

Florida

2018

Motorcycle Safety Media Survey

Florida Department of Transportation

Final Report
September 14, 2018

DISCLAIMER

This report was prepared for the State of Florida, Department of Transportation, State 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 Subrecipient and do not necessarily represent those of the FDOT Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation, and/or Federal Highway Administration, 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.



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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 5,286 motorcyclist fatalities in 2016, up from the 4,976 motorcyclist fatalities and the 4,594 fatalities in 2014. These statistics can be found in NHTSA's Traffic Safety Facts report for 2014, 2015, and 2016. The NHTSA's Traffic Safety Facts reports use 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 (PURL) 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 (74%) than non-motorcyclists (62%).
- In 2017 and 2018, 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 *Watch for Motorcycles*

safety message on "Bumper Stickers" than any other advertising platform.

- Many non-motorcyclists claimed to primarily drive a "Passenger car" at 50%.
- The "Cruiser" was the most selected type of motorcycle that motorcyclists claimed to ride most often (35%), followed closely by "Sport" at 34%.
- Out of all the motorcycle brands, "Harley-Davidson" was the brand that motorcyclists claimed to ride most often at 29%.
- "Harley-davidson.com" was the most common response offered when respondents were asked what motorcycle sites they visited.

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 both a telephone survey from July 23, 2018 to August 14, 2018, and an online survey from July 24, 2018 to August 2, 2018. The mixed mode survey is a departure from previous reports and enabled an increased number of motorcyclists to participate in the project. This project was executed during this time period because it was after FDOT's motorcycle safety media campaigns.

Study Design

In the effort to accurately capture the awareness and driving habits of adult Florida drivers and motorcycle riders, two surveys were executed. The first was conducted by telephone of licensed drivers with a sample size of 1134. These individuals were contacted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones. The second survey was administered online, and targeted adult Florida motorcycle riders who had ridden in the past 12 months. The online sample garnered 420 completed surveys. Both of these surveys sampled the 10 counties shown in Table 1 below. Quotas were placed on the telephone survey for each of the 10 counties to ensure approximately 100 non-motorcyclists were completed for each county. This helps 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 margins of sampling error are much higher and there is more uncertainty towards the true population.

Data collection for the telephone survey took place at the PORK facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Survey Sampling International provided all the telephone numbers used for the survey. For the online survey, the PORK contracted with Qualtrics. Qualtrics used several online panel providers and collected the data at the same time as the phone survey in order to reduce the variation in responses between modes.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate in the telephone survey. As for respondents contacted by cellphone they were selected by being the first qualified participant to answer the phone. For the online survey, respondents indicating that they had ridden a motorcycle in the past 12 months were included. The breakdown of completed responses on a landline phone to a cell phone was 96% to 3% with 1% 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 23 – August 14, 2018 from 4:00 p.m. - 9:00 p.m. seven days a week.

For the telephone 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, sex, education and race to the estimated 2016 American Community Survey for the adult population of the 10 Florida counties surveyed.

There were 958 total surveys completed of non-motorcyclists who answered all four demographic questions needed for weighting: age, sex, race and education. Respondents that answered at least one of those questions with ‘Don’t Know’ or ‘Refusal’ were given a weight of 1. Motorcyclists from the RDD sample were not weighted.

The online sample of motorcyclists was weighted to unweighted demographics (age, sex, education and race) of motorcyclists from the telephone sample.

The margin of sampling error is +/- 3.1 percentage points. This study had a 9.2% 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

Table 1. Motorcyclists / Non-motorcyclists

County	Sample Size
Brevard	n=38 / 101
Broward	n=69 / 101
Duval	n=40 / 101
Hillsborough	n=58 / 101
Miami-Dade	n=110 / 102
Orange	n=56 / 100
Palm Beach	n=60 / 101
Pasco	n=34 / 88
Pinellas	n=42 / 101
Volusia	n=50 / 101
Total	n=557 / 997

Table 2. County and Margin of Error¹

County	Margin of Error
Brevard	+/- 9.75
Broward	+/- 9.75
Duval	+/- 9.75
Hillsborough	+/- 9.75
Miami-Dade	+/- 9.7
Orange	+/- 9.8
Palm Beach	+/- 9.75
Pasco	+/- 10.45
Pinellas	+/- 9.75
Volusia	+/- 9.75
Total	+/- 3.1

cases of unknown eligibility are actually eligible. There were no statistical adjustments made due to design effects.

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

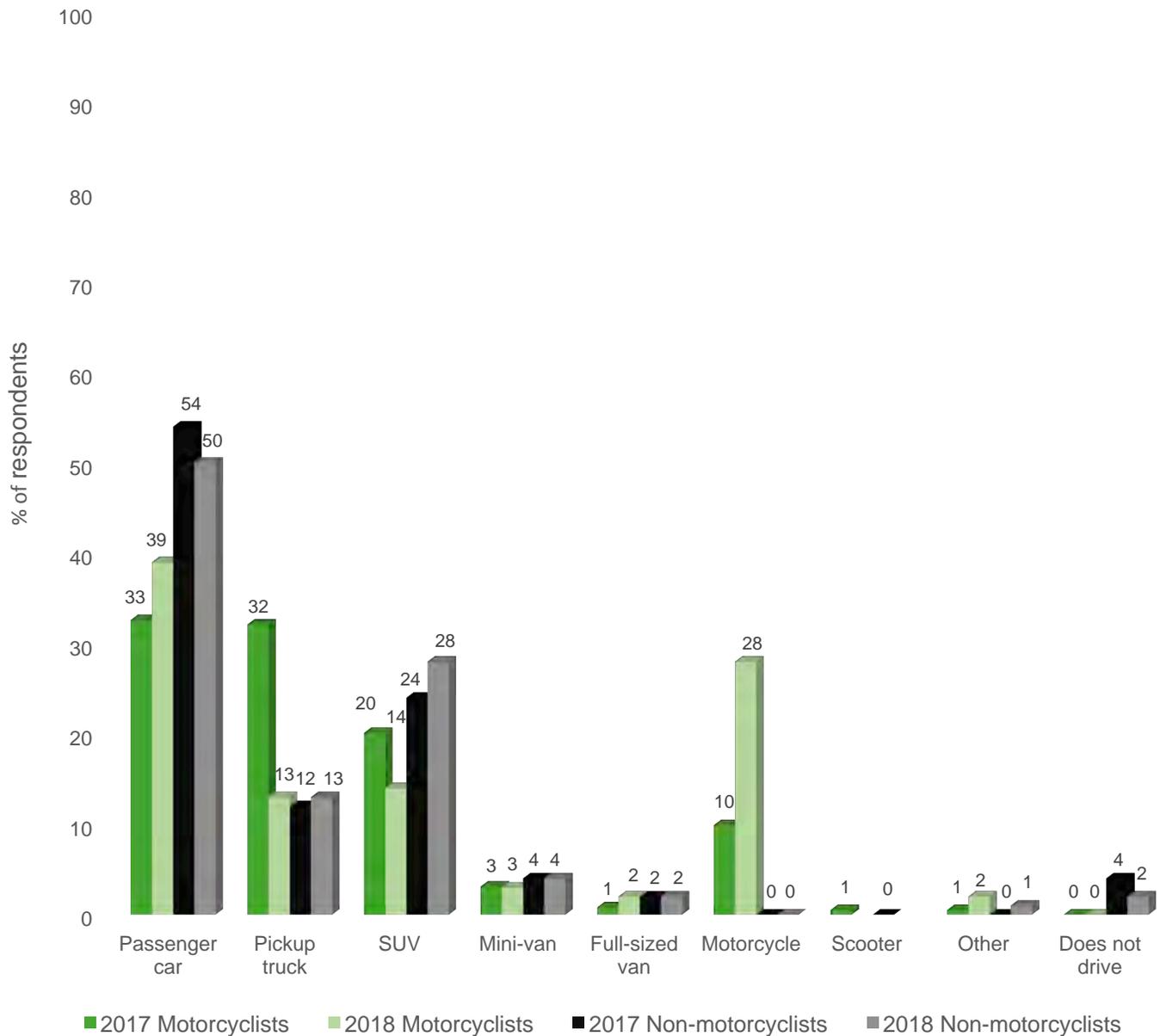
For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

¹ Margins of error are only for the probability, RDD telephone non-motorcyclist portion of the results

Summary of Findings

Figure 1. Motorcyclists and Non-motorcyclists by Vehicle Driven, 2017 to 2018

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 for 2017 and 2018. "Passenger car" was the most selected response for both motorcyclists and non-motorcyclists across both years. However, the percentage of

motorcyclists who selected "Motorcycle" as the type of vehicle they drive most often increased by 18-percentage points. This could be attributed to the non-probability online targeting of motorcyclists in conjunction with the probability phone survey, compared to 2017's probability survey conducted entirely by phone.

Figure 2. Motorcyclists by Type of Motorcycle, 2017 to 2018

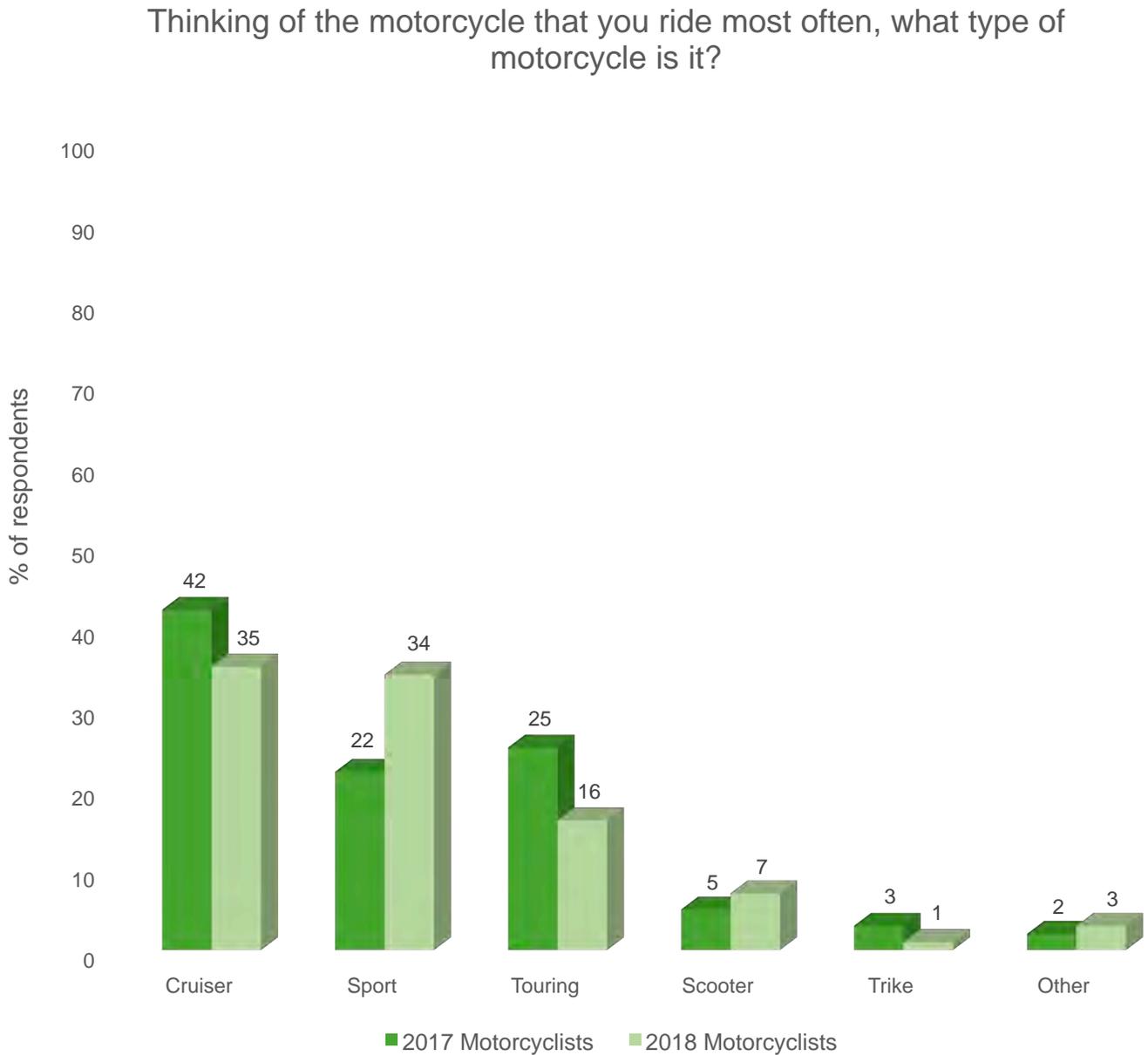


Figure 2 shows the results for motorcyclists who answered what type of motorcycle they ride most often. “Cruiser” was the most selected response at 42% in 2017 and 35% in 2018. “Sport” motorcycles saw an increase from 2017 to 2018, moving up 12 percentage points from 22% to 34%. Although “Touring” motorcycles decreased from 25% to 16% in 2018, this type is still

more popular than the “Scooter”, “Trike”, or “Other” types of motorcycles, none of which gathered more than 10% in 2017 or 2018. In addition to year over year population changes, the online component to the survey increased the number of younger respondents, hence potentially increasing the number of “Sport” motorcyclists.

Figure 3. Motorcyclists by Brand Ridden, 2017 to 2018

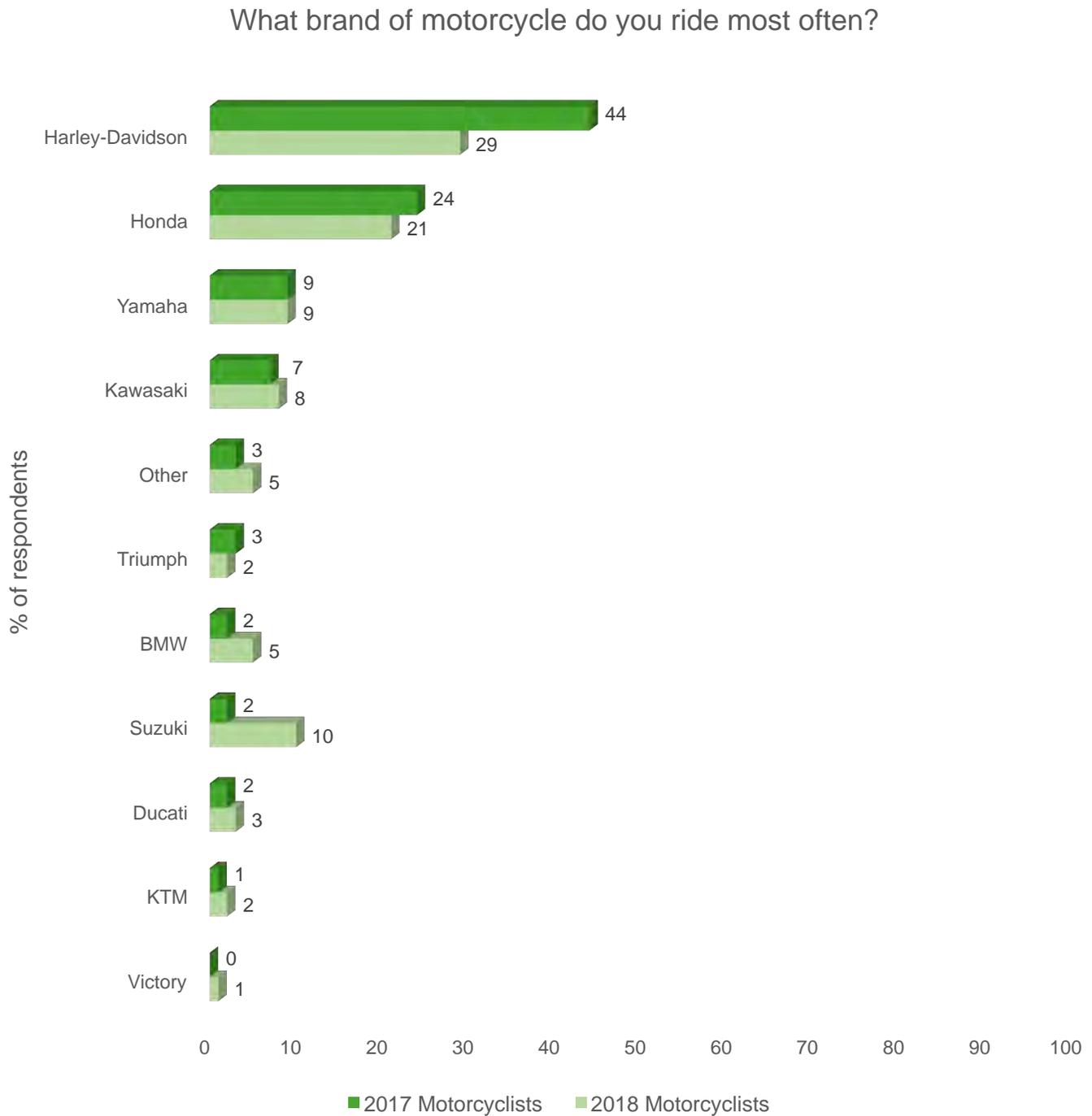
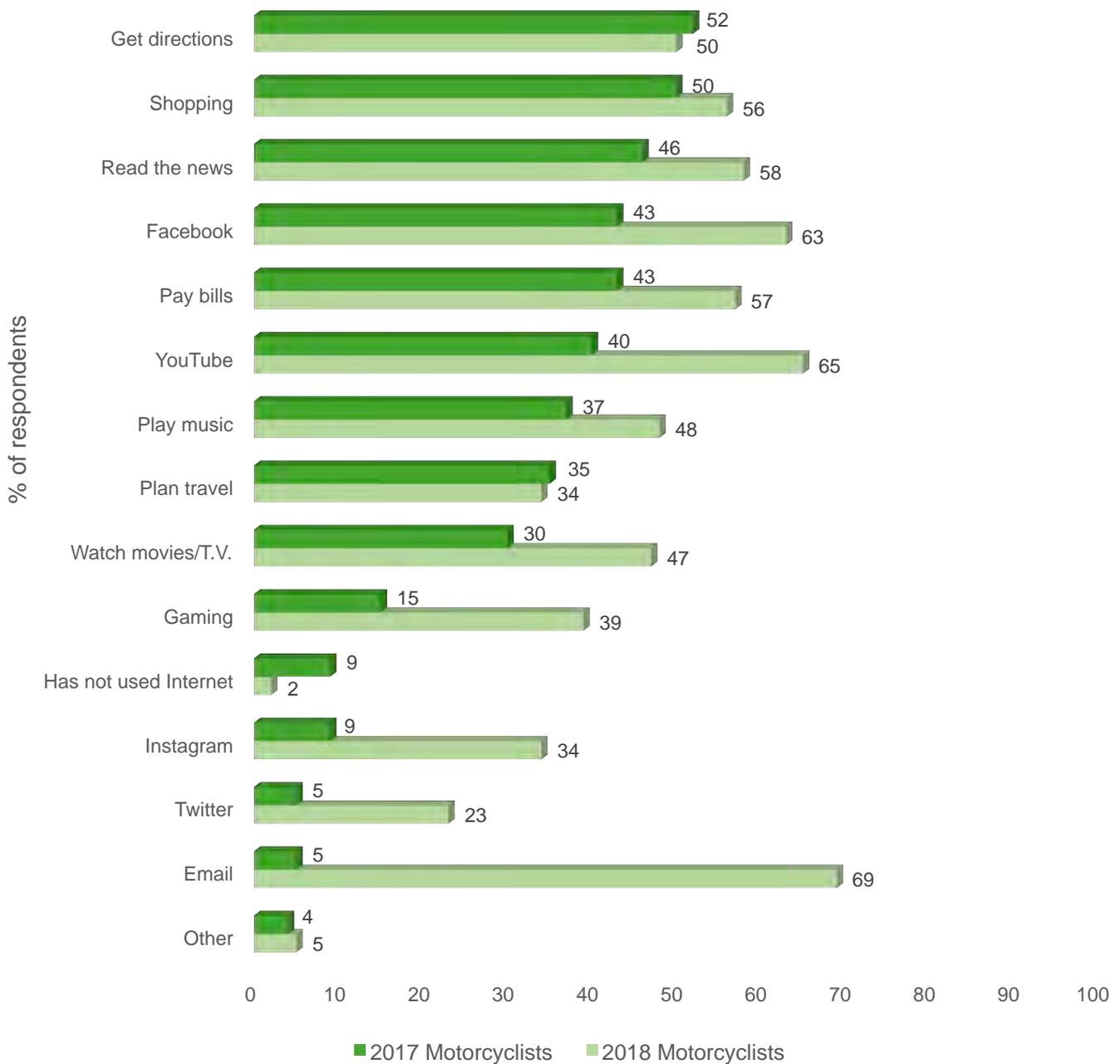


Figure 3 presents the results of motorcyclists who were asked what brand of motorcycle they ride most often. “Harley-Davidson” was the most selected response once more in 2018 with 29% of motorcyclists who claimed to ride that brand most often, although there was a large decrease from the 44% in 2017. The second most

common response was “Honda”, with 21% in 2018. The other motorcycle brands did not see large changes from 2017 to 2018, with the exception of the “Suzuki” brand, which saw an 8-percentage point increase from 2% in 2017 to 10% in 2018.

Figure 4. Motorcyclists by Internet Usage, 2017 to 2018

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



In Figure 4, motorcyclists in 2017 and 2018 were asked to identify all the following things they had used the Internet to do in the past week. The most noteworthy jump can be seen in the “Email” response, which moved from 5% in 2017 to 69% in 2018. However, it is important to note that “Email” was not read to respondents as a selection in the 2017 survey; rather, it

was volunteered by respondents as an open-ended “Other” response. In 2018, “Email” was added to the survey as a selection which was read to respondents and which appeared as an option in the online survey. The only two responses that did not see an increase from 2017 to 2018 were “Get Directions” and “Has not used the Internet”.

Figure 5. Non-motorcyclists by Internet Usage, 2017 to 2018

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

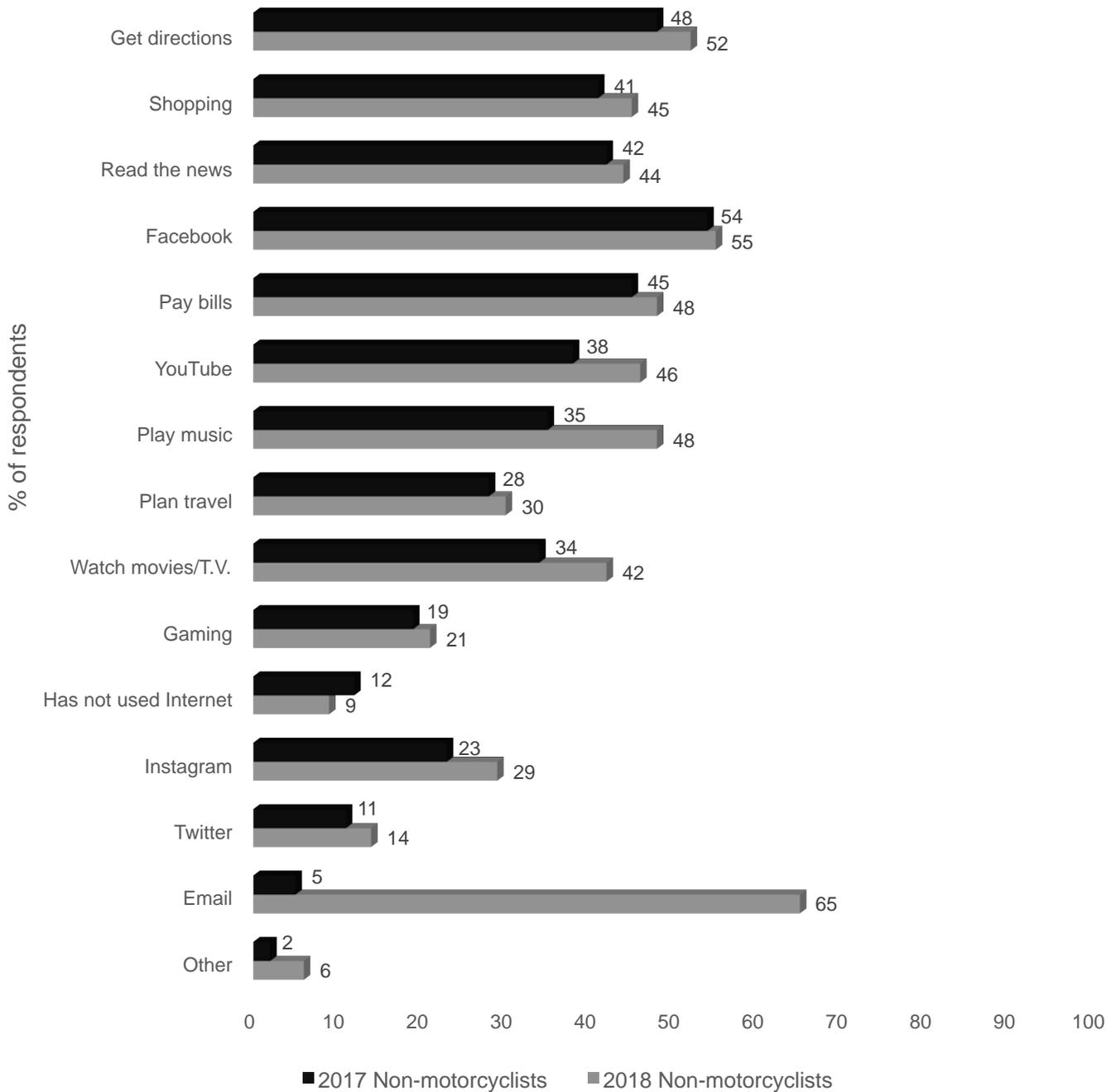
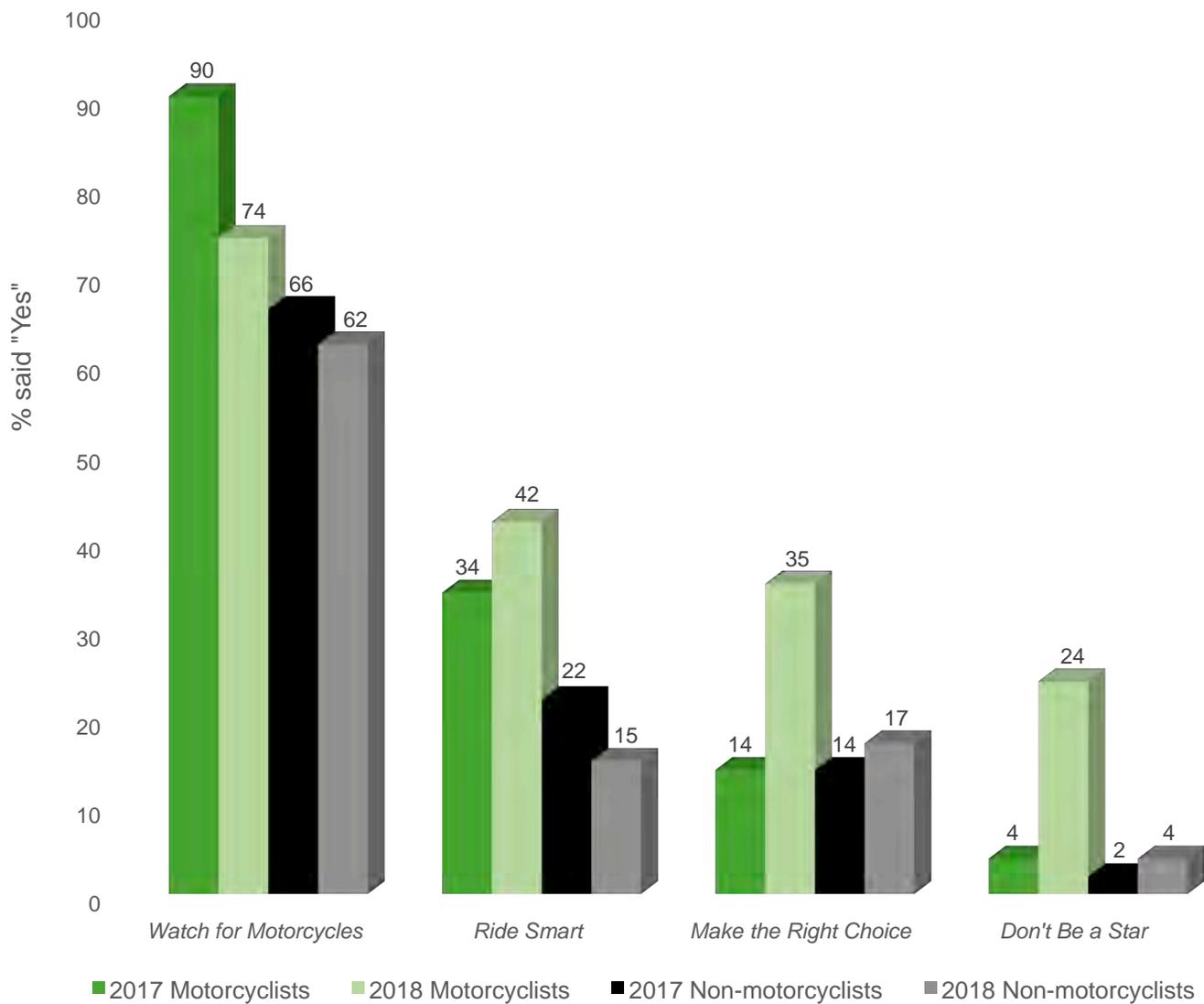


Figure 5 displays the same question posed in Figure 4 for non-motorcyclists. The same jump in “Email” can be seen here, from 5% in 2017 to 65% in 2018. In this

case, the only response to see a decrease from 2017 to 2018 was “Has not used Internet”, which decreased from 12% to 9%.

Figure 6. Motorcyclists and Non-motorcyclists by Safety Campaign Awareness, 2017 to 2018

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 6 reports the 2017 and 2018 percentages 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*. The *Watch for Motorcycles* message had the most recognition among motorcyclists and non-

motorcyclists in 2017 and 2018, although recognition decreased by 16-percentage points for motorcyclists and 4-percentage points for non-motorcyclists. Interestingly, recognition among motorcyclists rose substantially for the other three campaign safety messages. Non-motorcyclists saw a decrease in recognition of the *Ride Smart* campaign, from 22% in 2017 to 15% in 2018.

Figure 7. Motorcycle Usage by Safety Campaign Awareness, 2018

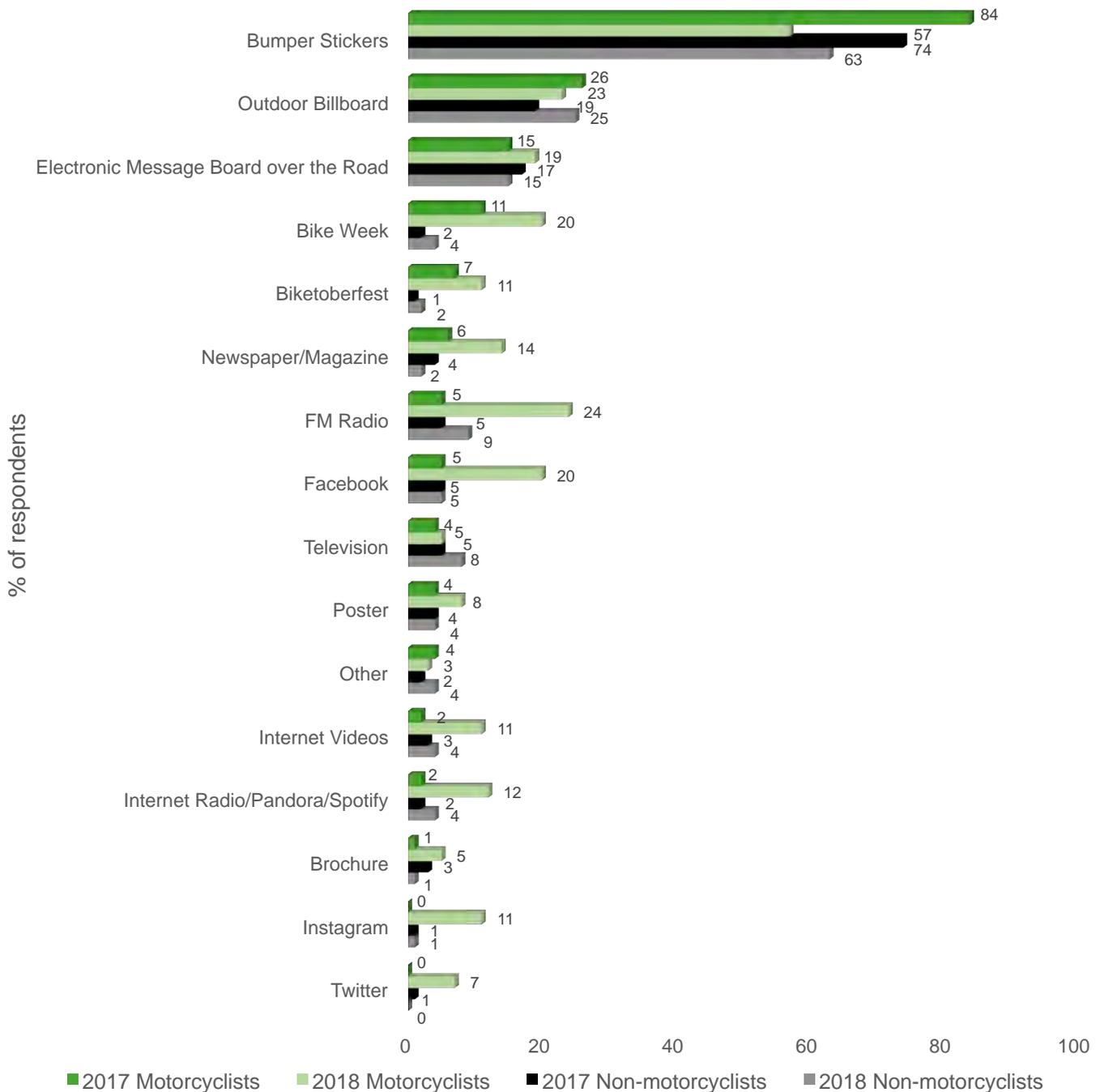


In Figure 7, awareness among motorcyclists for the four motorcycle safety messages is compared by how often a motorcyclist claimed to ride a motorcycle. As frequency of motorcycle riding increased, awareness of each safety campaign also increased. The most dramatic increase in awareness can be seen among both the *Don't Be a Star* motorcycle safety campaign and the *Ride Smart* safety campaign, as recognition moved up by 22-percentage points when frequency of motorcycle riding moves from

“A few times a year” to “Nearly everyday”. The most recognized motorcycle safety campaign, *Watch for Motorcycles*, had a 17-percentage point increase as frequency increased. The *Make the Right Choice* safety campaign had 19-percentage point increase in recognition as frequency of motorcycle riding moved from “A few times per year” to the most frequent choice, “Nearly everyday”.

Figure 8. Motorcyclists and Non-motorcyclists by *Watch for Motorcycles*, 2017 to 2018

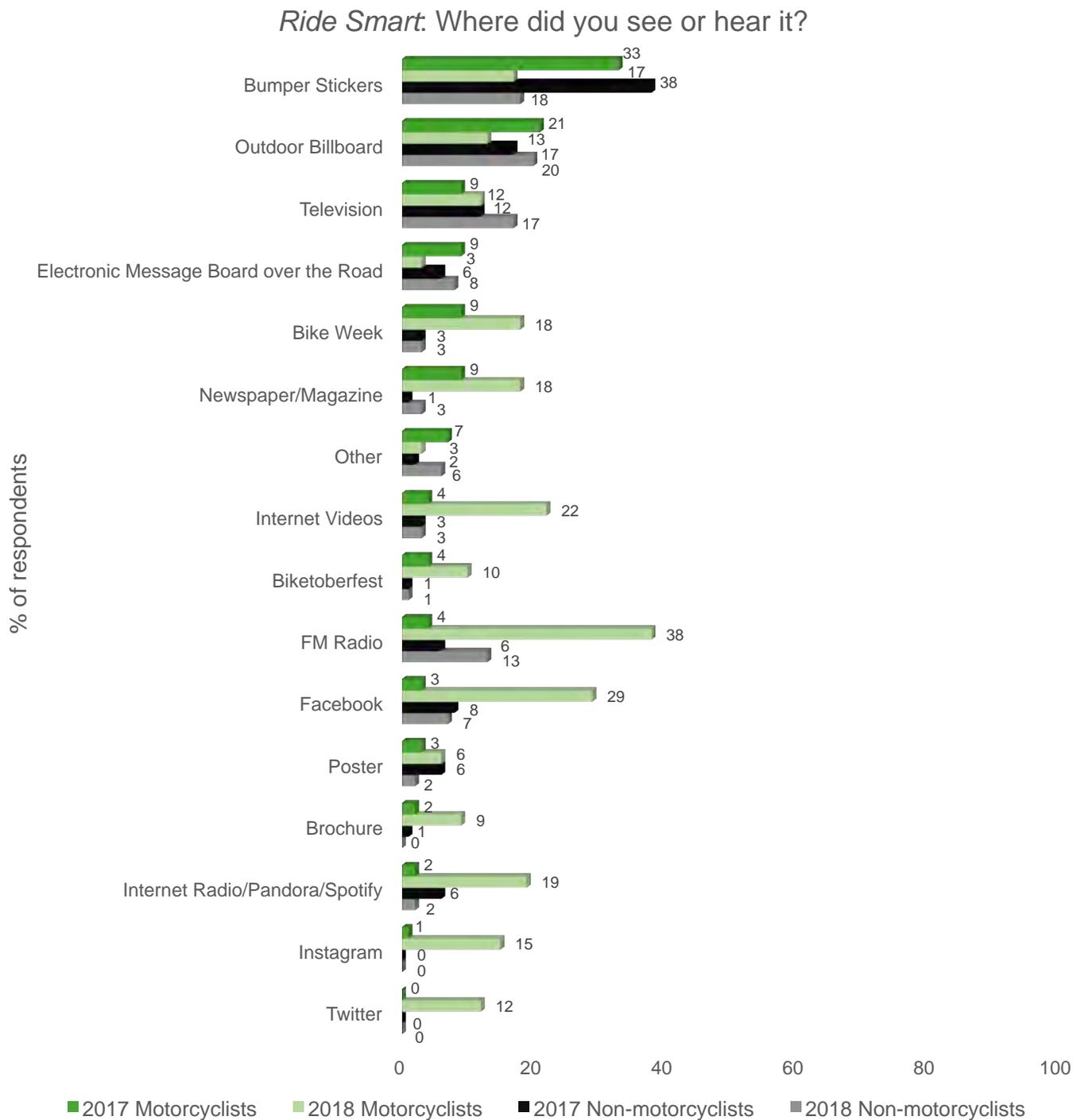
Watch for Motorcycles: Where did you see or hear it?



Two of the four motorcycle safety messages asked about in this survey received over 50% of recognition across the entire sample. Figure 8 shows the percentages for where respondents had seen or heard of the most recognized motorcycle safety message: *Watch for Motorcycles*. A majority of both motorcyclists and non-motorcyclists claimed to have seen the message on “Bumper Stickers” in 2018, with 57% and

63% respectively, although both decreased compared to 2017. Although “Outdoor Billboard” is the next most common response among non-motorcyclists in 2018 with 25%, “FM Radio” is the second most popular response among motorcyclists with 24% in 2018, compared to the 5% in 2017. “Facebook” was also popular among motorcyclists, moving from 5% in 2017 to 20% in 2018.

Figure 9. Motorcyclists and Non-motorcyclists by Ride Smart, 2018



In Figure 9, respondents were asked to identify where they had seen or heard the *Ride Smart* safety message, the message with the second most coverage. “FM Radio” was the most selected response in 2018 with 38% of motorcyclists, while non-motorcyclists chose “Outdoor Billboard” most frequently, with 20% who

claimed to have seen the safety message there. Similar to Figure 8, “Facebook” saw a large increase among motorcyclists, moving from 3% in 2017 to 29% in 2018. “Internet Radio/Pandora/Spotify” and “Internet Videos” also increased among motorcyclists, from 2% to 19% and 4% to 22%, respectively.

Figure 10. Motorcyclists and Non-motorcyclists by Motorcycle Websites, 2018

Which sites do you visit?

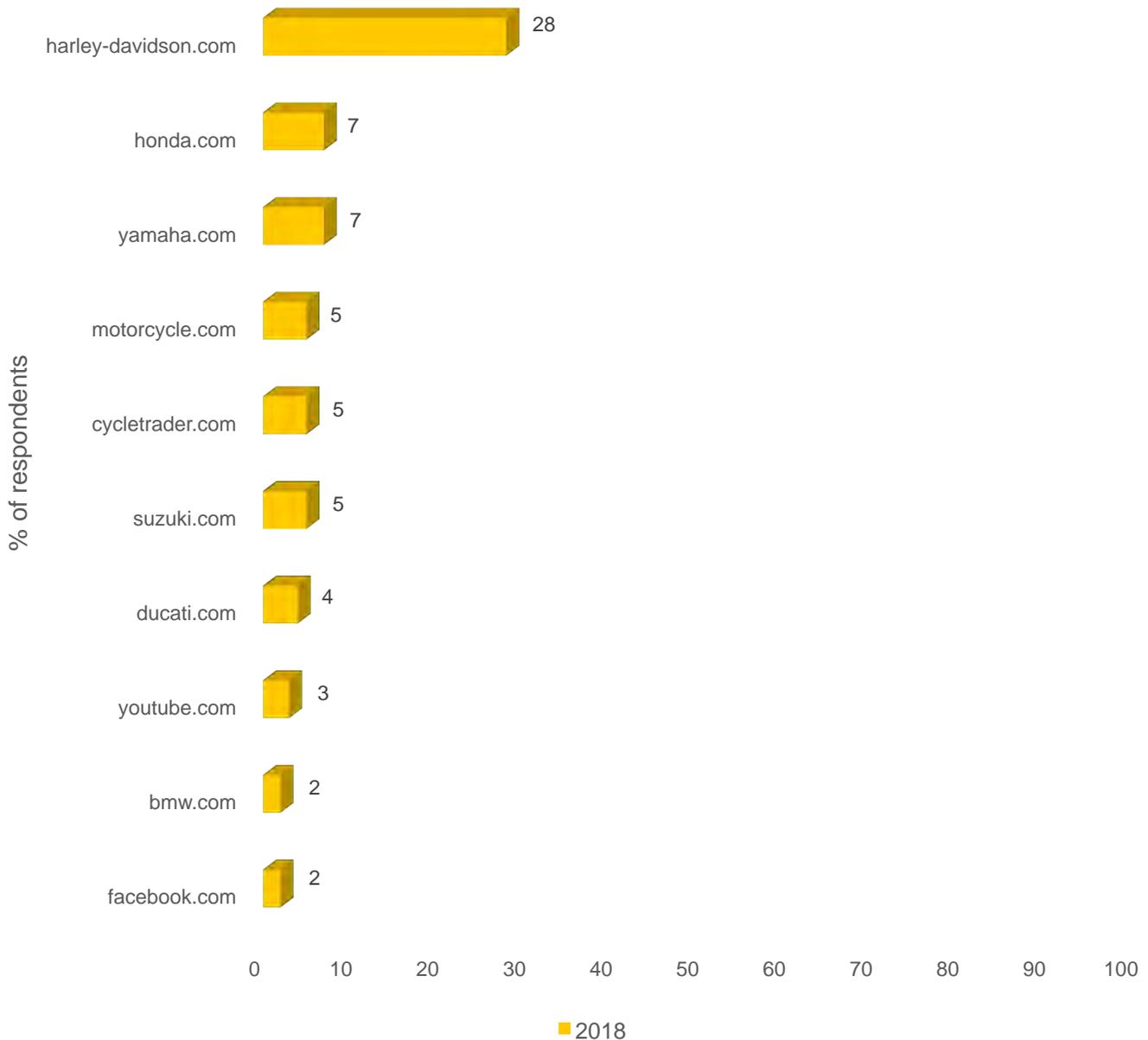


Figure 10 presents the data for individuals that answered “Yes” when asked if they visit any websites specifically related to motorcycles. The above websites were the top 10 most common responses, with “harley-davidson.com” as the most popular response at 28%. At 7%, “honda.com” and “yamaha.com” were both the second

most frequent response offered. All other responses contained 5% or less. Out of the total sample, only 271 individuals gave responses to this open-ended question. All percentages listed in Figure 10 were calculated out of 271 individual responses of both motorcyclists and non-motorcyclists in 2018.

Appendix I: Survey Results²
TOPLINES

Motorcyclists

1. Brevard n=38
2. Broward n=69
3. Duval n=40
4. Hillsborough n=58
5. Miami n=110
6. Orange n=56
7. Palm Beach n=60
8. Pasco n=34
9. Pinellas n=42
10. Volusia n=50

Total = 557

Non-motorcyclists

1. Brevard n=101
2. Broward n=101
3. Duval n=101
4. Hillsborough n=101
5. Miami n=102
6. Orange n=100
7. Palm Beach n=101
8. Pasco n=88
9. Pinellas n=101
10. Volusia n=101

Total = 997

Motorcyclists: What county in Florida do you currently live?

n=557

Brevard	10.1% 37
Broward	12.3% 69
Duval	5.9% 40
Hillsborough	10.3% 54
Miami-Dade	14.2% 107
Orange	8.4% 53
Palm Beach	9.5% 55
Pasco	7.1% 34
Pinellas	9.0% 40
Volusia	9.6% 48
Other Florida County	3.0% 16
Doesn't live in Florida	0.6% 4

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

n=997

Brevard	8.6% 91
Broward	9.4% 97
Duval	8.9% 86
Hillsborough	9.8% 97
Miami-Dade	10.2% 94
Orange	9.1% 91
Palm Beach	9.1% 94
Pasco	8.6% 85
Pinellas	10.0% 98
Volusia	9.4% 91
Other Florida County	5.8% 60
Doesn't live in Florida	0.9% 10
Refusal	0.3% 3

Motorcyclists: Do you spend more than 1-month per year in one of the following counties?
n=20

Brevard	5.0% 1
Broward	- 0
Duval	- 0
Hillsborough	22.3% 4
Miami-Dade	18.7% 3
Orange	13.4% 3
Palm Beach	20.6% 5
Pasco	- 0
Pinellas	10.0% 2
Volusia	10.0% 2

Non-motorcyclists: Do you spend more than 1-month per year in one of the following counties?
n=73

Brevard	14.8% 10
Broward	6.2% 4
Duval	19.2% 15
Hillsborough	3.6% 4
Miami-Dade	11.5% 8
Orange	9.7% 9
Palm Beach	10.0% 7
Pasco	5.6% 3
Pinellas	3.7% 3
Volusia	15.6% 10

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Motorcycle	27.9% 171	10.2% 7	30.9% 24	32.3% 11	23.7% 14	48.2% 52	26.9% 23	27.9% 15	31.6% 10	28.0% 9	12.8% 6
Passenger car	38.8% 213	52.9% 19	33.1% 27	24.3% 12	41.6% 25	28.7% 31	43.3% 24	38.3% 22	39.4% 14	39.7% 17	47.0% 22
Pickup truck	13.3% 61	10.2% 4	11.0% 4	21.9% 7	15.6% 7	6.1% 7	24.5% 6	4.8% 4	17.9% 7	3.8% 2	26.6% 13
SUV	13.7% 74	16.3% 5	17.5% 9	8.0% 5	16.4% 10	14.9% 16	3.3% 2	19.4% 11	4.5% 2	25.0% 12	3.9% 2
Mini-van	2.6% 17	1.8% 1	4.1% 2	0.9% 1	1.1% 1	2.1% 4	- 0	6.0% 5	6.8% 1	1.5% 1	1.8% 1
Full-sized van	1.8% 7	8.7% 2	1.5% 1	6.1% 1	1.6% 1	- 0	- 0	- 0	- 0	- 0	2.1% 2
Other	1.7% 11	- 0	- 0	6.6% 3	- 0	- 0	2.0% 1	3.5% 2	- 0	1.9% 1	5.8% 4
Does not drive	0.2% 1	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 2	0.6% 1	- 0	- 0	- 0	- 0	- 0	0.2% 1	- 0	- 0	- 0

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

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Passenger car	50.3% 508	49.7% 50	51.1% 52	36.7% 37	59.5% 59	42.6% 47	59.0% 60	54.3% 55	43.1% 39	58.6% 60	48.7% 49
Pickup truck	13.2% 130	12.7% 11	6.9% 8	21.5% 20	11.2% 12	13.4% 13	7.0% 7	7.3% 8	21.6% 19	12.1% 13	18.2% 19
SUV	27.9% 281	28.8% 30	35.5% 33	32.6% 37	21.8% 22	27.2% 28	25.6% 24	27.1% 31	32.4% 26	24.3% 23	24.1% 27
Mini-van	3.5% 34	2.9% 4	3.1% 3	6.5% 5	5.2% 5	5.2% 5	4.7% 5	6.4% 4	0.5% 1	1.0% 2	- 0
Full-sized van	2.3% 24	4.0% 5	2.8% 4	- 0	- 0	7.4% 6	3.2% 3	- 0	2.4% 3	1.1% 1	2.3% 2
Other	0.5% 4	- 0	- 0	1.0% 1	- 0	- 0	- 0	1.4% 1	- 0	- 0	2.8% 2
Does not drive	1.7% 12	- 0	0.6% 1	1.7% 1	3.0% 3	1.6% 1	0.5% 1	2.0% 1	- 0	2.9% 2	3.9% 2
Don't Know	0.6% 4	1.9% 1	- 0	- 0	- 0	2.6% 2	- 0	1.6% 1	- 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=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Cruiser	34.8% 189	36.0% 13	32.9% 24	33.7% 15	24.2% 17	23.8% 27	53.6% 22	26.6% 20	52.9% 15	33.1% 15	45.2% 21
Sport	33.6% 206	18.3% 8	31.7% 25	25.5% 12	38.4% 25	55.0% 60	25.5% 19	36.5% 22	22.2% 10	30.0% 9	34.8% 16
Touring	16.4% 71	23.5% 7	23.8% 9	26.1% 7	22.8% 7	12.2% 14	9.6% 5	15.3% 7	12.5% 4	9.9% 6	9.5% 5
Scooter	7.0% 42	10.7% 3	4.2% 4	7.5% 3	3.6% 3	7.2% 6	8.9% 8	14.0% 6	2.9% 1	5.6% 4	5.5% 4
Trike	1.5% 10	6.7% 4	0.1% 1	3.1% 1	- 0	0.3% 1	- 0	- 0	1.9% 1	4.3% 2	- 0
Other	1.4% 11	- 0	1.4% 2	1.2% 1	3.2% 2	0.4% 1	- 0	2.8% 2	- 0	1.9% 1	2.8% 2
Don't Know	2.9% 16	3.5% 2	2.9% 2	- 0	3.2% 2	1.2% 1	2.0% 1	1.8% 1	5.1% 2	7.7% 4	1.8% 1
Refusal	2.5% 12	1.4% 1	3.1% 2	3.1% 1	1.2% 2	- 0	0.4% 1	3.1% 2	2.5% 1	7.9% 1	0.4% 1

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Honda	21.3% 111	16.9% 5	24.5% 15	27.6% 11	27.8% 16	22.0% 25	10.9% 9	27.0% 13	6.6% 3	24.4% 6	21.0% 8
Harley-Davidson	28.7% 153	20.6% 13	35.7% 19	16.5% 7	30.1% 17	20.9% 19	31.2% 16	21.3% 15	35.3% 13	33.1% 14	42.4% 20
Kawasaki	8.2% 41	2.9% 2	13.3% 5	14.0% 3	6.9% 5	4.4% 4	11.8% 6	15.4% 7	5.5% 3	5.4% 3	5.4% 3
Yamaha	8.9% 51	16.8% 5	2.9% 2	11.3% 6	5.9% 5	10.6% 12	10.4% 6	5.6% 3	10.8% 2	7.7% 4	9.9% 6
Suzuki	10.1% 55	9.5% 4	10.1% 9	7.9% 3	6.1% 2	8.8% 11	8.5% 4	5.9% 4	21.6% 6	13.2% 5	12.9% 7
KTM	2.1% 10	7.0% 1	0.9% 1	- 0	- 0	6.0% 6	- 0	0.5% 1	5.1% 1	- 0	- 0
Triumph	2.3% 12	1.8% 1	0.6% 1	6.1% 1	- 0	1.7% 3	4.8% 2	5.7% 2	2.5% 1	- 0	2.9% 1
Victory	1.4% 7	- 0	- 0	- 0	6.9% 2	0.4% 1	3.4% 2	0.5% 1	- 0	- 0	1.8% 1
Ducati	3.0% 20	5.4% 2	2.5% 4	3.1% 1	0.7% 1	10.0% 7	2.9% 3	0.5% 1	- 0	0.5% 1	- 0
BMW	5.3% 52	3.5% 2	6.7% 11	1.5% 2	3.9% 3	13.8% 20	7.8% 4	2.3% 5	5.1% 2	1.5% 1	1.6% 2
Other	5.1% 25	13.9% 2	- 0	9.2% 5	7.0% 4	0.2% 1	4.4% 2	8.7% 4	- 0	8.5% 5	2.2% 2
Don't Know	2.5% 14	1.8% 1	1.5% 1	- 0	3.2% 2	1.2% 1	4.0% 2	3.5% 2	5.1% 2	5.8% 3	- 0
Refusal	1.0% 6	- 0	1.5% 1	3.1% 1	1.6% 1	- 0	- 0	3.1% 2	2.5% 1	- 0	- 0

Motorcyclists: How long have you been riding a motorcycle?

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Less than 2 years	9.3% 71	3.5% 2	10.3% 12	13.9% 5	10.6% 9	16.7% 23	3.5% 3	11.8% 6	7.3% 3	5.2% 4	7.2% 4
2-5 years	21.5% 159	17.8% 12	26.0% 25	25.3% 12	17.7% 12	24.5% 34	32.3% 26	22.2% 17	26.1% 9	14.0% 4	10.7% 8
6-10 years	17.9% 102	9.8% 4	10.5% 9	21.3% 7	17.8% 11	22.7% 25	17.9% 12	18.3% 11	22.3% 6	23.9% 8	17.2% 9
11-20 years	14.6% 74	8.7% 2	16.0% 11	11.4% 5	22.9% 9	16.5% 14	8.2% 4	17.7% 13	2.6% 2	13.6% 4	20.9% 10
21-30 years	9.8% 39	16.6% 5	10.0% 3	6.8% 3	5.2% 3	11.1% 7	9.3% 3	2.2% 1	5.7% 2	12.1% 6	16.3% 6
31+ years	23.5% 93	41.9% 12	24.3% 7	18.3% 7	21.0% 11	6.4% 5	26.8% 7	22.6% 9	28.4% 9	25.5% 13	27.6% 13
Don't Know	2.3% 13	1.8% 1	1.5% 1	- 0	3.2% 2	1.2% 1	2.0% 1	3.5% 2	5.1% 2	5.8% 3	- 0
Refusal	1.1% 6	- 0	1.5% 1	3.1% 1	1.6% 1	1.0% 1	- 0	1.8% 1	2.5% 1	- 0	- 0

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
US/State highways in and around cities	34.5% 214	28.9% 13	29.5% 27	47.3% 19	38.3% 25	38.3% 46	24.1% 17	43.7% 28	27.5% 11	31.4% 11	36.2% 17
US/State highways in rural areas	11.2% 58	19.3% 6	4.4% 5	26.0% 8	11.4% 5	10.7% 11	17.3% 9	1.6% 2	22.0% 6	8.1% 4	3.2% 2
City streets	28.3% 154	20.8% 9	33.9% 21	21.2% 10	22.7% 12	38.4% 36	37.2% 17	29.0% 15	16.1% 5	23.9% 15	28.1% 14
Rural roads	18.7% 84	26.1% 7	16.9% 8	2.4% 2	19.2% 10	9.5% 10	15.3% 8	15.5% 8	24.0% 8	32.8% 10	25.3% 13
Off-road	1.9% 19	1.8% 1	3.3% 4	- 0	1.9% 2	1.7% 5	1.3% 2	4.9% 4	- 0	- 0	1.8% 1
Other	1.2% 7	- 0	- 0	- 0	1.6% 1	0.2% 1	2.3% 1	1.8% 1	2.9% 1	- 0	4.0% 2
Don't Know	2.3% 13	1.8% 1	2.9% 2	- 0	3.2% 2	1.2% 1	2.0% 1	1.8% 1	5.1% 2	3.8% 2	1.8% 1
Refusal	2.0% 8	1.4% 1	9.1% 2	3.1% 1	1.6% 1	- 0	0.3% 1	1.8% 1	2.5% 1	- 0	- 0

Motorcyclists: Approximately how often do you ride a motorcycle?

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Nearly everyday	20.3% 120	17.2% 9	24.1% 15	25.7% 8	16.7% 14	28.0% 30	14.0% 12	15.7% 11	28.1% 8	24.7% 7	8.9% 6
A few times a week	32.9% 202	22.8% 12	37.2% 28	24.8% 13	28.1% 16	34.9% 45	29.3% 19	45.0% 27	14.1% 6	29.2% 13	52.1% 23
Once a week	21.0% 97	18.0% 6	22.3% 10	26.7% 9	27.7% 12	25.1% 21	25.3% 13	4.9% 4	23.7% 8	23.7% 8	13.6% 6
Once a month	14.4% 77	17.6% 5	8.1% 10	15.0% 6	13.7% 8	7.5% 8	17.7% 6	27.5% 14	18.7% 5	12.8% 8	11.1% 7
A few times a year	8.3% 44	22.6% 5	5.4% 4	4.8% 3	8.8% 5	3.2% 5	5.7% 3	3.5% 2	10.4% 5	5.8% 4	14.3% 8
Other	0.4% 2	- 0	- 0	- 0	- 0	- 0	2.0% 1	- 0	- 0	1.9% 1	- 0
Don't Know	1.6% 9	1.8% 1	1.5% 1	- 0	3.2% 2	1.2% 1	2.0% 1	1.8% 1	2.5% 1	1.9% 1	- 0
Refusal	1.3% 5	- 0	1.5% 1	3.1% 1	1.6% 1	- 0	4.0% 1	1.8% 1	2.5% 1	- 0	- 0

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

Mean	Std. Error	95% Confidence Interval	
5,022	653	3,736	6,307

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?³

	Total n=557
Facebook	62.7% 350
Twitter	23.1% 157
Instagram	33.6% 258
YouTube	65.3% 378
Watch movies	46.9% 294
Read the news	57.7% 281
Gaming	38.7% 230
Pay bills	56.7% 305
Get directions	50.7% 272
Play music	48.2% 282
Shopping	56.4% 330
Plan travel	34.1% 195
Other	5.3% 25
Has not used Internet	2.1% 12
Email	68.9% 361
Don't Know/Refusal	0.4% 2

³ Percentages may add up to greater than 100% for this select-all question

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?⁴

	Total n=997
Facebook	54.9% 558
Twitter	14.2% 153
Instagram	29.2% 308
YouTube	46.0% 478
Watch movies	42.1% 440
Read the news	44.0% 463
Gaming	21.1% 198
Pay bills	48.5% 502
Get directions	51.9% 546
Play music	47.7% 502
Shopping	45.0% 478
Plan travel	30.5% 326
Other	5.9% 65
Has not used Internet	9.5% 73
Email	65.2% 686
Don't Know/Refusal	1.2% 3

⁴ Percentages may add up to greater than 100% for this select-all question

Motorcyclists: How often do you use Facebook?

	Total n=350	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	58.2% 207	50.2% 13	57.6% 22	52.7% 12	62.3% 25	70.1% 53	74.1% 30	48.8% 14	58.9% 9	45.3% 14	50.6% 15
Once per day	23.5% 77	22.7% 7	12.4% 6	24.3% 5	14.2% 9	20.0% 13	14.2% 4	34.5% 8	16.3% 4	38.0% 8	41.3% 13
A couple times per week	5.6% 25	7.7% 3	6.8% 3	13.1% 4	3.9% 2	4.9% 4	8.8% 3	3.8% 2	3.7% 1	2.8% 1	3.4% 2
Once a week	5.5% 19	14.6% 1	4.8% 2	6.0% 2	6.4% 2	1.3% 2	2.9% 1	3.5% 2	6.1% 2	11.1% 3	0.9% 2
Less than once a week	6.3% 17	2.8% 1	18.4% 3	3.9% 1	13.1% 2	2.8% 3	- 0	9.4% 3	9.3% 2	2.8% 1	2.5% 1
Other	0.1% 1	- 0	- 0	- 0	- 0	0.3% 1	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.9% 4	2.1% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0	5.7% 1	- 0	1.3% 1

Non-motorcyclists: How often do you use Facebook?

	Total n=558	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	53.6% 293	64.0% 37	47.9% 23	53.2% 36	56.3% 33	46.9% 23	56.1% 31	56.6% 27	55.3% 28	51.0% 29	47.7% 26
Once per day	20.4% 115	18.7% 11	18.5% 12	19.8% 13	19.7% 11	18.3% 10	17.0% 11	20.0% 11	18.9% 10	27.1% 13	26.3% 13
A couple times per week	16.3% 94	7.3% 5	20.0% 8	14.8% 10	19.1% 11	22.7% 9	19.5% 11	10.0% 9	20.1% 12	14.6% 9	15.9% 10
Once a week	4.7% 27	1.7% 2	6.8% 3	8.3% 5	2.1% 2	6.6% 4	4.6% 2	7.4% 4	- 0	4.8% 3	4.3% 2
Less than once a week	4.0% 24	8.4% 3	4.3% 3	4.0% 2	2.9% 2	5.6% 3	2.8% 2	1.1% 1	5.8% 4	2.5% 2	2.8% 1
Other	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.9% 1
Don't Know	0.8% 4	- 0	2.6% 1	- 0	- 0	- 0	- 0	5.0% 2	- 0	- 0	1.1% 1
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=350	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	25.9% 104	24.6% 7	18.1% 11	19.4% 7	20.7% 9	47.0% 35	34.4% 14	32.3% 9	20.0% 5	- 0	27.7% 7
Most of the time	22.4% 86	16.4% 6	18.5% 9	37.0% 8	21.7% 11	26.5% 21	21.6% 11	18.9% 7	11.9% 3	42.3% 7	9.9% 3
Some of the time	35.3% 117	27.6% 8	41.1% 12	38.6% 8	39.0% 15	19.6% 15	41.2% 12	42.5% 11	55.5% 8	32.7% 14	36.1% 14
Almost never/Never	16.4% 43	31.4% 5	22.2% 4	5.0% 1	18.6% 5	6.9% 6	6.3% 1	6.3% 2	12.7% 3	25.0% 6	26.4% 10
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=558	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	10.9% 54	10.1% 6	9.5% 4	11.9% 8	25.3% 11	10.5% 5	9.5% 5	10.7% 5	6.1% 3	2.3% 1	12.1% 6
Most of the time	15.2% 85	9.1% 6	23.5% 11	19.1% 12	10.2% 7	14.3% 7	15.7% 9	9.2% 5	19.0% 11	14.6% 7	18.1% 10
Some of the time	40.3% 229	37.8% 21	29.2% 16	41.7% 28	34.2% 23	44.7% 21	41.4% 26	51.8% 27	39.0% 22	46.4% 27	35.3% 18
Almost never/Never	32.5% 184	38.6% 23	36.9% 18	27.4% 18	30.3% 18	30.5% 17	33.5% 17	23.3% 15	34.8% 17	36.7% 21	34.6% 20
Don't Know	0.9% 4	4.4% 2	- 0	- 0	- 0	- 0	- 0	5.0% 2	- 0	- 0	- 0
Refusal	0.2% 2	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	1.1% 1	- 0	- 0

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

	Total n=350	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	9.9% 45	11.3% 1	8.4% 4	6.5% 3	5.8% 3	21.1% 20	4.6% 5	5.6% 2	12.7% 3	0.7% 1	13.5% 3
Most of the time	18.0% 72	11.6% 5	26.1% 11	23.1% 4	15.9% 7	29.4% 23	18.0% 9	20.9% 7	7.2% 2	20.7% 3	1.4% 1
Some of the time	33.8% 108	33.1% 6	39.6% 14	32.9% 8	37.4% 16	32.8% 25	25.9% 10	39.3% 9	28.4% 5	32.4% 7	34.6% 8
Almost never/Never	38.4% 125	43.9% 14	26.0% 7	37.6% 9	40.8% 14	16.7% 9	51.6% 14	34.2% 11	51.6% 9	46.3% 16	50.6% 22
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 or Promoted Posts?

	Total n=558	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Nearly every time	1.3% 9	1.3% 1	2.0% 2	- 0	1.0% 1	5.2% 3	1.8% 1	2.0% 1	- 0	- 0	- 0
Most of the time	3.8% 15	- 0	7.4% 2	1.1% 1	6.1% 3	7.9% 3	3.3% 2	4.6% 1	2.7% 1	3.6% 1	2.5% 1
Some of the time	19.6% 108	25.7% 12	15.0% 7	21.6% 14	14.7% 10	19.1% 10	12.8% 7	25.1% 13	19.2% 11	24.3% 14	18.6% 10
Almost never/Never	74.4% 421	70.1% 44	74.8% 38	77.3% 51	78.2% 45	67.8% 34	82.1% 47	63.5% 37	76.9% 41	72.1% 41	78.9% 43
Don't Know	0.8% 3	3.0% 1	- 0	- 0	- 0	- 0	- 0	2 2	- 0	- 0	- 0
Refusal	0.2% 2	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	1 1	- 0	- 0

Motorcyclists: How often do you use YouTube?

	Total n=378	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	49.2% 215	50.5% 11	51.3% 27	53.5% 17	56.9% 19	52.6% 53	51.4% 25	51.5% 26	53.8% 12	28.9% 9	43.6% 16
Once per day	16.0% 53	7.0% 2	9.0% 5	17.3% 3	4.1% 3	21.8% 15	17.8% 5	19.5% 7	6.8% 2	34.7% 5	15.4% 6
A couple times per week	21.7% 72	22.5% 5	22.1% 10	6.1% 3	24.3% 6	19.8% 14	10.8% 5	22.2% 8	28.4% 5	21.2% 7	33.8% 9
Once a week	8.7% 22	16.1% 3	12.6% 2	13.9% 3	13.3% 3	1.6% 1	20.0% 3	2.2% 1	7.2% 2	7.8% 3	2.0% 1
Less than once a week	4.1% 15	4.0% 1	5.0% 3	9.3% 2	1.3% 1	4.2% 1	- 0	4.6% 3	- 0	7.4% 1	5.2% 3
Other	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3.8% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use YouTube?

	Total n=478	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	33.9% 164	31.0% 16	22.3% 12	39.1% 21	36.6% 21	41.9% 18	39.6% 18	26.2% 13	43.5% 19	26.8% 13	29.4% 13
Once per day	16.6% 76	23.2% 8	20.4% 13	9.5% 5	17.8% 10	3.6% 2	20.8% 11	32.4% 12	13.4% 5	2.9% 1	24.5% 9
A couple times per week	29.5% 142	25.9% 11	30.9% 17	33.5% 18	32.0% 17	36.6% 18	21.6% 12	27.5% 12	20.1% 9	33.4% 17	30.4% 11
Once a week	10.2% 47	9.0% 4	12.1% 6	10.8% 6	6.1% 4	8.2% 3	13.1% 6	1.3% 1	19.1% 8	21.9% 8	1.3% 1
Less than once a week	9.6% 47	11.1% 4	14.3% 6	7.2% 5	7.4% 4	9.7% 6	3.4% 3	12.7% 8	1.6% 1	15.0% 5	14.4% 5
Other	0.4% 2	- 0	- 0	- 0	- 0	- 0	1.6% 1	- 0	2.4% 1	- 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: Do you visit websites specifically related to motorcycles?

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Yes	54.3% 327	58.7% 18	56.5% 42	55.1% 22	55.5% 38	67.4% 83	53.8% 38	45.0% 30	52.0% 16	50.4% 19	41.3% 21
No	45.3% 227	41.4% 20	43.3% 26	44.9% 18	44.5% 20	32.6% 27	46.2% 18	55.0% 30	45.5% 17	49.7% 23	56.9% 28
Don't Know	0.4% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.5% 1	- 0	1.8% 1
Refusal	0.1% 1	- 0	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Yes	3.4% 30	5.8% 5	- 0	3.0% 4	3.3% 3	6.1% 6	3.0% 2	4.0% 3	2.8% 2	1.3% 1	4.1% 4
No	96.6% 967	94.2% 96	100.0% 101	97.0% 97	96.7% 98	93.9% 96	97.0% 98	96.0% 98	97.2% 86	98.7% 100	95.9% 97
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 and Non-motorcyclists: Which sites do you visit? (Top 10 responses)

	Total n=251
harley-davidson.com	27.6% 71
motorcycle.com	4.6% 25
cycletrader.com	4.6% 12
honda.com	7.1% 12
yamaha.com	6.7% 12
youtube.com	2.6% 11
suzuki.com	4.9% 10
bmw.com	2.0% 6
ducati.com	3.6% 6
facebook.com	1.8% 6

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Yes	24.2% 170	23.6% 9	30.2% 27	38.0% 16	17.3% 14	42.9% 51	25.0% 20	21.2% 17	13.2% 4	11.9% 5	11.1% 7
No	75.0% 382	74.6% 28	68.4% 41	62.0% 24	79.5% 43	56.6% 57	75.0% 36	78.8% 43	86.8% 30	88.1% 37	88.9% 43
Don't Know	0.2% 1	1.8% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.6% 4	- 0	1.5% 1	- 0	3.2% 1	0.6% 2	- 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=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Yes	4.5% 38	2.6% 1	4.7% 4	2.7% 4	7.3% 6	9.1% 8	3.2% 3	- 0	2.3% 2	5.7% 5	5.9% 5
No	94.7% 949	96.6% 98	93.9% 96	97.3% 97	90.7% 93	90.1% 93	95.0% 95	99.1% 100	97.0% 85	94.3% 96	94.1% 96
Don't Know	0.6% 7	0.8% 2	1.4% 1	- 0	- 0	0.8% 1	1.8% 2	0.9% 1	- 0	- 0	- 0
Refusal	0.3% 3	- 0	- 0	- 0	2.0% 2	- 0	- 0	- 0	0.7% 1	- 0	- 0

Motorcyclists: Where did you see or hear it?⁵

	Total n=170
FM Radio	39.7% 64
Internet Radio/Pandora/Spotify	22.3% 40
Newspaper/Magazine	17.0% 29
Bike Week	21.3% 35
Biketoberfest	11.5% 20
Electronic Message Board over the Road	8.7% 17
Outdoor Billboard	6.3% 19
Poster	5.5% 9
Brochure	9.8% 20
Bumper Stickers	13.8% 29
Internet Videos	32.3% 46
Facebook	36.8% 65
Instagram	27.5% 56
Twitter	13.7% 26
Other	1.4% 4
Television	0.7% 1
Don't Know	0.7% 1
Refusal	- 0

⁵ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it?⁶

	Total n=38
FM Radio	20.3% 8
Internet Radio/Pandora/Spotify	1.7% 1
Newspaper/Magazine	- 0
Bike Week	1.7% 1
Biketoberfest	1.7% 1
Electronic Message Board over the Road	2.8% 2
Outdoor Billboard	26.8% 11
Poster	2.0% 1
Brochure	- 0
Bumper Stickers	8.3% 3
Internet Videos	13.5% 5
Facebook	6.3% 3
Instagram	- 0
Twitter	- 0
Other	6.4% 2
Television	18.5% 7
Don't Know	0.9% 6
Refusal	- 0

⁶ Percentages may add up to greater than 100% for this select-all question

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Yes	35.4% 253	27.5% 11	41.3% 38	44.3% 19	37.5% 28	46.5% 63	41.3% 32	38.7% 29	37.4% 13	19.2% 7	17.1% 13
No	64.1% 301	72.5% 27	55.8% 29	55.7% 21	60.9% 29	53.5% 47	58.7% 24	61.3% 31	62.6% 21	80.8% 35	83.0% 37
Don't Know	0.4% 2	- 0	1.5% 1	- 0	1.6% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	1.5% 1	- 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=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Yes	17.1% 164	11.3% 13	13.6% 13	23.5% 22	17.3% 16	20.5% 21	13.5% 10	19.6% 18	15.0% 15	13.9% 15	21.7% 21
No	80.6% 811	86.1% 84	86.4% 88	74.7% 77	78.2% 81	76.7% 79	85.8% 89	77.2% 80	83.0% 71	82.4% 83	77.0% 79
Don't Know	2.1% 20	2.6% 4	- 0	1.8% 2	3.5% 3	2.8% 2	0.6% 1	3.2% 3	1.3% 1	3.8% 3	1.3% 1
Refusal	0.2% 2	- 0	- 0	- 0	1 1	- 0	- 0	- 0	0.7% 1	- 0	- 0

Motorcyclists: Where did you see or hear it?⁷

	Total n=253
FM Radio	43.0% 116
Internet Radio/Pandora/Spotify	22.2% 65
Newspaper/Magazine	21.9% 48
Bike Week	18.6% 48
Biketoberfest	12.0% 31
Electronic Message Board over the Road	9.0% 26
Outdoor Billboard	11.8% 37
Poster	7.6% 18
Brochure	8.3% 17
Bumper Stickers	15.9% 47
Internet Videos	28.7% 68
Facebook	38.3% 89
Instagram	17.2% 65
Twitter	12.7% 42
Other	2.0% 5
Television	2.0% 4
Don't Know	1.5% 2
Refusal	- 0

⁷ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it?⁸

	Total n=164
FM Radio	12.3% 21
Internet Radio/Pandora/Spotify	3.8% 7
Newspaper/Magazine	0.3% 1
Bike Week	2.5% 4
Biketoberfest	1.8% 3
Electronic Message Board over the Road	12.0% 18
Outdoor Billboard	23.9% 39
Poster	4.2% 6
Brochure	- 0
Bumper Stickers	11.7% 22
Internet Videos	9.6% 15
Facebook	5.0% 8
Instagram	1.0% 2
Twitter	- 0
Other	5.4% 8
Television	19.2% 31
Don't Know	2.4% 23
Refusal	- 0

⁸ Percentages may add up to greater than 100% for this select-all question

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Yes	74.2% 427	72.9% 30	80.2% 51	96.1% 37	66.6% 42	61.5% 75	68.9% 44	56.0% 38	94.1% 30	78.8% 34	88.1% 46
No	25.0% 127	27.1% 8	17.3% 16	3.9% 3	33.5% 16	38.5% 35	25.8% 11	44.0% 22	5.9% 4	21.2% 8	11.9% 4
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.8% 3	- 0	2.5% 2	- 0	- 0	- 0	5.3% 1	- 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=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Yes	61.5% 634	77.3% 74	49.8% 52	72.5% 76	60.4% 65	54.9% 59	49.0% 54	48.9% 50	76.7% 66	60.2% 66	67.0% 72
No	37.9% 356	22.3% 26	50.2% 49	27.0% 24	38.6% 35	44.3% 42	51.0% 46	50.1% 50	23.3% 22	39.9% 35	30.8% 27
Don't Know	0.5% 6	0.4% 1	- 0	0.5% 1	- 0	0.8% 1	- 0	1.0% 1	- 0	- 0	2.3% 2
Refusal	0.1% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁹

	Total n=427
FM Radio	24.1% 120
Internet Radio/Pandora/Spotify	12.4% 65
Newspaper/Magazine	13.5% 55
Bike Week	19.9% 86
Biketoberfest	11.5% 46
Electronic Message Board over the Road	19.4% 73
Outdoor Billboard	22.7% 93
Poster	8.0% 34
Brochure	5.4% 26
Bumper Stickers	57.4% 207
Internet Videos	10.7% 65
Facebook	20.4% 98
Instagram	11.5% 81
Twitter	6.8% 39
Other	2.7% 14
Television	4.5% 13
Don't Know	3.7% 5
Refusal	- 0

⁹ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it?¹⁰

	Total n=634
FM Radio	9.1% 57
Internet Radio/Pandora/Spotify	4.3% 23
Newspaper/Magazine	1.8% 9
Bike Week	3.5% 19
Biketoberfest	2.3% 14
Electronic Message Board over the Road	14.5% 98
Outdoor Billboard	25.3% 153
Poster	3.8% 20
Brochure	0.8% 5
Bumper Stickers	63.2% 412
Internet Videos	4.1% 21
Facebook	4.8% 26
Instagram	0.8% 4
Twitter	0.5% 2
Other	4.2% 28
Television	8.2% 53
Don't Know	3.3% 29
Refusal	- 0

¹⁰ Percentages may add up to greater than 100% for this select-all question

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Yes	42.1% 285	45.9% 21	46.8% 37	56.3% 23	35.0% 25	56.4% 73	42.6% 33	35.9% 27	28.4% 11	18.4% 9	48.7% 26
No	57.0% 267	52.4% 16	51.8% 31	40.6% 16	65.0% 33	43.6% 37	57.4% 23	62.3% 32	71.6% 23	81.6% 33	49.5% 23
Don't Know	0.7% 4	1.8% 1	- 0	3.1% 1	- 0	- 0	- 0	1.8% 1	- 0	- 0	1.8% 1
Refusal	0.2% 1	- 0	1.5% 1	- 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=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Yes	15.2% 152	16.3% 18	13.8% 16	17.1% 18	9.5% 10	19.0% 18	17.2% 14	4.0% 6	17.1% 15	14.8% 15	21.9% 22
No	83.2% 825	83.2% 82	86.2% 85	80.2% 79	89.5% 90	77.9% 80	82.2% 85	95.0% 94	82.3% 72	81.8% 82	74.6% 76
Don't Know	1.6% 19	0.5% 1	- 0	2.8% 4	- 0	3.1% 4	0.6% 1	1.0% 1	0.6% 1	3.4% 4	3.4% 3
Refusal	0.1% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?¹¹

	Total n=285
FM Radio	38.4% 123
Internet Radio/Pandora/Spotify	19.1% 66
Newspaper/Magazine	17.6% 59
Bike Week	17.8% 57
Biketoberfest	9.8% 29
Electronic Message Board over the Road	11.9% 31
Outdoor Billboard	12.6% 37
Poster	6.3% 19
Brochure	9.2% 26
Bumper Stickers	16.8% 42
Internet Videos	21.9% 64
Facebook	28.8% 98
Instagram	15.4% 67
Twitter	11.8% 44
Other	2.6% 6
Television	2.5% 8
Don't Know	5.1% 7
Refusal	- 0

¹¹ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it?¹²

	Total n=152
FM Radio	13.0% 19
Internet Radio/Pandora/Spotify	2.1% 4
Newspaper/Magazine	2.7% 3
Bike Week	1.3% 2
Biketoberfest	1.3% 2
Electronic Message Board over the Road	8.4% 14
Outdoor Billboard	20.3% 30
Poster	2.2% 3
Brochure	0.4% 1
Bumper Stickers	18.0% 27
Internet Videos	3.4% 5
Facebook	7.3% 12
Instagram	- 0
Twitter	- 0
Other	5.6% 8
Television	17.1% 23
Don't Know	2.4% 28
Refusal	- 0

¹² Percentages may add up to greater than 100% for this select-all question

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
18-24	9.0% 89	3.4% 3	6.2% 14	22.7% 10	11.4% 9	16.2% 23	13.0% 12	7.8% 9	2.3% 2	1.9% 1	6.2% 6
25-34	20.6% 159	16.1% 7	18.9% 21	24.3% 11	22.3% 19	29.6% 39	24.8% 19	18.2% 16	14.1% 7	21.7% 11	12.6% 9
35-44	14.3% 90	18.1% 9	6.4% 7	5.4% 3	11.3% 6	19.3% 24	20.6% 13	10.3% 9	29.4% 7	5.6% 4	16.9% 8
45-54	20.3% 81	16.5% 6	13.1% 10	11.8% 5	32.3% 11	15.2% 11	11.8% 4	32.3% 13	8.2% 3	26.3% 7	30.4% 11
55-64	21.1% 73	30.0% 7	43.3% 10	29.7% 9	8.6% 5	8.3% 6	13.8% 3	18.2% 8	20.7% 7	27.6% 10	15.9% 8
65 or older	13.5% 58	14.1% 5	10.7% 6	3.1% 1	10.9% 6	11.5% 7	16.1% 5	13.3% 5	25.2% 8	15.0% 8	16.3% 7
Don't Know	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.9% 1	- 0
Refusal	1.1% 6	1.8% 1	1.5% 1	3.1% 1	3.2% 2	- 0	- 0	- 0	- 0	- 0	1.8% 1

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

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
18-24	11.0% 132	10.7% 14	12.1% 16	9.2% 11	15.6% 18	14.3% 16	10.9% 11	9.1% 12	9.0% 11	9.6% 11	9.5% 12
25-34	16.9% 181	11.0% 13	18.9% 23	19.5% 20	22.5% 22	17.1% 19	21.8% 24	18.9% 17	16.0% 16	11.6% 15	12.1% 12
35-44	16.5% 143	8.0% 6	17.4% 17	15.7% 16	11.3% 10	24.4% 20	20.7% 17	19.5% 16	12.8% 11	14.6% 12	19.1% 18
45-54	16.8% 174	20.4% 24	13.2% 13	19.2% 19	23.7% 24	12.9% 14	15.3% 16	18.1% 20	14.8% 12	17.7% 17	13.5% 15
55-64	16.7% 182	22.2% 21	20.7% 22	19.6% 22	14.6% 15	14.4% 18	10.6% 14	13.7% 17	18.7% 16	17.9% 21	15.5% 16
65 or older	20.6% 171	24.5% 20	17.6% 10	15.8% 12	8.4% 8	17.0% 15	19.8% 17	16.7% 15	28.7% 22	28.7% 25	29.5% 27
Don't Know	0.2% 2	- 0	- 0	- 0	1.0% 1	- 0	- 0	1.0% 1	- 0	- 0	- 0
Refusal	1.2% 12	3.1% 3	- 0	1.0% 1	3.0% 3	- 0	1.0% 1	3.1% 3	- 0	- 0	1.0% 1

Motorcyclists: What is your racial background? Are you:

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
White/Caucasian	65.7% 293	85.0% 31	62.2% 24	61.3% 20	65.3% 30	46.1% 37	51.6% 25	56.1% 31	75.4% 27	85.4% 35	79.6% 33
Black/African American	7.5% 92	3.8% 3	16.2% 23	10.3% 10	7.2% 8	7.3% 18	8.6% 10	9.5% 12	- 0	1.9% 1	7.0% 7
Hispanic	21.4% 145	1.0% 1	19.4% 19	28.4% 10	19.7% 16	42.0% 50	35.0% 19	32.1% 15	6.0% 2	9.0% 4	11.7% 9
Asian	3.0% 15	1.0% 3	0.5% 1	- 0	1.6% 1	4.7% 5	4.9% 2	- 0	5.4% 2	1.9% 1	- 0
Native American	0.8% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	8.3% 1	1.8% 1	- 0
Other	0.8% 5	- 0	0.4% 1	- 0	3.0% 1	- 0	- 0	0.5% 1	4.9% 2	- 0	- 0
Refusal	0.9% 5	- 0	1.5% 1	- 0	3.2% 2	- 0	- 0	1.8% 1	- 0	- 0	1.8% 1

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

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
White/Caucasian	48.0% 559	65.4% 75	29.1% 35	42.3% 54	42.8% 54	13.0% 18	37.5% 48	41.8% 57	75.7% 68	71.3% 78	66.4% 72
Black/African American	15.4% 145	8.0% 8	34.5% 34	27.7% 25	11.8% 11	15.9% 17	19.5% 19	13.0% 11	2.9% 2	5.5% 5	13.7% 13
Hispanic	27.5% 222	17.3% 13	28.0% 24	18.9% 14	34.7% 27	68.3% 64	28.0% 22	37.5% 27	14.5% 12	12.8% 10	10.6% 9
Asian	2.7% 23	1.2% 1	1.8% 2	2.6% 2	1.5% 2	- 0	3.7% 4	4.5% 3	5.8% 5	3.6% 2	3.2% 2
Native American	1.5% 10	2.5% 1	1.9% 1	- 0	- 0	- 0	4.5% 2	2.3% 2	- 0	2.6% 3	1.4% 1
Other	2.5% 14	4.6% 2	0.7% 1	5.6% 3	5.2% 3	1.0% 1	2.3% 2	- 0	- 0	2.2% 1	1.7% 1
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	2.4% 24	1.0% 1	4.1% 4	2.9% 3	4.0% 4	1.8% 2	1.0% 3	1.0% 1	1.1% 1	2.0% 2	2.9% 3

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Less than high school degree	4.5% 17	14.2% 2	1.5% 1	10.9% 5	5.7% 4	5.0% 1	5.6% 2	1.8% 1	- 0	1.9% 1	- 0
High school graduate/GED	33.7% 142	43.5% 14	32.4% 14	24.9% 11	30.1% 16	26.8% 22	38.0% 12	28.3% 15	35.6% 11	34.7% 11	44.4% 16
Currently in college/has AA degree	26.6% 117	22.5% 10	28.5% 13	37.5% 11	35.3% 12	15.5% 11	19.5% 13	24.6% 10	32.9% 10	33.2% 11	26.3% 16
Bachelor's degree (B.A./B.S.)	21.2% 176	9.3% 6	20.7% 24	24.0% 11	19.0% 16	26.1% 43	22.2% 19	32.2% 24	19.9% 8	15.5% 12	21.8% 13
Graduate degree/post-graduate degree	12.4% 96	10.6% 6	12.6% 14	2.8% 2	5.0% 7	26.7% 33	14.7% 10	11.4% 9	11.6% 5	12.8% 6	5.8% 4
Don't Know	0.4% 2	- 0	- 0	- 0	1.6% 1	- 0	- 0	- 0	- 0	1.9% 1	- 0
Refusal	1.3% 7	- 0	4.4% 3	- 0	3.2% 2	- 0	- 0	1.8% 1	- 0	- 0	1.8% 1

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

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Less than high school degree	3.8% 26	1.7% 1	2.9% 2	5.0% 3	1.5% 1	9.2% 7	- 0	3.4% 2	2.6% 2	5.4% 4	5.1% 4
High school graduate/GED	31.4% 236	33.7% 25	29.2% 22	32.6% 26	26.1% 19	32.9% 23	30.6% 22	25.5% 16	37.8% 28	32.0% 26	34.1% 29
Currently in college/has AA degree	35.9% 285	35.4% 29	34.5% 27	34.9% 27	45.4% 38	24.5% 21	32.5% 22	35.7% 27	37.0% 28	39.4% 32	40.2% 34
Bachelor's degree (B.A./B.S.)	17.0% 274	14.7% 26	16.4% 26	19.6% 32	12.6% 23	22.9% 35	22.3% 36	19.7% 32	14.0% 19	14.3% 25	12.4% 20
Graduate degree/post-graduate degree	10.3% 159	10.5% 16	14.0% 21	7.9% 13	9.4% 15	10.5% 16	12.6% 18	13.6% 22	7.5% 10	8.8% 14	8.2% 14
Don't Know	0.5% 5	1.0% 1	1.0% 1	- 0	1.0% 1	- 0	1.0% 1	- 0	1.1% 1	- 0	- 0
Refusal	1.2% 12	3.1% 3	2.0% 2	- 0	4.0% 4	- 0	1.0% 1	2.1% 2	- 0	- 0	- 0

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

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Landline	0.4% 2	- 0	- 0	- 0	1.6% 1	- 0	- 0	- 0	- 0	- 0	1.8% 1
Cell phone	23.9% 133	26.3% 15	17.5% 12	39.9% 13	30.7% 19	6.0% 5	18.1% 9	15.7% 9	30.5% 12	28.8% 15	43.1% 24
Online	75.4% 420	73.7% 23	81.1% 56	60.1% 27	66.1% 37	94.0% 105	81.9% 47	84.3% 51	69.5% 22	71.2% 27	55.1% 25
Refusal	0.4% 2	- 0	1.5% 1	- 0	1.6% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Landline	3.0% 28	0.7% 1	3.9% 3	1.1% 2	4.3% 4	1.3% 2	4.6% 4	1.0% 1	7.0% 5	2.7% 2	3.9% 4
Cell phone	95.7% 956	96.7% 97	96.1% 98	98.9% 99	91.3% 92	96.8% 99	94.1% 95	98.0% 99	93.0% 83	95.4% 97	96.1% 97
Don't Know	0.8% 7	1.6% 2	- 0	- 0	1.4% 2	2.0% 1	1.4% 1	- 0	- 0	1.3% 1	- 0
Refusal	0.6% 6	1.0% 1	- 0	- 0	3.0% 3	- 0	- 0	1.0% 1	- 0	0.6% 1	- 0

Motorcyclists: Sex of the respondents [Interviewer-determined]

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
Male	80.2% 342	84.2% 29	85.5% 45	70.6% 20	82.5% 38	82.5% 67	79.9% 33	82.8% 36	74.3% 20	74.4% 23	76.6% 31
Female	19.6% 214	15.8% 9	14.5% 24	29.4% 20	17.5% 20	16.3% 42	20.2% 23	17.2% 24	25.7% 14	25.6% 19	23.4% 19
Refusal	0.2% 1	- 0	- 0	- 0	- 0	1.2% 1	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: Sex of the respondents [Interviewer-determined]

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
Male	48.3% 514	49.7% 57	47.8% 48	37.3% 38	49.4% 54	51.2% 56	48.6% 53	44.5% 53	51.0% 48	48.1% 50	55.5% 57
Female	51.7% 483	50.3% 44	52.2% 53	62.7% 63	50.7% 47	48.8% 46	51.4% 47	55.5% 48	49.0% 40	51.9% 51	44.5% 44

Motorcyclists: Language the interview was conducted in [Interviewer-determined]

	Total n=557	Brevard n=38	Broward n=69	Duval n=40	Hillsborough n=58	Miami-Dade n=110	Orange n=56	Palm Beach n=60	Pasco n=34	Pinellas n=42	Volusia n=50
English	99.3% 553	100.0% 38	97.1% 67	100.0% 40	100.0% 58	98.8% 109	100.0% 56	98.3% 59	100.0% 34	100.0% 42	100.0% 50
Spanish	0.7% 4	- 0	2.9% 2	- 0	- 0	1.2% 1	- 0	1.8% 1	- 0	- 0	- 0

Non-motorcyclists: Language the interview was conducted in [Interviewer-determined]

	Total n=997	Brevard n=101	Broward n=101	Duval n=101	Hillsborough n=101	Miami-Dade n=102	Orange n=100	Palm Beach n=101	Pasco n=88	Pinellas n=101	Volusia n=101
English	93.0% 949	100.0% 101	90.1% 94	96.7% 99	90.0% 94	74.9% 83	95.7% 97	90.4% 95	98.3% 87	98.0% 100	98.3% 99
Spanish	7.0% 48	- 0	9.9% 7	3.3% 2	10.0% 7	25.1% 19	4.3% 3	9.6% 6	1.7% 1	2.0% 1	1.8% 2

Appendix II: Survey Instrument

2018 Motorcycle Safety Awareness Survey 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 doing?

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. Do you have valid driver's license?

1. Yes
2. No [END SURVEY]

S4. 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 Florida county
12. Doesn't live in Florida
99. Refusal

[IF S4 = 11 S4 = 12 or S4=99]

S5. Do you spend more than 1-month per year in one of the following counties?

1. Brevard
2. Broward
3. Duval
4. Hillsborough
5. Miami-Dade
6. Orange
7. Palm Beach
8. Pasco
9. Pinellas
10. Volusia
11. No [END SURVEY]
99. Refusal [VOLUNTEERED] [END SURVEY]

Informed Consent:

Thank you for your time. We're conducting public opinion research on highway safety. There are no foreseeable risks or direct benefits to you for participating in this research. This survey should take about 10 minutes to complete, your identity is unknown, your responses are completely anonymous and your participation is voluntary. You may terminate the call at any time and if you cannot safely complete this call, then please discontinue. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

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

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

[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 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

Q6. Approximately how many miles have you ridden in the past 12 months? [Motorcycle Only]
[RECORD RESPONSE]

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. Check email
14. Other _____
15. 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 or 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

SHOW IF Q7 = 4

Q7d. How often do you use YouTube?

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

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 9 – 14 CREATE THREE BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

Q9. In the past few months, have you seen or heard a motorcycle safety message that says, "Don't be a STAR"?

1. Yes [GO TO Q10]
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 or heard a motorcycle safety message that says, "Make the right choice"?

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 or heard a safety message that said, "Watch for Motorcycles"?

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 about, "Ride Smart Florida"?

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. Don't 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 [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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 [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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.