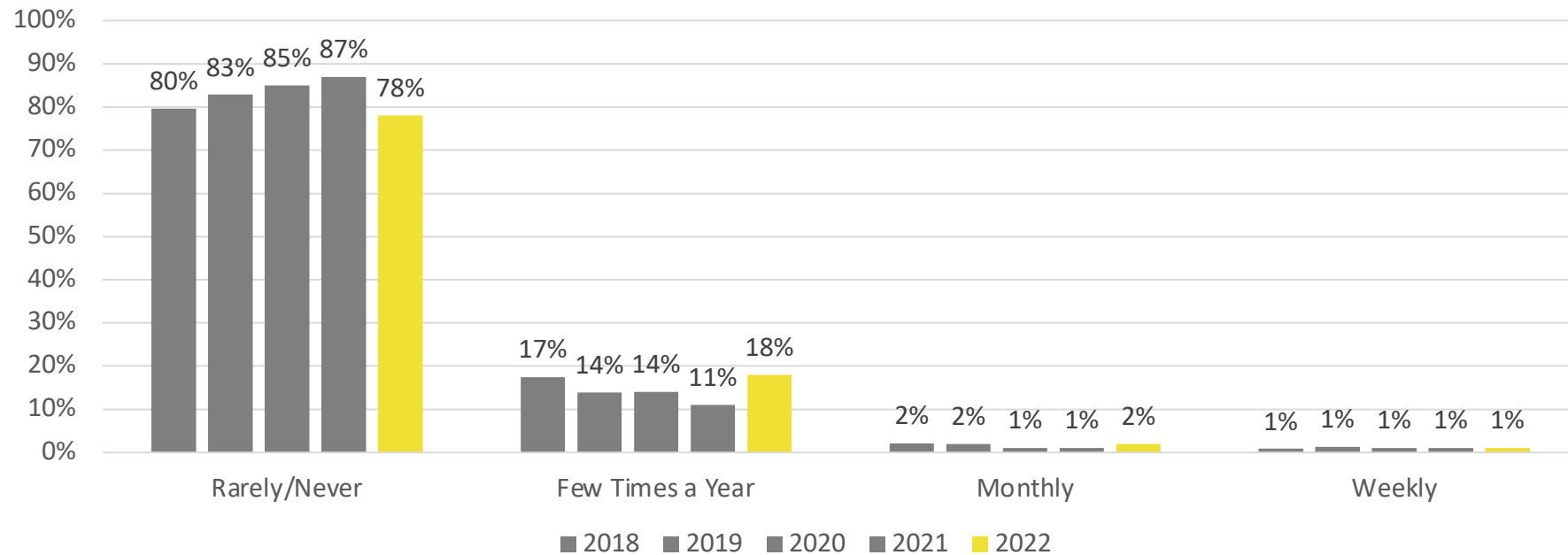


**NOTE: These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.*

Driver Close Calls

- Driver close calls with a pedestrian increased slightly in 2022.

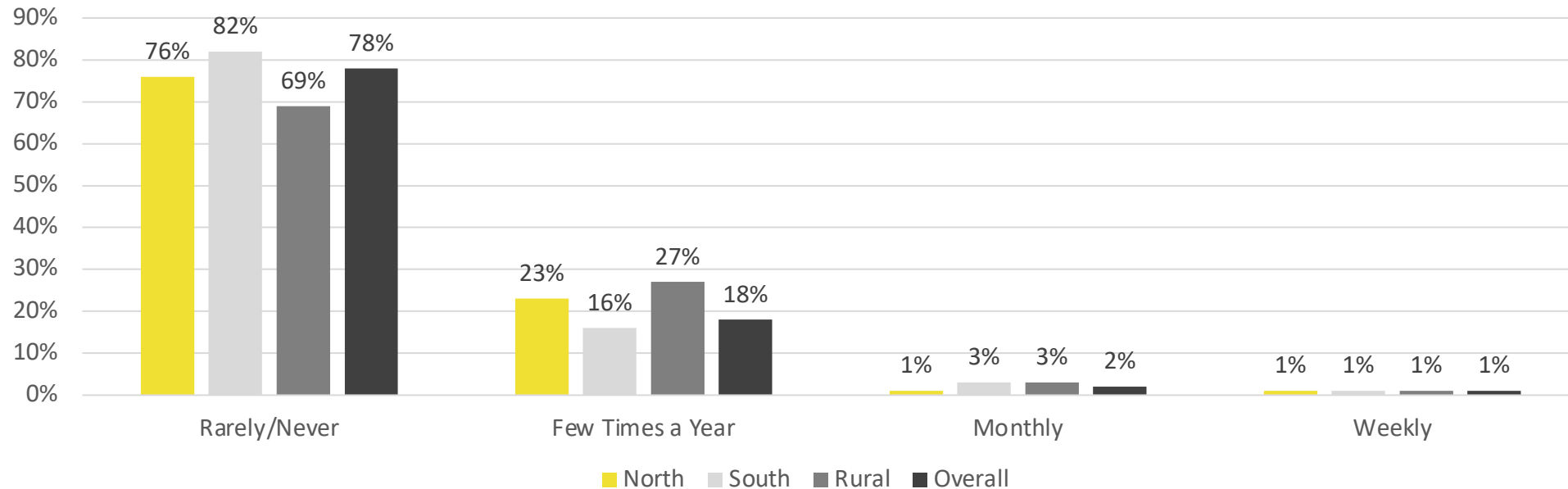
In the past year, as a driver, how often have you had a close call with a pedestrian?



Driver Close Calls – by Geography

- Rural Nevada residents were somewhat more likely to report a close call with a pedestrian a few times a year (as a driver) in the past year; 78% of all respondents indicated they had “rarely or never” experienced this in the prior year.

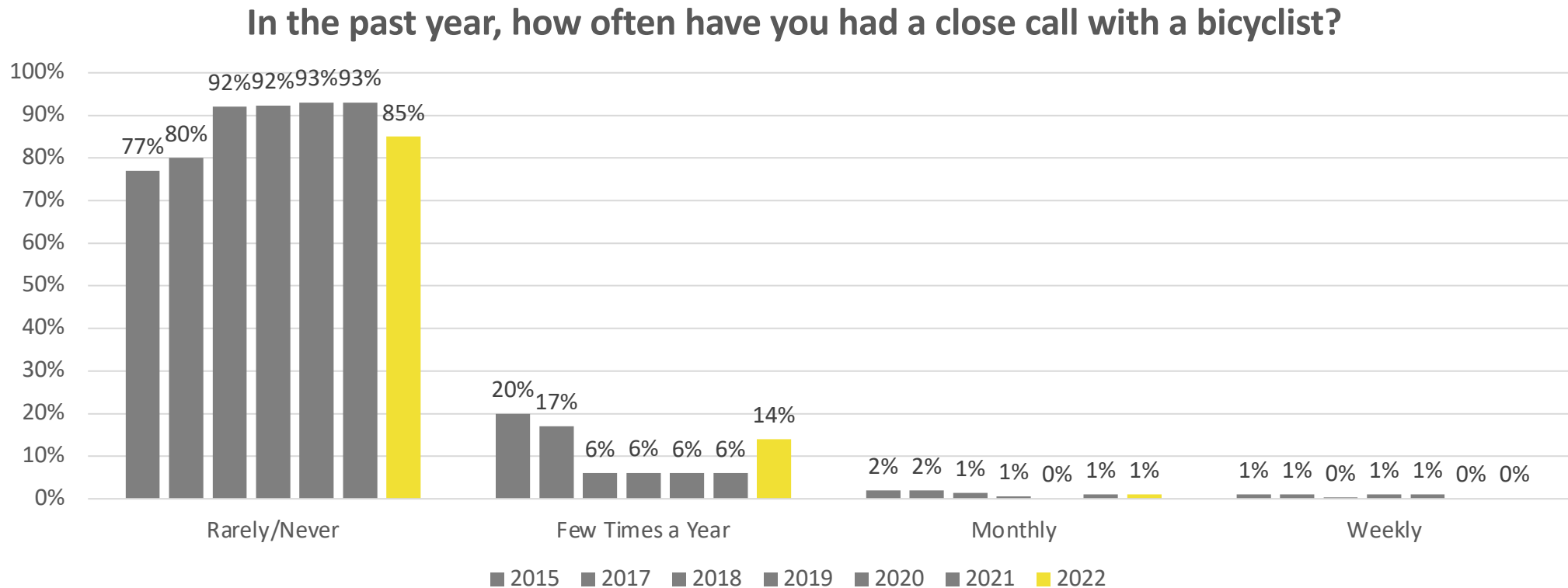
In the past year, as a driver, how often have you had a close call with a pedestrian?



Bicyclist Safety

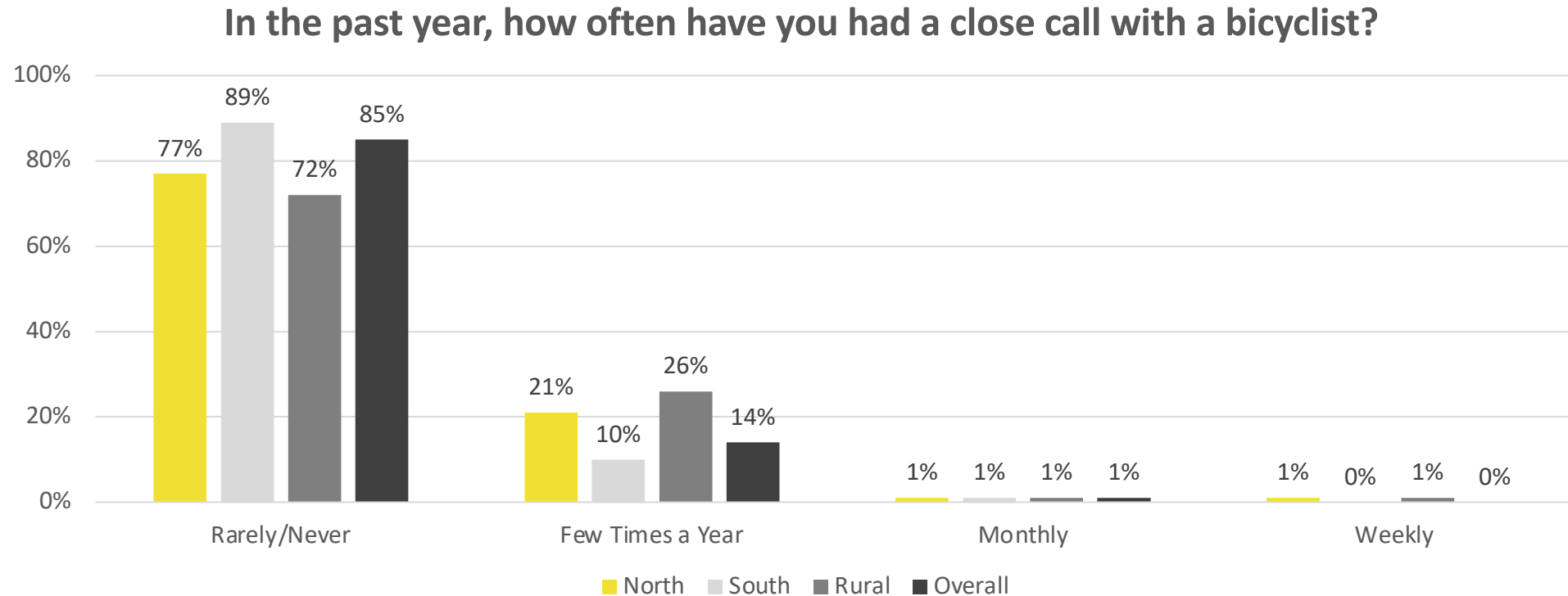
Driver Close Calls With Bicyclists

- 85% of respondents report rarely or never having had a close call with a bicyclist in the preceding 12 months, down from 93% in 2021.



Driver Close Calls With Bicyclists – by Geography

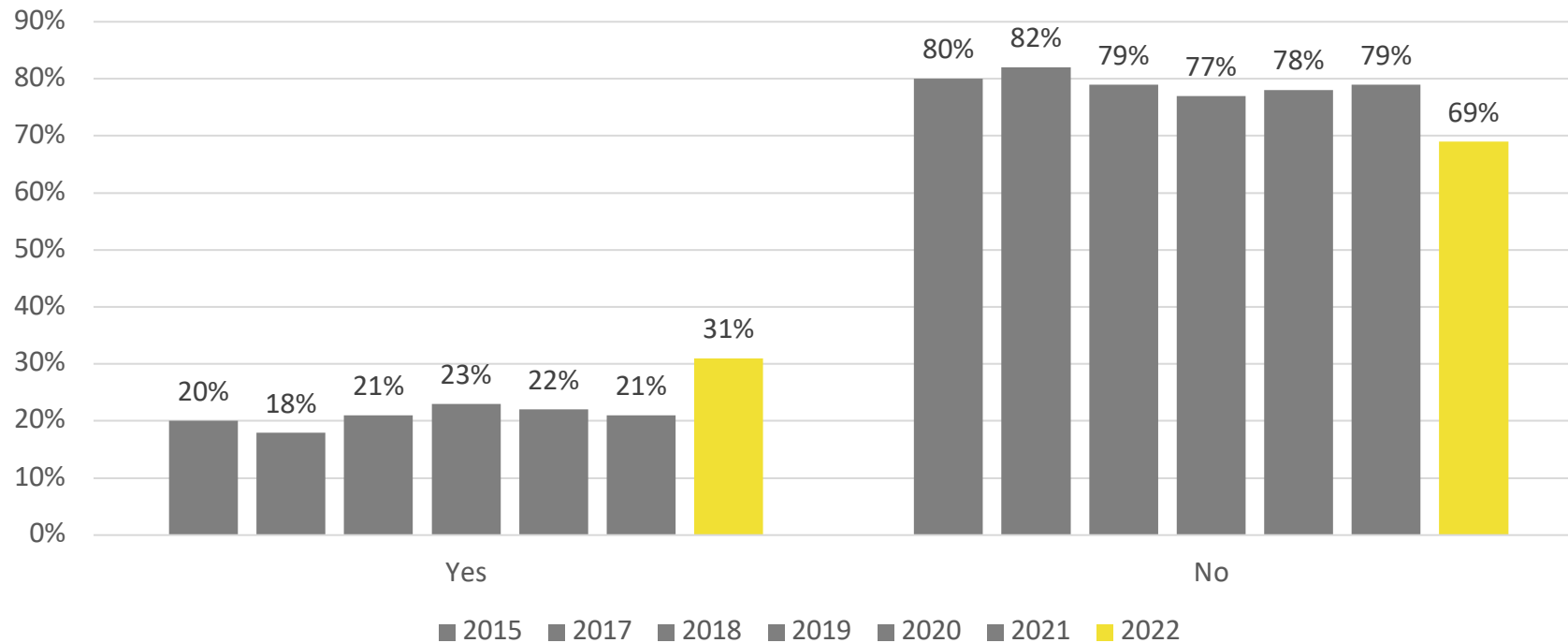
- Most respondents in all three geographies reported rarely or never having had a close call with a bicyclist in the past year. Over a quarter of rural drivers report having had a close call with a bicyclist a few times in the past year.



Bicycle Ridership

- Slightly more respondents report riding a bicycle this year compared to previous years. More respondents in rural areas report riding a bicycle.

Do you currently ride a bicycle on Nevada roads?



Ridership by Geography

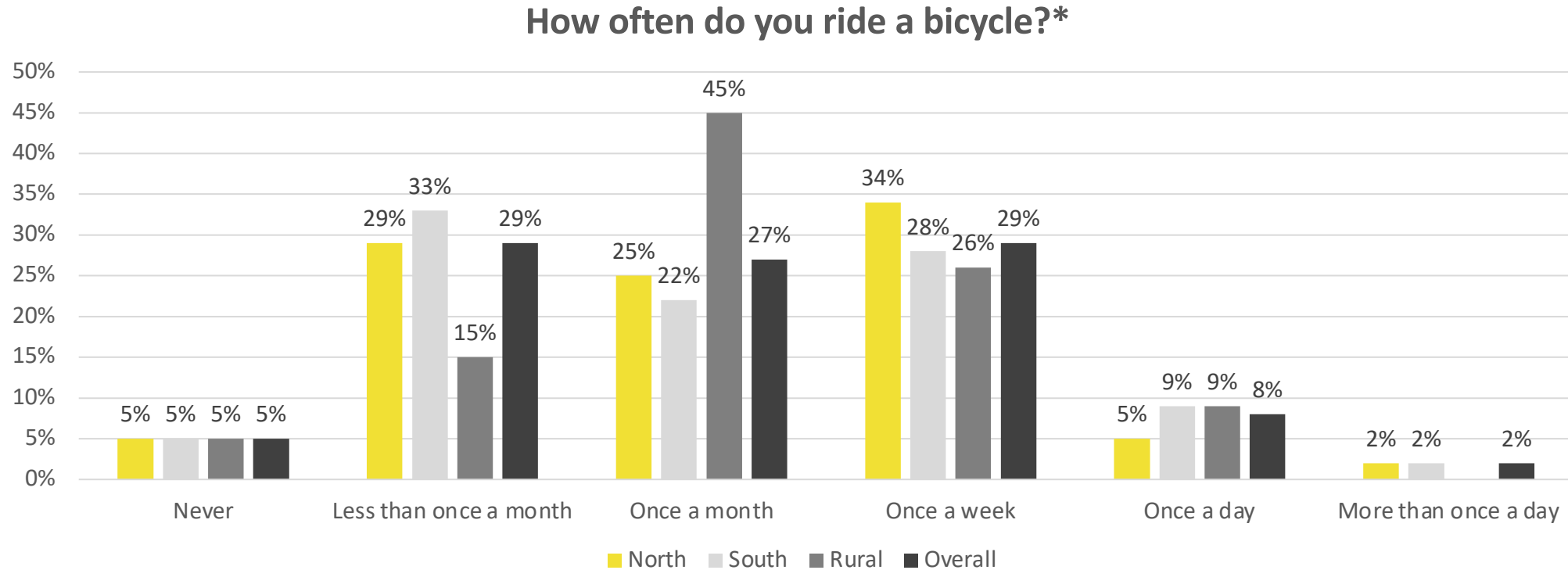
North: 34%

South: 29%

Rural: 37%

Bicyclist Ridership Frequency – by Geography

- Of those respondents who ride bicycles, 45% in rural areas report riding their bicycle once a month. Over a third of respondents in the northern counties ride once a week.

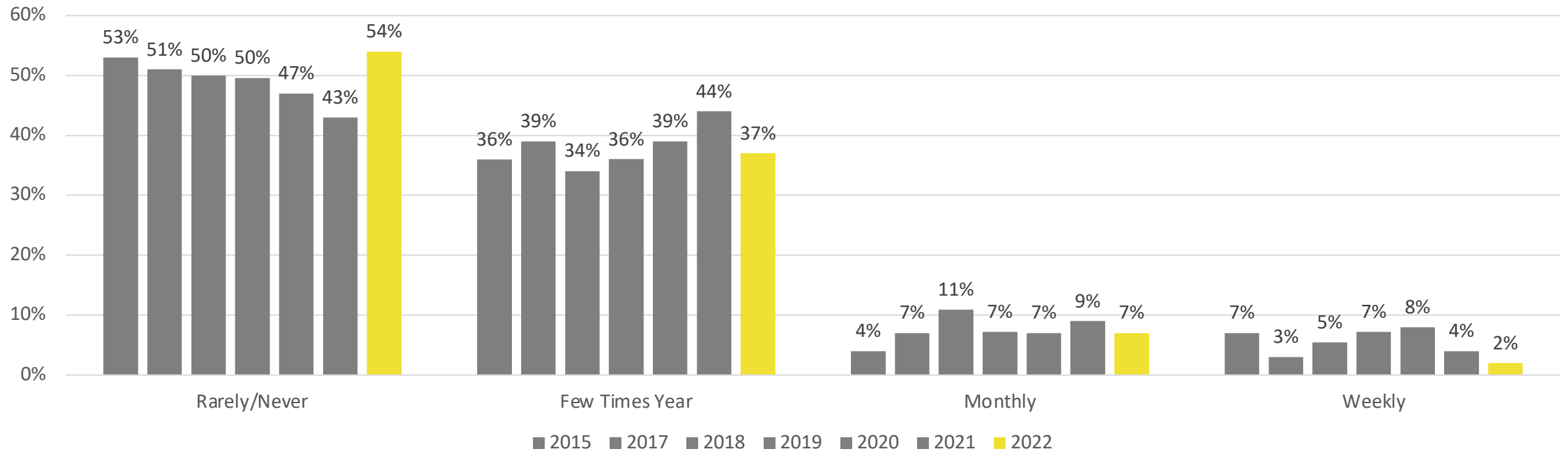


**NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads. Sample sizes are relatively small and, therefore, there are no significant differences between the geographies. Please note that these are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.*

Bicyclist Close Calls

- There was an increase in 2022 in the percentage of respondents who indicated having rarely or never experienced a close call with a bicyclist.

In the past year as a bicyclist, how many times have you had a close call with a car?*

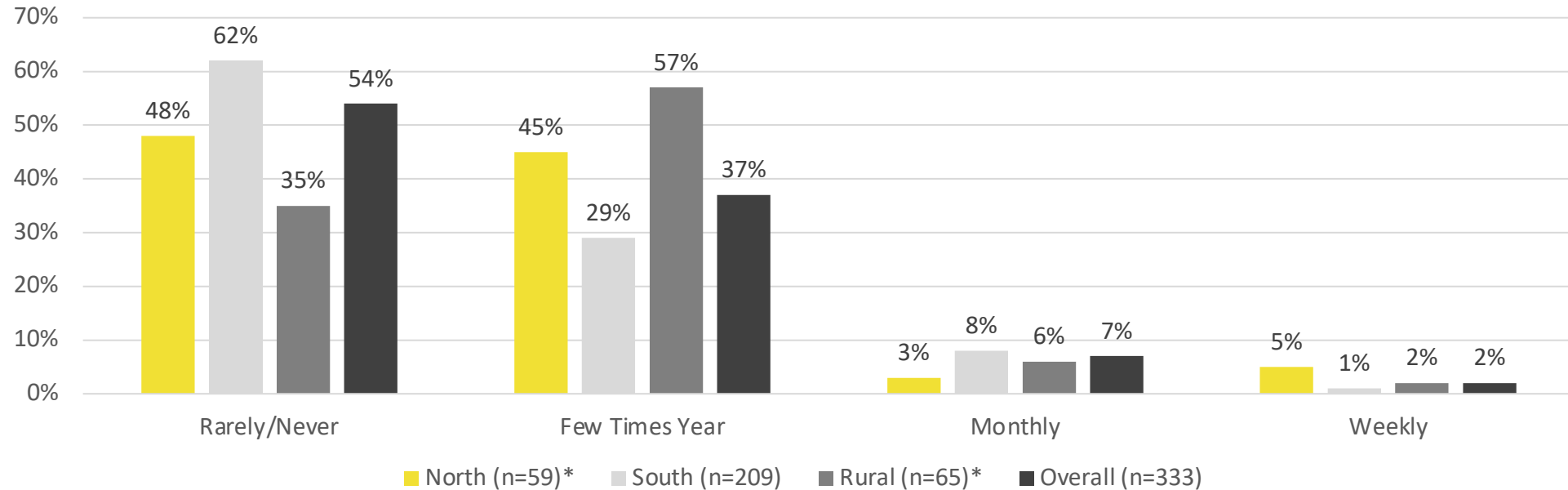


*NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads.

Bicyclist Close Calls – by Geography

- Bicyclists in the south were more likely to report rarely or never having had a close call with a car in the past year.

In the past year as a bicyclist, how many times have you had a close call with a car?*

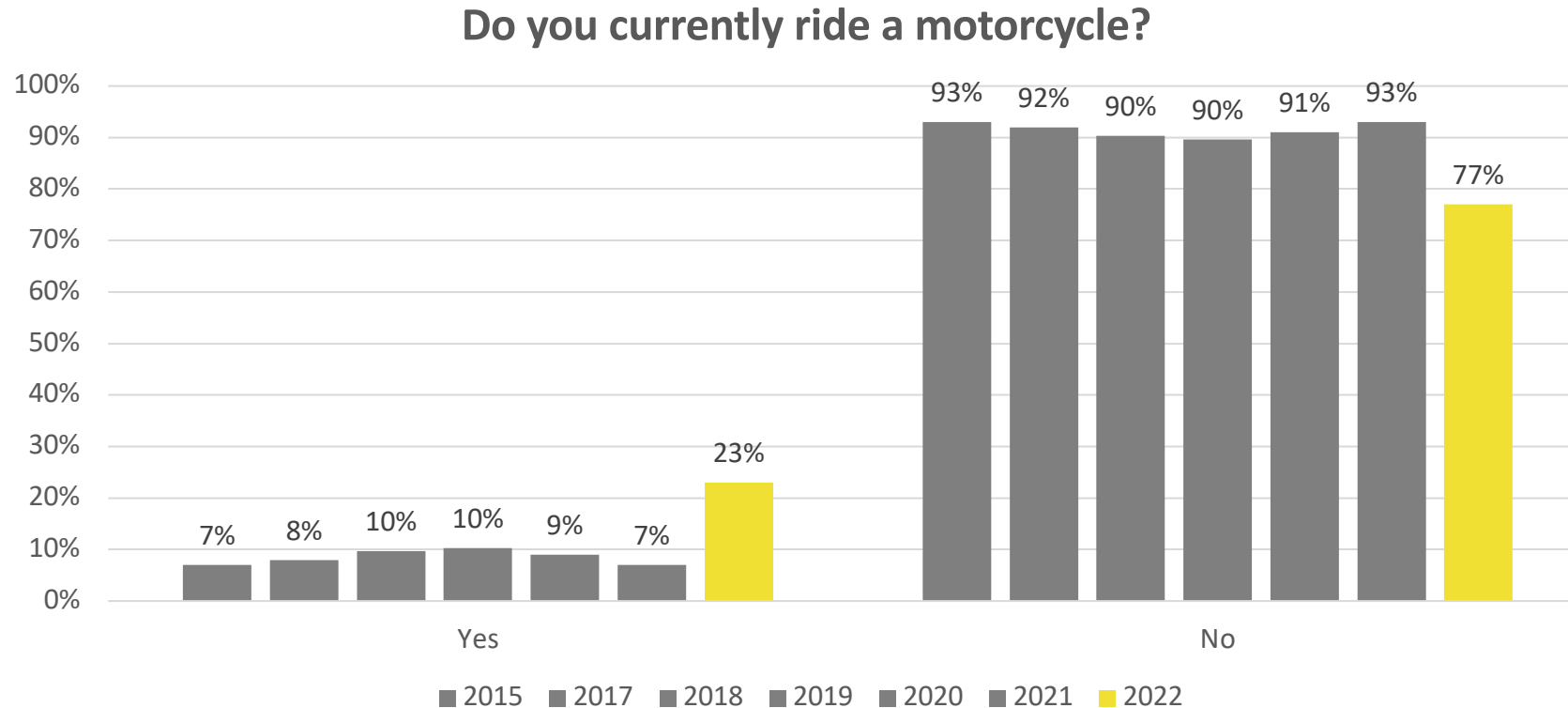


*NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads. Sample sizes are relatively small and, therefore, there are no significant differences between the geographies

Motorcycle Safety

Motorcycle Ridership

- There was a large increase in the overall percentage of respondents who ride a motorcycle. The rate is higher in the rural areas (37%) when compared with the north (19%) and south (21%).



Ridership by Geography

North: 19%

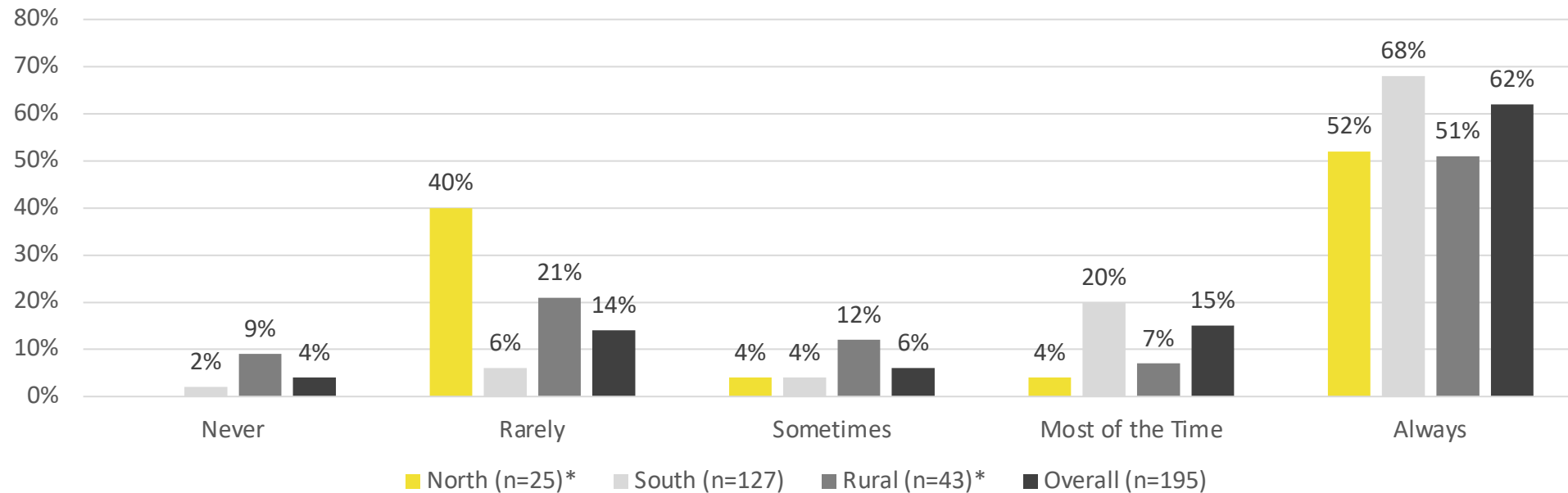
South: 21%

Rural: 37%

Frequency of Wearing a Helmet – by Geography

- 62% of all motorcyclists report always wearing a helmet. On the other hand, 40% of motorcyclists in the north report rarely wearing a helmet. Please note: These results are based on very small sample sizes.

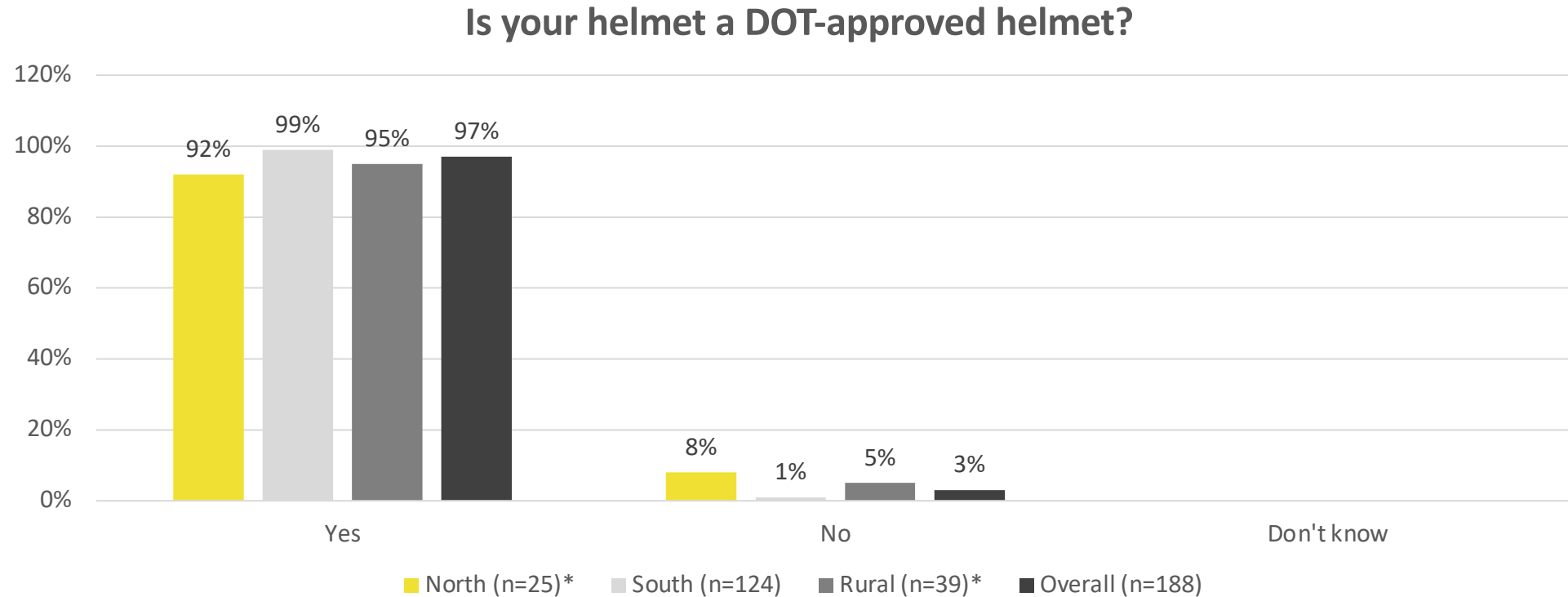
As a motorcyclist, when riding, how often do you wear a helmet? Would you say ...*



**NOTE: This question was only asked of respondents who indicated they currently ride a motorcycle on Nevada roads. In 2021, this question was only asked of respondents who indicated they ride a street bike and excluded off-road bikes. Please note that these are relatively small sample sizes and caution should be used when generalizing the results to the broader population.*

DOT Approved Helmet – by Geography

- More than 9 out of 10 who ride their motorcycle with a helmet had one that is DOT approved, with 99% in the south, 95% in the rural areas, and 92% in the north. Please note: These results are based on very small sample sizes.

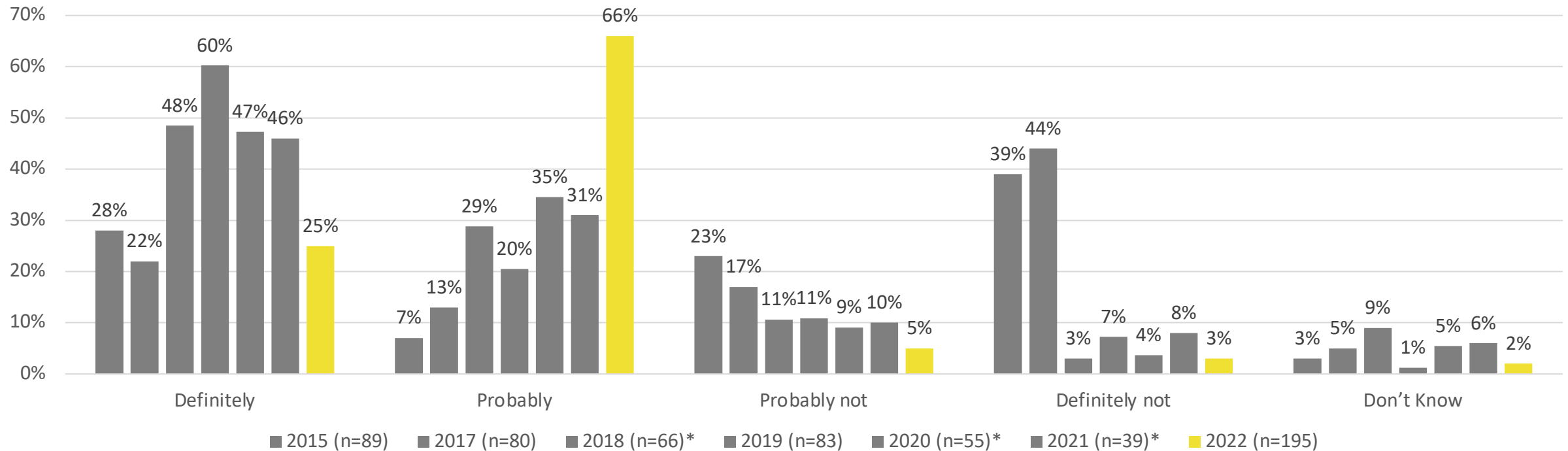


**NOTE: This question was only asked of respondents who indicated they currently ride a motorcycle on Nevada roads. In 2021, this question was only asked of respondents who indicated they ride a street bike and excluded off-road bikes. Please note that these are relatively small sample sizes and caution should be used when generalizing the results to the broader population.*

Impact of Zero Fatalities on Motorcycle Ridership

- 91% of motorcyclists indicate the Zero Fatalities campaign “probably” or “definitely” impacted them to ride safely.

Has the Zero Fatalities Traffic Safety Program influenced you to ride safely on a motorcycle?*



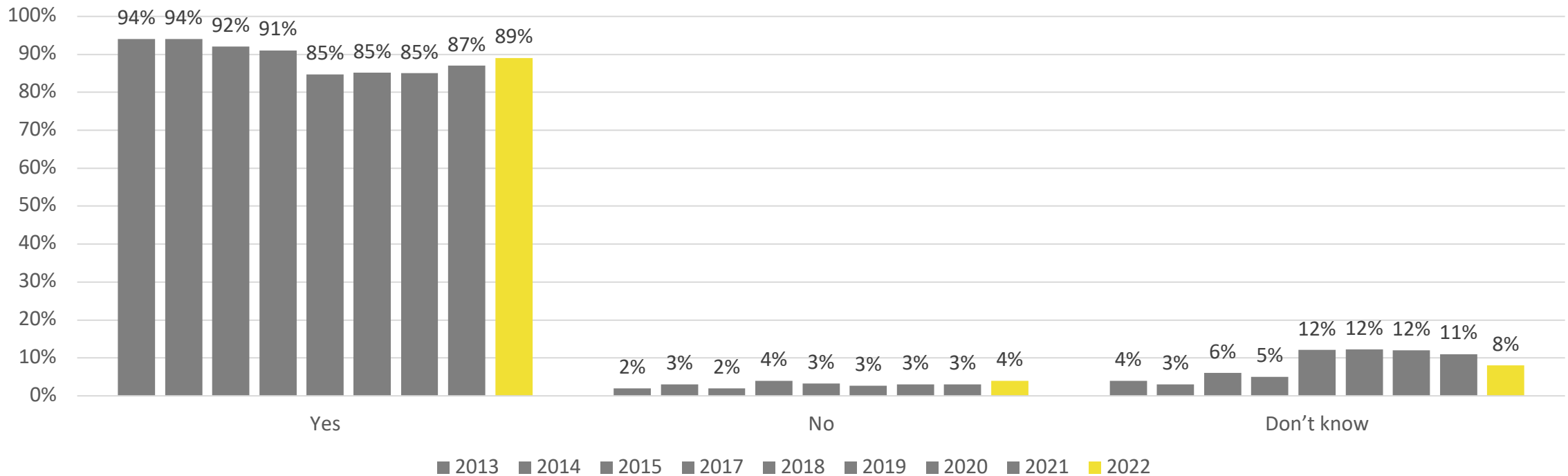
*NOTE: This question was only asked of respondents who indicated they currently ride a motorcycle on Nevada roads and who were aware of the Zero Fatalities campaign. In 2021, this question was only asked of respondents who indicated they ride a street bike and excluded off-road bikes. Please note that these are relatively small sample sizes and caution should be used when generalizing the results to the broader population.

Nevada Laws: Perceptions & Adherence

Awareness of Handheld Phone Law

- 89% of Nevada drivers believe there is a law against using a handheld phone while driving, increasing slightly over the results from the previous four years.

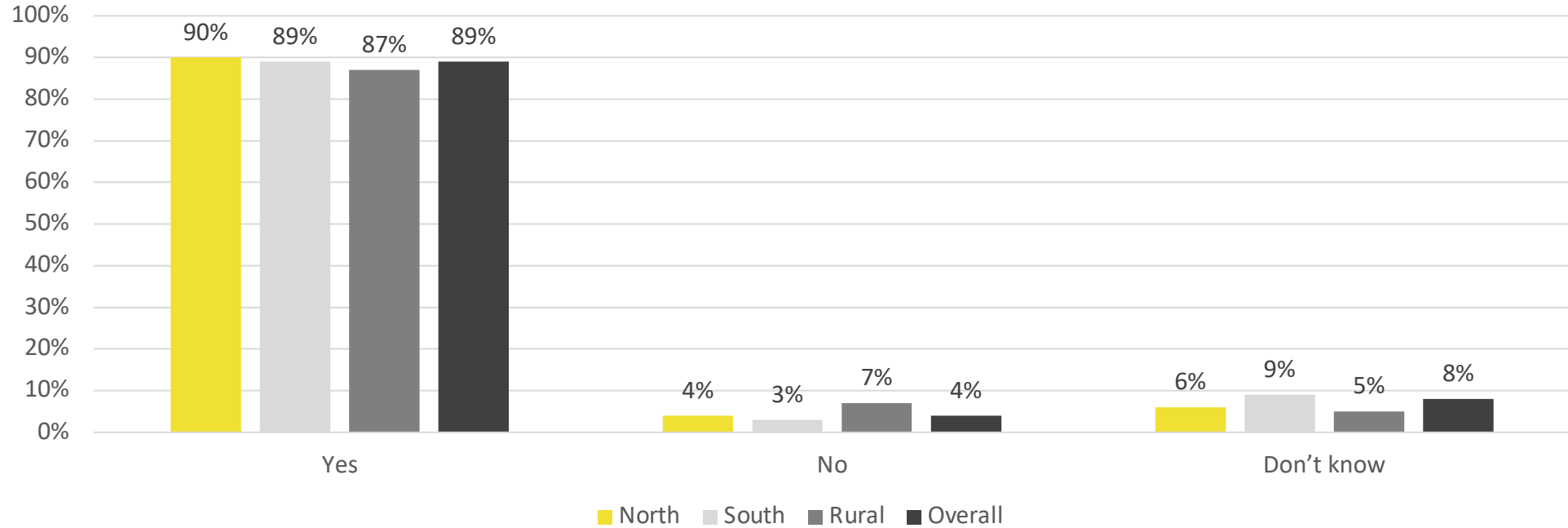
Does Nevada have a law against using a handheld phone while driving?



Awareness of Handheld Phone Law – by Geography

- Northern Nevada drivers were slightly more likely to be aware of Nevada’s law against handheld phone use while driving.

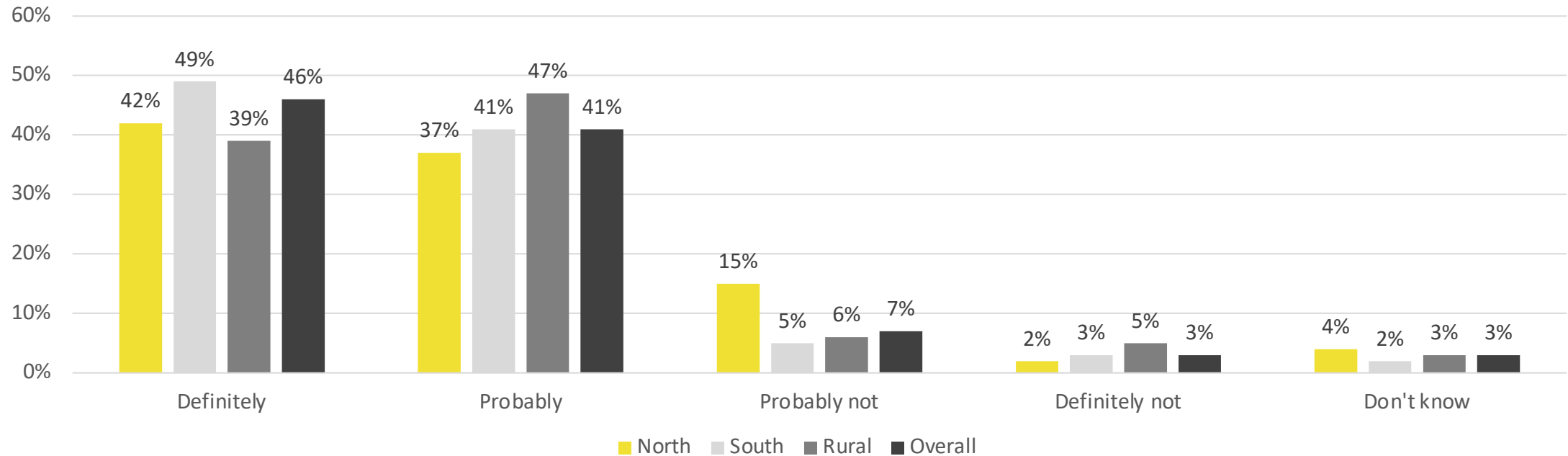
Does Nevada have a law against using a handheld phone while driving?



Support for Stronger Cellphone Laws

- 46% of the respondents in all three geographies definitely would support a more robust cellphone law if they knew that it would save lives on Nevada roads.

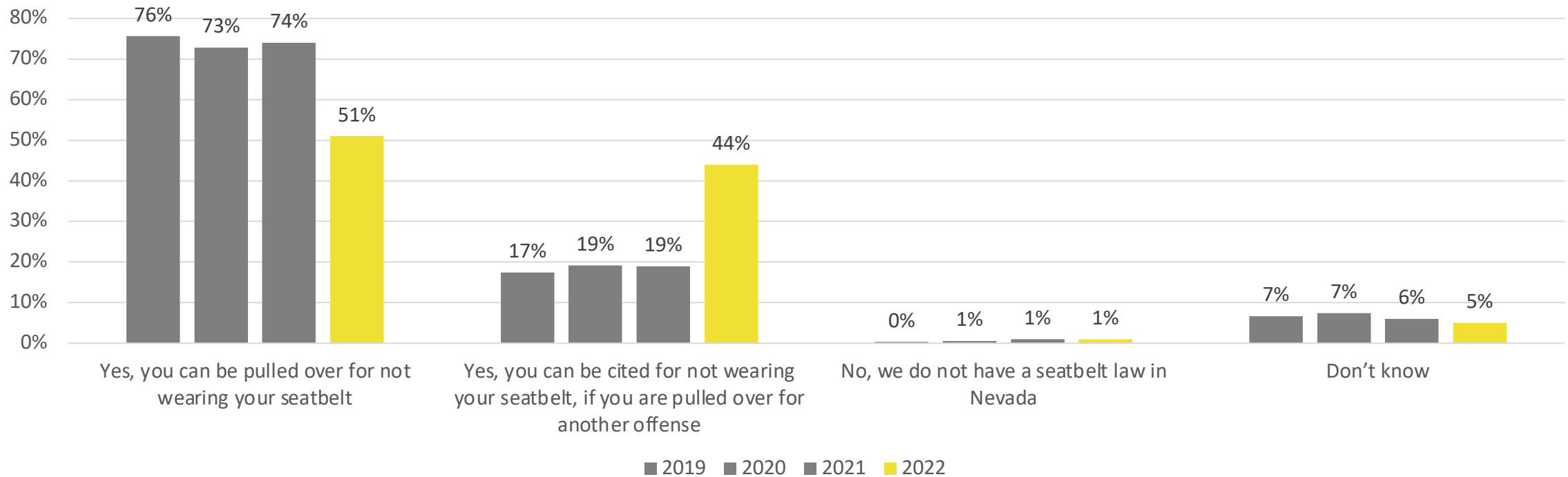
Would you support a stronger cellphone law if you knew it would result in more lives saved on our roads?



Awareness of Seat Belt Law

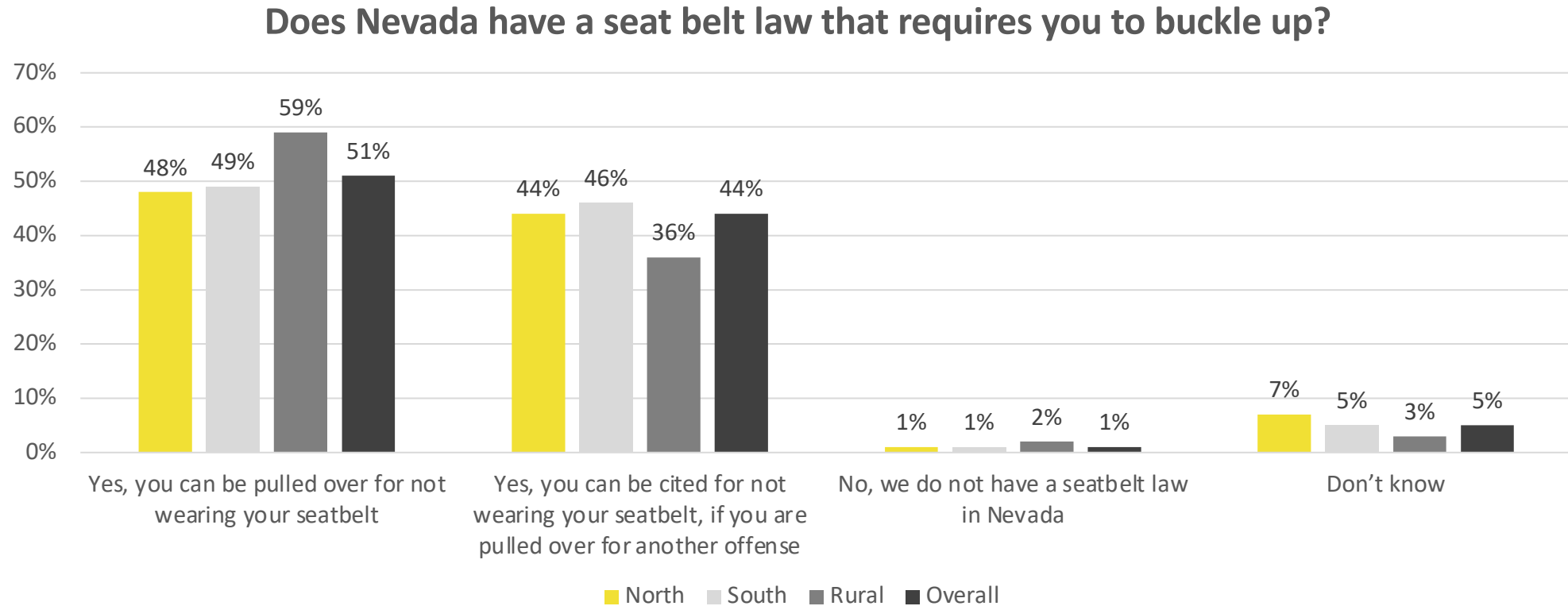
- In 2022, there was a decrease in the percentage of those who believe you can be pulled over for not wearing a seat belt. 44% indicated they believe they can be cited if pulled over for another offense.

Does Nevada have a seat belt law that requires you to buckle up?



Awareness of Seat Belt Law – by Geography

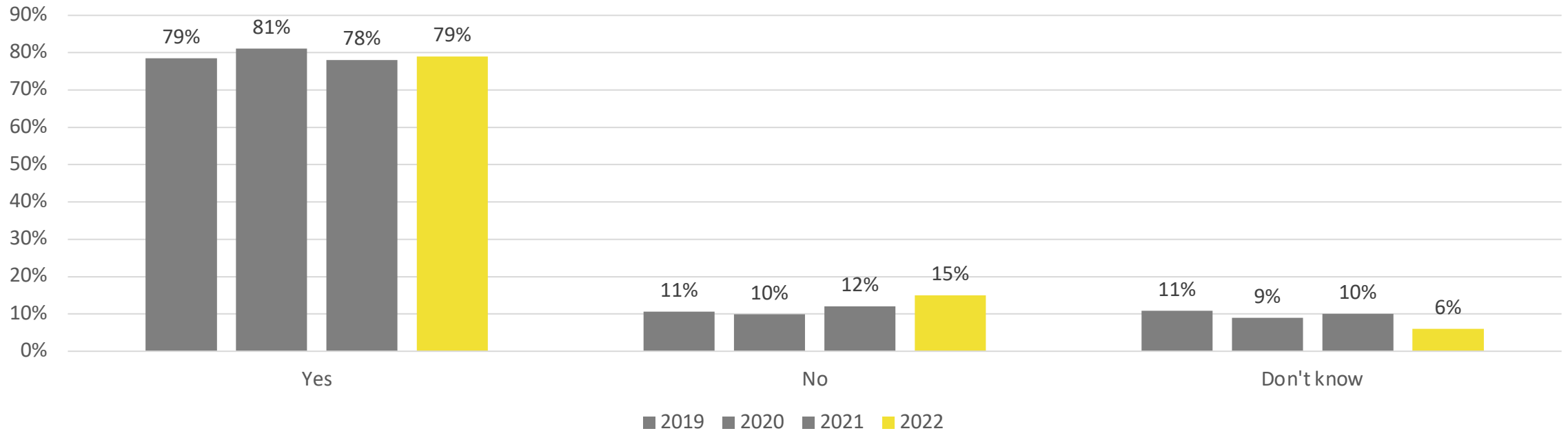
- Respondents in rural areas are more likely to believe you can be pulled over for not wearing a seat belt.



Support for Stronger Seat Belt Law

- Those who would support a stronger seat belt law in Nevada increased slightly in 2022.

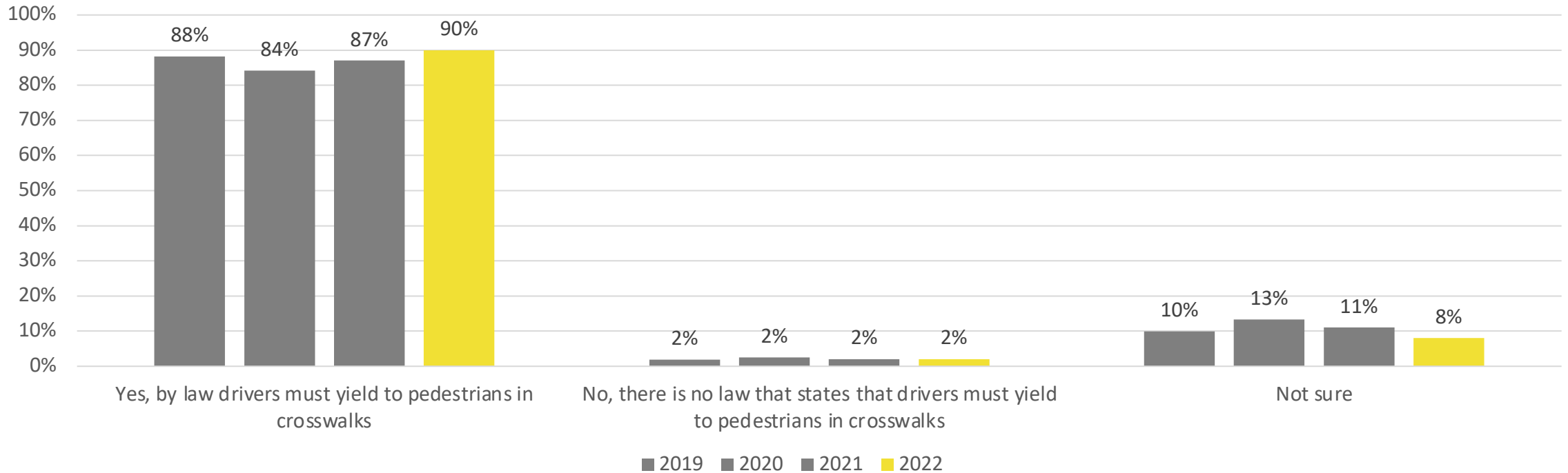
Would you support a stronger seat belt law in Nevada if you knew it would result in more seat belt use and more lives saved on our roads?



Awareness of Yielding to Pedestrians

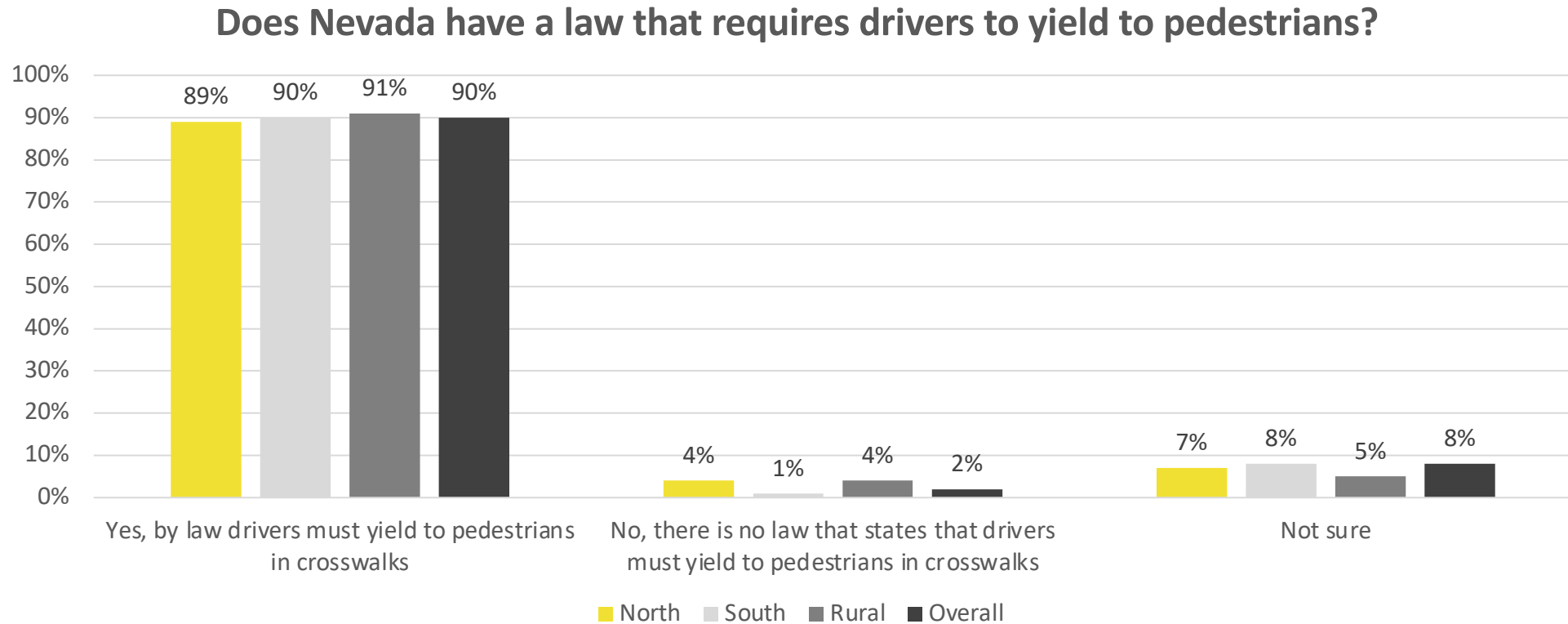
- Those who believe Nevada has a law requiring drivers to yield to pedestrians increased slightly in 2022.

Does Nevada have a law that requires drivers to yield to pedestrians?



Awareness of Yielding to Pedestrians – by Geography

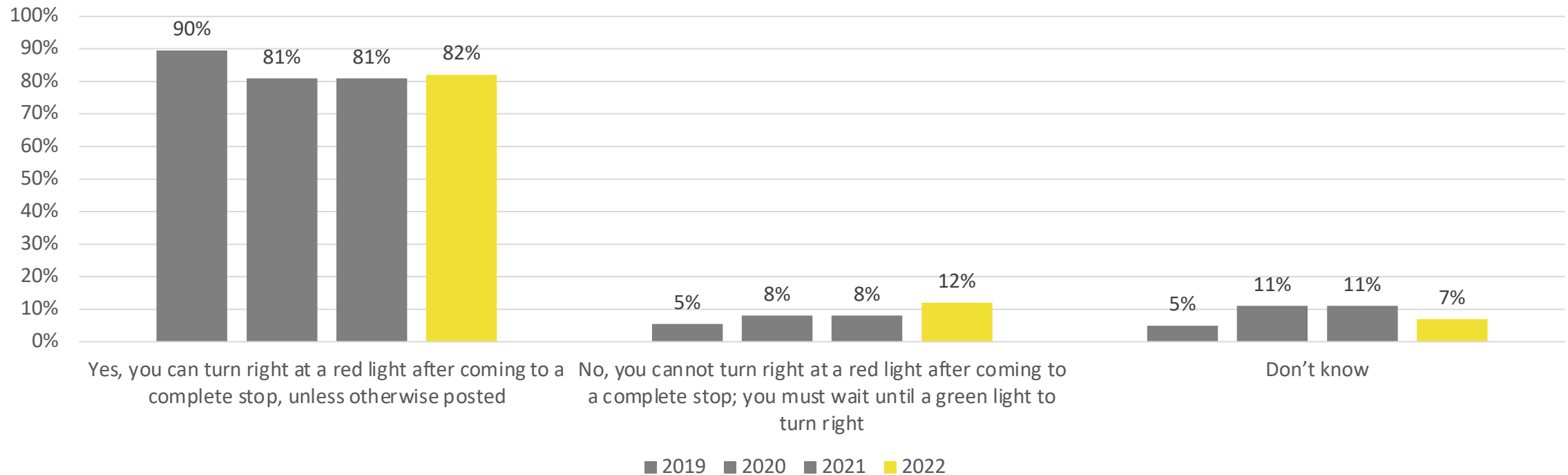
- Drivers in the north were slightly less likely to think that there is a law requiring drivers to yield to pedestrians in crosswalks.



Awareness of Right on Red Law

- The percentage of respondents who think that Nevada has a law that permits you to turn right on a red light increased slightly in 2022.

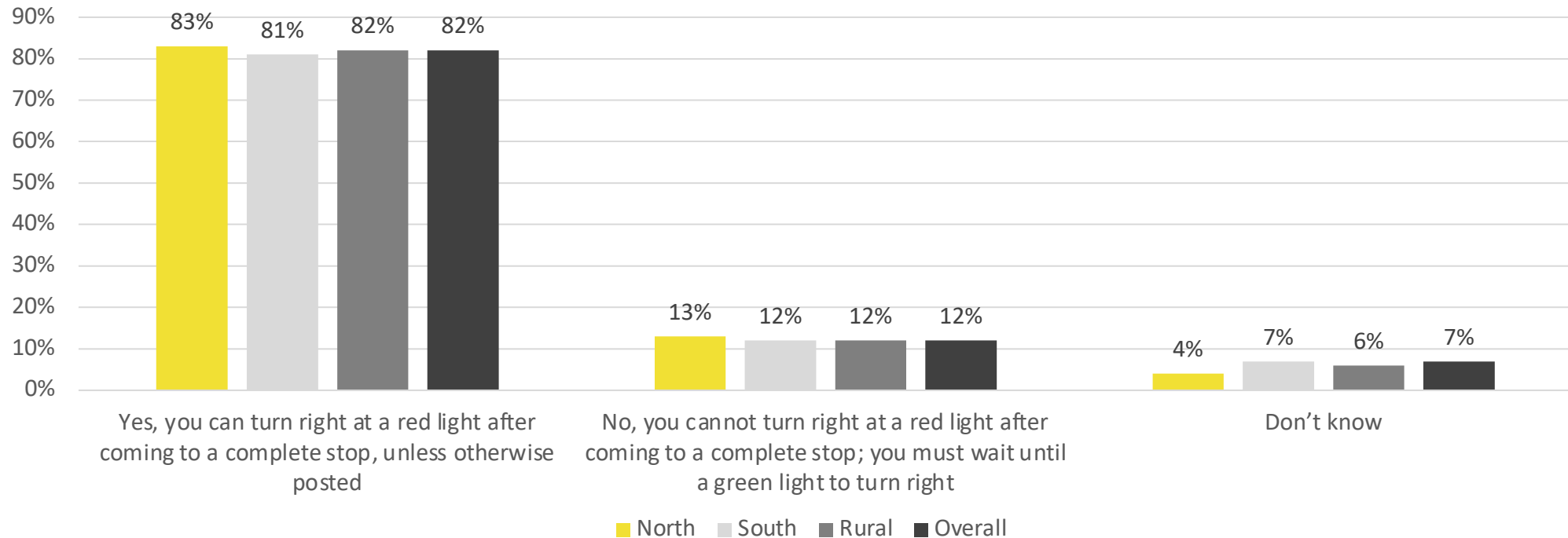
Under Nevada law, are you permitted to make right-hand turns at red lights?



Awareness of Right on Red Law – by Geography

- 82% of all respondents in all three geographies report drivers can turn right at a red light after coming to a complete top unless otherwise posted under Nevada law.

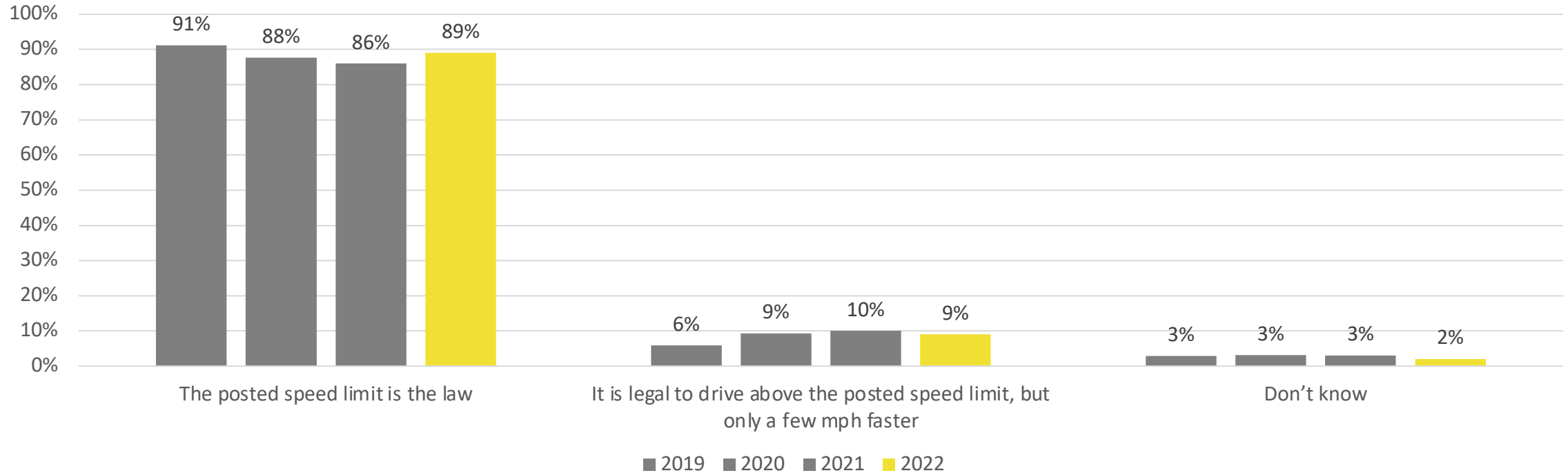
Under Nevada law, are you permitted to make right-hand turns at red lights?



Awareness of Speeding Laws

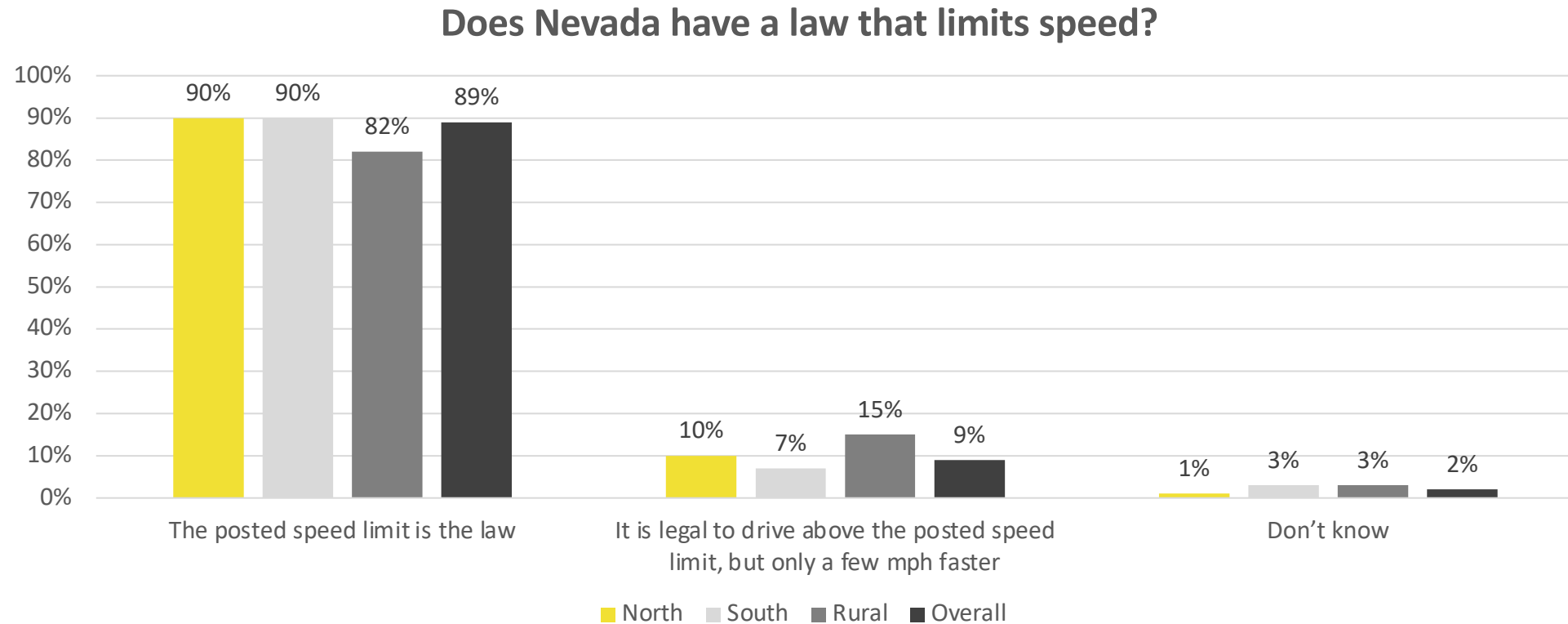
- 89% of respondents in 2022 agree the posted speed limit is the law in Nevada.

Does Nevada have a law that limits speed?



Awareness of Speeding Laws – by Geography

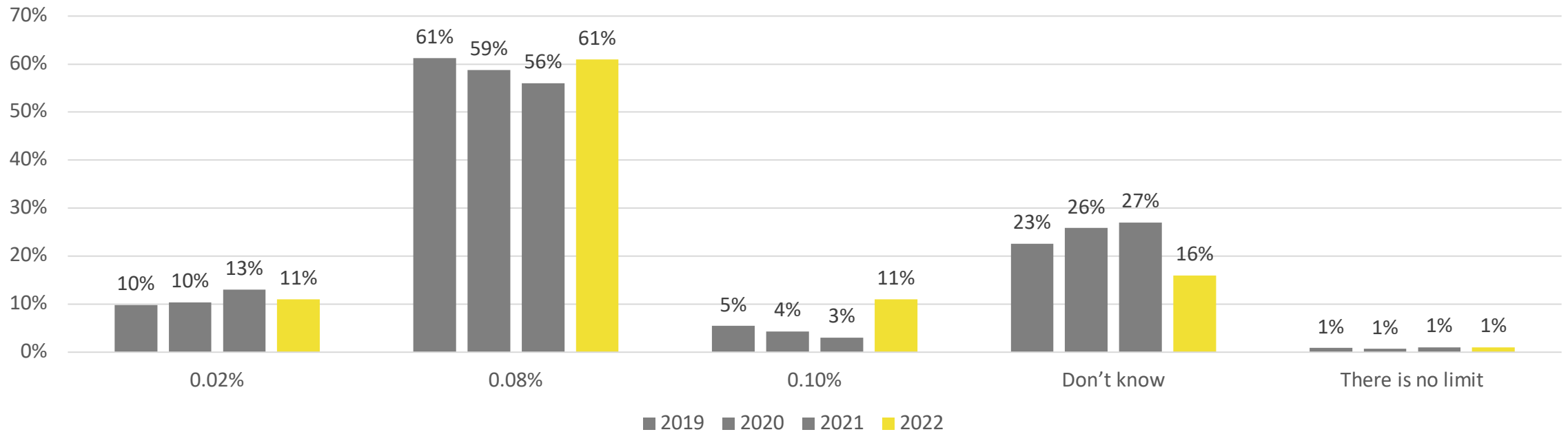
- Rural respondents are slightly less likely to believe that the posted speed limit is the law and slightly more likely to believe it is legal to drive a few miles over the posted speed limit.



Awareness of BAC Limit

- In 2022, there was an increase in respondents who think the legal blood alcohol concentration for drivers is 0.08%.

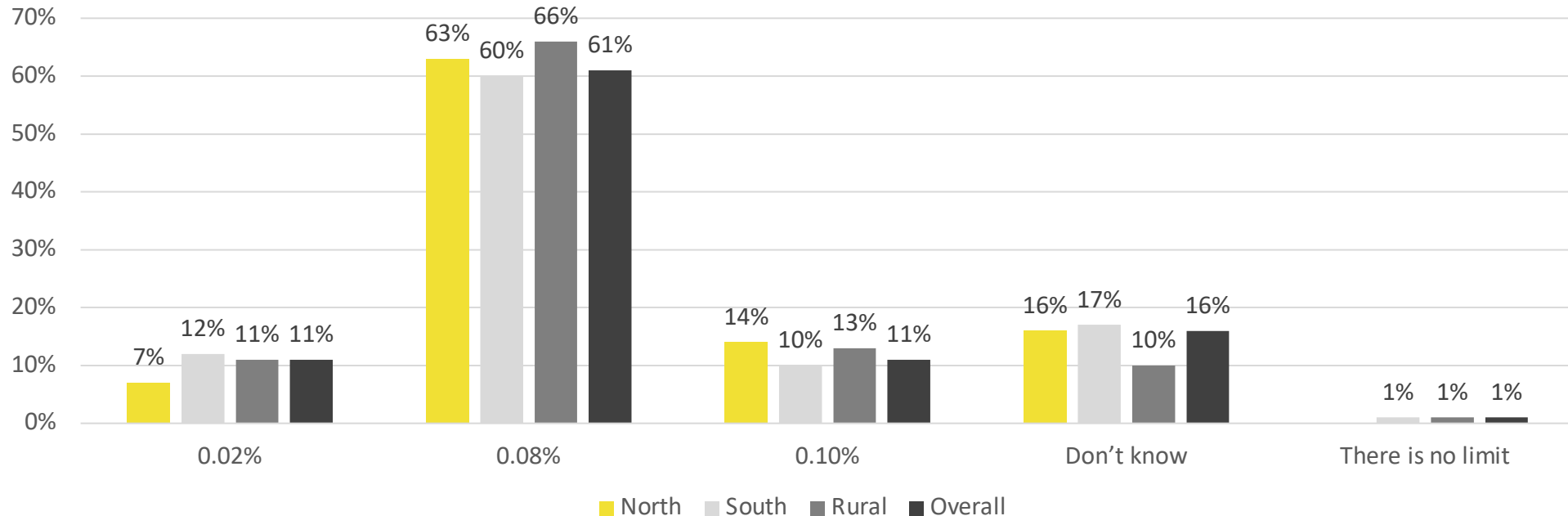
What is the legal limit of blood alcohol concentration (BAC) for drivers over the age of 21 in Nevada?



Awareness of BAC Limit – by Geography

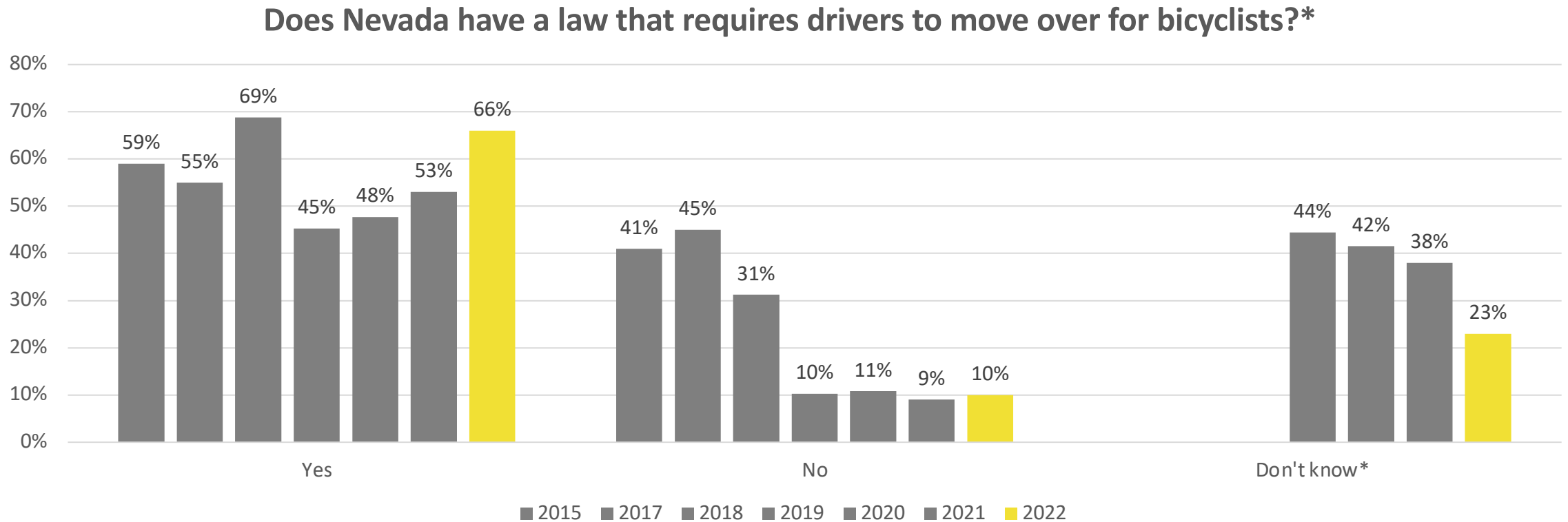
- 61% of Nevada drivers across all geographies identified 0.08% as the legal BAC limit for Nevada, with rural drivers being most likely to choose this level.

What is the legal limit of blood alcohol concentration for drivers over the age of 21 in Nevada?



Law About Passing Bicyclists

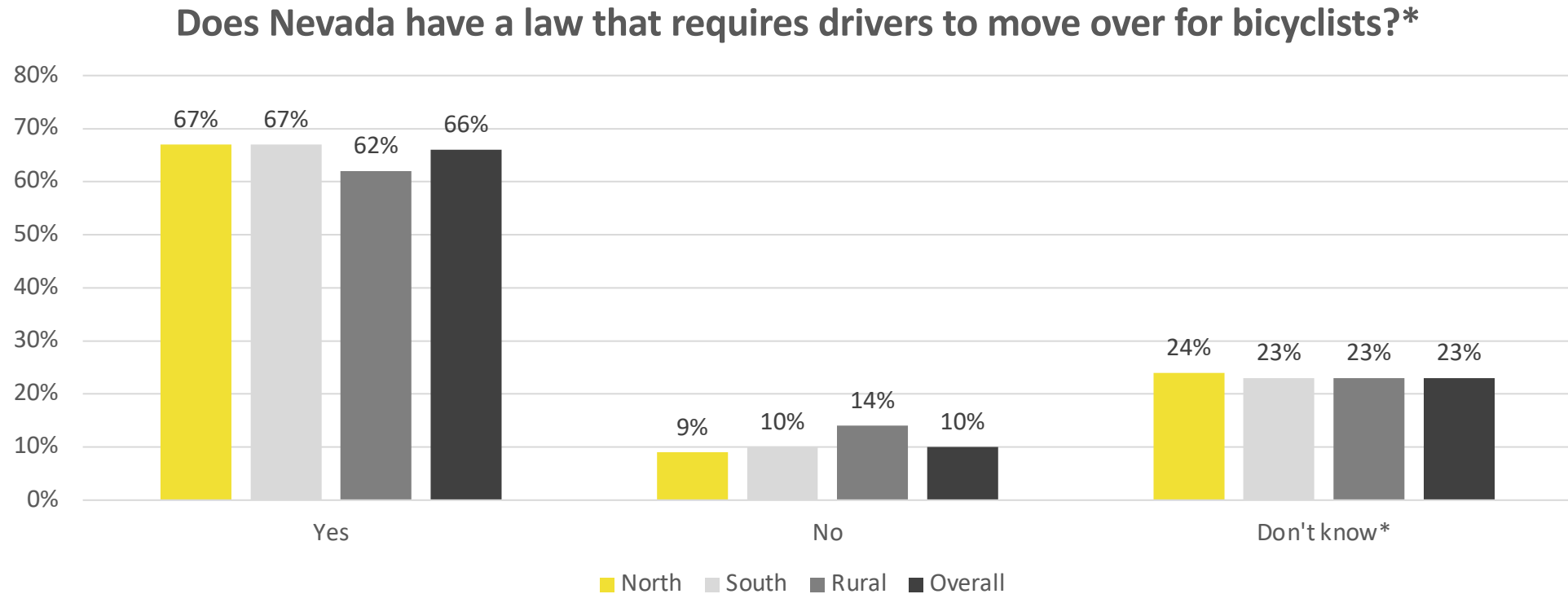
- Up from 2021, 66% of Nevada drivers in 2022 were aware of a Nevada law requiring drivers to move over for bicyclists.



*NOTE: The "don't know" option was added for the first time in 2018.

Law About Passing Bicyclists – by Geography

- Rural respondents were slightly less likely to be aware of a Nevada law requiring drivers to move over for bicyclists.

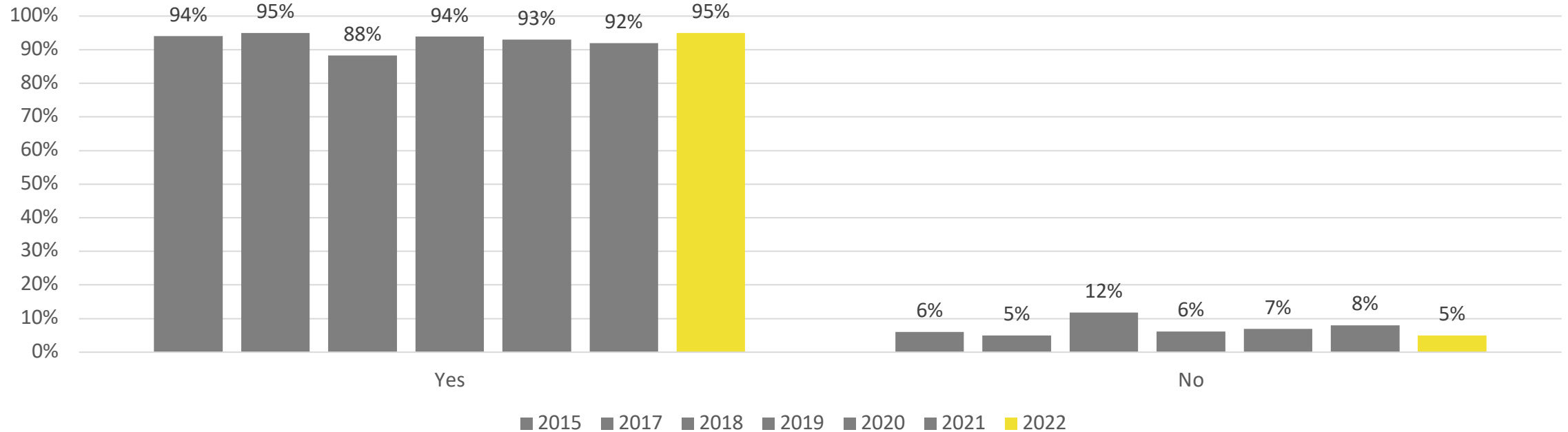


*NOTE: The "don't know" option was added for the first time in 2018.

Law About Passing Emergency Vehicles

- 95% of Nevada drivers were aware of a law requiring them to slow down and move over when passing stopped emergency vehicles, slightly up from 2021.

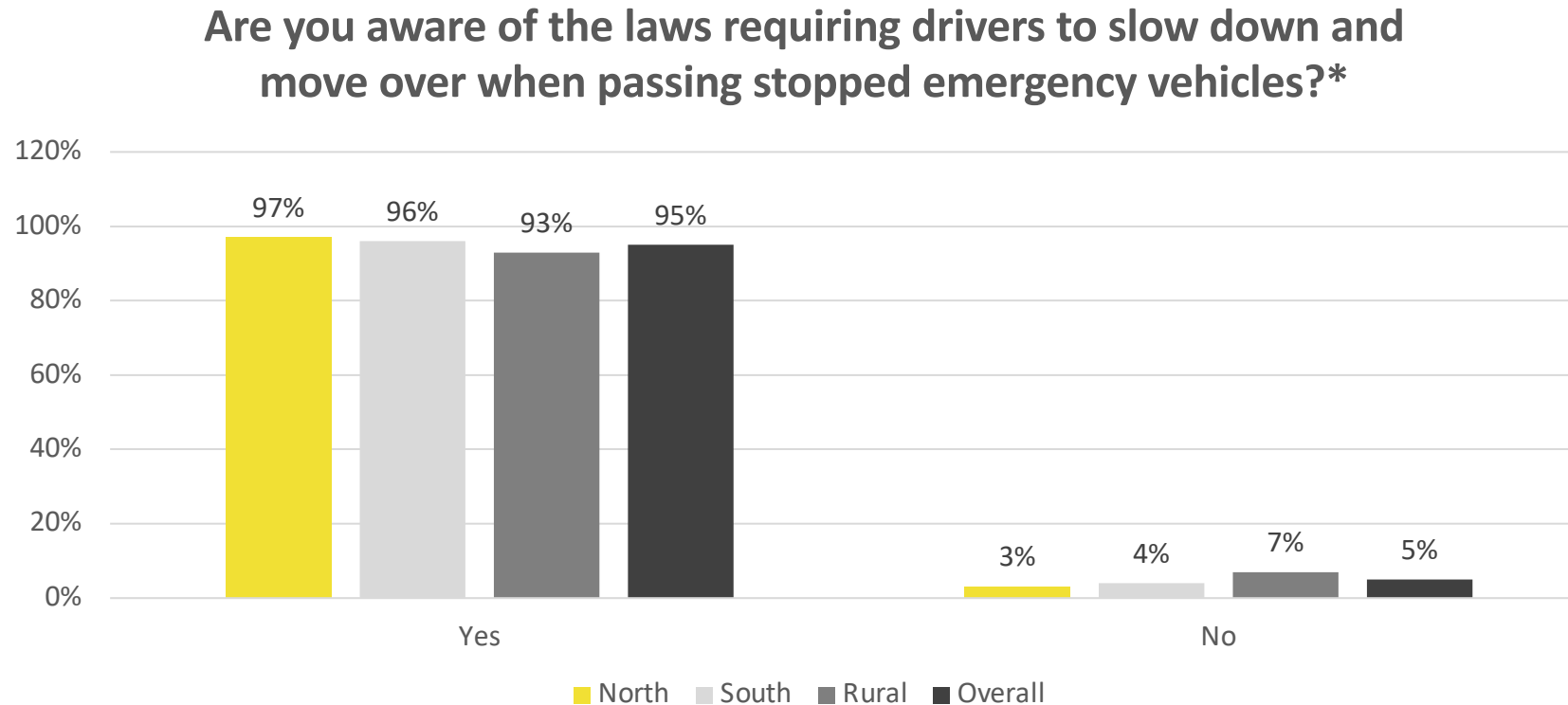
Are you aware of the law requiring drivers to slow down and move over when passing stopped emergency vehicles?*



*NOTE: The words "slow down and" were added to the question text for the first time in 2019.

Law About Emergency Vehicles – by Geography

- More than 9 out of 10 respondents in all geographies were aware of the law requiring them to slow down and move over for stopped emergency vehicles.

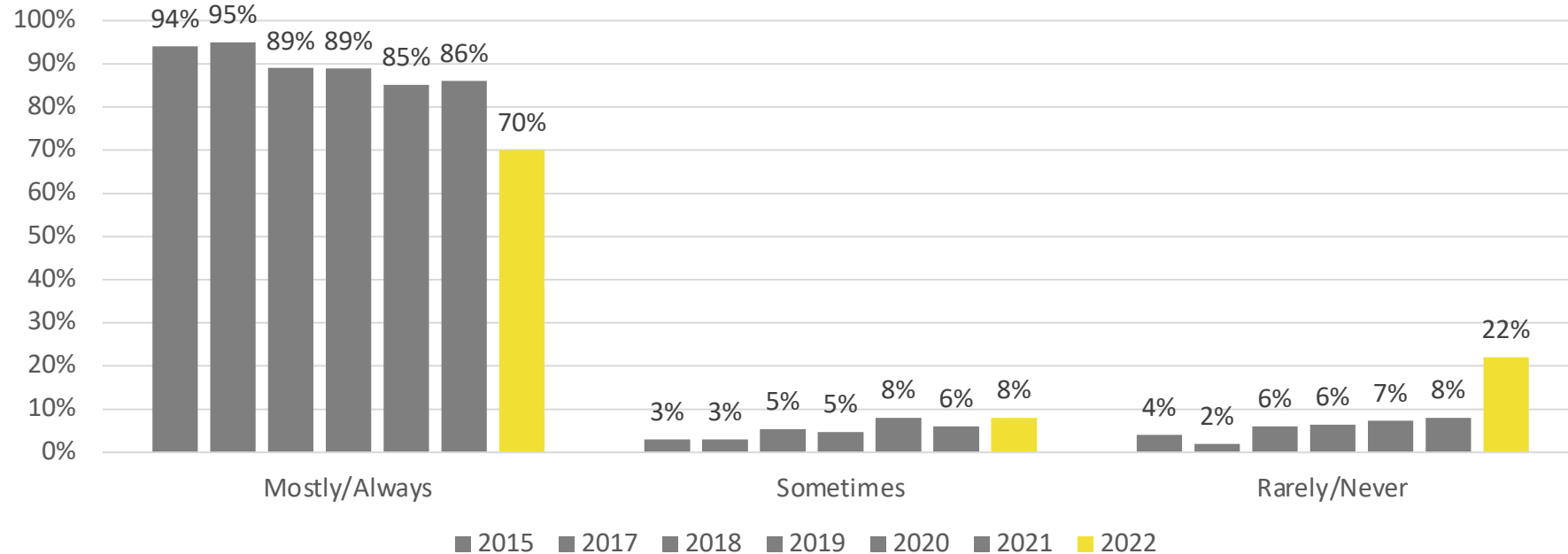


*NOTE: The words “slow down and” were added to the question text for the first time in 2019.

Accommodating Emergency Vehicles

- 70% of those familiar with the law regarding passing stopped emergency vehicles indicated they move over when passing either always or most of the time, which has decreased over the previous year.

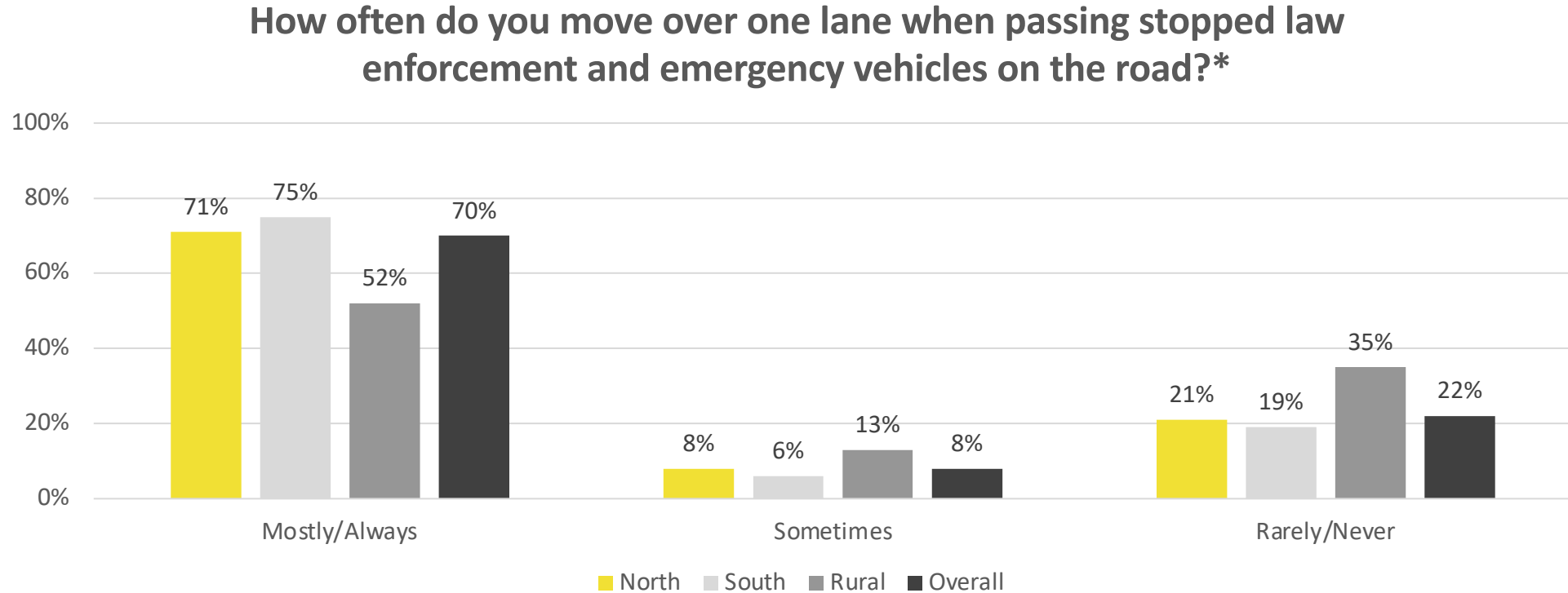
How often do you move over one lane when passing stopped law enforcement and emergency vehicles on the road?*



*NOTE: This question was only asked of respondents who indicated they are aware of a law requiring Nevada drivers to slow down and move over for emergency vehicles.

Accommodating Emergency Vehicles – by Geography

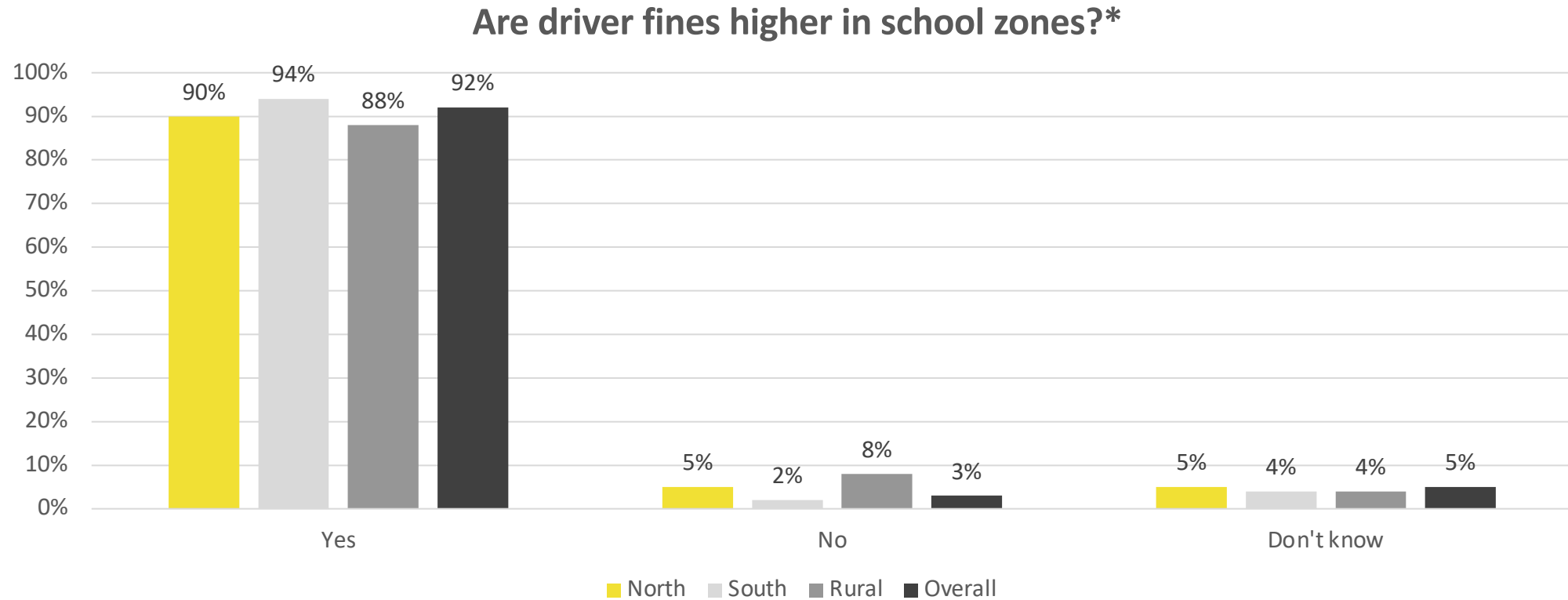
- Respondents in the south were most likely to move over one lane when passing stopped emergency vehicles, while those in rural areas were least likely to move over one lane in these situations.



**NOTE: This question was only asked of respondents who indicated they are aware of a law requiring Nevada drivers to slow down and move over for emergency vehicles.*

Fines in School Zones

- Across all three geographies, nearly all of the respondents believe that driver fines are higher in a school zone, with rural residents most likely to respond with a “No.”

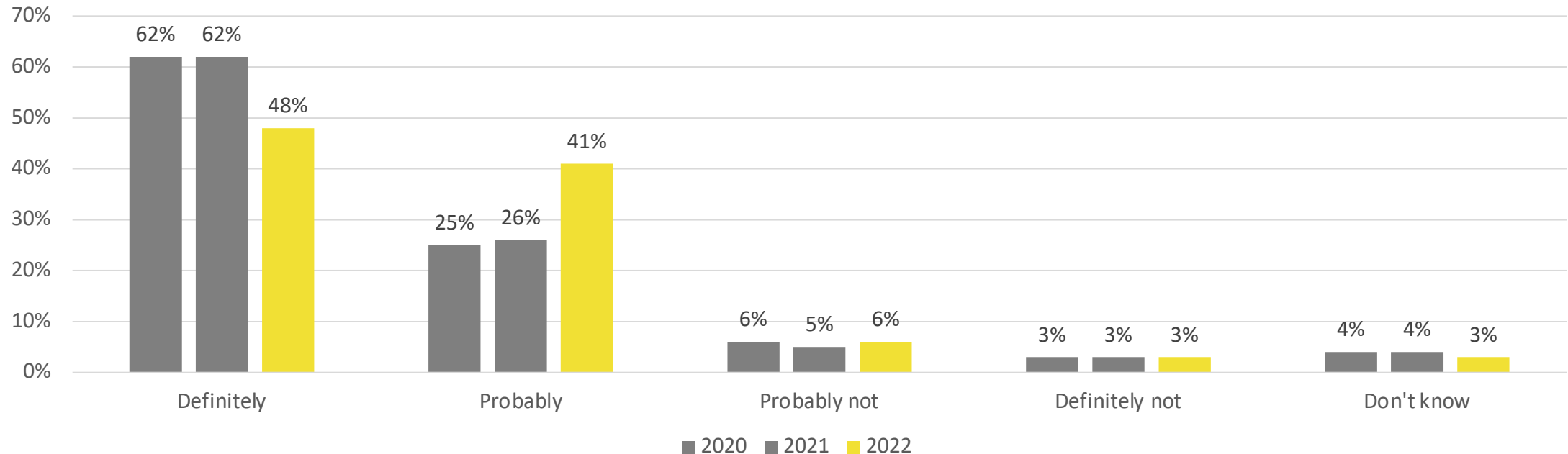


**NOTE: This question was added for the first time in 2020. The option to answer “Don’t Know” was added in 2021.*

Support for Higher Fines in School Zones

- Respondents “definitely” supporting doubling driver fines in active school zones has decreased in 2022, but respondents answering “probably” has gone up.

Would you support doubling driver fines in active school zones if you knew it would result in safer school zones and more children’s lives saved?*

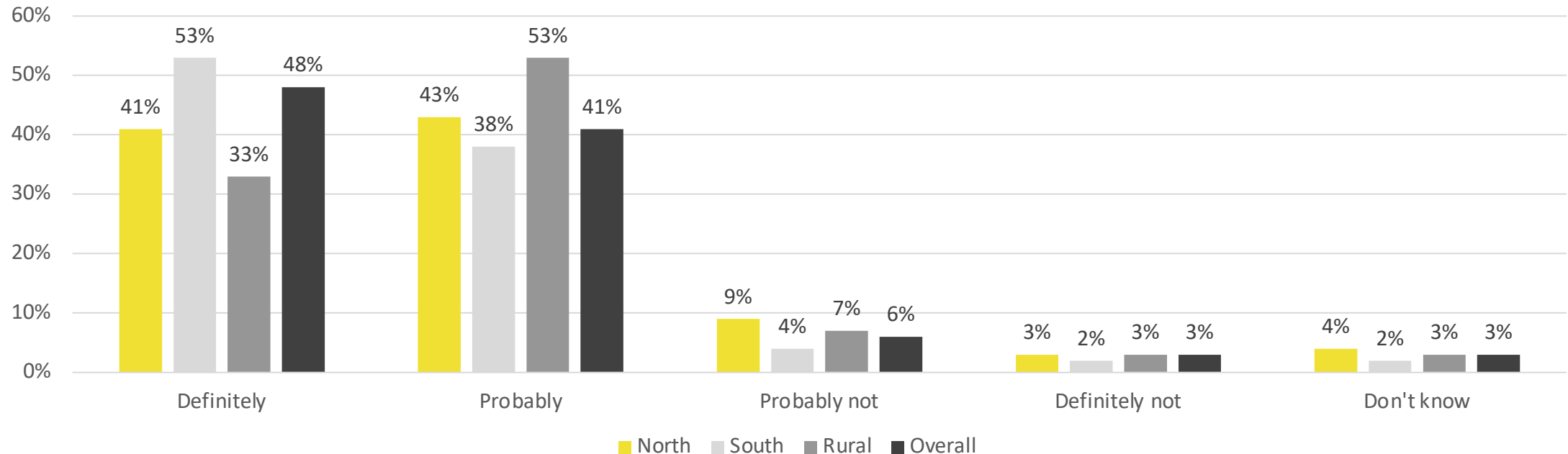


*NOTE: This question was added for the first time in 2020.

Support for Higher Fines in School Zones – by Geography

- Respondents in the south are more likely to “definitely” support the doubling of driver fines in active school zones.

Would you support doubling driver fines in active school zones if you knew it would result in safer school zones and more children’s lives saved?*

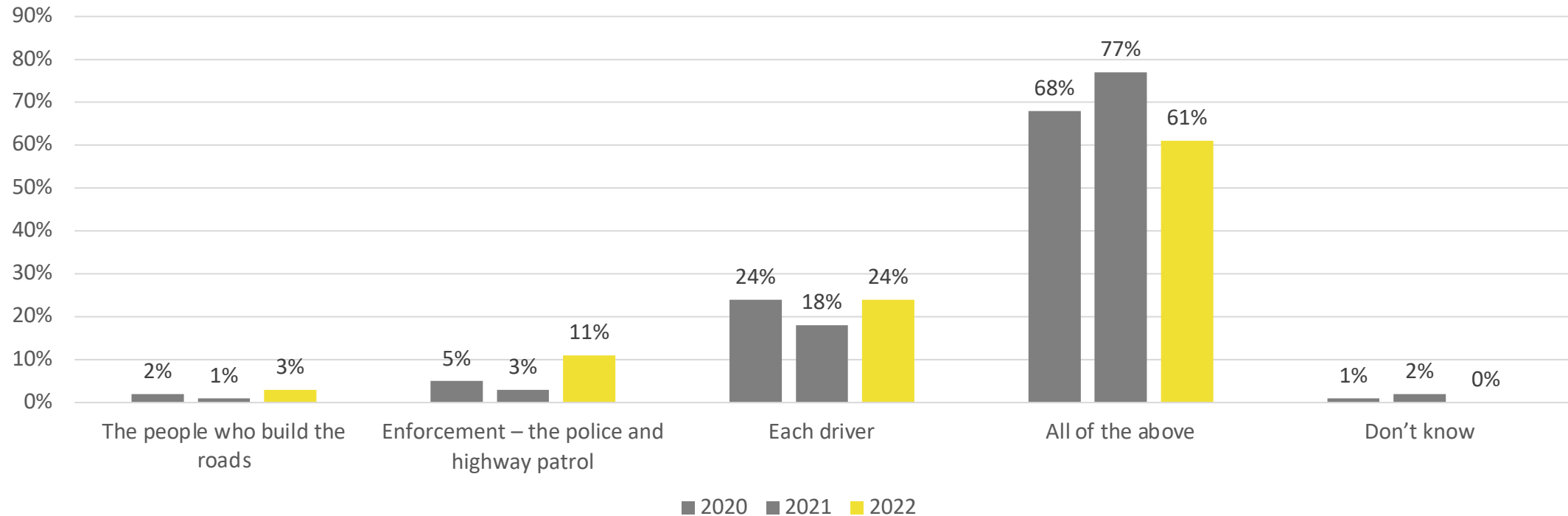


*NOTE: This question was added for the first time in 2020.

Responsibility for Ensuring Drivers Are Safe

- There was a decrease in respondents thinking that those who build the roads, law enforcement and drivers are all responsible for ensuring safety on the roads.

Whose responsibility is it to ensure drivers are safe on the road?*

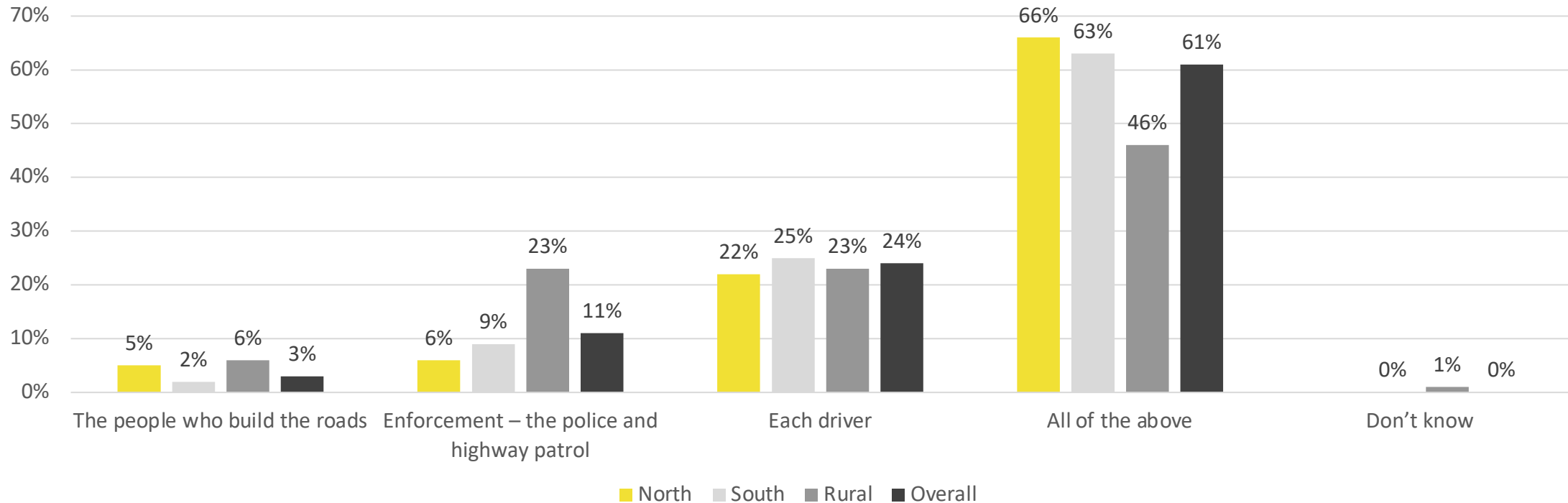


*NOTE: This question was added for the first time in 2020.

Responsibility for Ensuring Drivers Are Safe – by Geography

- Drivers in the north (66%) and the south (63%) were more likely to believe that the people who built the roads, law enforcement and drivers all have a responsibility to ensure that drivers are safe on the road. Rural area respondents were more likely to feel that it is law enforcement’s sole responsibility.

Whose responsibility is it to ensure drivers are safe on the road?*



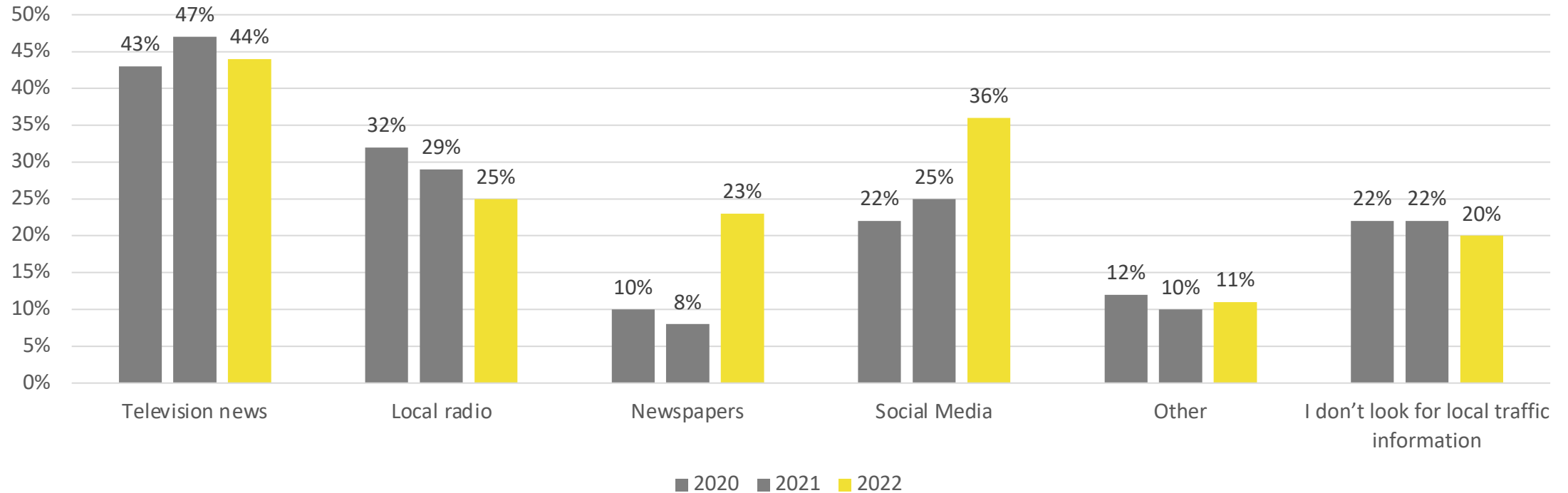
*NOTE: This question was added for the first time in 2020.

Local Traffic Information

Sources of Local Traffic Information

- Television news was the most common source of information for local traffic, followed by social media and local radio in 2022.

Where do you typically look for local traffic information?*

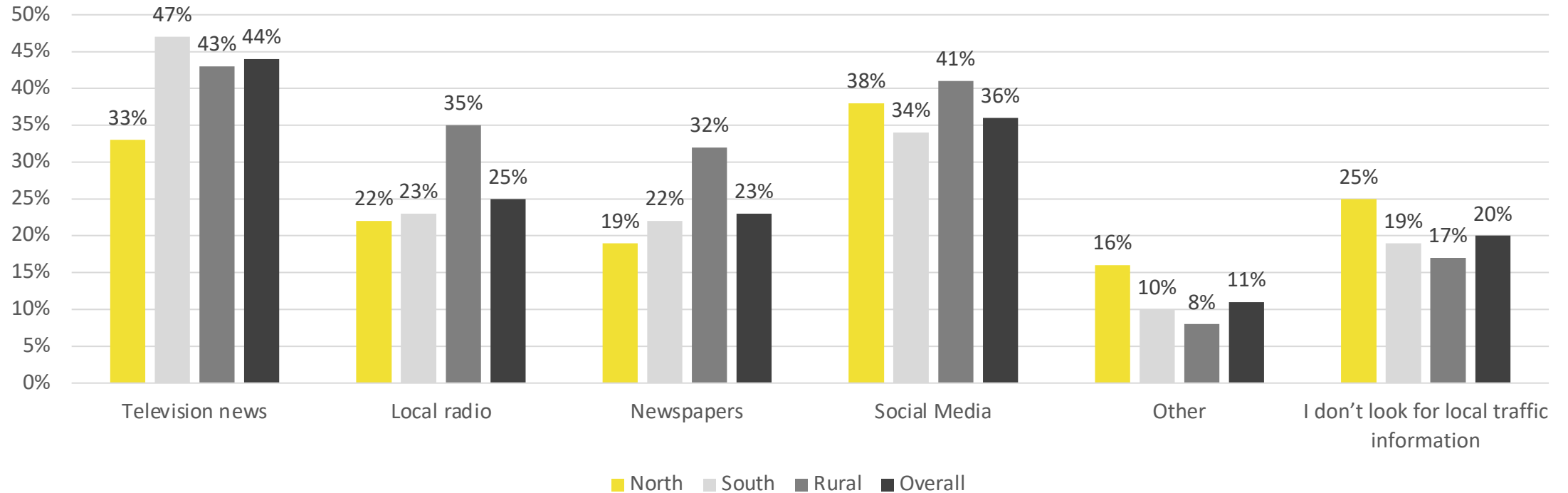


*NOTE: This question was added for the first time in 2020.

Sources of Local Traffic Information – by Geography

- Almost half of the respondents in the south rely on television news for local traffic information. In contrast, those in the rural areas rely almost equally on television news and social media.

Where do you typically look for local traffic information?*

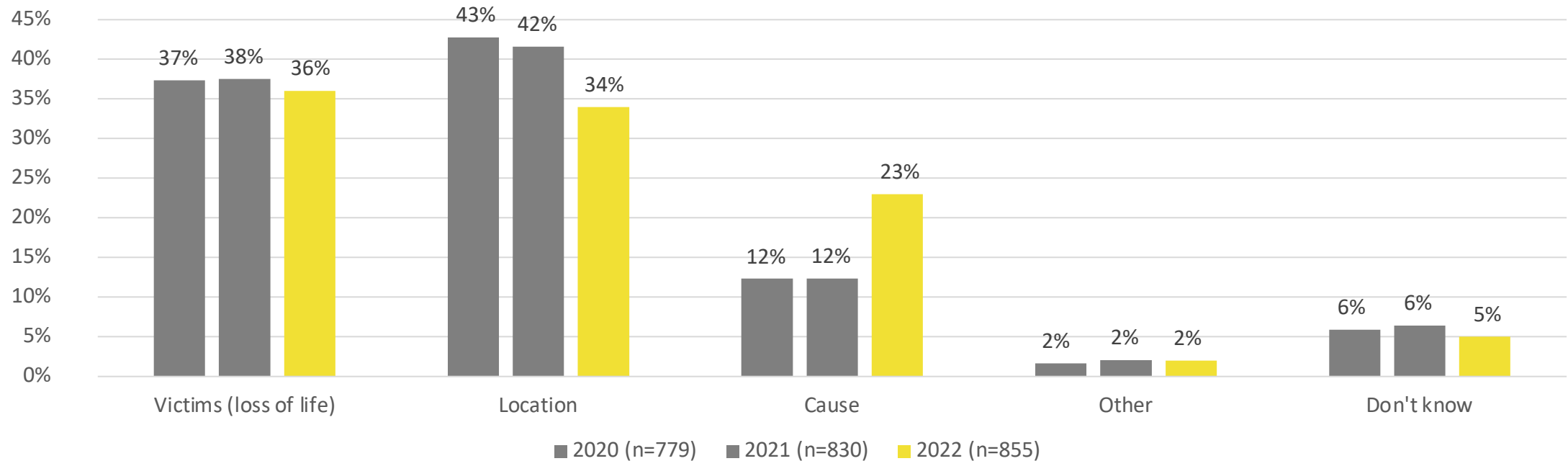


*NOTE: This question was added for the first time in 2020.

Focus of Media Coverage

- 36% of respondents say the media mainly focuses on victims when covering traffic incidents.

When media covers traffic incidents, what would you say the main focus of the coverage is about?*

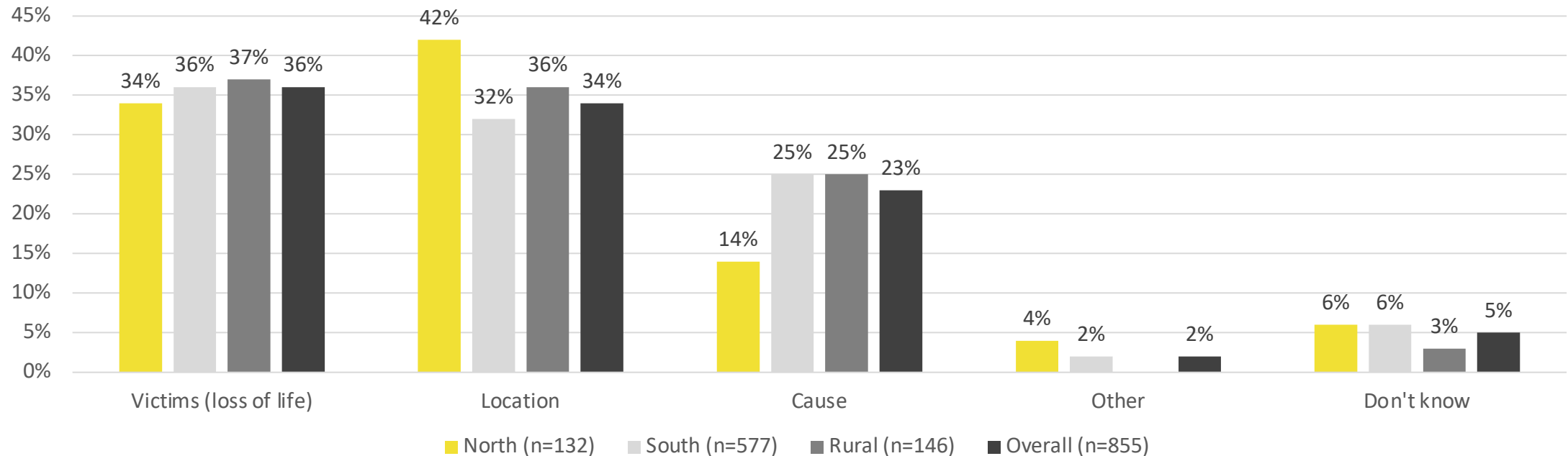


*NOTE: This question was added for the first time in 2020.

Focus of Media Coverage – by Geography

- Northern respondents are most likely to believe media coverage of traffic incidents focuses on location.

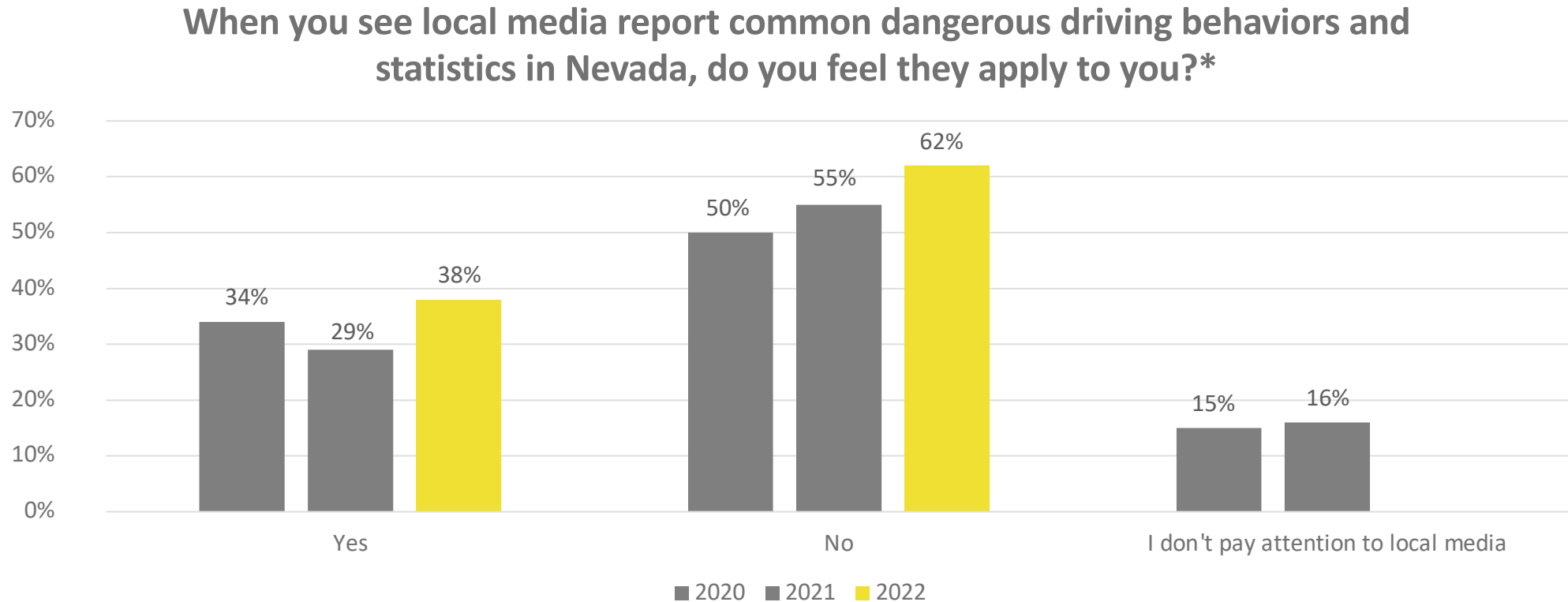
When media covers traffic incidents, what would you say the main focus of the coverage is about?*



*NOTE: This question was added for the first time in 2020.

Common Dangerous Driving Behaviors

- There was an increase in the percentage of respondents who don't feel that media reports about common dangerous driving behaviors apply to them.

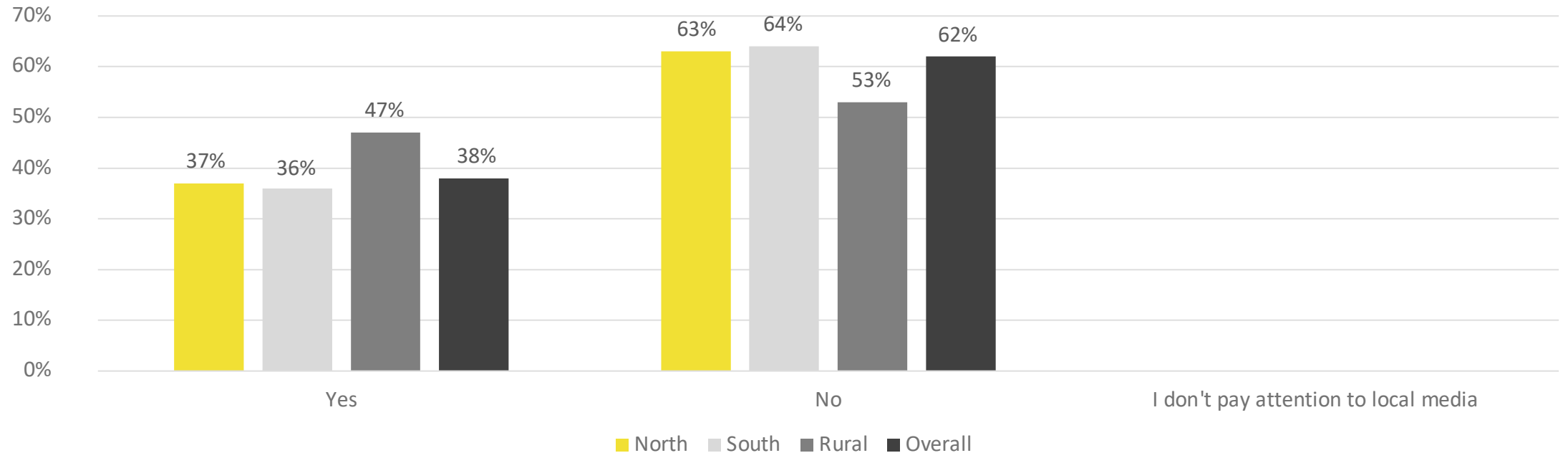


*NOTE: This question was added for the first time in 2020.

Common Dangerous Driving Behaviors – by Geography

- More than 60% of the respondents in the south (64%) and in the north (63%) do not feel that common dangerous driving behaviors and statistics in the media apply to them, compared with 53% of rural respondents.

When you see local media report common dangerous driving behaviors and statistics in Nevada, do you feel they apply to you?*

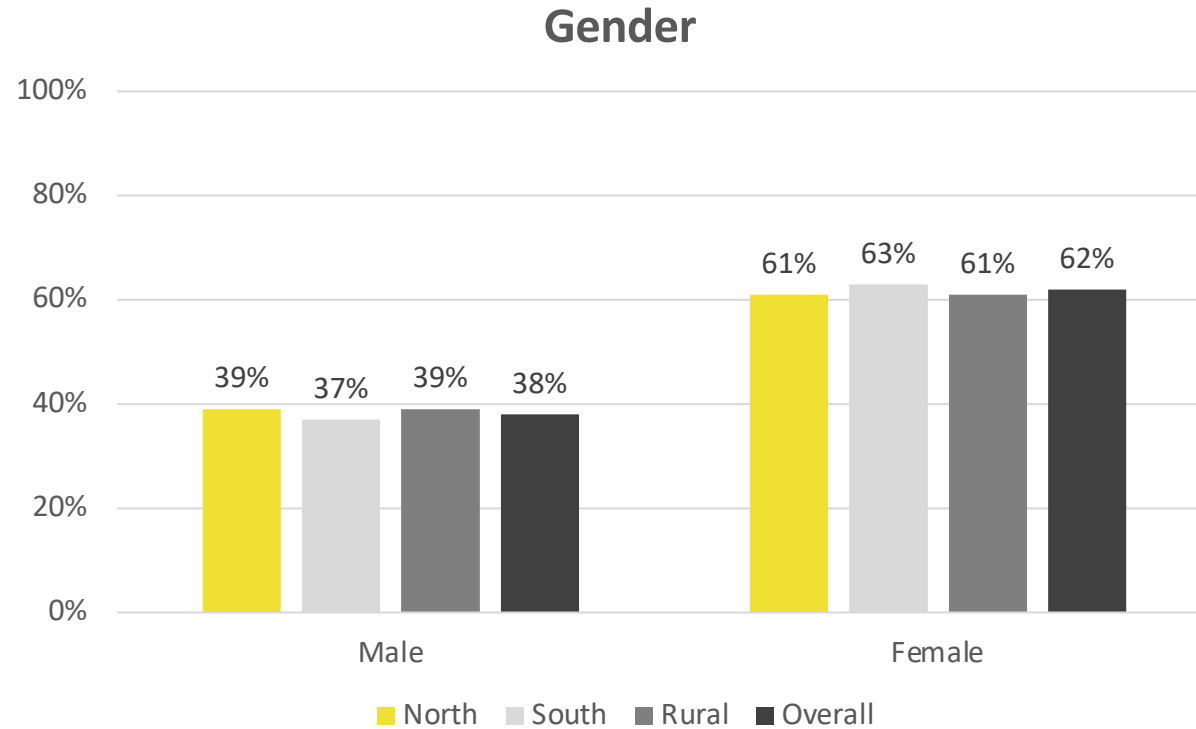


*NOTE: This question was added for the first time in 2020.

Demographics

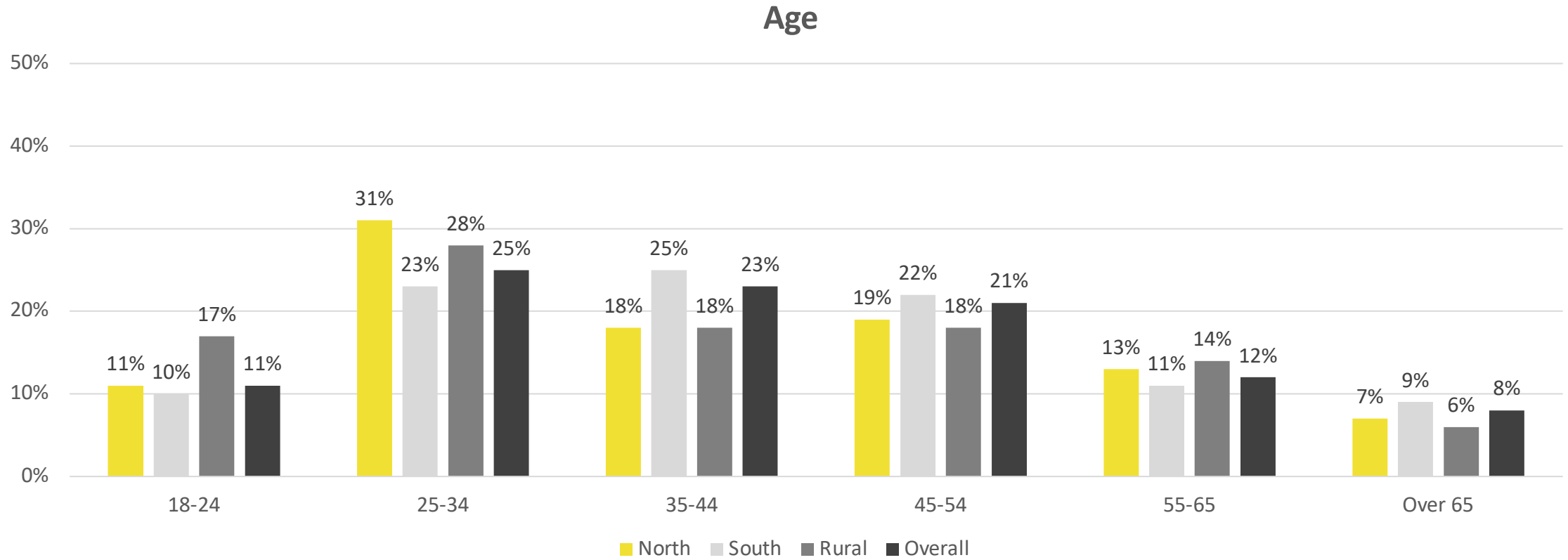
Gender

- Consistent with 2021, the majority of the respondents living in all of the geographies were female.



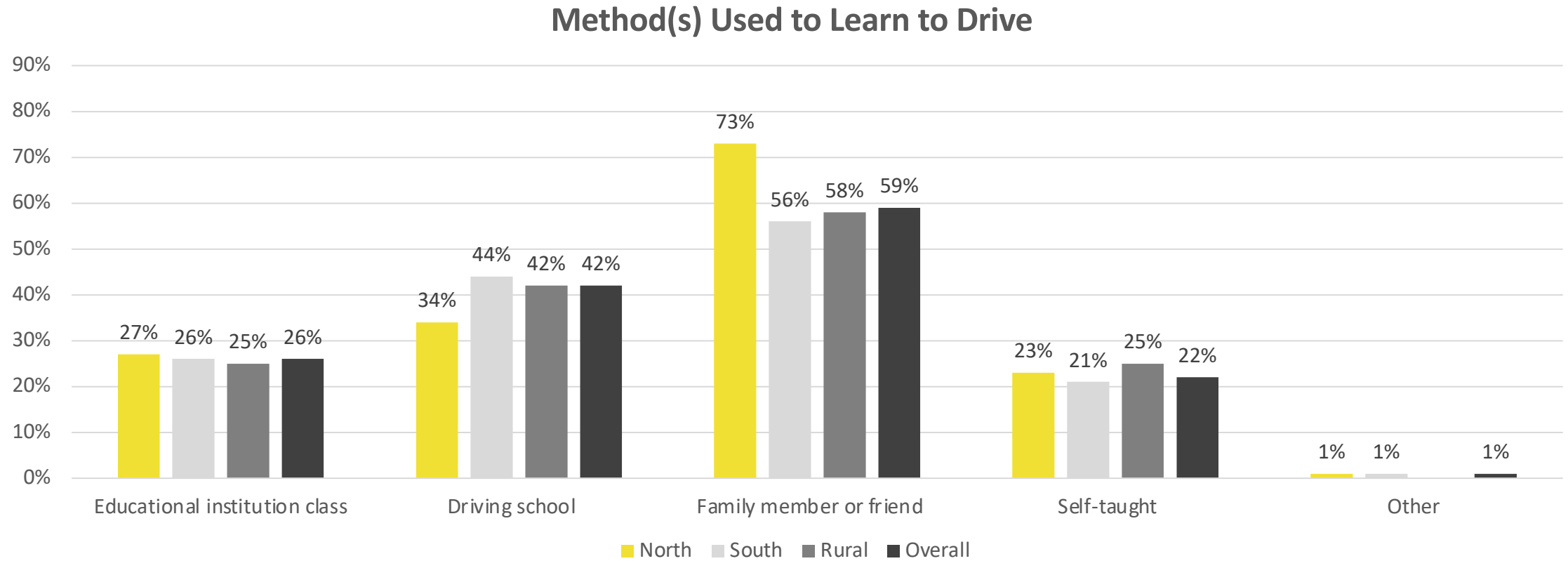
Age Categories

- A quarter of all respondents are between the ages of 25-34, with almost a third of northern respondents in that age group.



Learning to Drive

- 59% of all respondents say they learned how to drive from a family member or friend with almost three-fourths of respondents from northern counties saying they learned to drive that way.



**NOTE: This question was added for the first time in 2022.*

**Thank
You**



Thank
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