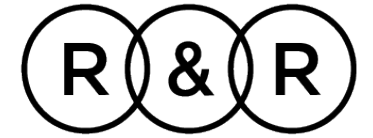


Zero Fatalities

Annual Statewide Survey



Prepared by:

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Strategy & Insight

Date Issued:

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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. 18 and Oct. 1, 2023, 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	8	1%	Rural
Clark	715	67%	South
Douglas	18	2%	Rural
Elko	12	1%	Rural
Esmeralda	1	0%	Rural
Eureka	5	0%	Rural
Humboldt	3	0%	Rural
Lander	3	0%	Rural
Lincoln	3	0%	Rural
Lyon	19	2%	Rural
Mineral	3	0%	Rural
Nye	31	3%	Rural
Pershing	1	0%	Rural
Storey	5	0%	Rural
Washoe	175	16%	North
White Pine	3	0%	Rural
TOTAL	1,065		

2023 Overall Campaign Impact

53%

have heard of the Zero Fatalities campaign.

2023	2022	2021	2020	2019	2018
North - 59%	North - 54%	North - 62%	North - 68%	North - 68%	North - 64%
South - 54%	South - 42%	South - 42%	South - 47%	South - 51%	South - 60%
Rural - 44%	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%	

2023 Campaign Impact

Has the Zero Fatalities campaign influenced you?

2022 numbers vs. 2023



From

53% to 63%⁺

Always buckle up



From

51% to 62%⁺

Don't drive impaired



From

51% to 64%⁺

Focus on the road



From

49% to 64%⁺

Stop on red



From

49% to 64%⁺

Be pedestrian safe



From

48% to 61%⁺

Avoid talking or texting on handheld device



From

39% to 57%⁺

Slow down



From

25% to 32%⁺

Ride safe



From

35% to 53%⁺

Avoid eating, changing the radio station, applying makeup, or having an unsecured pet in the vehicle while driving

+ indicates a statistically significant difference from 2022 results

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

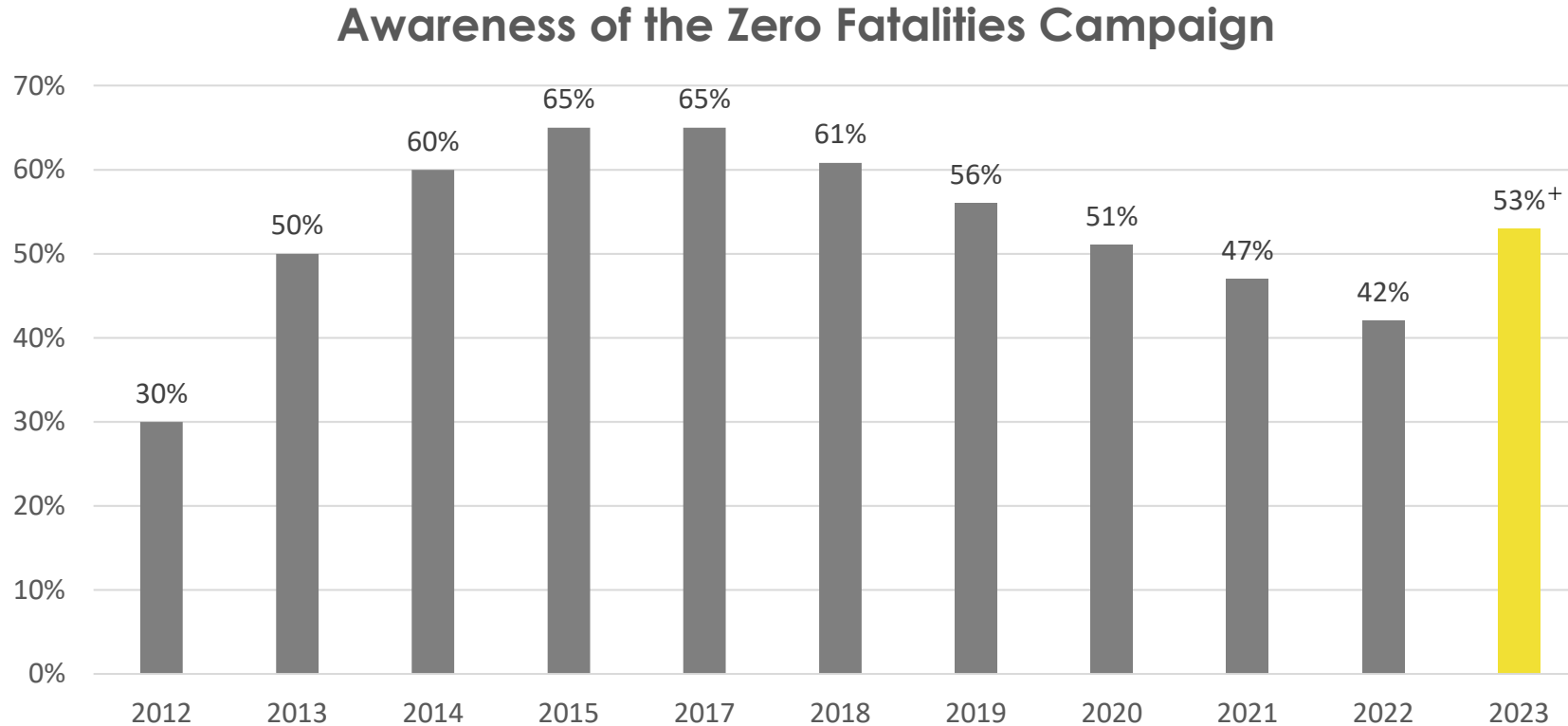
Unless otherwise noted, the sample sizes are as follows:

- 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

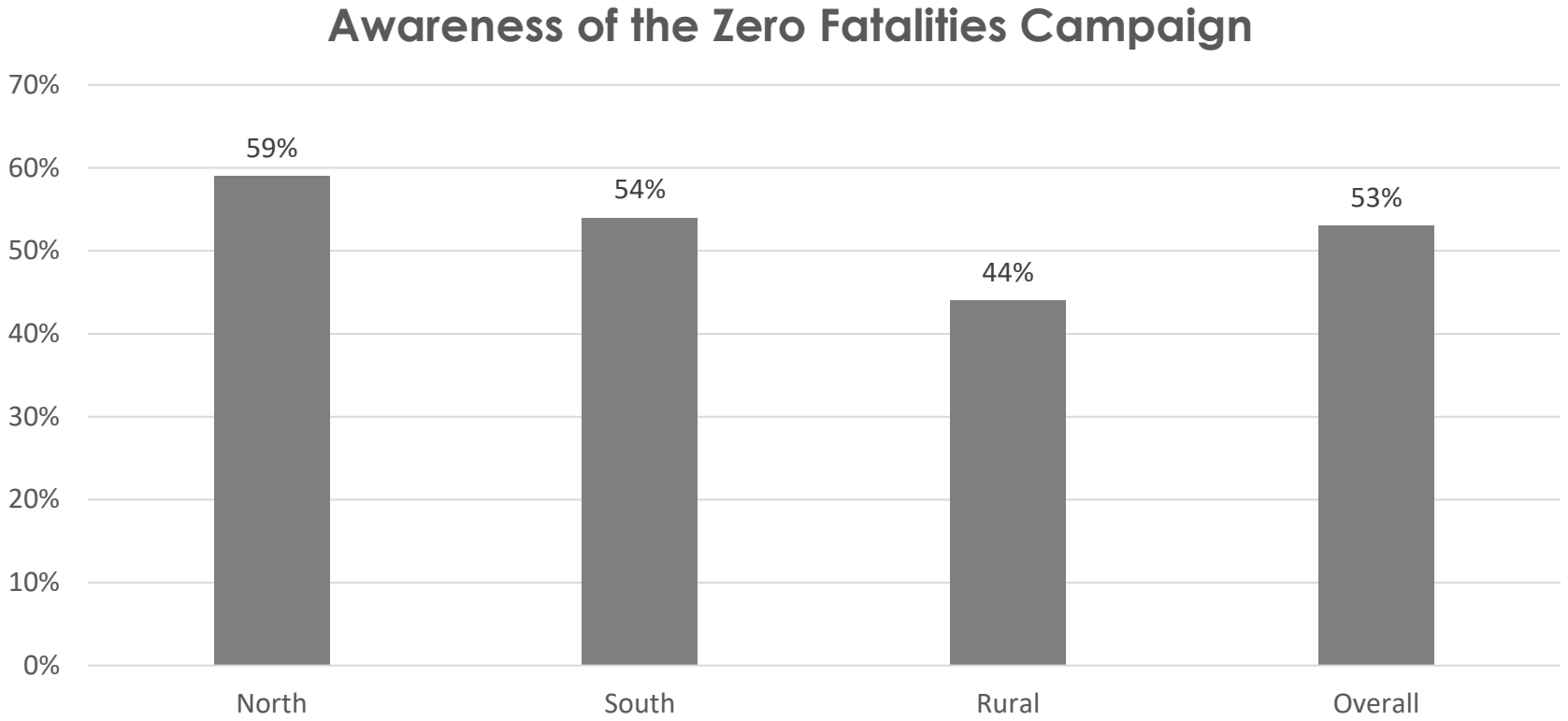
- 53% of overall survey participants could recall seeing or hearing something about safe driving in Nevada or about the Zero Fatalities program, up from 42% in 2022.



+ indicates a statistically significant difference from 2022 results

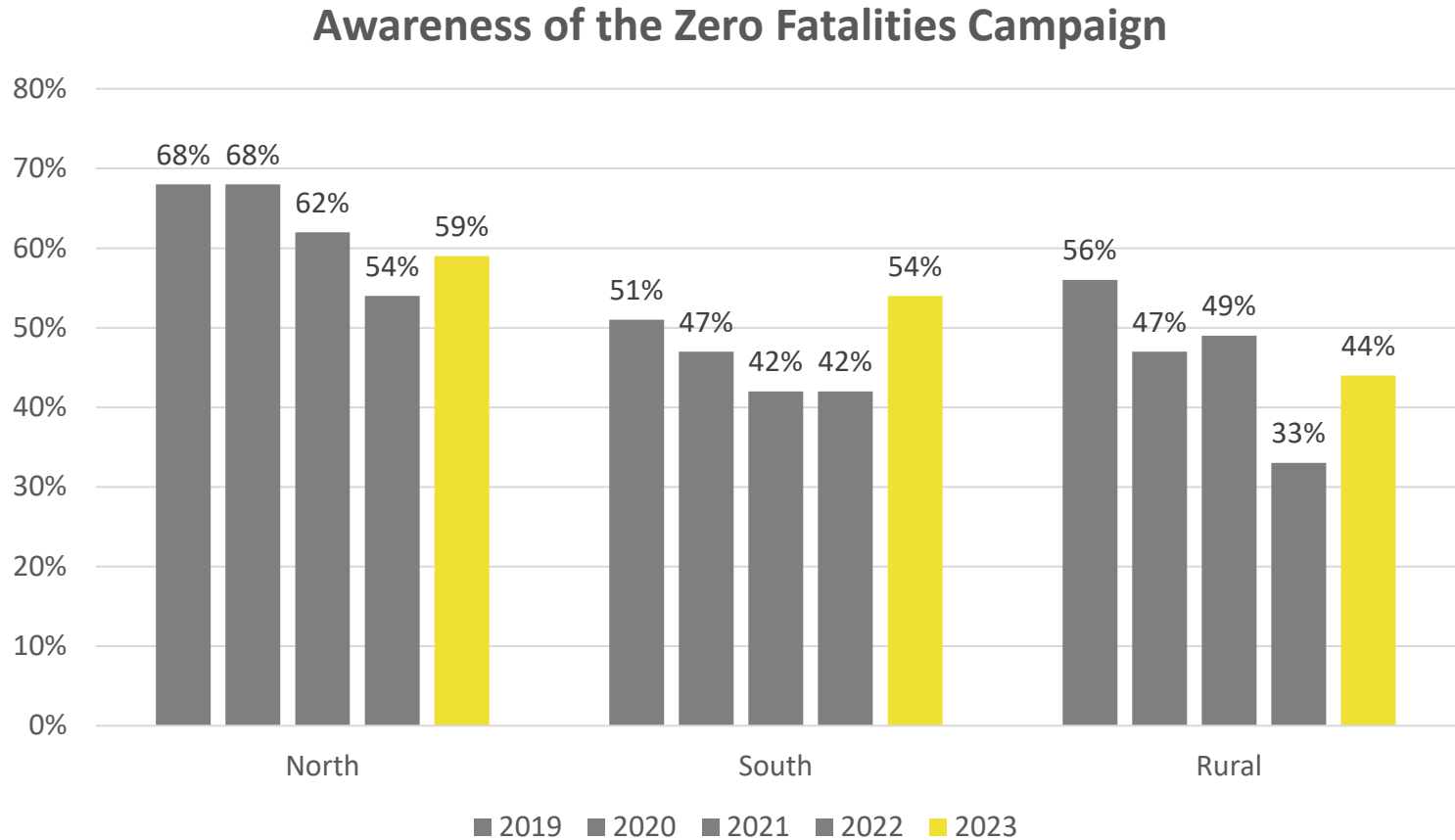
Awareness of Zero Fatalities – by Geography (2023)

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



Awareness of Zero Fatalities – by Geography

- Awareness increased in all geographies in 2023.

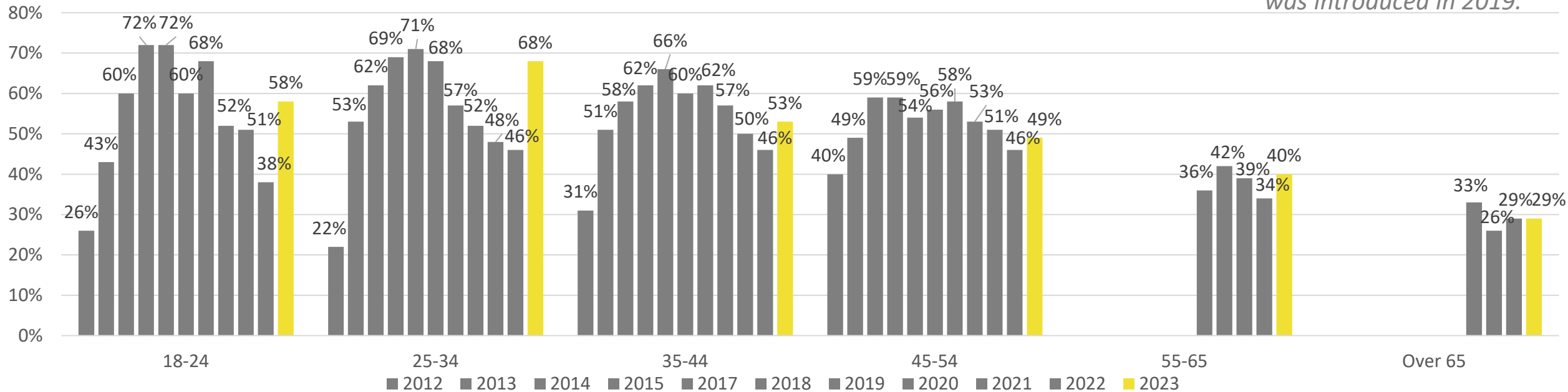


Awareness of Zero Fatalities – by Age

- Awareness of the Zero Fatalities campaign increased across all age categories, with the exception of respondents over 65. The largest increase is among 25- to 34-year-old respondents.

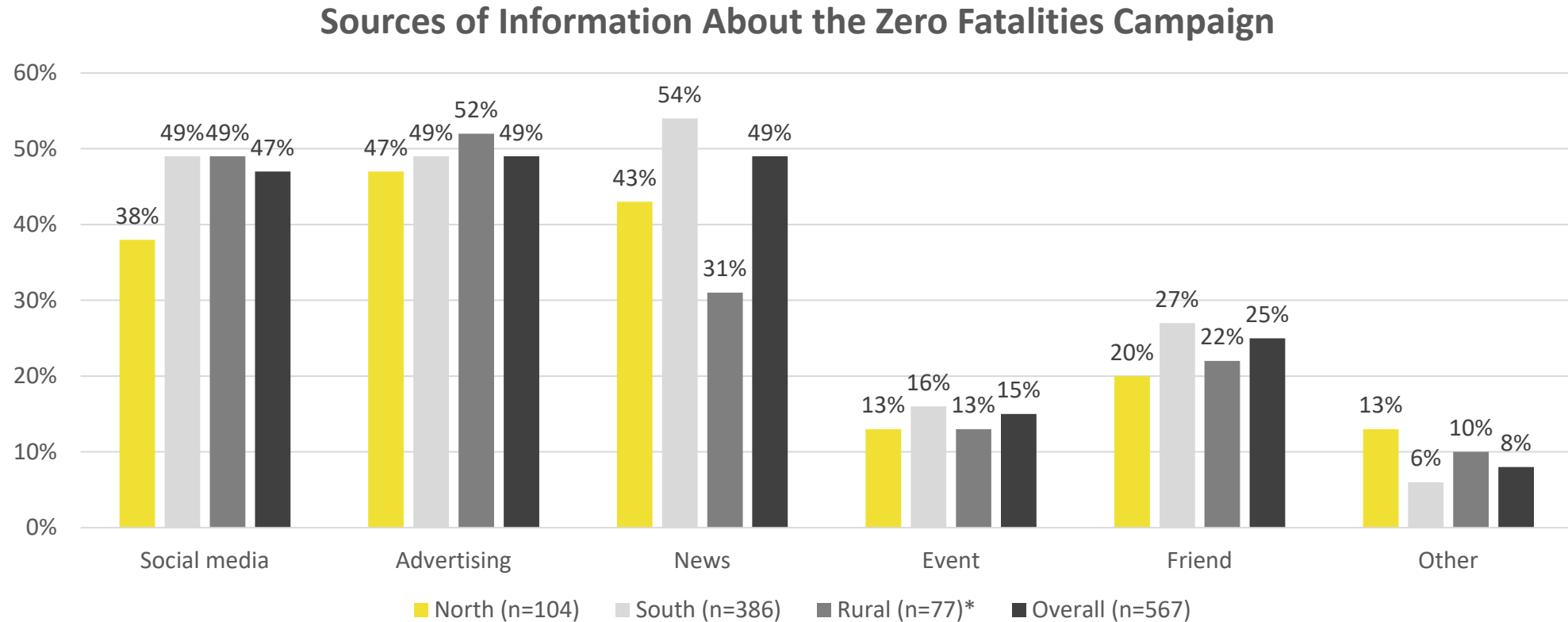
Awareness of the Zero Fatalities Campaign

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



Sources of Information About Zero Fatalities (2023)

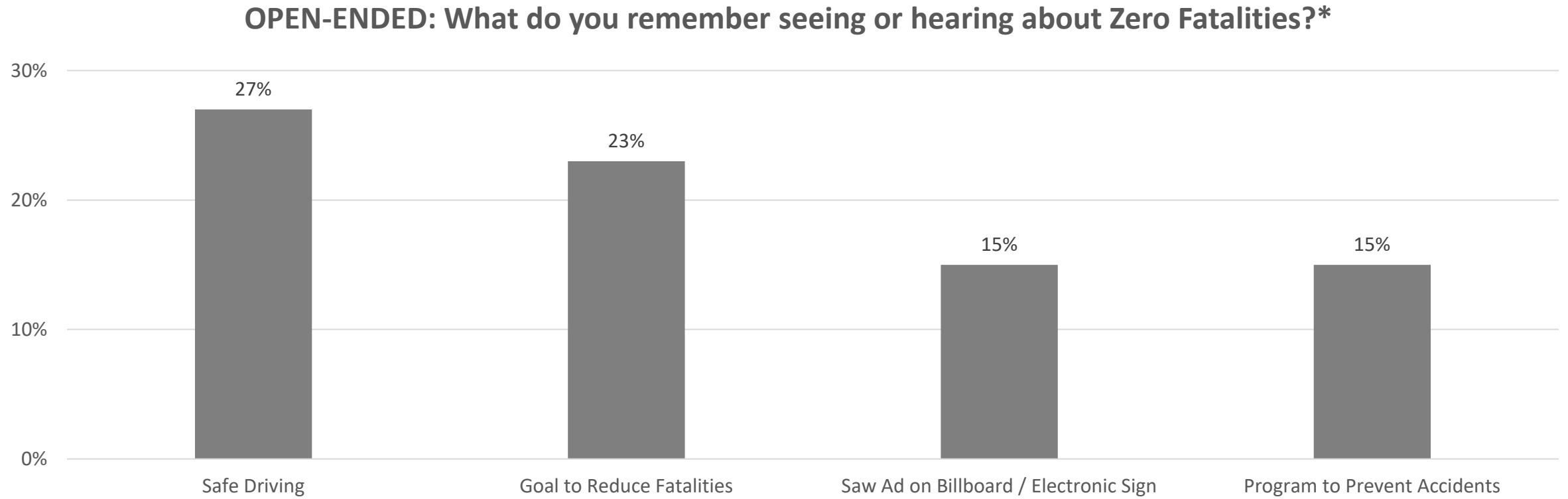
- Across all three geographies, respondents most commonly recalled hearing or seeing something about Zero Fatalities through an advertisement or the news.
- Those residing in rural areas were least likely to recall learning about Zero Fatalities through the news.



*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 (2023)

- 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 (2023)

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

Comment	North (n=104)	South (n=386)	Rural (n=77)	Total (n=567)
Safe Driving	22%	31%	14%	27%
Goal to Reduce Fatalities	18%	23%	29%	23%
Saw Ad on Billboard / Electronic Sign	21%	13%	16%	15%
Program to Prevent Accidents	10%	15%	22%	15%
Avoid Impaired Driving / Walking	9%	8%	9%	8%
Enforcement / Higher Fines / Penalties	5%	7%	5%	7%
Pedestrian Safety	6%	5%	4%	5%
Pedestrian/Driver-Related Mortality Statistics	10%	3%	5%	5%
TV Commercials	7%	4%	5%	4%
Avoid Talking / Texting while Driving	3%	4%	4%	4%
Aware of Campaign (general)	3%	4%	4%	4%
Avoid Distracted Driving	1%	3%	8%	4%
News Broadcast	3%	3%	4%	3%
Seatbelts / Buckle Up	3%	3%	1%	2%
High School - Posters/Programs	2%	3%		2%
Too Many Deaths	1%	2%	3%	2%
Radio Ads	2%	1%	3%	1%
Ads (general)	2%	0%	4%	1%
Saw Online Ad / Social Media	1%	0%	1%	1%
Miscellaneous Comments		1%		1%
Don't Remember / Not Sure	6%	3%	9%	4%

► The top four comments were:

1. Safe Driving
2. Goal to Reduce Fatalities
3. Saw Ad on Billboard / Electronic Sign
4. Program to Prevent Accidents

► Drivers in the south were most likely to recall messaging about safe driving.

► Respondents in rural areas were more likely to see Zero Fatalities as a program to reduce fatalities and prevent accidents.

**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%.*

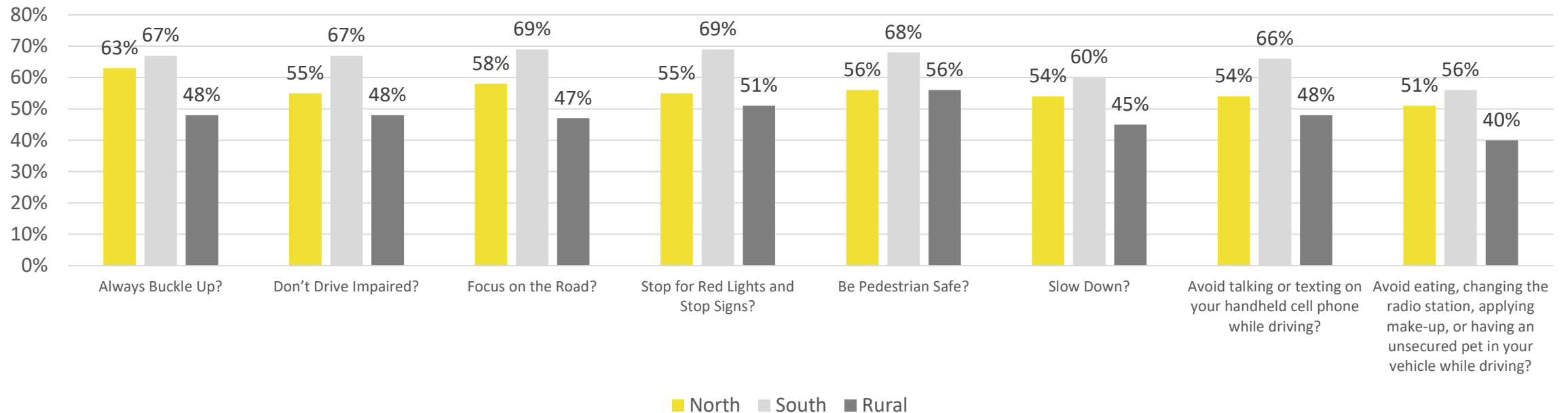
Sample Comments: Recall of Zero Fatalities Campaign

- *It was on a news program and they are trying to get drivers to pay more attention while driving in order to save lives.*
- *I remember it was to teach teens safe driving habits.*
- *I hear a lot about it when school is in session.*
- *I have seen this campaign advertised on billboards and highway signs.*
- *It's a campaign to reduce fatalities among drivers and especially where pedestrians are involved.*
- *I seem to remember that this is a program implemented for holiday weeks here in Las Vegas.*
- *It's about putting an end to traffic-related teen deaths by educating young drivers.*
- *Entails enforcement and public education regarding seatbelt laws, distracted and impaired driving, speeding and other unsafe driving habits, reduced speed in school and construction zones; motorcycle laws (especially helmets); and safe pedestrian laws.*
- *Zero fatalities is a program designed to teach teenagers and new drivers the dangers of driving impaired, not paying attention and texting while driving.*
- *I think it's a push to protect kids in school zones ([heard] about it when school started back up).*
- *Safety begins with us, and Zero Fatalities Nevada is our pledge to protect lives on our roads.*
- *The Zero Fatalities Nevada initiative is dedicated to reducing the number of fatalities on the state's roads and highways.*
- *The goal of the Zero Fatalities program in Nevada is to keep accidents, injuries, and deaths to a minimum on the roads.*
- *Zero Fatalities is all about working together to make sure our roads are safe and our communities are accident-free.*
- *Zero fatality program strives to put an end to traffic-related deaths by educating drivers.*
- *Zero Fatalities is all about eliminating fatalities on our roadways. Zero defects, zero safety incidents, and zero deaths.*

Impact of Zero Fatalities on Behavior (2023)

- 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 (2023)

- 84% of respondents ages 18 – 24 say that the Zero Fatalities campaign influenced them to always buckle up and be pedestrian safe.
- 82% of respondents ages 25 – 34 say they were influenced to focus on the road.

Has the Zero Fatalities campaign influenced you to... (Top Score only – “Definitely”)*						
Activity	18-24 (n=70)*	25-34 (n=187)	35-44 (n=131)	45-54 (n=105)	55-65 (n=49)*	Over 65 (n=25)*
Always buckle up?	84%	74%	56%	45%	55%	64%
Don’t drive impaired?	79%	73%	57%	44%	55%	56%
Focus on the Road?	79%	82%	54%	41%	55%	56%
Stop for red lights and stop signs?	81%	79%	56%	41%	45%	68%
Be pedestrian safe?	84%	78%	56%	41%	57%	56%
Slow down?	79%	71%	52%	35%	39%	52%
Avoid talking or texting on your handheld cellphone while driving?	81%	73%	54%	41%	51%	56%
Avoid eating, changing the radio station, applying makeup, or having an unsecured pet in your vehicle while driving?	71%	74%	37%	31%	41%	48%

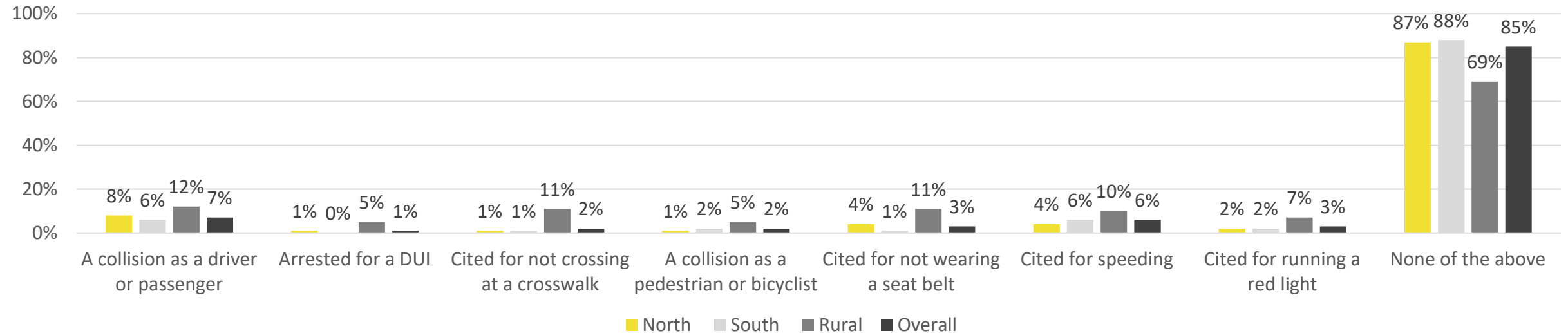
**The percentages in the table reflect the proportion of respondents who selected “Definitely” on a rating scale from “Definitely not” to “Definitely.” This question was only asked of respondents who could recall seeing or hearing about Zero Fatalities. Please note that there are relatively small sample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

Driving Perceptions & Behaviors

Driving Experiences in the Past Year (2023)

- Drivers in the rural areas were more likely to be arrested for a DUI, cited for not crossing at a crosswalk, cited for not wearing a seatbelt or running a red light.

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 (2023)

- Driving while under the influence of alcohol and running red lights and stop signs were seen as the activities carrying the highest levels of risk; driving under the influence of prescription drugs 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?	71%	75%	61%	72%
Drive under the influence of alcohol?	91%	89%	75%	87%
Drive under the influence of marijuana?	66%	71%	61%	69%
Drive under the influence of prescription drugs?	50%	53%	51%	52%
Not focus on the road? (phone, text, eat, read, apply makeup, etc.)	75%	82%	63%	77%
Not stop for red lights and stop signs?	89%	89%	77%	87%
Not yield to pedestrians?	78%	78%	61%	75%
Not cross at a crosswalk as a pedestrian?	51%	62%	53%	59%
Talk on your handheld cellphone while driving?	63%	70%	51%	66%
Speed?	51%	60%	42%	56%

*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 (2023)

- Respondents 45 - 54 years old were most likely to identify driving under the influence of alcohol as “Very Dangerous”. Respondents 55 – 65 and over 65 were most likely to view not stopping for red lights and stop signs as “Very Dangerous”.

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

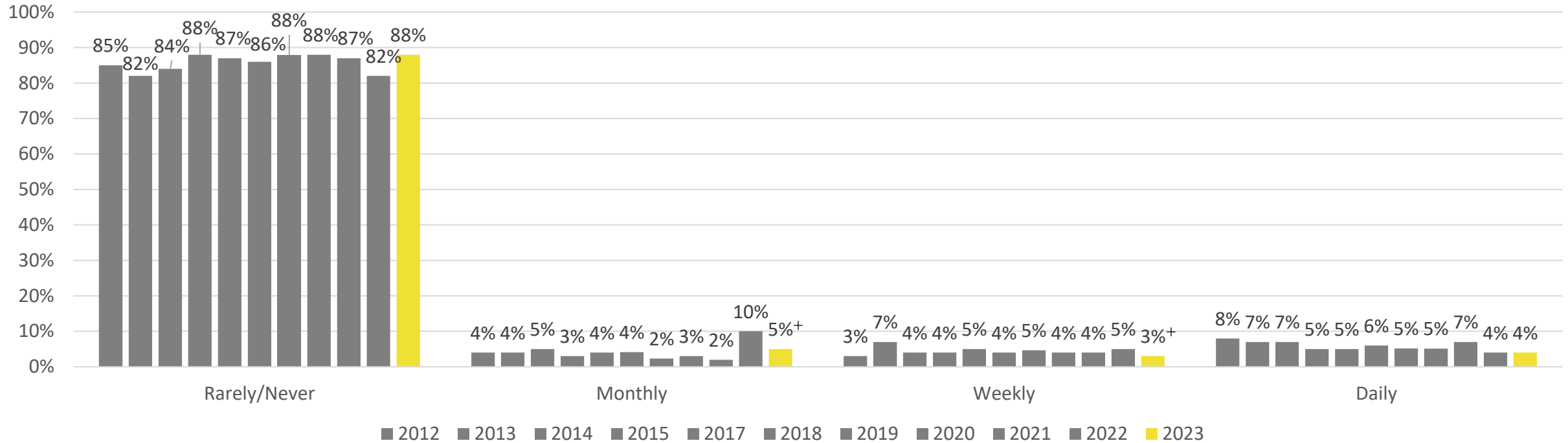
Activity	18-24 (n=121)	25-34 (n=275)	35-44 (n=245)	45-54 (n=216)	55-65 (n=122)	Over 65 (n=86)	Overall (n=1065)
Not wear your seat belt?	83%	77%	65%	71%	65%	74%	72%
Drive under the influence of alcohol?	88%	83%	80%	94%	93%	95%	87%
Drive under the influence of marijuana?	77%	74%	56%	72%	61%	80%	69%
Drive under the influence of prescription drugs?	44%	43%	51%	61%	66%	59%	52%
Not focus on the road? (phone, text, eat, read, apply makeup, etc.)	84%	78%	68%	76%	81%	91%	77%
Not stop for red lights and stop signs?	87%	83%	78%	91%	98%	97%	87%
Not yield to pedestrians?	75%	71%	68%	81%	84%	85%	75%
Not cross at a crosswalk as a pedestrian?	67%	68%	53%	57%	44%	56%	59%
Talk on your handheld cellphone while driving?	71%	72%	56%	60%	66%	80%	66%
Speed?	70%	66%	46%	44%	53%	63%	56%

*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 seatbelt remained consistent.

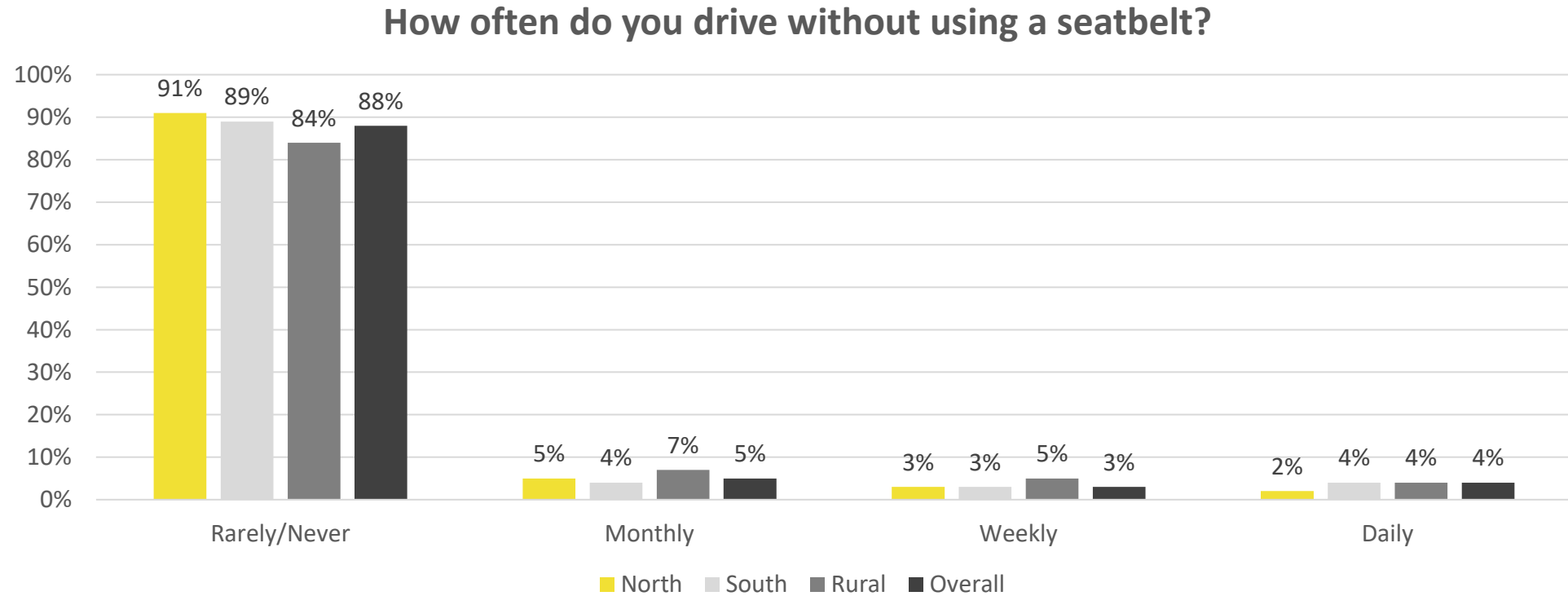
How often do you drive without using a seatbelt?



+ indicates a statistically significant difference from 2022 results

Driving Without a Seat Belt – by Geography (2023)

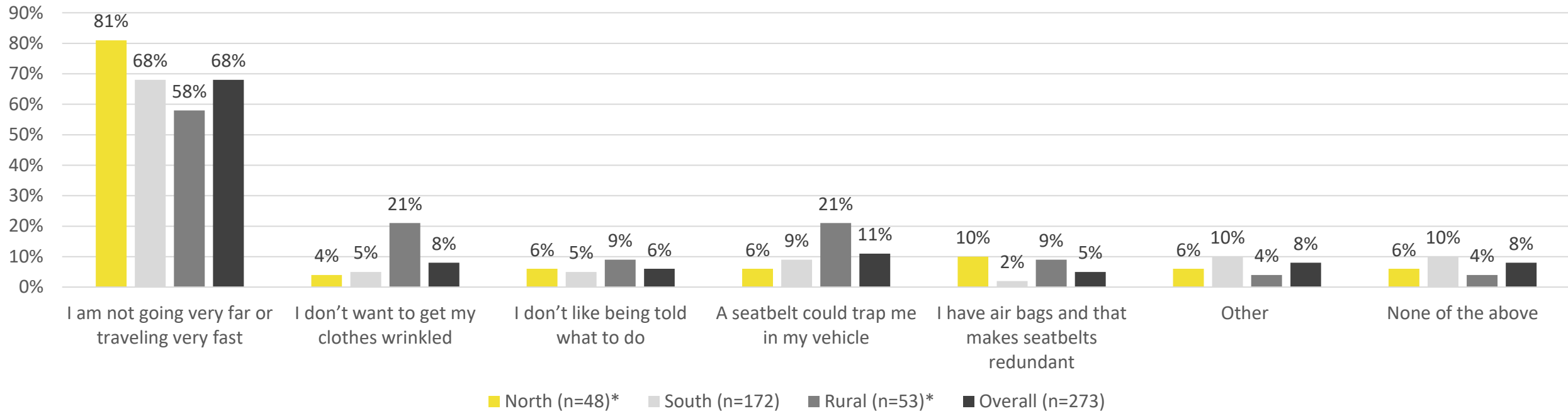
- Rural area drivers were somewhat more likely to drive without wearing a seatbelt.



Reasons for Not Wearing a Seat Belt – by Geography (2023)

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

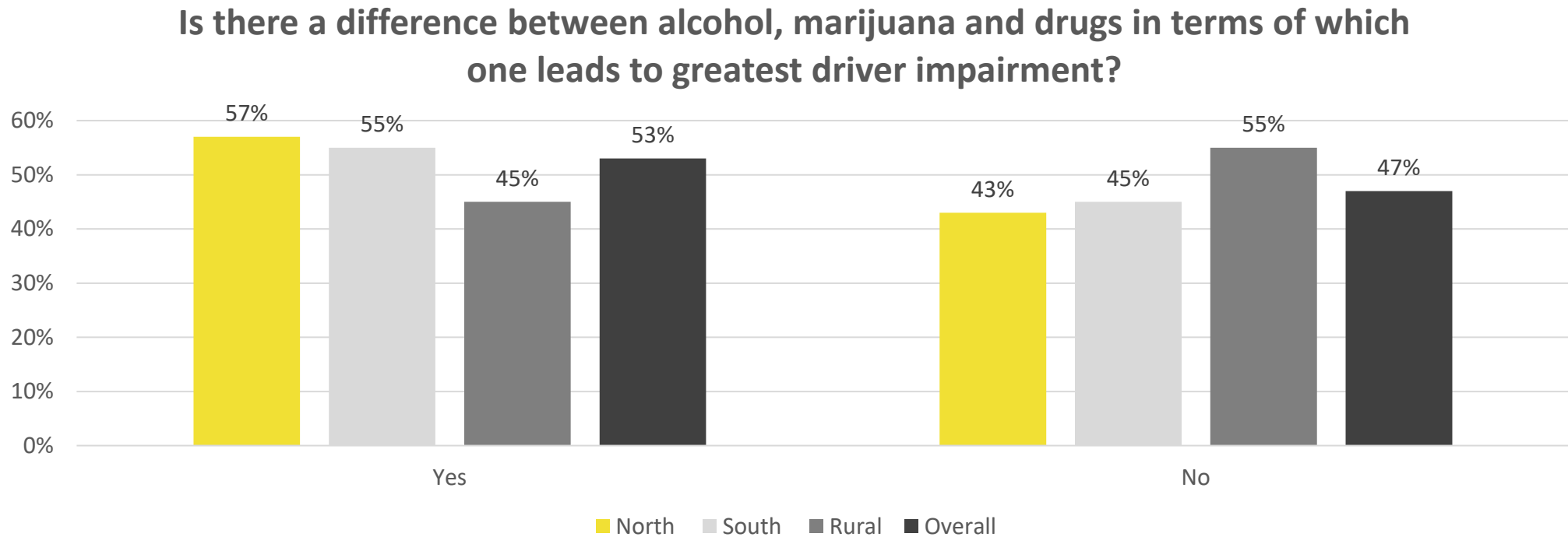
Sometimes I choose not to wear a seat belt because ...*



*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 (2023)

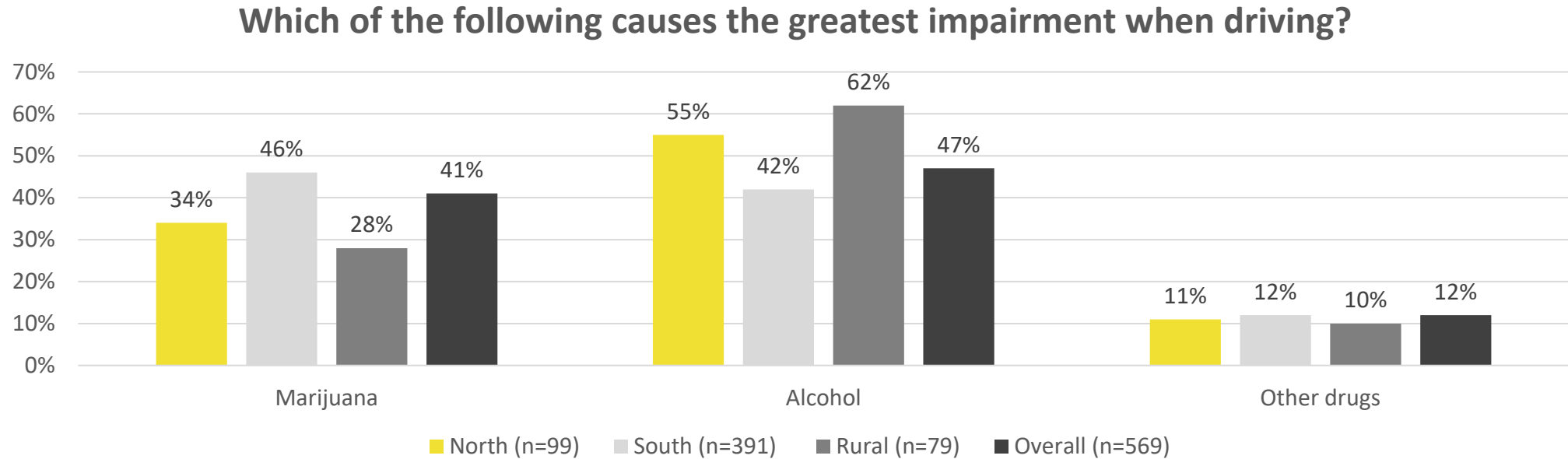
- Over half in northern and southern counties noted that there is a difference between the level of driver impairment resulting from consuming alcohol, marijuana and drugs.



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

Driver Impairment Due to Marijuana, Alcohol or Drugs (2023)

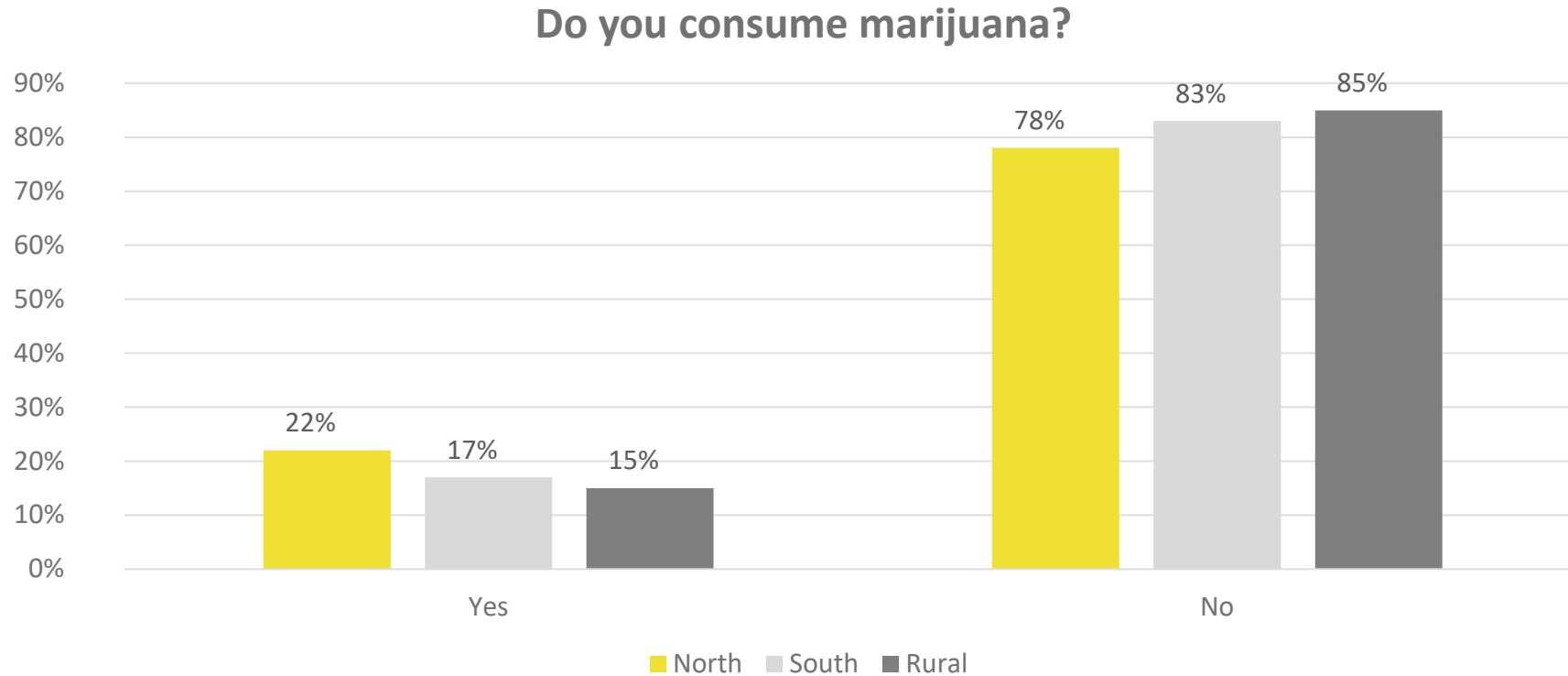
- Most respondents in rural counties believe that alcohol leads to the most significant impairment when driving.



**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.*

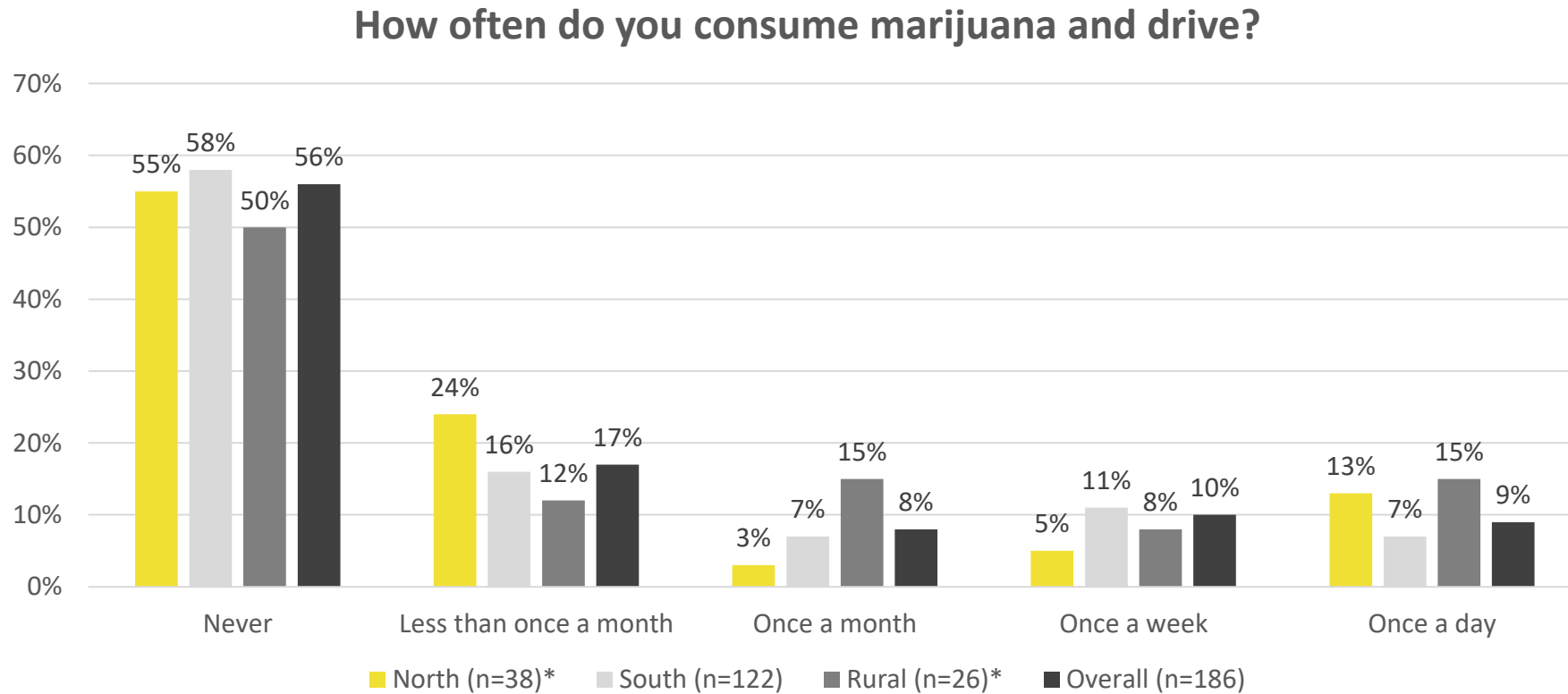
Use of Marijuana (2023)

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



Frequency of Marijuana Use and Driving (2023)

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

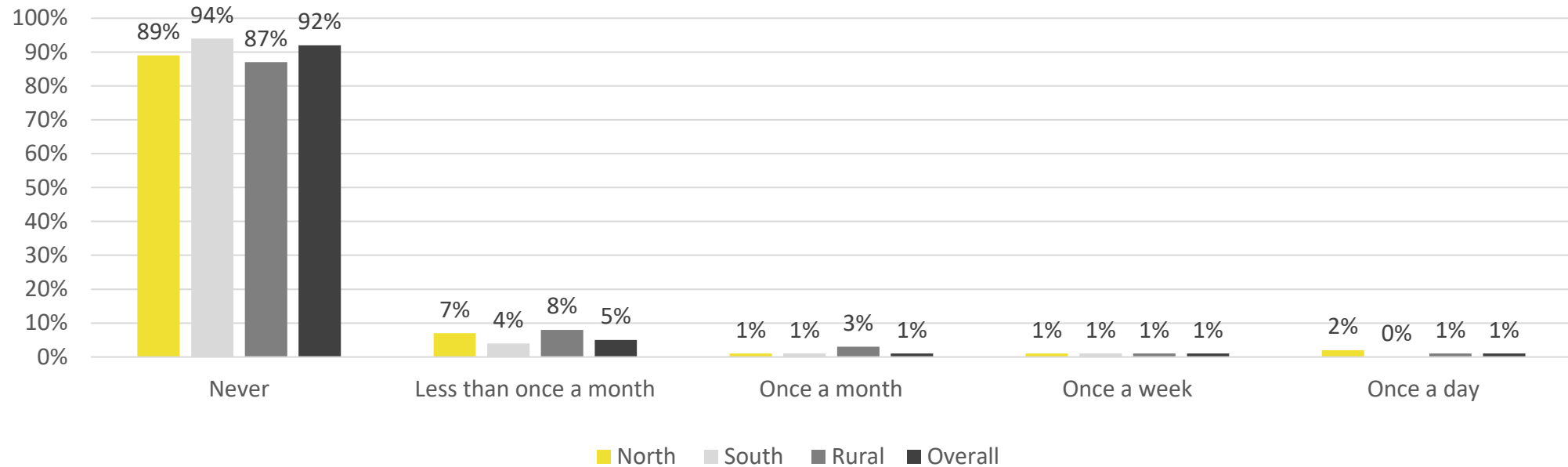


**NOTE: These are relatively small sample sizes and caution should be used when generalizing the results to the broader population.*

Frequency of Consuming Impairing Drugs and/or Substances (2023)

- Most respondents in all three geographies indicated “never” consuming substances and driving.

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

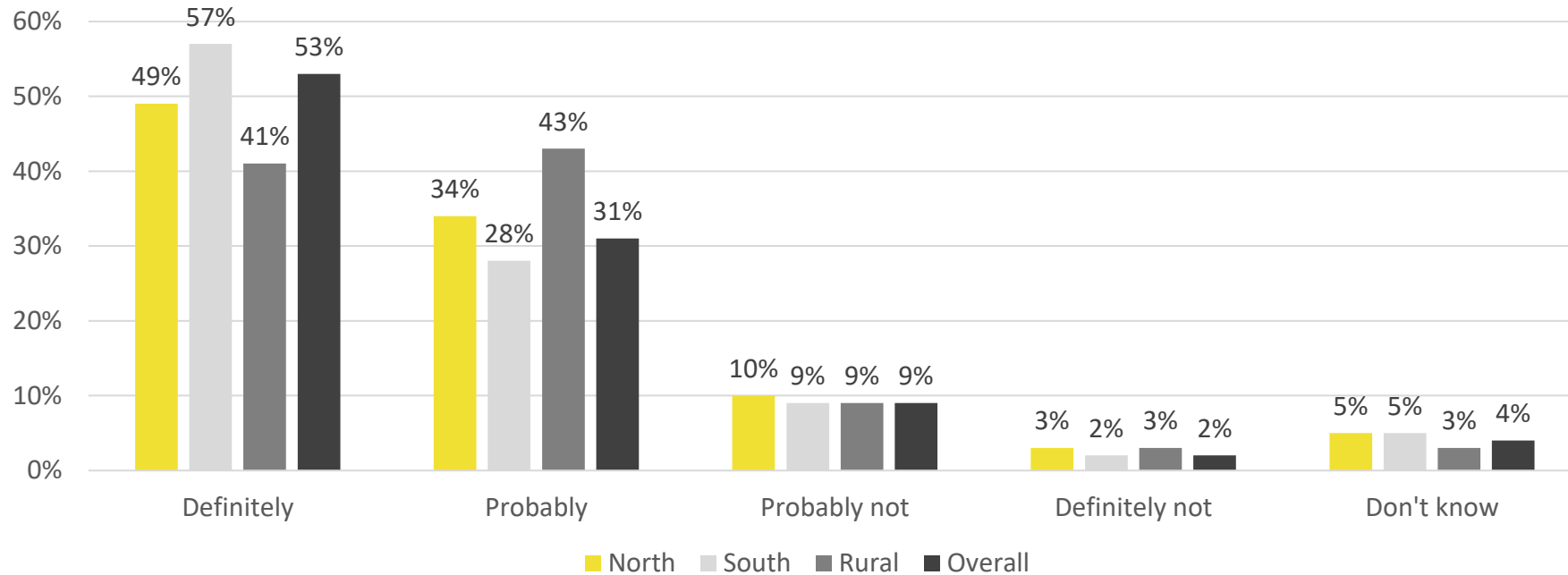


**NOTE: This question was added for the first time in 2022.*

Likelihood of Reporting Someone Who Is Impaired (2023)

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

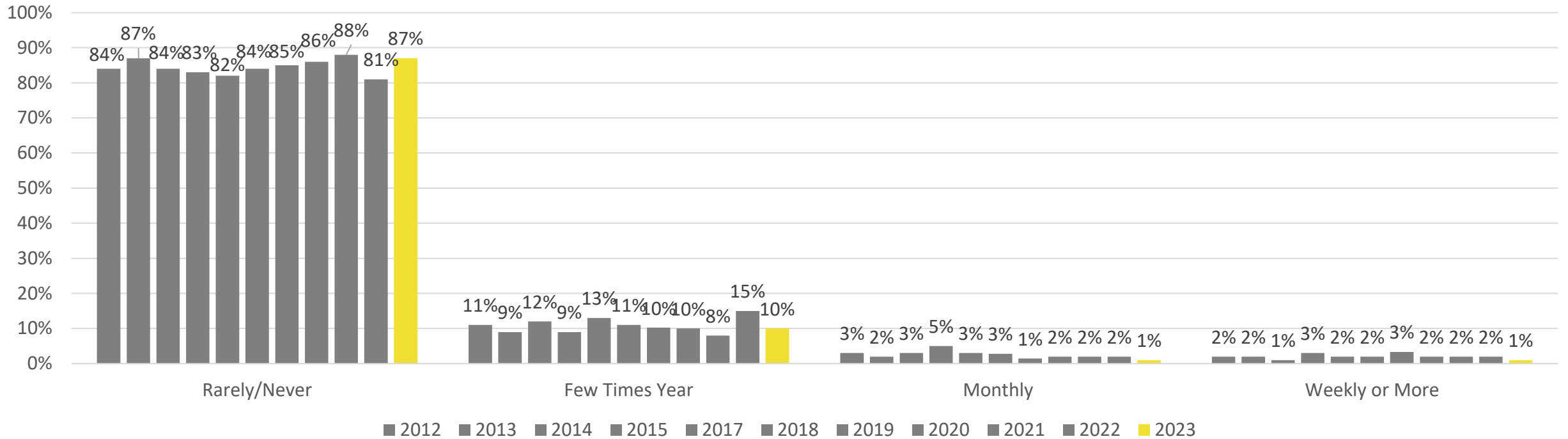
How likely are you to report someone who you believe is driving impaired?



Running Stop Signs or Red Lights

- 87% of the 2023 respondents indicated they rarely or never run a stop sign or red light, up from 2022.

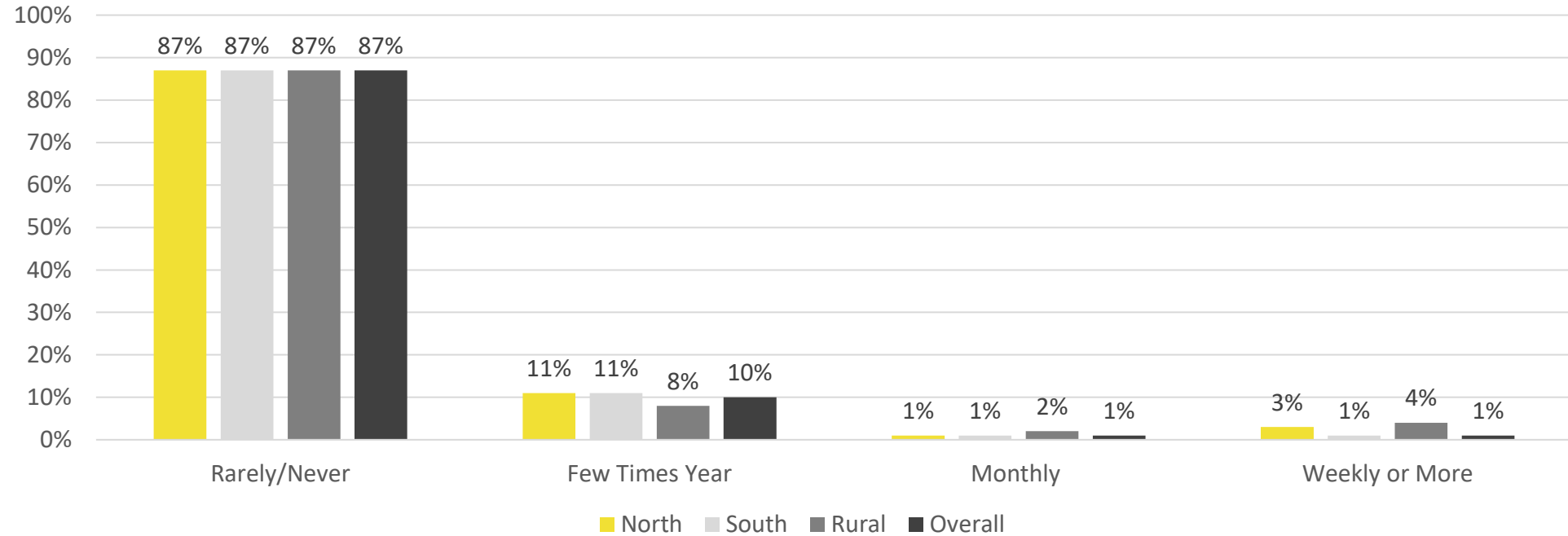
How often do you run a stop sign or red light?



Running Stop Signs or Red Lights – by Geography (2023)

- 87% of all respondents in all three geographies rarely or never run a stop sign or red light.

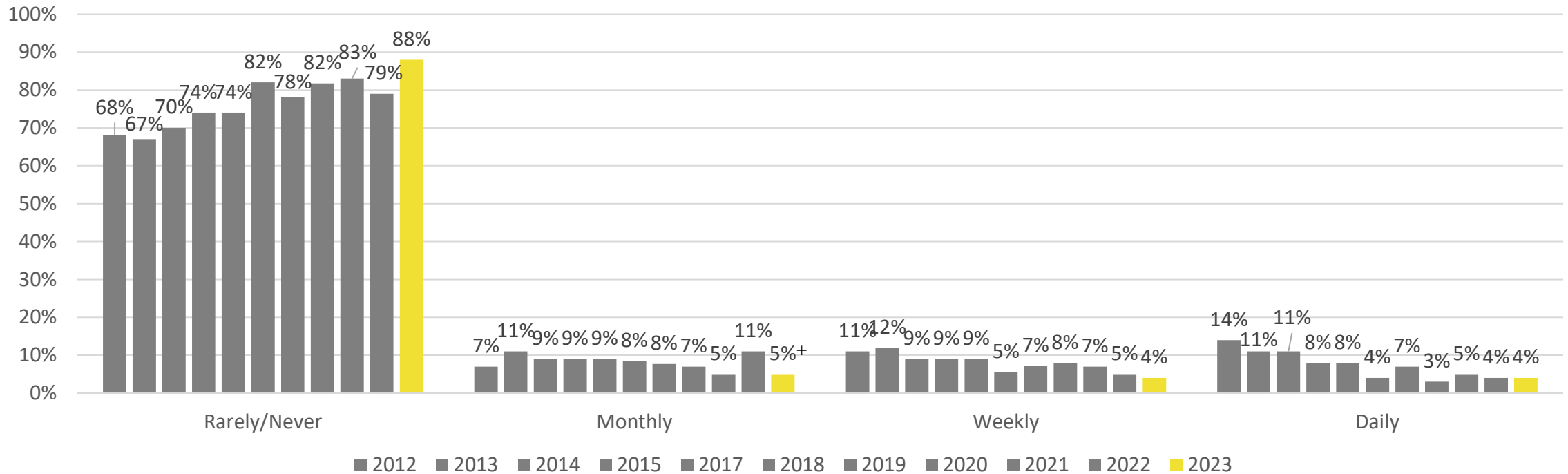
How often do you run a stop sign or red light?



Frequency of Handheld Phone Use

- 88% of respondents indicated they rarely or never talk on a handheld cellphone while driving, up from 79% in 2022.

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

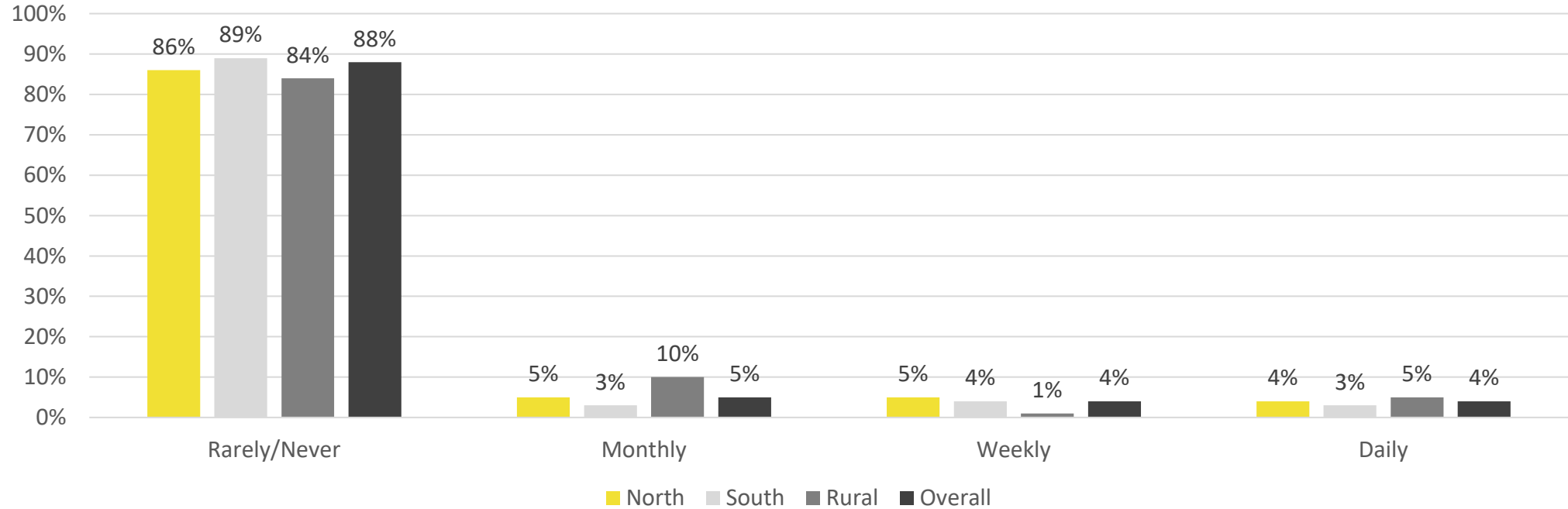


+ indicates a statistically significant difference from 2022 results

Frequency of Handheld Phone Use – by Geography (2023)

- Respondents living in rural Nevada are more likely to use their handheld phone while driving monthly.

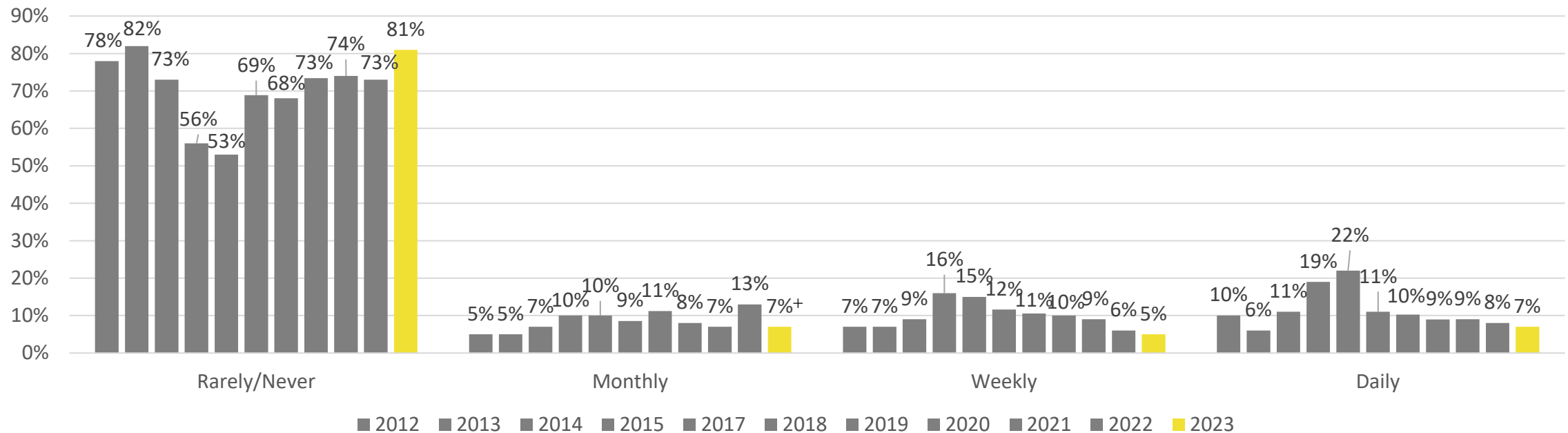
How often do you talk on your handheld cellphone while driving?



Usage of a Smartphone or Cellphone While Driving

- 81% indicate they rarely/never drive while distracted by activities such as texting, navigation, etc., up from 73% in 2022.

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.)?*



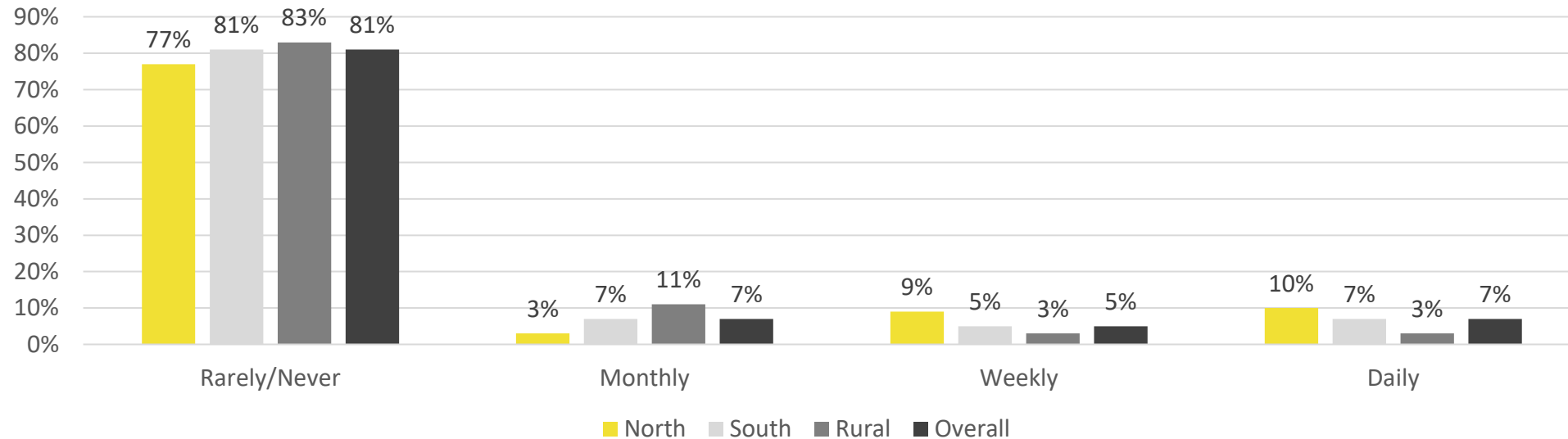
*NOTE: The question wording changed somewhat in 2019 to include the examples listed above (texting, navigation, social media, taking a selfie).

+ indicates a statistically significant difference from 2022 results

Other Phone Distractions – by Geography (2023)

- 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.)?

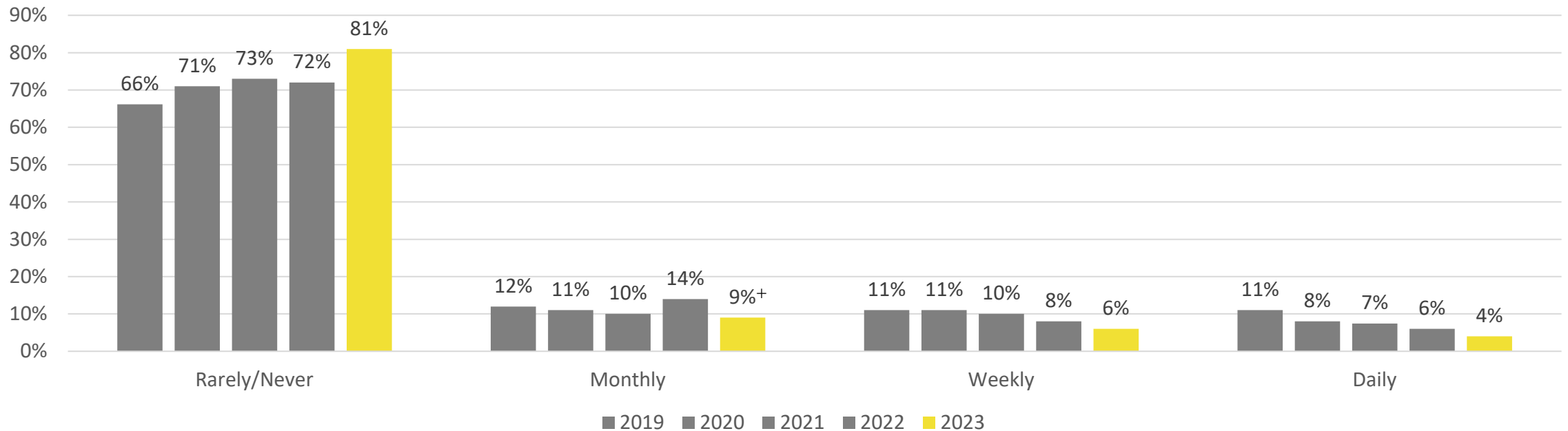


**NOTE: The question wording changed somewhat in 2019 to include the examples listed above (texting, navigation, social media, taking a selfie).*

Distracted Driving Behaviors

- 81% reported rarely or never being distracted by other activities while driving, up from 72% in 2022.

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?

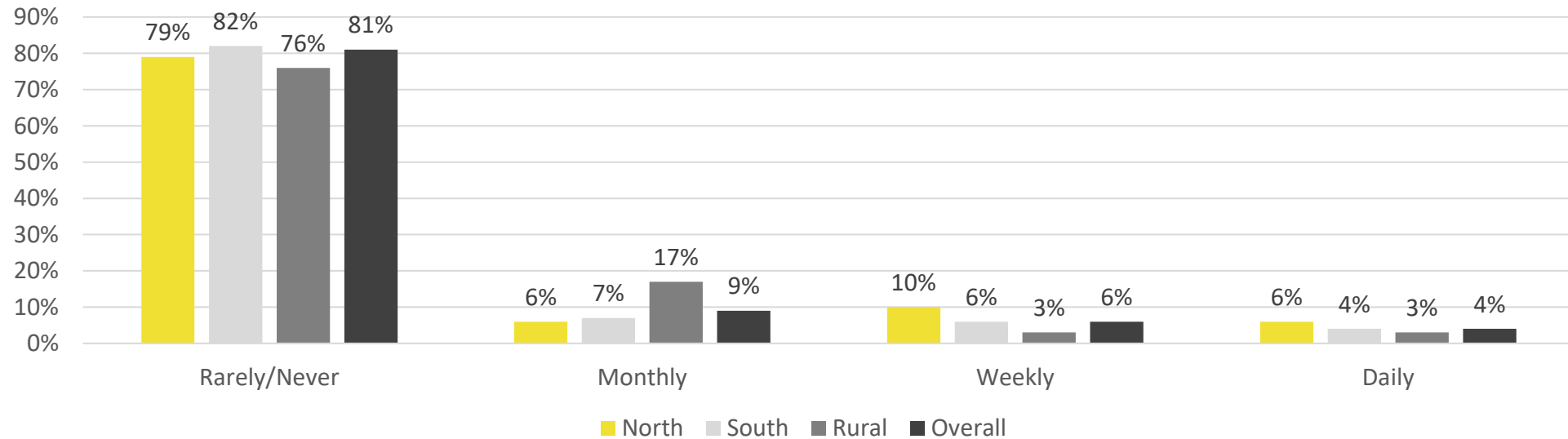


+ indicates a statistically significant difference from 2022 results

Distracted Driving Behaviors – by Geography (2023)

- 17% of rural Nevada drivers reported being distracted by eating, changing the radio station, applying makeup, or holding a pet monthly.

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 (2023)

- Respondents between the ages of 35 and 44 were the most likely to drive consuming alcohol, marijuana or prescription drugs, use a cellphone while driving or for anything other than hands-free talking, or get distracted by other activities while driving.

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

Activity	18-24 (n=121)	25-34 (n=275)	35-44 (n=245)	45-54 (n=216)	55-65 (n=122)	Over 65 (n=86)
Drive without using a seat belt?	19%	8%	19%	10%	7%	4%
Drive after consuming alcohol, marijuana or prescription drugs?	9%	2%	12%	7%	6%	5%
Run a stop sign or red light?	6%	1%	2%	4%	1%	
Talk on a handheld cellphone while driving?	9%	11%	18%	15%	7%	2%
Use a phone for anything other than hands-free talking?	16%	15%	29%	23%	13%	4%
Get distracted by other activities (eating, changing radio, etc.)?	20%	11%	26%	25%	20%	6%

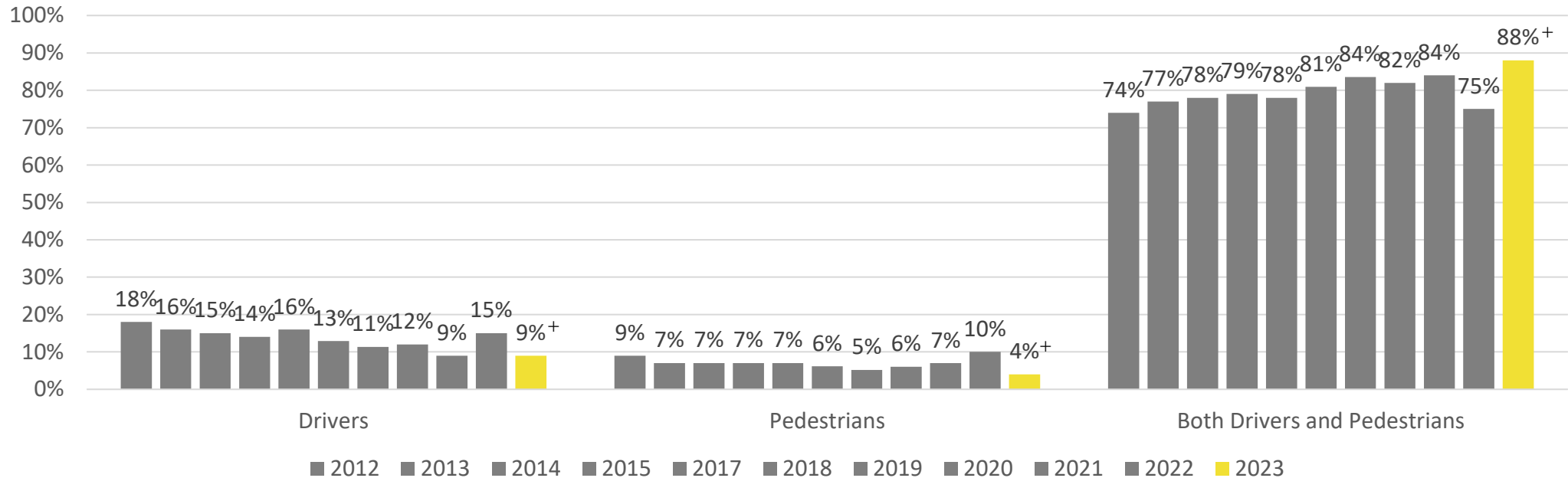
*The percentages in the table reflect the proportion of respondents who report that they engage in each activity at least monthly.

Pedestrian Safety

Responsibility for Pedestrian Safety

- The overall percentage of respondents who believe both drivers and pedestrians share primary responsibility for pedestrian safety increased in 2023.

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

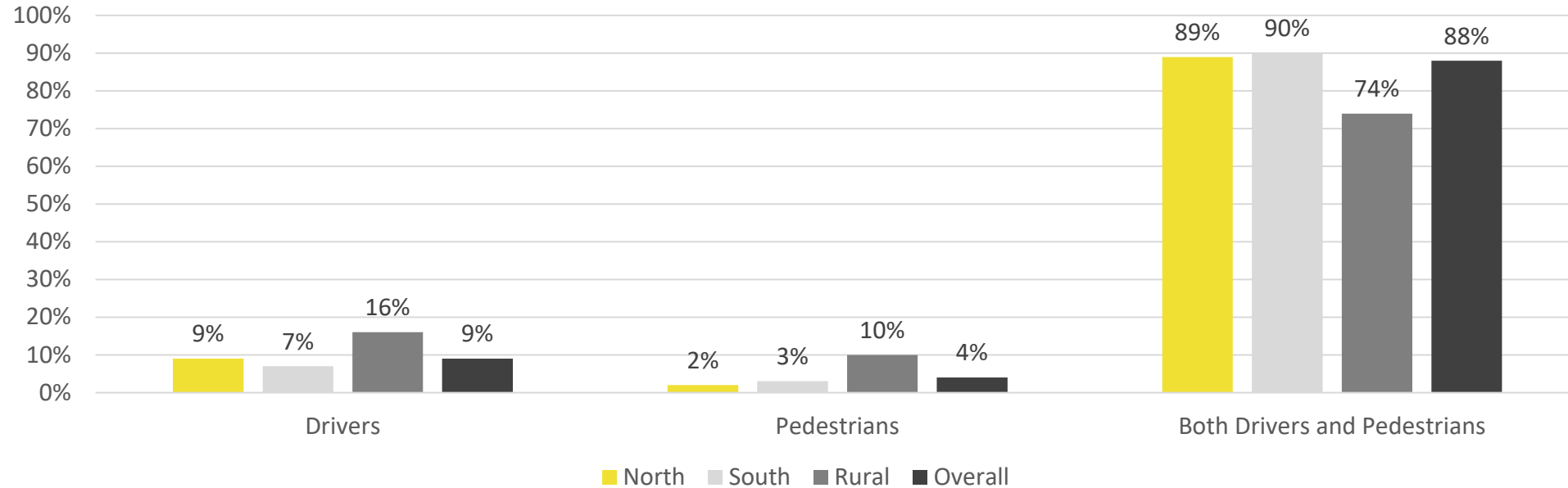


+ indicates a statistically significant difference from 2022 results

Responsibility for Pedestrian Safety – by Geography (2023)

- Drivers in rural counties were the least likely to feel the responsibility for keeping pedestrians safe is shared between drivers and pedestrians.

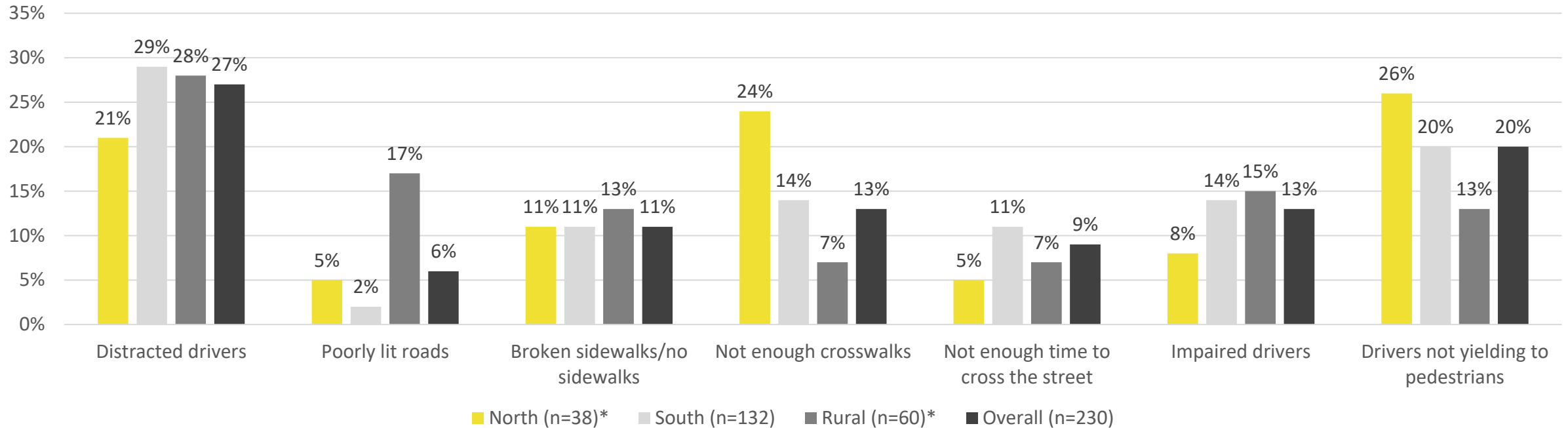
When talking about being “Pedestrian Safe,” who do you think has the primary responsibility – the driver, the pedestrian, or both?



Biggest Challenges as a Pedestrian (2023)

- Not enough crosswalks presented the biggest challenge to pedestrians in the north, while poorly lit roads was cited largely by respondents in rural counties.

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 (2023)

- 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.

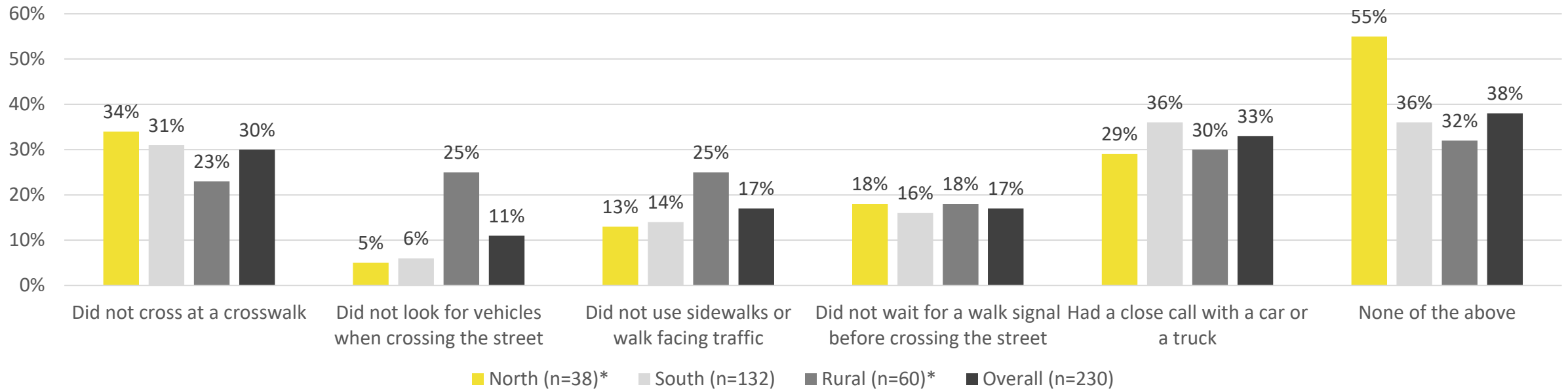
How dangerous do you feel it is to ... (Top Score Only – “Very Dangerous”)*				
Activity	North (n=38)*	South (n=132)	Rural (n=60)*	Overall (n=230)
Walk before receiving the walk signal at a crosswalk?	45%	55%	47%	51%
Use your cellphone while walking (talking, listening to music, etc.)?	39%	30%	57%	39%
Walk while impaired?	45%	48%	42%	46%
Not cross at a crosswalk?	32%	44%	45%	42%
Not pay attention to traffic?	66%	70%	57%	66%

**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 (2023)

- A quarter of respondents in rural counties who walk at least once a week for transportation reported failing to look for vehicles when crossing the street or use sidewalks or walked facing traffic.

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

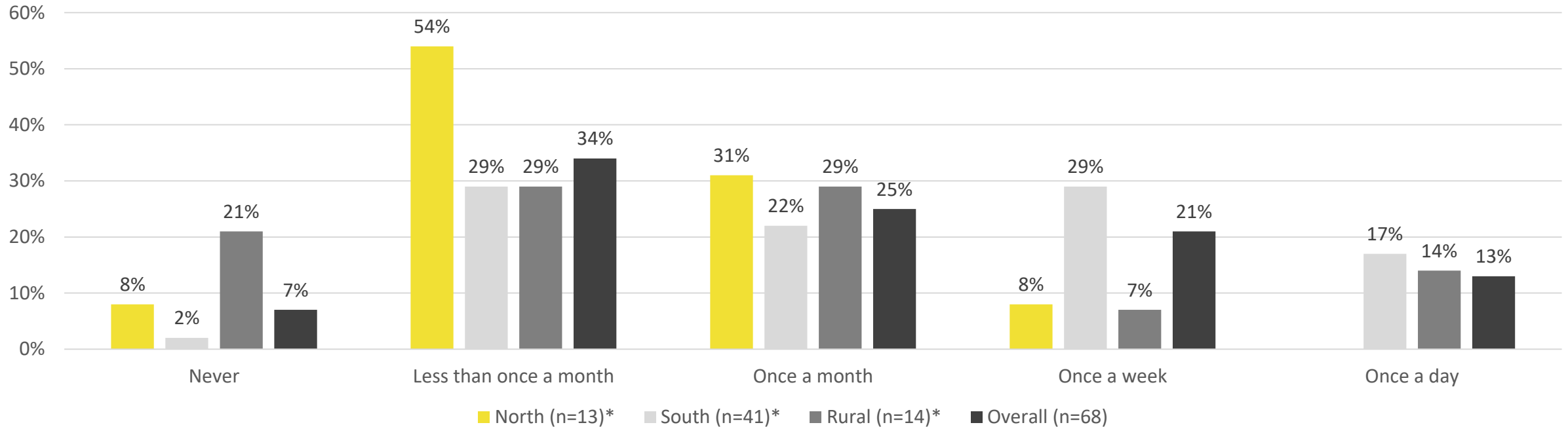


**NOTE: This question was added for the first time in 2021. This question was only asked of respondents who walked at least once per week as a means of transportation. Please note the sample sizes for the north and rural areas are relatively small and caution should be used when generalizing the results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

Pedestrian Experiences (2023)

- Over half of respondents in northern counties indicated they use a crosswalk to get across the street less than once a month, while 21% of those in rural areas reported never using a crosswalk. Please note: These results are based on very small sample sizes.

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

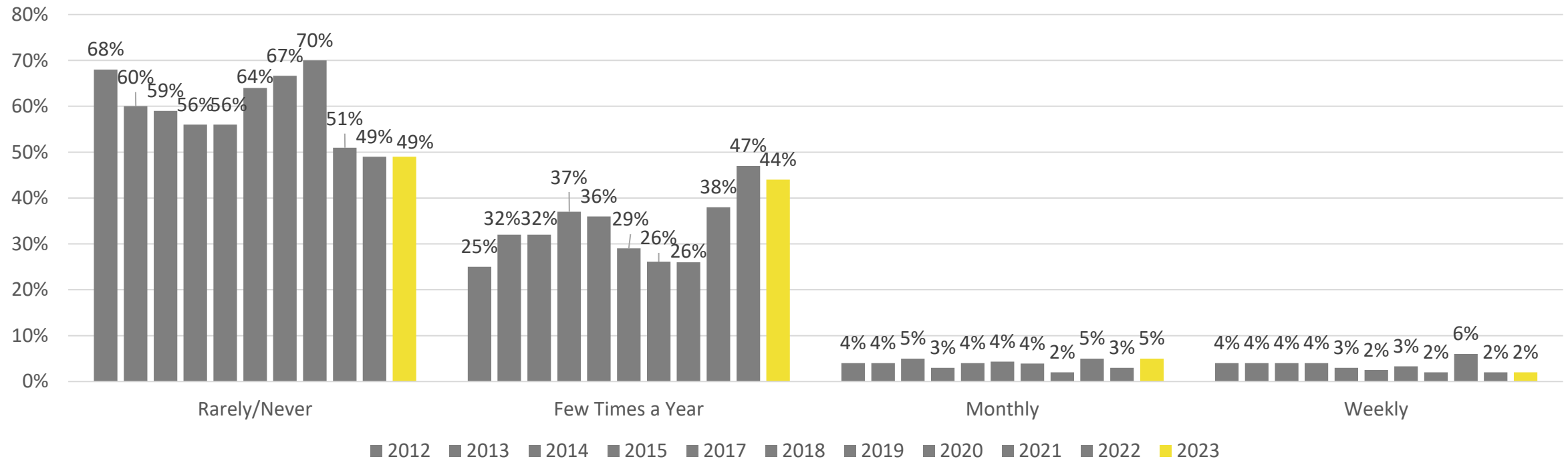


**NOTE: This question was added for the first time in 2021. This question was only asked of respondents who did not cross at a crosswalk. Please note the sample sizes are relatively small, and caution should be used when generalizing the results to the broader population.*

Pedestrian Close Calls

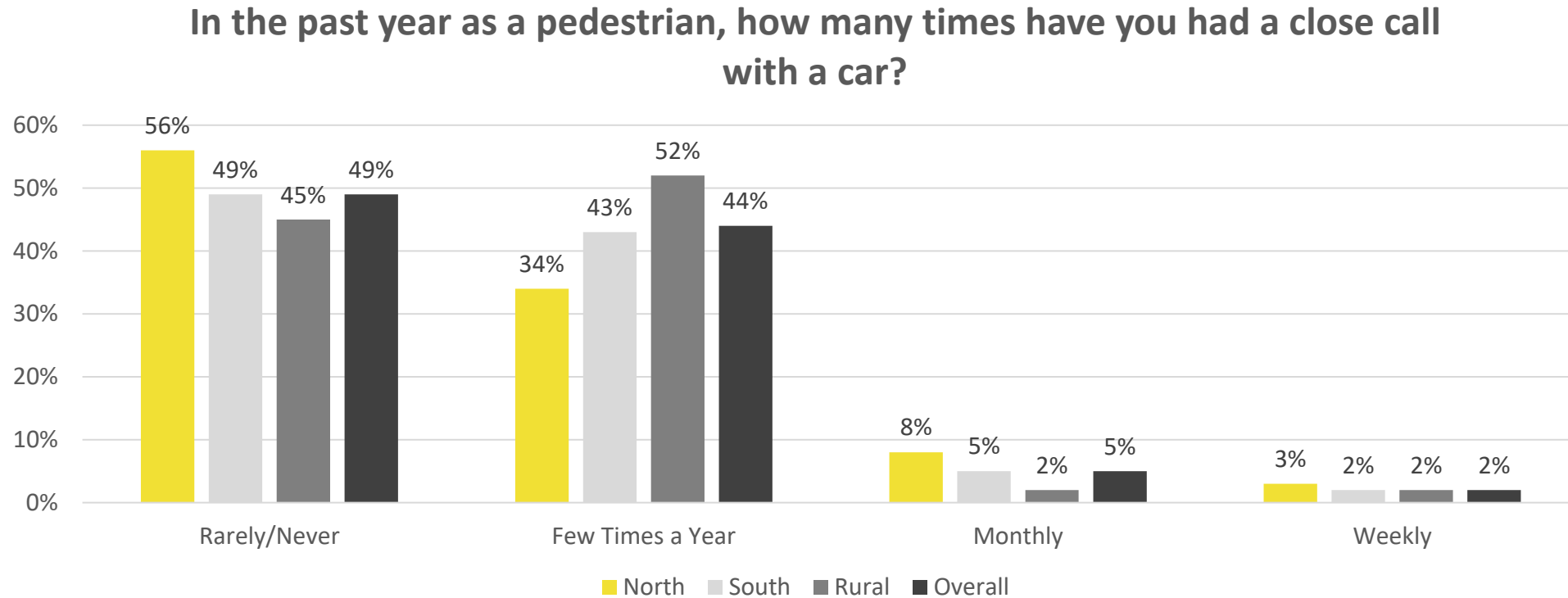
- The percentage of respondents reporting rarely or never having a “close call” as a pedestrian with a car stayed the same while there was a decrease in those reporting one a few times a year.

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



Pedestrian Close Calls – by Geography (2023)

- Almost half of all respondents indicated rarely or never having had a close call with a car as a pedestrian in the past year. 52% of rural respondents indicated having a close call with a car a few times a year.

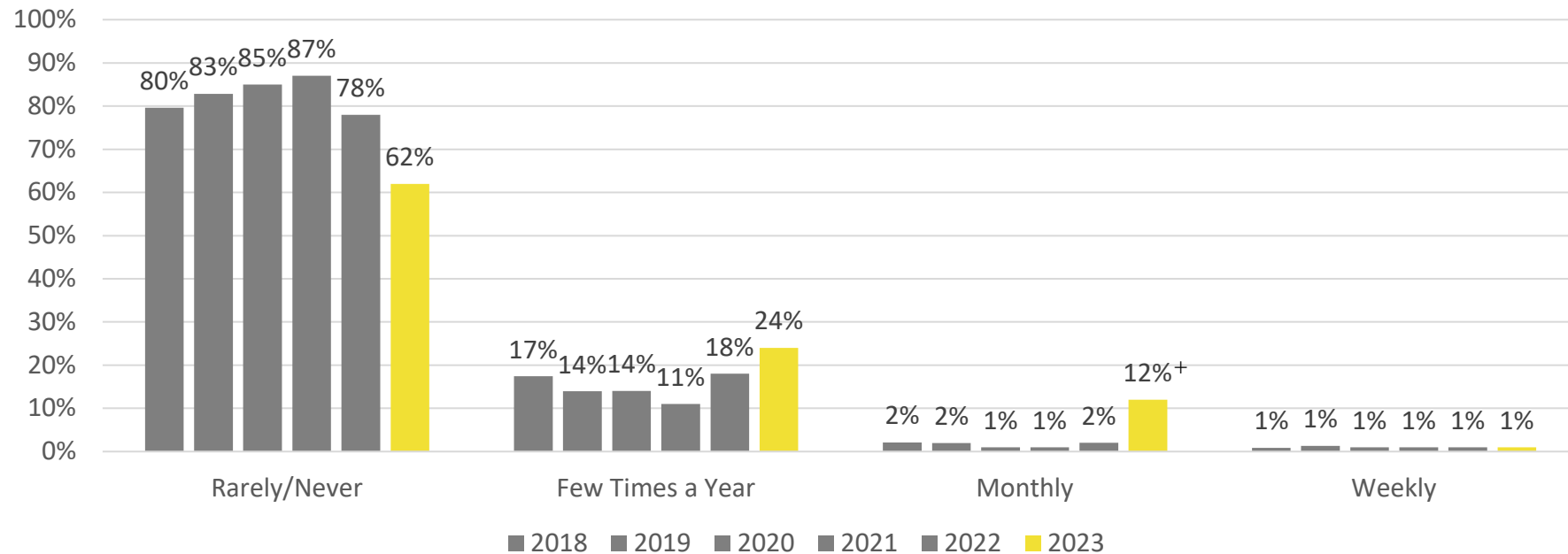


**NOTE: These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.*

Driver Close Calls

- Monthly driver close calls with a pedestrian increased in 2023.

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

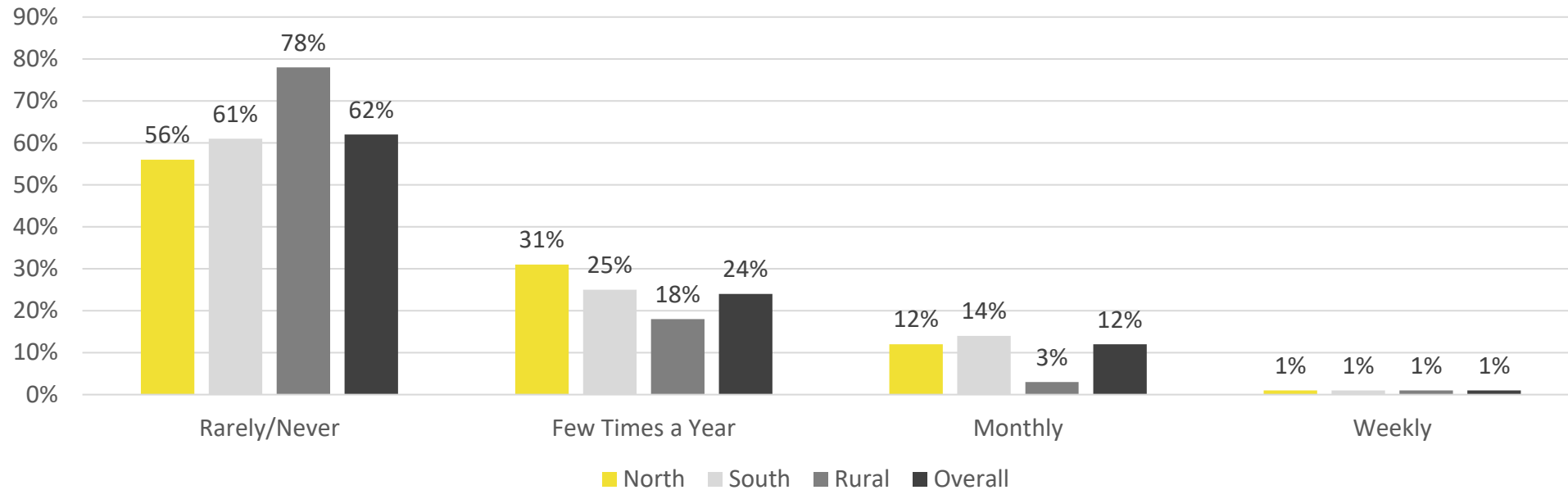


+ indicates a statistically significant difference from 2022 results

Driver Close Calls – by Geography (2023)

- Northern 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% rural 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?

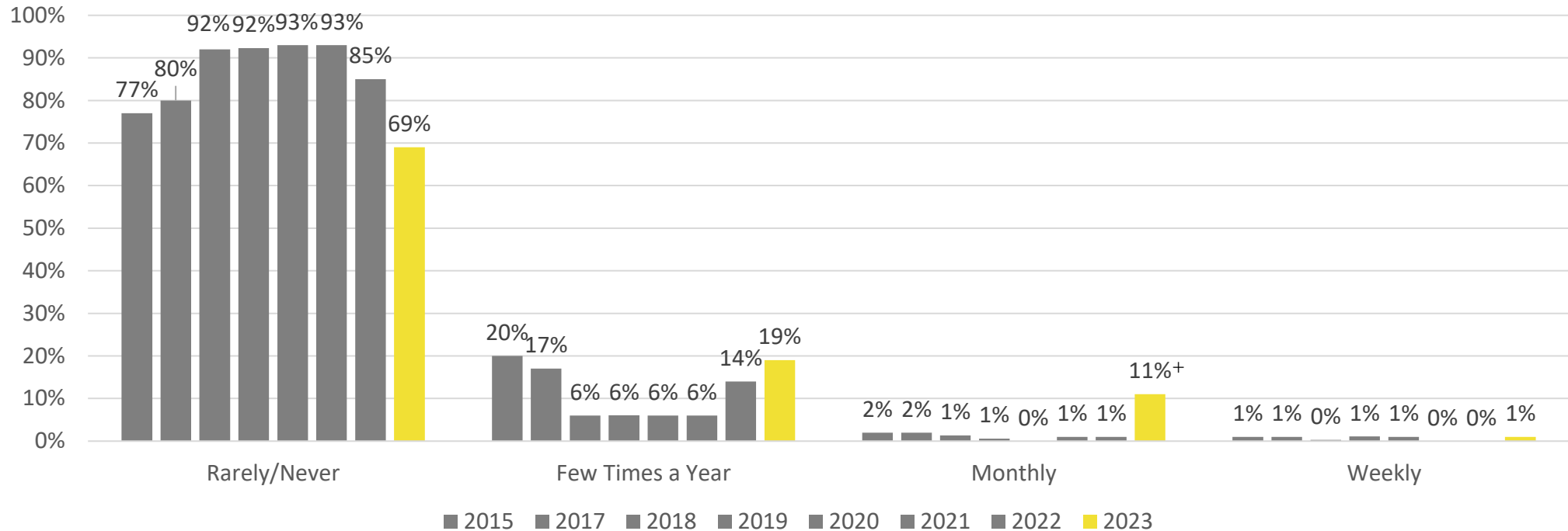


Bicyclist Safety

Driver Close Calls With Bicyclists

- 69% of respondents report rarely or never having had a close call with a bicyclist in the preceding 12 months, down from 85% in 2022.

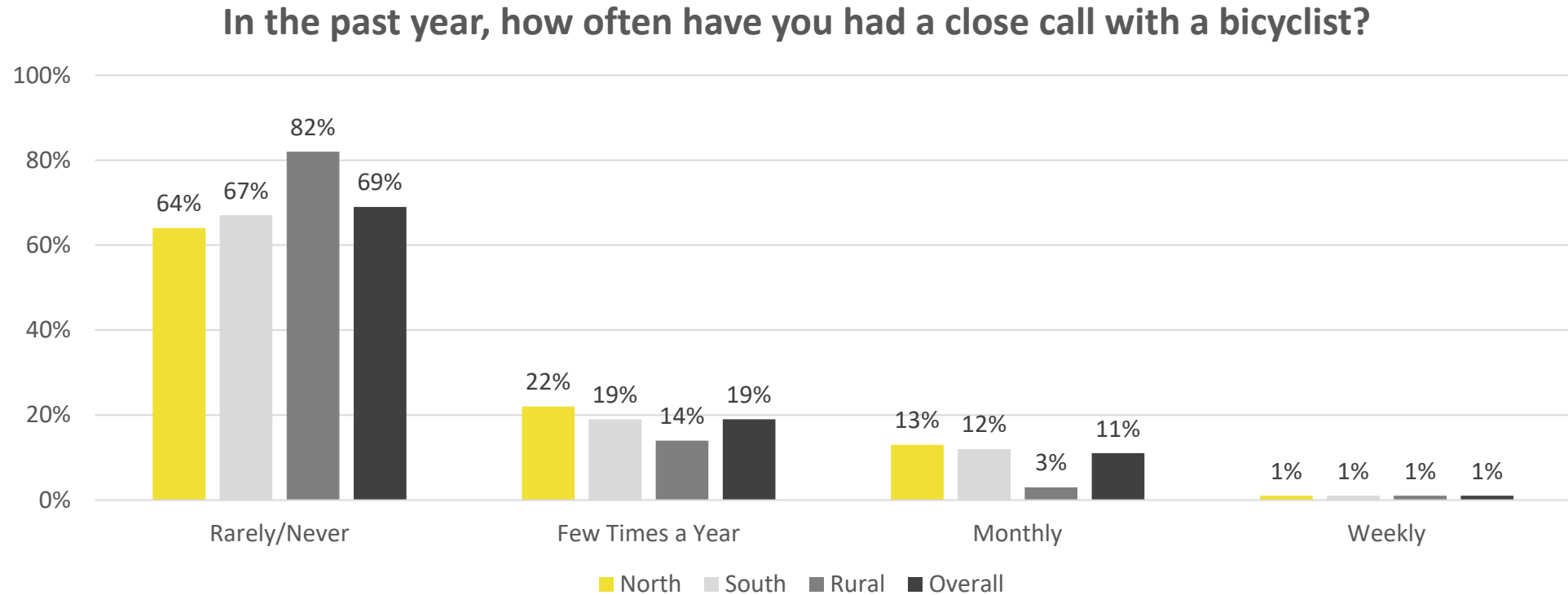
In the past year, how often have you had a close call with a bicyclist?



+ indicates a statistically significant difference from 2022 results

Driver Close Calls With Bicyclists – by Geography (2023)

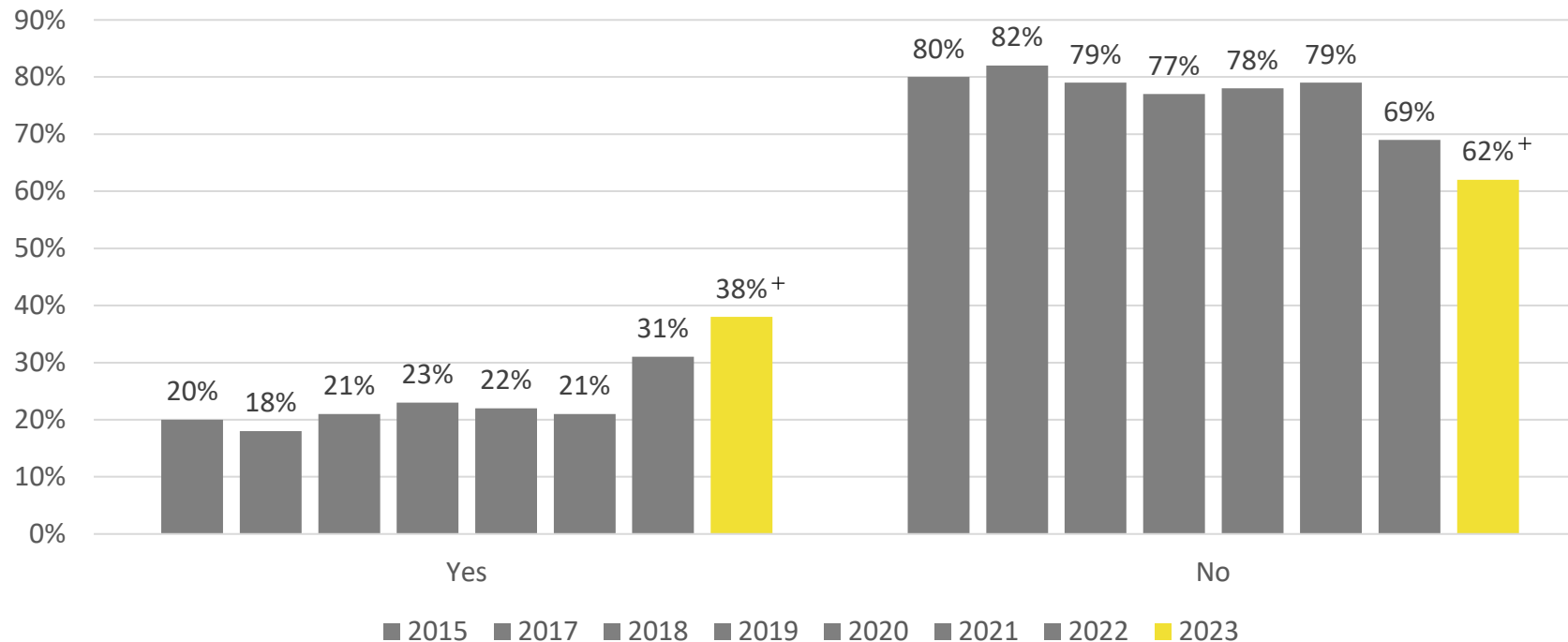
- Most respondents in all three geographies reported rarely or never having had a close call with a bicyclist in the past year. Almost a quarter of drivers in northern counties report having had a close call with a bicyclist a few times in the past year.



Bicycle Ridership

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

Do you currently ride a bicycle on Nevada roads?



Ridership by Geography

North: 41%

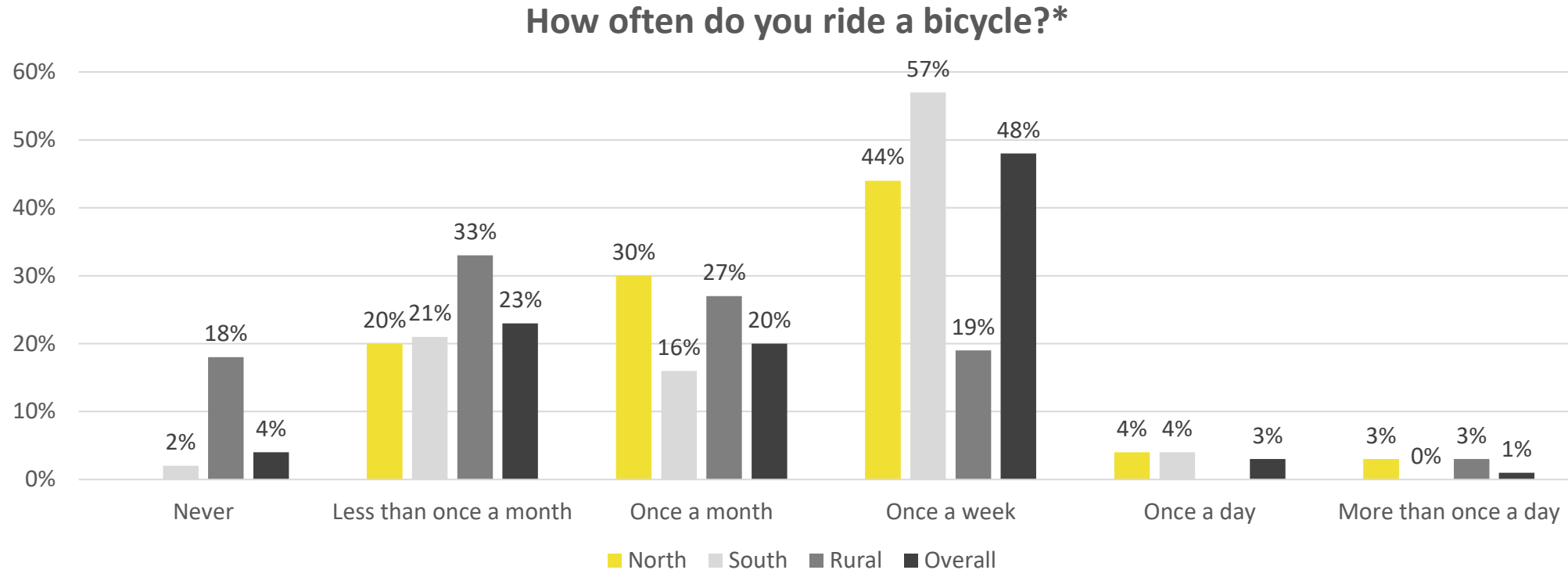
South: 38%

Rural: 38%

+ indicates a statistically significant difference from 2022 results

Bicyclist Ridership Frequency – by Geography (2023)

- Of those respondents who ride bicycles, 57% in southern areas report riding their bicycle once a week. A third of respondents in rural counties ride once a month.

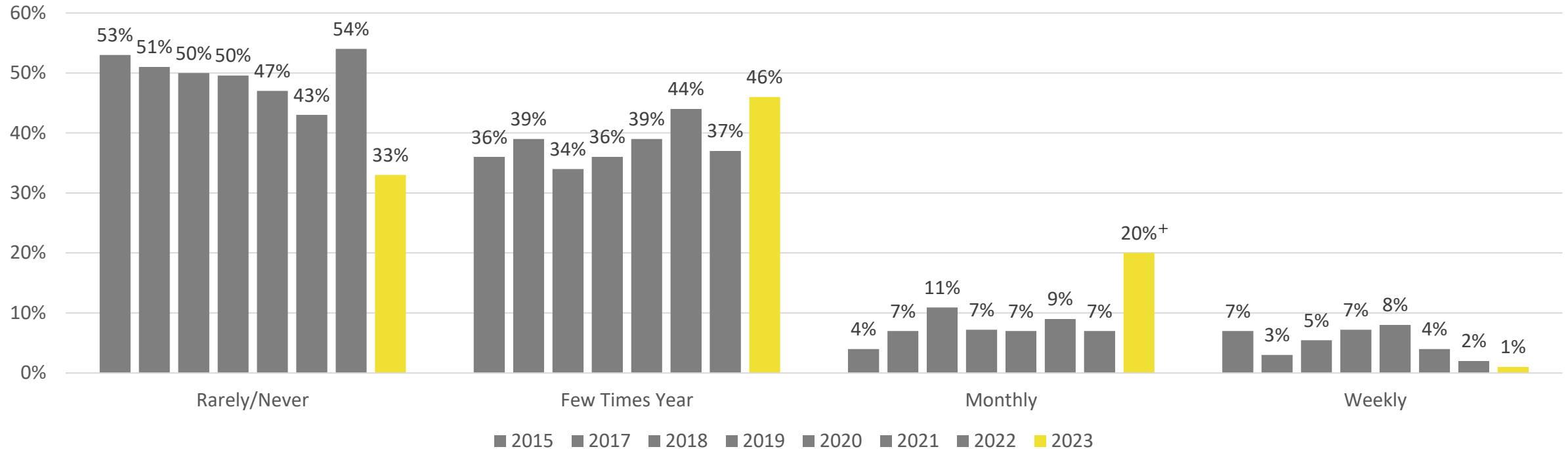


**NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads. Sample sizes are relatively small and, therefore, there are no significant differences between the geographies. Please note that these are relatively small sample sizes, and caution should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

Bicyclist Close Calls

- There was a decrease in 2023 in the percentage of respondents who indicated having rarely or never experienced a close call with a car and an increase in respondents having a close call a few times a year.

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

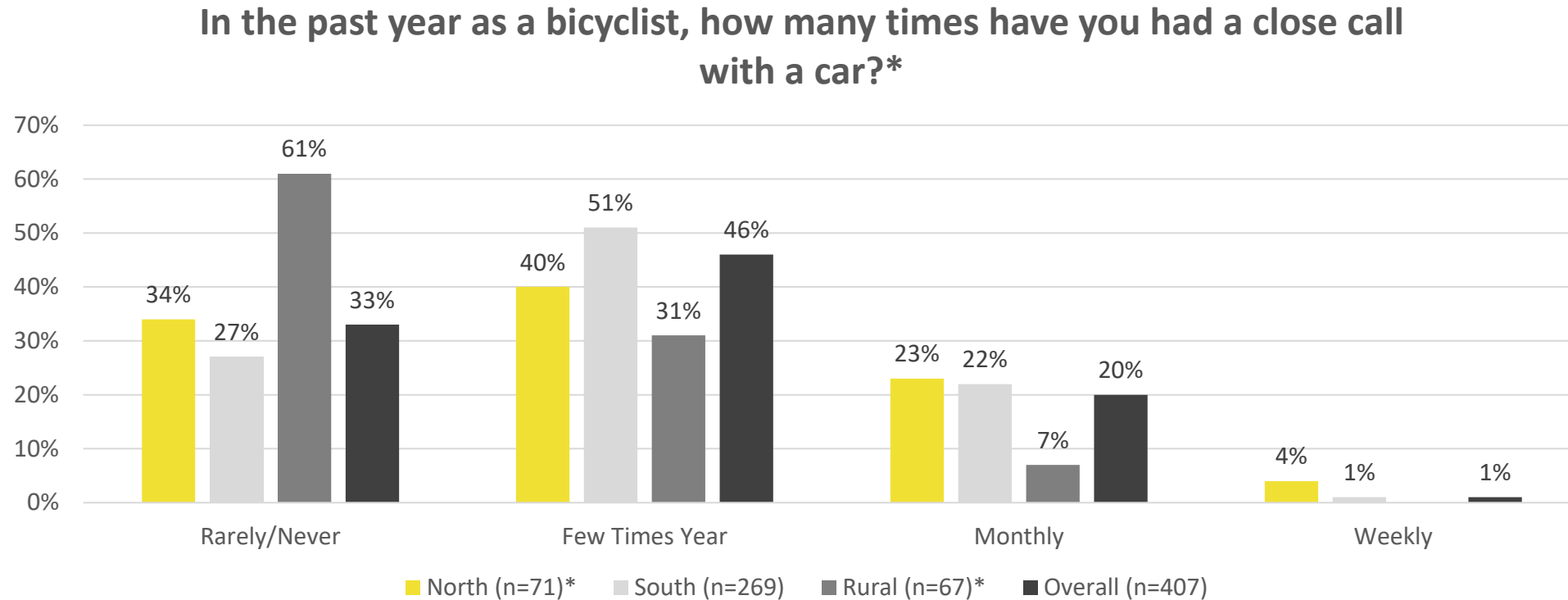


*NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads.

+ indicates a statistically significant difference from 2022 results

Bicyclist Close Calls – by Geography (2023)

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



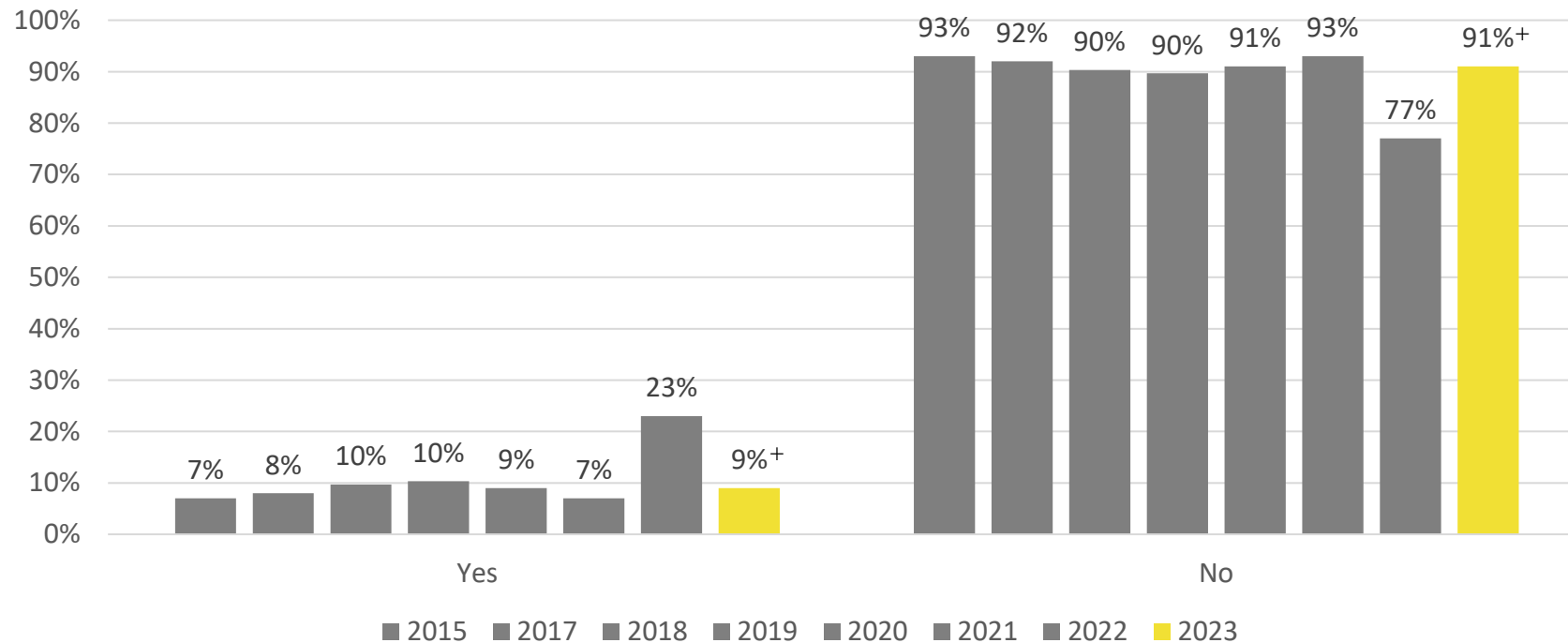
**NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads. Sample sizes are relatively small and, therefore, there are no significant differences between the geographies*

Motorcycle Safety

Motorcycle Ridership

- There was a decrease in the overall percentage of respondents who ride a motorcycle. The rate is higher in the rural areas (22%) when compared with the north (8%) and south (7%).

Do you currently ride a motorcycle?



Ridership by Geography

North: 8%

South: 7%

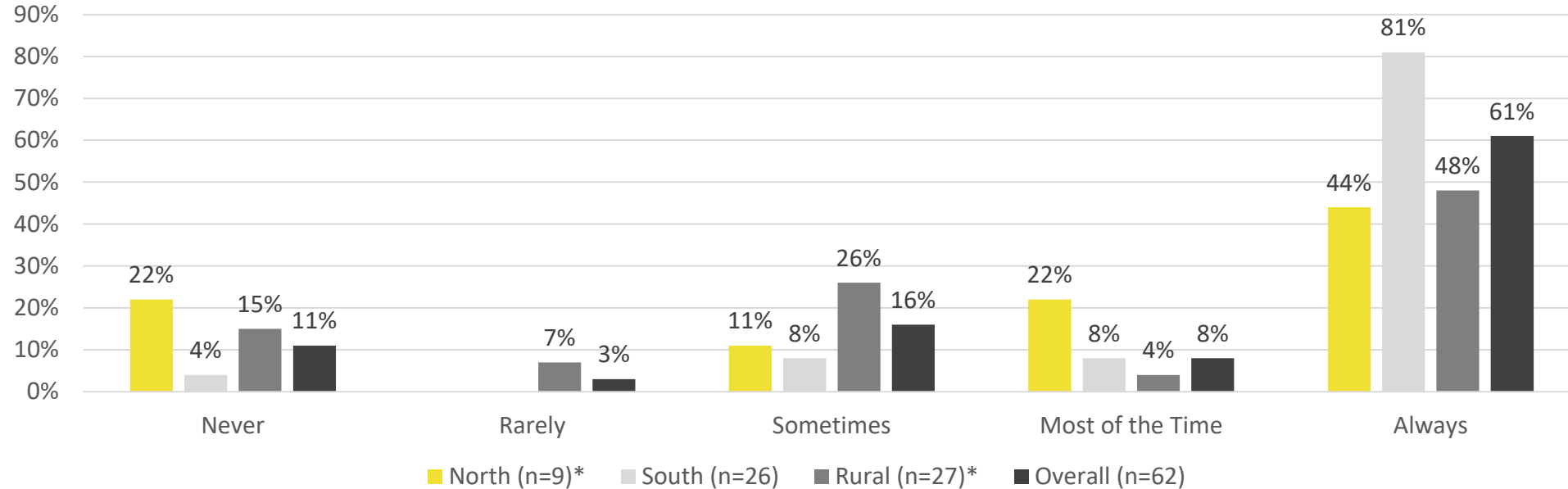
Rural: 22%

+ indicates a statistically significant difference from 2022 results

Frequency of Wearing a Helmet – by Geography (2023)

- 61% of all motorcyclists report always wearing a helmet and 81% in southern areas. Please note: These results are based on very small sample sizes.

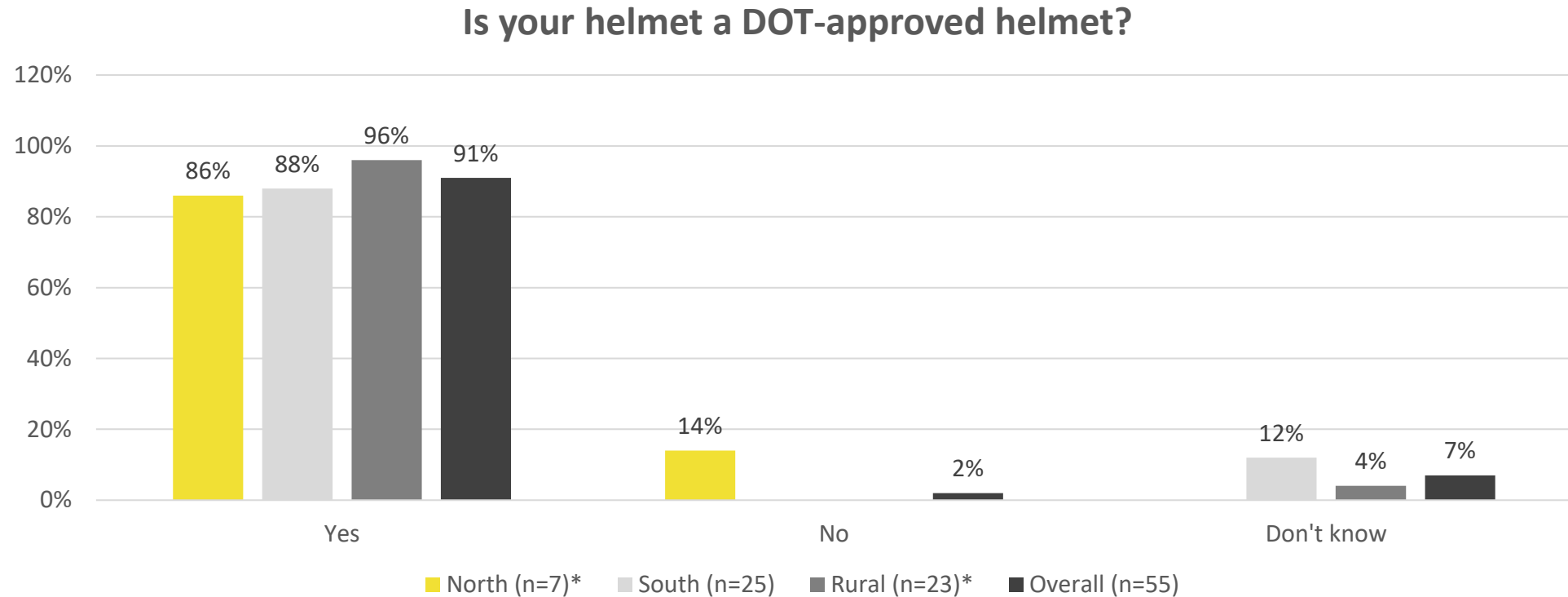
As a motorcyclist, when riding, how often do you wear a helmet? Would you say ...*



*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 (2023)

- More than 9 out of 10 who ride their motorcycle with a helmet had one that is DOT approved, with 96% rural areas, 88% in the south, and 86% in the north. Please note: These results are based on very small sample sizes.

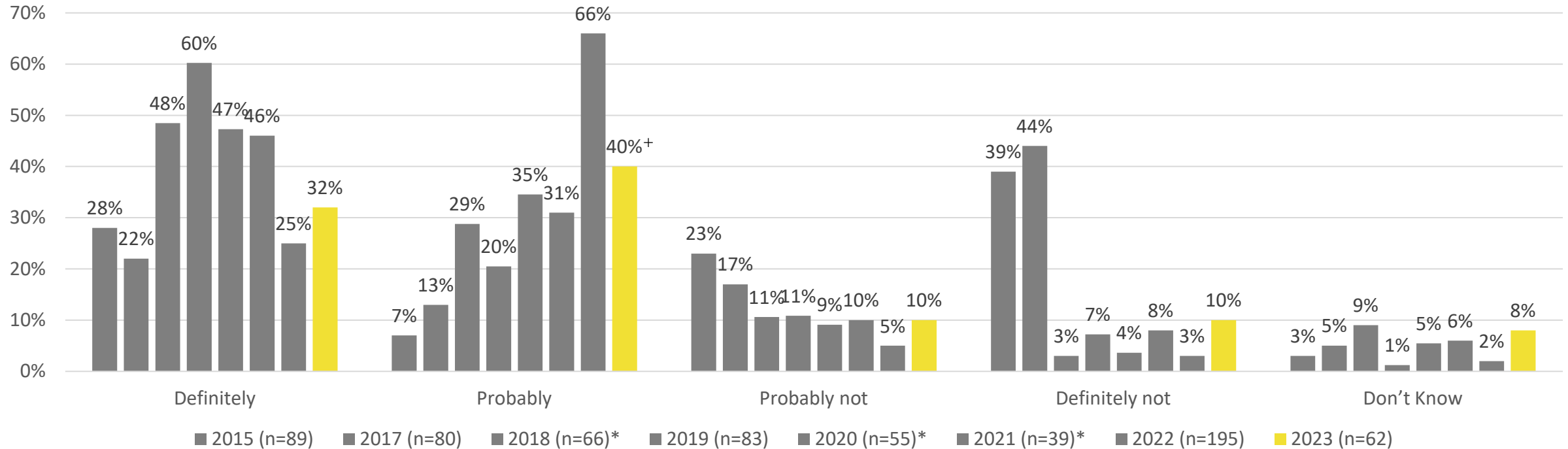


**NOTE: This question was only asked of respondents who indicated they currently ride a motorcycle on Nevada roads. In 2021, this question was only asked of respondents who indicated they ride a street bike and excluded off-road bikes. Please note that these are relatively small sample sizes and caution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

Impact of Zero Fatalities on Motorcycle Ridership

- 72% of motorcyclists indicate the Zero Fatalities campaign “probably” or “definitely” impacted them to ride safely.

Has the Zero Fatalities campaign 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.

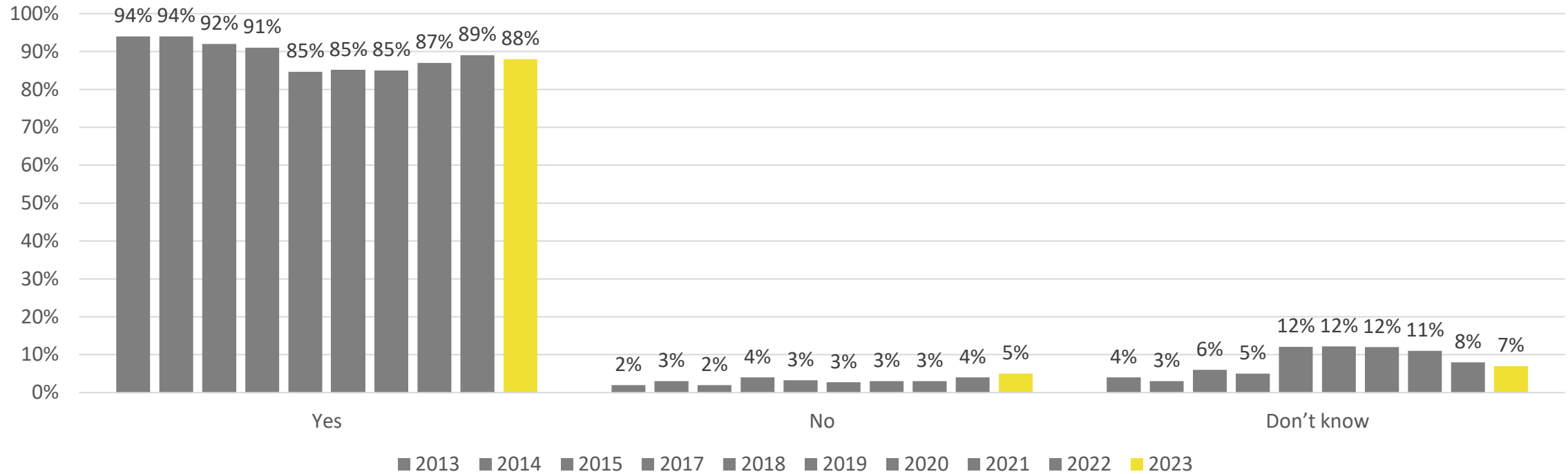
+ indicates a statistically significant difference from 2022 results

Nevada Laws: Perceptions & Adherence

Awareness of Handheld Phone Law

- 88% of Nevada drivers believe there is a law against using a handheld phone while driving, close to the same results from the previous four years.

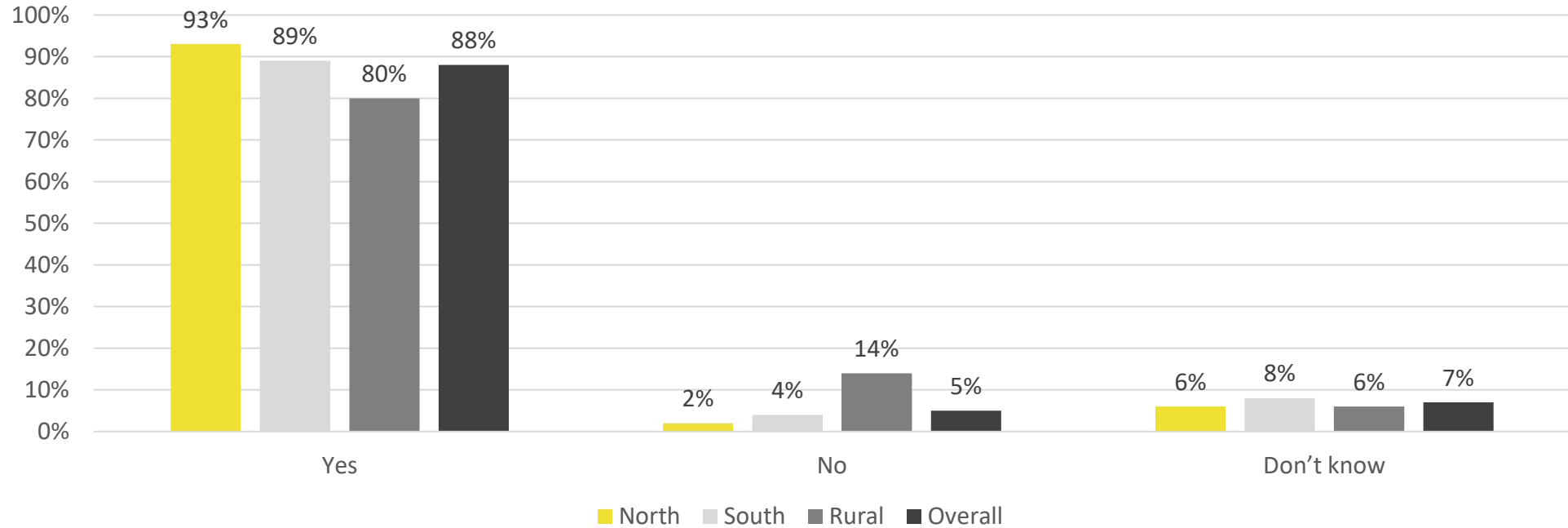
Does Nevada have a law against using a handheld phone while driving?



Awareness of Handheld Phone Law – by Geography (2023)

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

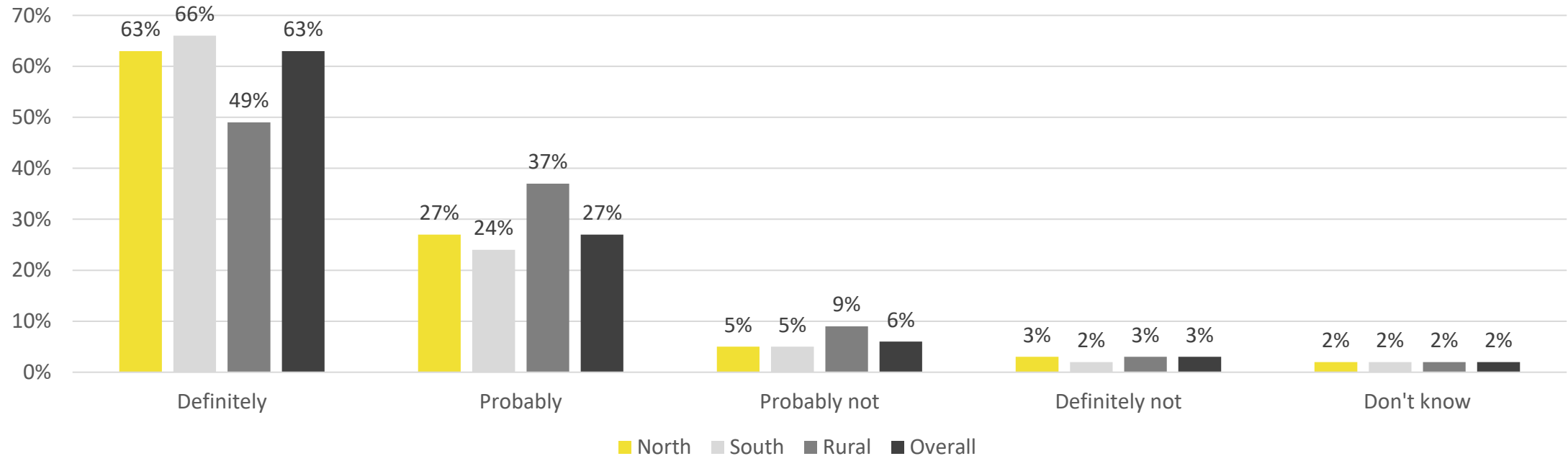
Does Nevada have a law against using a handheld phone while driving?



Support for Stronger Cellphone Laws (2023)

- 63% of the respondents in all three geographies would definitely support a more robust cellphone law if they knew that it would save lives on Nevada roads. 49% of those in rural areas say the same.

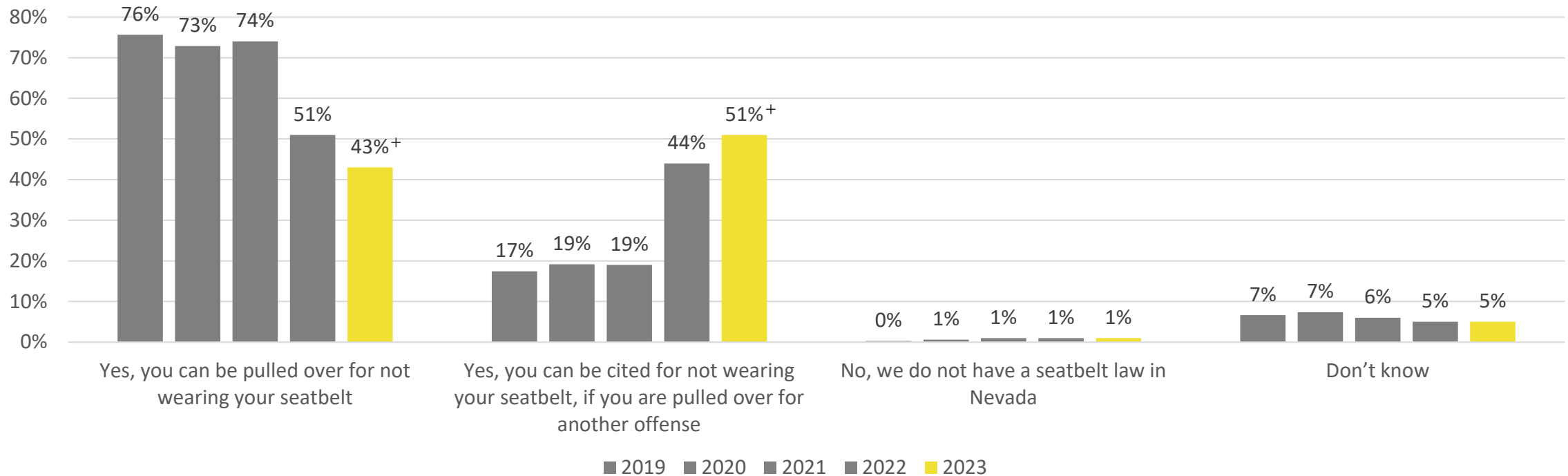
Would you support a stronger cellphone law, if you knew it would result in more lives saved on our roads?



Awareness of Seat Belt Law

- In 2023, there was a decrease in the percentage of those who believe you can be pulled over for not wearing a seat belt. Over half indicated they believe they can be cited if pulled over for another offense.

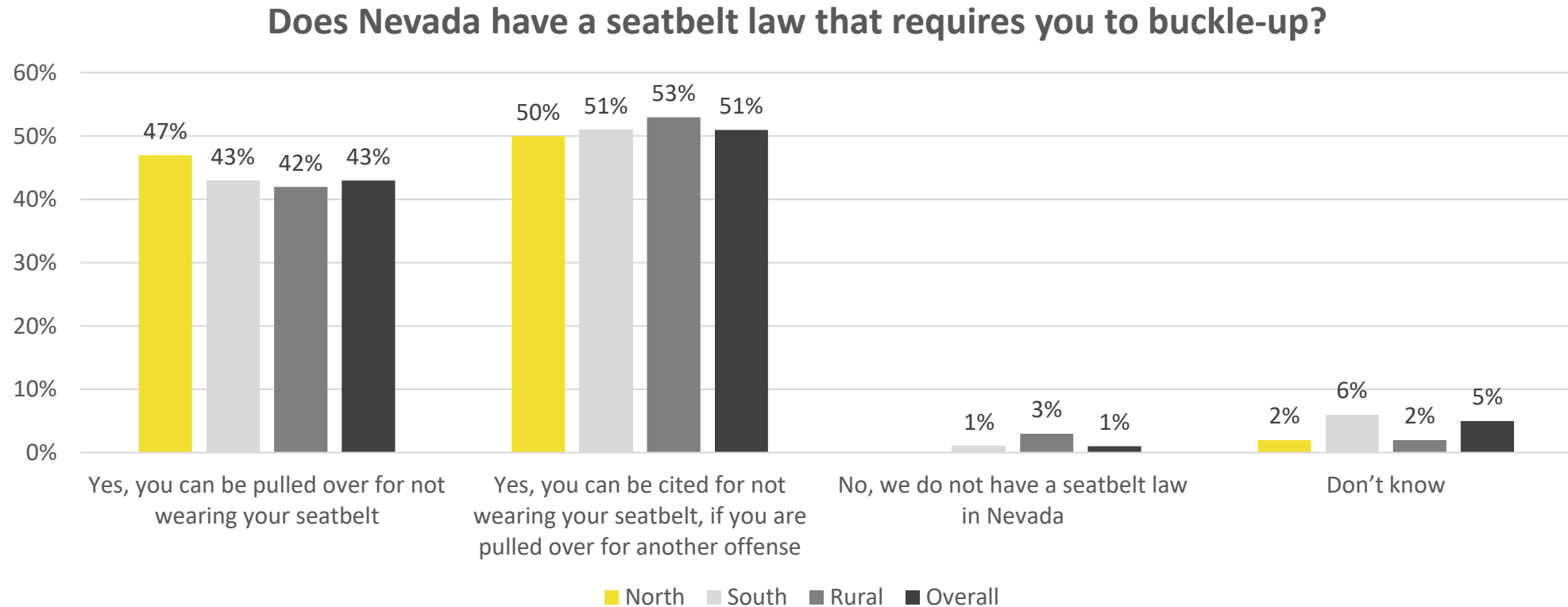
Does Nevada have a seatbelt law that requires you to buckle-up?



+ indicates a statistically significant difference from 2022 results

Awareness of Seat Belt Law – by Geography (2023)

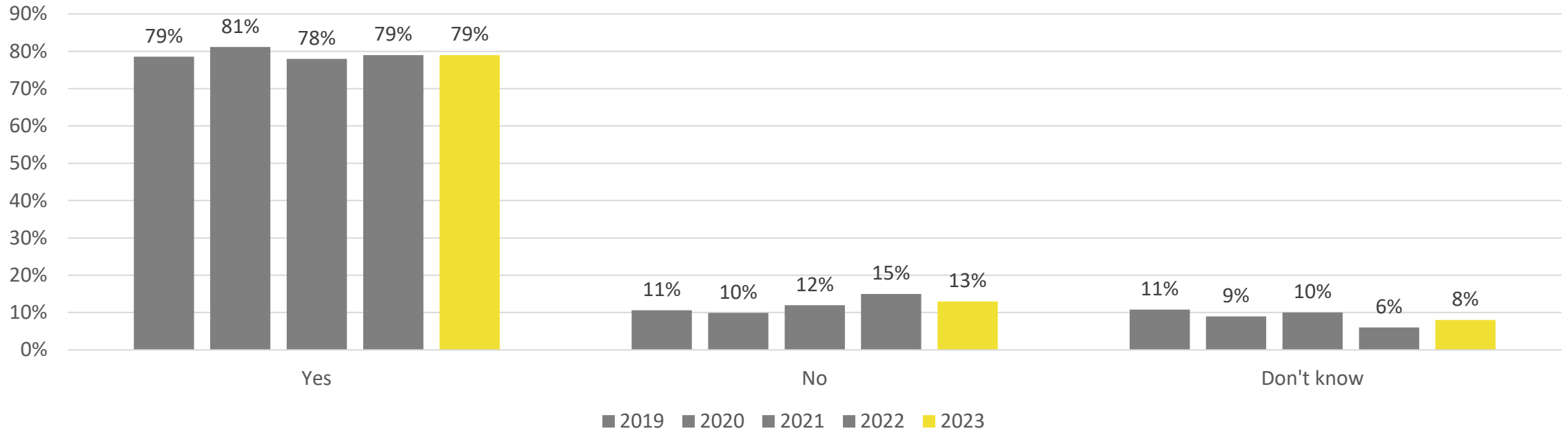
- Respondents in northern areas are slightly more likely to believe you can be pulled over for not wearing a seat belt.



Support for Stronger Seat Belt Law

- Those who would support a stronger seat belt law in Nevada stayed the same in 2023.

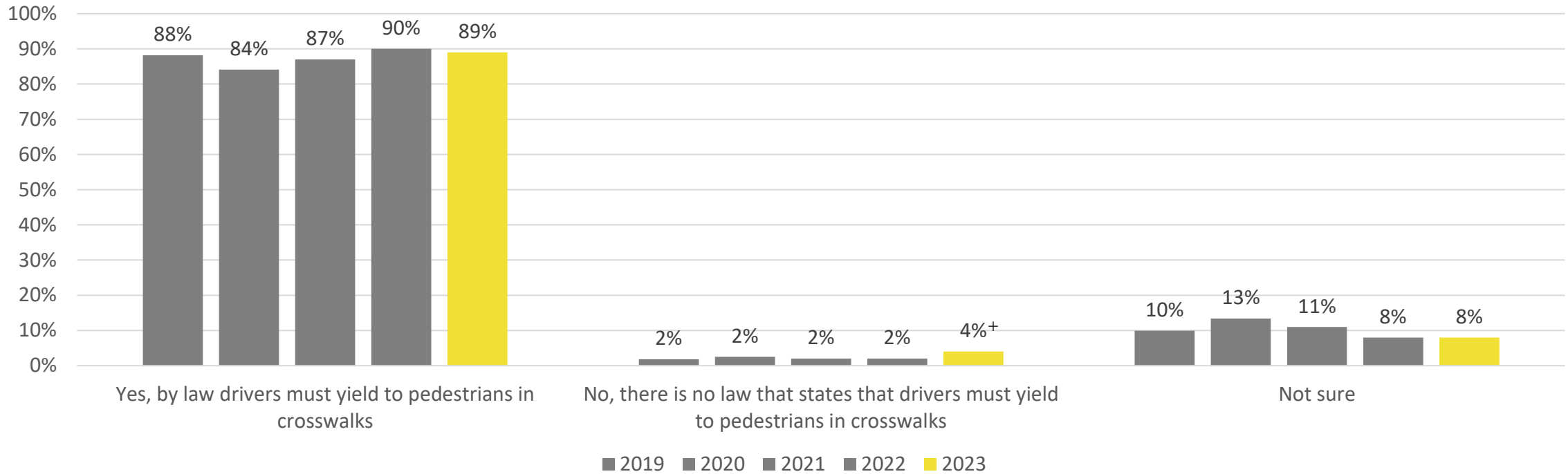
Would you support a stronger seatbelt law in Nevada if you knew it would result in more seat belt use and more lives saved on our roads?



Awareness of Yielding to Pedestrians

- Those who believe Nevada has a law requiring drivers to yield to pedestrians was similar to the results from 2022.

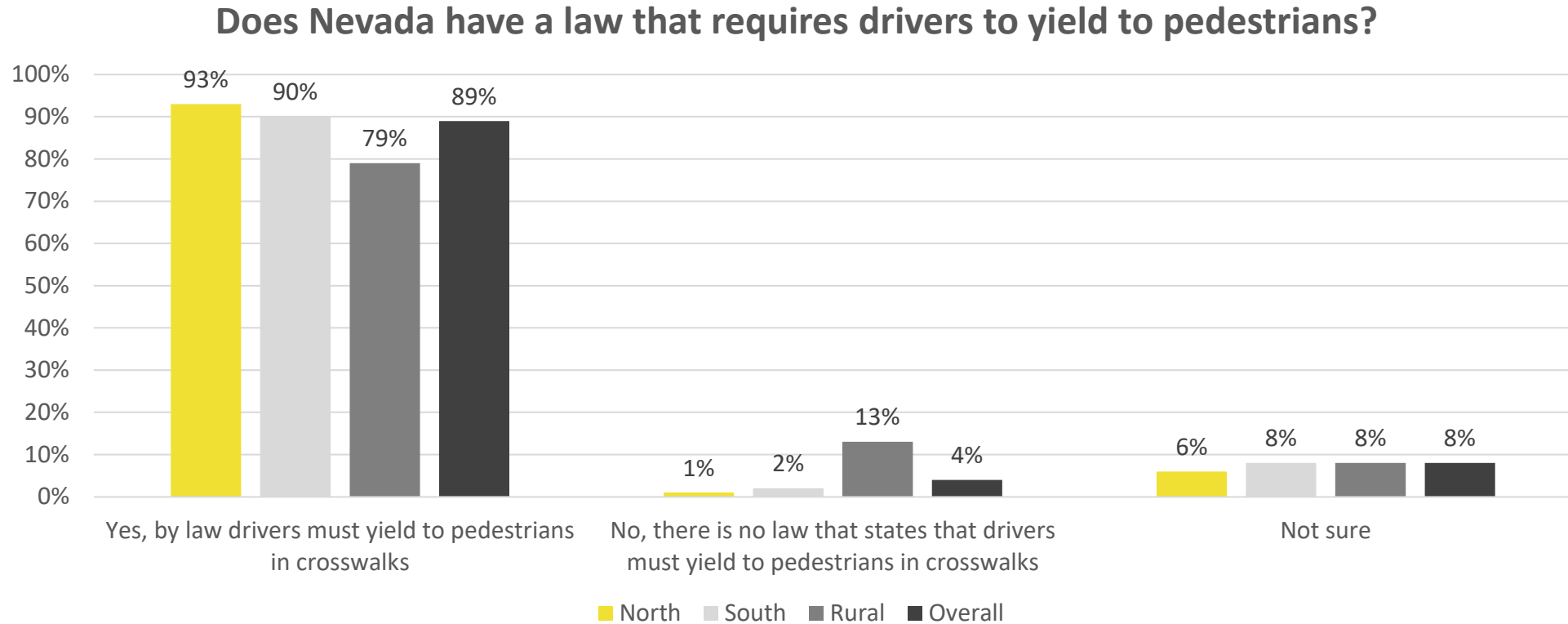
Does Nevada have a law that requires drivers to yield to pedestrians?



+ indicates a statistically significant difference from 2022 results

Awareness of Yielding to Pedestrians – by Geography (2023)

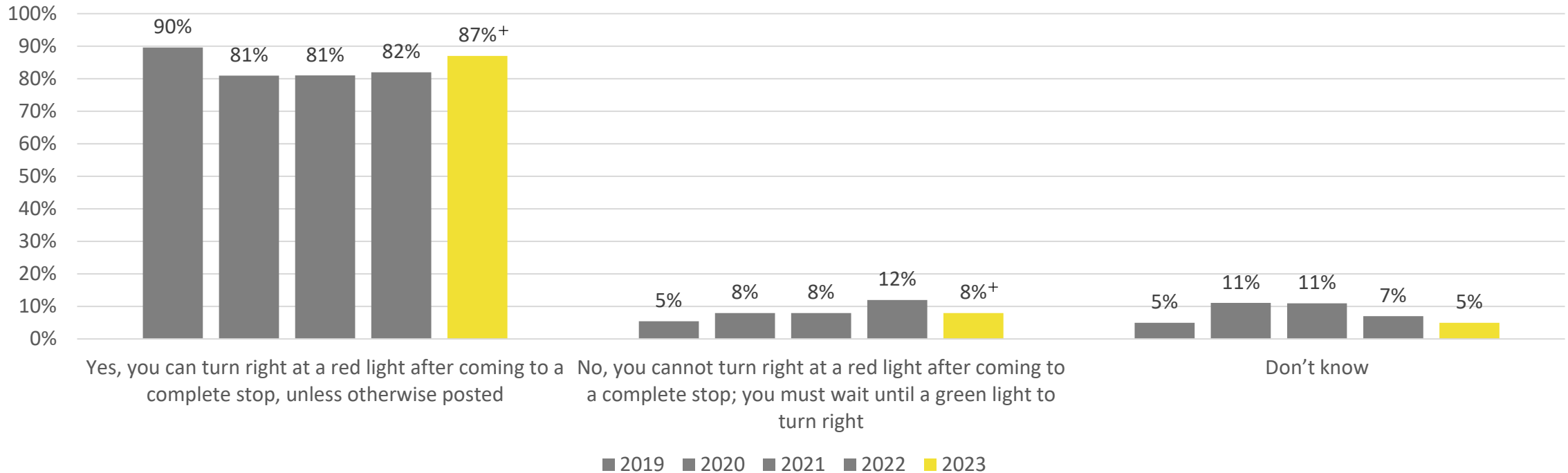
- Drivers in rural areas were less likely to think that there is a law requiring drivers to yield to pedestrians in crosswalks.



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 2023.

Does Nevada have a law against right-hand turns at red lights?

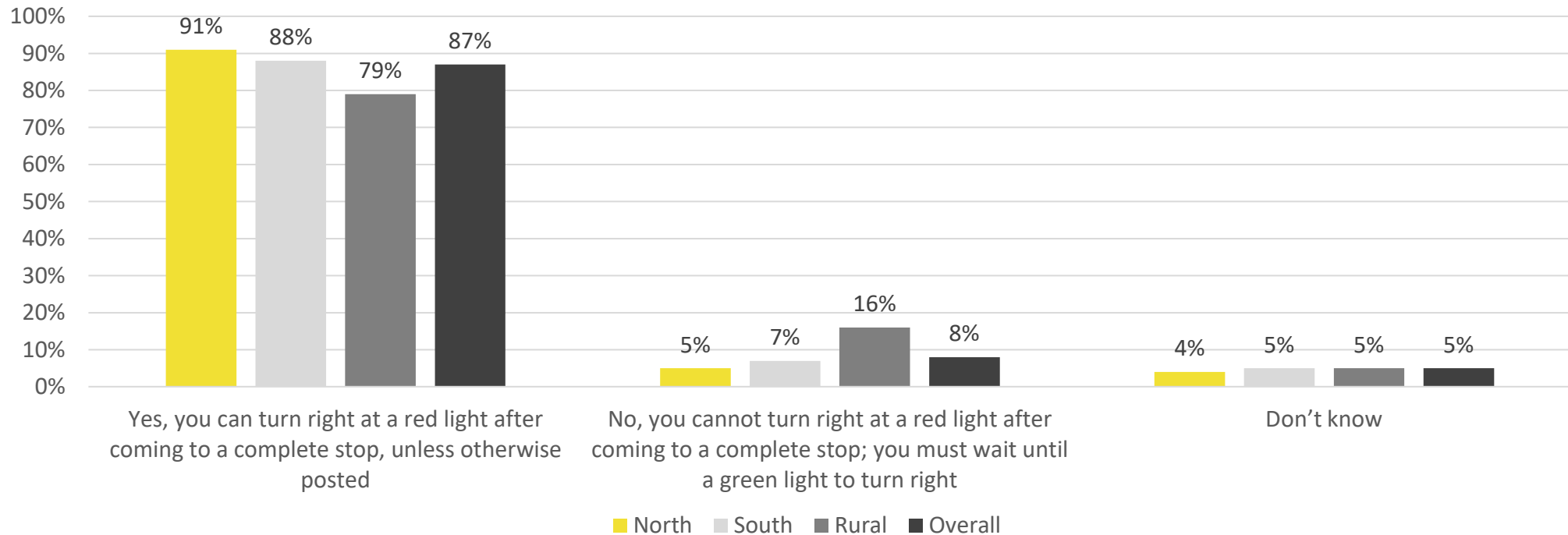


+ indicates a statistically significant difference from 2022 results

Awareness of Right on Red Law – by Geography (2023)

- 91% of all respondents in northern areas report drivers can turn right at a red light after coming to a complete stop unless otherwise posted under Nevada law compared with 79% of those in rural areas.

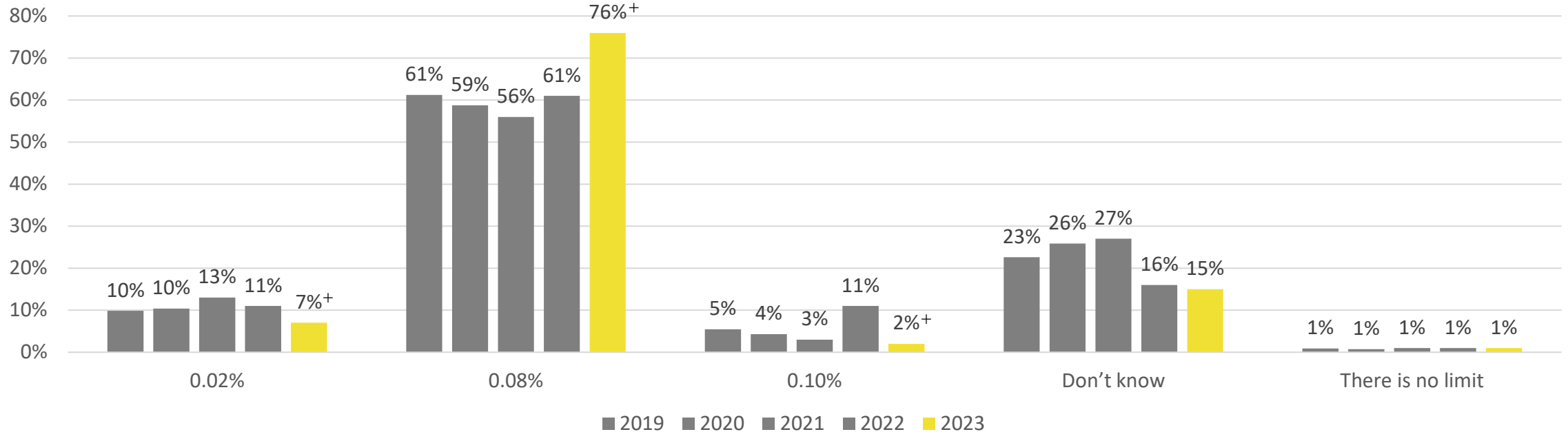
Does Nevada have a law against right-hand turns at red lights?



Awareness of BAC Limit

- In 2023, there was an increase in respondents who think the legal blood alcohol concentration (BAC) for drivers is 0.08%.

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

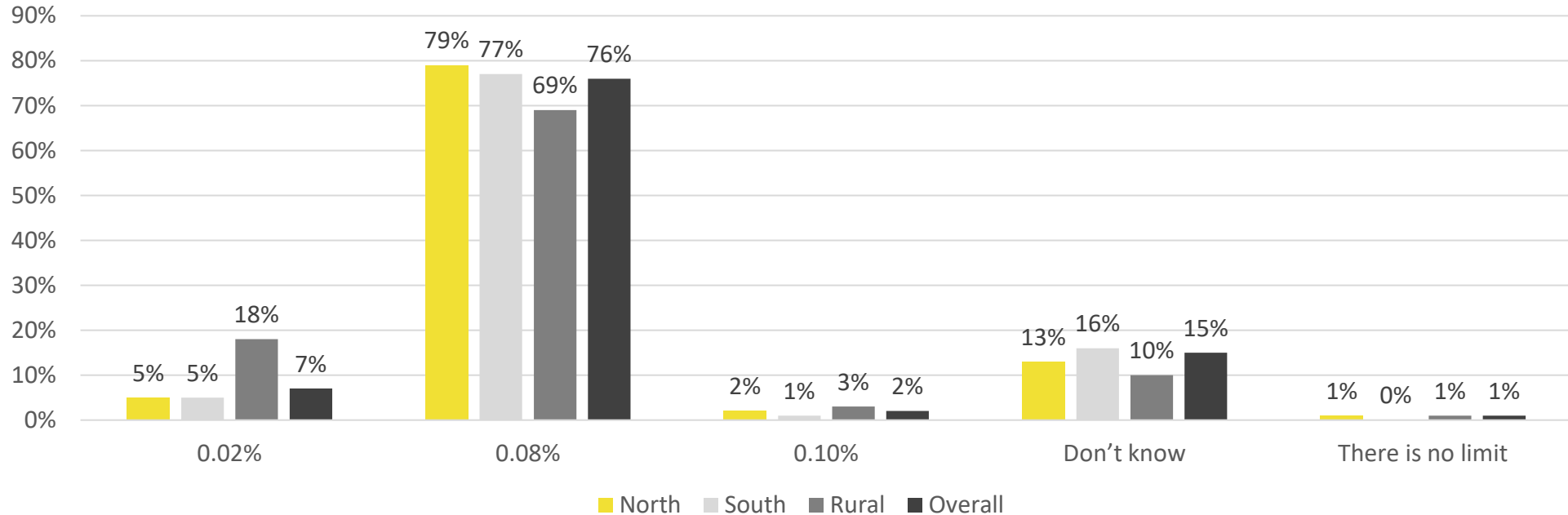


+ indicates a statistically significant difference from 2022 results

Awareness of BAC Limit – by Geography (2023)

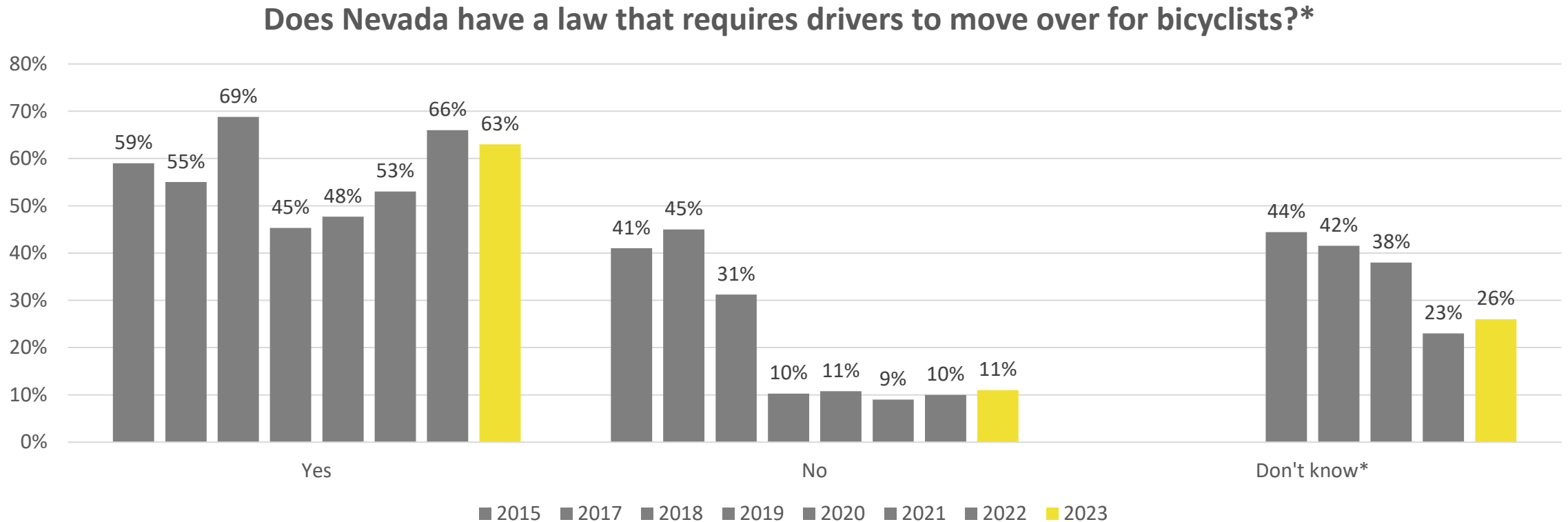
- 76% of Nevada drivers across all geographies identified 0.08% as the legal BAC limit for Nevada, with rural drivers being least likely to choose this level.

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



Law About Passing Bicyclists

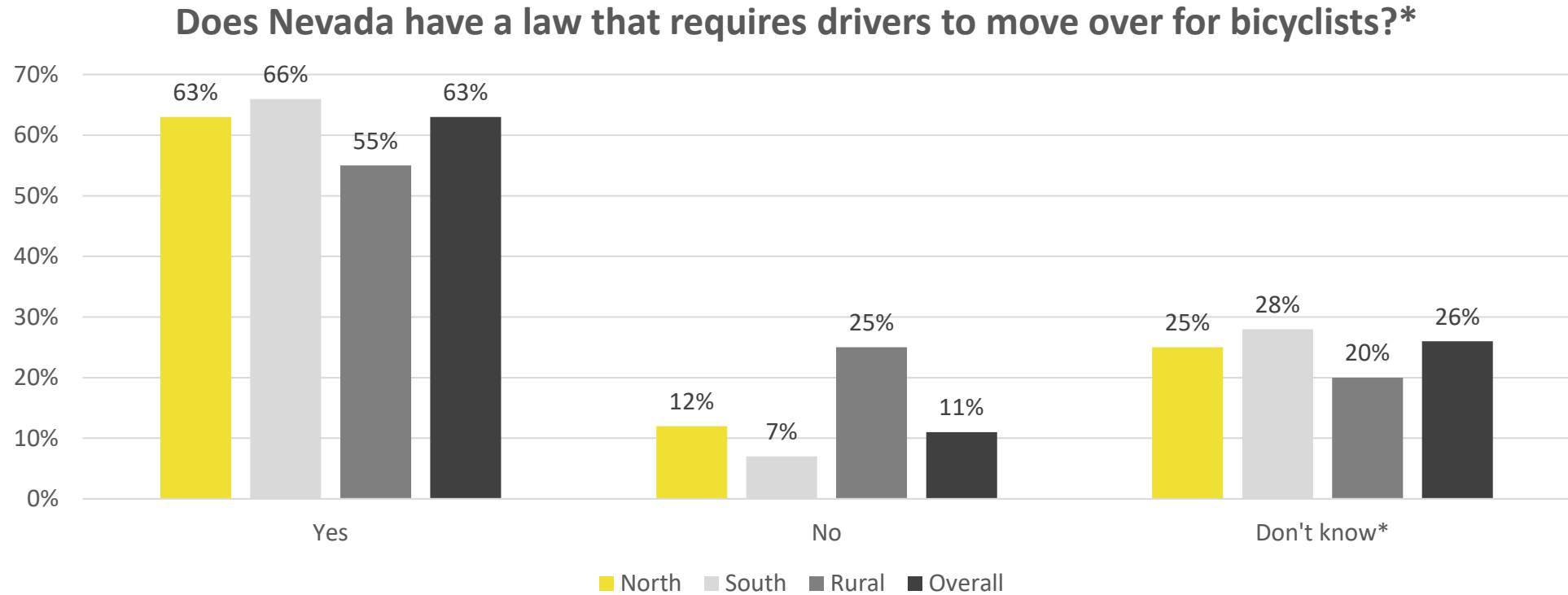
- Down slightly from 2022, 63% of Nevada drivers in 2023 were aware of a Nevada law requiring drivers to move over for bicyclists.



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

Law About Passing Bicyclists – by Geography (2023)

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

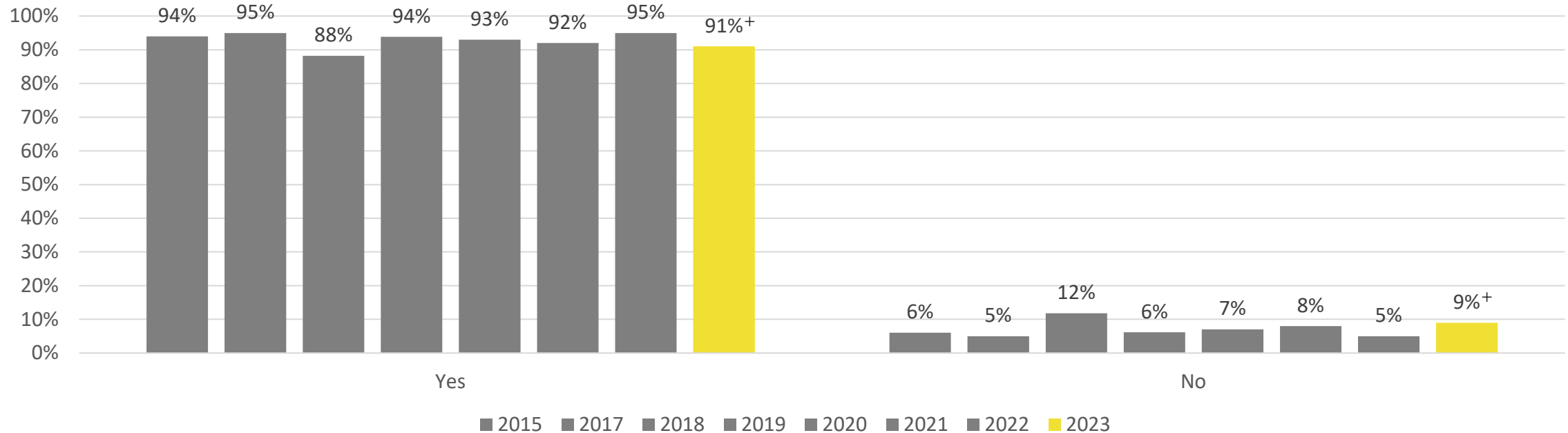


**NOTE: The "don't know" option was added for the first time in 2018.*

Law About Passing Emergency Vehicles

- 91% of Nevada drivers were aware of a law requiring them to slow down and move over when passing stopped emergency vehicles, down slightly from 2022.

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

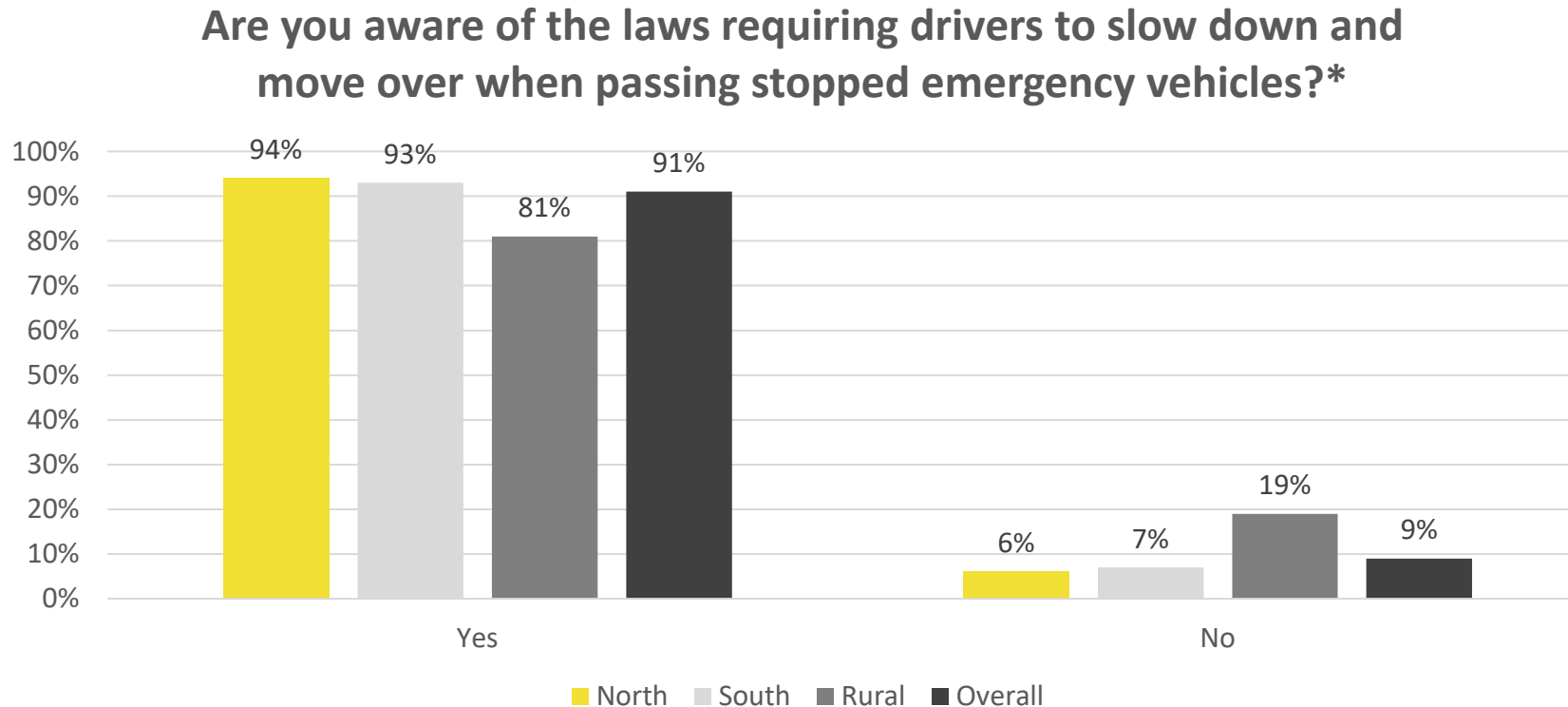


*NOTE: The words "slow down and" were added to the question text for the first time in 2019.

+ indicates a statistically significant difference from 2022 results

Law About Emergency Vehicles – by Geography (2023)

- 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.

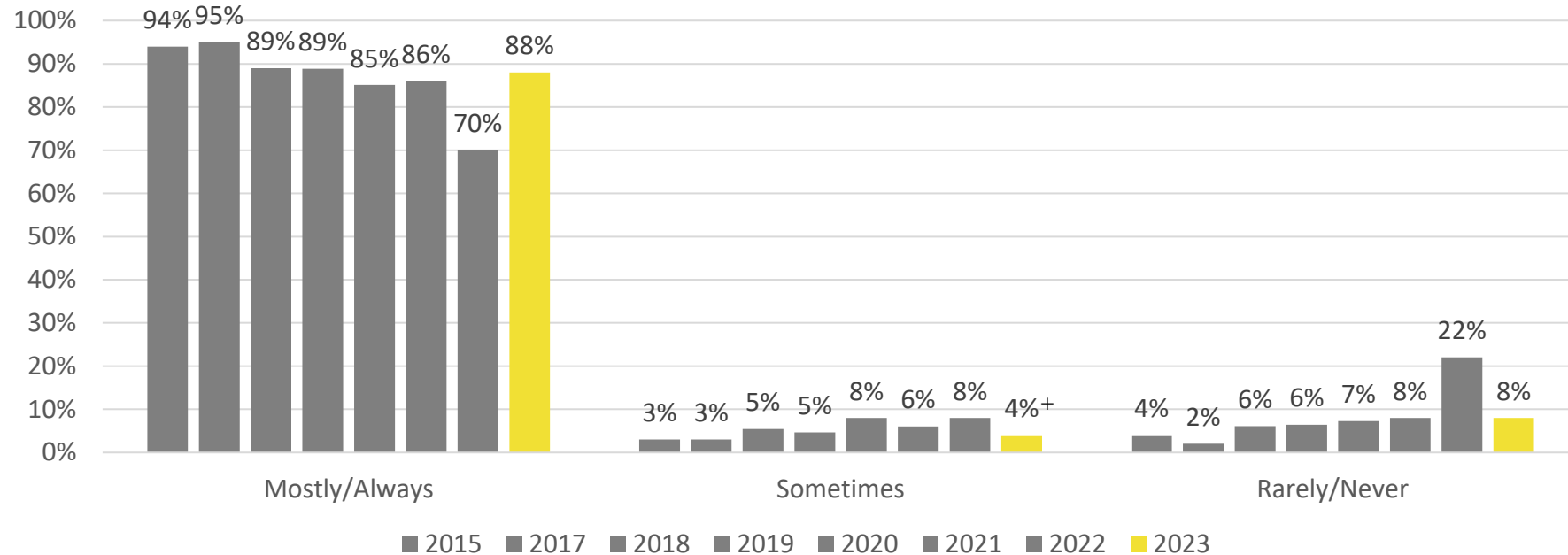


**NOTE: The words “slow down and” were added to the question text for the first time in 2019.*

Accommodating Emergency Vehicles

- 88% 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 increased from 2022.

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

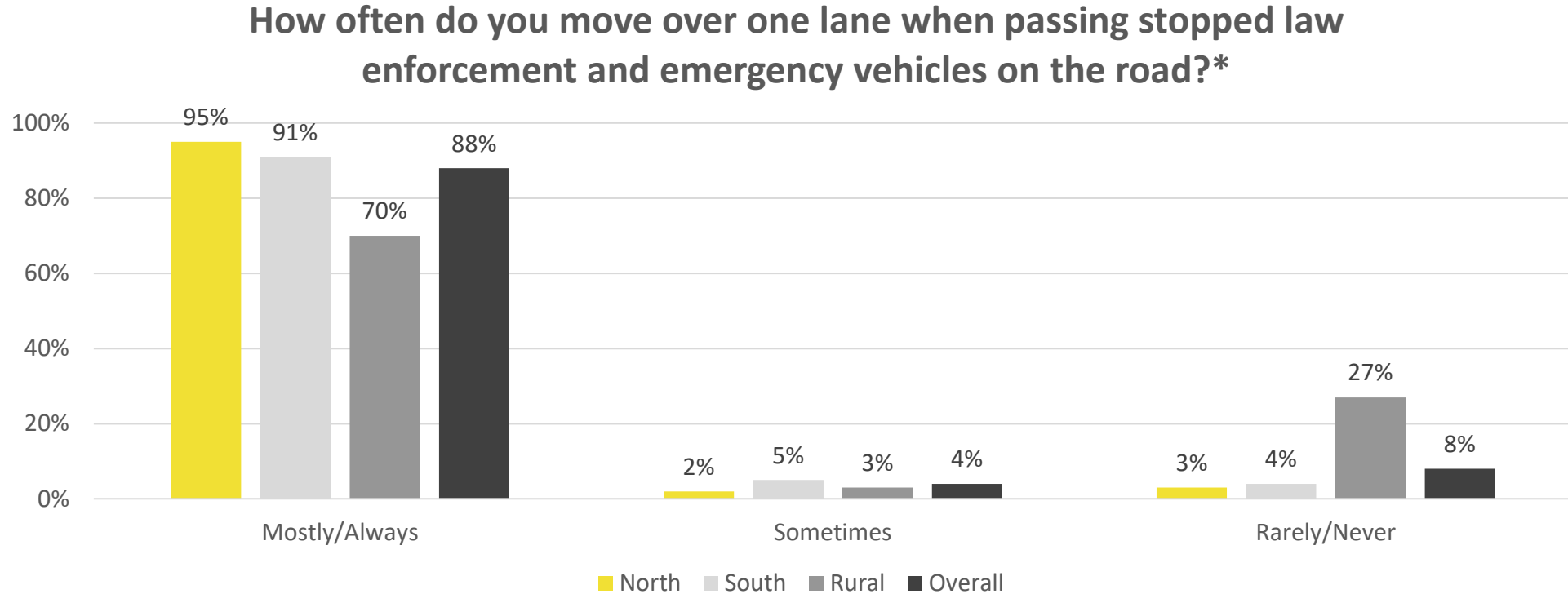


*NOTE: This question was only asked of respondents who indicated they are aware of a law requiring Nevada drivers to slow down and move over for emergency vehicles.

+ indicates a statistically significant difference from 2022 results

Accommodating Emergency Vehicles – by Geography (2023)

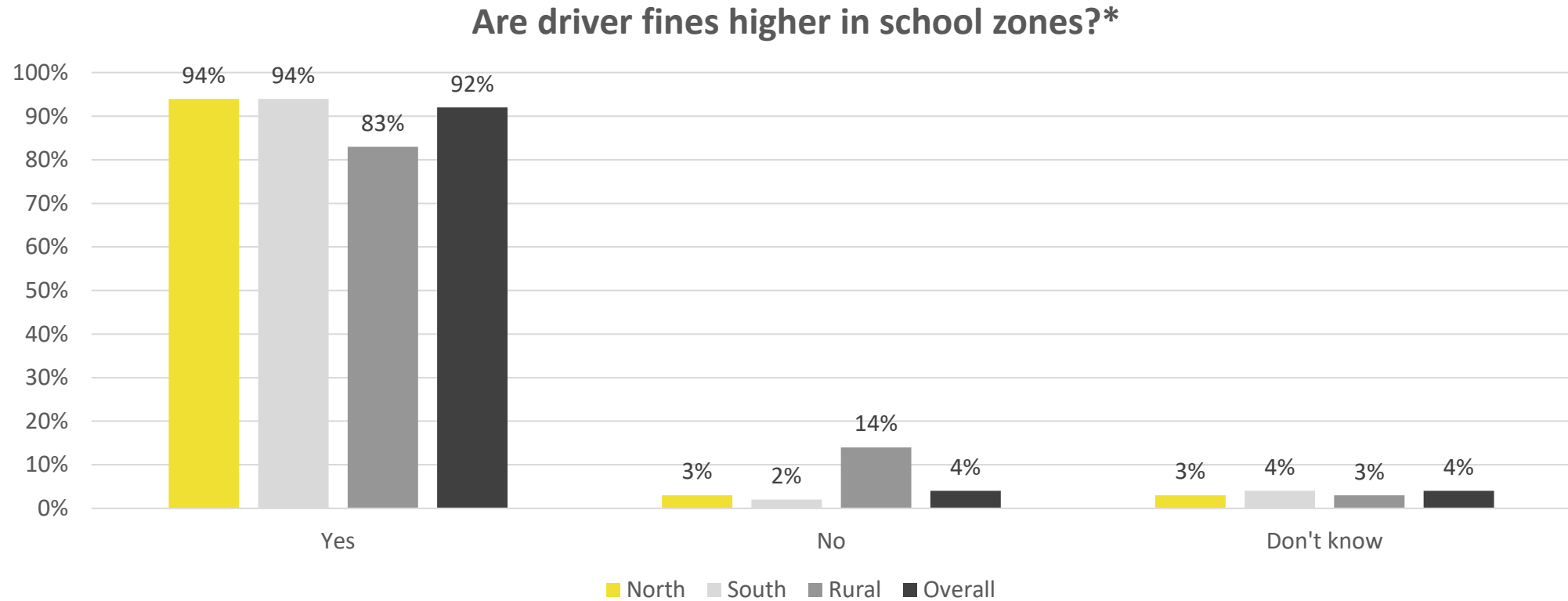
- Respondents in rural areas are least likely to move over one lane when passing stopped emergency vehicles.



**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 (2023)

- 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.”

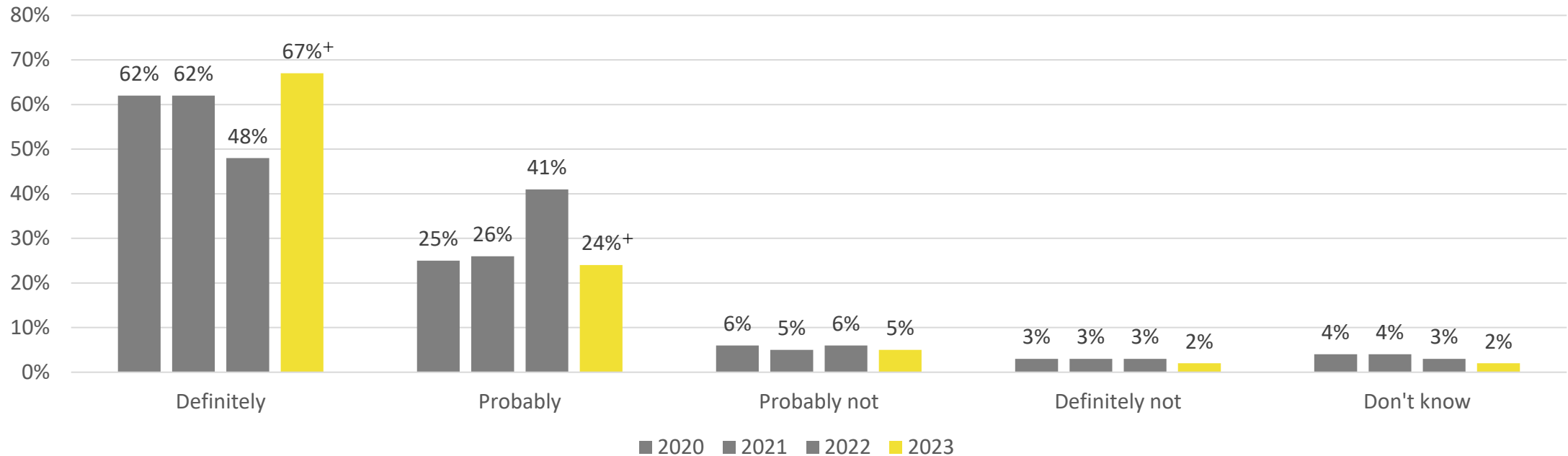


**NOTE: This question was added for the first time in 2020. The option to answer “Don’t Know” was added in 2021.*

Support for Higher Fines in School Zones

- Respondents who “definitely” support doubling driver fines in active school zones has increased in 2023, but respondents answering “probably” has gone down.

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?*



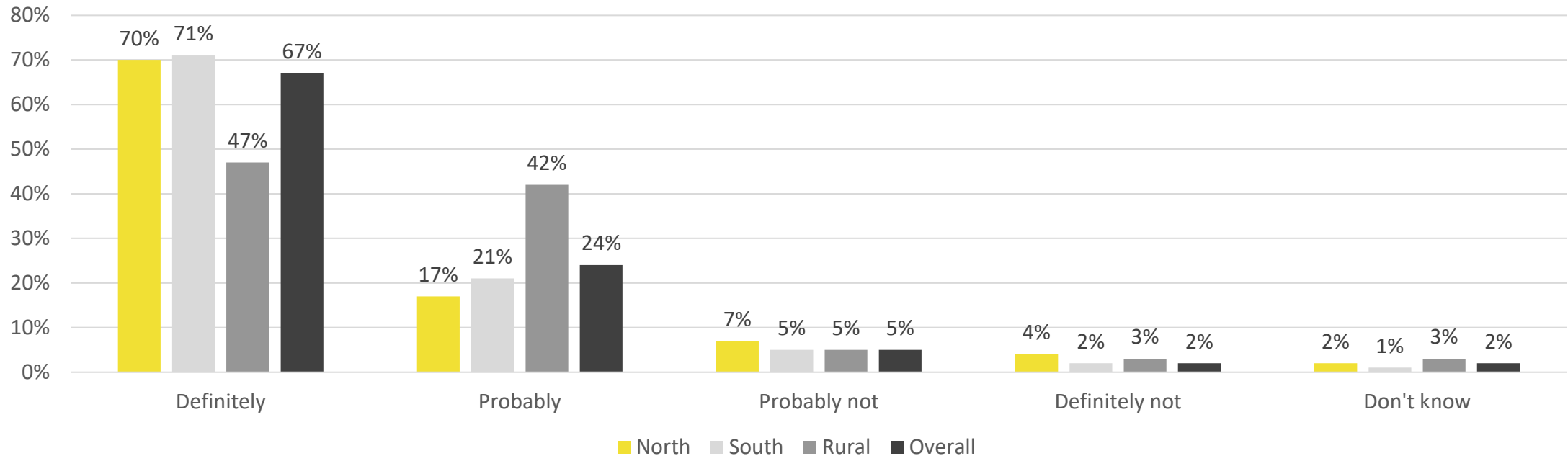
*NOTE: This question was added for the first time in 2020.

+ indicates a statistically significant difference from 2022 results

Support for Higher Fines in School Zones – by Geography (2023)

- Respondents in rural areas are least likely to “definitely” support the doubling of driver fines in active school zones but more likely to “probably” support the cause.

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?*

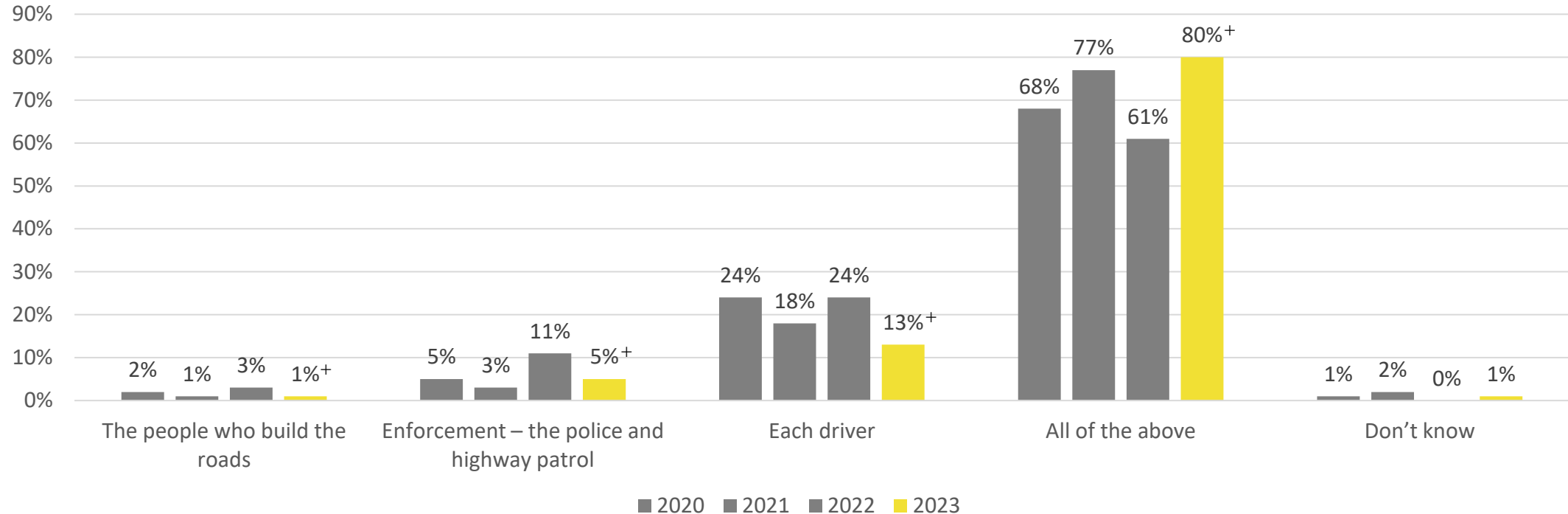


*NOTE: This question was added for the first time in 2020.

Responsibility for Ensuring Drivers Are Safe

- There was an increase 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?*



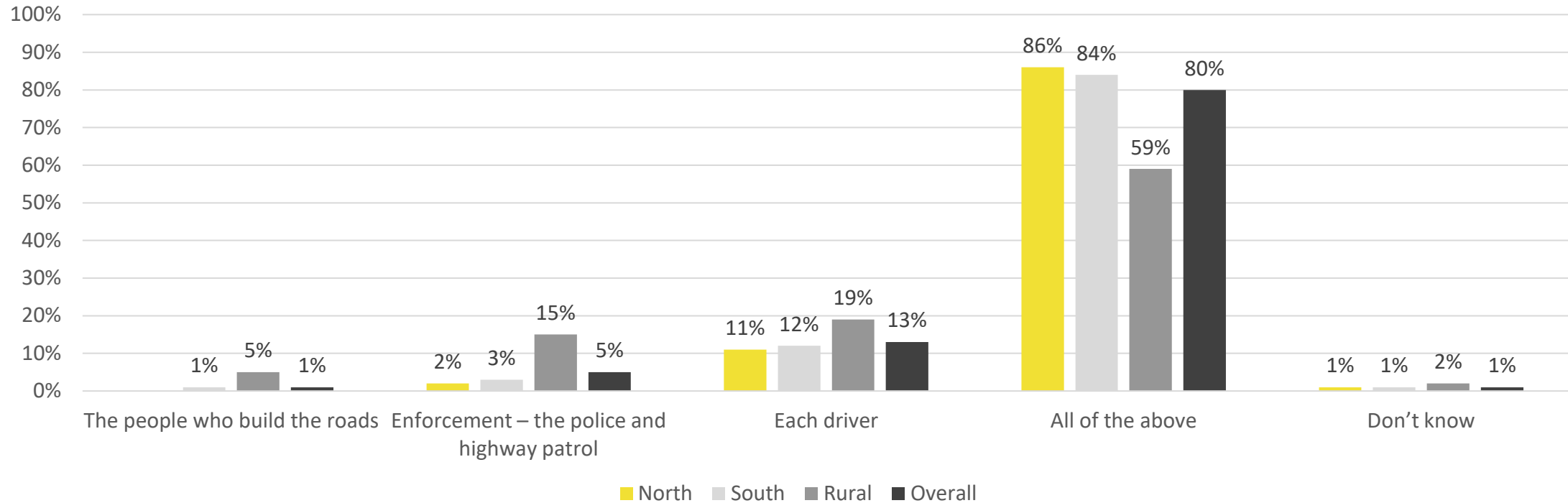
*NOTE: This question was added for the first time in 2020.

+ indicates a statistically significant difference from 2022 results

Responsibility for Ensuring Drivers Are Safe – by Geography (2023)

- Drivers in the north (86%) and the south (84%) 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?*



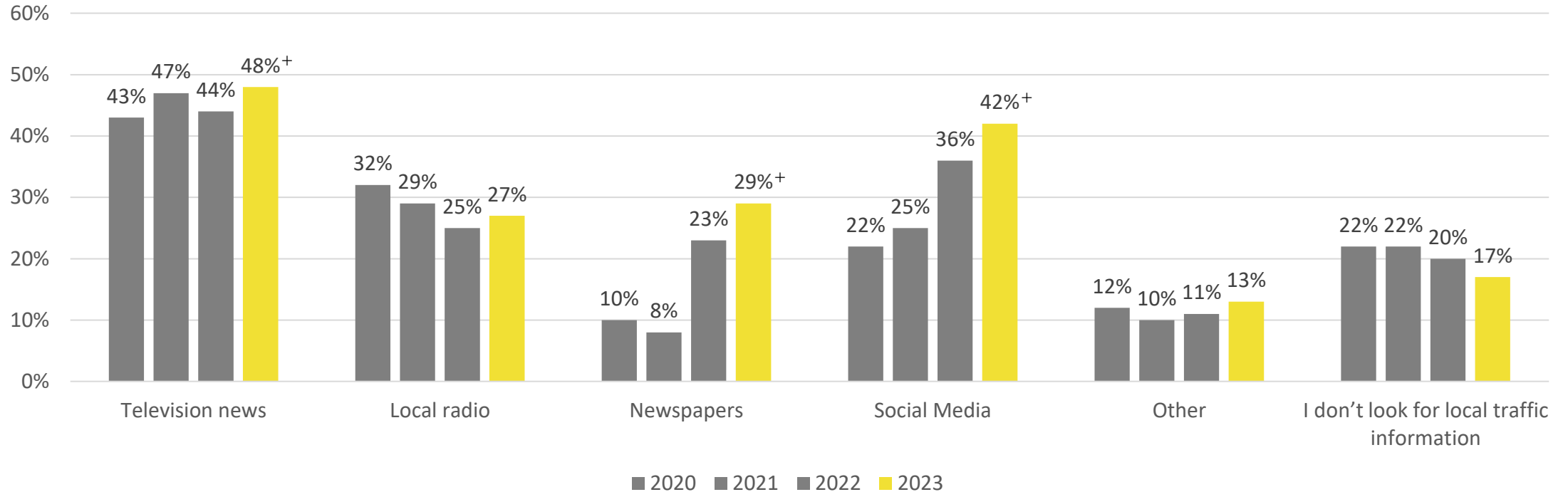
*NOTE: This question was added for the first time in 2020.

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 newspapers in 2023.

Where do you typically look for local traffic information?*



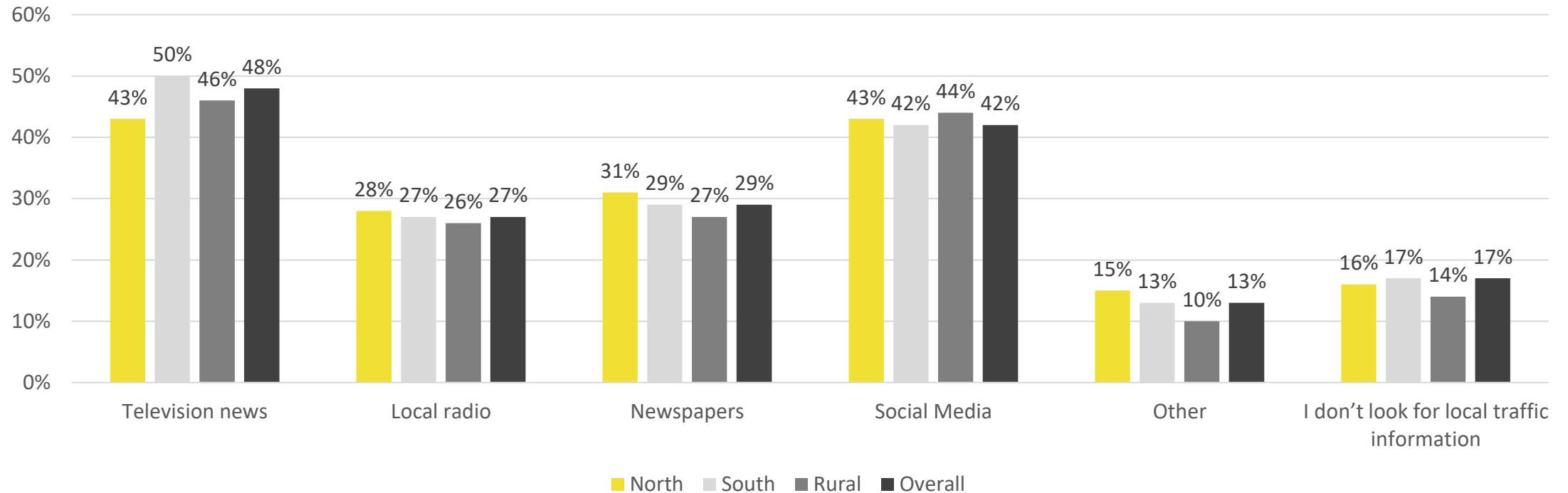
*NOTE: This question was added for the first time in 2020.

+ indicates a statistically significant difference from 2022 results

Sources of Local Traffic Information – by Geography (2023)

- Almost half of all respondents in the three geographies rely on television news for local traffic information.

Where do you typically look for local traffic information?*

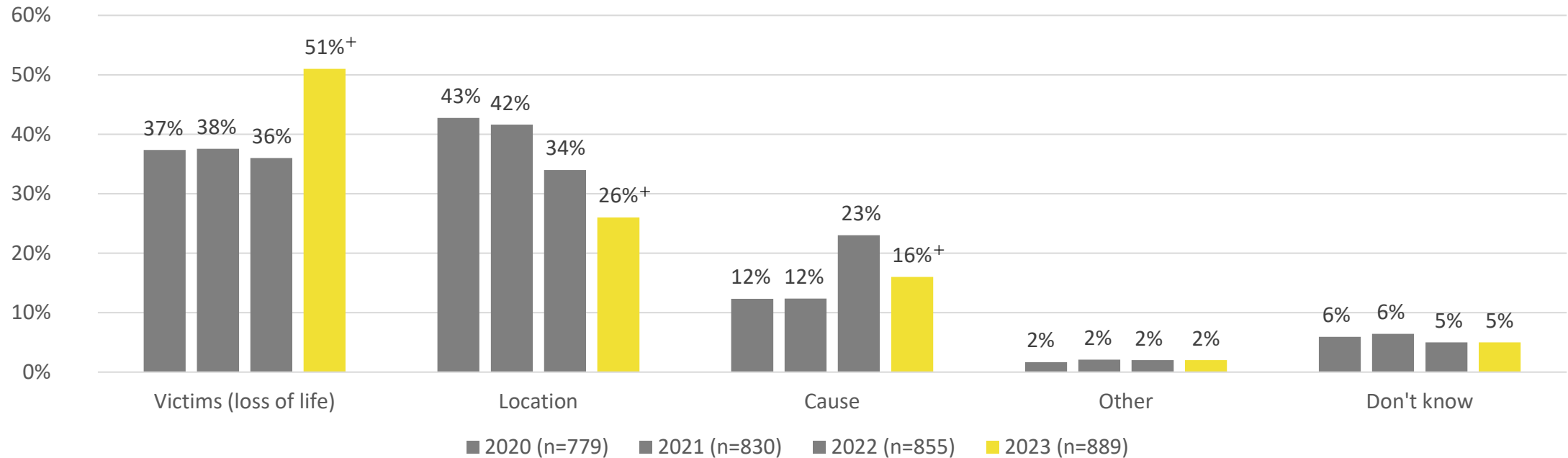


*NOTE: This question was added for the first time in 2020.

Focus of Media Coverage

- Over half of respondents say the media mainly focuses on victims when covering traffic incidents, up from 2022.

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



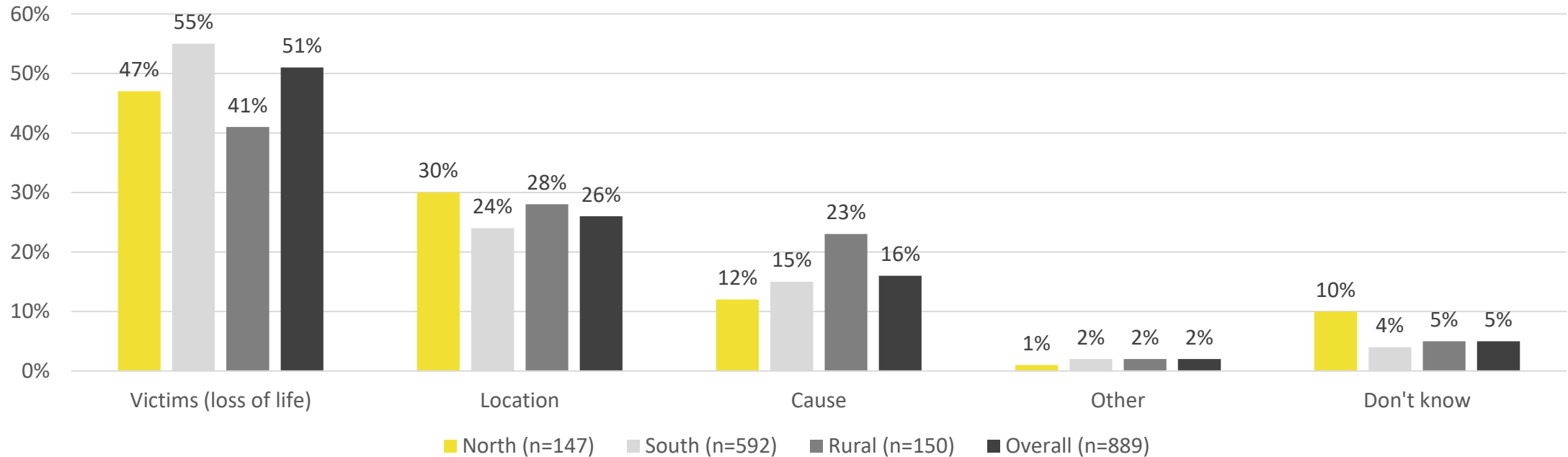
*NOTE: This question was added for the first time in 2020.

+ indicates a statistically significant difference from 2022 results

Focus of Media Coverage – by Geography (2023)

- Southern respondents are most likely to believe media coverage of traffic incidents focuses on victims.

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

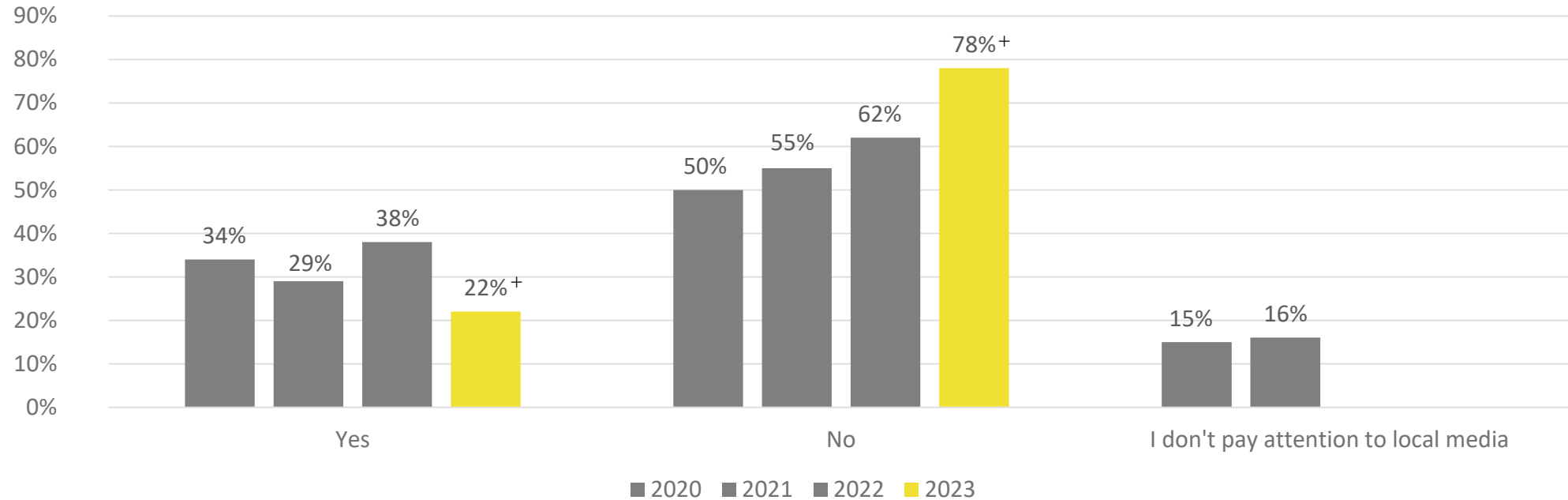


*NOTE: This question was added for the first time in 2020.

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.

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



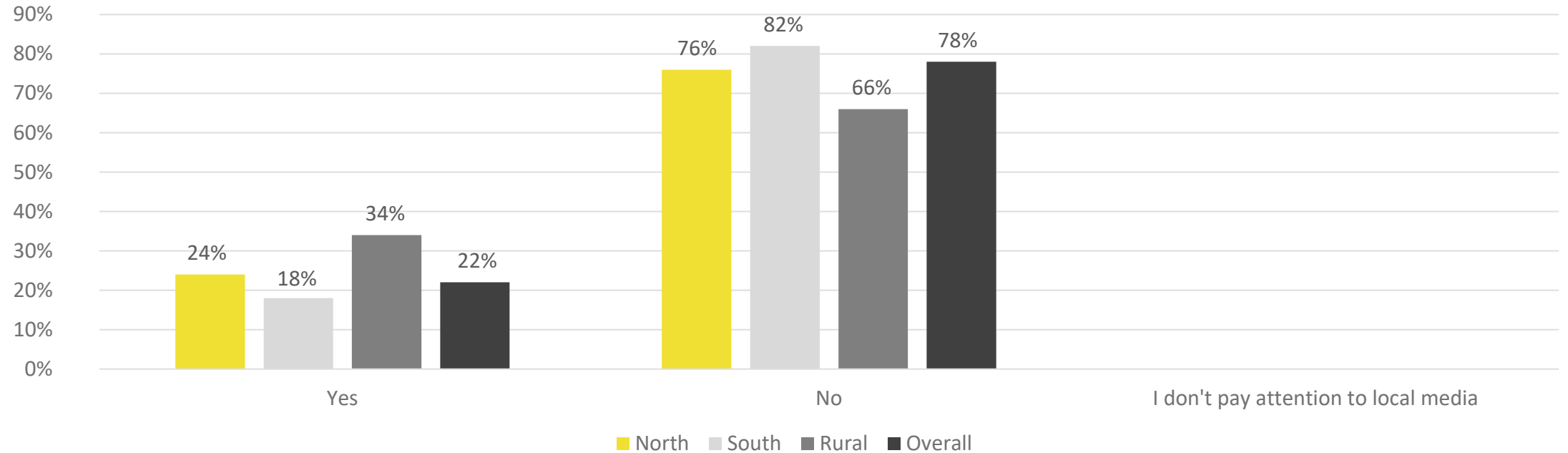
*NOTE: This question was added for the first time in 2020.

+ indicates a statistically significant difference from 2022 results

Common Dangerous Driving Behaviors – by Geography (2023)

- 82% of the respondents in the south and in the 76% north do not feel that common dangerous driving behaviors and statistics in the media apply to them, compared with 66% of rural respondents.

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

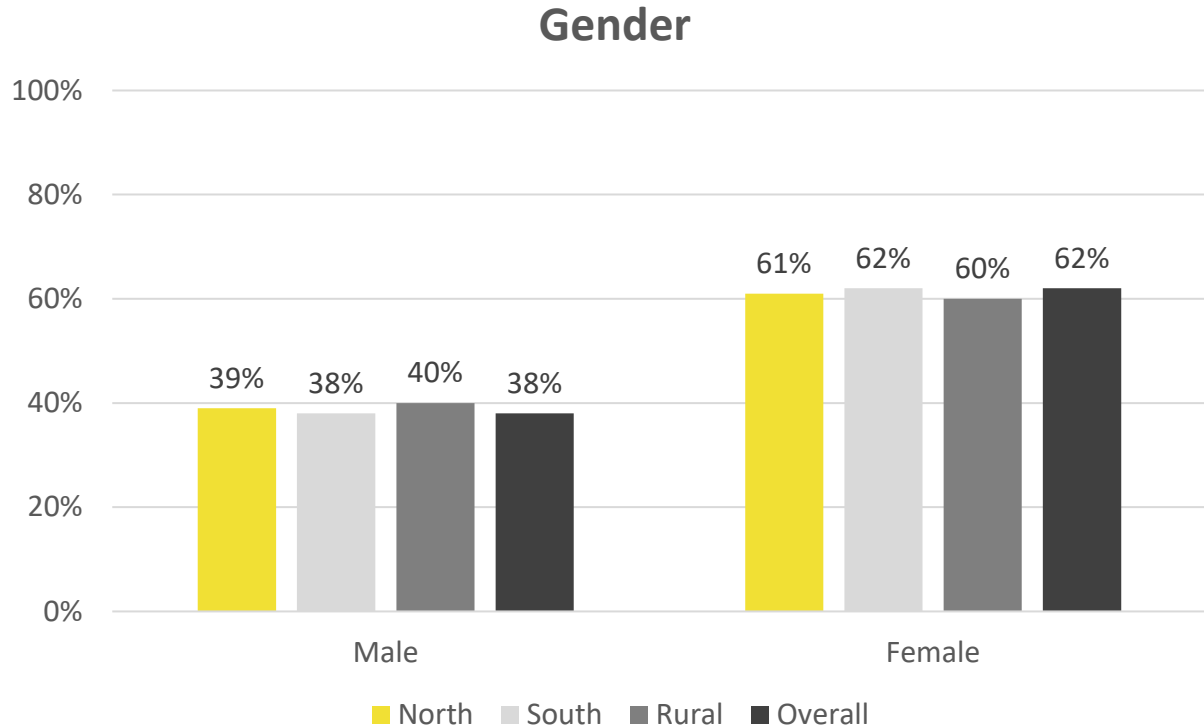


*NOTE: This question was added for the first time in 2020.

Demographics

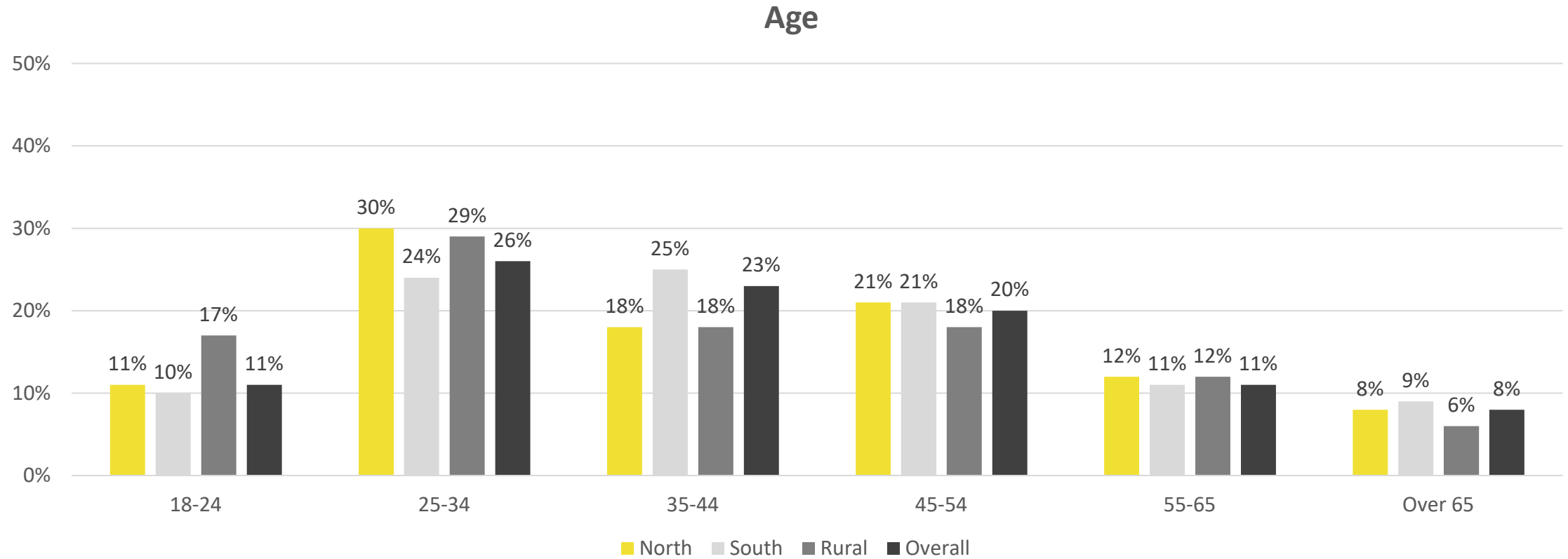
Gender (2023)

- Consistent with 2022, the majority of the respondents living in all of the geographies were female.



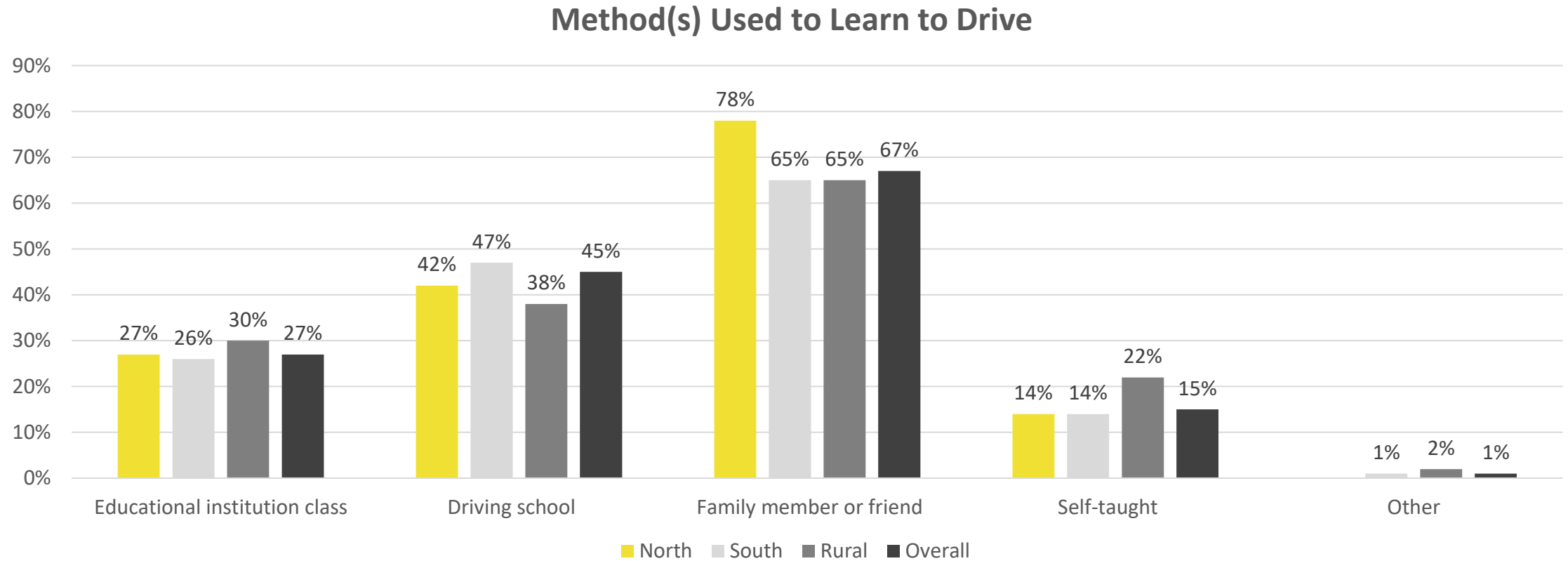
Age Categories (2023)

- Over a quarter of all respondents are between the ages of 25-34, with 30% of northern respondents in that age group.



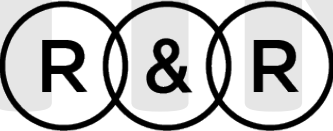
Learning to Drive

- 67% of all respondents say they learned how to drive from a family member or friend with over 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

Thank

Thank