



Florida

2019

Motorcycle Safety
Media Survey

**Florida Department
of Transportation**

Final Report
September 14, 2019

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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Table of Contents

Introduction and Methodology	2
Table 1. Motorcyclists/Non-motorcyclists.....	3
Table 2. County and Margin of Error.....	3
Summary of Findings	4
Figure 1a. Motorcyclists by Vehicle Driven, 2017 to 2019.....	4
Figure 1b. Non-motorcyclists by Vehicle Driven, 2017 to 2019	5
Figure 2. Motorcyclists by Type of Motorcycle, 2017 to 2019.....	6
Figure 3a. Motorcyclists by Internet Usage, 2017 to 2019	7
Figure 3b. Non-motorcyclists by Internet Usage, 2017 to 2019.....	8
Figure 4. Motorcyclists and Non-motorcyclists by <i>Watch for Motorcycles</i> , 2017 to 2019.....	9
Figure 5. Motorcyclists and Non-motorcyclists by <i>Drink Ride Lose</i> , 2019.....	10
Figure 6. Motorcyclists and Non-motorcyclists by Ride Smart Florida, 2019	10
Figure 7. Awareness by Motorcycle Usage, 2019	13
Figure 8a. Motorcyclists by <i>Watch for Motorcycles</i> , 2017 to 2019	14
Figure 8b. Non-motorcyclists by <i>Watch for Motorcycles</i> , 2017 to 2019.....	16
Figure 9. Motorcyclists and Non-motorcyclists by <i>Drink Ride Lose</i> , 2019.....	14
Figure 10. Motorcyclists and Non-motorcyclists by Ride Smart Florida, 2019	16
Figure 11. Motorcyclists by Motorcycle Websites, 2018 to 2019	16
Appendix I: Survey Results	18
Appendix II: Survey Instrument	555

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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 2017 was at approximately 16,166,865 individuals, which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2017 Census is as follows: 54.9% white, 15.4% black, 24.7% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 122,848 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2017.

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 two safety messages: *Drink Ride Lose* and *Watch for Motorcycles*. The *Drink Ride Lose* safety message targets motorcyclists specifically, while the *Watch for Motorcycles* message is aimed at vehicle drivers. The report also covers exposure to the Ride Smart Florida organization.

The U.S. experienced 5,286 motorcyclist fatalities in 2016, up from the 4,976 motorcyclist fatalities in 2015 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 (83%) than non-motorcyclists (56%).
- In 2017, 2018, and 2019 motorcyclists that claimed to ride "Nearly every day" 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.

- Non-motorcyclists claimed to primarily drive a "Passenger car" at 53%.
- The "Cruiser" was the most motorcycle ridden most often (35%), followed closely by "Sport" at 30%.
- "Harley-davidson.com" was the most common response offered when respondents were asked which motorcycle websites they visit.

Methodology

Study Purpose

FDOT contracted with the PURL 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 PURL administered both a telephone survey from June 16, 2019 to July 1, 2019, and an online survey from April 25, 2019 to May 8, 2019. Additionally, intercept surveys were conducted between March 2, 2019 and March 29, 2019. 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, three survey methods were employed. The first was conducted of licensed drivers via telephone with a sample size of 1,118. These individuals were contacted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones. The second survey was administered online between April 25, 2019 and May 8, 2019 and targeted adult Florida motorcycle riders who had ridden in the past 12 months. There were 2,028 invitations sent to participate in the survey, with 504 reminders sent. The online sample garnered 357 completed surveys. Finally, in-person surveys were conducted at three separate locations: the Harley Davidson store in Jacksonville, Bike Week in Daytona Beach, and Bike Night at Veteran's Craft Brewery in Jacksonville. Intercept surveying yielded 88 completed surveys of motorcyclists who had ridden in the past twelve months. All surveys were conducted within 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 PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Dynata (formerly Survey Sampling International) provided all the telephone numbers used for the telephone survey, as well as the online panel used to target motorcyclists by email. For the online survey, Dynata administered the survey to their online panel via Qualtrics. In person intercept surveys were conducted by PORL interviewers.

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 and in-person survey, respondents indicated that they had ridden a motorcycle within the past 12 months were included. For the telephone sample, the breakdown of completed responses on a landline phone to a cell phone was 16% to 84% 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 from 4:00 p.m. - 9:00 p.m. seven days a week.

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, 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 2017 American Community Survey for the adult population of the 10 Florida counties surveyed. Respondents that answered at least one of those questions with 'Don't Know' or 'Refusal' were given a weight of 1. Additionally, motorcyclists reached via the telephone were also given a weight of 1. The

Table 1. Motorcyclists / Non-motorcyclists

County	Sample Size
Brevard	n=67 / 102
Broward	n=52 / 102
Duval	n=58 / 101
Hillsborough	n=59 / 103
Miami-Dade	n=55 / 102
Orange	n=57 / 101
Palm Beach	n=48 / 101
Pasco	n=40 / 101
Pinellas	n=53 / 103
Volusia	n=58 / 100
Total	n=547 / 1,016

Table 2. County and Margin of Error¹

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

margin of sampling error is +/- 3.1 percentage points. This study had a 14.4% 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 truly eligible. There were no statistical adjustments made due to design effects.

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.

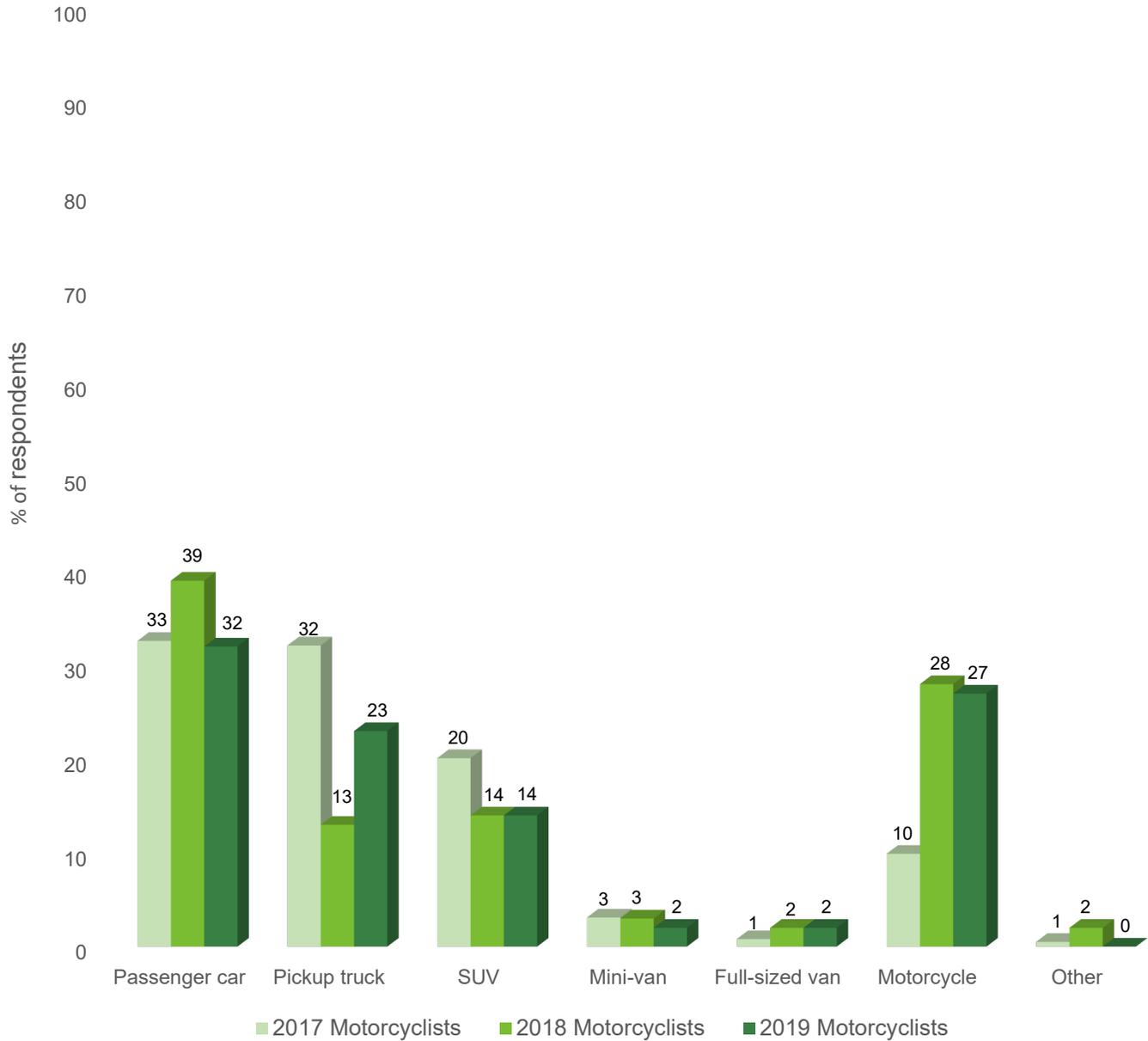
For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

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

Summary of Findings

Figure 1a. Motorcyclists by Vehicle Driven, 2017 to 2019

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

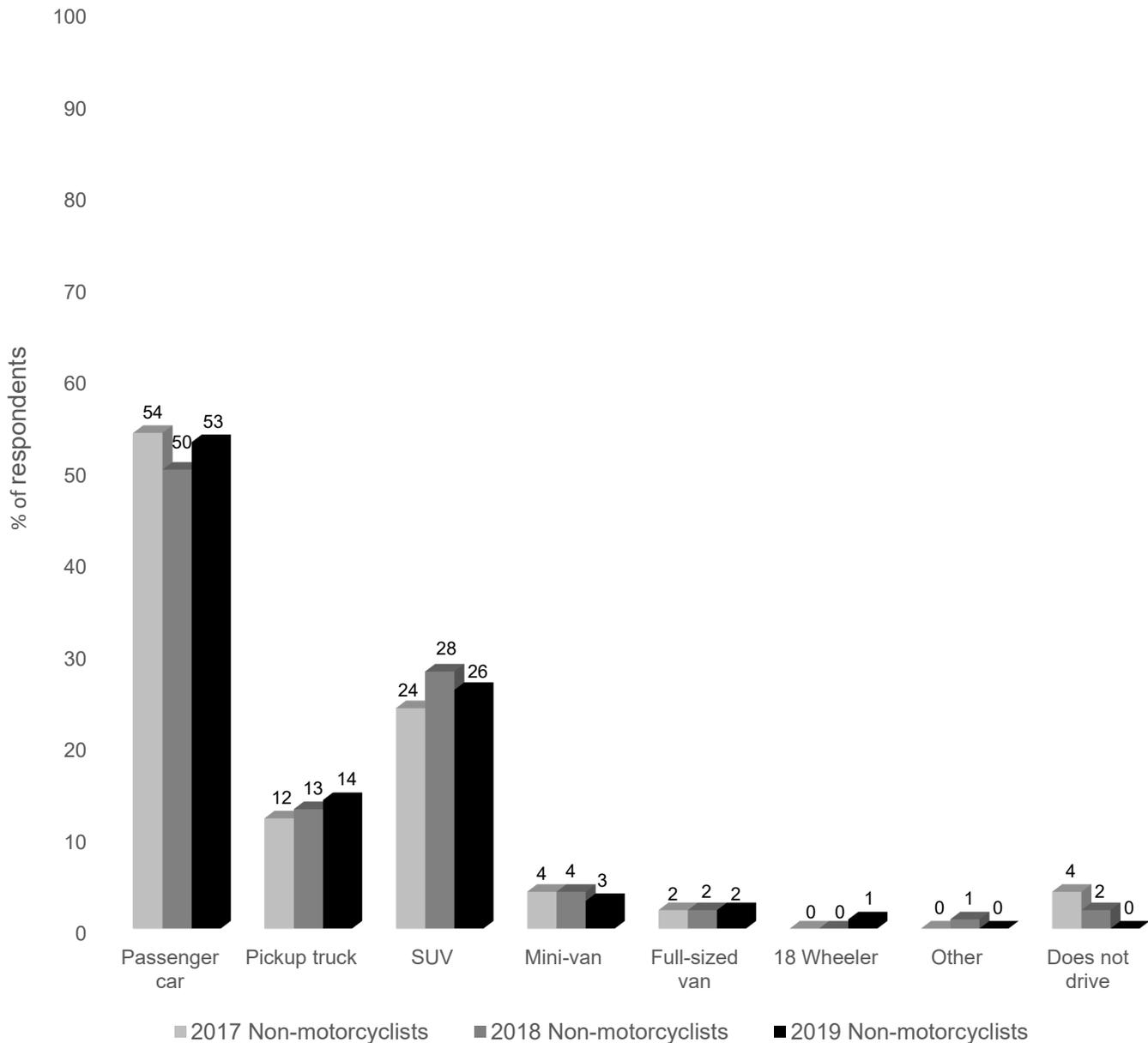


In Figure 1a, motorcyclist respondents were asked what type of vehicle they drive most often for 2017 through 2019. “Passenger car” was the most selected response for all three years, although it has been closely followed by “Motorcycle” in 2018 and 2019. Given that a mixed

method approach was used in both 2018 and 2019, it is not surprising to see consistency in the percentage of motorcyclists in the past two years. Additionally, “Pickup Truck” saw an increase from 13% to 23% in 2019.

Figure 1b. Non-motorcyclists by Vehicle Driven, 2017 to 2019

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



Non-motorcyclists represented in Figure 1b were also asked what type of vehicle they drive most often. "Passenger car" was by far the most selected response across all three years. SUV has followed as a reliable second, with pickup truck consistently coming in as the

third most selected response. There have been no major changes in the types of vehicles driven most often among the non-motorcyclist respondents from 2017 to 2019, even given the new methodologies introduced each year.

Figure 2. Motorcyclists by Type of Motorcycle, 2017 to 2019

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

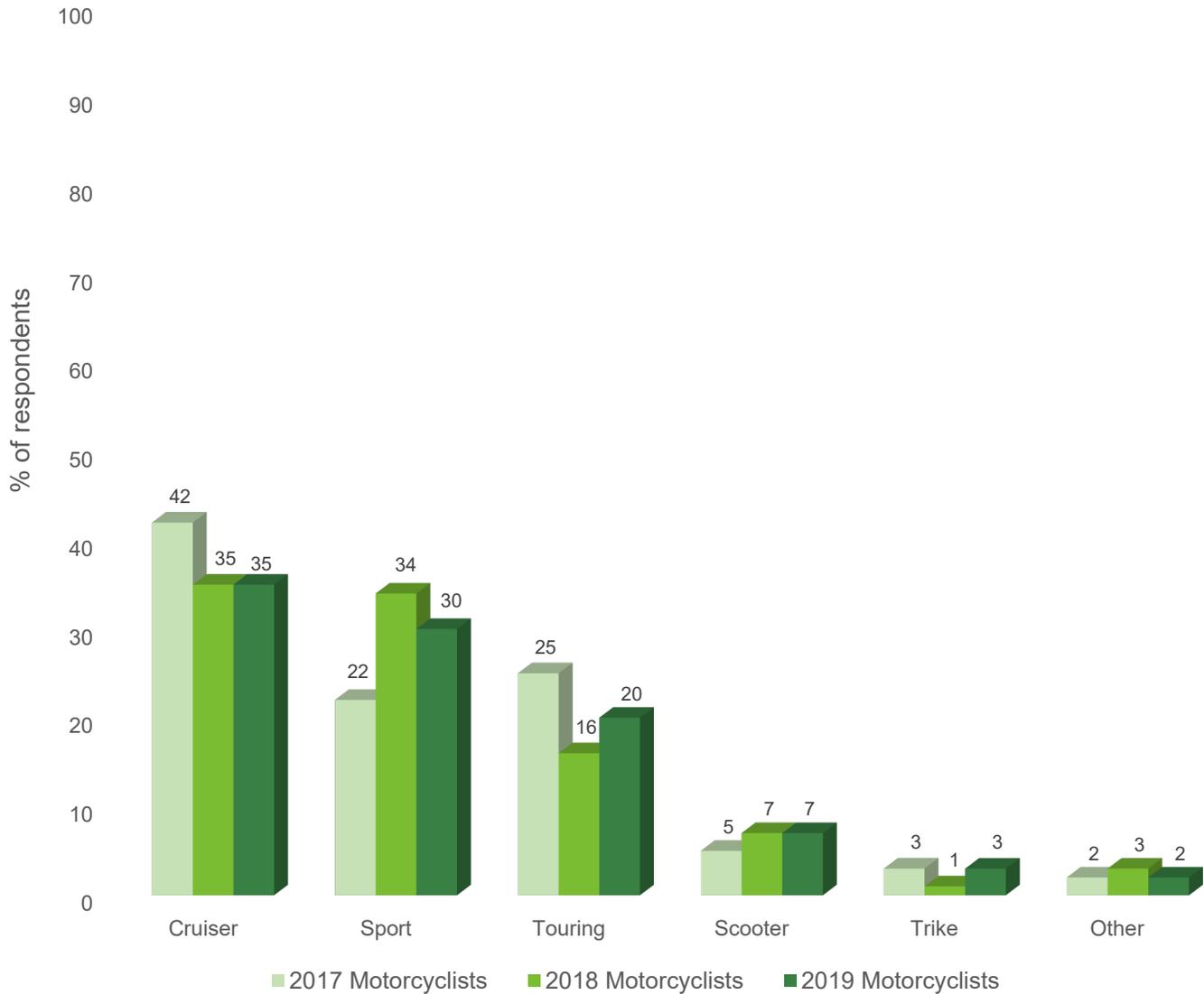
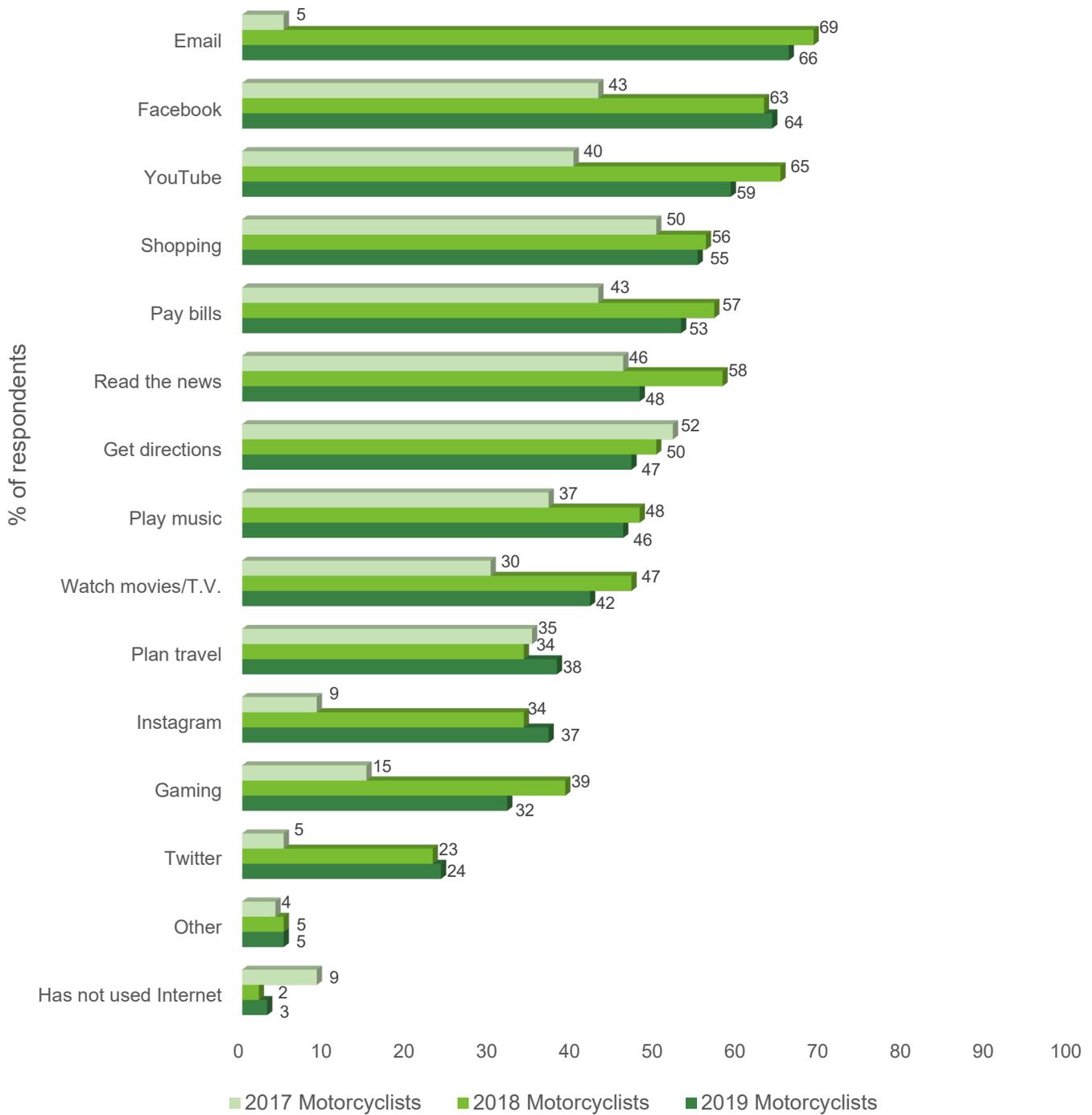


Figure 2 shows the results for motorcyclists who answered what type of motorcycle they ride most often. “Cruiser” maintain 35% in 2019. “Sport” motorcycles saw a slight decrease from 2018 to 2019, from 34% to 30%,

while “Touring” saw a 4 percentage-point increase from 16% to 20%. “Scooter”, “Trike”, and “Other” maintained fairly low percentages compared to the other selections.

Figure 3a. Motorcyclists by Internet Usage, 2017 to 2019

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



In Figure 3a, motorcyclists in 2017, 2018, and 2019 were asked to identify all the following things they had used the Internet to do in the past week. Although there were no dramatic increases, several categories saw

decreasing percentages. “Read the news” saw the largest decrease from 58% in 2018 to 48% in 2019. “Gaming” and “YouTube” also saw decreases of 7 percentage-points and 6 percentage-points respectively.

Figure 3b. Non-motorcyclists by Internet Usage, 2017 to 2019

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

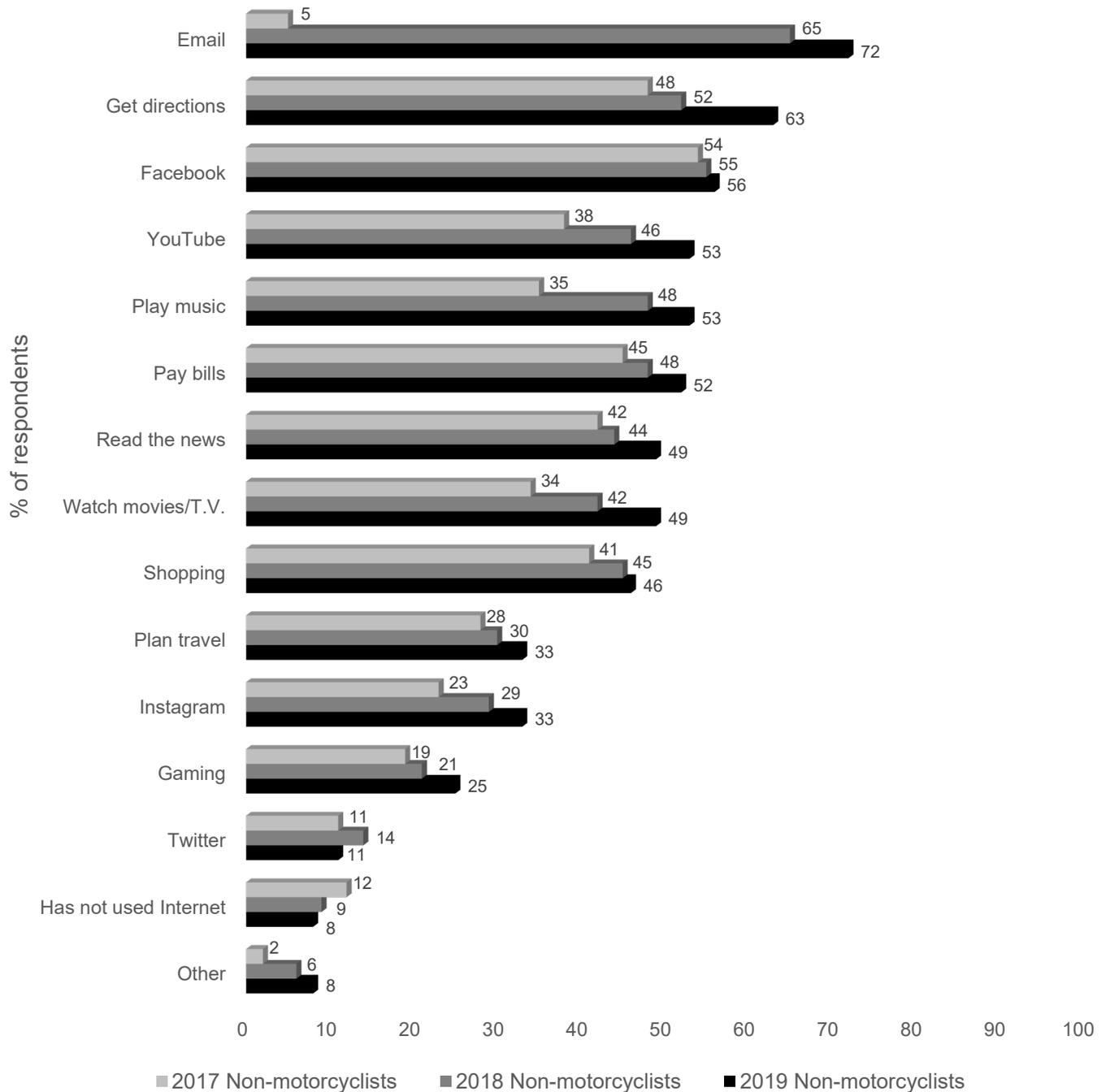
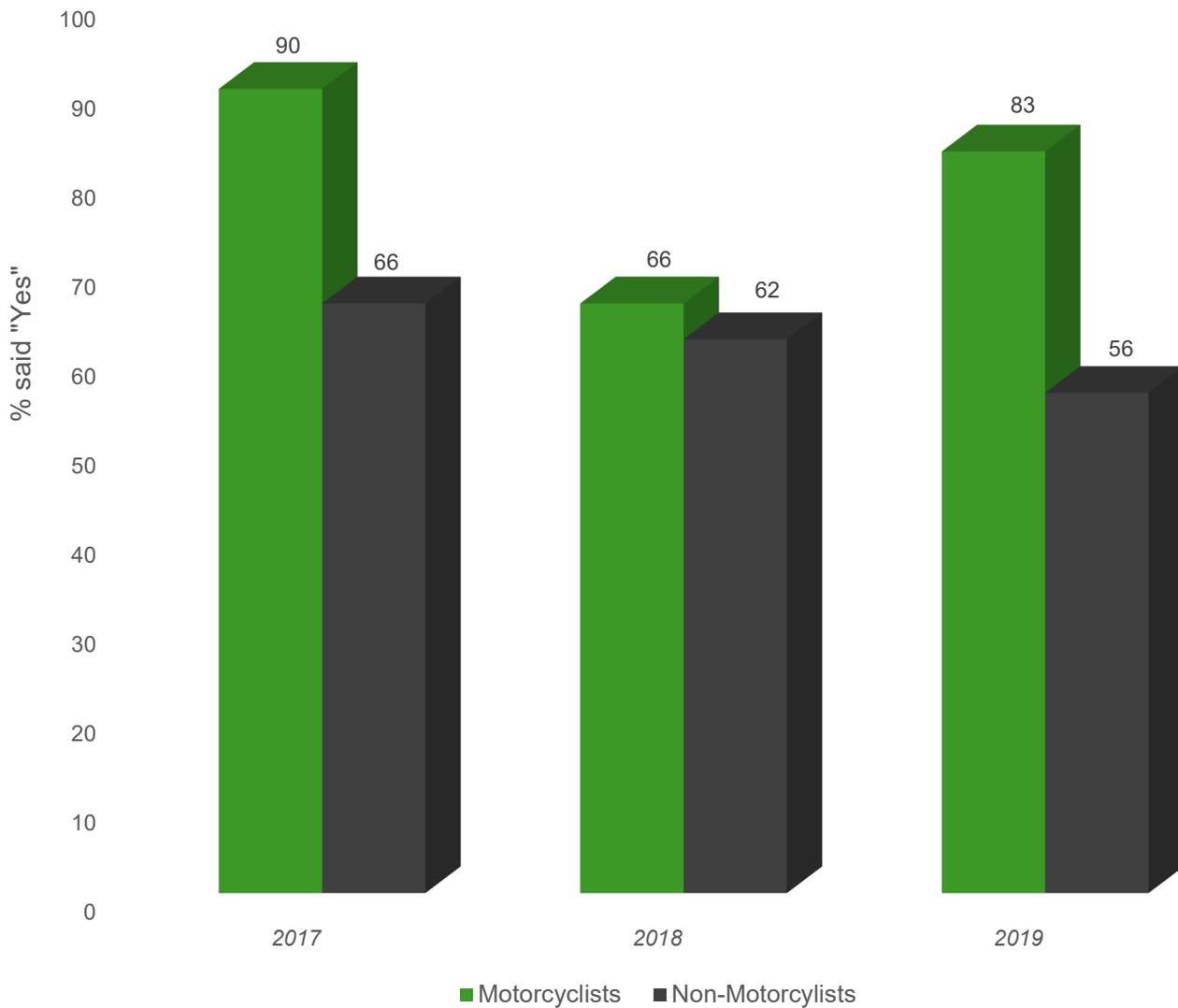


Figure 3b displays the same question posed in Figure 5 for non-motorcyclists. Unlike the motorcyclists, there were several increases from 2018 to 2019, the largest being in “Get directions” with an 11 percentage-point boost. The only categories that did not increase were

“Twitter” and “Has not used the Internet”, and neither of the decreases was very dramatic. In general, motorcyclists and non-motorcyclists tend to have the same type of internet usage from 2018 to 2019.

Figure 4. Motorcyclists and Non-motorcyclists by *Watch for Motorcycles*, 2017 to 2019

In the past few months, have you seen or heard a safety message that said: *Watch for Motorcycles*



The purpose of this report is to present findings about the public awareness of FDOT's motorcycle safety campaigns. Figure 4 reports the 2017 through 2019 percentages of motorcyclists and non-motorcyclists who had seen or heard of the *Watch for Motorcycles* safety message. While non-motorcyclists have continued to drop in recognition since 2016, motorcyclists bounced back from 66% in 2018 up to 83% in 2019. A common

trend across all three years is that motorcyclists are more likely to recognize the *Watch for Motorcycles* safety message than non-motorcyclists. While there has been a positive increase in awareness for motorcyclists, the *Watch for Motorcycles* campaign specifically targets non-motorcyclists. These results suggest that the message may not be reaching the desired population.

Figure 5. Motorcyclists and Non-motorcyclists by *Drink Ride Lose*, 2019

In the past few months, have you seen or heard a safety message that said: *Drink Ride Lose*

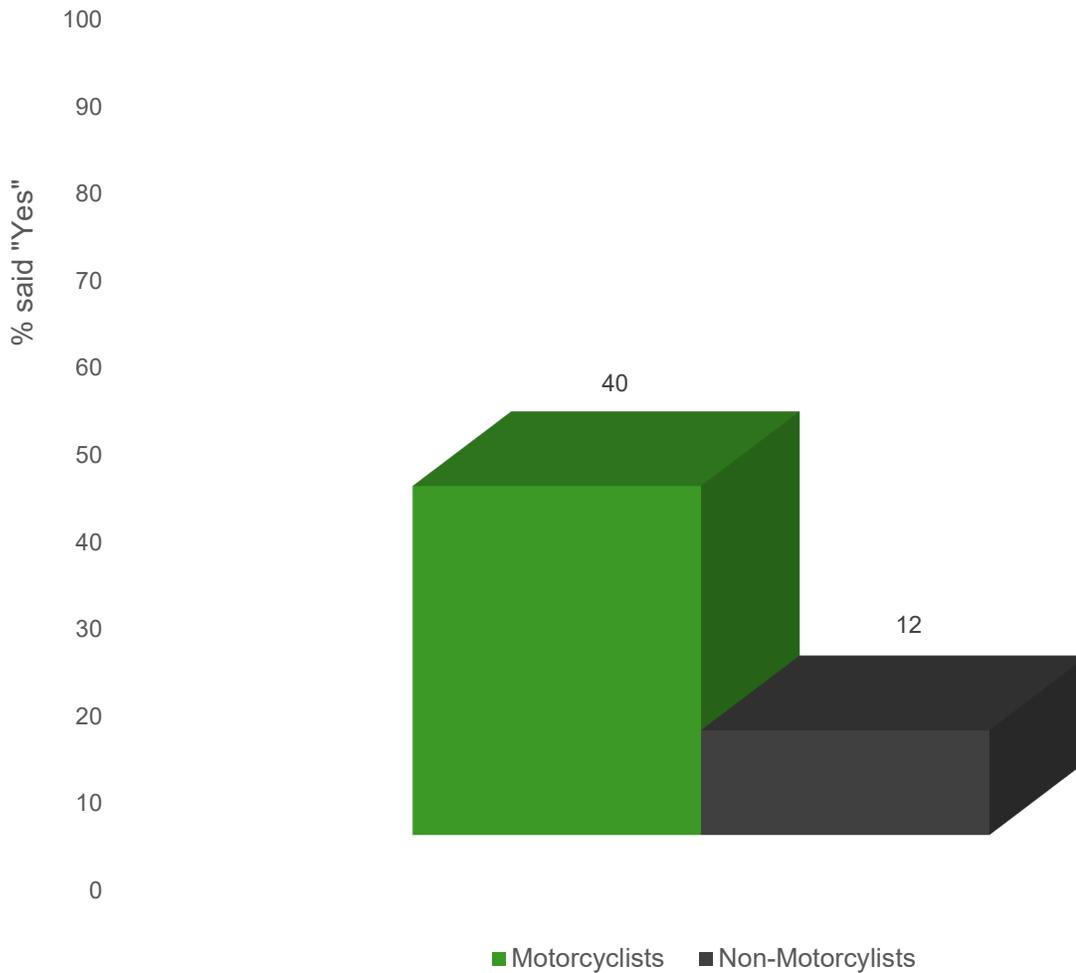


Figure 5 reports the 2019 percentages of motorcyclists and non-motorcyclists who had seen the *Drink Ride Lose* safety message. Compared to the previous safety message, both motorcyclists and non-motorcyclists are less likely to have encountered this safety message.

However, the same trend emerges in that motorcyclists are almost four times more likely to have seen or heard about *Drink Ride Lose* than non-motorcyclists. Again, this safety message targets both groups, but has clearly been more successful reaching motorcyclists.

Figure 6. Motorcyclists and Non-motorcyclists by Ride Smart Florida, 2019

In the past few months, have you seen or heard about Ride Smart Florida?

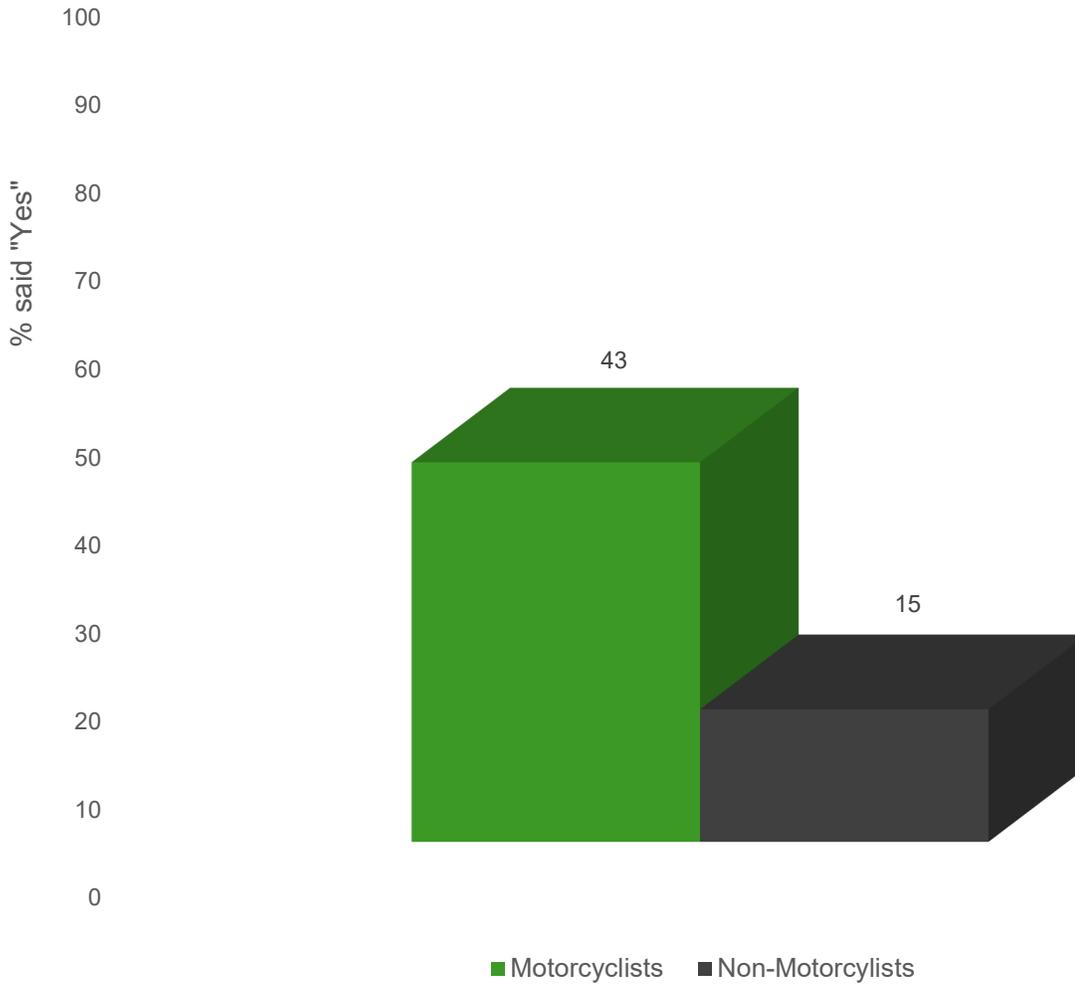
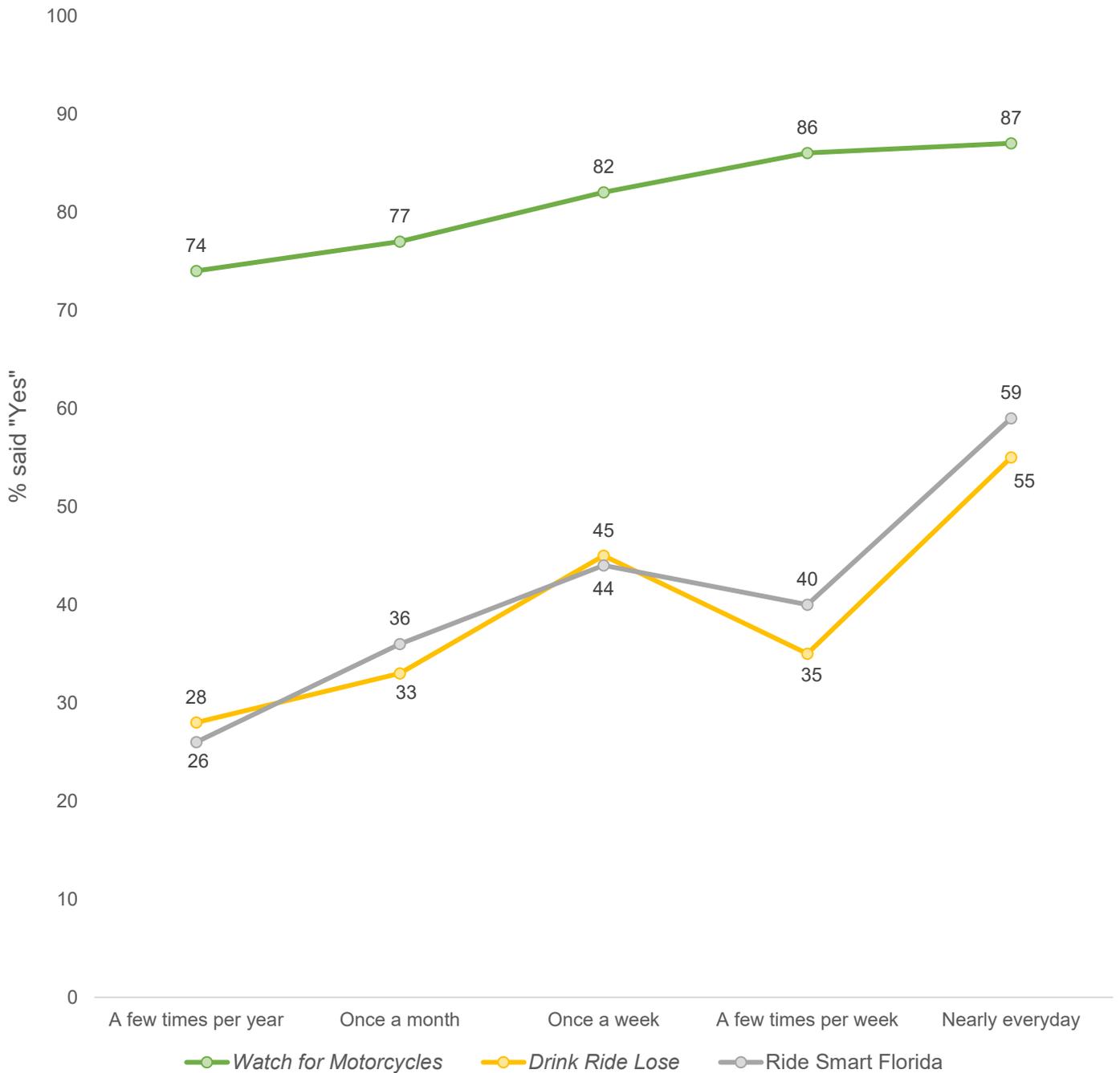


Figure 6 reports the 2019 percentages of motorcyclists and non-motorcyclists who had seen or heard about the Ride Smart Florida organization. Similar to Figures 4 and 5, motorcyclists are much more likely to be familiar with

the organization than non-motorcyclists. This is to be expected given that the organization is dedicated specifically to the safety of motorcyclists.

Figure 7. Awareness by Motorcycle Usage, 2019

In the past few months, have you seen or heard about:



In Figure 7, awareness among motorcyclists for the two motorcycle safety messages and the Ride Smart Florida organization 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 *Drink Ride Lose* motorcycle safety campaign, as recognition moves up by

33-percentage points when frequency of motorcycle riding moves from “A few times a year” to “Nearly every day”. Ride Smart Florida was a close second, with a 27 percentage-point increase when moving from the least to highest frequency of motorcycle usage. The most recognized motorcycle safety campaign *Watch for Motorcycles*, saw a 13 percentage-point increase as frequency increased.

Figure 8a. Motorcyclists by *Watch for Motorcycles*, 2017 to 2019

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

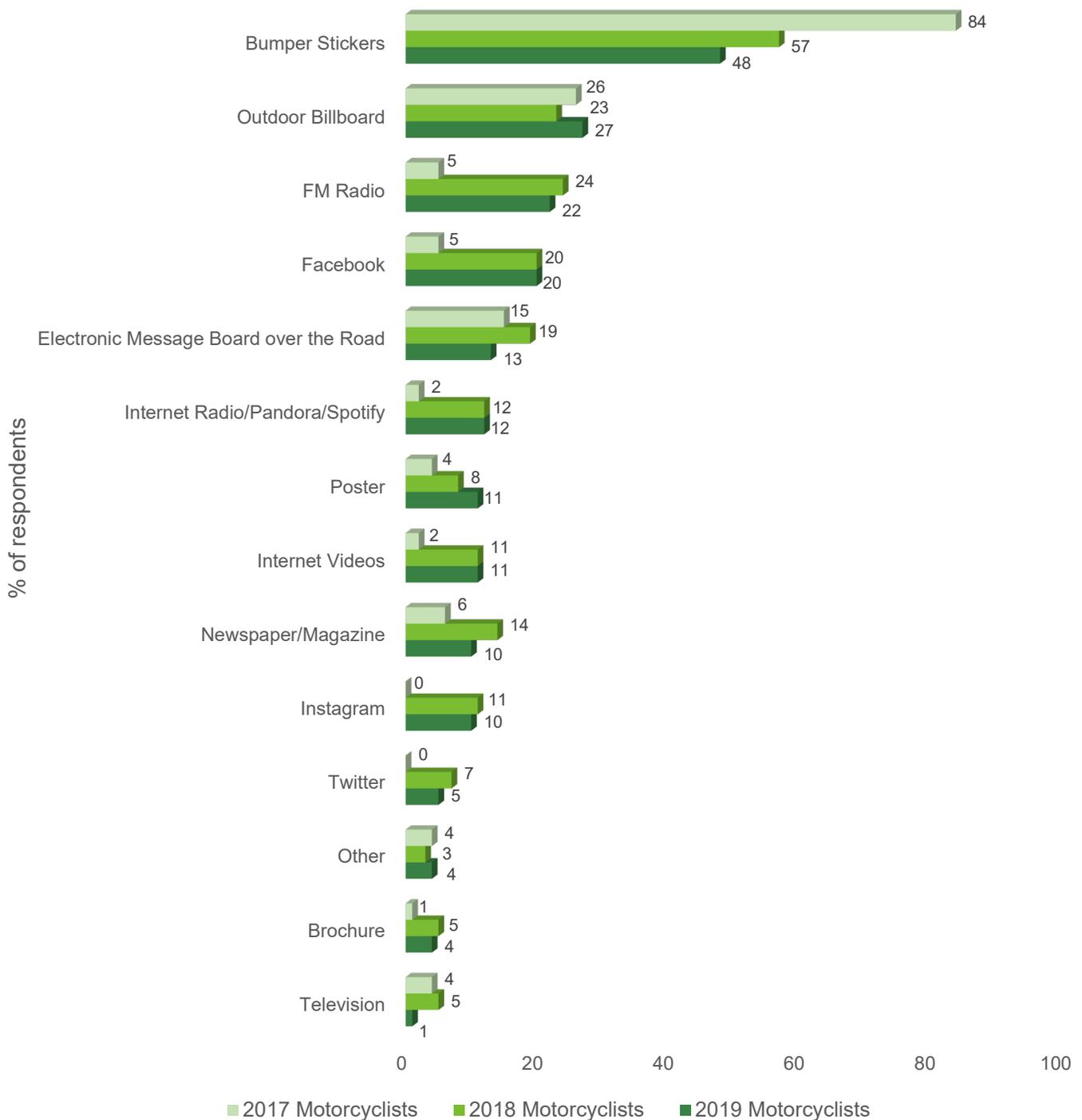


Figure 8a shows the percentages for where respondents had seen or heard of the most recognized motorcycle safety message: *Watch for Motorcycles*. “Bumper Sticker”, the most popular response, has steadily decreased since 2017, from 84% to 48% in 2019. Another popular response, “Electronic Message Board

over the Road”, also saw a decrease as well of 6 percentage-points. The second most popular response, “Outdoor Billboard”, increased slightly from 23% to 27%. The remaining responses did not see large changes from 2018’s results for motorcyclists.

Figure 8b. Non-motorcyclists by *Watch for Motorcycles*, 2017 to 2019

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

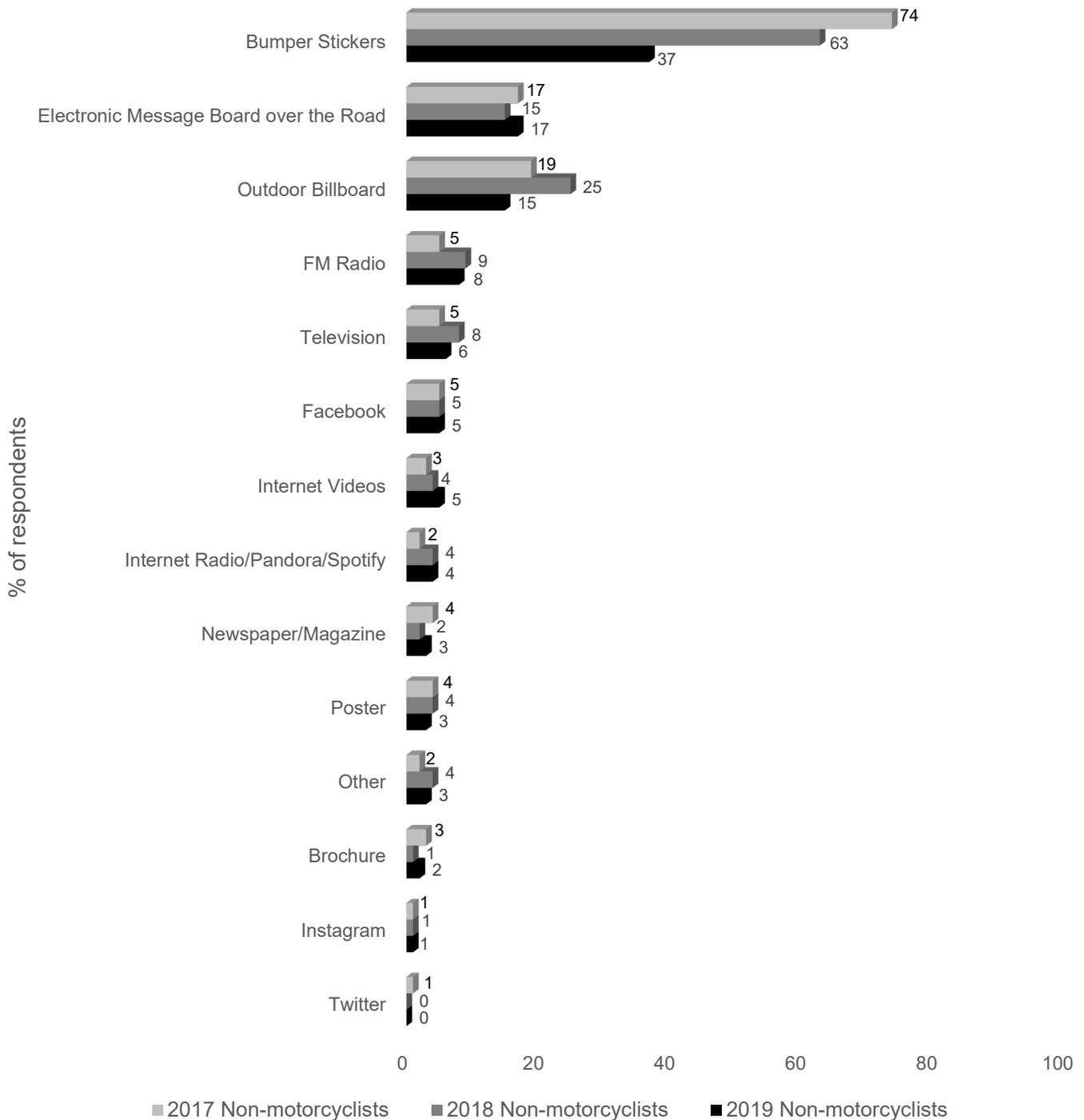
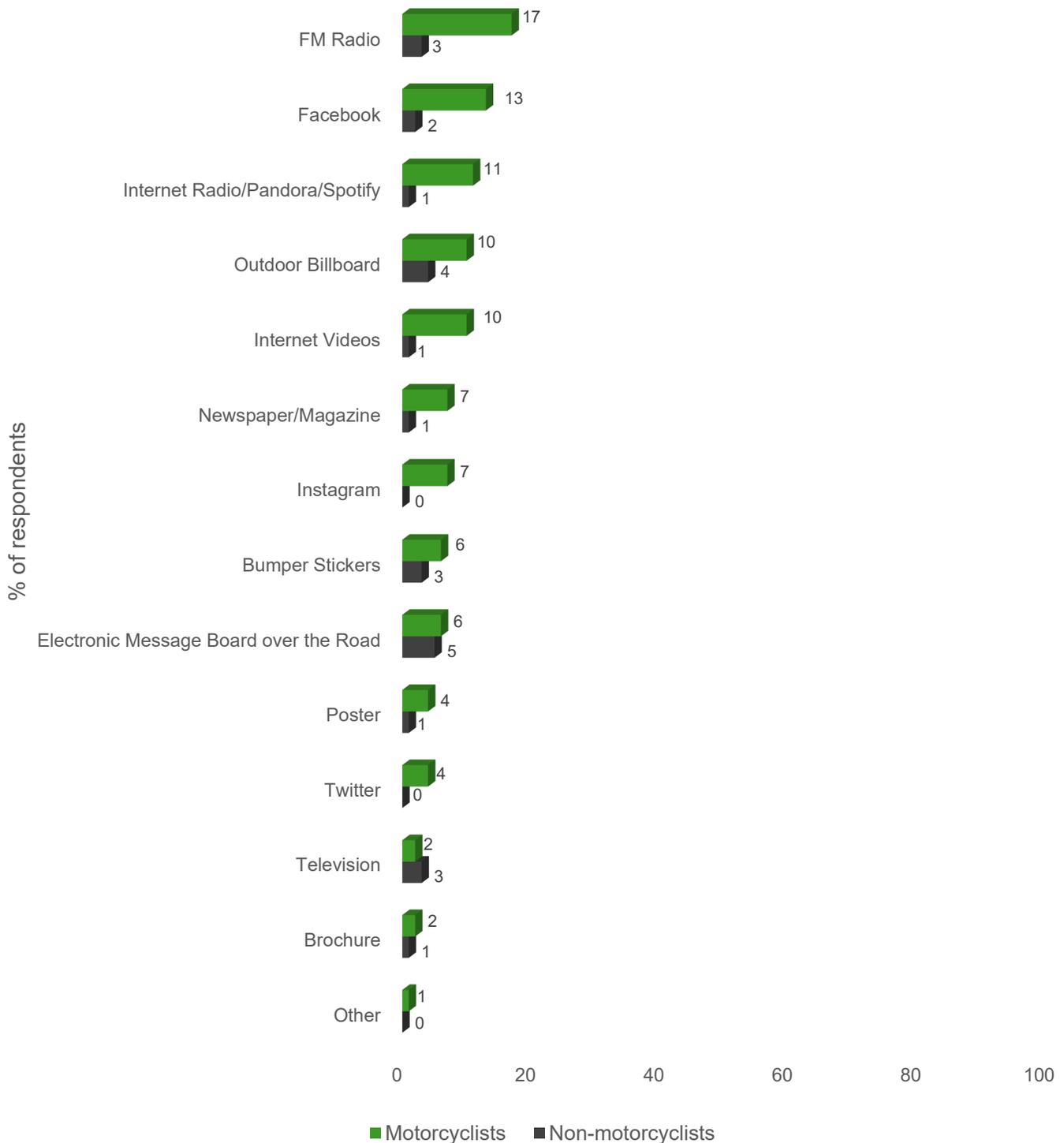


Figure 8b presents the results for where non-motorcyclists had seen or heard of the *Watch for Motorcycles* safety message. The same change in “Bumper Stickers” that occurred for motorcycles in Figure 8a can be seen here, with a dramatic fall from 63% to 37%. “Outdoor Billboard” also saw a decrease,

moving from second to third most popular response. “Electronic Message Board over the Road” increased incrementally, moving into the second most popular response for where non-motorcyclists saw the *Watch for Motorcycles* safety message.

Figure 9. Motorcyclists and Non-motorcyclists by *Drink Ride Lose*, 2019

Drink Ride Lose: Where did you see or hear it?

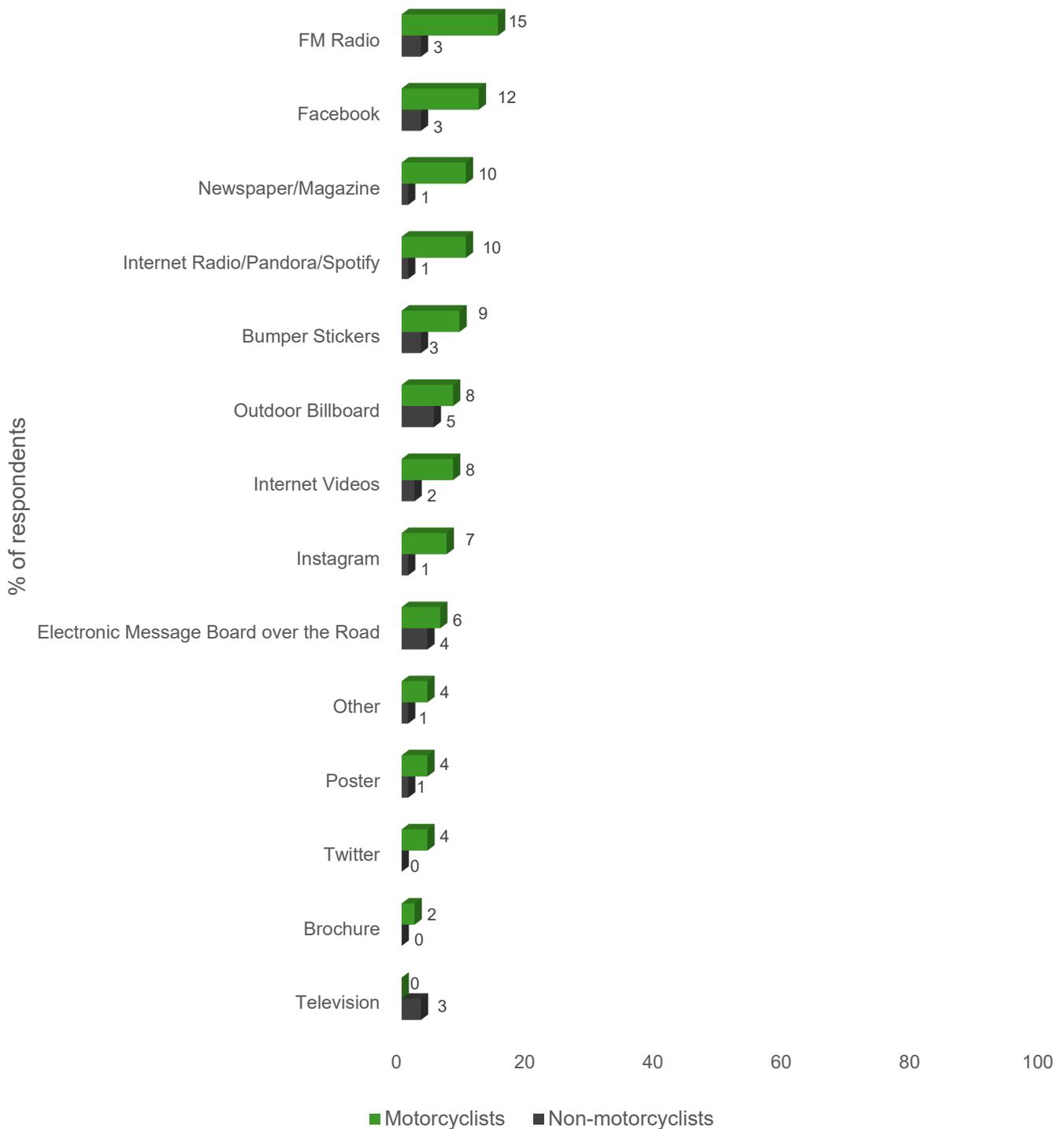


In Figure 9, respondents were asked to identify where they had seen or heard the *Drink Ride Lose* safety message, the message with the second most coverage. “FM Radio” was the most selected response among motorcyclists with 17%, followed by “Facebook” with 13%. “Internet Radio/Pandora/Spotify”, “Outdoor

Billboard”, and “Internet Videos” also had a least 10% among motorcyclists. None of the responses for non-motorcyclists gathered more than 5%, with Electronic Message Board over the Road being the most popular response in 2019.

Figure 10. Motorcyclists and Non-motorcyclists by Ride Smart Florida, 2019

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



In Figure 10, respondents were asked to identify where they had seen or heard about the Ride Smart Florida organization. These results are almost identical to where these groups had seen or heard of the Drink Ride Lose message in Figure 9. “FM Radio” and “Facebook” are

the most popular responses among motorcyclists, and only “Outdoor Billboard” had at least 5% among non-motorcyclists. Neither *Drink Ride Lose* nor Ride Smart Florida can compare to the recognition of Watch for Motorcycles among both groups.

Figure 11. Motorcyclists by Motorcycle Websites, 2018 to 2019

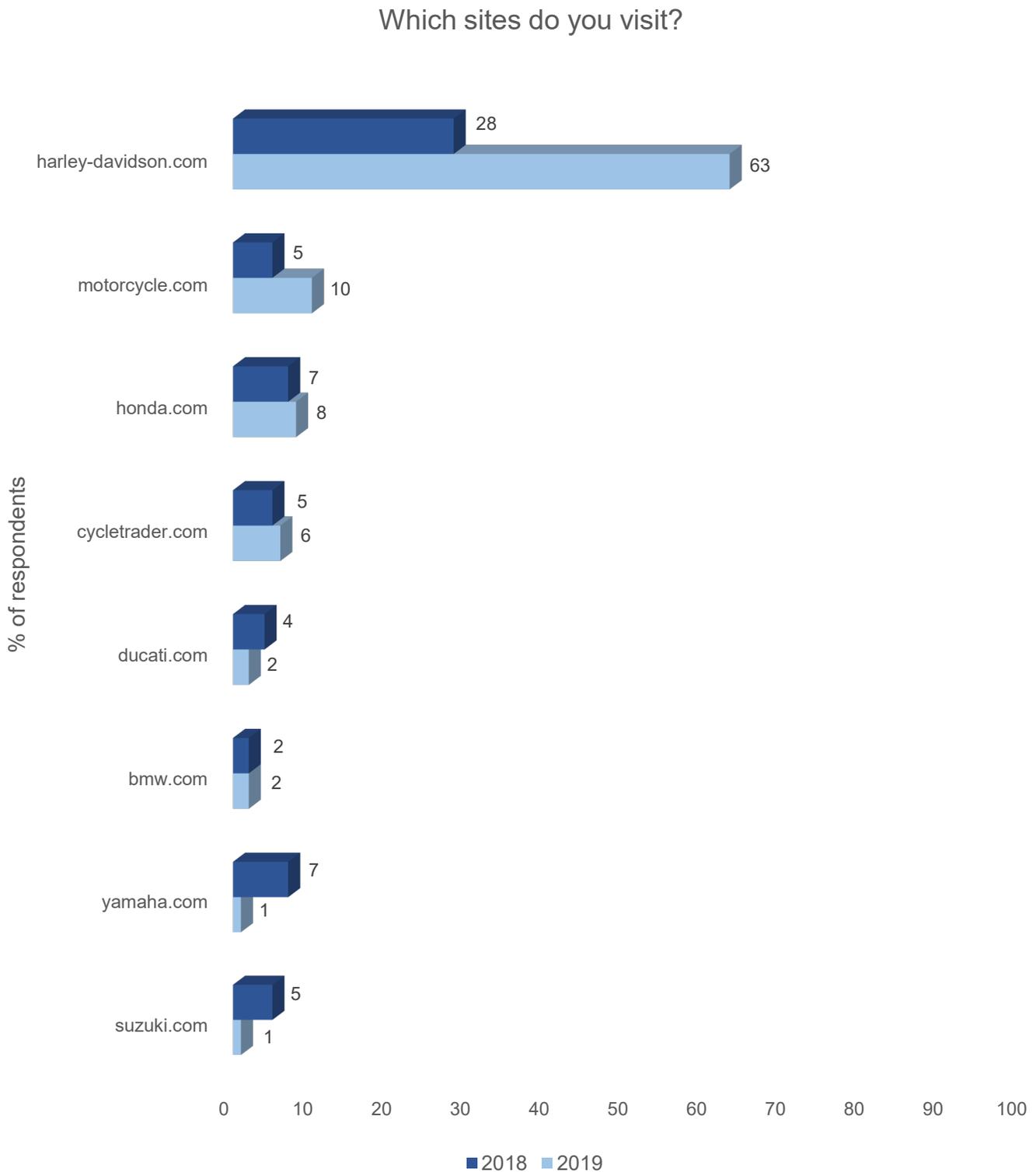


Figure 11 presents the responses for motorcyclists who visit websites specifically related to motorcycles. Once again, “harley-davidson.com” led strongly in 2019 with 63%, a large increase from 28% in 2018. Other

noteworthy decreases include “yamaha.com” and “suzuki.com”. The largest increase was “Motorcycle.com” with 5 percentage-points.

Appendix I: Survey Results²

TOPLINES

Motorcyclists

1. Brevard n=67
2. Broward n=52
3. Duval n=58
4. Hillsborough n=59
5. Miami-Dade n=55
6. Orange n=57
7. Palm Beach n=48
8. Pasco n=40
9. Pinellas n=53
10. Volusia n=58

Total =547

Non-motorcyclists

1. Brevard n=102
2. Broward n=102
3. Duval n=101
4. Hillsborough n=103
5. Miami-Dade n=102
6. Orange n=101
7. Palm Beach n=101
8. Pasco n=101
9. Pinellas n=103
10. Volusia n=100

Total = 1,016

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: Method of Contact by County

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
In-person	20.8% 88	43.1% 24	3.4% 1	44.1% 24	9.5% 2	5.9% 1	31.9% 12	5.8% 2	9.6% 2	- 0	35.4% 20
Online	60.6% 357	43.5% 33	76.6% 41	43.1% 27	72.9% 47	82.4% 47	55.2% 37	72.0% 36	51.9% 24	77.4% 42	39.1% 23
Telephone	18.7% 102	13.4% 10	20.0% 10	12.8% 7	17.6% 10	11.7% 7	12.9% 8	22.2% 10	38.6% 14	22.6% 11	25.5% 15

Non-motorcyclists: Method of Contact by County

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
In-person	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Online	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Telephone	100.0% 1,016	100.0% 102	100.0% 102	100.0% 101	100.0% 103	100.0% 102	100.0% 101	100.0% 101	100.0% 101	100.0% 103	100.0% 100

Motorcyclists: What county in Florida do you currently live?

n=547

Brevard	13.6% 67
Broward	9.1% 52
Duval	10.0% 58
Hillsborough	10.4% 59
Miami-Dade	11.0% 55
Orange	11.3% 57
Palm Beach	8.2% 48
Pasco	6.6% 40
Pinellas	8.9% 53
Volusia	10.8% 58

Non-Motorcyclists: What county in Florida do you currently live?
n=1,016

Brevard	9.3% 102
Broward	10.3% 102
Duval	9.4% 101
Hillsborough	10.3% 103
Miami-Dade	11.6% 102
Orange	9.7% 101
Palm Beach	10.0% 101
Pasco	10.0% 101
Pinellas	9.6% 103
Volusia	9.9% 100

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

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Motorcycle	26.7% 132	15.5% 8	28.1% 12	25.7% 14	28.0% 19	38.2% 20	32.6% 17	26.8% 13	32.7% 11	21.1% 8	22.6% 10
Passenger car	32.4% 183	30.2% 18	53.9% 28	37.0% 24	34.6% 17	28.3% 18	29.6% 16	23.2% 14	23.7% 11	31.2% 19	30.7% 18
Pickup truck	22.8% 112	37.1% 26	8.5% 4	27.5% 12	18.7% 10	13.6% 5	25.4% 13	15.8% 8	20.8% 7	20.9% 9	30.7% 18
SUV	13.9% 96	13.6% 13	8.1% 6	8.7% 7	15.4% 11	17.1% 10	10.3% 9	17.5% 9	14.1% 7	22.5% 15	13.0% 9
Mini-van	2.4% 12	2.8% 1	0.9% 1	1.2% 1	1.6% 1	1.5% 1	0.5% 1	12.1% 2	- 0	1.3% 1	3.0% 3
Full-sized van	1.5% 10	0.8% 1	0.5% 1	- 0	- 0	1.3% 1	- 0	4.5% 2	8.6% 4	3.0% 1	- 0
Other	0.2% 1	- 0	- 0	- 0	- 0	- 0	1.6% 1	- 0	- 0	- 0	- 0
Does not drive	- 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	0.2% 1	- 0	- 0	- 0	1.8% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Passenger car	53.1% 542	49.2% 52	54.4% 58	59.2% 57	57.3% 59	53.1% 55	55.6% 55	54.4% 54	44.1% 46	53.4% 54	50.8% 52
Pickup truck	13.5% 131	13.3% 13	11.7% 11	13.0% 13	13.1% 11	14.5% 13	16.2% 16	11.8% 12	17.4% 18	10.9% 12	12.8% 12
SUV	25.6% 269	31.0% 32	22.2% 23	18.3% 22	22.6% 27	24.8% 25	23.3% 24	22.4% 25	28.4% 28	31.8% 32	31.3% 31
Mini-van	2.9% 29	1.8% 2	5.3% 4	3.2% 3	1.7% 2	4.2% 5	2.7% 4	4.3% 4	- 0	1.1% 1	4.2% 4
Full-sized van	1.7% 15	2.2% 1	1.9% 2	1.2% 1	1.9% 2	- 0	1.1% 1	2.8% 2	3.6% 3	1.9% 2	0.9% 1
18-Wheeler Semi	0.7% 7	2.5% 2	- 0	0.6% 1	- 0	0.9% 1	- 0	0.9% 1	2.1% 2	- 0	- 0
Other	0.1% 2	- 0	0.5% 1	- 0	- 0	0.8% 1	- 0	- 0	- 0	- 0	- 0
Does not drive	2.1% 19	- 0	4.0% 3	4.0% 3	1.3% 1	1.8% 2	1.2% 1	3.3% 3	4.4% 4	1.0% 2	- 0
Don't Know	0.1% 1	- 0	- 0	0.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	2.1% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Cruiser	36.5% 206	39.4% 25	31.1% 15	35.4% 21	36.1% 21	41.4% 22	37.3% 24	30.5% 17	37.0% 15	31.7% 20	41.4% 26
Sport	30.3% 148	28.8% 18	40.6% 22	21.9% 10	32.0% 17	31.8% 16	34.2% 16	36.3% 14	41.1% 16	20.0% 9	21.5% 10
Touring	20.1% 116	23.0% 14	11.2% 7	32.5% 20	14.8% 10	16.5% 12	15.3% 10	24.6% 11	21.9% 8	26.4% 13	16.4% 11
Scooter	6.6% 37	0.9% 1	10.8% 4	7.2% 5	8.3% 7	7.7% 4	6.5% 4	4.0% 2	- 0	13.9% 7	6.4% 3
Trike	2.7% 20	3.7% 4	1.9% 2	1.2% 1	7.1% 4	1.0% 1	1.6% 1	2.4% 3	- 0	1.8% 2	4.7% 2
Other	2.2% 10	4.3% 3	2.4% 1	- 0	- 0	- 0	5.1% 2	- 0	- 0	- 0	7.9% 4
Don't Know	1.1% 6	- 0	2.0% 1	1.8% 1	- 0	- 0	- 0	2.2% 1	- 0	2.0% 2	1.7% 1
Refusal	0.6% 3	- 0	- 0	- 0	1.7% 1	1.6% 1	- 0	- 0	- 0	2.3% 1	- 0

Motorcyclists: Approximately how often do you ride a motorcycle?

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Nearly everyday	20.3% 102	17.5% 9	21.3% 9	29.1% 16	17.5% 12	15.9% 9	19.1% 11	17.8% 10	27.7% 9	21.7% 9	18.9% 8
A few times a week	35.1% 200	46.8% 32	35.3% 20	35.4% 20	29.6% 20	45.9% 27	34.1% 19	23.9% 12	31.8% 13	33.9% 20	25.9% 17
Once a week	19.6% 106	10.1% 10	27.8% 14	16.4% 9	31.6% 15	17.5% 11	24.3% 12	16.0% 7	15.2% 7	13.5% 9	23.3% 12
Once a month	11.5% 60	16.0% 10	7.8% 4	6.3% 4	9.0% 5	13.7% 4	7.0% 6	15.5% 7	9.6% 4	8.6% 5	19.2% 11
A few times a year	10.3% 64	7.3% 5	4.9% 3	10.9% 8	5.9% 6	5.3% 4	14.0% 8	26.7% 11	7.8% 4	14.0% 7	11.1% 8
Other	1.8% 8	2.3% 1	1.0% 1	1.8% 1	4.6% 1	- 0	1.6% 1	- 0	7.9% 3	- 0	- 0
Don't Know	0.9% 5	- 0	2.0% 1	- 0	- 0	- 0	- 0	- 0	- 0	6.0% 3	1.7% 1
Refusal	0.6% 3	- 0	- 0	- 0	1.7% 1	1.6% 1	- 0	- 0	- 0	2.3% 1	- 0

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=547
Facebook	64.4% 363
Twitter	23.4% 141
Instagram	36.9% 212
YouTube	58.9% 328
Watch movies	41.6% 244
Read the news	47.7% 276
Gaming	31.8% 170
Pay bills	53.4% 306
Get directions	47.1% 278
Play music	45.5% 248
Shopping	54.5% 327
Plan travel	38.2% 220
Check email	66.1% 384
Other	4.7% 22
Does not use Internet	2.5% 12

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=1,016
Facebook	56.3% 571
Twitter	11.4% 119
Instagram	32.7% 314
YouTube	52.6% 531
Watch movies	49.1% 492
Read the news	49.4% 531
Gaming	25.3% 242
Pay bills	52.0% 548
Get directions	62.6% 650
Play music	53.4% 538
Shopping	45.5% 478
Plan travel	32.9% 353
Check email	71.7% 751
Other	7.7% 90
Does not use Internet	8.1% 76

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

Motorcyclists: How often do you use Facebook?

	Total n=361	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	65.8% 237	64.4% 27	73.7% 25	69.8% 31	73.5% 31	53.1% 21	79.9% 29	50.1% 16	63.7% 19	66.5% 18	54.9% 20
Once per day	18.0% 65	14.4% 7	13.2% 6	21.6% 8	19.1% 6	20.8% 6	3.7% 2	28.6% 7	14.6% 4	23.4% 9	27.4% 10
A couple times per week	7.4% 32	8.9% 5	10.7% 5	8.1% 4	5.3% 3	- 0	5.8% 3	5.5% 2	12.9% 4	3.7% 1	11.9% 5
Once a week	5.2% 16	8.1% 2	2.4% 1	- 0	- 0	11.8% 4	6.4% 4	10.0% 1	2.6% 1	6.5% 1	5.9% 2
Less than once a week	3.6% 11	4.3% 2	- 0	0.6% 1	2.1% 1	14.2% 2	4.2% 3	5.8% 1	6.2% 1	- 0	- 0
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=571	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	54.6% 304	68.0% 35	48.8% 26	54.1% 35	50.2% 32	39.4% 21	65.1% 33	50.9% 22	63.2% 37	62.5% 37	45.0% 26
Once per day	18.9% 114	14.9% 8	20.3% 11	20.2% 12	22.2% 13	27.2% 14	13.7% 10	16.1% 10	23.5% 13	16.2% 13	13.7% 10
A couple times per week	16.0% 98	11.0% 6	21.0% 10	14.0% 8	13.0% 11	22.5% 13	12.0% 9	20.4% 12	8.8% 5	8.7% 7	29.2% 17
Once a week	6.9% 37	4.3% 2	8.9% 5	5.5% 3	13.0% 6	7.5% 4	6.9% 4	12.7% 6	0.7% 1	3.1% 3	7.0% 3
Less than once a week	2.9% 15	1.8% 1	1.1% 1	1.5% 1	1.6% 1	3.4% 2	2.3% 1	- 0	3.9% 2	7.8% 3	5.1% 3
Other	0.5% 2	- 0	- 0	4.7% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.9% 1	- 0

Motorcyclists: How often do you use Twitter?

	Total n=139	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	45.5% 73	22.0% 6	47.5% 6	52.1% 8	71.2% 13	40.8% 10	34.3% 7	44.7% 9	58.0% 6	34.1% 3	49.2% 5
Once per day	20.4% 29	22.0% 1	31.7% 4	19.8% 2	11.7% 3	21.5% 5	36.1% 6	13.4% 2	15.3% 2	21.5% 3	10.4% 1
A couple times per week	10.8% 14	14.2% 1	20.8% 3	10.2% 2	6.0% 1	- 0	19.1% 2	2.9% 1	18.3% 1	20.4% 2	6.6% 1
Once a week	13.0% 13	33.6% 3	- 0	- 0	5.3% 1	5.3% 1	8.2% 1	38.9% 4	8.5% 1	24.0% 2	- 0
Less than once a week	9.0% 8	8.3% 1	- 0	12.2% 2	- 0	32.4% 2	2.4% 1	- 0	- 0	- 0	33.8% 2
Other	0.5% 1	- 0	- 0	5.8% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.8% 1	- 0	- 0	- 0	6.0% 1	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Twitter?

	Total n=119	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	42.2% 52	41.9% 4	49.8% 6	49.8% 7	40.6% 10	14.9% 3	50.0% 9	23.1% 1	41.9% 5	56.0% 5	41.3% 2
Once per day	10.9% 14	7.0% 1	20.6% 3	- 0	8.5% 2	13.2% 3	12.7% 1	27.3% 1	14.2% 2	7.2% 1	- 0
A couple times per week	19.5% 20	24.8% 2	21.9% 2	18.3% 3	32.5% 5	11.5% 1	10.7% 1	13.0% 1	6.4% 1	24.7% 2	35.0% 2
Once a week	8.0% 11	- 0	- 0	14.3% 2	7.4% 2	18.2% 2	3.1% 1	16.1% 1	11.0% 2	- 0	23.7% 1
Less than once a week	16.1% 19	26.3% 2	4.3% 1	8.9% 1	11.1% 1	42.2% 6	9.4% 2	20.4% 1	26.6% 3	12.1% 2	- 0
Other	1.0% 1	- 0	- 0	8.8% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	2.3% 2	- 0	3.5% 1	- 0	- 0	- 0	14.1% 1	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: How often do you use Instagram?

	Total n=211	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	63.2% 136	35.9% 7	73.8% 17	63.7% 17	63.8% 17	70.0% 25	64.4% 14	45.9% 12	72.5% 8	59.6% 9	82.2% 10
Once per day	16.6% 37	28.2% 7	15.3% 3	19.2% 4	26.6% 6	1.6% 1	12.3% 4	29.3% 5	4.3% 1	26.4% 4	7.6% 2
A couple times per week	7.4% 16	5.3% 1	5.7% 2	11.1% 2	8.0% 2	2.9% 1	13.1% 2	2.5% 1	18.1% 2	10.4% 2	4.0% 1
Once a week	4.8% 10	- 0	1.5% 1	- 0	1.7% 1	4.5% 1	8.7% 2	22.2% 3	5.1% 1	- 0	6.3% 1
Less than once a week	7.7% 11	20.6% 3	3.8% 1	2.9% 1	- 0	21.0% 4	1.6% 1	- 0	- 0	3.6% 1	- 0
Other	0.3% 1	- 0	- 0	3.1% 1	- 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 Instagram?

	Total n=314	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	56.8% 177	37.9% 6	61.3% 23	64.8% 23	58.3% 24	43.8% 19	61.0% 25	70.4% 23	42.8% 10	48.3% 9	65.5% 15
Once per day	16.3% 52	24.7% 2	9.1% 4	11.3% 3	21.0% 7	21.4% 10	19.8% 9	7.8% 4	14.6% 3	25.2% 7	12.0% 3
A couple times per week	17.8% 54	29.3% 3	22.0% 8	19.8% 7	15.1% 5	19.7% 7	11.4% 5	14.7% 5	15.2% 4	20.1% 5	18.6% 5
Once a week	4.3% 14	- 0	4.0% 2	4.2% 2	1.4% 1	9.6% 4	3.3% 2	- 0	15.1% 2	- 0	4.0% 1
Less than once a week	3.5% 13	8.2% 1	2.4% 2	- 0	4.3% 2	4.5% 3	- 0	7.2% 2	6.7% 1	6.4% 2	- 0
Other	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	5.6% 1	- 0	- 0
Don't Know	0.8% 2	- 0	- 0	- 0	- 0	1.1% 1	4.6% 1	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	1.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: How often do you use YouTube?

	Total n=327	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	50.7% 162	50.5% 15	48.5% 15	45.0% 14	54.4% 22	73.4% 25	54.6% 23	45.2% 15	48.1% 12	45.5% 13	26.7% 8
Once per day	15.7% 53	11.3% 3	15.8% 4	11.5% 6	15.0% 5	8.5% 6	19.2% 6	14.3% 4	12.3% 4	25.0% 7	29.3% 8
A couple times per week	18.6% 64	13.7% 6	18.6% 7	26.8% 9	25.9% 9	5.9% 2	13.6% 6	16.7% 6	17.8% 4	23.4% 6	30.0% 9
Once a week	11.5% 35	21.6% 7	13.6% 4	14.8% 4	2.1% 1	7.9% 3	12.7% 4	12.5% 3	20.0% 4	3.5% 1	7.8% 4
Less than once a week	3.2% 12	2.9% 1	3.5% 1	1.9% 1	- 0	4.3% 1	- 0	11.3% 2	1.8% 1	2.6% 2	6.2% 3
Other	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	0.3% 1	- 0	- 0	- 0	2.7% 1	- 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 YouTube?

	Total n=531	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Multiple times per day	40.9% 209	31.5% 11	44.6% 26	40.9% 22	35.1% 22	47.7% 27	44.0% 27	47.2% 20	40.1% 25	30.5% 15	41.7% 14
Once per day	19.5% 103	33.8% 10	14.2% 9	28.7% 16	20.1% 12	13.7% 9	17.7% 11	12.7% 7	19.7% 9	26.5% 12	15.2% 8
A couple times per week	25.6% 141	12.4% 7	25.2% 13	22.0% 14	32.3% 20	15.4% 8	29.8% 20	26.7% 13	20.9% 13	33.4% 16	36.0% 17
Once a week	8.5% 48	18.6% 6	8.5% 6	6.5% 4	9.2% 6	11.1% 6	6.8% 5	5.6% 3	9.5% 6	7.4% 3	4.0% 3
Less than once a week	4.9% 27	3.7% 1	6.6% 4	2.0% 1	3.3% 3	9.4% 5	1.7% 2	7.8% 5	7.8% 3	2.3% 2	3.1% 1
Other	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.0% 1	- 0	- 0
Don't Know	0.3% 1	- 0	- 0	- 0	- 0	2.9% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Do you visit websites specifically related to motorcycles?

	Total n=544	Brevard n=66	Broward n=51	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=52	Volusia n=58
Yes	55.4% 299	46.0% 31	54.4% 31	64.1% 39	56.4% 32	69.6% 38	64.7% 37	51.5% 25	44.7% 16	59.2% 29	41.2% 21
No	44.4% 244	54.0% 35	45.6% 20	35.9% 19	43.6% 27	30.4% 17	35.3% 20	48.5% 23	55.4% 24	40.8% 23	57.2% 36
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.7% 1

Motorcyclists: Which sites do you visit? (Top responses)

	Total n=99
harley-davidson.com	63.4% 67
motorcycle.com	9.6% 8
cycletrader.com	6.0% 4
honda.com	8.3% 8
yamaha.com	0.9% 1
suzuki.com	1.1% 1
bmw.com	1.8% 2
ducati.com	1.9% 1

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

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Yes	39.9% 212	18.6% 17	36.2% 21	29.1% 19	52.6% 31	45.6% 22	50.7% 29	49.2% 19	37.8% 15	45.1% 19	40.4% 20
No	59.8% 332	81.4% 50	63.8% 31	70.9% 39	47.4% 28	52.8% 32	49.3% 28	50.8% 29	62.2% 25	54.9% 33	57.9% 37
Don't Know	0.2% 1	- 0	- 0	- 0	- 0	1.7% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.7% 1

Non-motorcyclists: In the past few months, have you seen or heard a motorcycle safety message that says *Drink Ride Lose*?

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Yes	11.6% 108	8.7% 11	9.2% 8	12.3% 11	12.4% 11	11.6% 9	11.1% 10	12.6% 12	10.8% 11	8.2% 8	19.0% 17
No	87.7% 899	90.6% 90	90.8% 94	86.0% 88	87.6% 92	85.8% 90	88.9% 91	85.5% 86	89.2% 90	91.8% 95	81.0% 83
Don't Know	0.7% 9	0.7% 1	- 0	1.7% 2	- 0	2.6% 3	- 0	1.9% 3	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁵

	Total n=212
FM Radio	16.8% 98
Internet Radio/Pandora/Spotify	11.0% 55
Newspaper/Magazine	7.4% 38
Electronic Message Board over the Road	6.1% 31
Outdoor Billboard	10.4% 59
Poster	3.9% 20
Brochure	1.5% 10
Bumper Stickers	6.4% 31
Internet Videos	10.2% 50
Facebook	12.9% 64
Instagram	7.4% 42
Twitter	3.8% 22
Other	1.2% 9
Television	- 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=108
FM Radio	2.7% 23
Internet Radio/Pandora/Spotify	1.1% 9
Newspaper/Magazine	1.0% 8
Electronic Message Board over the Road	4.6% 41
Outdoor Billboard	3.9% 33
Poster	0.5% 5
Brochure	0.5% 4
Bumper Stickers	3.0% 26
Internet Videos	1.2% 10
Facebook	1.5% 13
Instagram	0.4% 3
Twitter	0.2% 2
Other	0.1% 1
Television	2.9% 24

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

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

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Yes	82.7% 440	85.2% 57	77.6% 42	89.3% 50	77.4% 45	74.4% 38	85.6% 43	87.2% 41	86.1% 34	77.2% 41	87.2% 49
No	17.2% 100	14.8% 10	22.4% 10	10.7% 7	22.6% 14	25.6% 15	14.4% 14	12.8% 5	13.9% 6	22.8% 12	11.1% 7
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.7% 1

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Yes	56.1% 582	64.3% 65	51.7% 53	47.1% 52	54.3% 60	44.8% 45	47.5% 50	46.0% 46	77.7% 76	64.7% 68	64.8% 67
No	42.9% 425	34.6% 36	46.8% 47	52.3% 48	43.7% 42	53.9% 56	52.5% 51	54.0% 55	20.9% 24	35.3% 35	33.2% 31
Don't Know	1.0% 9	1.1% 1	1.5% 2	0.6% 1	2.1% 1	1.4% 1	- 0	- 0	1.3% 1	- 0	2.0% 2
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁷

	Total n=440
FM Radio	22.1% 122
Internet Radio/Pandora/Spotify	11.7% 60
Newspaper/Magazine	10.3% 59
Electronic Message Board over the Road	13.4% 72
Outdoor Billboard	26.9% 136
Poster	10.6% 56
Brochure	4.0% 21
Bumper Stickers	48.1% 265
Internet Videos	11.0% 61
Facebook	20.1% 111
Instagram	9.5% 55
Twitter	5.3% 30
Other	3.8% 21
Television	1.0% 1

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=582
FM Radio	7.9% 79
Internet Radio/Pandora/Spotify	4.0% 39
Newspaper/Magazine	3.0% 31
Electronic Message Board over the Road	16.9% 172
Outdoor Billboard	15.4% 157
Poster	3.4% 33
Brochure	1.6% 15
Bumper Stickers	37.0% 388
Internet Videos	4.6% 48
Facebook	4.8% 52
Instagram	1.0% 13
Twitter	0.4% 5
Other	3.4% 31
Television	5.9% 55

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

Motorcyclists: In the past few months, have you seen or heard about Ride Smart Florida?

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Yes	42.5% 226	31.7% 21	66.2% 33	33.9% 20	45.5% 28	57.6% 33	45.9% 27	52.0% 21	34.6% 13	36.3% 15	24.6% 15
No	57.0% 318	68.3% 46	33.8% 19	66.1% 38	54.5% 31	42.4% 22	54.1% 30	45.8% 26	62.7% 26	63.7% 38	73.4% 42
Don't Know	0.4% 2	- 0	- 0	- 0	- 0	- 0	- 0	2.2% 1	2.7% 1	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.7% 1

Non-motorcyclists: In the past few months, have you seen or heard about Ride Smart Florida?

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Yes	14.8% 147	16.1% 16	10.3% 12	16.8% 16	16.2% 17	14.4% 14	15.7% 16	8.5% 8	23.5% 21	9.2% 10	17.6% 17
No	83.4% 851	80.5% 84	88.2% 87	81.9% 84	83.3% 85	84.5% 87	84.3% 85	91.0% 92	74.0% 78	87.1% 89	79.1% 80
Don't Know	1.8% 18	3.4% 2	1.5% 3	1.3% 1	0.5% 1	1.2% 1	- 0	0.5% 1	2.5% 2	3.7% 4	3.4% 3
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁹

	Total n=226
FM Radio	14.5% 79
Internet Radio/Pandora/Spotify	10.0% 47
Newspaper/Magazine	10.4% 47
Electronic Message Board over the Road	6.0% 34
Outdoor Billboard	7.5% 44
Poster	3.9% 22
Brochure	1.5% 10
Bumper Stickers	8.6% 42
Internet Videos	7.7% 41
Facebook	12.1% 67
Instagram	7.3% 41
Twitter	4.1% 26
Other	4.2% 15
Television	- 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=147
FM Radio	3.3% 33
Internet Radio/Pandora/Spotify	1.1% 10
Newspaper/Magazine	0.8% 8
Electronic Message Board over the Road	3.8% 41
Outdoor Billboard	4.5% 45
Poster	1.4% 11
Brochure	0.3% 3
Bumper Stickers	3.4% 31
Internet Videos	1.9% 18
Facebook	2.5% 25
Instagram	0.6% 5
Twitter	- 0
Other	1.3% 11
Television	2.5% 23

¹⁰ 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=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
18-24	10.3% 54	9.9% 6	10.4% 7	6.5% 3	19.0% 12	16.7% 8	2.2% 3	16.6% 5	3.5% 2	8.1% 4	9.1% 4
25-34	25.8% 99	25.4% 11	27.9% 9	20.3% 9	33.3% 13	38.8% 18	42.3% 14	26.3% 9	15.6% 4	12.9% 7	8.5% 5
35-44	13.9% 96	1.5% 2	11.5% 8	18.5% 13	16.7% 14	16.0% 10	17.5% 17	15.1% 9	22.5% 9	17.4% 7	9.8% 7
45-54	19.6% 105	18.9% 13	23.0% 12	27.5% 14	10.5% 6	17.9% 11	17.4% 10	17.2% 10	28.0% 11	19.8% 9	19.4% 9
55-64	18.5% 109	30.6% 21	18.7% 10	17.0% 13	11.7% 7	5.9% 5	17.2% 9	14.7% 9	10.7% 5	24.2% 14	28.5% 16
65 or older	11.4% 80	13.8% 14	8.6% 6	10.2% 6	7.1% 6	4.7% 3	3.6% 3	10.1% 6	17.0% 8	17.6% 12	23.0% 16
Don't Know	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.7% 1
Refusal	0.4% 2	- 0	- 0	- 0	1.8% 1	- 0	- 0	- 0	2.8% 1	- 0	- 0

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
18-24	11.3% 111	2.9% 3	12.1% 11	18.4% 18	15.8% 15	9.0% 9	8.0% 8	12.2% 12	15.0% 16	12.4% 11	6.7% 8
25-34	16.5% 164	13.4% 15	24.1% 24	12.5% 11	15.8% 19	23.5% 24	25.3% 25	24.4% 20	7.3% 8	7.0% 9	9.5% 9
35-44	16.4% 148	8.8% 8	16.0% 15	17.1% 16	24.2% 21	19.9% 19	21.9% 18	21.7% 20	9.3% 10	14.9% 13	8.9% 8
45-54	16.8% 150	16.7% 14	19.9% 16	13.3% 14	13.8% 13	22.3% 19	14.0% 15	5.6% 7	21.9% 20	18.6% 16	20.5% 16
55-64	16.8% 172	20.1% 18	12.5% 15	17.6% 18	9.0% 9	11.8% 12	14.5% 13	17.2% 21	24.9% 22	23.8% 26	18.0% 18
65 or older	21.0% 257	37.0% 43	13.6% 19	19.0% 22	19.5% 24	12.7% 18	14.4% 20	18.8% 21	21.6% 25	22.3% 27	33.4% 38
Don't Know	0.1% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	1.3% 13	1.1% 1	1.9% 2	2.1% 2	1.0% 1	0.9% 1	2.0% 2	- 0	- 0	1.0% 1	3.0% 3

Motorcyclists: What is your racial background? Are you:

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
White/Caucasian	60.5% 360	85.7% 57	54.9% 29	75.0% 44	50.3% 32	21.0% 14	43.7% 31	44.2% 29	74.8% 32	75.4% 44	79.0% 48
Black/African American	11.1% 53	1.3% 1	8.3% 6	10.6% 7	17.5% 8	15.1% 7	10.8% 5	16.5% 7	20.7% 5	13.2% 4	4.8% 3
Hispanic	23.4% 112	8.5% 6	34.5% 16	0.5% 1	23.7% 14	63.9% 34	31.2% 16	39.3% 12	4.5% 2	7.5% 4	16.2% 7
Other	5.1% 19	4.5% 3	2.4% 1	13.9% 6	8.5% 3	- 0	14.4% 5	- 0	- 0	4.0% 1	- 0

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
White/Caucasian	48.6% 587	75.5% 85	34.0% 43	51.0% 59	36.0% 48	15.9% 25	34.4% 49	41.0% 52	71.8% 76	65.7% 76	69.2% 74
Black/African American	15.9% 161	7.9% 7	28.2% 29	30.1% 26	14.3% 15	10.8% 15	23.2% 23	18.9% 20	4.9% 5	10.2% 9	11.3% 12
Hispanic	28.2% 190	5.4% 3	25.1% 19	15.6% 11	42.7% 29	69.7% 55	36.5% 24	31.9% 21	15.2% 11	18.0% 11	12.6% 6
Other	7.3% 47	11.2% 6	12.7% 8	3.4% 2	6.9% 6	3.6% 4	5.9% 3	8.2% 5	8.1% 5	6.1% 4	6.9% 4

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

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Less than high school degree	2.8% 10	7.2% 3	- 0	- 0	1.1% 1	2.9% 1	3.6% 1	5.1% 1	5.1% 2	- 0	1.7% 1
High school graduate/GED	34.3% 142	46.4% 22	40.4% 17	33.5% 13	26.7% 14	15.9% 7	42.5% 16	25.8% 13	27.4% 10	39.9% 15	30.1% 15
Currently in college/has AA degree	28.4% 111	23.0% 12	18.3% 7	22.3% 10	31.9% 10	44.7% 16	13.0% 7	17.9% 6	23.6% 12	34.4% 15	39.2% 16
Bachelor's degree (B.A./B.S.)	21.4% 179	16.6% 23	25.4% 17	32.0% 26	20.7% 17	24.5% 21	24.2% 21	26.0% 19	15.7% 9	17.3% 14	12.1% 12
Graduate degree/post-graduate degree	12.7% 102	6.9% 7	15.9% 11	12.2% 9	19.7% 17	12.0% 10	16.6% 12	13.0% 8	5.5% 6	8.4% 9	15.2% 13
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.6% 3	- 0	- 0	- 0	- 0	- 0	- 0	2.2% 1	2.8% 1	- 0	1.7% 1

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Less than high school degree	4.6% 33	2.4% 2	2.0% 2	2.3% 2	9.6% 7	5.9% 4	8.9% 5	6.6% 4	2.1% 2	4.4% 4	1.2% 1
High school graduate/GED	35.4% 286	46.4% 35	31.6% 24	31.2% 26	31.7% 25	34.1% 26	28.4% 23	39.2% 30	44.9% 39	27.1% 24	39.8% 34
Currently in college/has AA degree	31.3% 253	26.0% 23	35.0% 29	37.5% 31	23.8% 19	27.5% 21	30.3% 21	23.7% 20	32.7% 27	39.5% 29	38.0% 33
Bachelor's degree (B.A./B.S.)	17.0% 262	11.5% 20	20.9% 30	22.5% 33	17.2% 27	21.2% 32	19.1% 30	16.0% 24	11.8% 19	19.3% 31	10.0% 16
Graduate degree/post-graduate degree	10.8% 172	12.7% 21	9.6% 16	6.5% 9	15.8% 23	10.6% 18	13.3% 22	13.6% 22	7.5% 13	7.7% 13	10.1% 15
Don't Know	0.4% 4	- 0	1.0% 1	- 0	- 0	- 0	- 0	1.0% 1	1.0% 1	1.0% 1	- 0
Refusal	0.6% 6	1.1% 1	- 0	- 0	1.9% 2	0.9% 1	- 0	- 0	- 0	1.0% 1	1.0% 1

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

	Total n=102	Brevard	Broward	Duval	Hillsborough	Miami-Dade	Orange	Palm Beach	Pasco	Pinellas	Volusia
Landline	9.8% 10	10.0% 1	- 0	- 0	10.0% 1	14.3% 1	- 0	10.0% 1	- 0	9.1% 1	33.3% 5
Cell phone	87.3% 89	90.0% 9	100.0% 10	100.0% 7	90.0% 9	71.4% 5	100.0% 8	90.0% 9	92.9% 13	90.9% 10	60.0% 9
Don't Know	1.0% 1	- 0	- 0	- 0	- 0	14.3% 1	- 0	- 0	- 0	- 0	- 0
Refusal	2.0% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	7.1% 1	- 0	6.7% 1

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Landline	16.0% 171	37.5% 35	6.0% 8	14.9% 15	10.8% 10	9.7% 9	15.3% 20	5.3% 6	19.9% 20	13.8% 16	30.3% 32
Cell phone	83.8% 843	62.5% 67	94.0% 94	85.1% 86	89.2% 93	90.3% 93	84.7% 81	93.7% 94	80.1% 81	85.6% 86	69.7% 68
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.6% 1	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1.0% 1	- 0	- 0	- 0

Motorcyclists: Sex of the respondents [Interviewer-determined]

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
Male	81.3% 375	89.3% 54	79.7% 34	79.9% 37	75.3% 40	81.2% 36	83.9% 38	81.6% 33	81.1% 27	72.5% 33	84.1% 43
Female	18.7% 172	10.7% 13	20.4% 18	20.1% 21	24.7% 19	18.8% 19	16.1% 19	18.4% 15	18.9% 13	27.5% 20	15.9% 15

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
Male	48.0% 525	45.6% 52	49.0% 54	42.5% 48	45.5% 50	60.4% 65	53.8% 59	49.9% 52	46.7% 49	44.3% 53	39.8% 43
Female	52.0% 491	54.4% 50	51.0% 48	57.5% 53	54.5% 53	39.6% 37	46.2% 42	50.1% 49	53.3% 52	55.7% 50	60.2% 57

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

	Total n=547	Brevard n=67	Broward n=52	Duval n=58	Hillsborough n=59	Miami-Dade n=55	Orange n=57	Palm Beach n=48	Pasco n=40	Pinellas n=53	Volusia n=58
English	98.0% 100	100.0% 10	100.0% 10	100.0% 7	100.0% 10	100.0% 7	100.0% 8	80.0% 8	100.0% 14	100.0% 11	100.0% 15
Spanish	2.0% 2	- 0	- 0	- 0	- 0	- 0	- 0	20.0% 2	- 0	- 0	- 0

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

	Total n=1,016	Brevard n=102	Broward n=102	Duval n=101	Hillsborough n=103	Miami-Dade n=102	Orange n=101	Palm Beach n=101	Pasco n=101	Pinellas n=103	Volusia n=100
English	93.2% 970	97.7% 101	94.7% 97	97.8% 100	88.0% 95	79.0% 86	88.6% 93	92.3% 96	99.0% 100	100.0% 103	97.7% 99
Spanish	6.8% 46	2.3% 1	5.3% 5	2.2% 1	12.0% 8	21.0% 16	11.4% 8	7.7% 5	1.0% 1	- 0	2.3% 1

Appendix II: Survey Instrument

2019 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 [Continue survey with person on phone]

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 [End Survey]
12. Doesn't live in Florida [End Survey]
99. Refusal

Informed Consent:

Thank you for your time. We're conducting public opinion research on highway safety. This survey should take about 6 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 INTER]

TYPE. 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]

APPROX. 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

INTER. 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. Does not use Internet
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

SHOW IF INTER = 1

FB. How often do you use Facebook?

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

SHOW IF INTER = 2

TWIT. How often do you use Twitter?

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

SHOW IF INTER = 3

IG. How often do you use Instagram?

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

SHOW IF INTER = 4

TUBE. How often do you use YouTube?

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

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

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

[SHOW IF WEB = 1]

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

1. Harley-davidson.com
2. Motorcycle.com
3. Cycletrader.com
4. Honda.com
5. Yamaha.com
6. Suzuki.com
7. Bmw.com
8. Ducati.com
9. _____
88. Don't Know

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS 9 – 14 CREATE THREE BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

DRINK. In the past few months, have you seen or heard a safety message that says, Drink Ride Lose?

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]

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

1. FM radio
2. Internet radio/Pandora/Spotify
3. Newspaper/Magazine
4. Electronic message board over road
5. Outdoor billboard
6. Poster
7. Brochures
8. Bumper stickers
9. Internet videos
10. Facebook
11. Instagram
12. Twitter
13. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

WATCH. 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]

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

1. Same list as Q10.

RIDE. 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]

RIDEESEE. 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.