



zero Fatalities[®]
Lives are on the Line

Annual Statewide Survey | November 14, 2025

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 NECTS 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

A total of 1,023 surveys were completed between October 6th and October 26th, 2025.

A concerted effort was made to increase the number of rural respondents, which might explain some year-over-year differences.

North (n=180) 17.6%
South (n=615) 60.1%
Rural (n=228) 22.3%
Overall (n=1,023)



County of Residence	Count	Percentage	Geographic Segment
Carson City	41	4.0%	Rural
Churchill	13	1.3%	Rural
Clark	615	60.1%	South
Douglas	19	1.9%	Rural
Elko	30	2.9%	Rural
Esmeralda	0	0.0%	Rural
Eureka	0	0.0%	Rural
Humboldt	15	1.5%	Rural
Lander	9	0.9%	Rural
Lincoln	1	0.1%	Rural
Lyon	32	3.1%	Rural
Mineral	4	0.4%	Rural
Nye	44	4.3%	Rural
Pershing	7	0.7%	Rural
Storey	3	0.3%	Rural
Washoe	180	17.6%	North
White Pine	10	1.0%	Rural
TOTAL	1,023	100.0%	

2025 Campaign Impact

2025 Campaign Impact

44% Have heard of the Zero Fatalities campaign

2025 North - 54% South - 41% Rural- 44%	2023 North - 59% South - 54% Rural- 44%	2022 North - 54% South - 42% Rural- 33%	2021 North - 62% South - 42% Rural- 49%	2020 North - 68% South - 47% Rural- 47%	2019 North - 68% South - 51%
2018 North - 64% South - 60%	2017 North - 72% South - 62%	2015 North - 70% South - 63%	2014 North - 64% South - 58%	2013 North - 57% South - 47%	2012 All - 30%

NOTE: The survey was not conducted in 2024. The 2025 survey sampled more rural respondents (22% of overall respondents) compared to 2023 (16% of overall respondents).

2025 Campaign Impact

Has the Zero Fatalities campaign influenced you? 2023 vs. 2025



From
63% to 60%
Always buckle up



From
62% to 66%
Don't drive impaired



From
64% to 68%
Focus on the road



From
64% to 67%
Stop on red



From
64% to 67%
Be pedestrian safe



From
61% to 63%
Avoid talking or texting
on your handheld device



From
57% to 60%
Slow down



From
32% to 55%
Ride safe



From
53% to 53%
Avoid eating, changing the
radio station, applying make-
up, or having an unsecured pet
in your vehicle while driving

Campaign Awareness & Influence

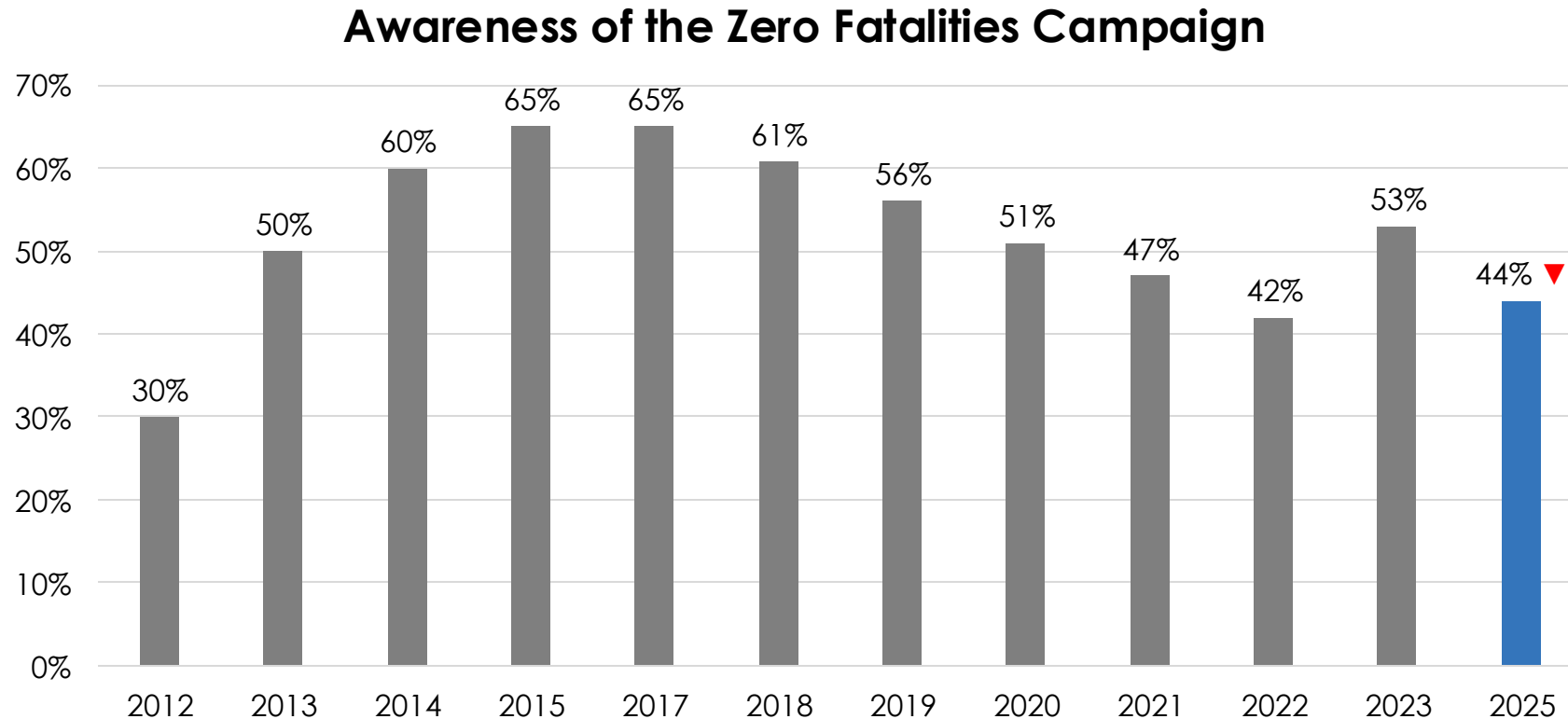
Unless otherwise noted, the sample sizes are as follows:

- Overall Sample: n=1,023
- North: n=180
- South: n=615
- Rural: n=228

The approximate margin of error for the overall sample is +/-3% at a 95% confidence level

Awareness of the Zero Fatalities Campaign

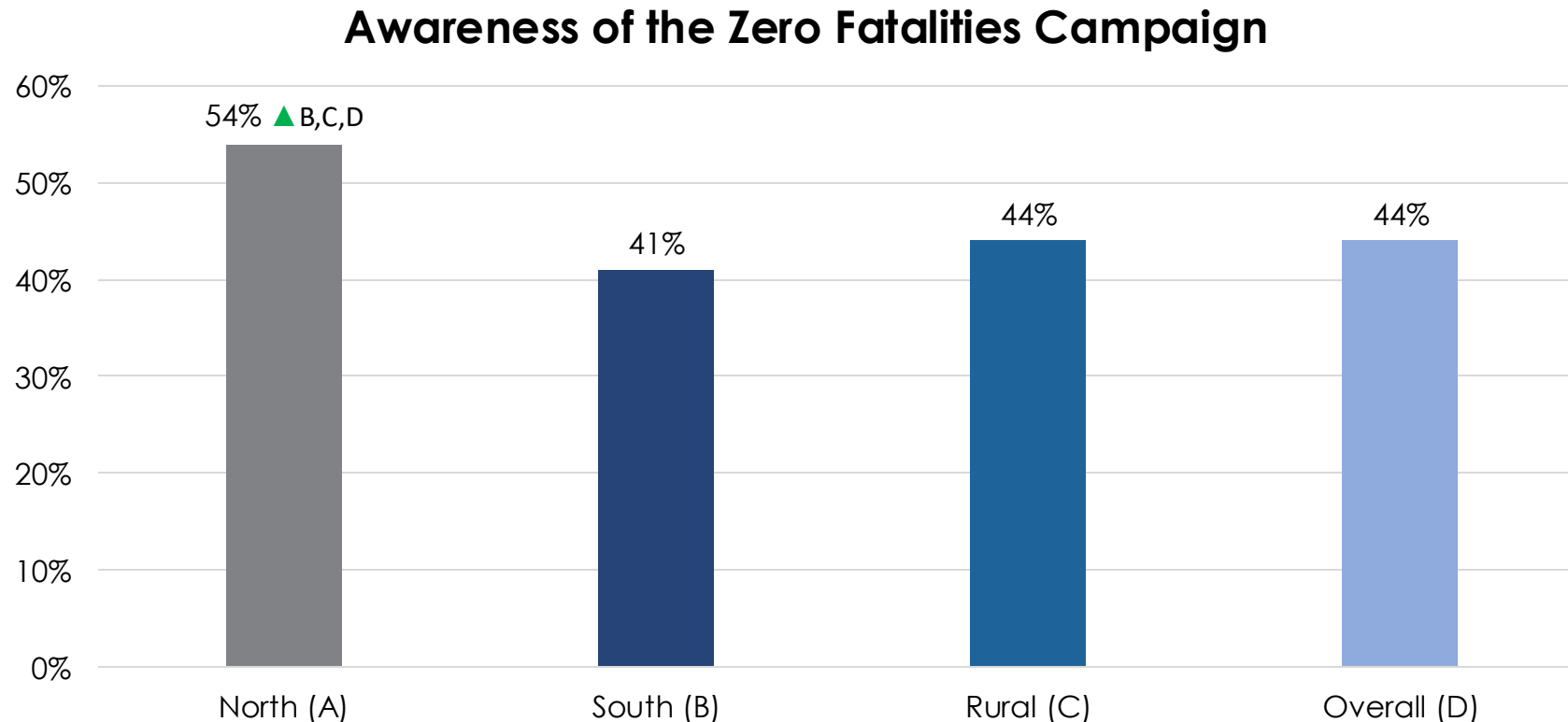
- ▶ 44% of survey participants recalled encountering messaging about safe driving or the Zero Fatalities initiative in Nevada, representing a significant drop from 53% the previous year.



▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Zero Fatalities – by Geography

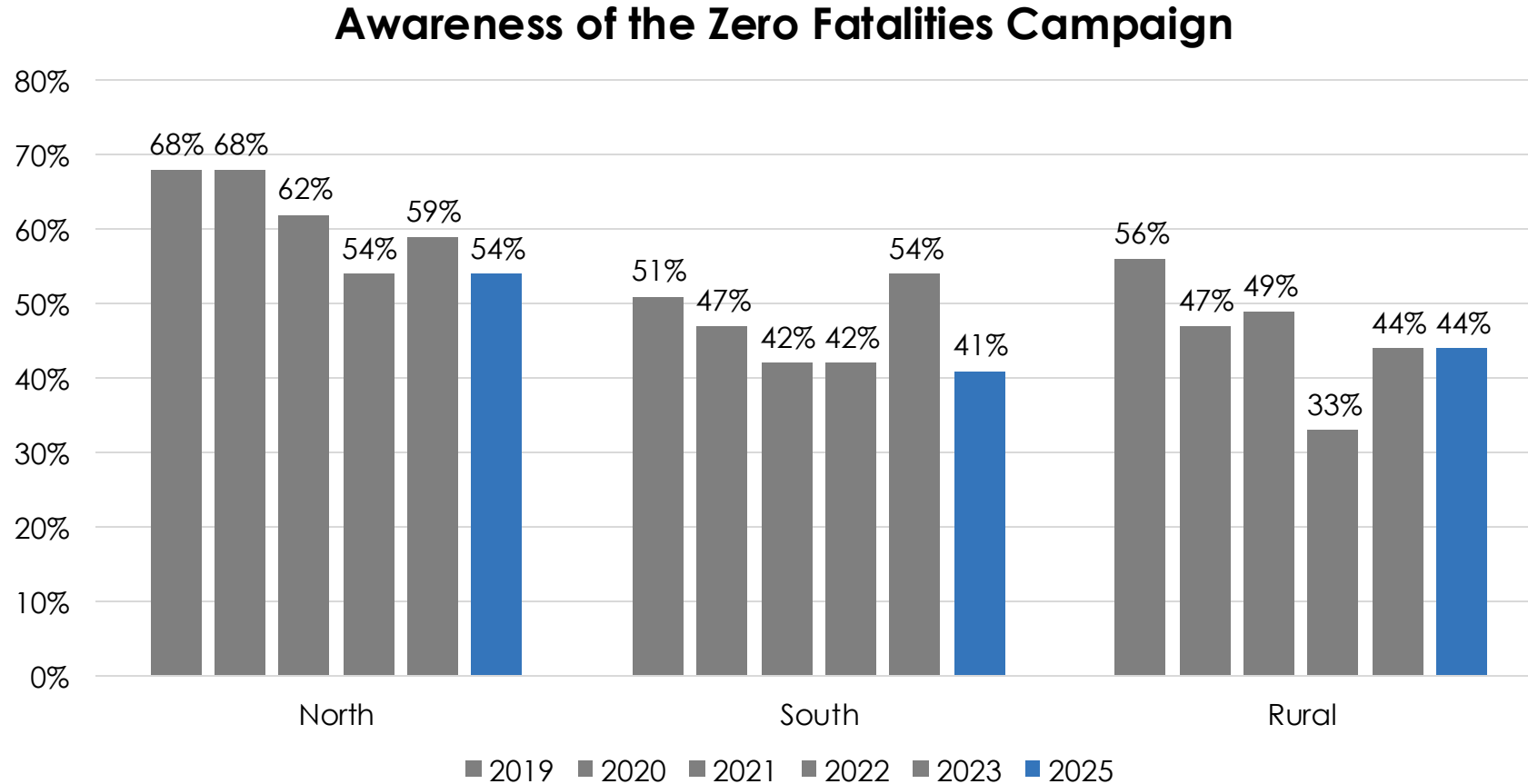
- ▶ Consistent with prior years, Northern Nevada led in awareness with 54% of respondents recalling Zero Fatalities.



▲ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Zero Fatalities – by Geography

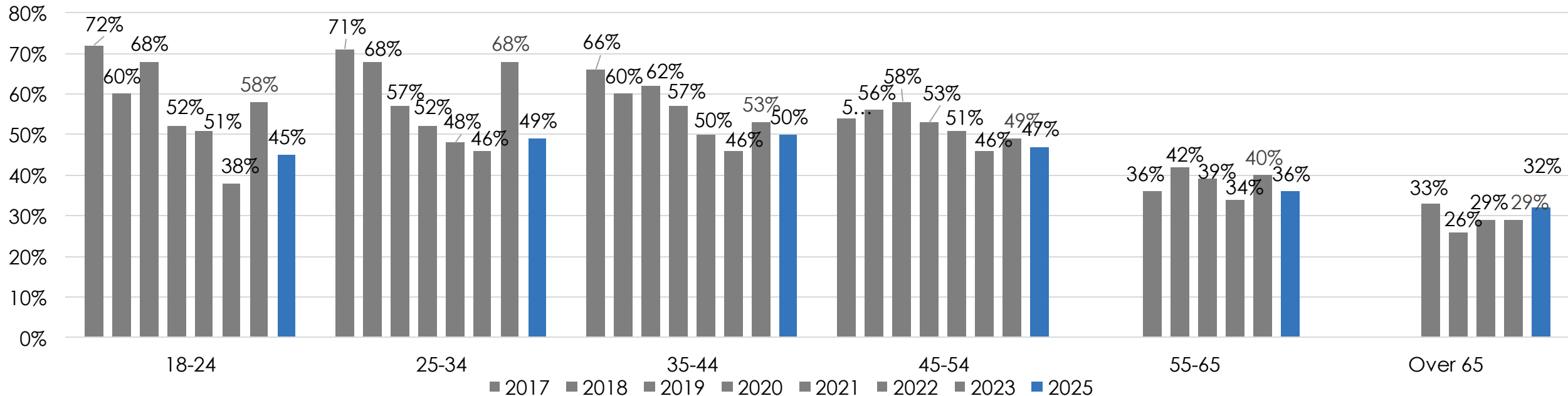
- ▶ Awareness of the Zero Fatalities campaign declined in both Northern and Southern Nevada but held steady in Rural counties.



Awareness of Zero Fatalities – by Age Category

- ▶ Awareness of Zero Fatalities rose among adults over 65, while declining across all younger age groups.

Awareness of the Zero Fatalities Campaign

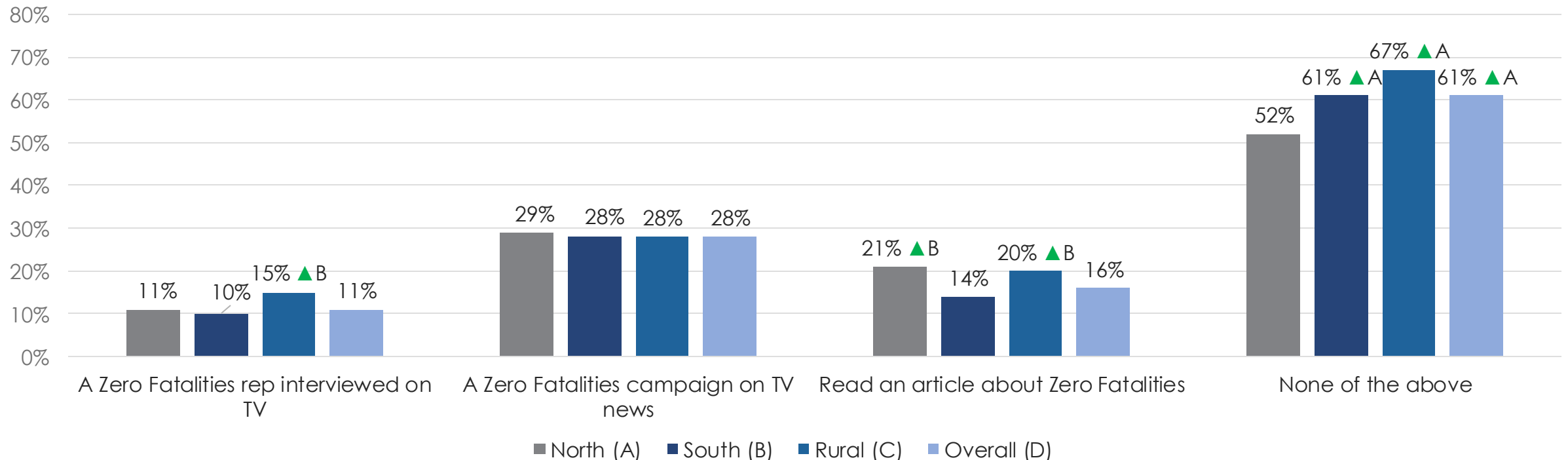


NOTE: Over 65 was included for the first time in 2020. Ages 55-65 was introduced in 2019.

Information About Zero Fatalities

- ▶ Over half of respondents reported no exposure to the Zero Fatalities campaign. Among those who had, local television news was the most frequently identified source.

Which of the following have you seen or heard?

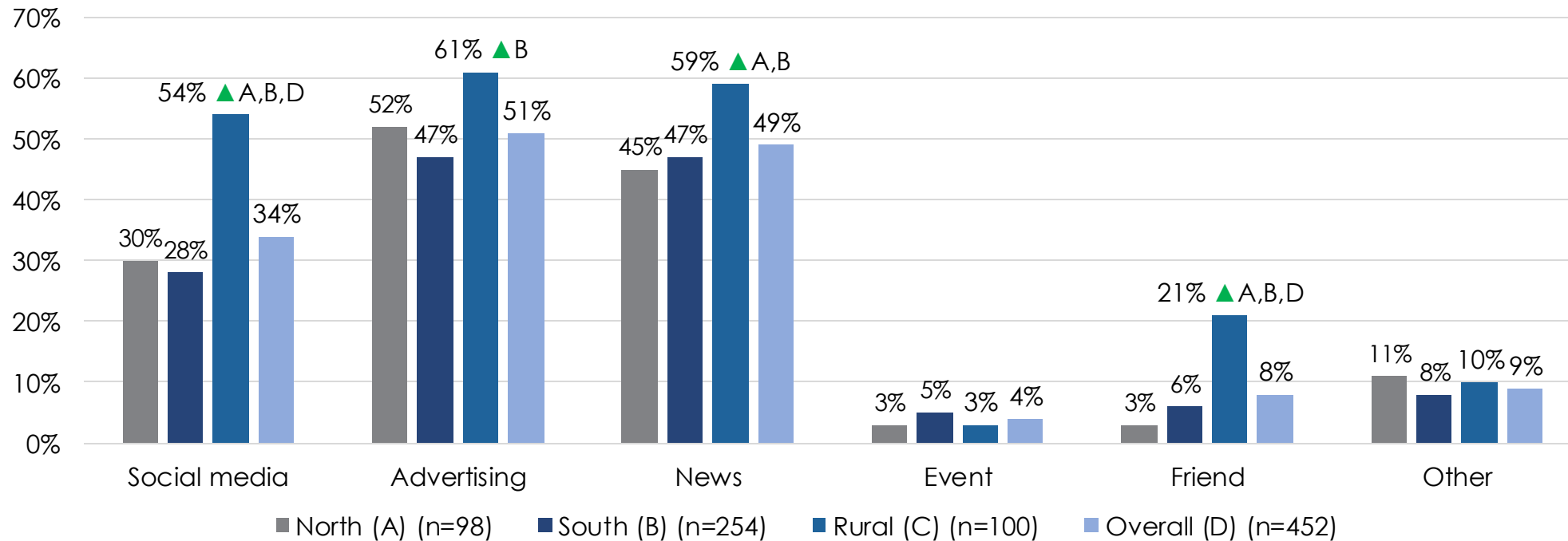


▲ Denotes a statistically significant difference at a 95% confidence level.

Sources of Information About Zero Fatalities

- ▶ As in previous years, advertising remained the primary source of awareness for the Zero Fatalities campaign.
- ▶ Notably, more than one in five Rural residents reported hearing about the campaign through a friend.

Sources of Information About the Zero Fatalities Campaign*



*NOTE: This question was only asked to respondents who indicated they were aware of the campaign.

▲ Denotes a statistically significant difference at a 95% confidence level.

Open-Ended: Recall of Zero Fatalities – by Geography

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

Comment	North (n=98)	South (n=254)	Rural (n=100)	Overall (n=452)
Zero Fatalities / # of deaths	30%	22%	26%	25%
Safety campaign	14%	15%	20%	16%
Saw on a billboard	21%	14%	12%	15%
Avoid distracted driving	18%	10%	12%	12%
Heard the name, don't know purpose	6%	15%	12%	12%
Don't drive impaired	12%	7%	5%	8%
Seen or heard on TV	5%	4%	8%	5%
Wear your seatbelt	5%	4%	9%	5%
Seen or heard in advertising	4%	3%	9%	4%
Don't speed	3%	4%	6%	4%
Seen or heard on the news	3%	6%	1%	4%
Need to enforce the laws	4%	3%	5%	4%
Pedestrian safety	5%	2%	2%	3%
Radio	4%	2%	2%	3%
NA	3%	3%	1%	3%

▶ The top four comments were:

1. Zero Fatalities / # of deaths
2. Safety campaign
3. Saw on a billboard
4. Avoid distracted driving

▶ Drivers in the North were most likely to recall messaging about the name of the program and number of deaths, and that they saw information about the campaign on a billboard.

▶ Respondents in the South were more likely to recognize the name of the campaign but not know its purpose.

▶ Those in the Rural areas were most likely to recall messaging about safe driving.

**NOTE: This question was only asked of respondents who recalled seeing/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

- *Trying to step up education and patrolling for Zero Fatalities*
- *To buckle up and not use cell phones to have zero fatalities*
- *A program to help people understand about driving under the influence*
- *Zero Fatalities is an initiative to promote safer driving and reduce traffic deaths in Nevada*
- *Let's make driving safer. Already this year more accidents, not acceptable*
- *A new proposal for safer travel*
- *I think on the TV*
- *I saw posters about not texting while driving*
- *That law enforcement had a goal of having zero fatalities on Nevada streets, roads, and highways this year*
- *Just an ad that stated casualties over the years and NV was aiming for Zero fatalities*
- *I have heard that it is a graphic film made to open drivers' eyes*
- *Click it or ticket*
- *I remember hearing about the campaign, and they were promoting use of seat belts*
- *It is about reducing deaths caused by road accidents*
- *I heard about it on the news*
- *I saw a video online about Zero Fatalities campaign raising awareness*
- *I remember seeing stats about Nevada crash deaths trending downward*
- *I've seen the billboards and commercials around everywhere*

Open-Ended: Biggest Safety Concerns – by Geography

OPEN-ENDED: As you drive on Nevada roads and highways, what are some of your biggest safety concerns (could be related to other drivers, roadway conditions, traffic flow, etc.)?*

Comment	North (n=180)	South (n=615)	Rural (n=228)	Overall (n=1,023)
Speeding	24%	29%	17%	26%
Distracted drivers	27%	20%	16%	21%
Reckless driving	18%	20%	17%	19%
Impaired drivers	11%	16%	12%	14%
Road conditions	15%	10%	13%	12%
Other Drivers	11%	10%	4%	9%
Construction	4%	11%	4%	8%
Running stop signs/red lights	6%	10%	4%	8%
Traffic	9%	6%	6%	6%
Poor/aggressive lane changes	5%	6%	7%	6%
Weather	5%	3%	8%	4%
Pedestrian collisions	7%	4%	1%	4%
Failing to signal	4%	3%	4%	4%
Following too closely	4%	2%	4%	3%
Road Rage	5%	3%	2%	3%

▶ The top four comments were:

1. Speeding
2. Distracted drivers
3. Reckless drivers
4. Impaired drivers

▶ Drivers in the North were most likely to be concerned about distracted drivers, speeders, and reckless drivers.

▶ Respondents in the South were most likely to be concerned about distracted drivers, speeders, and reckless drivers.

▶ Those in the Rural areas were more concerned with weather conditions than other geographic areas.

**NOTE: Respondents were permitted to make multiple selections for this question; therefore, percentages do not sum to 100%.*

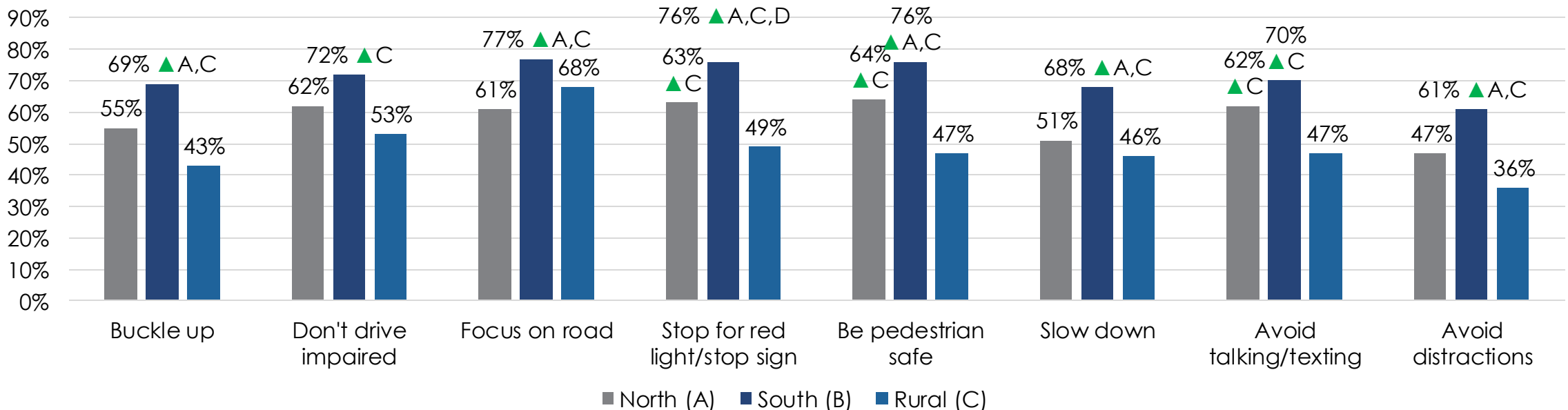
Sample Comments: Biggest Safety Concern

- *Speeding and pedestrian fatalities*
- *Driving under the influence*
- *People going way too fast and running stop signs*
- *Road rage*
- *Traffic and not enough freeway access or lanes which causes backups and road rage*
- *Animals, children and distracted drivers are some of my concerns along with rude, self-centered drivers*
- *People not using turn signals, merging unsafely, running red lights, driving impaired, driving distracted*
- *Vegas is a 24/7 town. Lots of drivers drinking all times of the day*
- *My biggest concern is drivers on their cellphones*
- *High speed drivers and drivers not paying attention to the road*
- *Wrong way drivers*
- *Little to no streetlights, snow (removal), wildlife (horses), no guardrails, road construction*
- *Crazy drivers on drugs or drunk*
- *Brightness of streetlights, lack of crosswalks, and impaired drivers*
- *People driving too close*
- *Speeding, not using turn signals, tailgating, and overly aggressive drivers*
- *Impaired drivers and lack of lighting*
- *Speeding especially on long stretches of road feels really unsafe*
- *Distracted drivers and drunk drivers*
- *Construction zones and reckless drivers*

Impact of Zero Fatalities on Behavior

- Rural residents were the least likely to report behavioral changes due to the Zero Fatalities campaign, while those in Southern Nevada showed the highest level of influence.

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.

▲ Denotes a statistically significant difference at a 95% confidence level.

Impact of Zero Fatalities – by Age

- ▶ Influence of the Zero Fatalities campaign generally increased with age, except among those aged 45–54, who were consistently the least persuaded across all categories.

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

Activity	18-24 (n=40)	25-34 (n=102)	35-44 (n=112)	45-54 (n=96)	55-65 (n=57)	Over 65 (n=45)
Always Buckle Up?	75%	60%	60%	45%	68%	73%
Don't Drive Impaired?	73%	71%	59%	56%	74%	76%
Focus on the Road?	83%	70%	64%	57%	75%	78%
Stop for Red Lights and Stop Signs?	73%	72%	64%	57%	70%	78%
Be Pedestrian Safe?	75%	73%	60%	56%	74%	82%
Slow Down?	65%	66%	54%	47%	65%	76%
Avoid talking or texting on your handheld cell phone while driving?	73%	62%	59%	55%	70%	76%
Avoid eating, changing the radio station, applying make-up, or having an unsecured pet in your vehicle while driving?	65%	55%	46%	43%	58%	69%

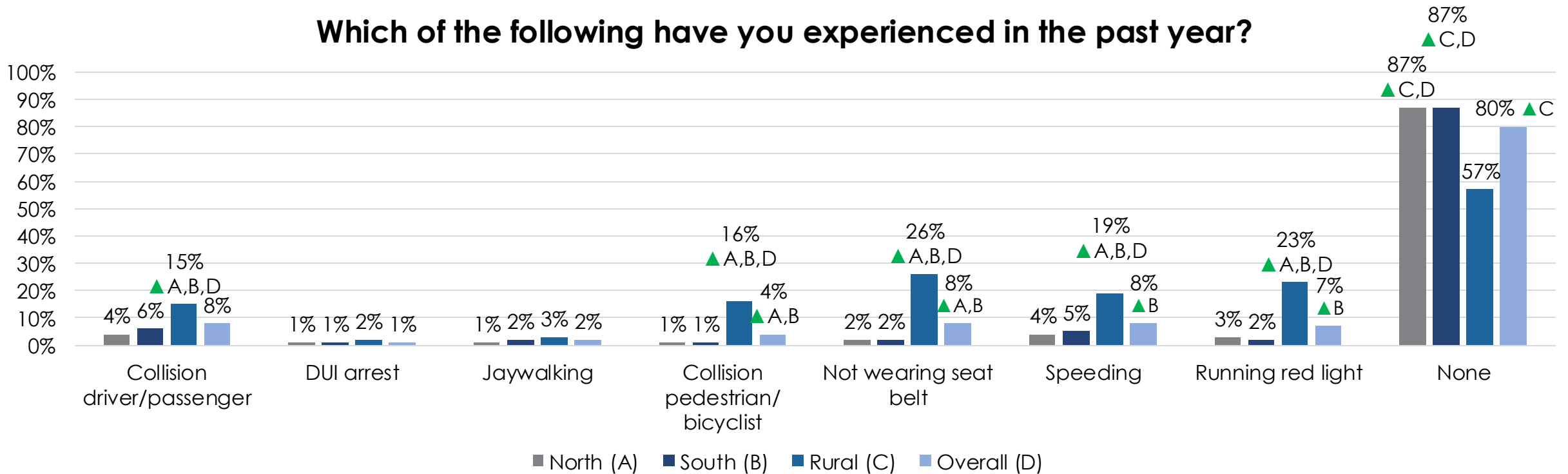
*NOTE: The percentages in the table reflect the proportion of respondents who selected 'Definitely' on a rating scale from 'Definitely not' to 'Definitely'. This question was only asked of respondents who could recall seeing or hearing about Zero Fatalities. These are relatively small sample sizes associated with some of the age segments, and caution should be used when generalizing the results to the broader population.

Driving Perceptions & Behaviors

Driving Experiences in the Past Year

- ▶ Drivers in the Rural areas were more likely to be in a collision as a driver or passenger (15%), or as a pedestrian or bicyclist (16%).
- ▶ They were also more frequently cited for not wearing a seatbelt (26%), speeding (19%), and running red lights (23%).

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



▲ Denotes a statistically significant difference at a 95% confidence level.

Perceptions of Risk – by Geography

- ▶ As in prior years, driving under the influence of alcohol was viewed as the most dangerous behavior across all regions. In contrast, fewer than half of Rural respondents considered not wearing a seatbelt to be dangerous.

How dangerous do you feel it is to... (Top Score only – “Very Dangerous”)*				
Activity	North (A)	South (B)	Rural (C)	Overall (D)
Not wear your seatbelt?	68% ▲ C	72% ▲ C,D	49%	66% ▲ C
Drive under the influence of alcohol?	93% ▲ C	95% ▲ C,D	85%	92% ▲ C
Drive under the influence of marijuana?	67%	70%	72%	70%
Drive under the influence of prescription drugs?	54%	59%	69% ▲ A,B,D	61%
Not focus on the road? (phone, text, eat, read, apply make-up, etc.)	76% ▲ C	79% ▲ C,D	54%	72% ▲ C
Not stop for red lights and stop signs?	89% ▲ C	91% ▲ C,D	67%	85% ▲ C
Not yield to pedestrians?	87%	88%	83%	87%
Not cross at a crosswalk as a pedestrian?	59% ▲ C	62% ▲ C	43%	57% ▲ C
Talk on your handheld cell phone while driving?	67%	69% ▲ C	58%	66% ▲ C
Speed?	61%	66%	64%	65%

*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.'

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Perceptions of Risk – by Age

- ▶ Driving under the influence of alcohol was viewed as the most dangerous behavior across all age groups. Younger respondents were less concerned about crossing streets outside of crosswalks, while older adults showed the least concern about driving while taking prescription medications.

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

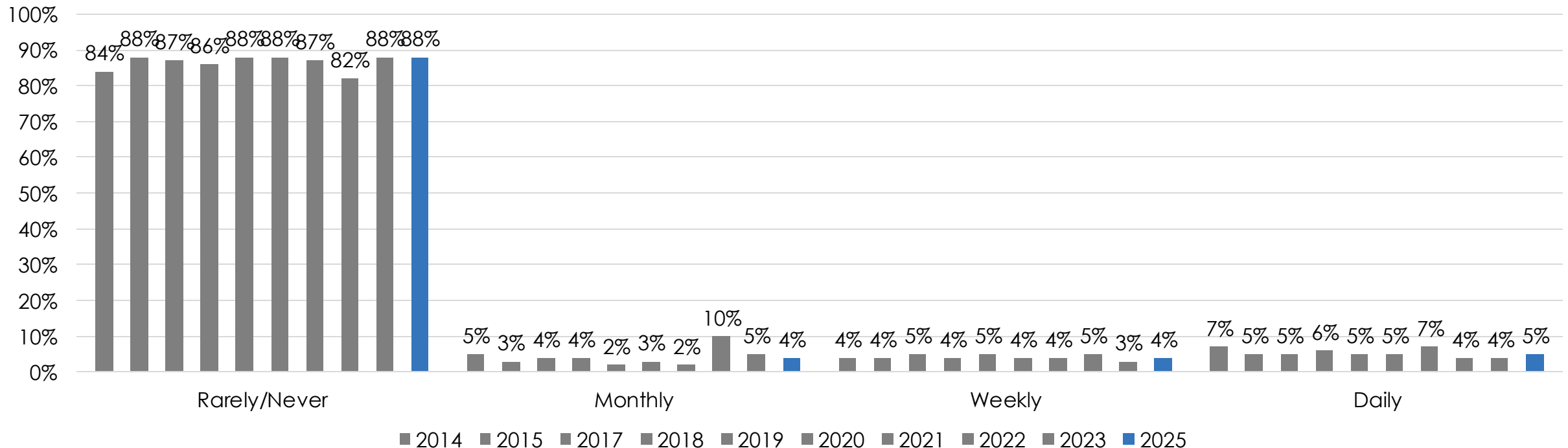
Activity	18-24 (n=88)	25-34 (n=207)	35-44 (n=222)	45-54 (n=206)	55-65 (n=160)	Over 65 (n=140)	Overall (n=1,023)
Not wear your seatbelt?	55%	63%	66%	70%	64%	75%	66%
Drive under the influence of alcohol?	92%	89%	90%	95%	93%	96%	92%
Drive under the influence of marijuana?	67%	58%	68%	72%	76%	81%	70%
Drive under the influence of prescription drugs?	48%	62%	68%	61%	58%	59%	61%
Not focus on the road? (phone, text, eat, read, apply make-up, etc.)	68%	61%	64%	76%	86%	85%	72%
Not stop for red lights and stop signs?	81%	80%	77%	85%	96%	97%	85%
Not yield to pedestrians?	77%	82%	86%	87%	94%	92%	87%
Not cross at a crosswalk as a pedestrian?	47%	52%	53%	59%	61%	71%	57%
Talk on your handheld cell phone while driving?	53%	58%	60%	66%	77%	82%	66%
Speed?	58%	63%	58%	69%	68%	72%	65%

*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.’

Driving Without a Seatbelt

- ▶ Seatbelt usage rates held steady year over year, with consistent percentages of respondents reporting they rarely or never drive without a seatbelt.

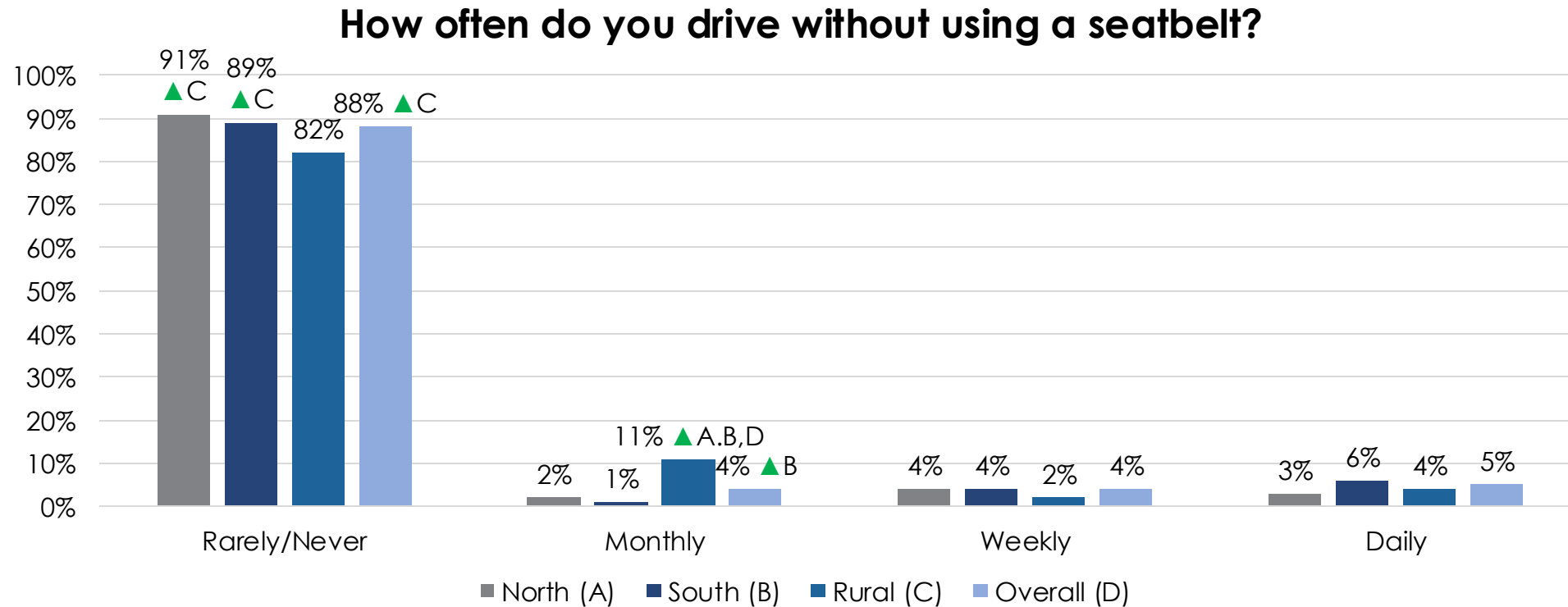
How often do you drive without using a seatbelt?



▲ Denotes a statistically significant difference at a 95% confidence level.

Driving Without a Seatbelt – by Geography

- Rural drivers were more likely to report driving without a seatbelt, with over 10% admitting to doing so at least once a month.

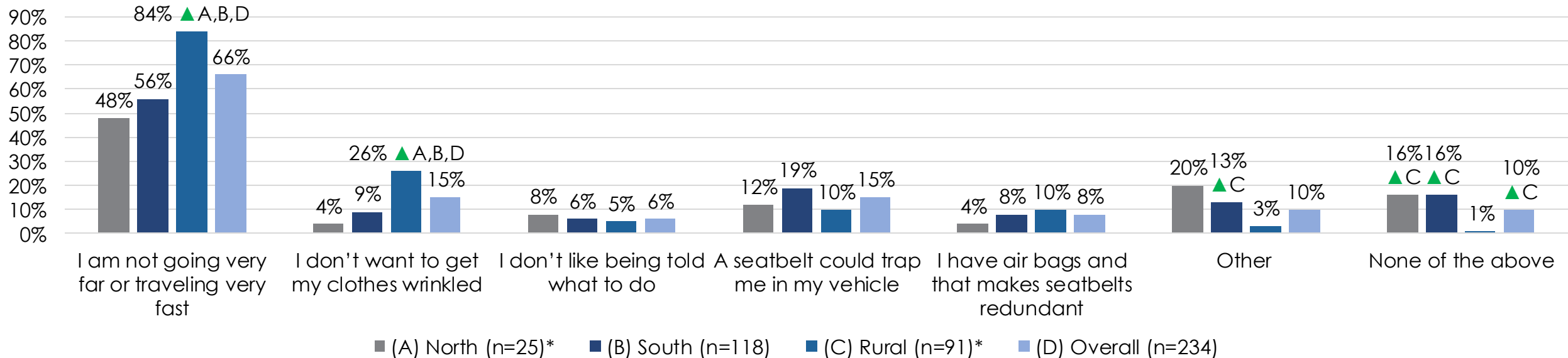


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Reasons for Not Wearing a Seatbelt – by Geography

- ▶ The most frequently cited reason for not wearing a seatbelt was driving a short distance or at a low speed. Rural drivers were more likely to cite concern over wrinkling their clothes as a reason for non-use.
- ▶ The most cited “Other” reasons were forgetfulness to buckle up and feeling the seat belt was uncomfortable.

Sometimes I choose not to wear a seatbelt because...*



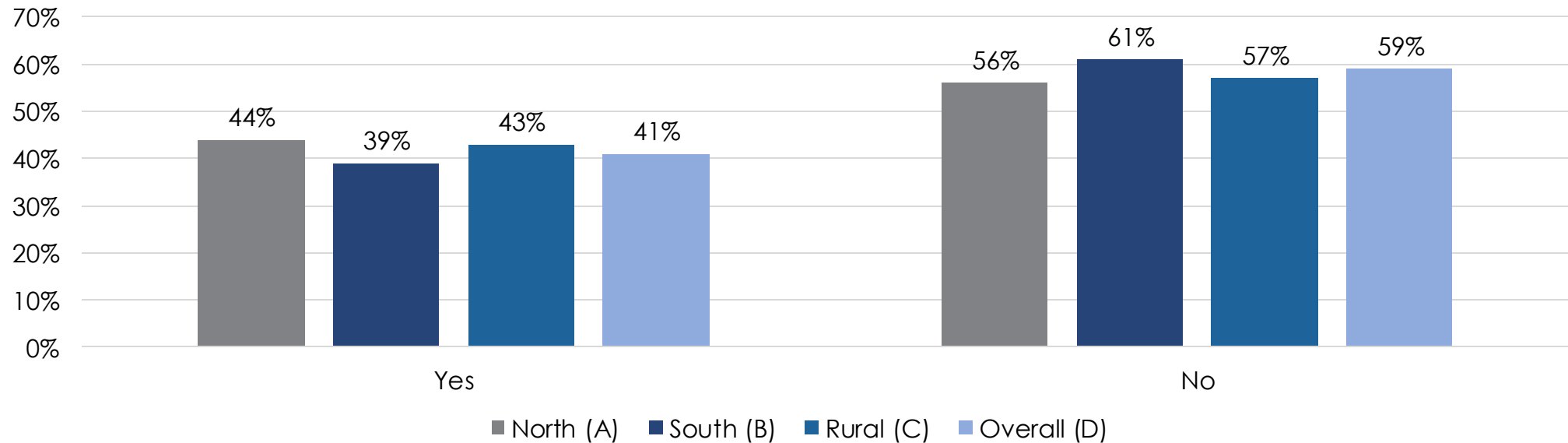
*NOTE: This question was only asked of those who indicated they do not always wear a seatbelt when driving. The sample sizes for the North and Rural areas are relatively small, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Difference in Driver Impairment

- ▶ More than half of respondents across all regions believed there was no meaningful difference in driving impairment caused by alcohol, marijuana, or other drugs.

Is there a difference between alcohol, marijuana, and drugs in terms of which one leads to greatest driver impairment?

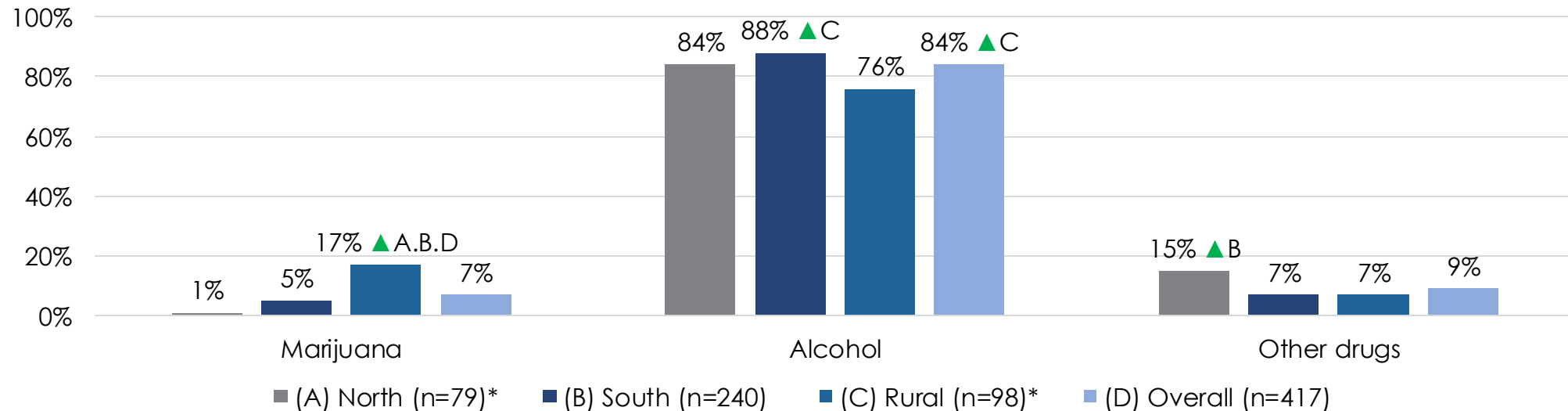


▲ Denotes a statistically significant difference at a 95% confidence level.

Greatest Driver Impairment

- ▶ A clear majority of respondents across all regions identified alcohol as the substance most likely to cause significant driving impairment.

Which of the following causes the greatest impairment when driving?

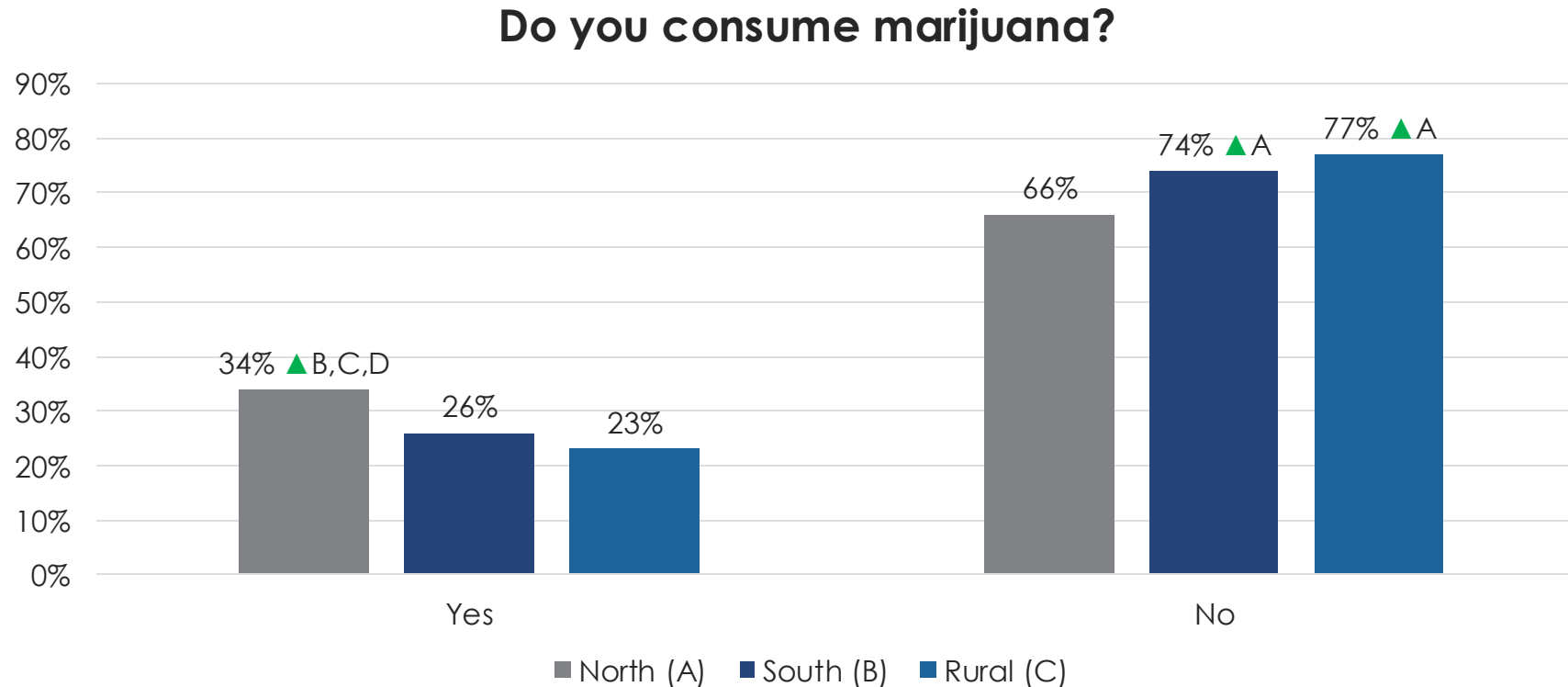


*NOTE: This question was only asked of respondents who indicated a difference among substances that cause impairment. The sample sizes for the North and Rural areas are relatively small, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Use of Marijuana

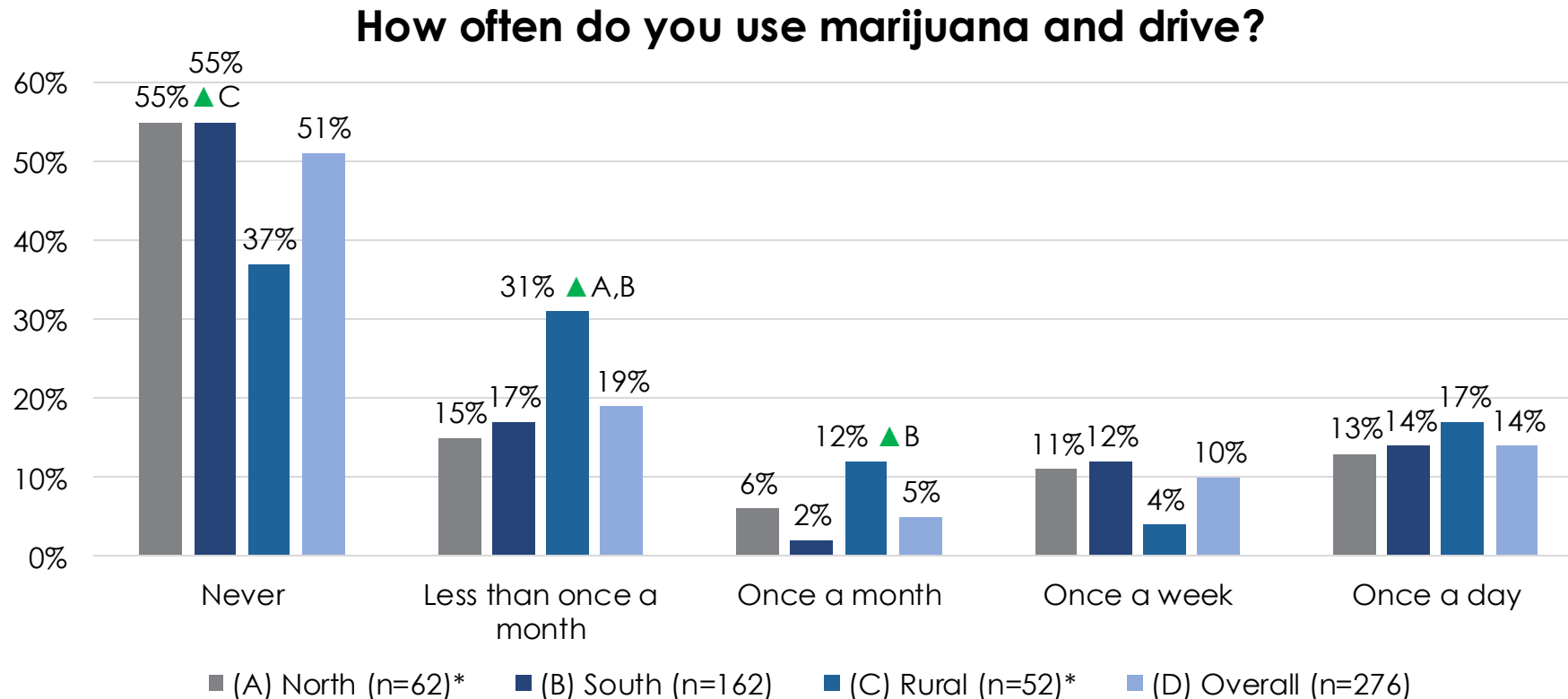
- ▶ Marijuana use was highest in Northern Nevada and lowest in rural regions.



▲ Denotes a statistically significant difference at a 95% confidence level.

Frequency of Marijuana Use and Driving

- ▶ One in four marijuana users report driving while high at least once a week, a trend consistent across regions.



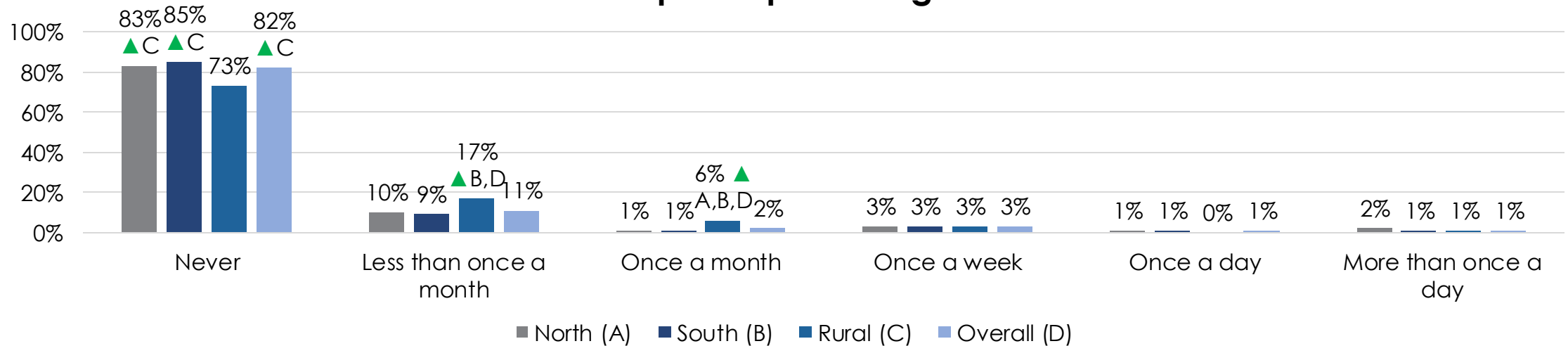
*NOTE: These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.

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Frequency of Driving While Under the Influence

- ▶ Most respondents across all regions reported not driving under the influence of hallucinogenic or mind-altering drugs. However, 27% of Rural respondents admitted to doing so at least once.

How often do you drive after consuming alcohol, marijuana, hallucinogens, or prescription drugs?

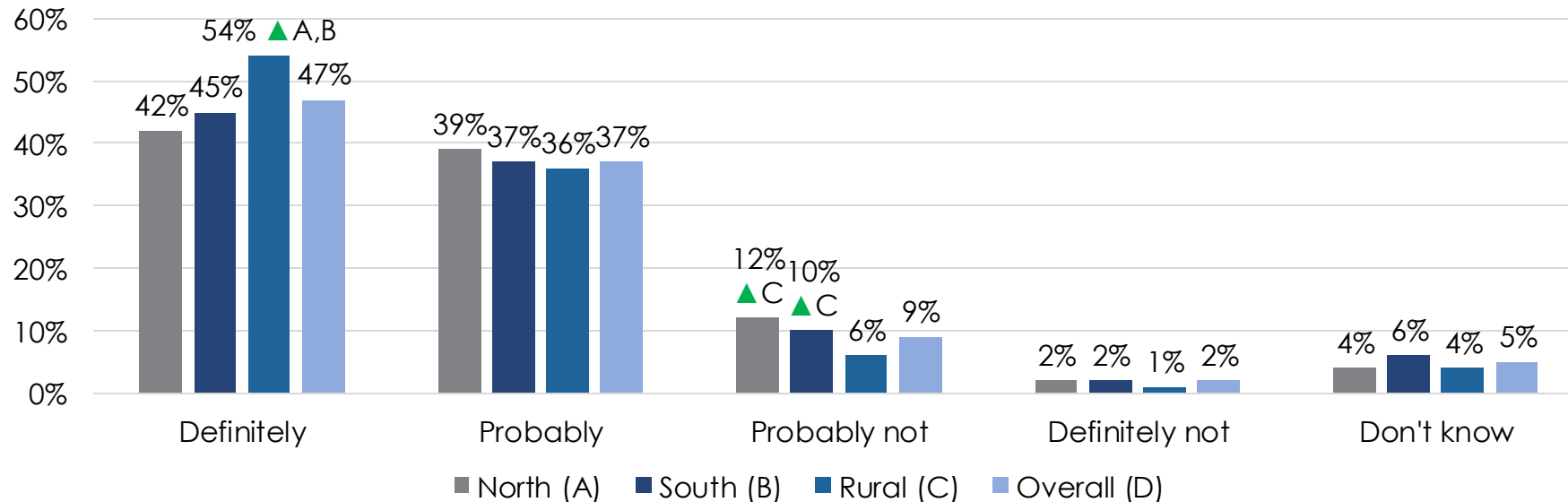


▲ Denotes a statistically significant difference at a 95% confidence level.

Likelihood of Reporting Someone Who is Impaired

- ▶ Nearly 90% of respondents across all regions said they would 'probably' or 'definitely' report a suspected impaired driver.
- ▶ However, unlike previous years, residents in the North and South were more likely than those in Rural areas to say they probably would not report someone.

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

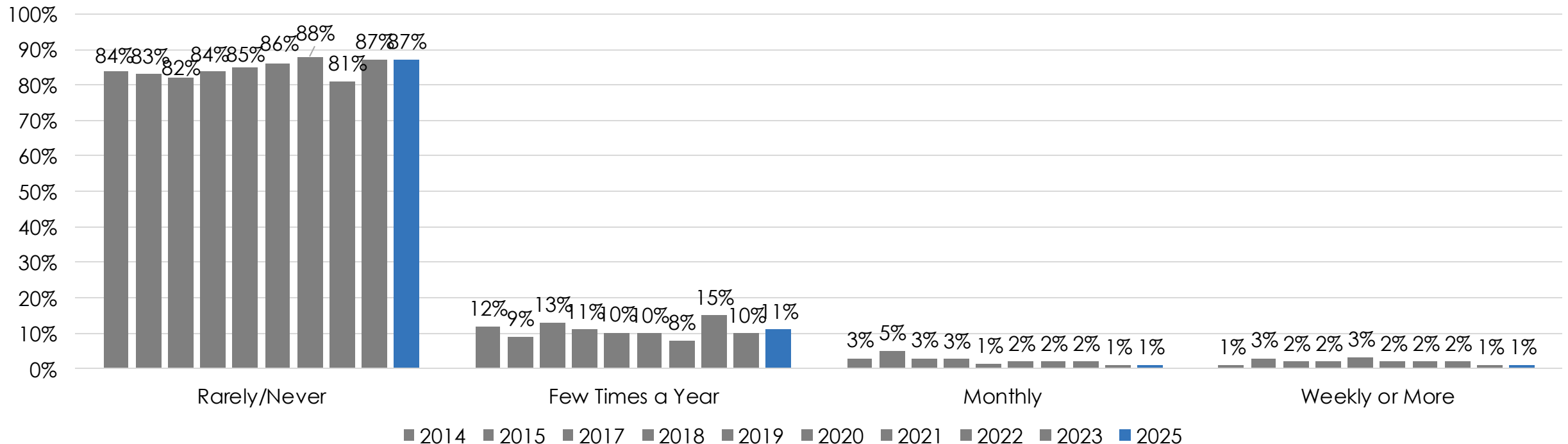


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Running Stop Signs or Red Lights

- ▶ Consistent with 2023, 87% of the 2025 respondents indicated they rarely or never run a stop sign or red light.

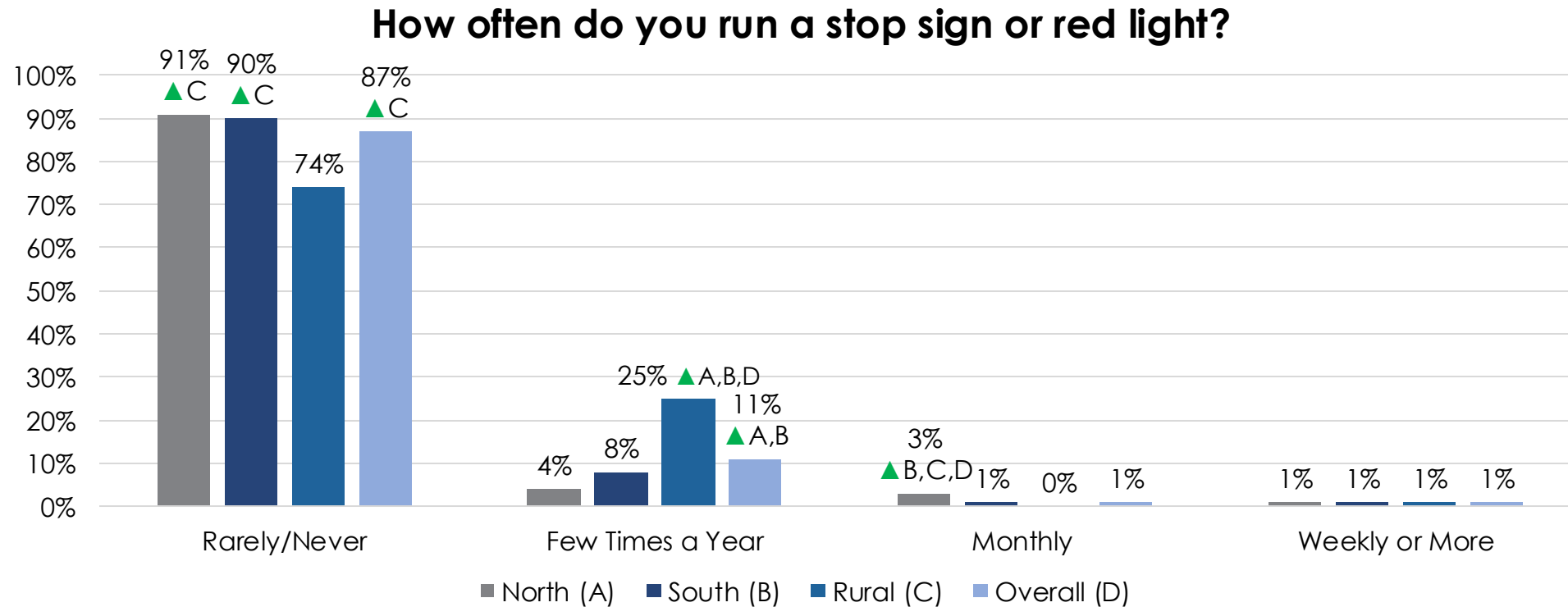
How often do you run a stop sign or red light?



▲ Denotes a statistically significant difference at a 95% confidence level.

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 per year compared to those in the North and South.

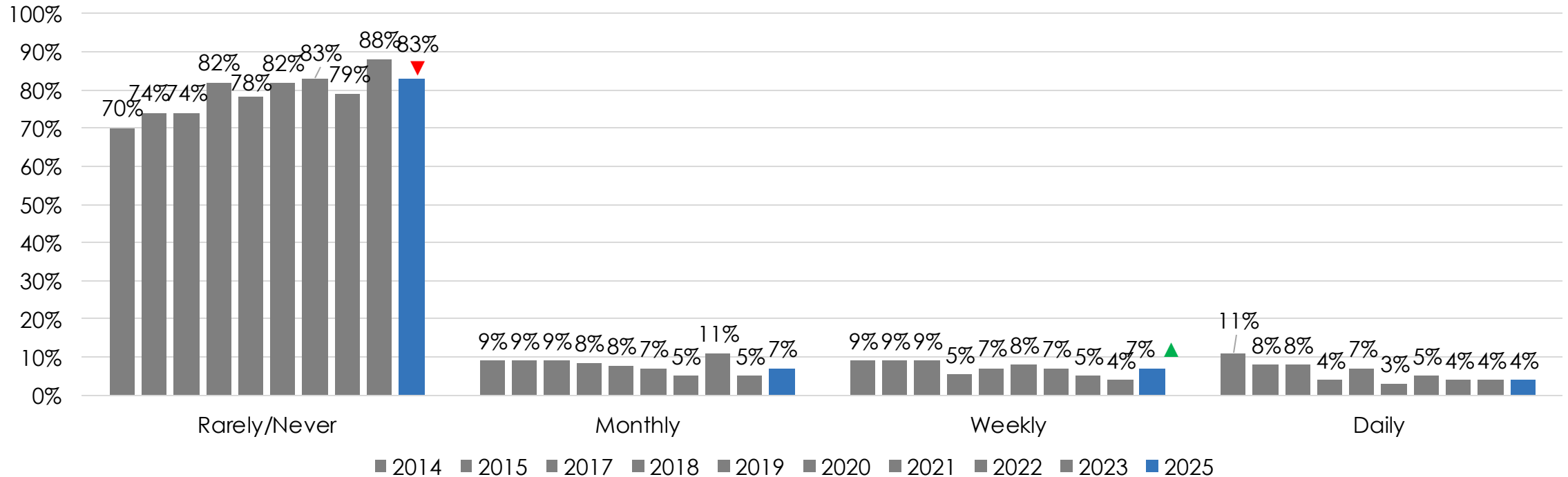


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Frequency of Handheld Phone Use

- ▶ Representing a decrease from 2023, 83% of respondents indicated they rarely or never talk on a handheld cell phone while driving.

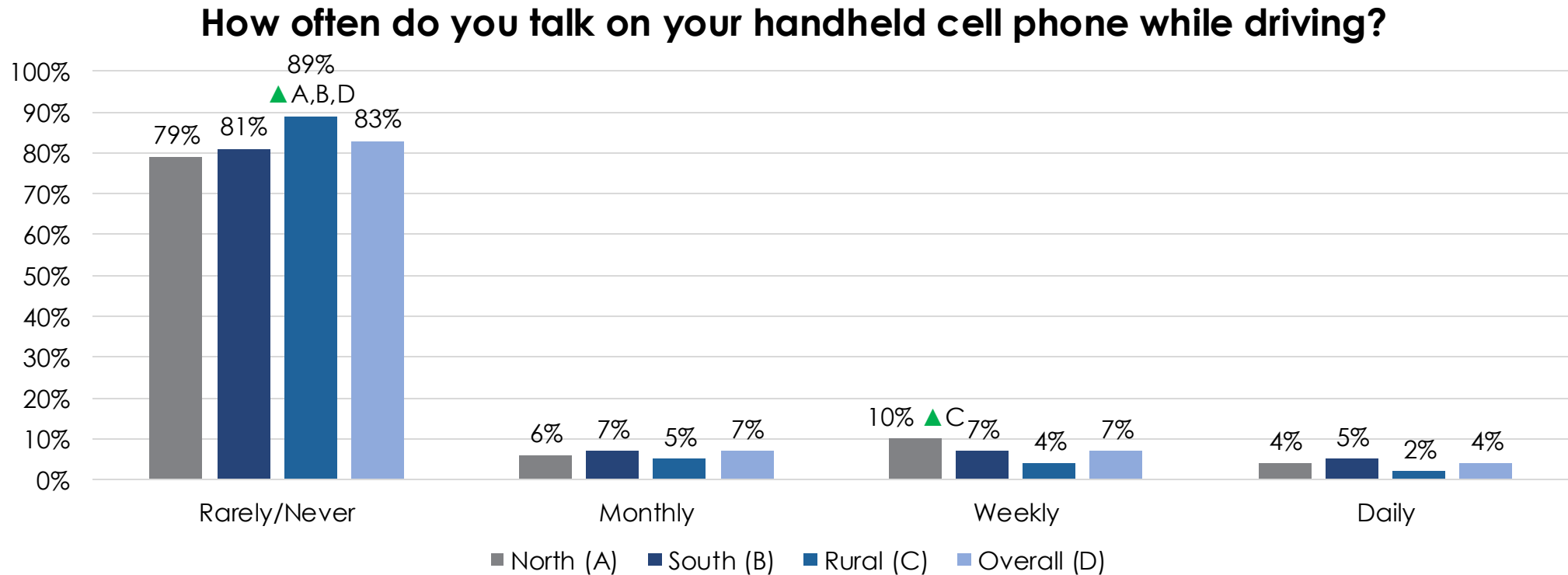
How often do you talk on your handheld cellphone while driving?



▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Frequency of Handheld Phone Use – by Geography

- ▶ Rural respondents were the most likely to report rarely or never using a handheld phone while driving.

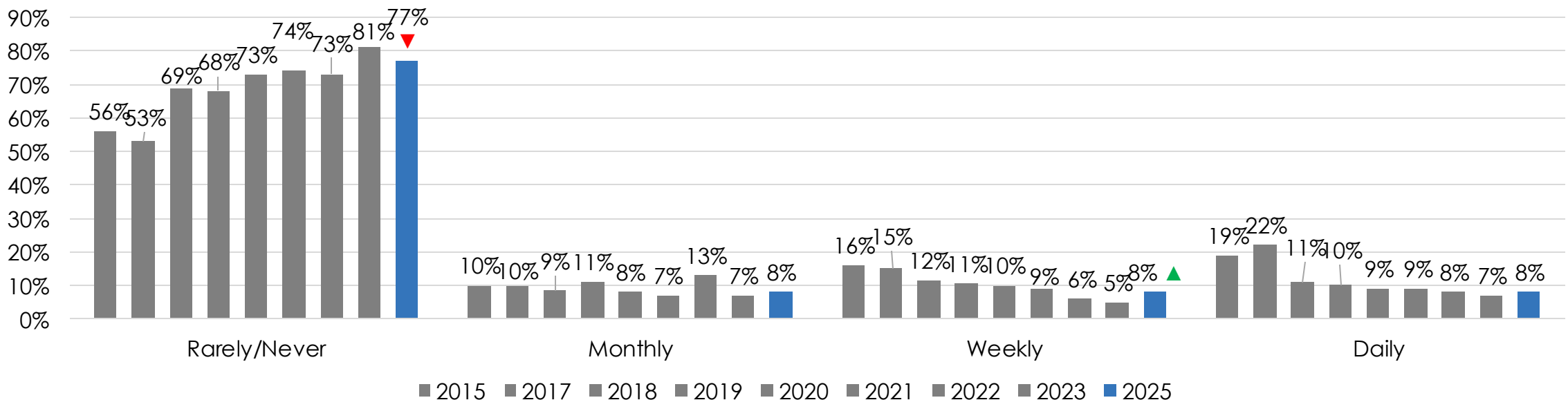


▲ Denotes a statistically significant difference at a 95% confidence level.

Smartphone Distractions

- ▶ Other phone distraction behaviors increased in 2025, reversing a downward trend.

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.)?*



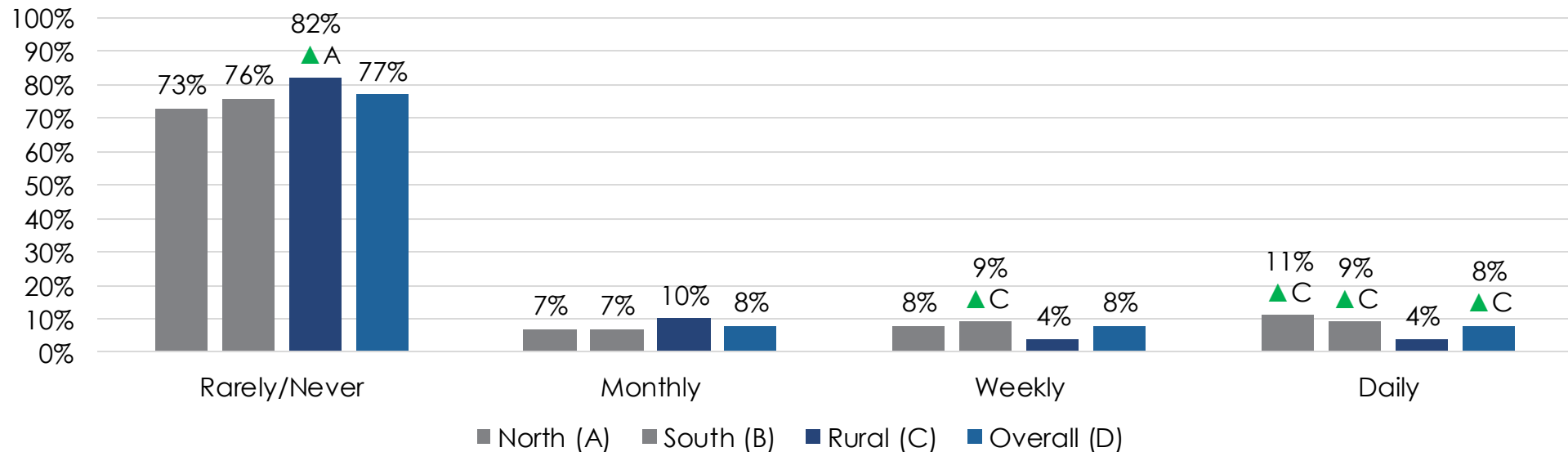
*NOTE: The question wording changed somewhat in 2019 to include the examples listed above (texting, navigation, social media, taking a selfie).

▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Smartphone Distractions – by Geography

- ▶ Rural drivers were the least likely to report using their smartphones for non-voice activities while driving.

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.)?*



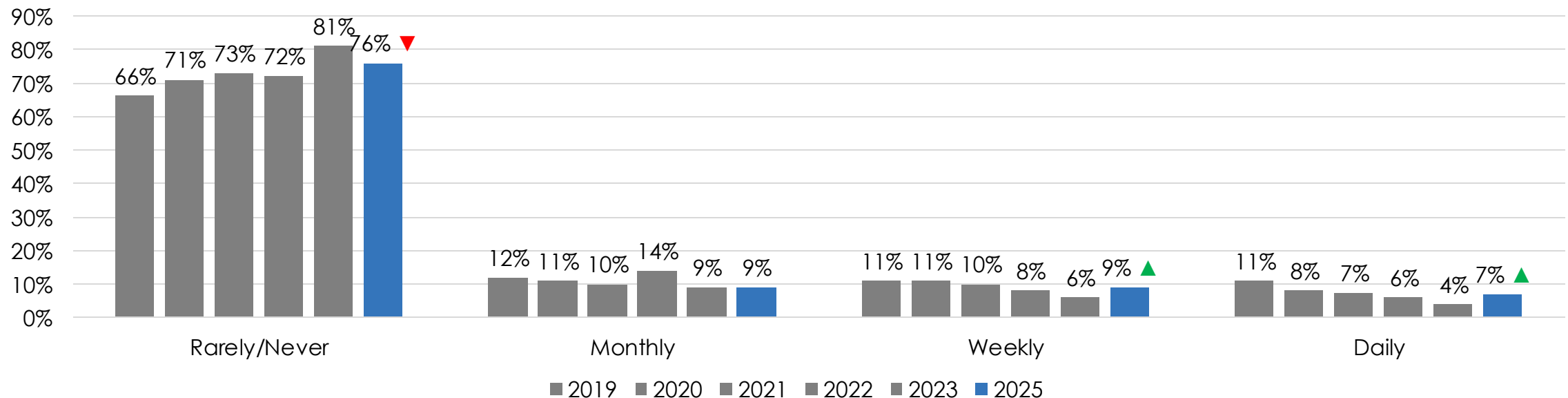
*NOTE: The question wording changed somewhat in 2019 to include the examples listed above (texting, navigation, social media, taking a selfie).

▲ Denotes a statistically significant difference at a 95% confidence level.

Other Distracted Driving Behaviors

- ▶ In 2025, fewer drivers reported rarely or never being distracted, reversing a positive trend.

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?

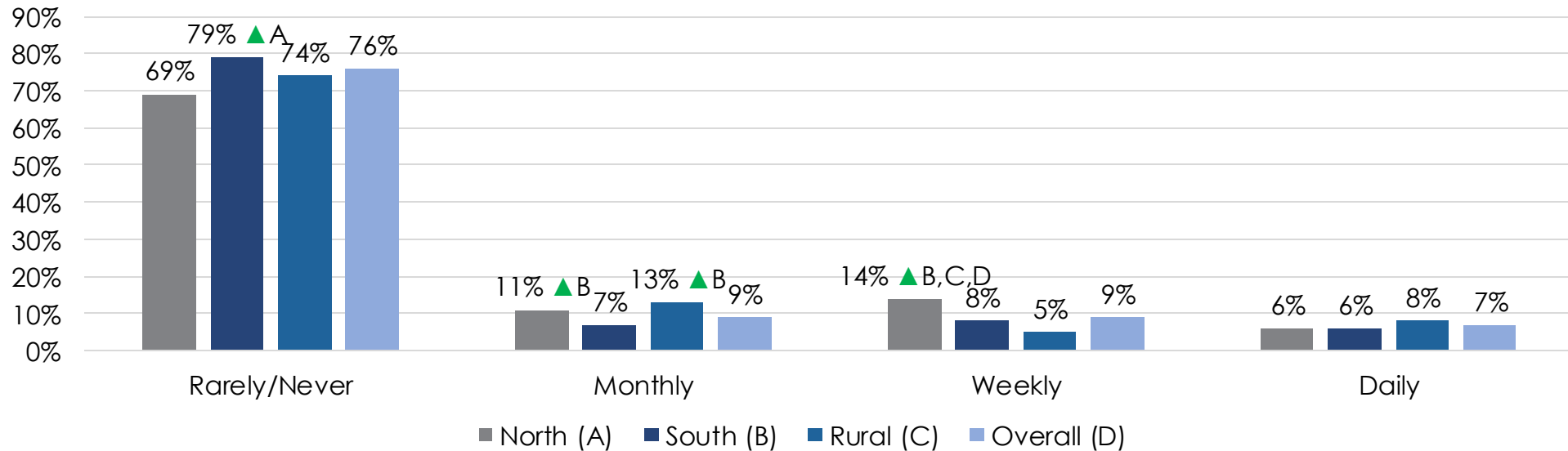


▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Other Distracted Driving Behaviors – by Geography

- ▶ Drivers in the North and Rural areas were more likely to report being distracted by other behaviors such as eating, changing the radio station, applying makeup, or holding a pet in their lap.

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



▲ Denotes a statistically significant difference at a 95% confidence level.

Risky Behaviors Summary – by Age

- ▶ Respondents across all age categories were least likely to report running a stop sign or red light.
- ▶ Younger respondents were most likely to report being distracted by other behaviors.
- ▶ Middle-aged respondents were more likely to report using a phone for non-hands-free purposes compared to other activities.

How often do you ... (Once a month or more)*						
Activity	18-24 (n=88)	25-34 (n=207)	35-44 (n=222)	45-54 (n=206)	55-65 (n=160)	Over 65 (n=140)
Drive without using a seatbelt?	18%	21%	14%	10%	7%	3%
Drive after consuming alcohol, marijuana, hallucinogens, or prescription drugs?	5%	14%	5%	6%	4%	4%
Run a stop sign or red light?	3%	5%	2%	1%	2%	1%
Talk on a handheld cellphone while driving?	36%	26%	20%	17%	9%	1%
Use a phone for anything other than hands-free talking?	28%	29%	29%	24%	18%	7%
Get distracted by other activities (eating, changing radio, etc.)?	41%	28%	27%	23%	19%	10%

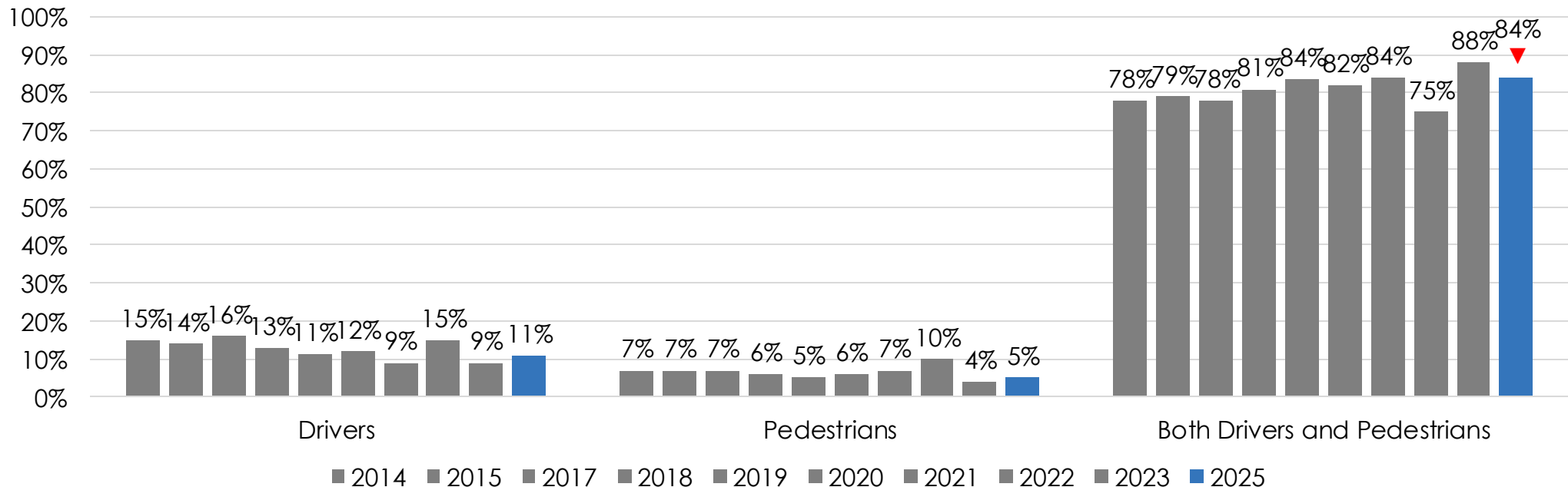
*NOTE: The percentages in the table reflect the proportion of respondents who report that they engage in each activity at least monthly.

Pedestrian Safety

Responsibility for Pedestrian Safety

- ▶ The overall percentage of respondents who believe both drivers and pedestrians share primary responsibility for pedestrian safety decreased slightly in 2025 (88% vs. 84%).

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

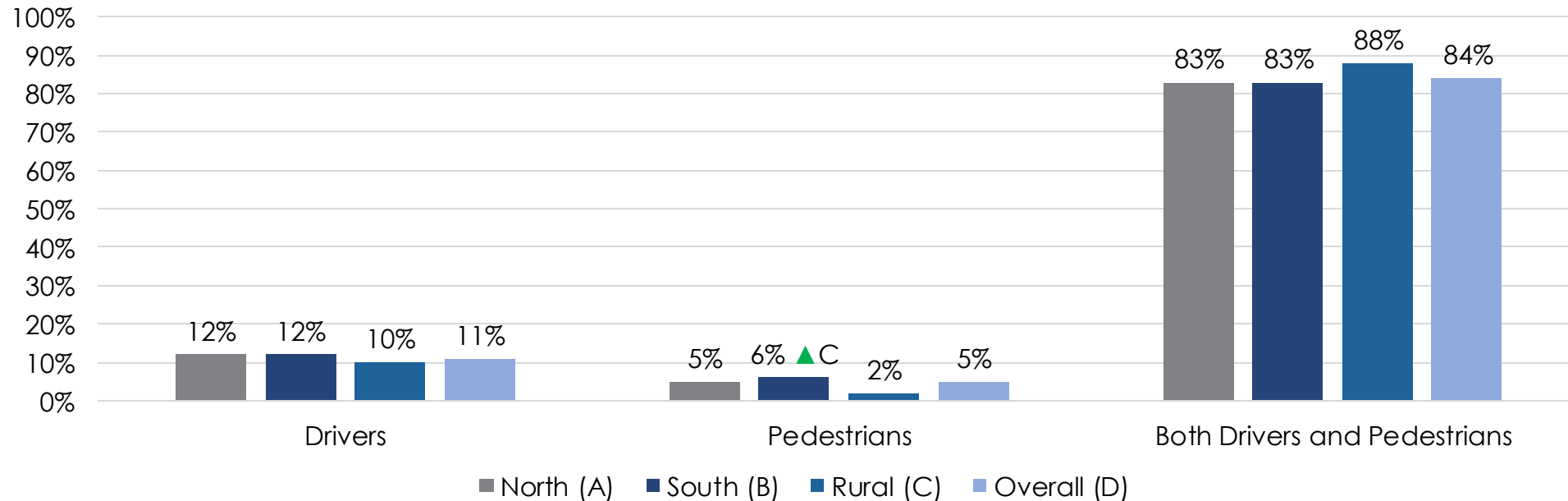


▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Responsibility for Pedestrian Safety – by Geography

- ▶ Perceptions of responsibility for pedestrian safety were consistent across all regions.

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

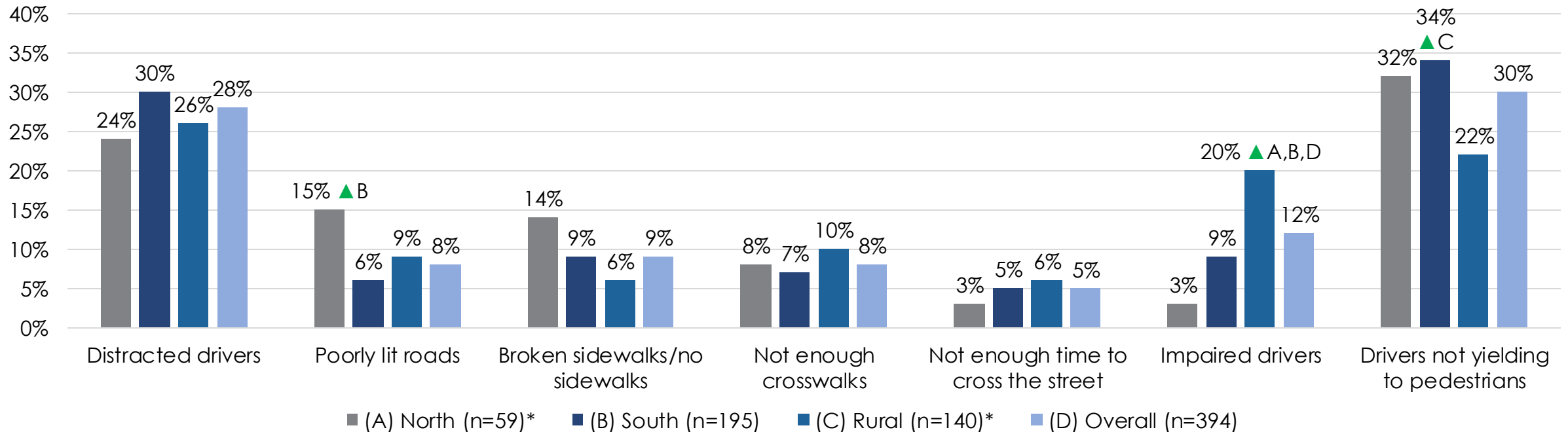


▲ Denotes a statistically significant difference at a 95% confidence level.

Biggest Challenges as a Pedestrian

- ▶ Drivers failing to yield was the greatest challenge for pedestrians, especially in the North and South.

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



*NOTE: This question was only asked of respondents who walked at least once per week as a means of transportation. The sample size for the North is relatively small, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Perceptions of Pedestrian Risk

- ▶ Inattention to traffic was considered the greatest danger to pedestrians in the North and South, while impaired walking was perceived as most risky in rural areas.

How dangerous do you feel it is to... (Top Score only – “Very Dangerous”)*				
Activity	(A) North (n=59)*	(B) South (n=195)	(C) Rural (n=140)*	(D) Overall (n=394)
Walk before receiving the walk signal at a crosswalk?	56% ▲ C	56% ▲ C	39%	50% ▲ C
Use your cell phone while walking (talking, listening to music, etc.)?	37%	41%	55% ▲ A,B,D	45%
Walk while impaired?	49%	46%	69% ▲ A,B,D	55% ▲ B
Not cross at a crosswalk?	41%	51%	59% ▲ A	52%
Not pay attention to traffic?	81% ▲ C	88% ▲ C,D	61%	78% ▲ C

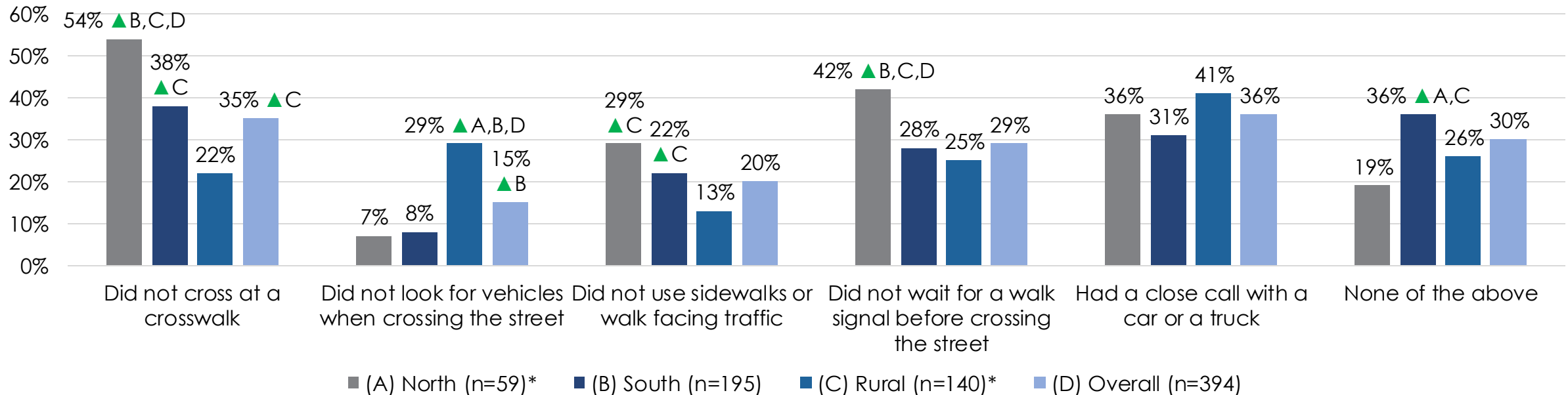
*NOTE: The percentages in the chart reflect the proportion of respondents who selected ‘5’ on the 5-point rating scale where ‘1’ was ‘Not at all dangerous’ and ‘5’ was ‘Very dangerous.’ The sample sizes for the North and Rural areas are relatively small, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Pedestrian Experiences

- ▶ More than one third of respondents who walk as a means of transportation at least once a week reported not crossing at crosswalks, a behavior most common among respondents in the North.

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



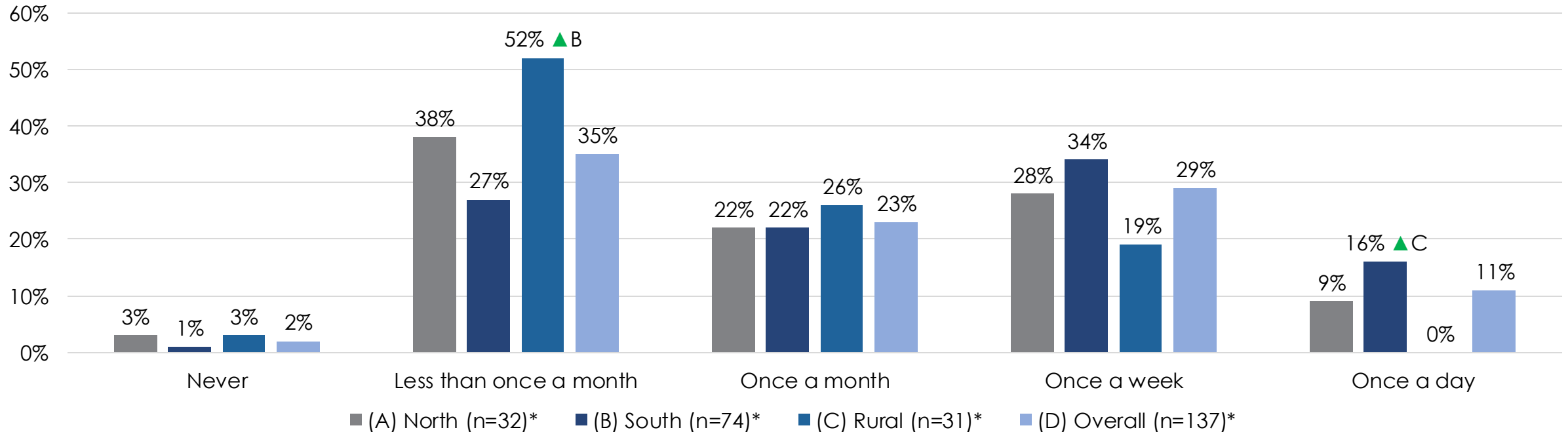
*NOTE: This question was only asked of respondents who walked at least once per week as a means of transportation. The sample size for the North is relatively small, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Frequency of Crosswalk Use

- ▶ Half of respondents in the South reported jaywalking at least once a week.

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



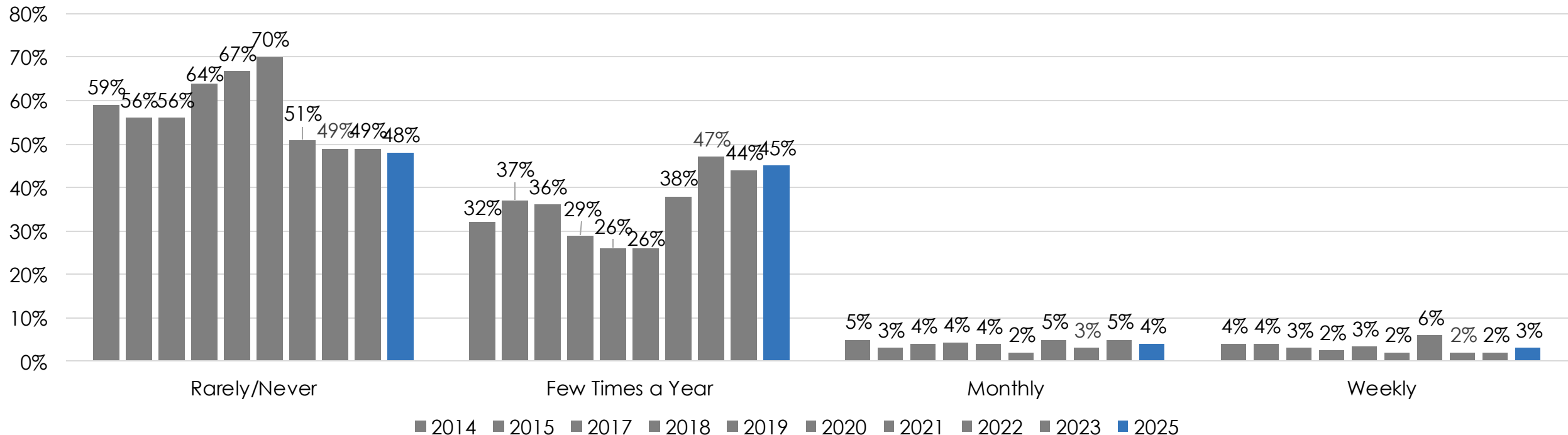
*NOTE: This question was added for the first time in 2021. This question was only asked of respondents who did not cross at a crosswalk. The sample sizes are relatively small, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Pedestrian Close Calls

- ▶ The percentage of respondents reporting rarely or never having a “close call” as a pedestrian with a car remained consistent with previous years.

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

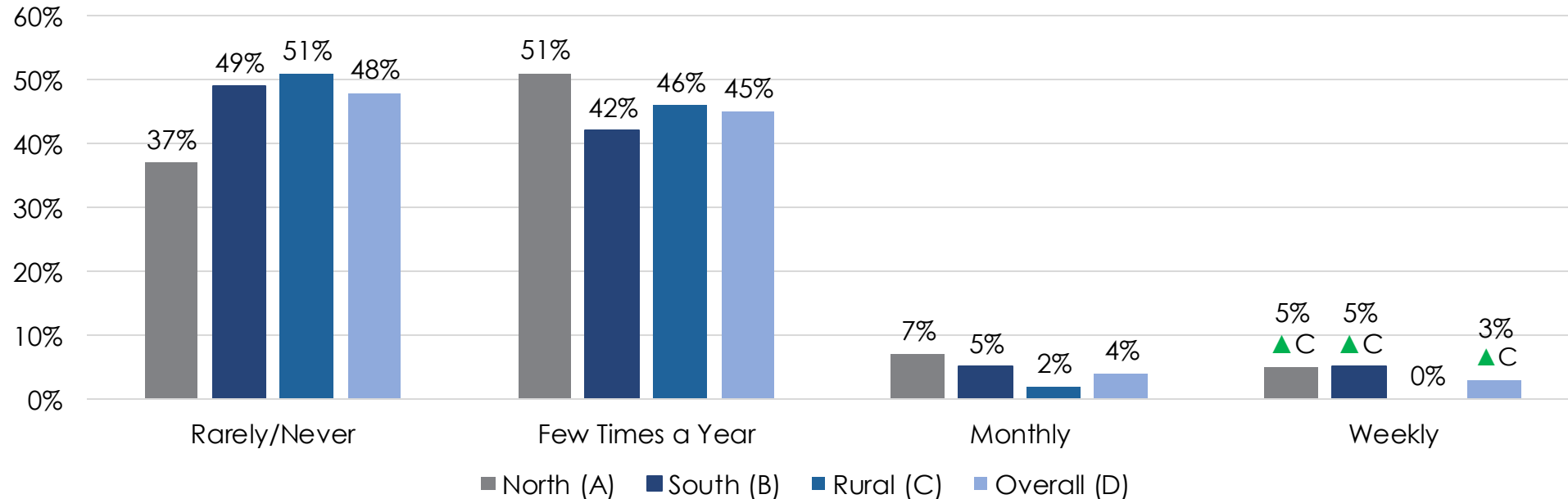


*NOTE: These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.

Pedestrian Close Calls – by Geography

- ▶ Half of respondents in the North reported having a close call with a car as a pedestrian at least a few times a year.

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



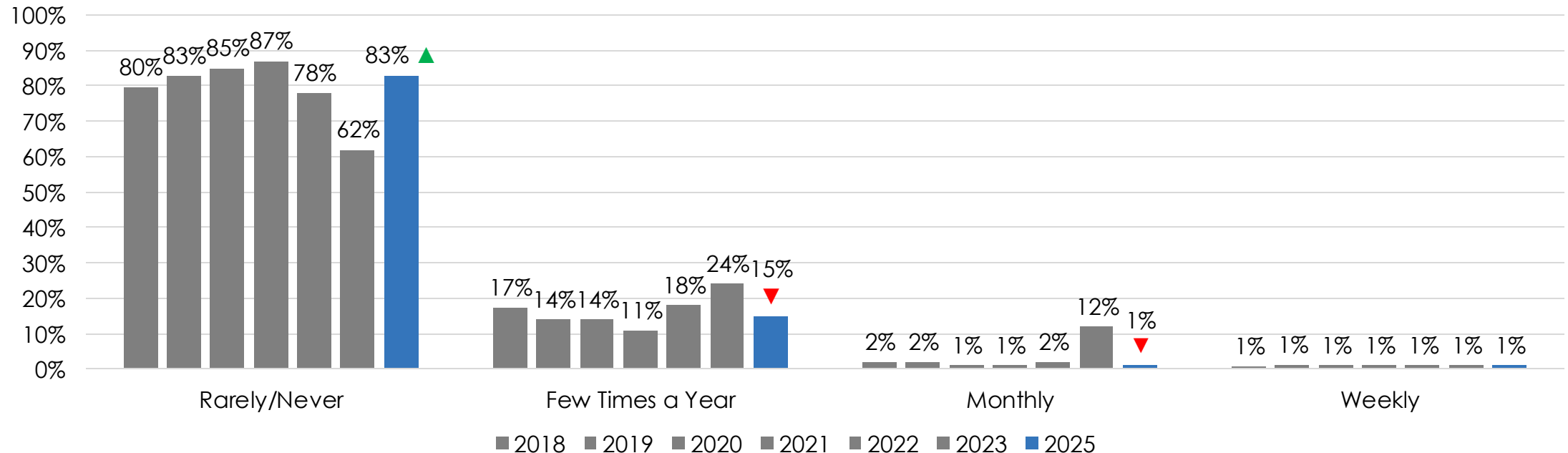
*NOTE: These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Driver Close Calls

- ▶ Driver close calls with a pedestrian decreased significantly in 2025, returning to the trend beginning in 2018.

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

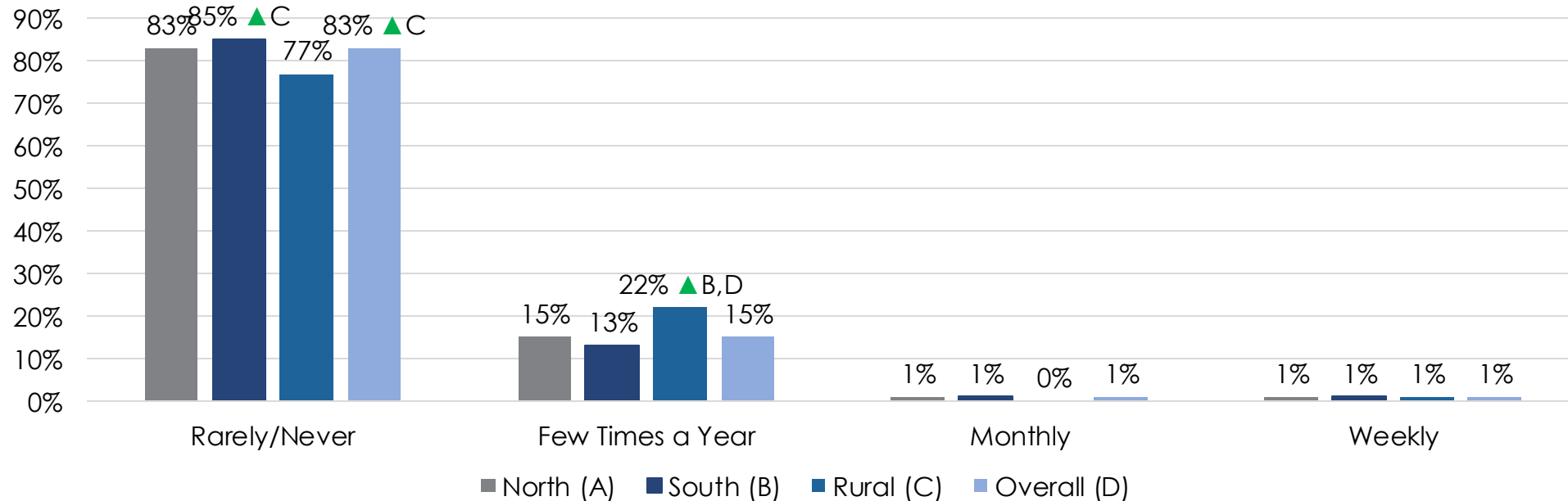


▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Driver Close Calls – by Geography

- ▶ Rural respondents were most likely to report close calls with pedestrians while driving.

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



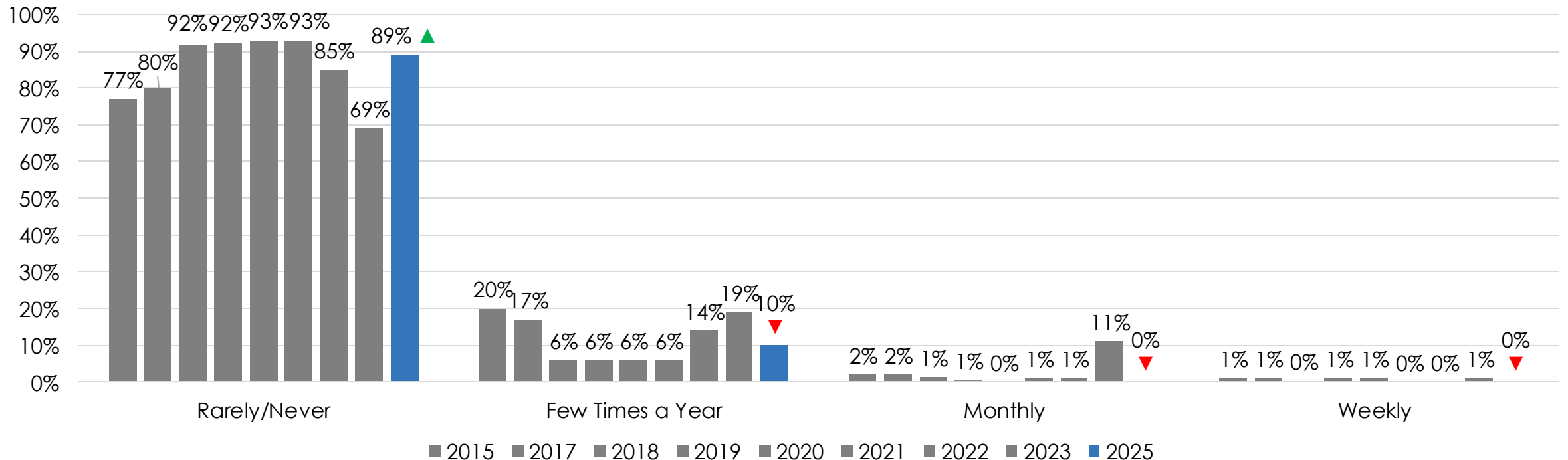
▲ Denotes a statistically significant difference at a 95% confidence level.

Bicyclist Safety

Driver Close Calls With Bicyclists

- ▶ Despite a significant increase in reported close calls with bicyclists in prior years, nearly 90% of drivers in 2025 reported rarely or never having such incidents.

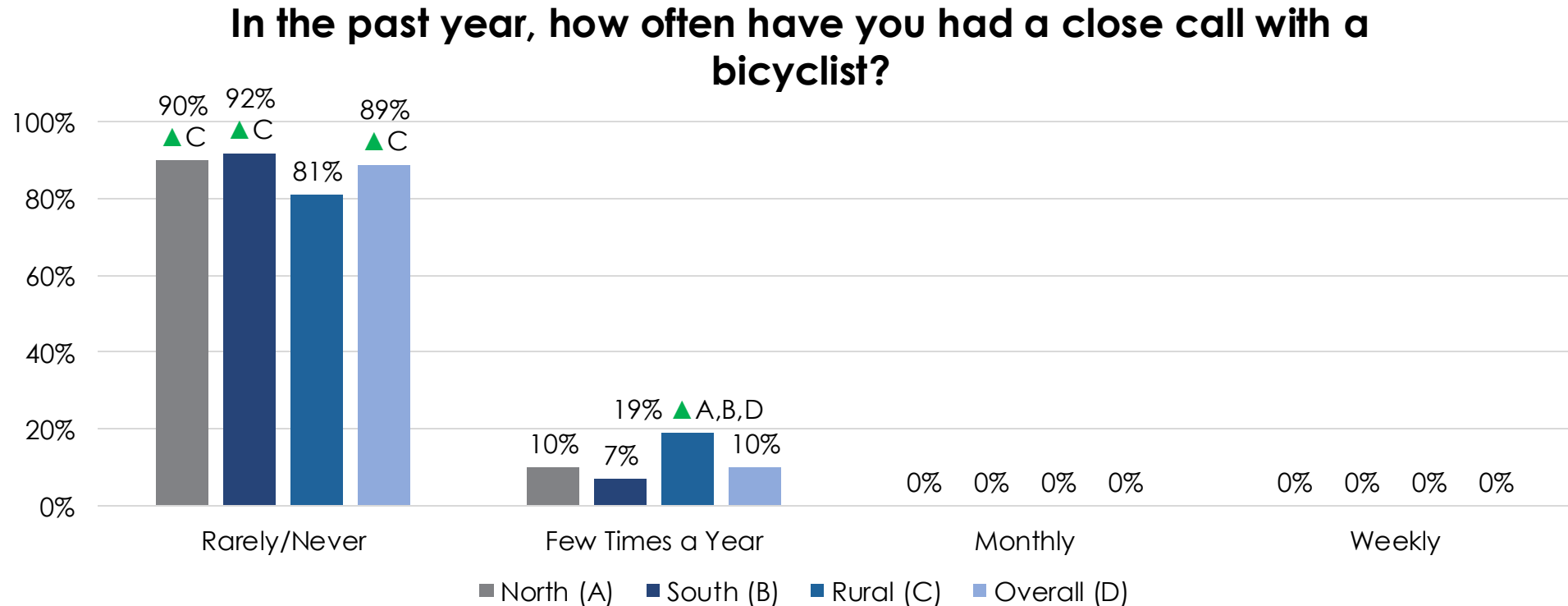
In the past year, how often have you had a close call with a bicyclist?



▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Driver Close Calls With Bicyclists – by Geography

- ▶ Rural drivers were most likely to report having a close call with a bicyclist.

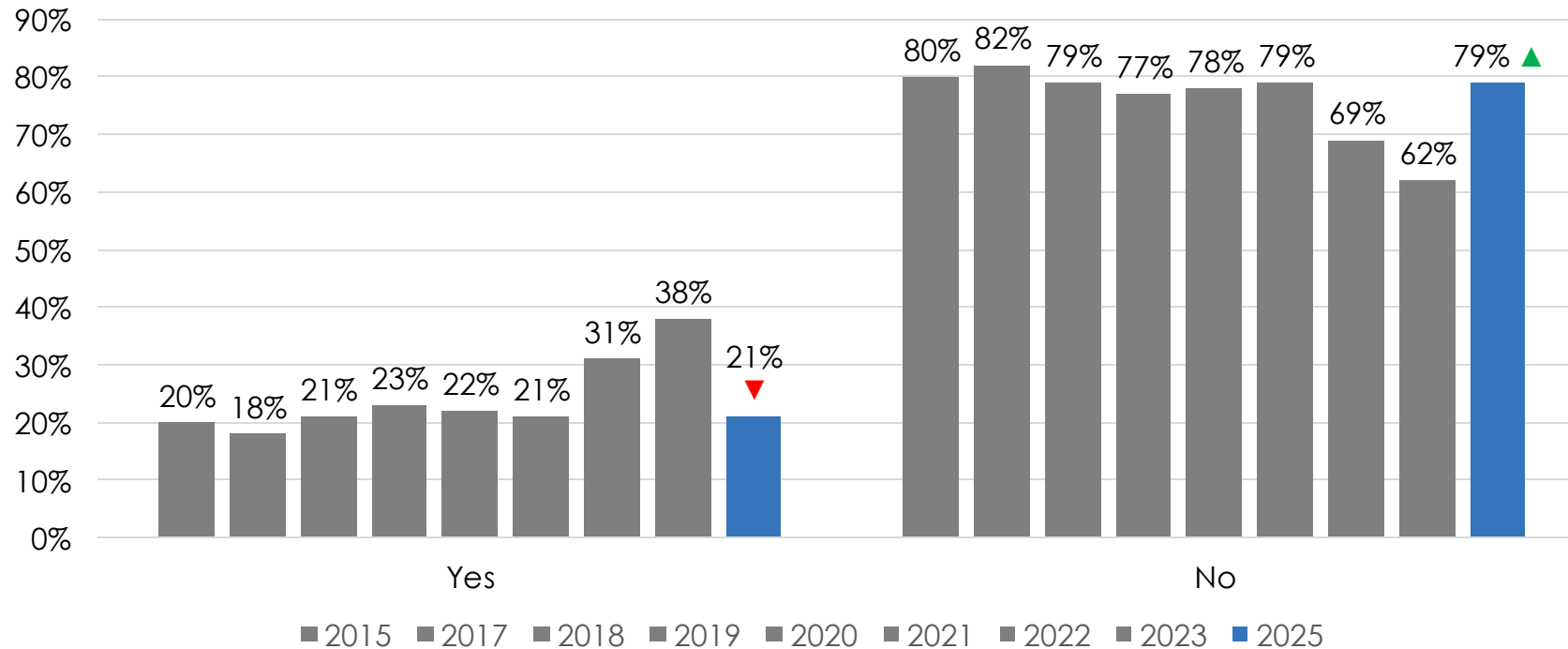


▲ Denotes a statistically significant difference at a 95% confidence level.

Bicycle Ridership

- ▶ Bicycle ridership declined significantly in 2025, reversing a prior upward trend.

Do you currently ride a bicycle on Nevada roads?



Ridership by Geography

North: 26%

South: 21%

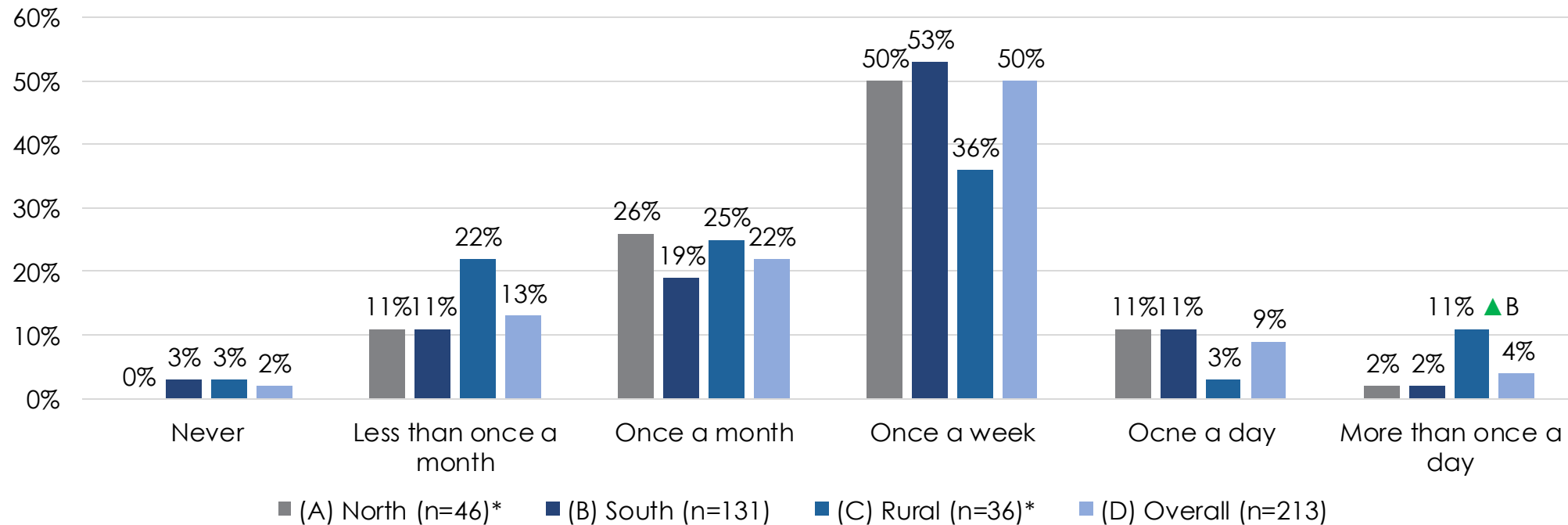
Rural: 16%

▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Bicyclist Ridership Frequency – by Geography

- ▶ Roughly equal proportions of Northern and Southern respondents reported riding a bicycle at least once a week, compared to only 36% of Rural respondents.

How often do you ride a bicycle?*



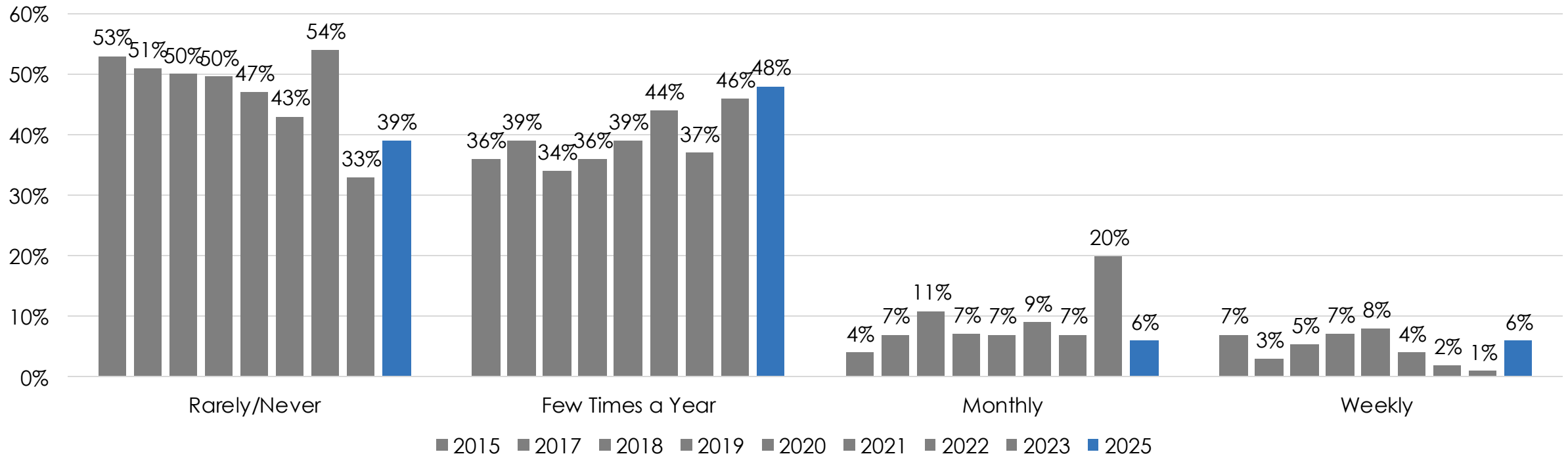
*NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads. These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Bicyclist Close Calls

- ▶ In 2025, the percentage of respondents reporting rarely or never having close calls with bicyclists increased, reversing a significant decline from 2023.

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

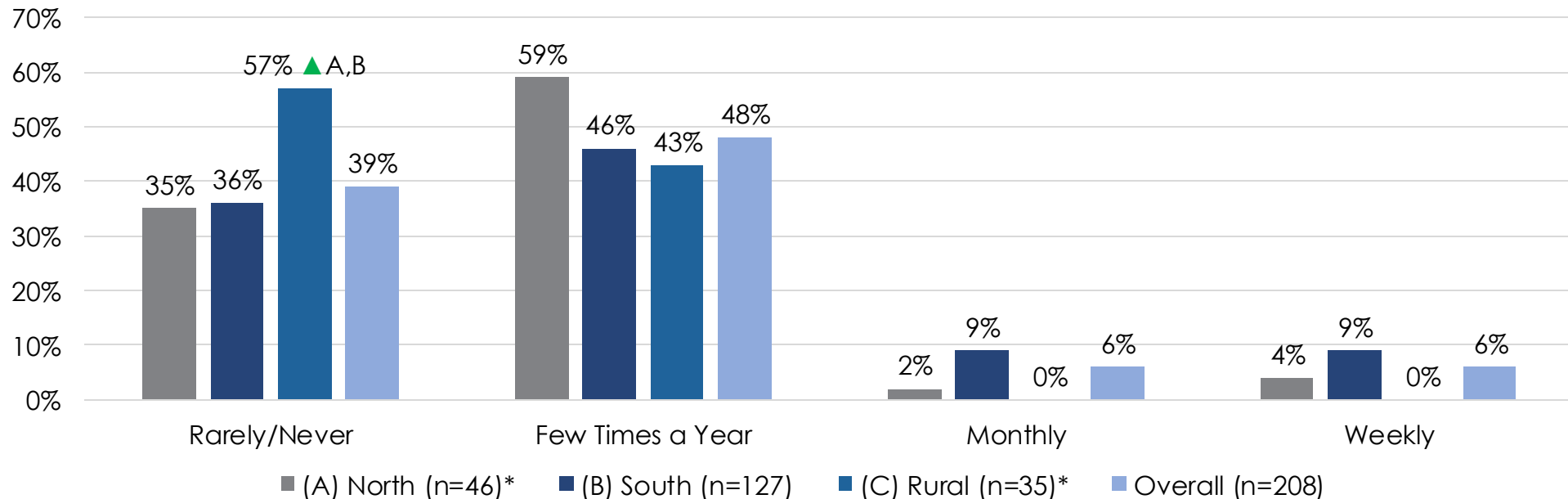


*NOTE: This question was only asked of respondents who indicated they currently ride a bicycle on Nevada roads.

Bicyclist Close Calls – by Geography

- ▶ Northern bicyclists were more likely to report frequent close calls with cars compared to those in Rural areas and the South.

In the past year as a bicyclist, how often 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. The sample sizes are relatively small and, caution should be used when generalizing to the broader population.

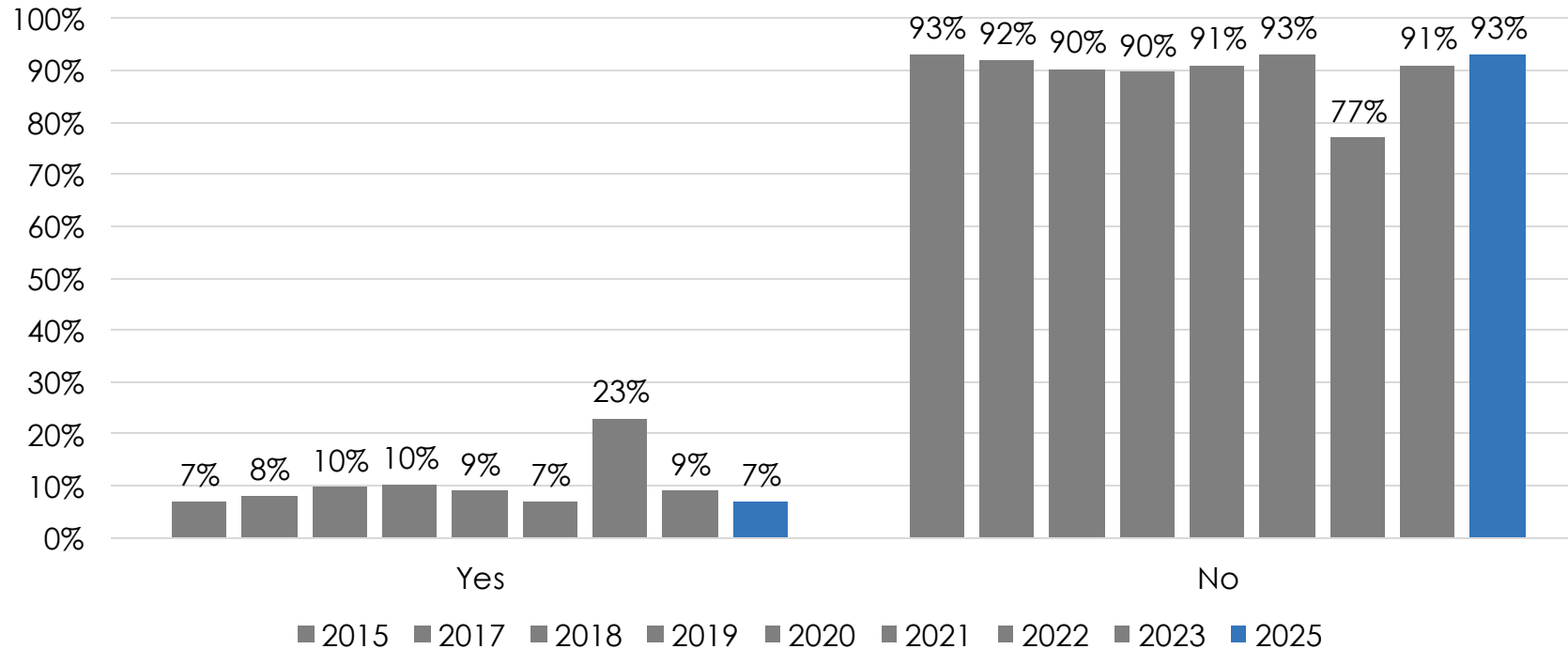
▲ Denotes a statistically significant difference at a 95% confidence level.

Motorcycle Safety

Motorcycle Ridership

- ▶ Motorcycle ridership remained consistent between 2023 and 2025.

Do you currently ride a motorcycle?



Ridership by Geography

North: 4%

South: 6%

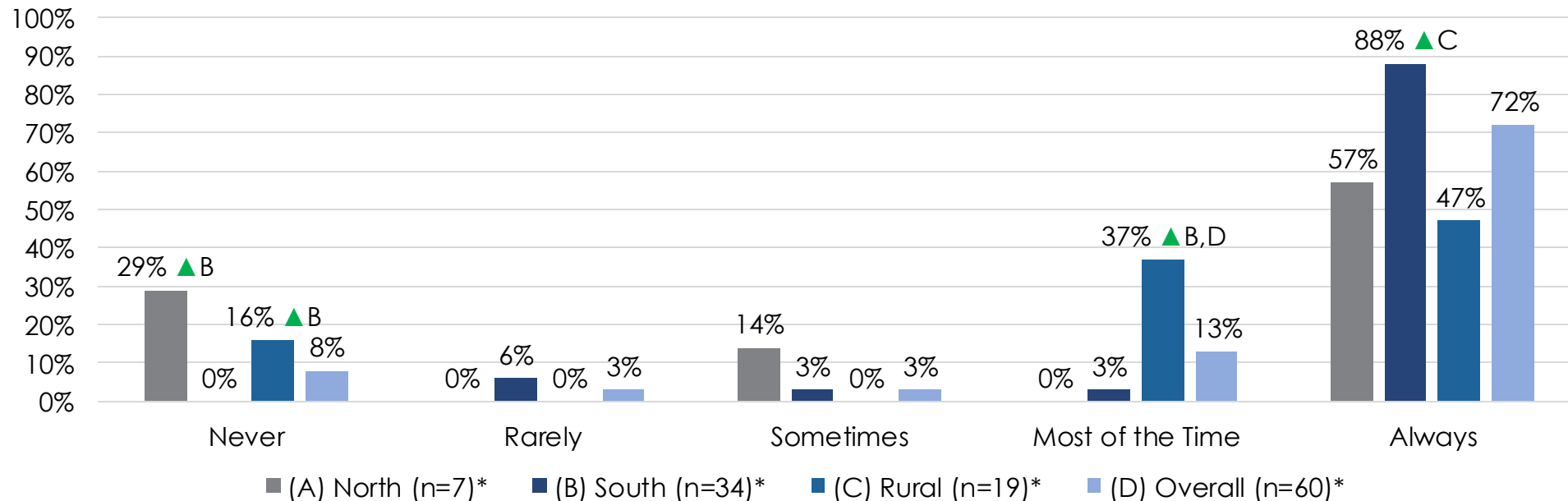
Rural: 11%

▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Frequency of Wearing a Helmet – by Geography

- ▶ Southern respondents were most likely to report always wearing a helmet when riding a motorcycle, while rural residents were least likely to do so.

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

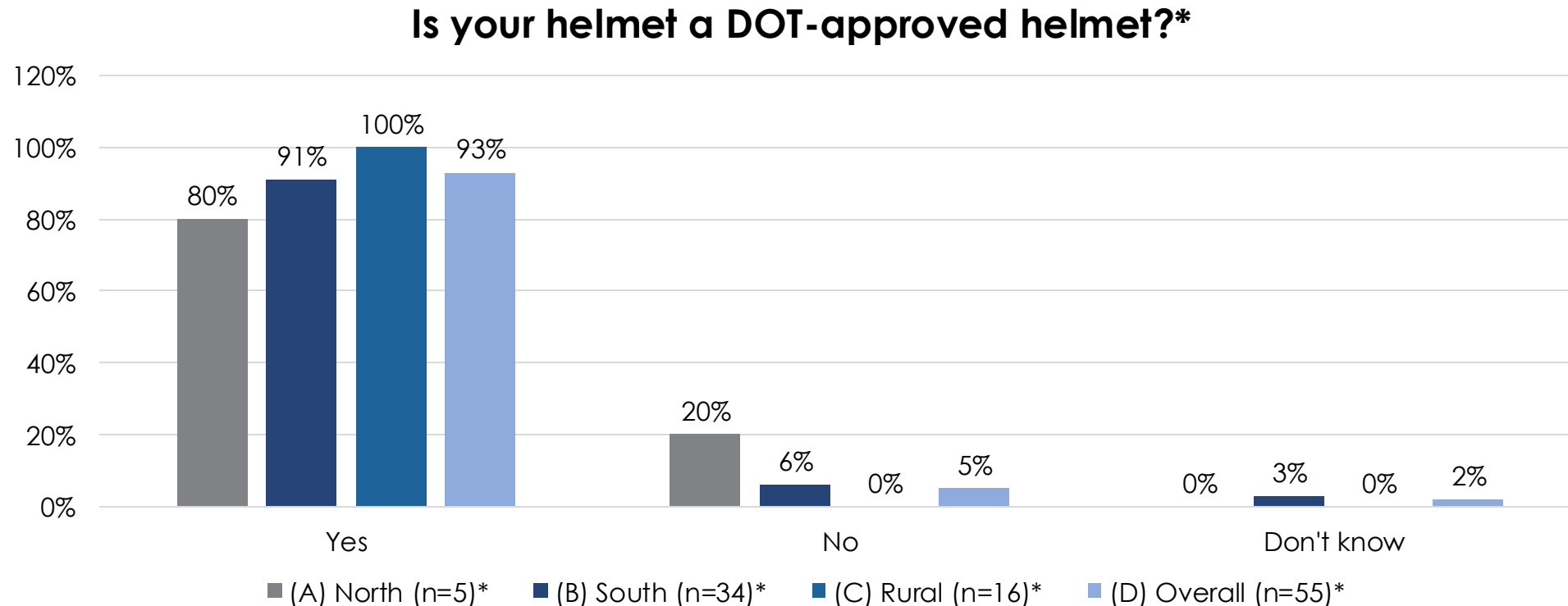


*NOTE: This question was only asked of respondents who indicated they currently ride a motorcycle on Nevada roads. These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

DOT Approved Helmet – by Geography

- ▶ At least 80% of motorcyclists who wear helmets use ones that are DOT-approved, including 80% in the North, 91% in the South, and a full 100% in Rural areas.



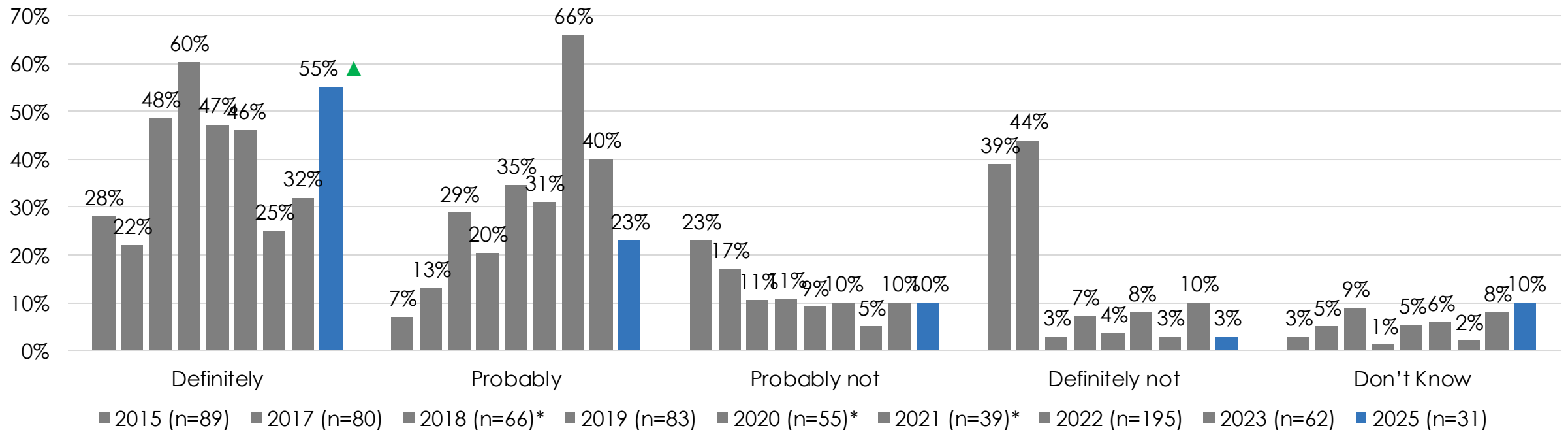
*NOTE: This question was only asked of respondents who indicated they currently ride a motorcycle on Nevada roads and wear a helmet when they ride. These are relatively small sample sizes, and caution should be used when generalizing the results to the broader population.

▲ Denotes a statistically significant difference at a 95% confidence level.

Impact of Zero Fatalities on Motorcycle Ridership

- ▶ The campaign's impact grew markedly in 2025, with 55% of riders saying it 'definitely' changed their behavior, up from just 32% in 2023.

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

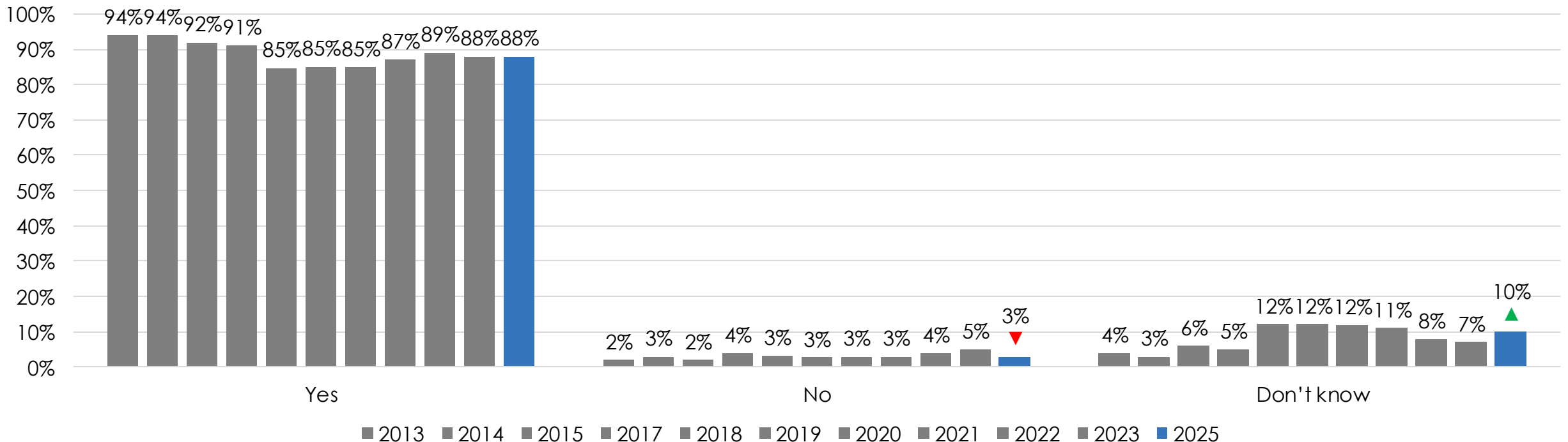
▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Nevada Laws: Perceptions & Adherence

Awareness of Handheld Phone Law

- ▶ 88% of Nevada drivers believe handheld phone use while driving is illegal, consistent with previous years.

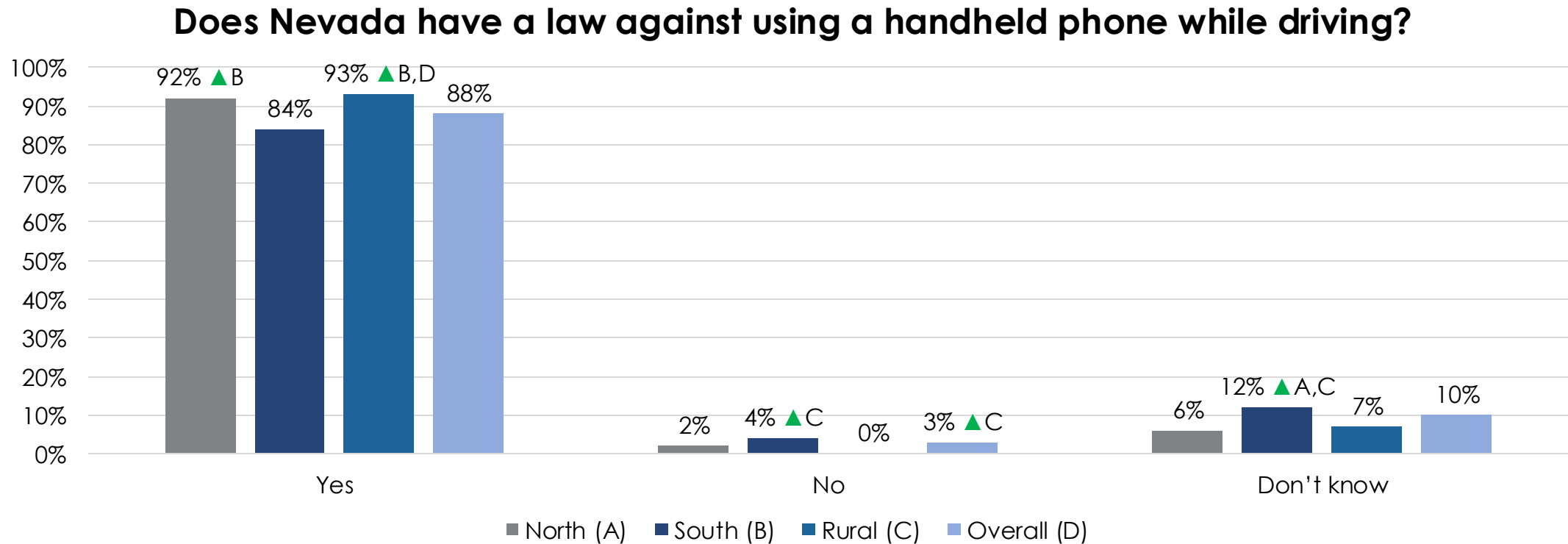
Does Nevada have a law against using a handheld phone while driving?



▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Handheld Phone Law – by Geography

- ▶ Most Nevadans were aware of the state's ban on handheld cell phone use while driving, though nearly 1 in 10 remained unsure whether such a law existed.

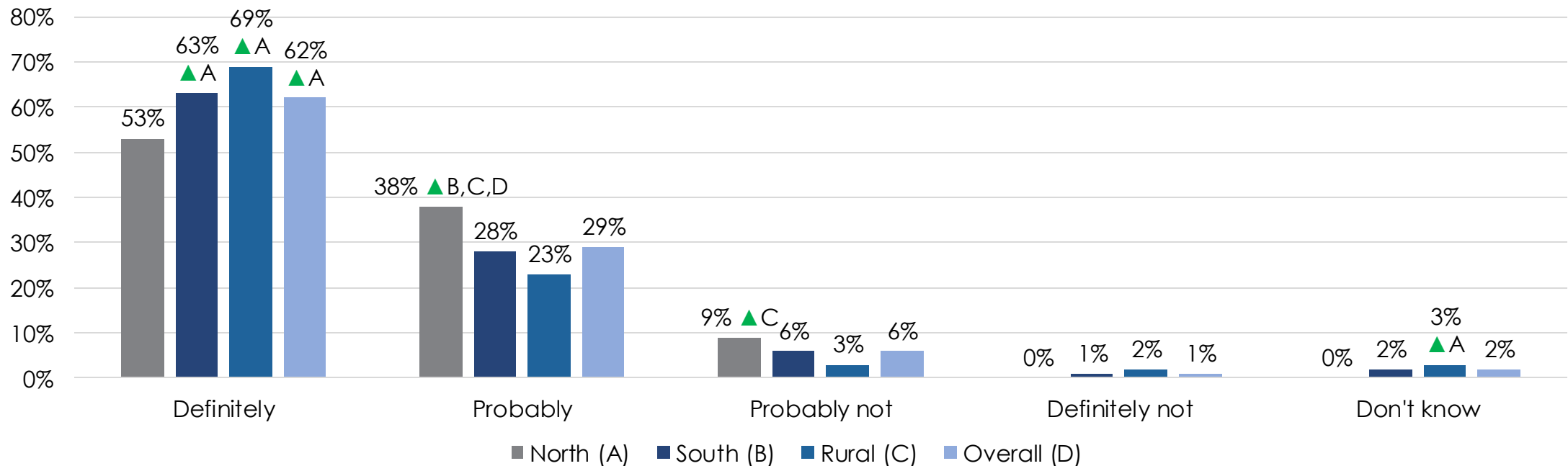


▲ Denotes a statistically significant difference at a 95% confidence level.

Support for Stronger Cell Phone Laws

- ▶ More than 60% of respondents in the South and Rural areas expressed strong support for a tougher cell phone law, compared to just over half in the North.

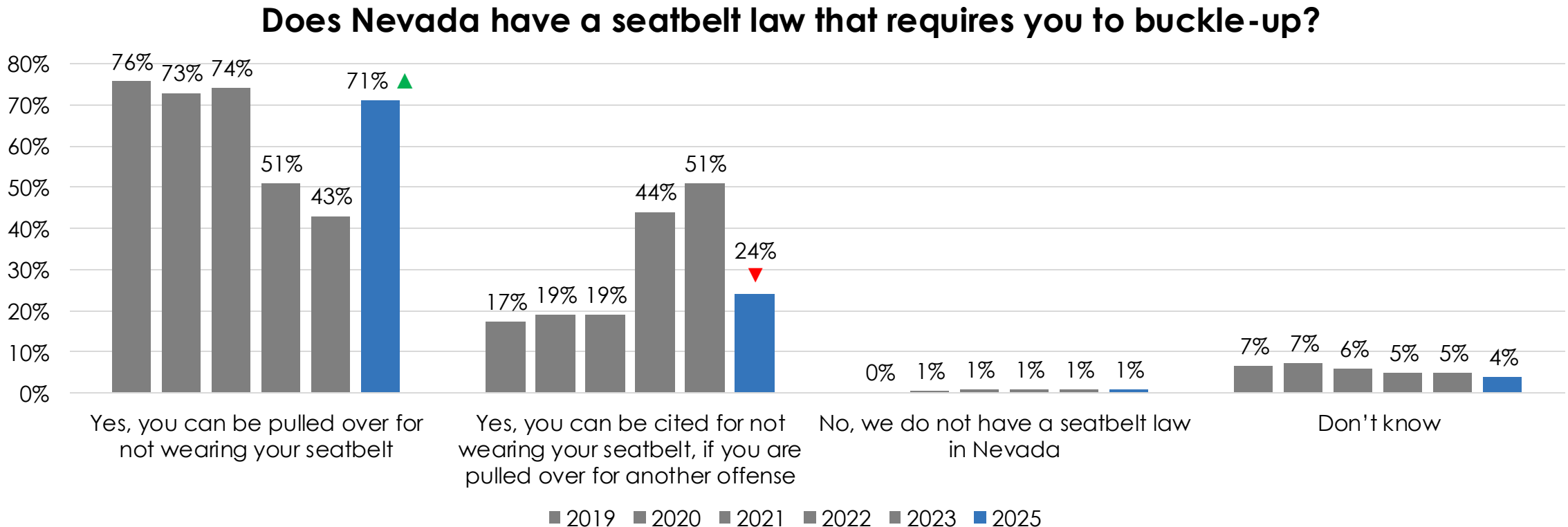
Would you support a stronger cell phone law, if you knew it would result in more lives saved on our roads?



▲ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Seatbelt Law

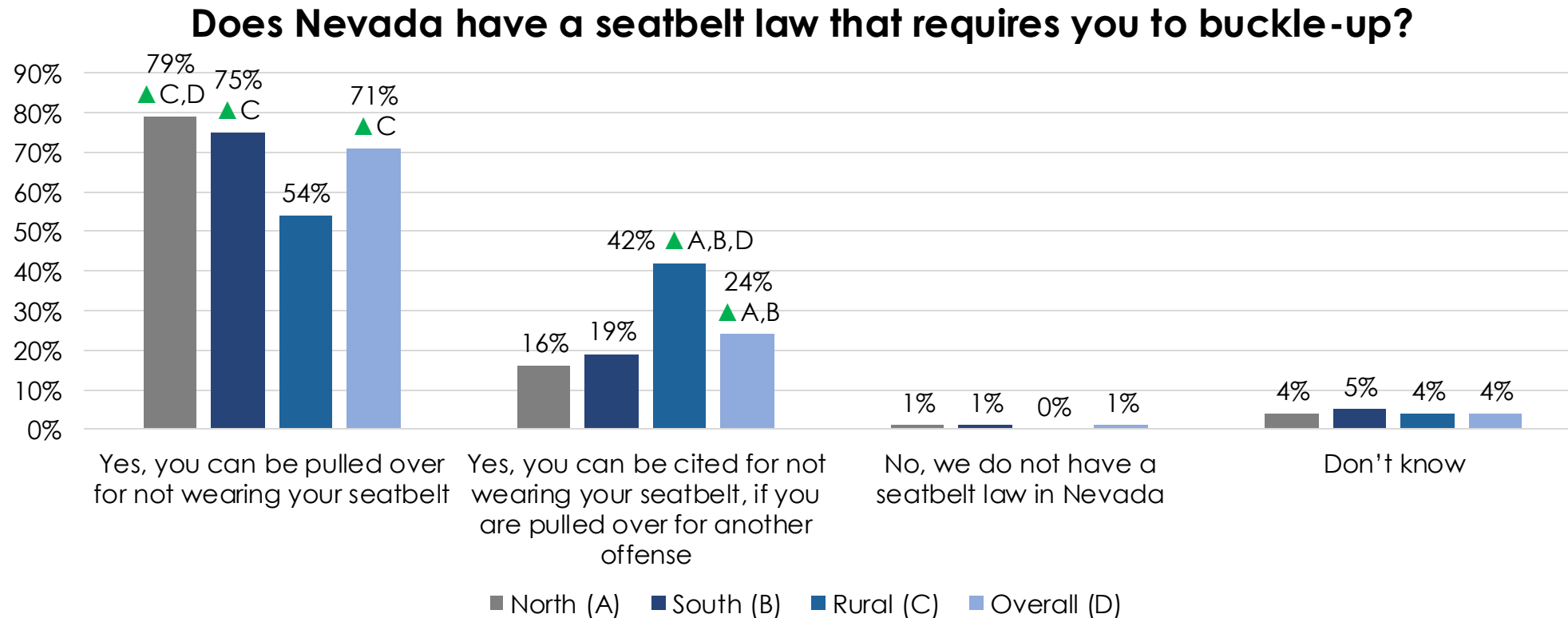
- ▶ Recognition that drivers can be pulled over for not wearing a seatbelt rose significantly in 2025.



▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Seatbelt Law – by Geography

- ▶ Only about half of Rural respondents believe drivers can be pulled over for not wearing a seatbelt, compared to more than 75% in other regions.

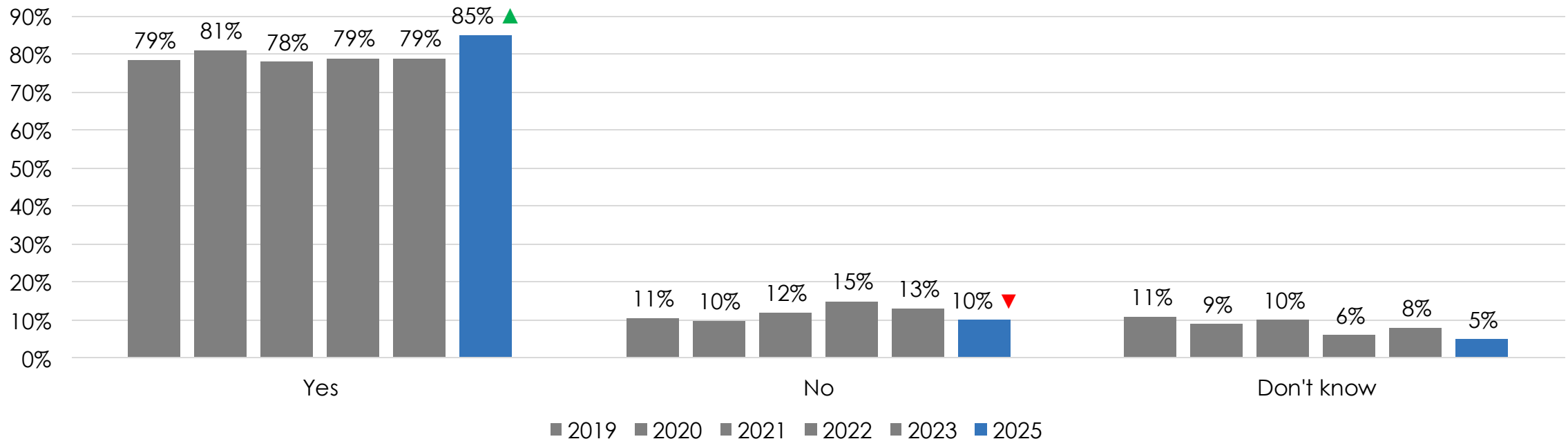


▲ Denotes a statistically significant difference at a 95% confidence level.

Support for Stronger Seatbelt Law

- ▶ Those who would support a stronger seatbelt law in Nevada increased in 2025.

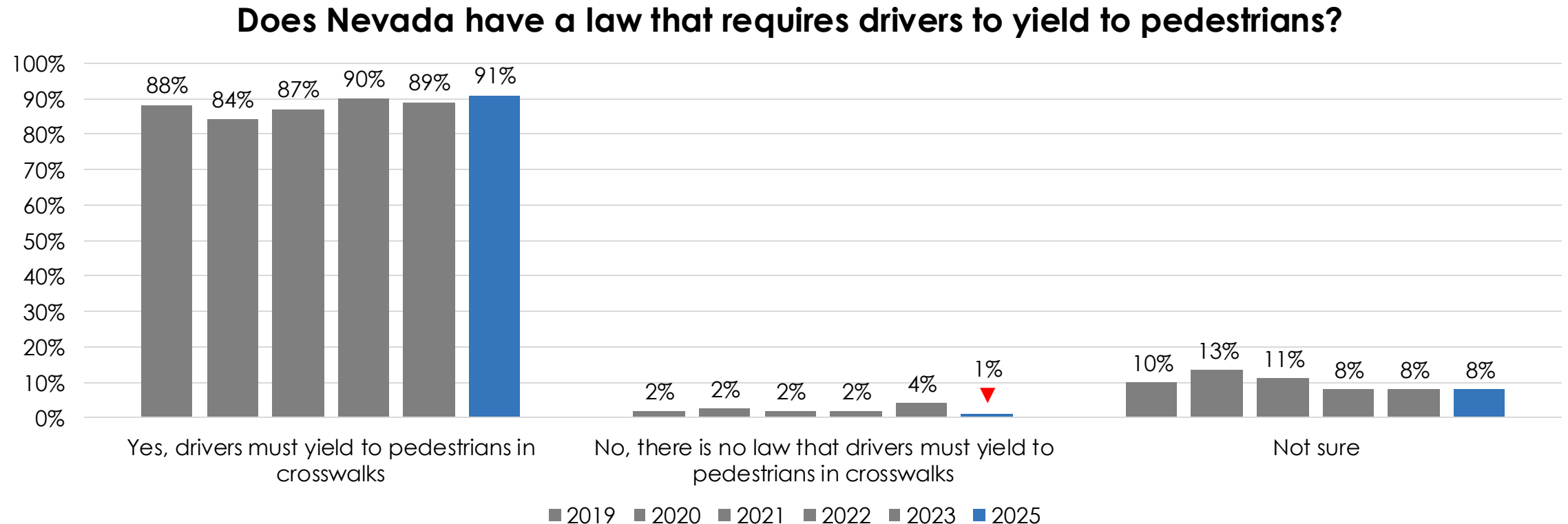
Would you support a stronger seatbelt law in Nevada if you knew it would result in more seat belt use and more lives saved on our roads?



▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Yielding to Pedestrians

- ▶ In 2025, those who believe Nevada has a law requiring drivers to yield to pedestrians increased slightly.

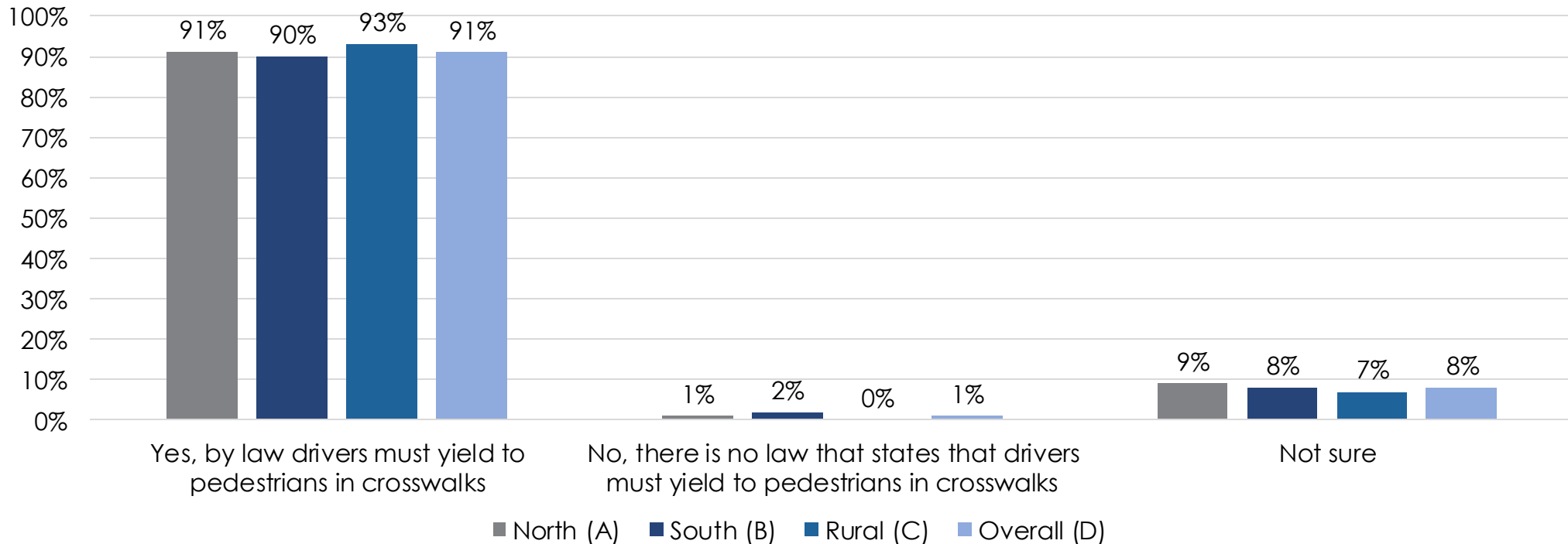


▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Yielding to Pedestrians – by Geography

- ▶ Awareness of laws requiring drivers to yield to pedestrians was consistent across Nevada.

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

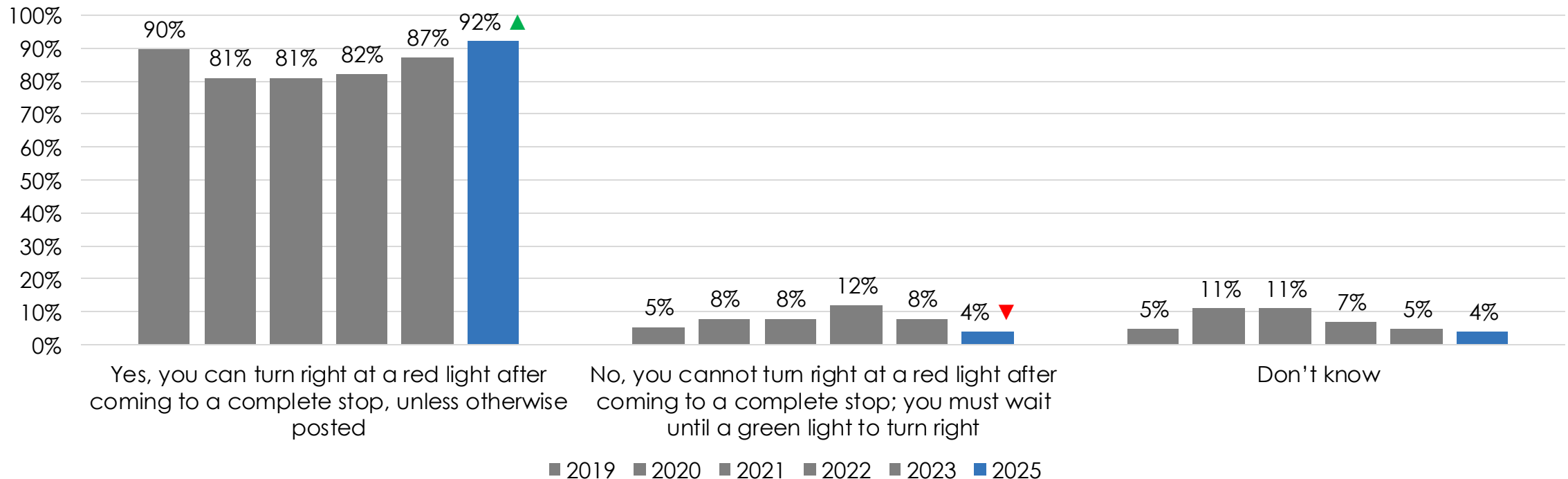


▲ Denotes a statistically significant difference at a 95% confidence level.

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 in 2025.

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

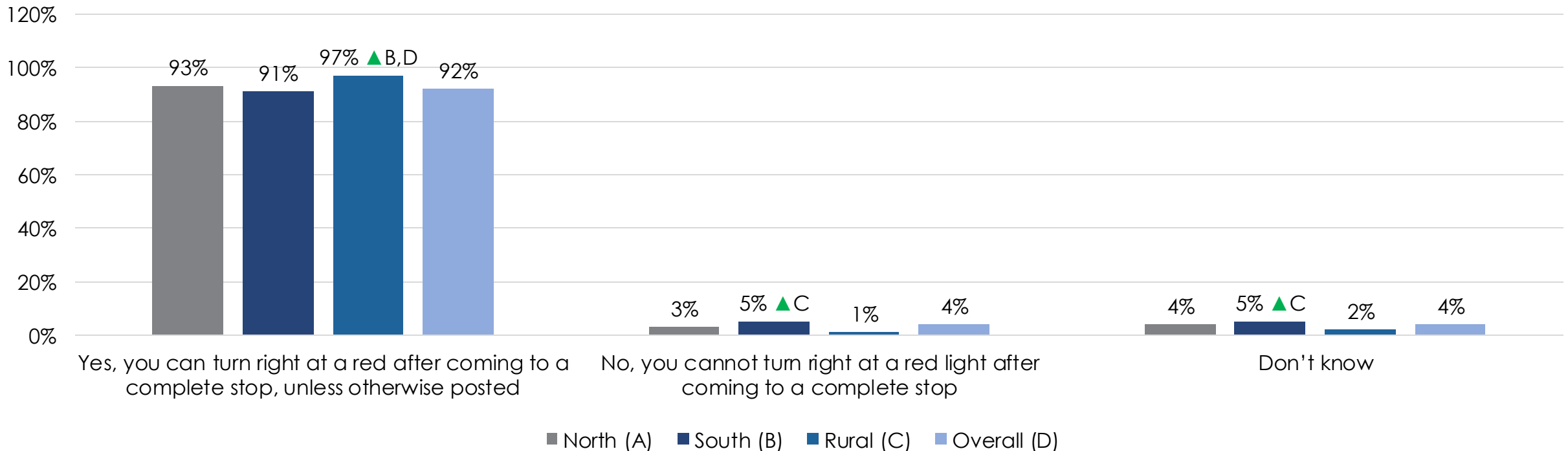


▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Right on Red Law – by Geography

- ▶ Drivers in the Rural areas were most likely to believe that you can turn right on a red light after coming to a complete stop.

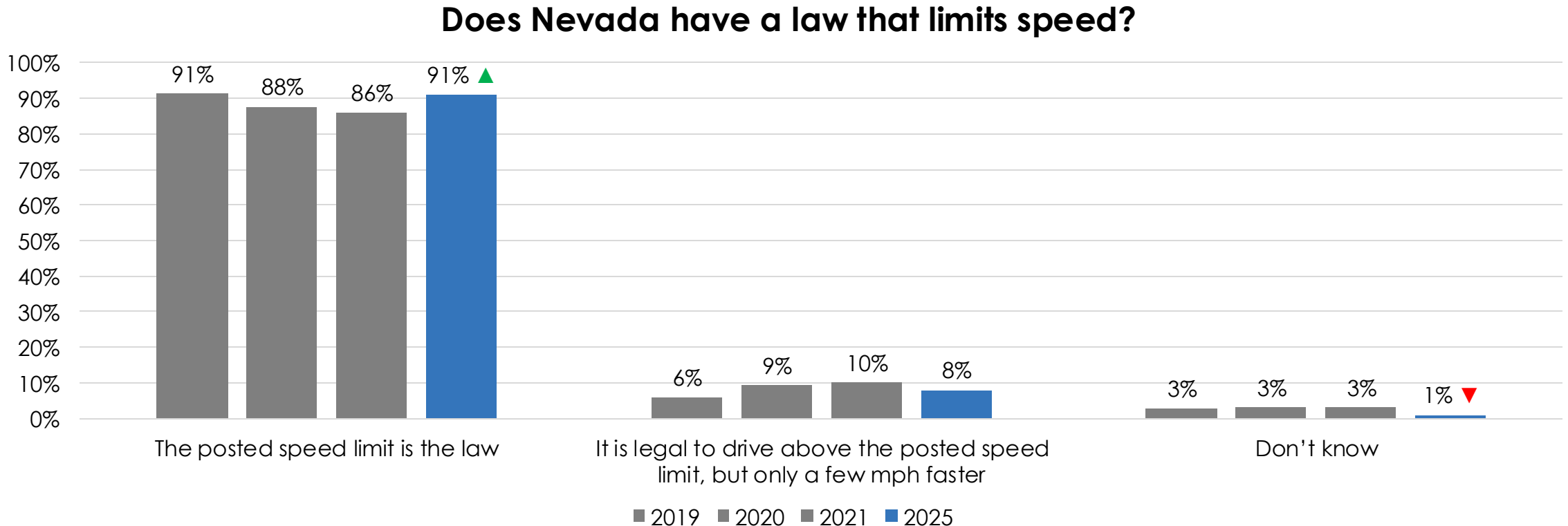
Under Nevada law, are you permitted to make right-hand turns at red lights?



▲ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Speeding Laws

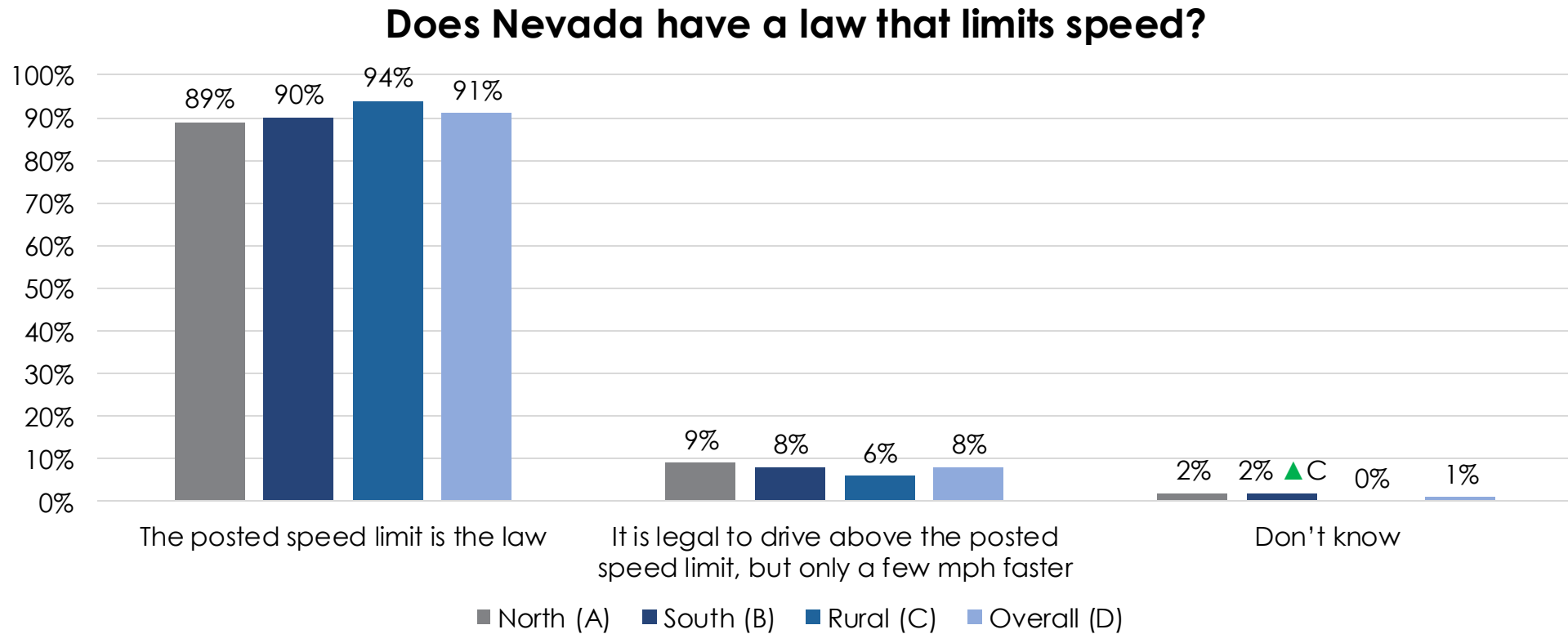
- ▶ In 2025, there was a slight increase in recognition that the posted speed limit in Nevada is the legal limit.



▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of Speeding Laws – by Geography

- ▶ Awareness of speeding laws was consistent across geographic regions of Nevada.

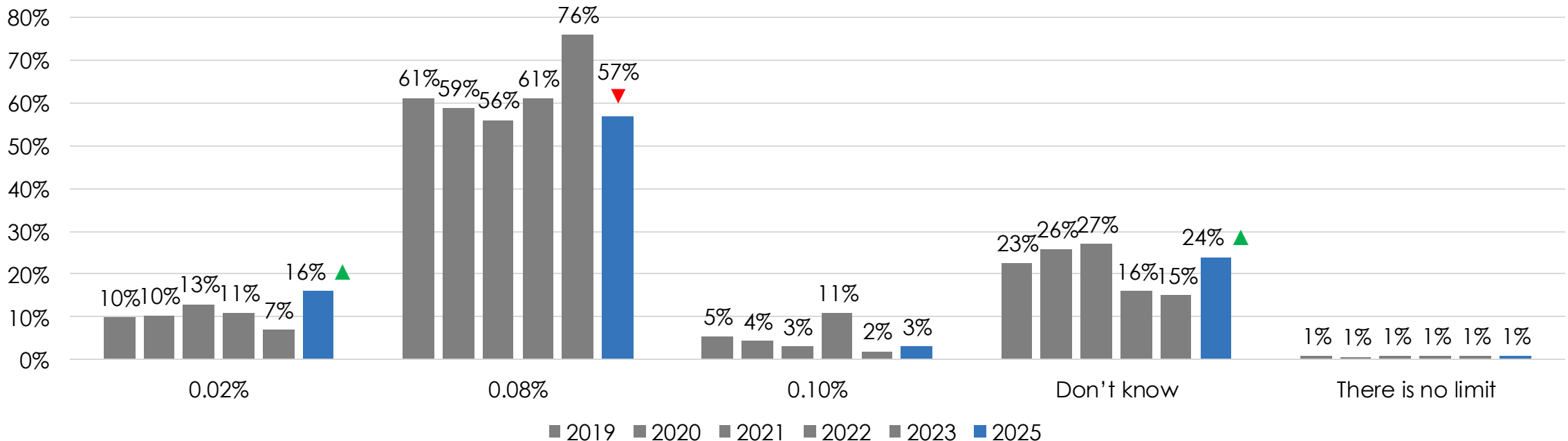


▲ Denotes a statistically significant difference at a 95% confidence level.

Awareness of BAC Limit

- ▶ In 2025, there was a significant decrease in recognition of the legal BAC limit.

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

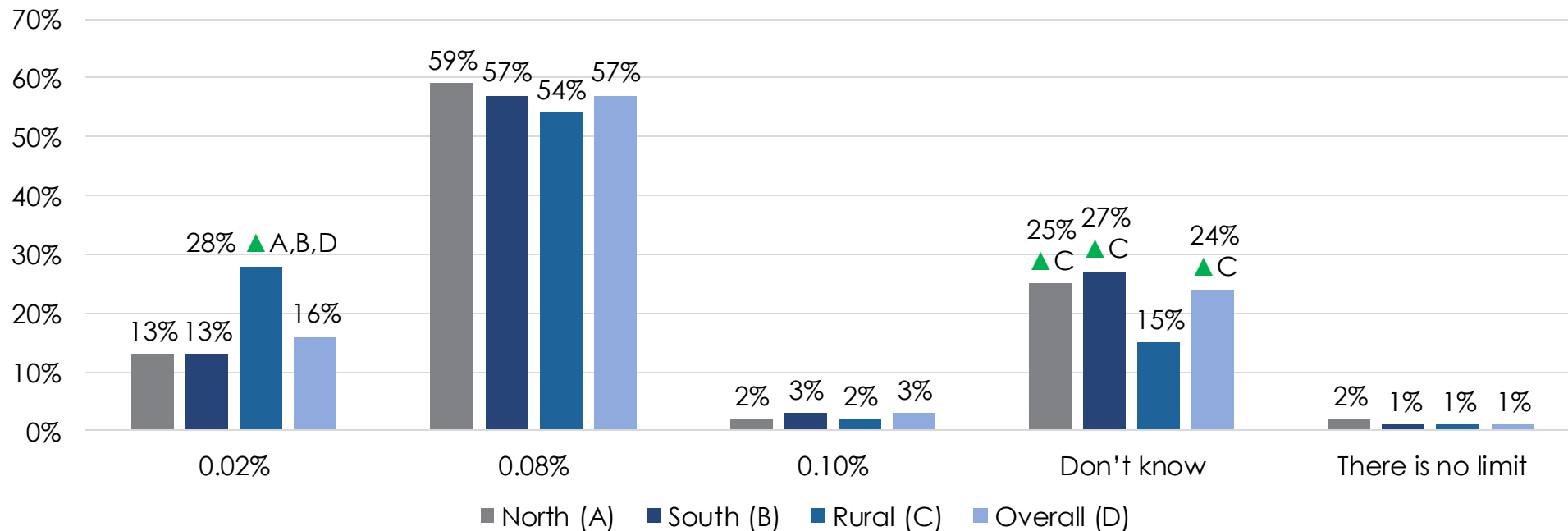


▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Awareness of BAC Limit – by Geography

- ▶ Rural Nevadans were most likely to report not knowing the state's legal BAC limit.

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

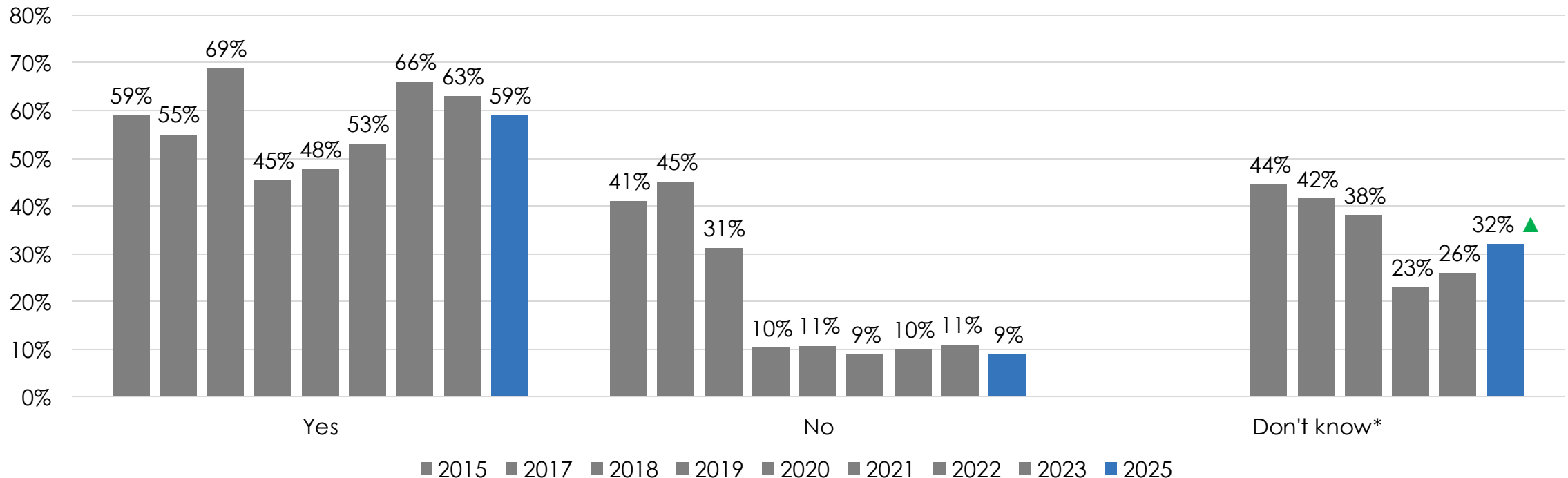


▲ Denotes a statistically significant difference at a 95% confidence level.

Law About Passing Bicyclists

- ▶ While nearly six in ten Nevadans were aware of a law requiring drivers to move over for bicyclists, recognition has declined for the last two years.

Does Nevada have a law that requires drivers to move over for bicyclists?*

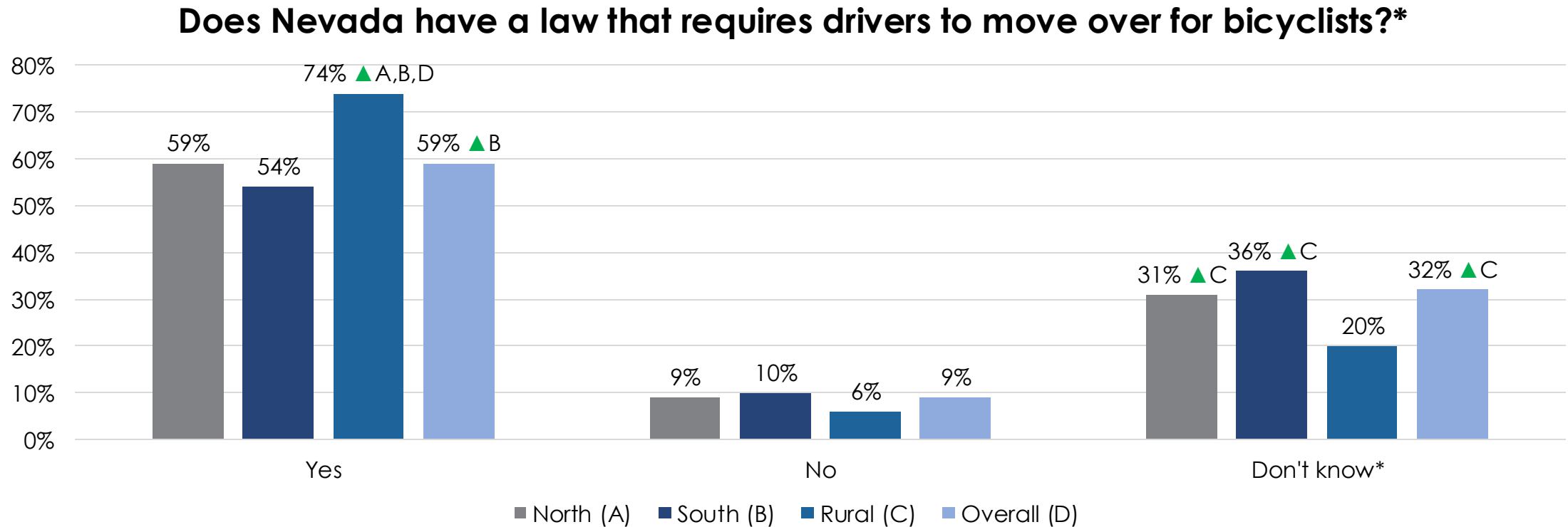


*NOTE: The “Don’t know” option was added for the first time in 2018.

▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Law About Passing Bicyclists – by Geography

- ▶ Rural drivers were most aware of laws about passing bicyclists.

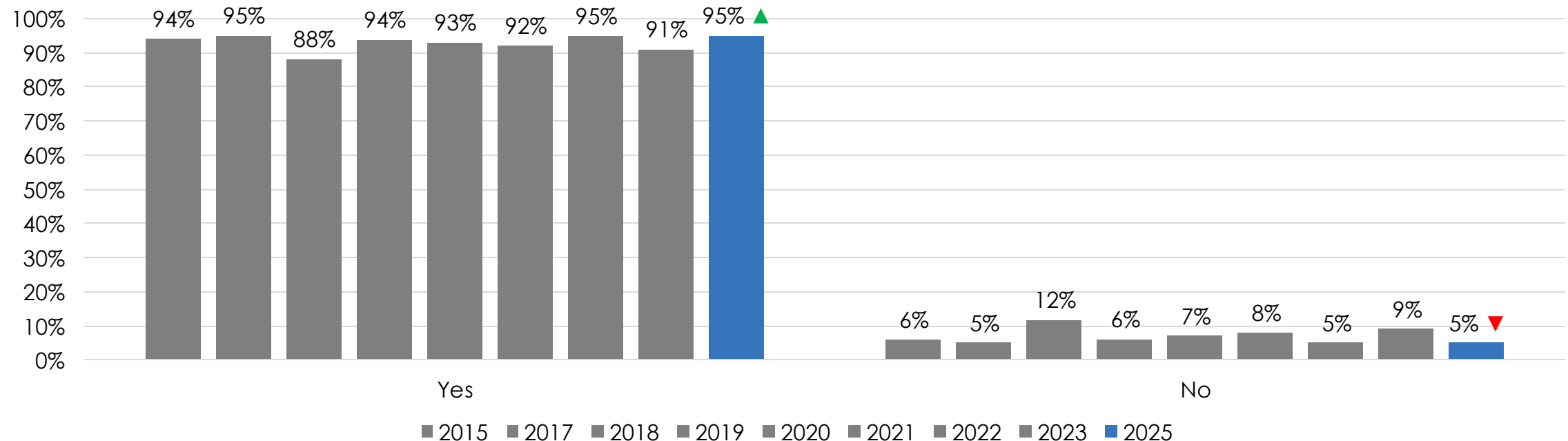


▲ Denotes a statistically significant difference at a 95% confidence level.

Law About Passing Emergency Vehicles

- ▶ 95% of respondents were aware of a law about slowing down or moving over when passing stopped emergency vehicles.

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



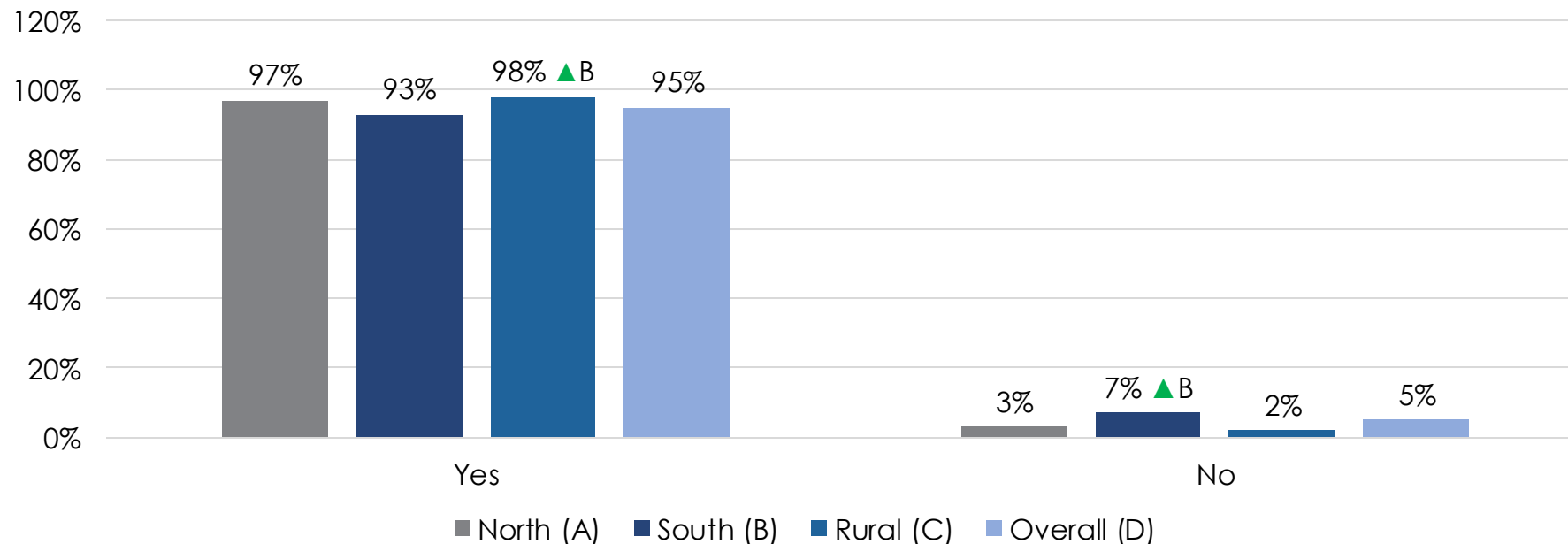
*NOTE: The words "slow down and" were added to the question text for the first time in 2019.

▲/▼ Denotes a statistically significant difference at a 95% confidence level.

Law About Emergency Vehicles – by Geography

- ▶ More than 90% of respondents across all regions were aware of the law requiring drivers to slow down and move over for stopped emergency vehicles.

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

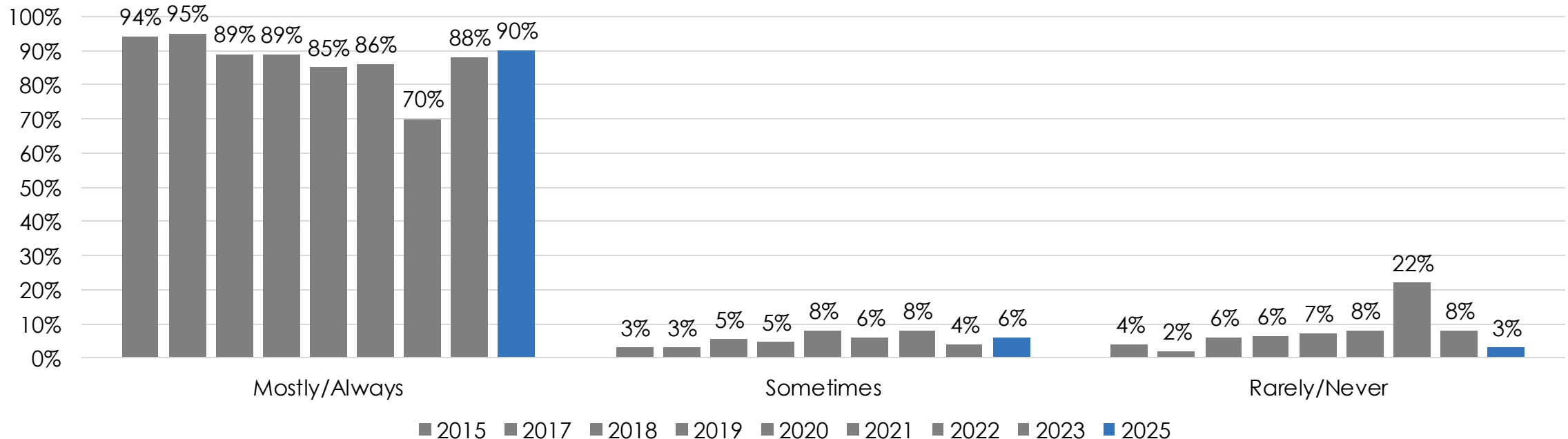


▲ Denotes a statistically significant difference at a 95% confidence level.

Accommodating Emergency Vehicles

- ▶ Consistent with 2023, 90% of respondents surveyed in 2025 indicated they mostly or always give space to stopped emergency vehicles.

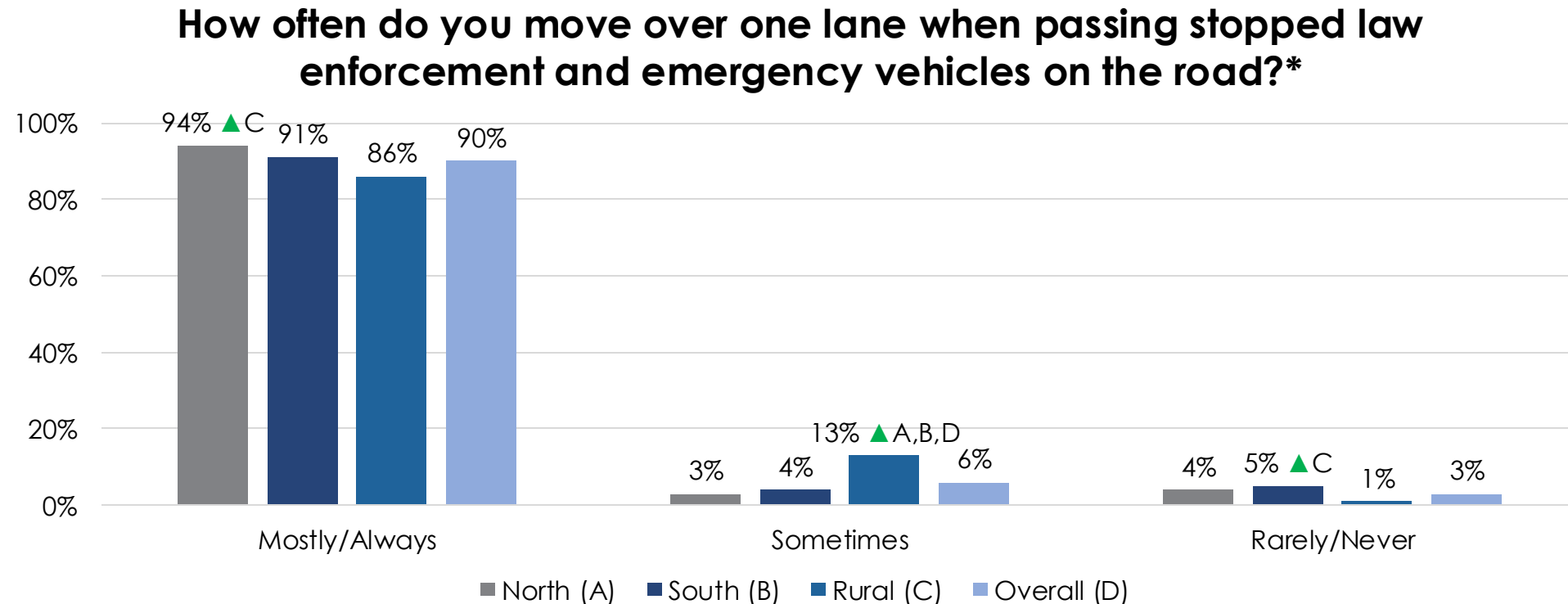
How often do you move over one lane when passing stopped law enforcement and emergency vehicles on the road?*



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

Accommodating Emergency Vehicles – by Geography

- ▶ While those in the Rural areas were least likely to move over one lane when passing stopped emergency vehicles, nearly nine in ten followed the law appropriately.

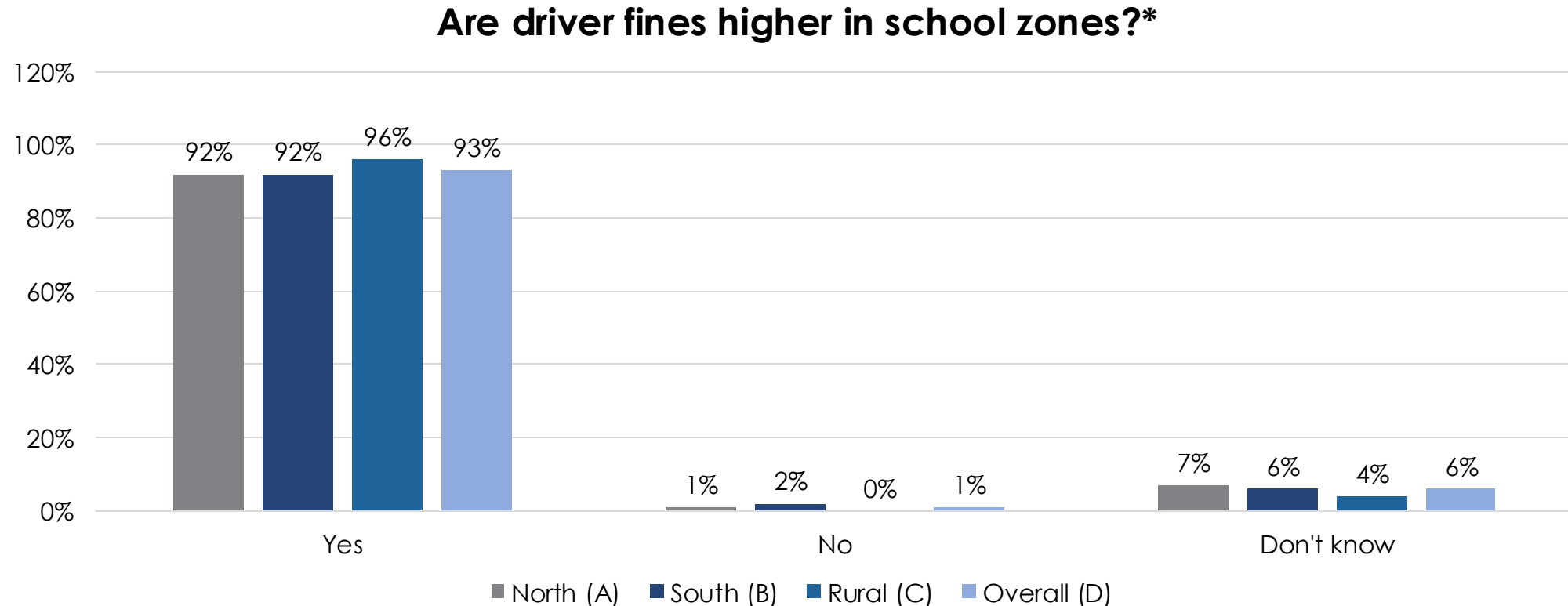


*NOTE: This question was only asked of respondents who indicated they were aware of a law requiring Nevada drivers to slow down and move over for emergency vehicles.

▲ Denotes a statistically significant difference at a 95% confidence level.

Fines in School Zones

- ▶ Recognition that traffic fines are higher in school zones was consistent across geographic region.

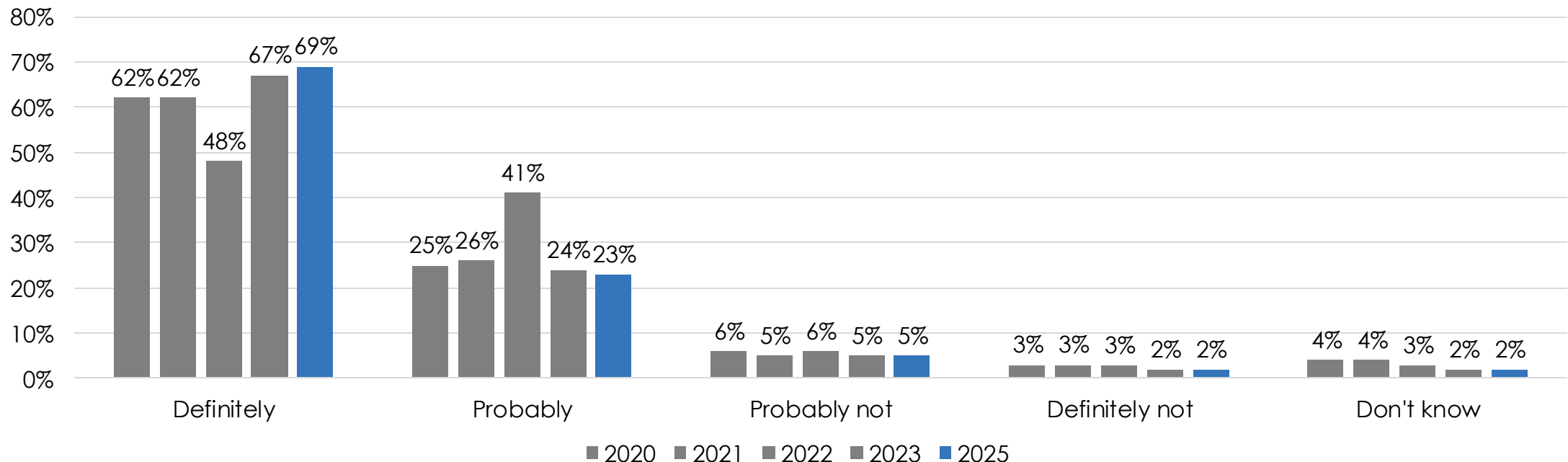


▲ Denotes a statistically significant difference at a 95% confidence level.

Support for Higher Fines in School Zones

- ▶ Support for doubling driver fines in active school zones was nearly identical to the results from 2023.

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?*



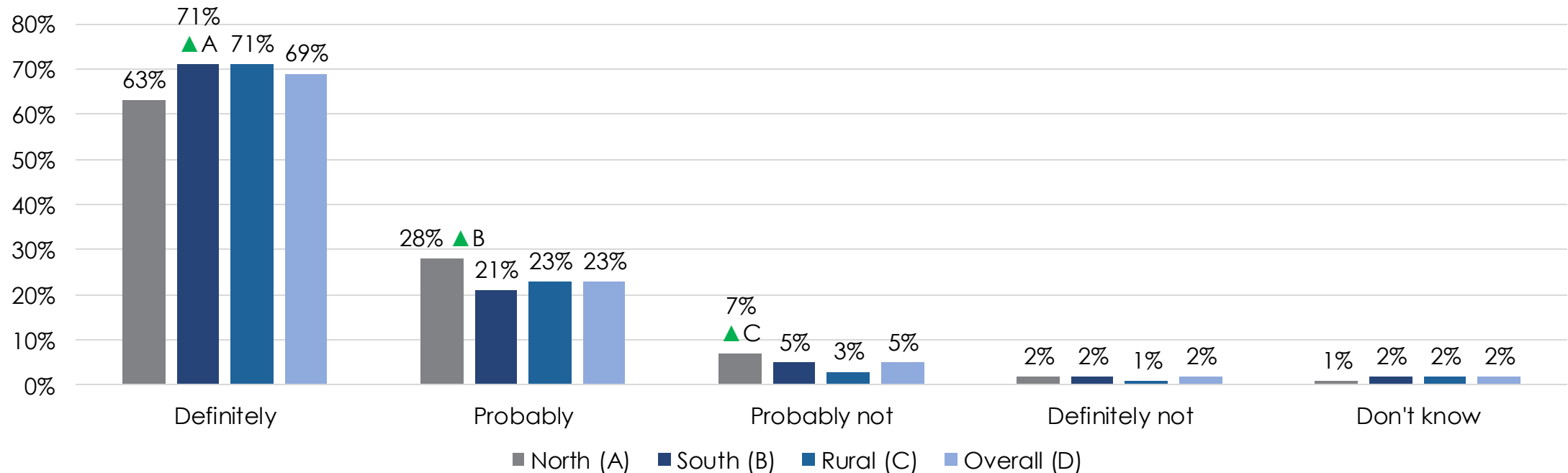
*NOTE: This question was added for the first time in 2020.

▲ / ▼ Denotes a statistically significant difference at a 95% confidence level.

Support for Higher Fines in School Zones – by Geography

- ▶ More than 60% of drivers in the North supported higher fines in school zones, representing the lowest of all geographic regions.

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?*

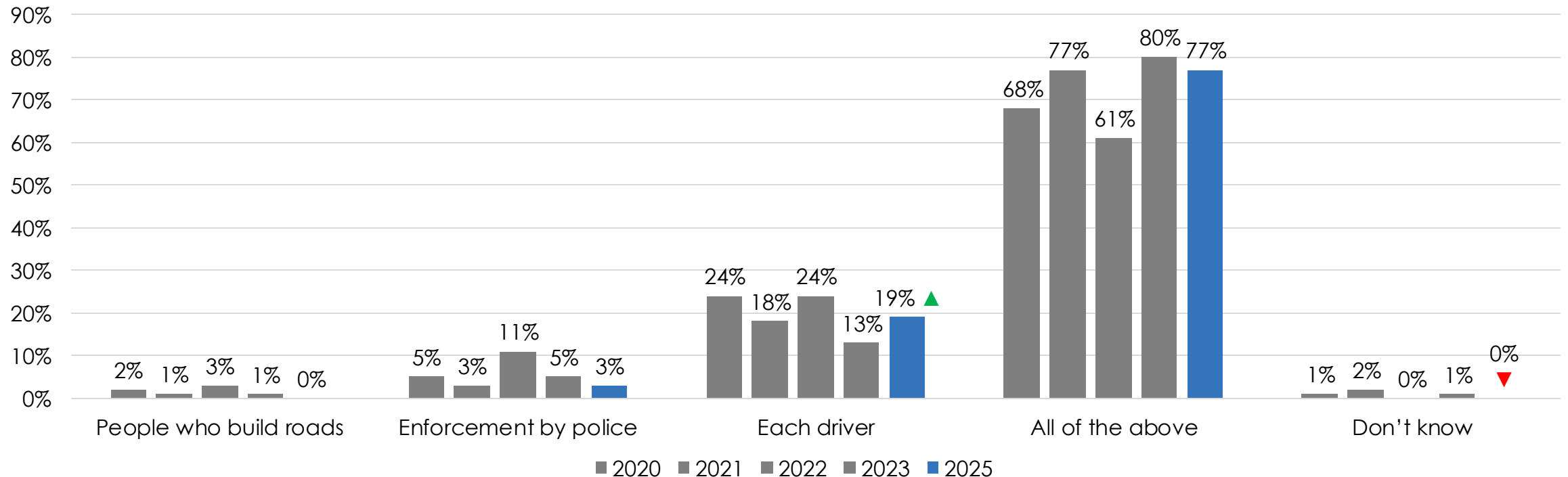


▲ Denotes a statistically significant difference at a 95% confidence level.

Responsibility for Ensuring Drivers Are Safe

- ▶ In 2025, there was an increase in the number of drivers who believe that each driver is responsible to ensure that other drivers are safe on the roadways, reversing a downward trend from 2023.

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



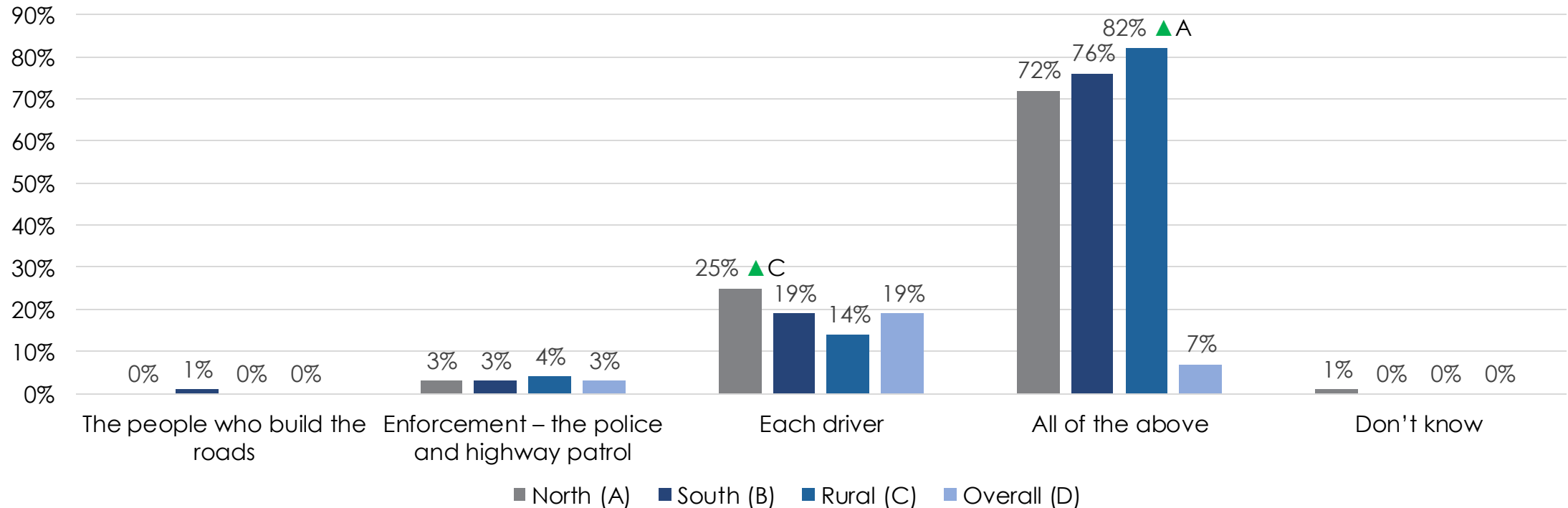
*NOTE: This question was added for the first time in 2020

▲/▼ Denotes a statistically significant difference at a 95% confidence level..

Responsibility for Ensuring Drivers Are Safe – by Geography

- ▶ Northern drivers were most likely to express that responsibility to ensure safety on the roadways falls on each driver, while Rural drivers were most likely to select “all of the above.”

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



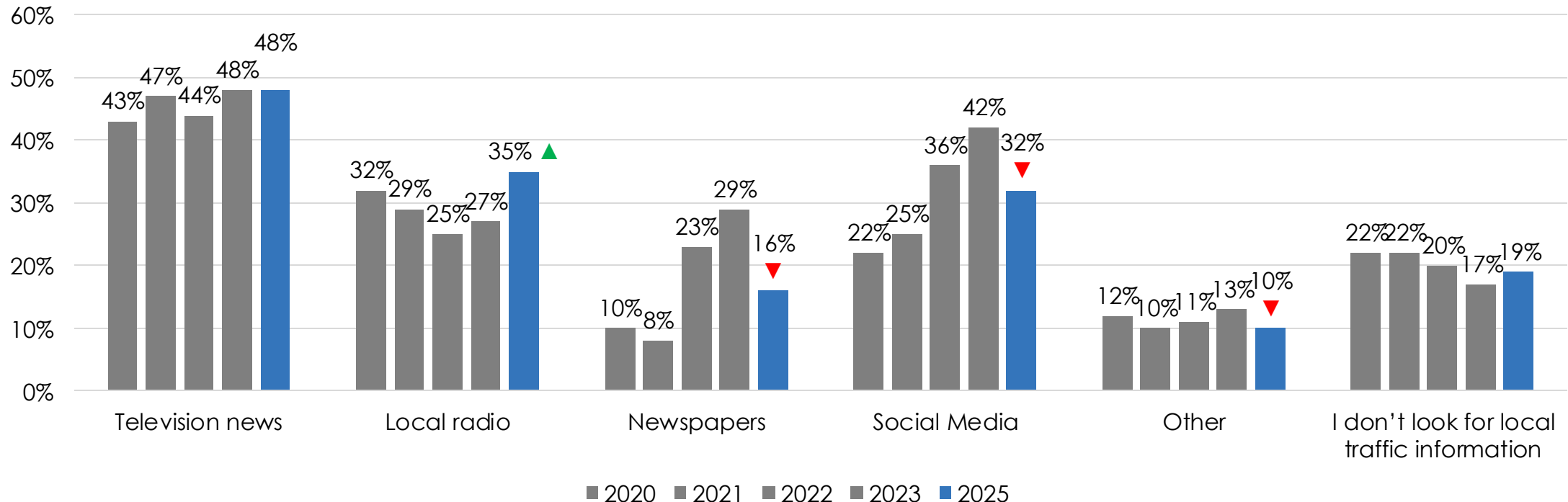
▲ Denotes a statistically significant difference at a 95% confidence level.

Local Traffic Information

Sources of Local Traffic Information

- ▶ Television news remained the most popular source of local traffic information, while social media and newspapers experienced large declines.

Where do you typically look for local traffic information?*



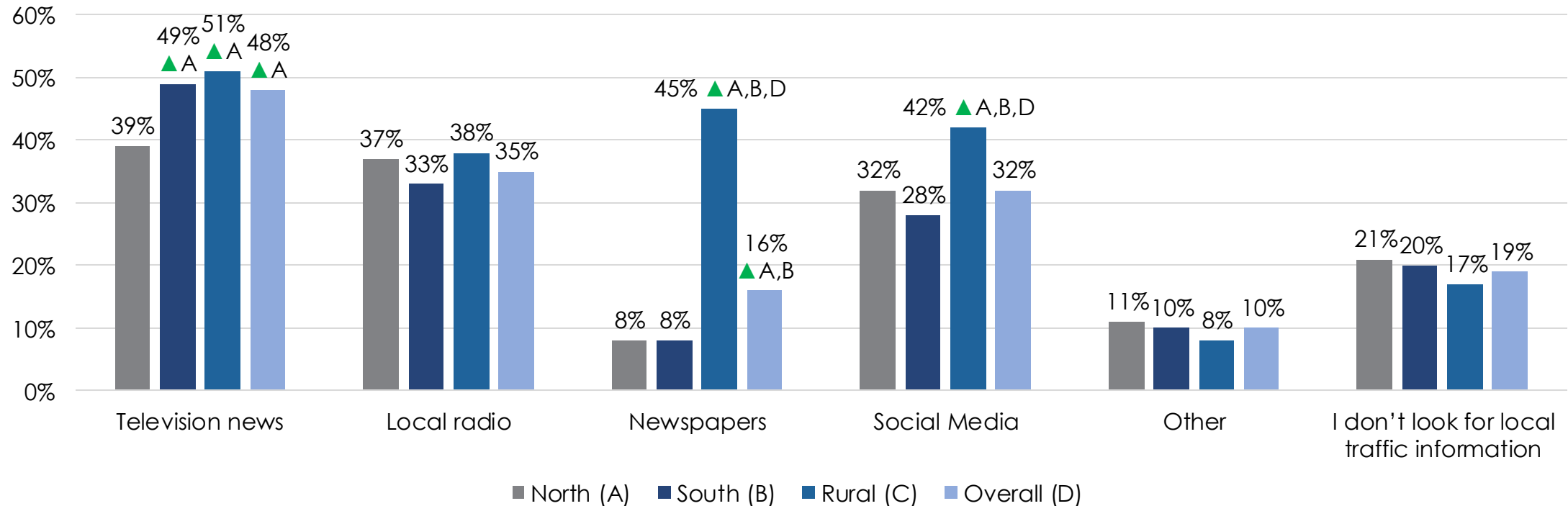
*NOTE: This question was added for the first time in 2020.

▲/▼ Denotes a statistically significant difference at a 95% confidence level..

Sources of Local Traffic Information – by Geography

- ▶ Nearly 20% of all Nevada drivers reporting not seeking out information about local traffic conditions.

Where do you typically look for local traffic information?*

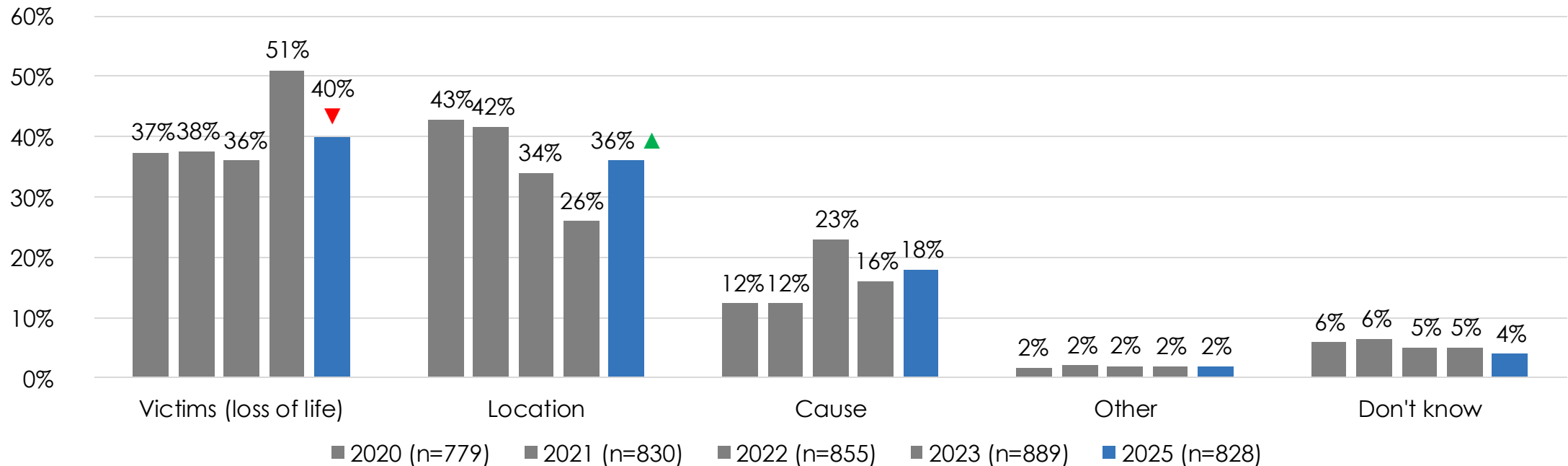


▲ Denotes a statistically significant difference at a 95% confidence level.

Focus of Media Coverage

- ▶ While respondents reported that media coverage of traffic incidents focused primarily on victims, this was down significantly from 2023.

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



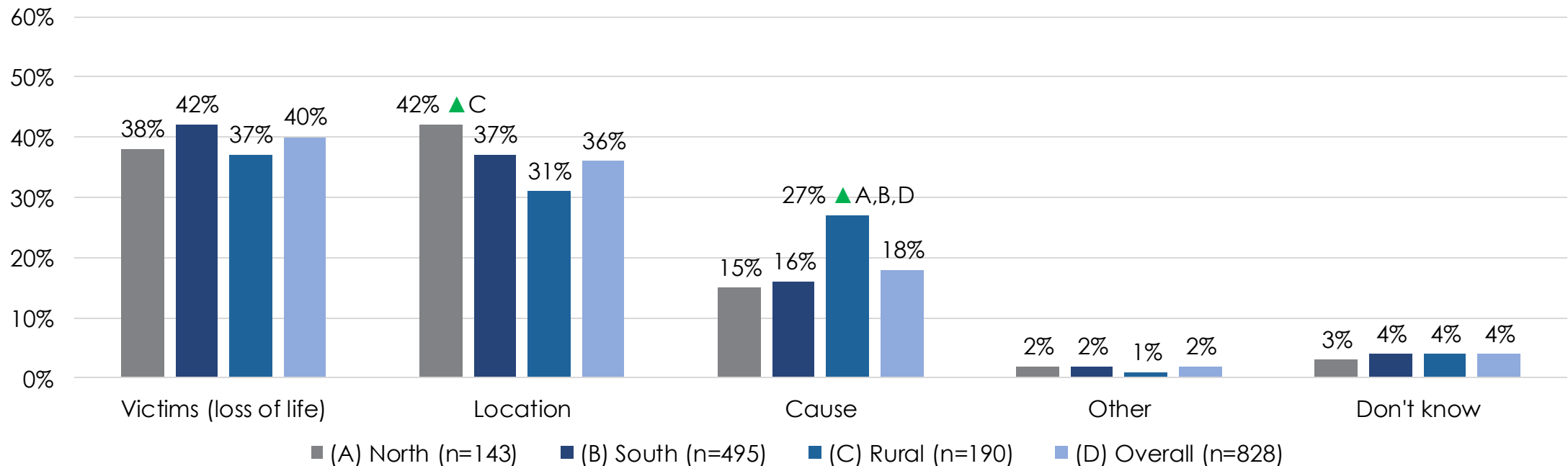
*NOTE: This question was added for the first time in 2020.

▲/▼ Denotes a statistically significant difference at a 95% confidence level..

Focus of Media Coverage – by Geography

- Rural respondents were most likely to report that media coverage about traffic incidents focused on the cause.

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

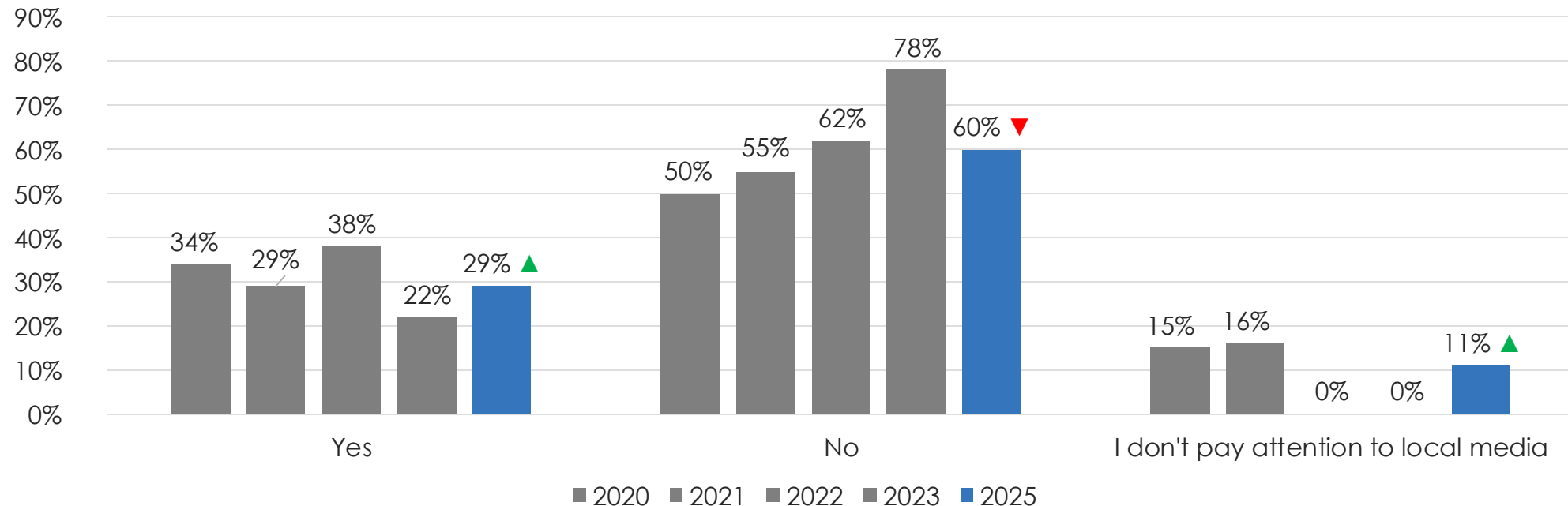


▲ Denotes a statistically significant difference at a 95% confidence level.

Common Dangerous Driving Behaviors

- ▶ 60% of 2025 respondents said that local media reports about dangerous driving didn't apply to them. While this number is still too high, it represents a significant decrease from 2023.

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



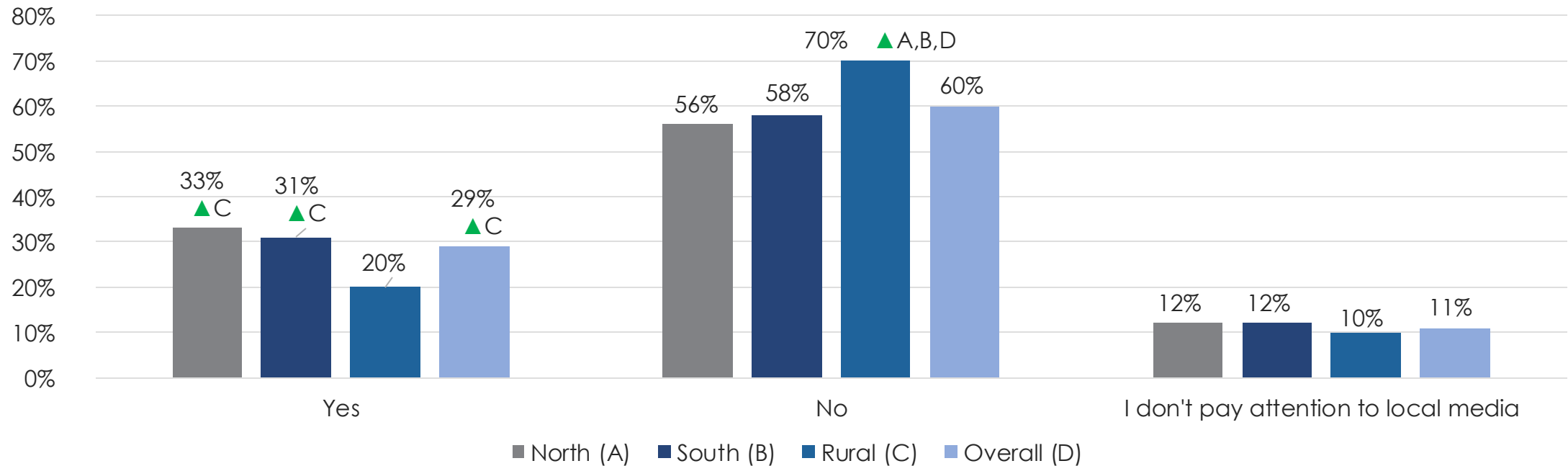
*NOTE: This question was added for the first time in 2020.

▲/▼ Denotes a statistically significant difference at a 95% confidence level..

Common Dangerous Driving Behaviors – by Geography

- ▶ More than half of respondents across all regions said common dangerous driving behaviors and statistics reported by the media did not apply to them, with the highest rate in Rural areas at 70%.

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

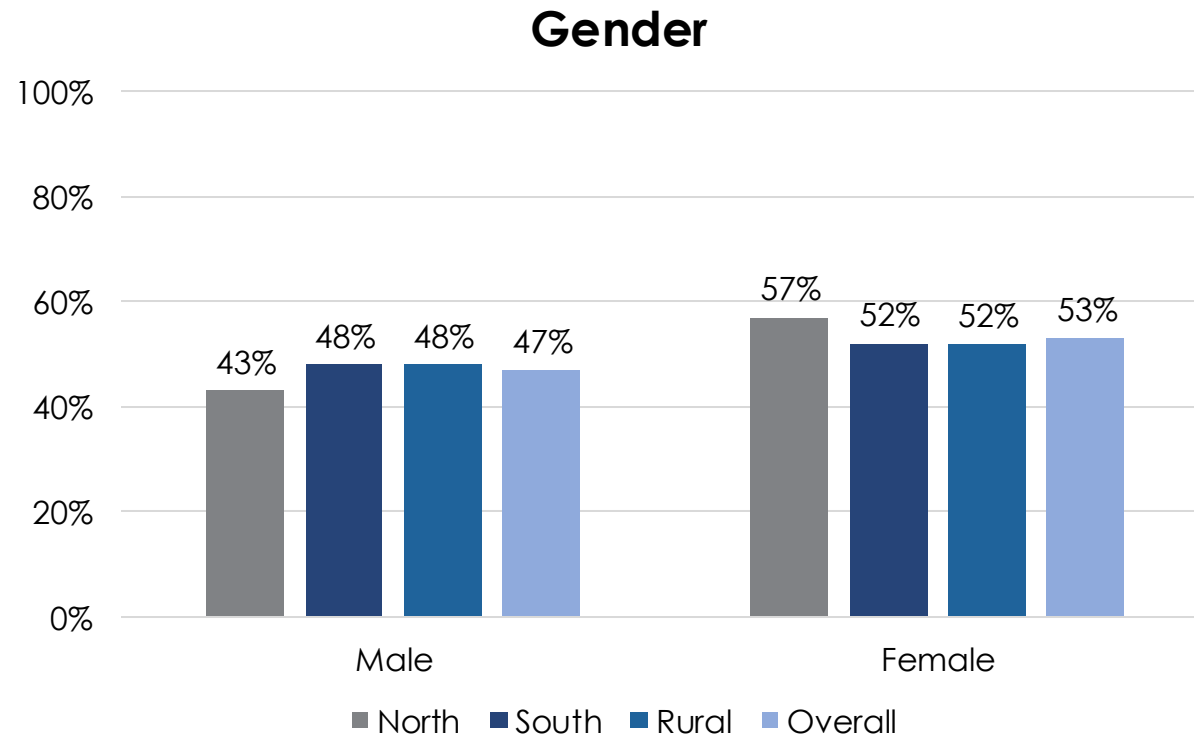


▲ Denotes a statistically significant difference at a 95% confidence level.

Demographics

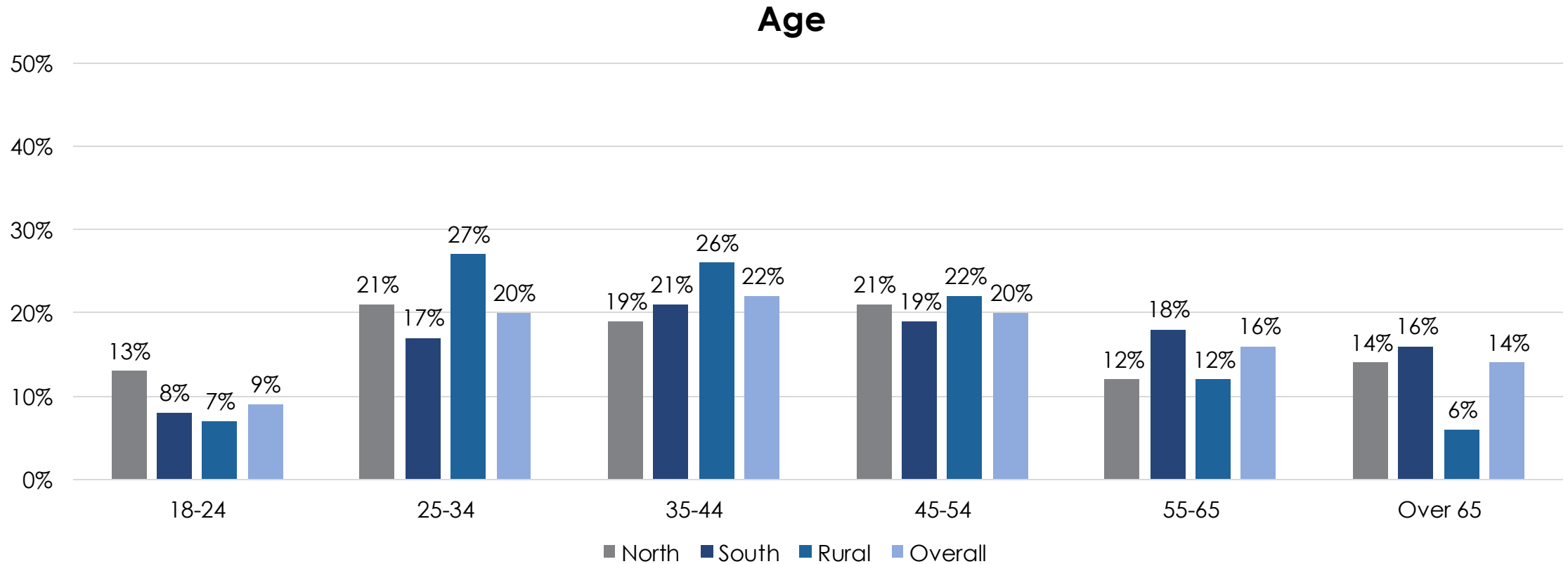
Gender

- ▶ Overall, roughly equal numbers of males and females were surveyed.



Age Categories

- ▶ 53% of respondents living in Rural areas were between the ages of 25 and 44, compared to 40% in the North and 38% in the South.





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