



Florida

2017

Motorcycle Safety Media Survey

Florida Department of Transportation

Final Report
September 30, 2017

Report prepared by the Public Opinion Research Lab at the University of North Florida

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DISCLAIMER

This report was prepared for the State of Florida, Department of Transportation, Safety Office, in cooperation with the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation.

The conclusions and opinions expressed in these reports are those of the sub grantee and do not necessarily represent those of the State of Florida, Department of Transportation, State Safety Office, the U.S. Department of Transportation, or any other agency of the State or Federal Government. The contents of this report reflect the findings of the authors, who are responsible for the facts and the accuracy of the data presented herein. This report is not intended for construction, bidding, or permit purposes. The researcher in charge of the project was Dr. Michael Binder, Faculty Director of the Public Opinion Research Laboratory at the University of North Florida. To contact Dr. Michael Binder, please call (904) 620-2784 or email porl@unf.edu.



Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S., and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2016 was at approximately 16,465,727 individuals, all of which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2016 American Community Survey (ACS) Census Bureau is as follows: 54.9% white, 16.8% black, 24.9% Hispanic/Latino origin, and 2.9% Asian. The Florida Department of Transportation (FDOT) reports a total of 273,180 miles of public roads.

Project Background

FDOT has several motorcycle safety messages that are distributed to the public by Ride Smart Florida, which is an extension of the Florida Motorcycle Safety Coalition. Ride Smart Florida uses data-driven research to develop, implement and evaluate measures to prevent motorcycle fatalities, including motorcycle safety campaigns. This report covers four safety messages: *Don't Be a Star*, *Ride Smart*, *Make the Right Choice*, and *Watch for Motorcycles*. The *Don't Be a Star* and the *Ride Smart* safety messages are targeting motorcyclists specifically, while the *Watch for Motorcycles* message is aimed at vehicle drivers. The *Make the Right Choice* message is targeting both groups and urging them not to drive distractedly.

The U.S. experienced 4,976 motorcyclist fatalities and 88,000 injuries in 2015. The fatality numbers had increased from 2014, when the U.S. total fatalities for motorcyclists was 4,594 individuals, but the total injuries declined from 92,000. These statistics can be found in NHTSA's Traffic Safety Facts report for 2014 and 2015, which uses data from the National Occupant Protection Use Survey (NOPUS).

Executive Summary

This report serves to inform FDOT about the effectiveness of their motorcycle safety campaigns, which were distributed in the hopes of raising motorcycle awareness and decreasing motorcycle-related crashes. In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey that yielded the following results:

- Motorcyclists were more likely to have heard of the "Watch for Motorcycles" safety message (89.8%) than non-motorcyclists (65.6%).
- Motorcyclists that claimed to ride "Nearly everyday" were more likely to have seen or heard about any of the motorcycle safety messages compared to those who claimed to ride "A few times per year".

- Both motorcyclists and non-motorcyclists were more likely to see the "Ride Smart" safety message and "Watch for Motorcycles" safety message on "Bumper Stickers" than any other advertising platform.
- A majority of non-motorcyclists claimed to primarily drive a "Passenger car" at 53.6%.
- The "Cruiser" was the most selected type of motorcycle that motorcyclists claimed to ride most often (41.5%).
- Out of all the motorcycle brands, "Harley-Davidson" was the brand that motorcyclists claimed to ride most often at 43.9%.

Methodology

Study Purpose

FDOT contracted with the PORL at UNF to gather information about the attitudes and awareness of adults living in 10 counties that experience some of the most serious injuries and fatal motorcycle crashes in the State of Florida (see Table 1). Motorcyclists and non-motorcyclists were asked about FDOT's motorcycle safety awareness campaigns and their general driving habits. The performance goal is to monitor the progress of FDOT's motorcycle safety awareness campaigns and their coverage throughout these counties.

In order to evaluate the effectiveness of FDOT's messaging, the PORL administered a telephone survey in July of 2017. This project was executed during this time period because it was after FDOT's motorcycle safety media campaigns.

Study Design

In the efforts of accurately capturing the awareness and driving habits of adult Florida drivers and motorcycle riders, two telephone surveys were executed. One survey was of non-motorcyclist licensed drivers with a sample size of 1,096. These individuals were contacted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones. The second survey targeted adult Florida motorcycle riders who had ridden in the past 12 months. The motorcycle rider sample includes motorcycles riders from the RDD sampling frame in addition to a listed landline sample, which targeted households with a motorcycle rider. Both of these surveys sampled the 10 counties shown in Table 1 below. Quotas were placed on the non-motorcyclist survey for each of the 10 counties to ensure around 100 surveys were completed to decrease margin of sampling error when cross analyzing counties (see Table 1). It is important to understand and recognize the n (sample size) when comparing these counties as their margin of sampling error are higher and there is more uncertainty towards the true population.

Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Scientific Telephone Samples provided all of the telephone numbers used for the survey.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, were selected in the household by being the first qualified participant to be available to participate in the non-motorcyclist survey. As for respondents contacted by cellphone they were selected by being the first qualified participant to answer the phone. In the motorcyclist survey, upon reaching an individual through a landline or cellphone, respondents were selected by being the first available participant who had ridden a motorcycle in the past 12 months. The breakdown of completed motorcyclist responses on a landline phone to a cell phone was 82.0% to 17.5% with 0.6% unknown. The breakdown of completed non-motorcyclist responses on a landline phone to a cell phone was 38.1% to 61.5% with 0.5% unknown.

At least 5 callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and Spanish. Calls were made July 6 – July 27, 2017 from 5:00 p.m. - 9:00 p.m. seven days a week.

For the non-motorcyclist survey, in order to adjust for the oversampling of smaller counties, and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled counties across all 10 counties. Smaller counties that were oversampled need their values adjusted downward so as not to bias the overall results. Second, in order to ensure that the results presented are reflective of the adult population of these 10 Florida counties, we need to make sure that the sample is as reflective of the population as possible. The total sample was weighted by age, gender, education and race to the estimated 2016 American Community Survey for the adult population of the 10 Florida counties surveyed.

Table 1. Motorcyclists / Non-motorcyclists	
County	Sample Size
Brevard	n=56 / 140
Broward	n=26 / 84
Duval	n=55 / 147
Hillsborough	n=34 / 143
Miami-Dade	n=19 / 119
Orange	n=38 / 89
Palm Beach	n=27 / 91
Pasco	n=37 / 72
Pinellas	n=40 / 102
Volusia	n=51 / 109
Total	n=383 / 1,096

There were 1,096 total surveys completed of non-motorcyclists who answered all three demographic questions needed for weighting: age, sex and race. For these questions, if 'Don't Know' or 'Refusal' were selected then they were coded as missing and are not used in the analysis. The margin of sampling error is +/- 2.96 percentage points. This study had a 13% response rate. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are actually eligible.

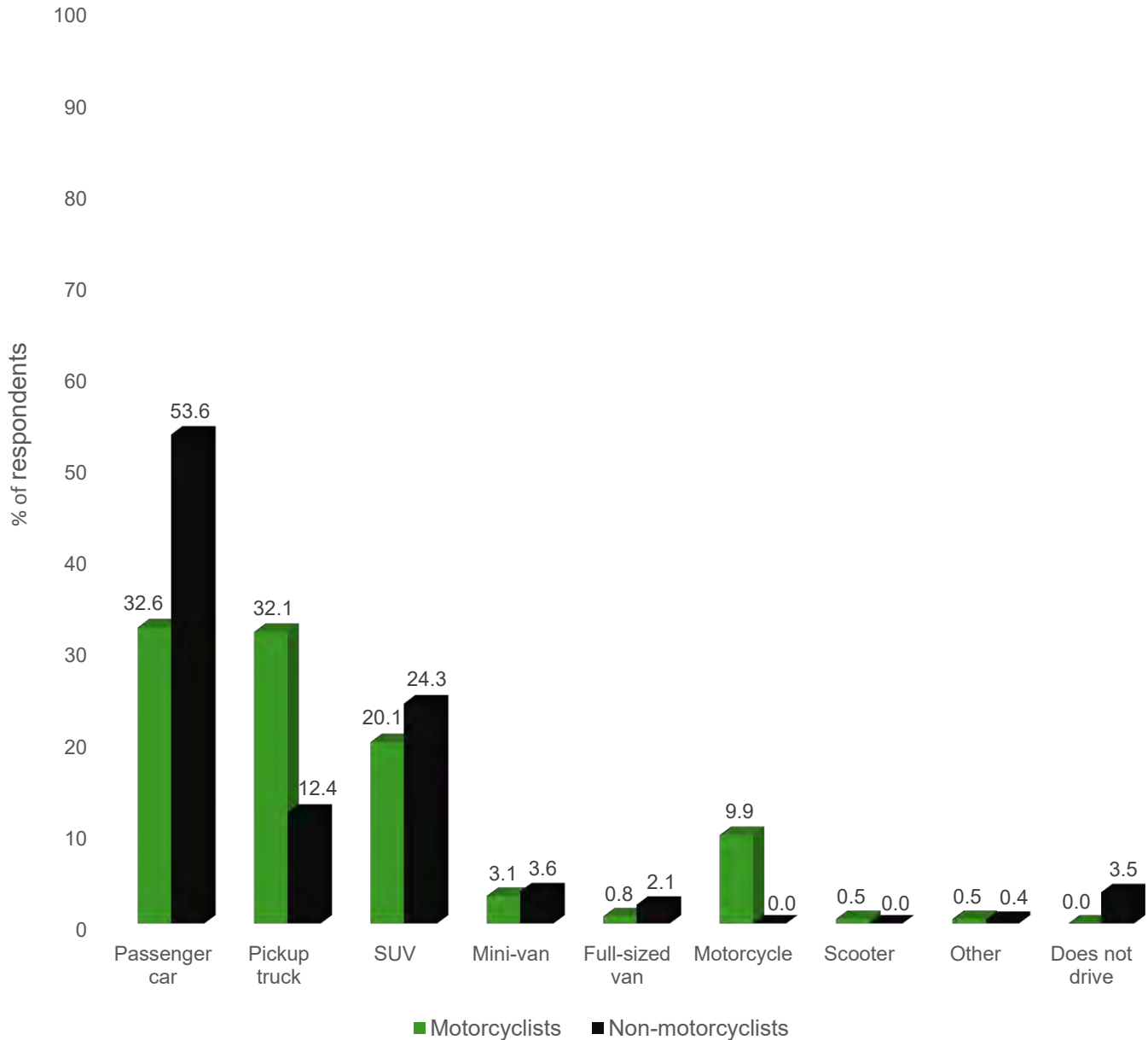
As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Summary of Findings

Figure 1. Motorcyclists and Non-motorcyclists by Vehicle Driven

In general, what type of vehicle do you drive most often?



In Figure 1, respondents were asked what type of vehicle they drive most often, which was then broken down by motorcyclists and non-motorcyclists. “Passenger car” was the most popular response for both motorcyclists and non-motorcyclists at 32.6% and 53.6% respectively. Interestingly, only 9.4% of motorcyclists claimed to primarily drive their motorcycle. Motorcyclists were also more likely to claim “Pickup truck” as their

primary vehicle at 32.1%, compared to the 12.4% of non-motorcyclists who claimed to drive a “Pickup truck” most often. Non-motorcyclists responded “Does not drive” at 3.5%. Motorcyclists had 0.0% that responded “Does not drive”, because they, by nature of the survey, ride a motorcycle at the very least, if not also another primary motor vehicle.

Figure 2. Motorcyclists by Type of Motorcycle

Thinking of the motorcycle that you ride most often, what type of motorcycle is it?

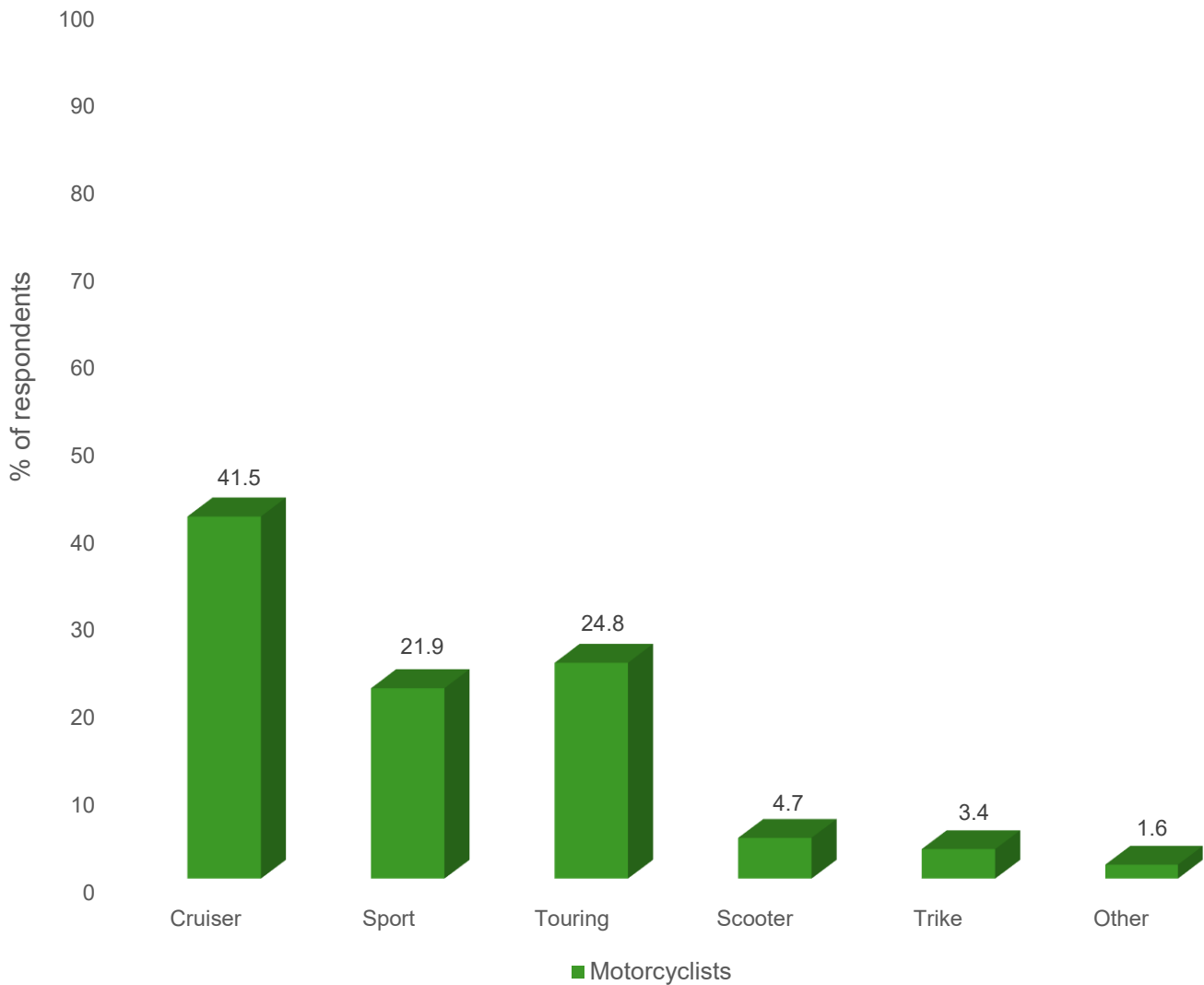


Figure 2 shows the results for motorcyclists who answered what type of motorcycle they ride most often. "Cruiser" was the most selected response at 41.5%, followed by "Touring" at 24.8%. A sizeable amount of respondents also claimed to ride "Sport" motorcycles

most often at 21.9%. These three types of motorcycles were distinctively more popular than the other three possible selections. Less than 5.0% of motorcyclists claimed to ride a "Scooter", "Trike", or "Other" motorcycle most often.

Figure 3. Motorcyclists by Brand Ridden

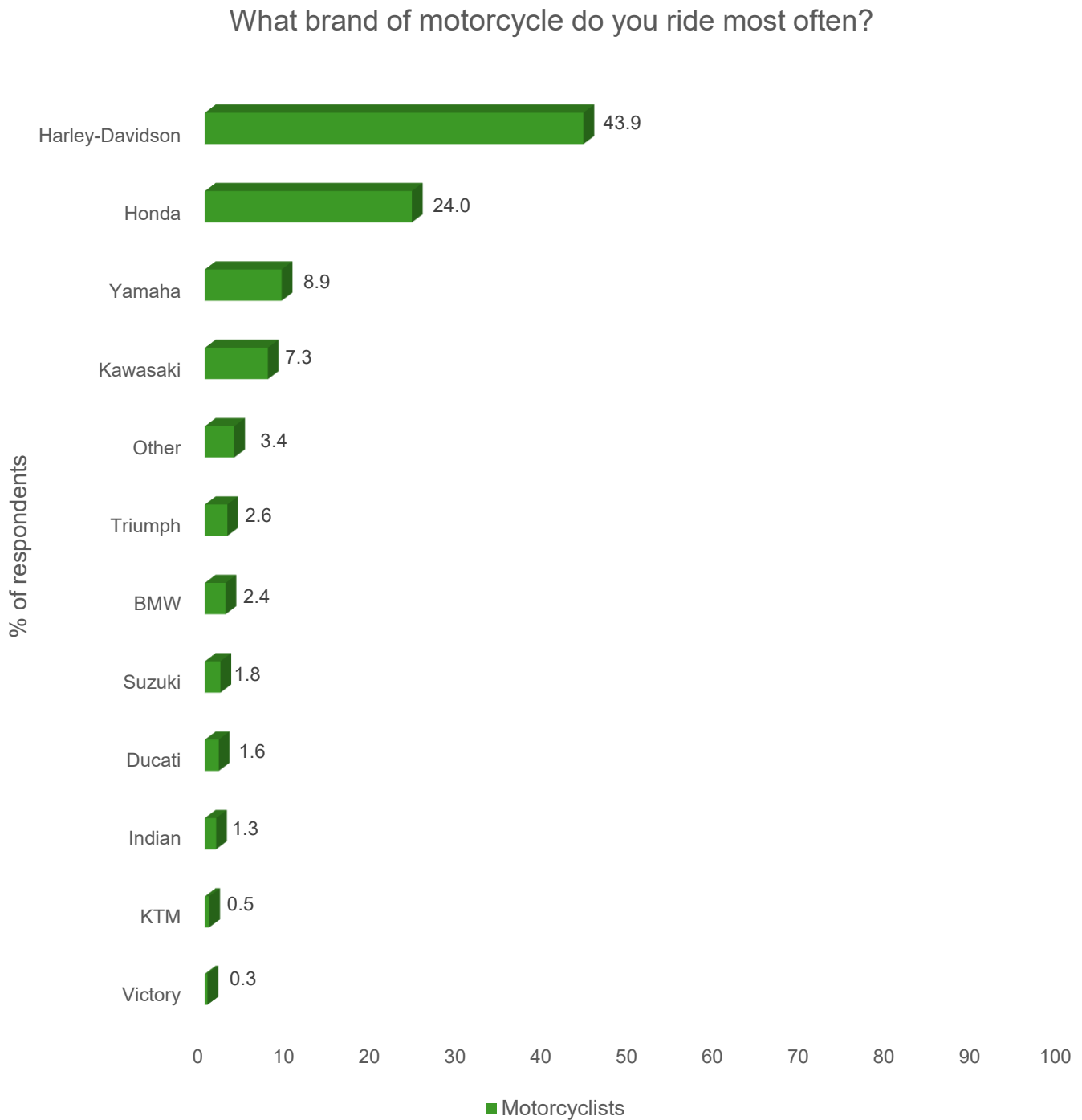
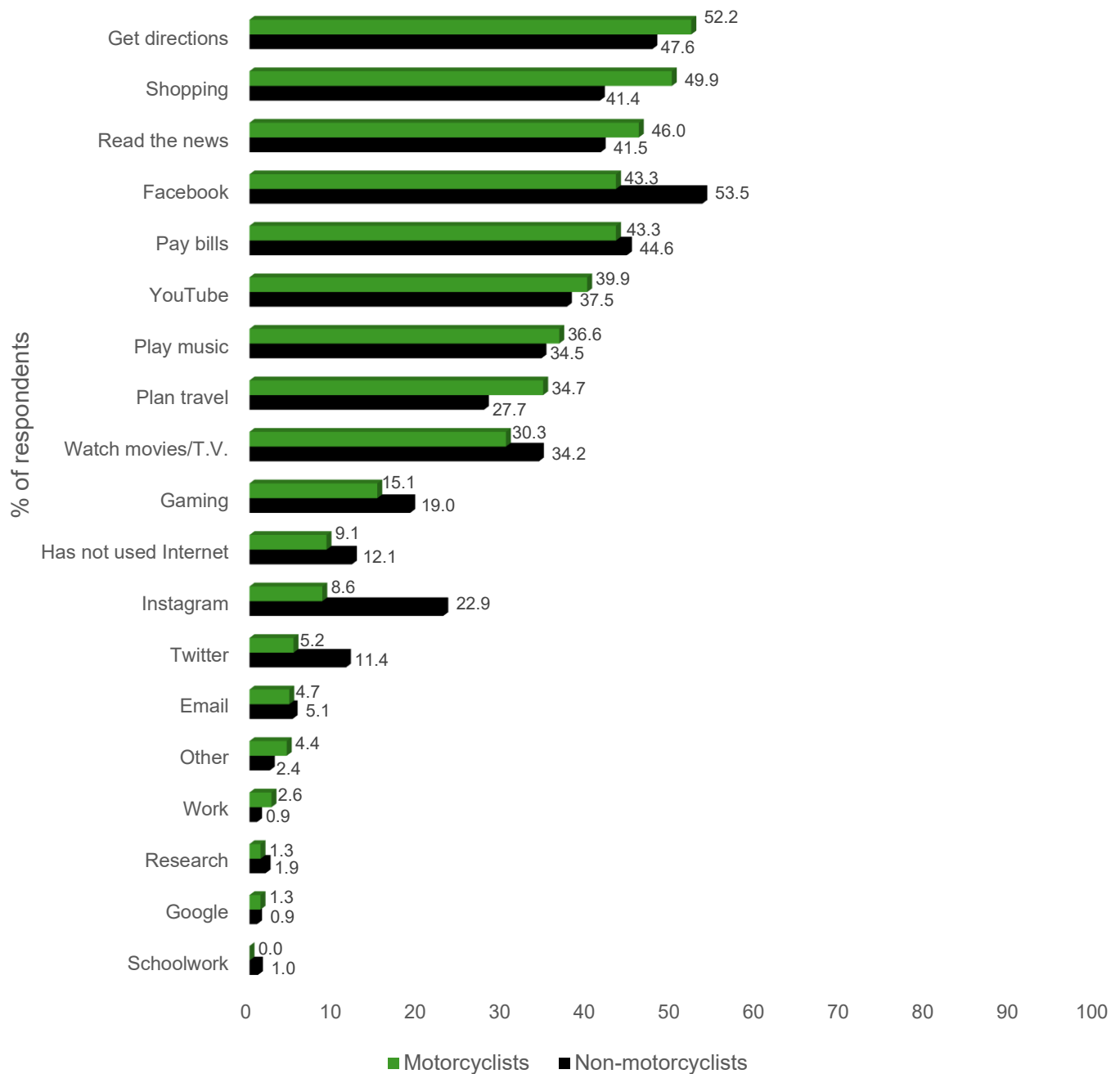


Figure 3 presents the results of motorcyclists who were asked what brand of motorcycle they ride most often. "Harley-Davidson" was the most selected response, with 43.9% of motorcyclists who claimed to ride that brand most often. The second most popular response was

"Honda" with 24.0% of respondents. The following options contained less than 10.0% of respondents, including "KTM" and "Victory", which contained less than 1.0% of respondents.

Figure 4. Motorcyclists and Non-motorcyclists by Internet Usage

What kinds of things have you used the Internet to do in the last seven days?

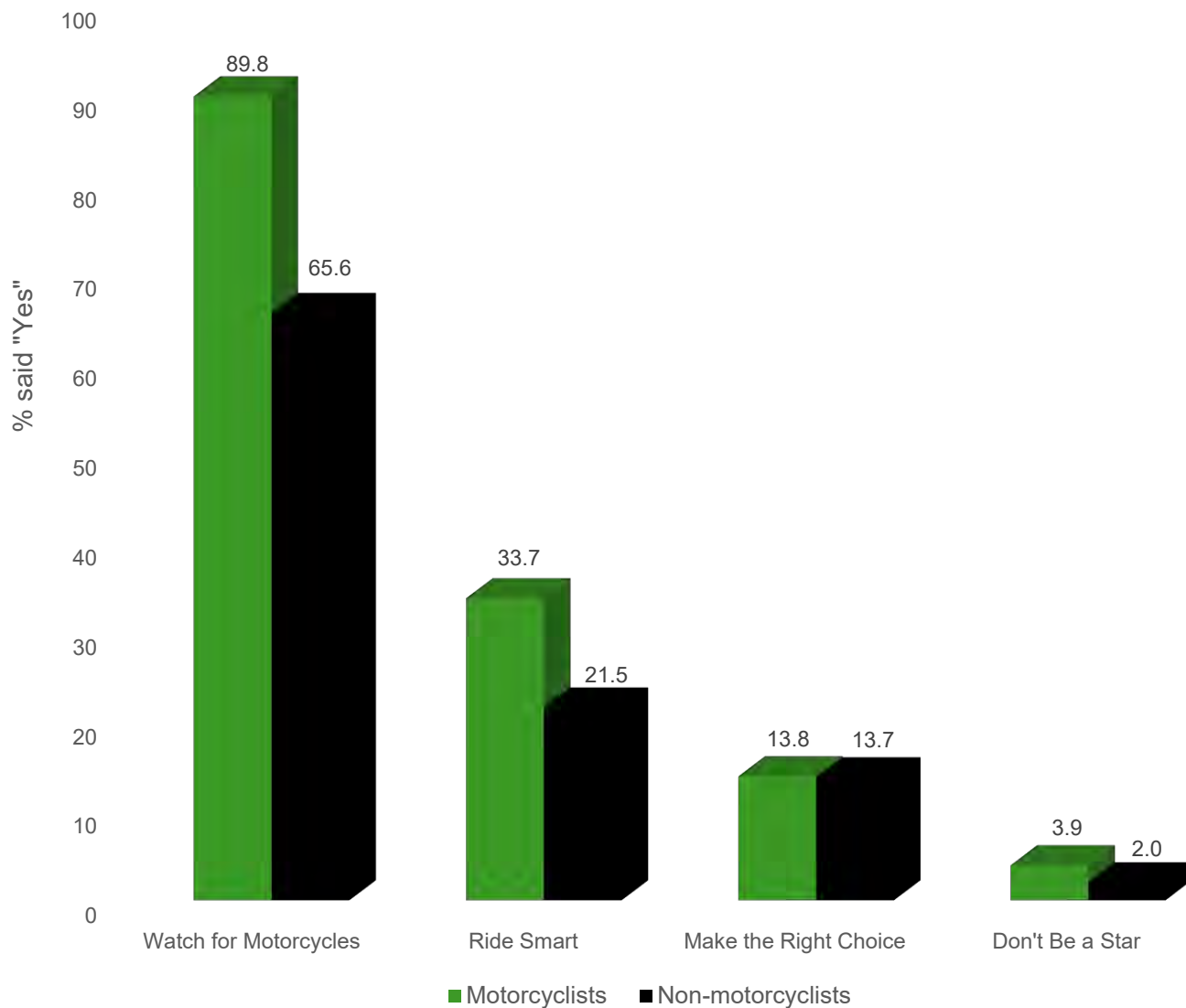


In Figure 4, motorcyclists and non-motorcyclists were asked to identify all of the following things they had used the Internet to do in the past week. For motorcyclists, the most selected response was “Get directions”, with 52.5%. This differs from the non-motorcyclists, who responded “Facebook” most often at 53.5%. These were the only two options that received more than half of

either groups’ response, although the “Shopping”, “Read the news”, and “Pay bills” options had more than 40% of both motorcyclists and non-motorcyclists. Interestingly, non-motorcyclists were much more likely to respond that they use “Instagram” at 22.9% compared to motorcyclists at 8.6%.

Figure 5. Motorcyclists and Non-motorcyclists by Safety Campaign Awareness

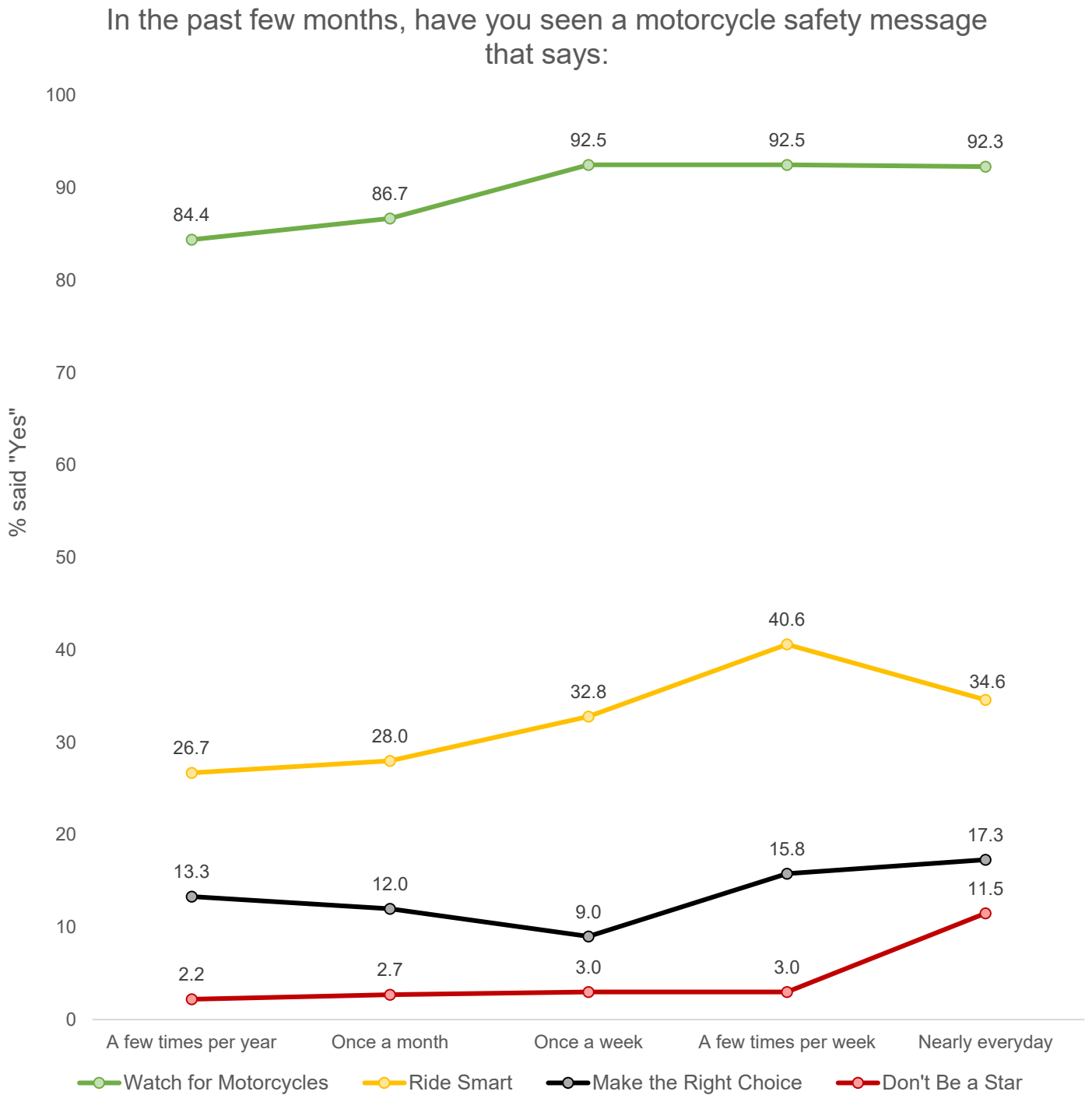
In the past few months, have you seen a motorcycle safety message that says:



The purpose of this report is to present findings about the public awareness of FDOT's motorcycle safety campaigns. Figure 5 reports the percentage of motorcyclists and non-motorcyclists who had seen the following safety messages: "Don't Be a Star", "Ride Smart", "Make the Right Choice", and "Watch for Motorcycles". As can be seen above, the "Watch for Motorcycles" message had the most recognition among motorcyclists and non-motorcyclists at 89.8% and 65.6% respectively. The next most seen safety message, "Ride

Smart", was at less than 50.0% recognition even among motorcyclists at 33.7%, and at 21.5% for non-motorcyclists. The last two safety messages also had less than optimal recognition. The "Make the Right Choice" message was at almost identical recognition among motorcyclists and non-motorcyclists at 13.8% and 13.7% respectively. Only 3.9% and 2.0% of motorcyclists and non-motorcyclists respectively had seen the "Don't Be a Star" motorcycle safety message.

Figure 6. Motorcycle Usage by Safety Campaign Awareness

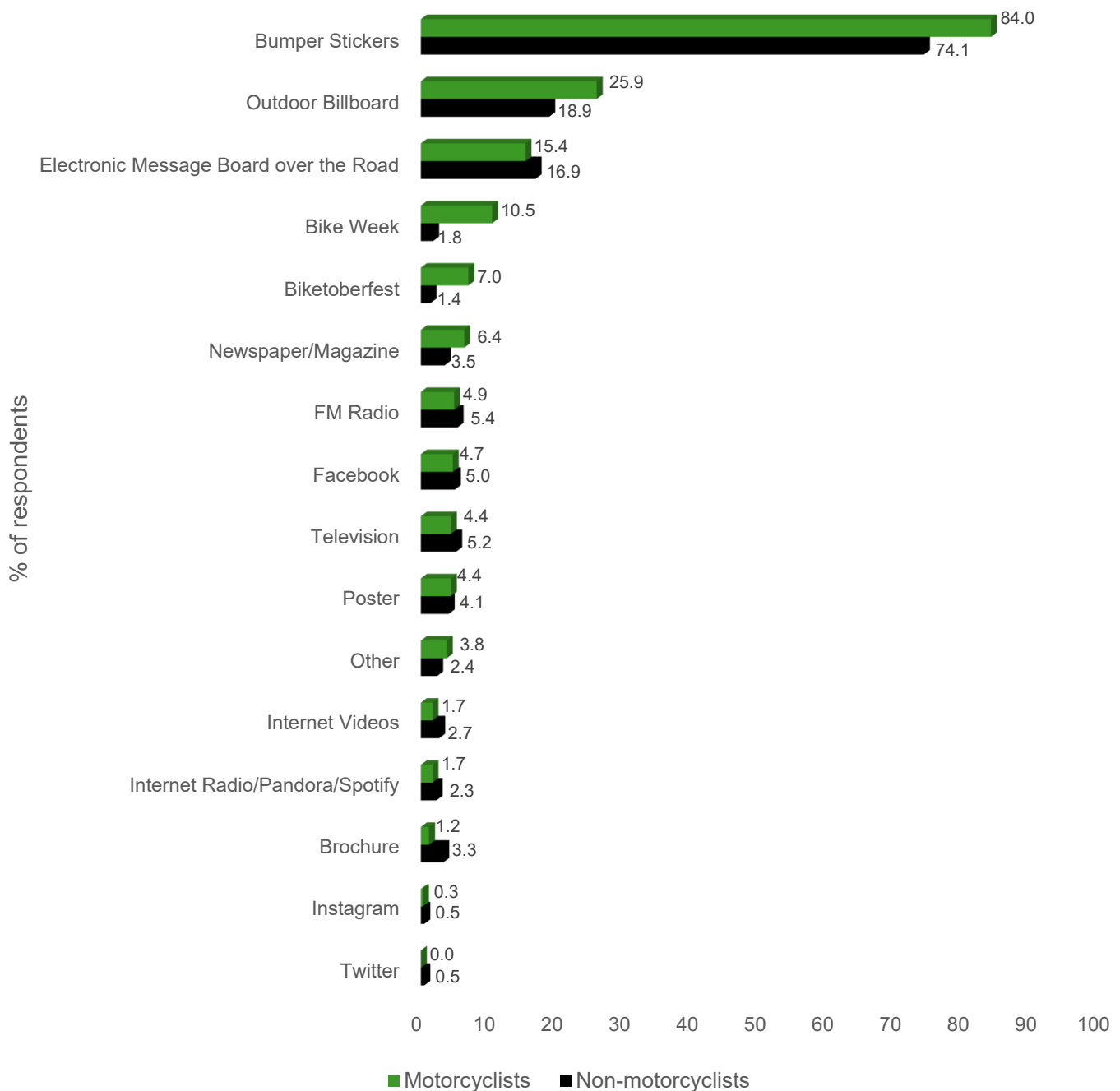


In Figure 6, awareness among motorcyclists for the four motorcycle safety messages is compared by how often a motorcyclist claimed to ride a motorcycle. As frequency of motorcycle riding increased, awareness of each safety campaign also increased. The most dramatic increase in awareness can be seen among the “Don’t Be a Star” motorcycle safety campaign, as recognition moved 9.3% from 2.2% at “A few times per year” to 11.5% at “Nearly

everyday”. The two most recognized motorcycle safety campaigns, “Ride Smart” and “Watch for Motorcycles” both had a 7.9% increase in awareness as they moved from 26.7% to 34.6% and 84.4% to 92.3% respectively. The “Make the Right Choice” campaign had 4.0% increased recognition (13.3% to 17.3%) as frequency of motorcycle riding moved from “A few times per year” to “Nearly everyday”.

Figure 7. Motorcyclists and Non-motorcyclists by “Watch for Motorcycles”

“Watch for Motorcycles”: Where did you see or hear it?

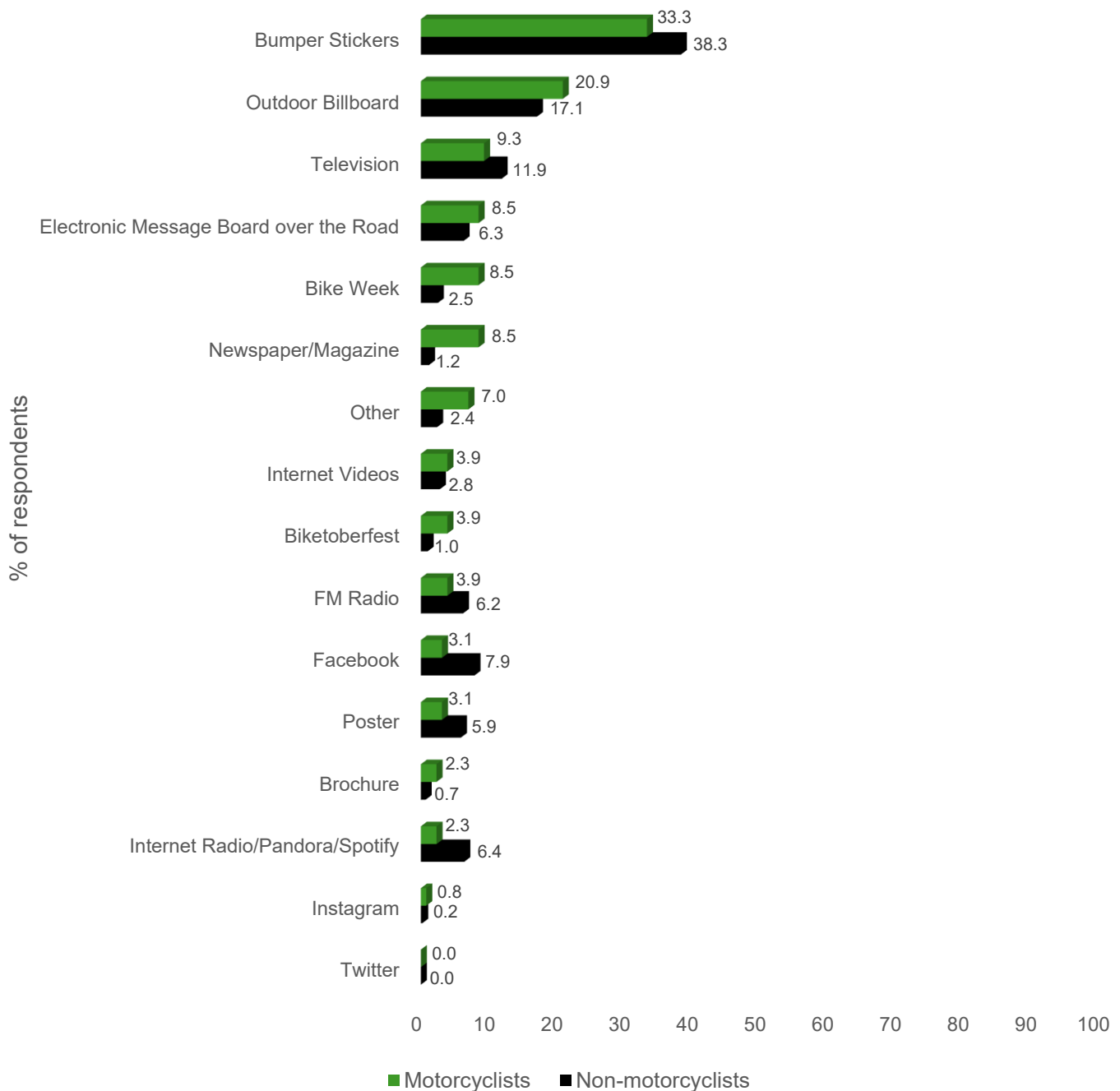


Two out of the four motorcycle safety messages asked about in this survey received significant recognition. Figure 7 shows the percentages for where respondents had seen or heard of the most recognized motorcycle safety message: “Watch for Motorcycles”. An overwhelming majority of both motorcyclists and non-motorcyclists claimed to have seen the message on “Bumper Stickers”, with 84.0% and 74.1% respectively. The next most popular response, “Outdoor Billboard”,

only received 25.9% and 18.9% from motorcyclists and non-motorcyclists respectively, barely more than a quarter of respondents for motorcyclists. “Electronic Message Board over the Road” had 15.4% of motorcyclists and 16.9% of non-motorcyclists. Motorcyclists also had 10.5% report that they had seen the “Watch for Motorcycles” message at “Bike Week”. The remaining options had less than 10.0% for both motorcyclists and non-motorcyclists.

Figure 8. Motorcyclists and Non-motorcyclists by “Ride Smart”

"Ride Smart": Where did you see or hear it?



In Figure 8, respondents were asked to identify where they had seen or heard the “Ride Smart” safety message, the message with the second most coverage. Once again, “Bumper Stickers” was the most selected response with 33.3% of motorcyclists and 38.3% of non-motorcyclists who claimed to have seen the safety message there. “Outdoor Billboard” was also the second

most selected response for this safety message, with 20.9% and 17.1% of motorcyclists and non-motorcyclists respectively. The third most selected option for this safety message was “Television”, with 9.3% of motorcyclists and 11.9% of non-motorcyclists. The remaining options contained less than 10.0% of both motorcyclists and non-motorcyclists.

Figure 9. Motorcyclists and Non-motorcyclists by Motorcycle Websites

Which sites do you visit?

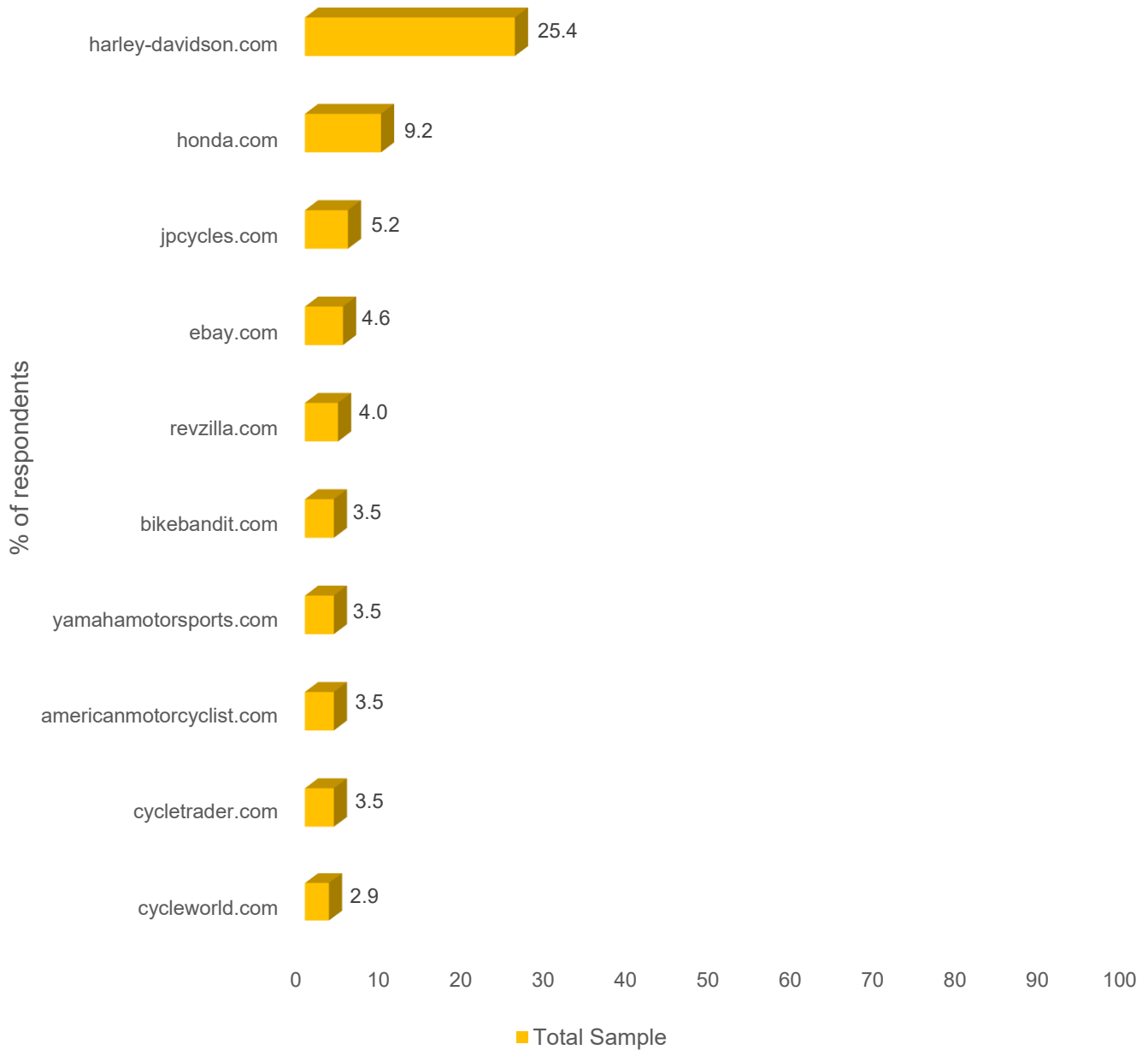


Figure 9 presents the data for individuals that answered “Yes” when asked if they visit any websites specifically related to motorcycles. The above websites were the top 10 most common responses, with “harley-davidson.com” as the most popular response (25.4%). At 9.2% and 5.2%, “honda.com” and “jpcycles.com” were the next

most frequent responses. All other responses contained less than 5.0%. Out of the total sample, only 173 individuals gave responses to this open-ended question. All percentages in Figure 9 were calculated out of 173 individual responses.

Appendix I: Survey Results TOPLINES

Motorcyclists¹

1. Brevard n=56
2. Broward n=26
3. Duval n=55
4. Hillsborough n=34
5. Miami n=19
6. Orange n=38
7. Palm Beach n=27
8. Pasco n=37
9. Pinellas n=40
10. Volusia n=51

Total = 383

Non-motorcyclists²

1. Brevard n=140
2. Broward n=84
3. Duval n=147
4. Hillsborough n=143
5. Miami n=119
6. Orange n=89
7. Palm Beach n=91
8. Pasco n=72
9. Pinellas n=102
10. Volusia n=109

Total = 1,096

¹ Percentages and total observations located in topline consist of unweighted data.

² Percentages located in topline consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see the "Methodology" section.

Motorcyclists: What county in Florida do you currently live?

Brevard	14.6% 56
Broward	6.8% 26
Duval	14.4% 55
Hillsborough	8.9% 34
Miami-Dade	5.0% 19
Orange	10.0% 38
Palm Beach	7.1% 27
Pasco	9.7% 37
Pinellas	10.4% 40
Volusia	13.3% 51

Non-motorcyclists: What county in Florida do you currently live?

Brevard	5.5% 140
Broward	12.0% 84
Duval	10.4% 147
Hillsborough	14.5% 143
Miami-Dade	24.6% 119
Orange	9.3% 89
Palm Beach	9.5% 91
Pasco	2.2% 72
Pinellas	8.0% 102
Volusia	3.9% 109

Motorcyclists: What State issued your driver's license?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Florida	97.9% 375	96.4% 54	100% 26	96.4% 53	100% 34	94.7% 18	97.4% 37	100% 27	100% 37	97.5% 39	98.0% 50
Other	2.1% 8	3.6% 2	- 0	3.6% 2	- 0	5.3% 1	2.6% 1	- 0	- 0	2.5% 1	2.0% 1
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: What State issued your driver's license?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Florida	97.1% 1,066	95.4% 135	98.6% 83	95.7% 143	95.2% 138	98.1% 116	96.2% 86	97.7% 89	90.4% 67	99.3% 101	99.7% 108
Other	2.2% 23	4.3% 4	1.4% 1	3.6% 3	3.2% 3	1.4% 2	3.8% 3	0.6% 1	5.0% 4	0.7% 1	0.3% 1
Don't Know	0.6% 5	- 0	- 0	0.7% 1	1.6% 2	0.6% 1	- 0	1.7% 1	- 0	- 0	- 0
Refusal	0.1% 2	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	4.7% 1	- 0	- 0

Motorcyclists: In general, what type of vehicle do you drive most often?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Passenger car	32.6% 125	35.7% 20	42.3% 11	29.1% 16	41.2% 14	36.8% 7	26.3% 10	25.9% 7	24.3% 9	37.5% 15	31.4% 16
Pickup truck	32.1% 123	33.9% 19	30.8% 8	32.7% 18	26.5% 9	31.6% 6	44.7% 17	29.6% 8	32.4% 12	20.0% 8	35.3% 18
SUV	20.1% 77	10.7% 6	7.7% 2	23.6% 13	11.8% 4	21.1% 4	21.1% 8	33.3% 9	32.4% 12	15.0% 6	25.5% 13
Mini-van	3.1% 12	1.8% 1	11.5% 3	3.6% 2	2.9% 1	- 0	- 0	3.7% 1	2.7% 1	7.5% 3	- 0
Full-sized van	0.8% 3	3.6% 2	- 0	- 0	- 0	5.3% 1	- 0	- 0	- 0	- 0	- 0
Motorcycle	9.4% 36	10.7% 6	3.9% 1	10.9% 6	14.7% 5	- 0	7.9% 3	3.7% 1	8.1% 3	17.5% 7	7.8% 4
Scooter	0.5% 2	1.8% 1	- 0	- 0	2.9% 1	- 0	- 0	- 0	- 0	- 0	- 0
Other	0.5% 2	1.8% 1	3.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Does not drive	0.5% 2	- 0	- 0	- 0	- 0	5.3% 1	- 0	- 0	- 0	2.5% 1	- 0
Don't Know	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	3.7% 1	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In general, what type of vehicle do you drive most often?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Passenger car	53.6%	49.4%	55.3%	53.9%	47.9%	59.0%	61.0%	52.4%	52.4%	46.6%	41.6%
	579	71	51	74	79	69	49	50	37	48	51
Pickup truck	12.4%	15.0%	10.1%	13.9%	11.6%	9.9%	10.3%	14.5%	15.9%	17.7%	18.5%
	134	13	5	23	16	11	9	12	11	18	16
SUV	24.3%	26.7%	32.7%	20.8%	23.0%	22.8%	17.8%	29.1%	21.3%	23.9%	24.2%
	286	44	26	37	28	27	23	24	18	28	31
Mini-van	3.6%	3.5%	-	8.8%	1.9%	3.4%	6.4%	1.0%	4.5%	3.8%	7.5%
	44	5	0	10	5	5	3	2	4	4	6
Full-sized van	2.1%	0.4%	-	-	10.4%	0.4%	1.3%	1.5%	1.3%	1.1%	2.6%
	18	1	0	0	8	1	2	1	1	1	3
Scooter	-	-	-	-	-	-	-	-	-	-	-
	1	1	0	0	0	0	0	0	0	0	0
Other	0.4%	0.6%	-	-	0.4%	0.4%	0.8%	0.9%	-	-	1.2%
	6	1	0	0	1	1	1	1	0	0	1
Does not drive	3.5%	3.4%	1.9%	2.6%	4.8%	4.2%	2.5%	0.6%	4.7%	6.9%	4.4%
	28	4	2	3	6	5	2	1	1	3	1
Don't Know	-	-	-	-	-	-	-	-	-	-	-
	0	0	0	0	0	0	0	0	0	0	0
Refusal	-	-	-	-	-	-	-	-	-	-	-
	0	0	0	0	0	0	0	0	0	0	0

Motorcyclists: Thinking of the motorcycle that you ride most often, what type of motorcycle is it?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Cruiser	41.5% 159	41.1% 23	57.7% 15	45.5% 25	38.2% 13	31.6% 6	47.4% 18	44.4% 12	32.4% 12	32.5% 13	43.1% 22
Sport	21.9% 84	17.9% 10	19.2% 5	23.6% 13	29.4% 10	31.6% 6	18.4% 7	18.5% 5	27.0% 10	17.5% 7	21.6% 11
Touring	24.8% 95	25.0% 14	11.5% 3	18.2% 10	20.6% 7	15.8% 3	23.7% 9	29.6% 8	27.0% 10	42.5% 17	27.5% 14
Scooter	4.7% 18	8.9% 5	7.7% 2	7.3% 4	2.9% 1	- 0	2.6% 1	3.7% 1	5.4% 2	2.5% 1	2.0% 1
Trike	3.4% 13	5.4% 3	- 0	3.6% 2	2.9% 1	- 0	2.6% 1	3.7% 1	8.1% 3	- 0	3.9% 2
Other	1.6% 6	1.8% 1	3.9% 1	1.8% 1	2.9% 1	5.3% 1	2.6% 1	- 0	- 0	- 0	- 0
Don't Know	4.0% 4	- 0	- 0	- 0	- 0	10.5% 2	2.6% 1	- 0	- 0	2.5% 0	- 0
Refusal	1.0% 4	- 0	- 0	- 0	2.9% 1	5.3% 1	- 0	- 0	- 0	2.5% 1	2.0% 1

Motorcyclists: What brand of motorcycle do you ride most often?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Honda	24.0% 92	26.8% 15	19.2% 5	27.3% 15	17.7% 6	26.3% 5	31.6% 12	29.6% 8	18.9% 7	25.0% 10	17.7% 9
Harley-Davidson	43.9% 168	44.6% 25	34.6% 9	45.5% 25	44.1% 15	10.5% 2	42.1% 16	37.0% 10	43.2% 16	52.5% 21	56.9% 29
Kawasaki	7.3% 28	7.1% 4	11.5% 3	5.5% 3	8.8% 3	15.8% 3	5.3% 2	3.7% 1	5.4% 2	10.0% 4	5.9% 3
Yamaha	8.9% 34	8.9% 5	19.2% 5	10.9% 6	11.8% 4	- 0	2.6% 1	11.1% 3	13.5% 5	2.5% 1	7.8% 4
Suzuki	1.8% 7	5.4% 3	- 0	- 0	2.9% 1	5.3% 1	2.6% 1	3.7% 1	- 0	- 0	- 0
KTM	0.5% 2	- 0	- 0	- 0	2.9% 1	- 0	- 0	- 0	2.7% 1	- 0	- 0
Triumph	2.6% 10	3.6% 2	- 0	1.8% 1	2.9% 1	- 0	2.6% 1	7.4% 2	5.4% 2	2.5% 1	- 0
Victory	0.3% 1	- 0	- 0	- 0	2.9% 1	- 0	- 0	- 0	- 0	- 0	- 0
Ducati	1.6% 6	- 0	3.9% 1	- 0	- 0	5.3% 1	2.6% 1	3.7% 1	2.7% 1	- 0	2.0% 1
BMW	2.4% 9	1.8% 1	7.7% 2	5.5% 3	- 0	5.3% 1	- 0	- 0	2.7% 1	- 0	2.0% 1
Other	3.4% 13	1.8% 1	- 0	1.8% 1	- 0	5.3% 1	5.3% 2	- 0	5.4% 2	5.0% 2	7.8% 4
Indian	1.3% 5	- 0	3.9% 1	- 0	- 0	10.5% 2	2.6% 1	- 0	- 0	2.5% 1	- 0
Don't Know	1.3% 5	- 0	- 0	1.8% 1	2.9% 1	10.5% 2	- 0	3.7% 1	- 0	- 0	- 0
Refusal	0.8% 3	- 0	- 0	- 0	2.9% 1	5.3% 1	2.6% 1	- 0	- 0	- 0	- 0

Motorcyclists: How long have you been riding a motorcycle?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Less than 2 years	2.9% 11	- 0	7.7% 2	3.6% 2	8.8% 3	- 0	- 0	3.7% 1	- 0	5.0% 2	2.0% 1
2-5 years	5.0% 19	7.1% 4	7.7% 2	1.8% 1	- 0	21.1% 4	13.2% 5	- 0	2.7% 1	2.5% 1	2.0% 1
6-10 years	5.2% 20	7.1% 4	3.9% 1	9.1% 5	5.9% 2	5.3% 1	7.9% 3	3.7% 1	5.4% 2	- 0	2.0% 1
11-20 years	11.5% 44	14.3% 8	- 0	12.7% 7	17.7% 6	- 0	10.5% 4	18.5% 5	8.1% 3	10.0% 4	13.7% 7
21-30 years	11.5% 44	10.7% 6	3.9% 1	9.1% 5	17.7% 6	10.5% 2	2.6% 1	14.8% 4	10.8% 4	12.5% 5	19.6% 10
31+ years	62.7% 240	60.7% 34	76.9% 20	61.8% 34	50.0% 17	47.4% 9	65.8% 25	59.3% 16	73.0% 27	70.0% 28	58.8% 30
Don't Know	0.5% 2	- 0	- 0	1.8% 1	- 0	5.3% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.8% 3	- 0	- 0	- 0	- 0	10.5% 2	- 0	- 0	- 0	- 0	2.0% 1

Motorcyclists: What type of roadways do you ride on most often?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
US/State highways in and around cities	25.9% 99	33.9% 19	34.6% 9	25.5% 14	26.5% 9	15.8% 3	29.0% 11	22.2% 6	24.3% 9	22.5% 9	19.6% 10
US/State highways in rural areas	17.5% 67	16.1% 9	11.5% 3	23.6% 13	8.8% 3	15.8% 3	21.1% 8	11.1% 3	13.5% 5	20.0% 8	23.5% 12
City streets	25.9% 99	23.2% 13	30.8% 8	25.5% 14	20.6% 7	26.3% 5	18.4% 7	40.7% 11	18.9% 7	40.0% 16	21.6% 11
Rural roads	20.4% 78	17.9% 10	11.5% 3	18.2% 10	32.4% 11	10.5% 2	18.4% 7	22.2% 6	32.4% 12	10.0% 4	25.5% 13
Off-road	3.4% 13	1.8% 1	11.5% 3	1.8% 1	2.9% 1	10.5% 2	5.3% 2	- 0	5.4% 2	- 0	2.0% 1
Other	0.5% 2	1.8% 1	- 0	1.8% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
All (Volunteered)	4.4% 17	5.4% 3	- 0	1.8% 1	8.8% 3	- 0	5.3% 2	3.7% 1	2.7% 1	5.0% 2	7.8% 4
Don't Know	1.6% 6	- 0	- 0	1.8% 1	- 0	10.5% 2	2.6% 1	- 0	2.7% 1	2.5% 1	- 0
Refusal	0.5% 2	- 0	- 0	- 0	- 0	10.5% 2	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Approximately how many miles have you ridden in the past 12 months?

Mean	Std. Error	95% Confidence Interval	
6272	1478	3366	9179

Motorcyclists: Approximately how often do you ride a motorcycle?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Nearly everyday	13.6% 52	10.7% 6	7.7% 2	16.4% 9	26.5% 9	- 0	15.8% 6	7.4% 2	13.5% 5	17.5% 7	11.8% 6
A few times a week	34.7% 133	46.4% 26	30.8% 8	34.6% 19	41.2% 14	31.6% 6	29.0% 11	25.9% 7	35.1% 13	30.0% 12	33.3% 17
Once a week	17.5% 67	14.3% 8	30.8% 8	16.4% 9	5.9% 2	10.5% 2	21.1% 8	22.2% 6	21.6% 8	22.5% 9	13.7% 7
Once a month	18.8% 72	16.1% 9	7.7% 2	21.8% 12	14.7% 5	21.1% 4	23.7% 9	22.2% 6	13.5% 5	20.0% 8	23.5% 12
A few times a year	11.8% 45	12.5% 7	19.2% 5	9.1% 5	5.9% 2	15.8% 3	7.9% 3	22.2% 6	13.5% 5	7.5% 3	11.8% 6
Other	1.3% 5	- 0	- 0	1.8% 1	2.9% 1	- 0	2.6% 1	- 0	2.7% 1	- 0	2.0% 1
Don't Know	1.6% 6	- 0	3.9% 1	- 0	2.9% 1	10.5% 2	- 0	- 0	- 0	2.5% 1	2.0% 1
Refusal	0.8% 3	- 0	- 0	- 0	- 0	10.5% 2	- 0	- 0	- 0	- 0	2.0% 1

Motorcyclists: We're interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the last seven days?

	Total n=383
Facebook	43.3% 166
Twitter	5.2% 20
Instagram	8.6% 33
YouTube	39.9% 153
Watch movies	30.3% 116
Read the news	46.0% 176
Gaming	15.1% 58
Pay bills	43.3% 166
Get directions	52.2% 200
Play music	36.3% 139
Shopping	49.9% 191
Plan travel	34.7% 133
Other	4.4% 17
Has not used Internet	9.1% 35
Email	4.7% 18
Research	1.3% 5
Work	2.6% 10
Schoolwork	- 0
Google	1.3% 5
Don't Know/Refusal	2.4% 9

Non-motorcyclists: We're interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the last seven days?

	Total n=1,096
Facebook	53.5% 569
Twitter	11.4% 110
Instagram	22.9% 180
YouTube	37.5% 367
Watch movies	34.2% 356
Read the news	41.5% 488
Gaming	19.0% 211
Pay bills	44.6% 523
Get directions	47.6% 533
Play music	34.5% 353
Shopping	41.4% 483
Plan travel	27.7% 336
Other	2.4% 36
Has not used Internet	12.1% 149
Email	5.1% 68
Research	1.9% 19
Work	0.9% 20
Schoolwork	1.0% 8
Google	0.9% 11
Don't Know/Refusal	1.0% 13

Motorcyclists: How often do you use Facebook?

	Total n=167	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	44.3% 74	54.6% 12	53.9% 7	38.5% 10	50.0% 7	50.0% 5	33.3% 5	44.4% 4	50.0% 9	29.4% 5	43.5% 10
Once per day	25.2% 42	18.2% 4	- 0	26.9% 7	21.4% 3	10.0% 1	46.7% 7	33.3% 3	22.2% 4	35.3% 6	30.4% 7
A couple times per week	24.6% 41	22.7% 5	30.8% 4	30.8% 8	28.6% 4	40.0% 4	20.0% 3	22.2% 2	11.1% 2	29.4% 5	17.4% 4
Once a week	4.2% 7	4.6% 1	15.4% 2	- 0	- 0	- 0	- 0	- 0	16.7% 3	5.88 1	- 0
Less than once a week	1.8% 3	- 0	- 0	3.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	8.7% 2
Other	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Facebook?

	Total n=569	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	55.2% 312	52.4% 32	63.3% 32	58.6% 45	53.9% 42	57.0% 29	56.2% 23	49.8% 26	60.5% 19	43.1% 30	60.3% 34
Once per day	20.8% 125	23.3% 17	14.1% 7	23.7% 18	24.6% 22	18.9% 11	24.5% 11	20.0% 11	24.9% 8	17.0% 9	19.8% 11
A couple times per week	15.1% 81	13.3% 9	13.3% 4	8.8% 7	8.7% 8	12.9% 6	14.4% 8	28.5% 12	9.9% 4	30.8% 15	13.8% 8
Once a week	3.1% 22	9.6% 4	2.9% 1	2.8% 3	3.3% 4	4.3% 4	1.5% 1	- 0	1.9% 2	1.9% 2	2.8% 1
Less than once a week	5.9% 29	1.4% 2	6.5% 1	6.1% 7	9.4% 7	6.9% 2	3.5% 1	1.7% 1	2.7% 1	7.3% 4	3.4% 3
Other	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: When you are using Facebook, how often do you watch videos?

	Total n=167	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	9.6% 16	13.6% 3	23.1% 3	7.7% 2	7.1% 1	20.0% 2	- 0	- 0	16.7% 3	- 0	8.7% 2
Most of the time	9.6% 16	9.1% 2	- 0	7.7% 2	28.6% 4	10.0% 1	6.7% 1	11.1% 1	11.1% 2	11.8% 2	4.4% 1
Some of the time	39.5% 66	36.4% 8	30.8% 4	38.5% 10	35.7% 5	40.0% 4	40.0% 6	66.7% 6	44.4% 8	35.3% 6	39.1% 9
Almost never/Never	41.3% 69	40.9% 9	46.2% 6	46.2% 12	28.6% 4	30.0% 3	53.3% 8	22.2% 2	27.8% 5	52.9% 9	47.8% 11
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: When you are using Facebook, how often do you watch videos?

	Total n=569	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	11.6% 53	12.5% 6	15.0% 6	9.1% 6	4.5% 2	5.4% 5	28.6% 6	14.9% 7	10.5% 3	20.1% 9	8.2% 3
Most of the time	15.0% 78	17.0% 7	18.5% 8	13.1% 11	14.4% 10	17.5% 9	14.2% 7	10.1% 5	21.2% 6	13.1% 8	13.1% 7
Some of the time	44.5% 241	46.5% 29	41.1% 17	44.3% 36	43.0% 35	55.0% 27	40.2% 20	43.0% 21	40.0% 13	35.7% 19	42.4% 24
Almost never/Never	28.6% 195	21.5% 21	24.0% 13	33.5% 27	38.1% 36	22.1% 11	17.0% 11	32.1% 17	28.3% 12	31.1% 24	36.3% 23
Don't Know	0.1% 1	2.4% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: When you are using Facebook, how often do you click on Facebook ads?

	Total n=167	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	2.4% 4	- 0	7.7% 1	- 0	- 0	- 0	- 0	11.1% 1	- 0	- 0	8.7% 2
Most of the time	0.6% 1	4.6% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Some of the time	16.8% 28	22.7% 5	7.7% 1	3.9% 1	42.9% 6	40.0% 4	20.0% 3	- 0	11.1% 2	23.5% 4	8.7% 2
Almost never/Never	80.2% 134	72.7% 16	84.6% 11	96.2% 25	57.1% 8	60.0% 6	80.0% 12	88.9% 8	88.9% 16	76.5% 13	82.6% 19
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: When you are using Facebook, how often do you click on Facebook ads?

	Total n=569	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	0.8% 7	1.4% 1	2.1% 2	2.7% 2	0.3% 1	- 0	- 0	- 0	- 0	1.6% 1	- 0
Most of the time	3.9% 15	3.1% 1	4.7% 3	4.3% 2	1.3% 1	8.1% 2	- 0	4.4% 2	5.7% 2	- 0	5.8% 2
Some of the time	15.1% 88	12.7% 8	33.0% 13	16.7% 15	11.4% 9	7.5% 4	19.2% 10	10.6% 6	14.8% 5	16.8% 9	18.5% 9
Almost never/Never	79.9% 457	80.3% 53	58.7% 26	76.2% 61	87.0% 72	84.4% 46	80.8% 34	85.1% 42	79.5% 27	81.6% 50	75.7% 46
Don't Know	0.1% 1	2.4% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: When you are using Facebook, how often do you click on Promoted Posts?

	Total n=167	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	1.2% 2	- 0	- 0	- 0	7.1% 1	- 0	6.7% 1	- 0	- 0	- 0	- 0
Most of the time	1.2% 2	- 0	- 0	- 0	- 0	10.0% 1	- 0	11.1% 1	- 0	- 0	- 0
Some of the time	19.8% 33	22.7% 5	7.7% 1	26.9% 7	28.6% 4	30.0% 3	40.0% 6	- 0	5.6% 1	11.8% 2	17.4% 4
Almost never/Never	73.1% 122	77.3% 17	92.3% 12	69.2% 18	57.1% 8	50.0% 5	46.7% 7	77.8% 7	77.8% 14	88.2% 15	82.6% 19
Don't Know	4.8% 8	- 0	- 0	3.9% 1	7.1% 1	10.0% 1	6.7% 1	11.1% 1	16.7% 3	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: When you are using Facebook, how often do you click on Promoted Posts?

	Total n=569	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	1.5% 8	3.1% 1	1.2% 1	2.7% 2	1.0% 1	- 0	- 0	4.5% 1	- 0	1.6% 1	1.3% 1
Most of the time	2.1% 14	2.6% 1	0.7% 1	1.7% 2	1.3% 1	- 0	1.2% 1	5.3% 2	- 0	4.4% 3	8.6% 3
Some of the time	22.6% 125	18.5% 13	37.3% 16	18.8% 18	25.4% 16	10.8% 6	23.9% 8	26.3% 12	30.5% 10	27.9% 15	20.2% 11
Almost never/Never	72.1% 413	66.5% 45	56.7% 25	76.8% 58	70.5% 64	89.2% 46	74.9% 35	59.5% 34	69.5% 24	66.2% 41	69.4% 41
Don't Know	1.6% 8	9.4% 4	2.7% 1	- 0	1.8% 1	- 0	- 0	4.5% 1	- 0	- 0	0.5% 1
Refusal	0.2% 1	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Do you visit websites specifically related to motorcycles?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Yes	38.1% 146	33.9% 19	46.2% 12	43.6% 24	38.2% 13	31.6% 6	36.8% 14	29.6% 8	43.2% 16	42.5% 17	33.3% 17
No	60.3% 231	66.1% 37	53.9% 14	52.7% 29	58.8% 20	68.4% 13	60.5% 23	70.4% 19	56.8% 21	57.5% 23	62.8% 32
Don't Know	1.0% 4	- 0	- 0	1.8% 1	2.9% 1	- 0	- 0	- 0	- 0	- 0	3.9% 2
Refusal	0.5% 2	- 0	- 0	1.8% 1	- 0	- 0	2.6% 1	- 0	- 0	- 0	- 0

Non-motorcyclists: Do you visit websites specifically related to motorcycles?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Yes	3.8% 45	4.0% 6	2.4% 4	3.0% 5	4.1% 7	5.1% 6	3.3% 2	1.6% 2	5.5% 3	3.5% 4	7.2% 6
No	96.0% 1,049	96.0% 134	97.6% 80	96.3% 141	95.9% 136	94.9% 113	96.0% 86	98.4% 89	94.5% 69	96.5% 98	92.8% 103
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 2	- 0	- 0	0.8% 1	- 0	- 0	0.8% 1	- 0	- 0	- 0	- 0

Motorcyclists and Non-motorcyclists: Which sites do you visit? (Top 10 responses)

	Total n=173
harley-davidson.com	25.4% 44
honda.com	9.2% 16
jpcycles.com	5.2% 9
ebay.com	4.6% 8
revzilla.com	4.0% 7
bikebandit.com	3.5% 6
yamahamotorsports.com	3.5% 6
americanmotorcyclist.com	3.5% 6
cycletrader.com	3.5% 6
cycleworld.com	2.9% 5

Motorcyclists: In the past few months, have you seen a motorcycle safety message that says “Don’t Be a Star?”

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Yes	3.9% 15	5.4% 3	11.5% 3	3.6% 2	11.8% 4	- 0	- 0	3.7% 1	2.7% 1	2.5% 1	- 0
No	95.8% 367	94.6% 53	88.5% 23	96.4% 53	88.2% 30	100.0% 19	100.0% 38	96.3% 26	94.6% 35	97.5% 39	100.0% 51
Don’t Know	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.7% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In the past few months, have you seen a motorcycle safety message that says “Don’t Be a Star?”

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Yes	2.0% 16	0.3% 1	4.9% 3	1.0% 1	2.2% 3	2.8% 3	- 0	- 0	3.0% 2	2.3% 2	1.1% 1
No	97.4% 1,072	99.7% 139	95.1% 81	97.8% 144	97.8% 140	96.6% 115	100.0% 89	97.5% 89	96.1% 69	97.7% 100	98.0% 106
Don’t Know	0.5% 7	- 0	- 0	1.2% 2	- 0	0.6% 1	- 0	2.5% 2	- 0	- 0	1.0% 2
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.9% 1	- 0	- 0

Motorcyclists: Where did you see or hear it?

	Total n=15
FM Radio	- 0
Internet Radio/Pandora/Spotify	6.7% 1
Newspaper/Magazine	6.7% 1
Bike Week	6.7% 1
Biketoberfest	20.0% 3
Electronic Message Board over the Road	6.7% 1
Outdoor Billboard	20.0% 3
Poster	13.3% 2
Brochure	- 0
Bumper Stickers	26.7% 4
Internet Videos	6.7% 1
Facebook	- 0
Instagram	- 0
Twitter	- 0
Television	13.3% 2
Other	- 0
Don't Know	13.3% 2
Refusal	- 0

Non-motorcyclists: Where did you see or hear it?

	Total n=16
FM Radio	- 0
Internet Radio/Pandora/Spotify	- 0
Newspaper/Magazine	- 0
Bike Week	- 0
Biketoberfest	- 0
Electronic Message Board over the Road	20.5% 2
Outdoor Billboard	- 0
Poster	- 0
Brochure	5.1% 1
Bumper Stickers	8.1% 2
Internet Videos	- 0
Facebook	22.7% 4
Instagram	- 0
Twitter	- 0
Television	13.2% 1
Other	15.8% 3
Don't Know	20.9% 4
Refusal	- 0

Motorcyclists: In the past few months, have you seen a motorcycle safety message that says "Ride Smart"?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Yes	33.7% 129	30.4% 17	23.1% 6	30.9% 17	35.3% 12	42.1% 8	39.5% 15	25.9% 7	37.8% 14	25.0% 10	45.1% 23
No	62.4% 239	66.1% 37	76.9% 20	61.8% 34	61.8% 21	52.6% 10	57.9% 22	66.7% 18	56.8% 21	70.0% 28	54.9% 28
Don't Know	3.9% 15	3.6% 2	- 0	7.3% 4	2.9% 1	5.3% 1	2.6% 1	7.4% 2	5.4% 2	5.0% 2	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In the past few months, have you seen a motorcycle safety message that says "Ride Smart"?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Yes	21.5% 243	21.7% 28	23.3% 15	17.8% 32	26.1% 32	15.2% 18	19.9% 21	31.3% 21	17.3% 14	23.9% 29	26.4% 33
No	76.4% 823	77.1% 110	74.9% 67	76.3% 109	71.4% 106	84.3% 100	79.4% 67	66.6% 68	79.1% 55	73.1% 70	70.2% 71
Don't Know	2.1% 29	1.2% 2	1.8% 2	5.9% 6	2.5% 5	0.6% 1	0.8% 1	2.1% 2	2.7% 2	3.0% 3	3.4% 5
Refusal	- 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 1	- 0	- 0

Motorcyclists: Where did you see or hear it?

	Total n=129
FM Radio	3.9% 5
Internet Radio/Pandora/Spotify	2.3% 3
Newspaper/Magazine	8.5% 11
Bike Week	8.5% 11
Biketoberfest	3.9% 5
Electronic Message Board over the Road	8.5% 11
Outdoor Billboard	20.9% 27
Poster	3.1% 4
Brochure	2.3% 3
Bumper Stickers	33.3% 43
Internet Videos	3.9% 5
Facebook	3.1% 4
Instagram	0.8% 1
Twitter	- 0
Television	9.3% 12
Other	7.0% 9
Don't Know	19.4% 25
Refusal	- 0

Non-motorcyclists: Where did you see or hear it?

	Total n=243
FM Radio	6.2% 10
Internet Radio/Pandora/Spotify	6.4% 9
Newspaper/Magazine	1.2% 4
Bike Week	2.5% 9
Biketoberfest	1.0% 7
Electronic Message Board over the Road	6.3% 19
Outdoor Billboard	17.1% 39
Poster	5.9% 7
Brochure	0.7% 2
Bumper Stickers	38.3% 100
Internet Videos	2.8% 7
Facebook	7.9% 16
Instagram	0.2% 1
Twitter	- 0
Television	11.9% 25
Other	2.4% 6
Don't Know	15.7% 46
Refusal	- 0

Motorcyclists: In the past few months, have you seen a motorcycle safety message that says “Make the Right Choice”?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Yes	13.8% 53	16.1% 9	15.4% 4	20.0% 11	20.6% 7	5.3% 1	13.2% 5	7.4% 2	13.5% 5	17.5% 7	3.9% 2
No	84.3% 323	83.9% 47	80.8% 21	74.6% 41	79.4% 27	94.7% 18	86.8% 33	88.9% 24	86.5% 32	80.0% 32	94.1% 48
Don't Know	1.8% 7	- 0	3.9% 1	5.5% 3	- 0	- 0	- 0	3.7% 1	- 0	2.5% 1	2.0% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In the past few months, have you seen a motorcycle safety message that says “Make the Right Choice”?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Yes	13.7% 134	7.9% 12	12.5% 12	11.8% 15	13.0% 16	13.6% 18	14.3% 13	22.7% 12	9.1% 7	11.1% 11	17.7% 18
No	83.9% 926	90.3% 125	85.4% 70	83.7% 125	84.6% 122	85.1% 98	82.4% 73	75.2% 76	88.4% 62	86.9% 88	78.7% 87
Don't Know	2.4% 35	1.8% 3	2.1% 2	4.6% 7	2.4% 5	1.4% 3	3.3% 3	2.1% 3	1.6% 2	2.1% 3	3.6% 4
Refusal	- 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 1	- 0	- 0

Motorcyclists: Where did you see or hear it?

	Total n=53
FM Radio	1.6% 1
Internet Radio/Pandora/Spotify	3.2% 2
Newspaper/Magazine	- 0
Bike Week	4.8% 3
Biketoberfest	3.2% 2
Electronic Message Board over the Road	6.3% 4
Outdoor Billboard	9.5% 6
Poster	3.2% 2
Brochure	- 0
Bumper Stickers	20.6% 13
Internet Videos	3.2% 2
Facebook	12.7% 8
Instagram	- 0
Twitter	- 0
Television	7.9% 5
Other	3.2% 2
Don't Know	12.7% 8
Refusal	- 0

Non-motorcyclists: Where did you see or hear it?

	Total n=134
FM Radio	5.0% 6
Internet Radio/Pandora/Spotify	3.0% 3
Newspaper/Magazine	- 0
Bike Week	2.3% 2
Biketoberfest	- 0
Electronic Message Board over the Road	9.3% 12
Outdoor Billboard	14.1% 27
Poster	2.9% 3
Brochure	1.4% 3
Bumper Stickers	39.0% 47
Internet Videos	8.3% 8
Facebook	5.1% 8
Instagram	- 0
Twitter	- 0
Television	9.3% 12
Other	0.6% 1
Don't Know	13.3% 22
Refusal	- 0

Motorcyclists: In the past few months, have you seen a motorcycle safety message that says “Watch for Motorcycles”?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Yes	89.8% 344	91.1% 51	84.6% 22	90.9% 50	91.2% 31	84.2% 16	92.1% 35	96.3% 26	91.9% 34	85.0% 34	88.2% 45
No	9.4% 36	7.1% 4	15.4% 4	9.1% 5	8.8% 3	15.8% 3	5.3% 2	3.7% 1	8.1% 3	15.0% 6	9.8% 5
Don't Know	0.8% 3	1.8% 1	- 0	- 0	- 0	- 0	2.6% 1	- 0	- 0	- 0	2.0% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In the past few months, have you seen a motorcycle safety message that says “Watch for Motorcycles”?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Yes	65.6% 780	79.0% 109	64.7% 54	66.6% 107	73.9% 109	46.6% 56	65.8% 64	72.4% 60	71.4% 52	87.3% 88	71.4% 81
No	32.9% 299	20.5% 30	31.5% 29	32.2% 38	25.2% 32	52.0% 61	32.9% 23	27.2% 30	25.3% 18	12.3% 13	26.2% 25
Don't Know	1.4% 16	0.4% 1	3.8% 1	1.2% 2	1.0% 2	1.4% 2	1.3% 2	0.4% 1	2.4% 1	0.5% 1	2.4% 3
Refusal	- 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 1	- 0	- 0

Motorcyclists: Where did you see or hear it?

	Total n=344
FM Radio	4.9% 17
Internet Radio/Pandora/Spotify	1.7% 6
Newspaper/Magazine	6.4% 22
Bike Week	10.5% 36
Biketoberfest	7.0% 24
Electronic Message Board over the Road	15.4% 53
Outdoor Billboard	25.9% 89
Poster	4.4% 15
Brochure	1.2% 4
Bumper Stickers	84.0% 289
Internet Videos	1.7% 6
Facebook	4.7% 16
Instagram	0.3% 1
Twitter	- 0
Television	4.4% 15
Other	3.8% 13
Don't Know	2.6% 9
Refusal	- 0

Non-motorcyclists: Where did you see or hear it?

	Total n=780
FM Radio	5.4% 33
Internet Radio/Pandora/Spotify	2.3% 12
Newspaper/Magazine	3.5% 28
Bike Week	1.8% 26
Biketoberfest	1.4% 17
Electronic Message Board over the Road	16.9% 121
Outdoor Billboard	18.9% 144
Poster	4.1% 35
Brochure	3.3% 17
Bumper Stickers	74.1% 588
Internet Videos	2.7% 18
Facebook	5.0% 37
Instagram	0.5% 2
Twitter	0.5% 3
Television	5.2% 53
Other	2.4% 15
Don't Know	3.7% 38
Refusal	0.6% 1

Motorcyclists: Which of the following age categories best describes you? Are you:

	Total n=379	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
18-24	2.9% 11	3.6% 2	3.9% 1	1.8% 1	2.9% 1	- 0	7.9% 3	- 0	2.8% 1	2.5% 1	2.0% 1
25-34	2.9% 11	1.8% 1	7.7% 2	- 0	- 0	10.5% 2	7.9% 3	3.9% 1	2.8% 1	2.5% 1	- 0
35-44	5.3% 20	5.5% 3	3.9% 1	9.1% 5	11.8% 4	26.3% 5	2.6% 1	- 0	2.8% 1	- 0	- 0
45-64	43.0% 163	50.9% 28	38.5% 10	45.5% 25	32.4% 11	42.1% 8	44.7% 17	38.5% 10	38.9% 14	45.0% 18	44.0% 22
65 or older	49.9% 174	38.2% 21	46.2% 12	43.6% 24	52.9% 18	21.1% 4	36.8% 14	57.7% 15	52.8% 19	50.0% 20	54.0% 27

Non-motorcyclists: Which of the following age categories best describes you? Are you:

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
18-24	11.5% 77	5.4% 5	11.5% 6	8.1% 8	13.6% 13	10.3% 8	13.5% 7	17.9% 11	8.0% 4	13.5% 10	6.7% 5
25-34	16.9% 85	15.0% 7	17.5% 9	18.5% 10	16.3% 10	14.5% 8	26.9% 13	12.1% 7	12.3% 5	22.1% 10	11.7% 6
35-44	16.6% 107	11.0% 7	15.7% 9	15.0% 13	15.3% 15	20.6% 22	17.7% 11	19.6% 9	5.5% 5	11.7% 7	17.0% 9
45-64	34.2% 411	43.4% 62	35.7% 33	36.3% 53	37.3% 58	31.3% 40	27.7% 34	31.3% 32	40.6% 24	35.4% 38	33.3% 37
65 or older	20.8% 416	25.2% 59	19.6% 27	22.2% 63	17.5% 47	23.3% 41	14.3% 24	19.1% 32	33.6% 34	17.3% 37	31.2% 52
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: What is your racial background? Are you:

	Total n=374	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
White/Caucasian	89.3% 334	89.3% 50	80.8% 21	94.4% 51	94.1% 32	36.8% 7	91.7% 33	84.0% 21	100.0% 37	92.3% 36	95.8% 46
Black/African American	2.1% 8	3.6% 2	7.7% 2	3.7% 2	- 0	10.5% 2	- 0	- 0	- 0	- 0	- 0
Hispanic	6.4% 24	1.8% 1	11.5% 3	1.9% 1	- 0	47.4% 9	8.3% 3	12.0% 3	- 0	7.7% 3	2.1% 1
Asian	0.3% 1	- 0	- 0	- 0	- 0	5.3% 1	- 0	- 0	- 0	- 0	- 0
Native American	1.6% 6	5.4% 3	- 0	- 0	5.9% 2	- 0	- 0	- 0	- 0	- 0	2.1% 1
Other	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	4.0% 1	- 0	- 0	- 0

Non-motorcyclists: What is your racial background? Are you:

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
White/Caucasian	50.8% 799	83.9% 124	40.5% 46	66.1% 117	56.1% 101	21.4% 33	44.4% 57	65.9% 72	83.8% 64	70.0% 88	81.8% 97
Black/African American	15.2% 87	7.8% 5	17.7% 11	24.6% 20	14.9% 11	17.9% 18	18.8% 10	4.1% 2	7.3% 3	12.7% 4	4.4% 3
Hispanic	28.3% 169	4.6% 6	35.9% 23	6.7% 6	21.3% 25	57.1% 64	25.4% 14	23.0% 13	7.8% 4	8.2% 6	13.3% 8
Asian	3.1% 18	1.8% 2	3.6% 2	- 0	4.8% 3	1.5% 2	6.4% 4	3.8% 2	1.1% 1	7.1% 2	- 0
Native American	0.9% 10	1.5% 2	- 0	1.7% 3	1.0% 1	1.0% 1	1.4% 1	- 0	- 0	1.4% 1	0.5% 1
Other	1.7% 13	0.4% 1	2.3% 2	0.9% 1	1.9% 2	1.2% 1	3.7% 3	3.2% 2	- 0	0.6% 1	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: What is the highest grade in school or year of college you have completed?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Less than high school degree	2.6% 10	- 0	3.9% 1	7.3% 4	2.9% 1	5.3% 1	2.6% 1	- 0	2.7% 1	- 0	2.0% 1
High school graduate/GED	33.7% 129	37.5% 21	30.8% 8	29.1% 16	29.4% 10	31.6% 6	39.5% 15	33.3% 9	32.4% 12	32.5% 13	37.3% 19
Currently in college/has AA degree	27.7% 106	21.4% 12	11.5% 3	43.6% 24	26.5% 9	26.3% 5	31.6% 12	22.2% 6	29.7% 11	20.0% 8	31.4% 16
Bachelor's degree (B.A./B.S.)	23.2% 89	26.8% 15	30.8% 8	16.4% 9	20.6% 7	21.1% 4	18.4% 7	22.2% 6	21.6% 8	35.0% 14	21.6% 11
Graduate degree/post-graduate degree	12.3% 47	12.5% 7	23.1% 6	1.8% 1	20.6% 7	15.8% 3	7.9% 3	22.2% 6	13.5% 5	12.5% 5	7.8% 4
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.5% 2	1.8% 1	- 0	1.8% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: What is the highest grade in school or year of college you have completed?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Less than high school degree	6.2% 46	4.1% 4	10.6% 6	4.7% 6	4.1% 5	7.2% 9	4.8% 3	4.6% 3	4.4% 2	7.6% 5	6.7% 3
High school graduate/GED	33.3% 327	28.6% 41	20.8% 17	35.1% 45	40.6% 47	36.7% 34	27.3% 17	32.5% 30	38.3% 27	29.9% 24	46.6% 45
Currently in college/has AA degree	33.9% 282	43.7% 41	33.2% 19	44.4% 50	34.5% 38	24.3% 18	33.0% 23	39.1% 21	24.9% 14	43.3% 33	27.6% 25
Bachelor's degree (B.A./B.S.)	18.3% 296	16.5% 36	24.8% 29	10.2% 30	15.3% 38	22.3% 39	23.7% 29	15.1% 23	20.1% 21	14.1% 29	12.3% 22
Graduate degree/post-graduate degree	8.2% 145	7.1% 18	10.6% 13	5.6% 16	5.5% 15	9.6% 19	11.1% 17	8.8% 14	12.4% 8	5.2% 11	6.8% 14
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Am I reaching you today on a landline or cell phone?

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Landline	82.0% 314	85.7% 48	80.8% 21	81.8% 45	76.5% 26	52.6% 10	89.5% 34	88.9% 24	86.5% 32	80.0% 32	82.4% 42
Cell phone	17.5% 67	14.3% 8	19.2% 5	18.2% 10	20.6% 7	47.4% 9	10.5% 4	11.1% 3	13.5% 5	20.0% 8	15.7% 8
Don't Know	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.0% 1
Refusal	0.3% 1	- 0	- 0	- 0	2.9% 1	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: Am I reaching you today on a landline or cell phone?

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Landline	38.1% 565	58.3% 95	34.2% 33	44.9% 86	44.4% 85	35.3% 56	29.8% 34	34.7% 41	48.4% 39	29.4% 44	38.7% 52
Cell phone	61.5% 526	41.2% 44	65.8% 51	53.7% 60	55.6% 58	64.7% 63	69.5% 54	63.9% 49	51.7% 33	70.6% 58	59.9% 56
Don't Know	0.1% 2	0.4% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.4% 1
Refusal	0.4% 3	- 0	- 0	1.5% 1	- 0	- 0	0.8% 1	1.4% 1	- 0	- 0	- 0

Motorcyclists: Sex (Interviewer-determined)

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
Male	85.6% 328	82.1% 46	92.3% 24	80.0% 44	79.4% 27	89.5% 17	97.4% 37	85.2% 23	89.2% 33	87.5% 35	82.4% 42
Female	14.4% 55	17.9% 10	7.7% 2	20.0% 11	20.6% 7	10.5% 2	2.6% 1	14.8% 4	10.8% 4	12.5% 5	17.7% 9

Non-motorcyclists: Sex (Interviewer-determined)

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
Male	47.9% 461	34.0% 47	56.2% 41	38.8% 52	52.7% 65	51.1% 53	48.0% 39	42.5% 37	53.6% 36	47.5% 49	38.9% 42
Female	52.1% 635	66.0% 93	43.8% 43	61.2% 95	47.3% 78	48.9% 66	52.0% 50	57.5% 54	46.4% 36	52.5% 53	61.1% 67

Motorcyclists: Language the interview was conducted in (Interviewer-determined)

	Total n=383	Brevard n=56	Broward n=26	Duval n=55	Hillsborough n=34	Miami-Dade n=19	Orange n=38	Palm Beach n=27	Pasco n=37	Pinellas n=40	Volusia n=51
English	99.2% 380	100.0% 56	100.0% 26	100.0% 55	100.0% 34	94.7% 18	100.0% 38	96.3% 26	100.0% 37	100.0% 40	98.0% 50
Spanish	0.8% 3	- 0	- 0	- 0	- 0	5.3% 1	- 0	3.7% 1	- 0	- 0	2.0% 1

Non-motorcyclists: Language the interview was conducted in (Interviewer-determined)

	Total n=1,096	Brevard n=140	Broward n=84	Duval n=147	Hillsborough n=143	Miami-Dade n=119	Orange n=89	Palm Beach n=91	Pasco n=72	Pinellas n=102	Volusia n=109
English	92.0% 1,053	100.0% 140	92.6% 79	100.0% 147	97.4% 139	79.0% 94	88.4% 85	98.3% 90	98.4% 71	99.4% 101	94.3% 107
Spanish	8.0% 43	- 0	7.4% 5	- 0	2.6% 4	21.0% 25	11.6% 4	1.7% 1	1.6% 1	0.6% 1	5.7% 2

Appendix II: Survey Instrument

FDOT Motorcyclists Survey 2017, Survey Instrument

Introduction:

Hello, my name is _____, and I am a student calling from the University of North Florida in Jacksonville on behalf of the Florida Department of Transportation. How are you this afternoon/evening?

This is not a sales call. We're asking Florida residents some questions about their driving habits and highway safety. Just to confirm, are you 18 years of age or older?

S1. Have you operated a motorcycle in the past 12 months?

1. Yes [SKIP to S3]
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

S2. Has anyone in your household operated a motorcycle in the past 12 months?

1. Yes
2. No [SKIP to S3]
8. Don't Know [VOLUNTEERED] [SKIP to S3]
9. Refusal [VOLUNTEERED] [SKIP to S3]

CALLBACK. May I please speak to that person?

1. Person comes to phone [SKIP to Intro]
2. Person unavailable – Interviewer: end call, schedule callback and get name of motorcyclist [SKIP to Intro]
3. Person unavailable – Never Available

S3. What county in Florida do you currently live in?

1. Brevard
2. Broward
3. Duval
4. Hillsborough
5. Miami-Dade
6. Orange
7. Palm Beach
8. Pasco
9. Pinellas
10. Volusia
11. Other _____ [END Survey]
88. Don't Know [END Survey]
99. Refusal [END Survey]

S4. What State issued your driver's license?

1. Florida [Skip to S6]
2. Other _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

S5. Do you spend more than 1-month per year in the state of Florida?

1. Yes
2. No [END Survey]
8. Don't Know [VOLUNTEERED] [END Survey]
9. Refusal [VOLUNTEERED] [END Survey]

S6) In general, what type of vehicle do you drive most often?

1. Passenger car
2. Pickup truck
3. Sport utility vehicle (SUV)
4. Mini-van
5. Full-sized van
6. Motorcycle
7. Scooter
8. Other _____
9. Does not drive [VOLUNTEERED]
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

Informed Consent:

Just a reminder. Your participation is voluntary, and you may terminate the call at any time. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one. Your identity is unknown and all of your responses will remain confidential.

[IF S1 > 1 SKIP TO Q7]

Q1. Thinking of the motorcycle that you ride most often, what type of motorcycle is it?

1. Cruiser
2. Sport
3. Touring
4. Scooter
5. Trike
6. Other
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

Q2. What brand of motorcycle do you ride most often?

1. Honda
2. Harley-Davidson
3. Kawasaki
4. Yamaha
5. Suzuki
6. KTM
7. Triumph
8. Victory
9. Ducati
10. BMW
11. Other _____
88. Don't know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

Q3. How long have you been riding a motorcycle?

1. Less than 2 years
2. 2 – 5 years
3. 6 – 10 years
4. 11 – 20 years
5. 21 – 30 years
6. 31+ years
8. Don't Know
9. Refusal

Q4. What type of roadways do you ride on most often? [Motorcycle Only]

1. US/State highways in and around cities
2. US/State highways in rural areas
3. City streets
4. Rural roads
5. Off-road
6. Other
8. Don't Know
9. Refusal

Q5. Approximately how many miles have you ridden in the past 12 months? [Motorcycle Only]

8. Don't Know
9. Refusal

Q6. Approximately how often do you ride a motorcycle?

1. Nearly everyday
2. A few times a week
3. Once a week
4. Once a month
5. A few times per year
6. Other _____
8. Don't Know
9. Refusal

Q7. We are interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the last seven days? [SELECT ALL THAT APPLY]

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Watch movies or TV (Netflix, Hulu, etc.)
6. Read the news
7. Gaming
8. Pay bills
9. Get directions/use maps
10. Play music
11. Shopping
12. Plan travel
13. Other _____
14. Has not used Internet
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

SHOW IF Q7 = 1

Q7a. How often do you use Facebook?

1. Multiple times per day
2. Once per day
3. A couple time per week
4. Once a week
5. Less than once a week
6. Other _____
8. Don't Know
9. Refusal

SHOW IF Q7 = 1

Q7b. When you are using Facebook, how often do you watch videos?

1. Nearly every time
2. Most of the time
3. Some of the time
4. Almost never / Never
8. Don't Know
9. Refusal

SHOW IF Q7 = 1

Q7c. When you are using Facebook, how often do you click on Facebook ads?

1. Nearly every time
2. Most of the time
3. Some of the time
4. Almost never / Never
8. Don't Know
9. Refusal

SHOW IF Q7 = 1

Q7d. When you are using Facebook, how often do you click on Promoted Posts?

1. Nearly every time
2. Most of the time
3. Some of the time
4. Almost never / Never
8. Don't Know
9. Refusal

Q8. Do you visit any websites specifically related to motorcycles?

1. Yes
2. No [Skip to Q9]
8. Don't Know [VOLUNTEERED] [Skip to Q9]
9. Refusal [VOLUNTEERED] [Skip to Q9]

SHOW IF Q8 = 1

Q8a. Which sites do you visit? (IF "Yes")

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS 13 – CREATE FOUR BLOCKS OF 2-
QUESTIONS AND RANDOMIZE THESE BLOCKS]

Q9. In the past few months, have you seen a motorcycle safety message that says, “Don’t Be a Star”?

1. Yes [GO TO 10]
2. No [GO TO NEXT BLOCK]
8. Don’t Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q10. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. FM Radio
2. Internet Radio/Pandora/Spotify
3. Newspaper/Magazine
4. Bike Week
5. Biketoberfest
6. Electronic Message Board over Road
7. Outdoor Billboard
8. Poster
9. Brochures
10. Bumper Stickers
11. Internet Videos
12. Facebook
13. Instagram
14. Twitter
15. Other _____
88. Don’t Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

Q11. In the past few months, have you seen a motorcycle safety message that says, “Ride Smart.”?

1. Yes [GO TO Q12]
2. No [GO TO NEXT BLOCK]
8. Don’t Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q12. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as Q10.

Q13. In the past few months, have you seen a motorcycle safety message that says, “Make the Right Choice?”

1. Yes [GO TO Q14]
2. No [GO TO NEXT BLOCK]
8. Don’t Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q14. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as Q10.

Q15. In the past few months, have you seen or heard a safety message that said, “Watch for Motorcycles?”

1. Yes [GO TO Q16]
2. No [GO TO NEXT BLOCK]
8. Don’t Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q16. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as Q10

These last few questions are about you, so we can compare your responses to others in the survey.

AGE. Which of the following age categories best describes you? Are you:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Do not know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes (Skip to EDU)
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

RACE. What is your racial background? Are you:

1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

EDU) What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LLCELL. Am I reaching you today on a landline or cell phone today?

1. Landline
2. Cell phone
8. Don't Know
9. Refusal

ZIPCODE. To help compare your results to others in your area, may I have the zip code where you live?

1. _____ (5 character requirement)
8. Don't Know
9. Refusal

EMAIL

In the coming months we will be conducting brief online surveys about transportation issues in Florida and we would like to include your opinions. These are for research purposes only and we will not sell your information to anyone. Would you like to participate in those online surveys by providing us with your email address?

Sex (Interviewer-determined)

1. Male
2. Female

LANG. Language the interview was conducted in (Interviewer-determined)

1. English
2. Spanish

Closing:

Those are all the questions I have for you this evening. Thank you for participating. As I said earlier, this survey is being conducted by the University of North Florida on behalf of the Florida Department of Transportation about the riding habits of Florida motorcyclists in order to improve the safety of Florida's roads. If you have any questions regarding this survey or the rights of research subjects, please contact the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-1205, or Dr. Jennifer Wesley, Chair of the Institutional Review Board at the University of North Florida at (904) 620-1685.