Florida 2020

Motorcycle Safety Awareness Media Survey

Florida Department of Transportation

Report

September 2020

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Motorcycle Safety Awareness Media Survey

**Report Prepared for FDOT by
The Public Opinion Research Lab at the
University of North Florida**

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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, across 58,560 square miles. According to the U.S. Census Bureau's American Community Survey (ACS) 2018 estimates, Florida has a population of 17,071,450 individuals 18 years or older. The approximate racial/ethnic breakdown is 53.3% white, 15.3% black, 26.1% Hispanic/Latino origin, and 2.7% Asian. FDOT's 2019 Public Road Mileage and Travel (DVMT) Report counts a total of 123,105 miles of public roads in the state of Florida, including interstate, state, county, and city 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 measures exposure to 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 measures awareness of the Ride Smart Florida organization.

According to the National Highway Traffic Safety Administration (NHTSA) annual report, the U.S. had 4,985 motorcycle fatalities 2018, down from 5,229 in 2017, and 5,337 in 2016. Traffic fatality data is sourced from Fatality Analysis Reporting System (FARS), National Automotive Sampling System General Estimates System (NASS GES), and Crash Report Sampling System (CRSS).

Methodology

Study Purpose
This report serves to inform FDOT about the effectiveness of their motorcycle safety campaigns, which were distributed in the hopes of raising motorcycle awareness and decreasing motorcycle-related crashes. In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey measuring behavior and awareness surrounding motorcycle safety. PORL collected 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 June 29 to July 24, 2020, and an online survey from July 7 to August 4, 2020. The mixed mode survey enabled an increased number of motorcyclists to participate in the project.

Study Design
In the effort to accurately capture the awareness and driving habits of adult Florida drivers and motorcycle riders, two survey methods were employed. The first was conducted of licensed drivers via telephone with a sample size of 1,000. These individuals were contacted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones.

The second survey was administered online between July 7 and August 4, 2020 and targeted adult Florida motorcycle riders who had ridden in the past 12 months. The online sample garnered 425 completed surveys.

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 note the n (sample size) when comparing these counties, as their margins of sampling error are much higher, indicating more uncertainty towards the true population.

Due concerns over the spread of COVID-19, data collection took place remotely, which normally would have taken place at PORL's facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Further discussion of this transition is in the "Limitations" section of this report.

A single interviewer, through hand dialing, upon reaching individuals answering on a cell phone or landline telephone sample, asked the first qualified respondent to participate in the telephone survey. 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 82% 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 per week.

Dynata (formerly Survey Sampling International) provided all the telephone numbers used for the telephone survey, and the two online panels used to target motorcyclists by email were provided by Dynata and Lucid. For the online survey, Dynata and Lucid administered the survey to their online panels via Qualtrics.

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, the phone sample was weighted by age, sex, education, and race to the 2018 ACS estimates 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. Finally, the online sample was weighted to motorcyclist demographic data collected from the phone sample. The margin of sampling error is +/- 3.1 percentage points.

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. The phone portion of this study had a 15.7% response rate. There were no statistical adjustments made due to design effects.

Limitations
Due to the increasing spread and threat from the COVID-19 outbreak, the University of North Florida closed its campus to students and nonessential faculty and staff. Without the ability to meet physically in the lab, PORL staff implemented the survey remotely, using specialized Computer Assisted Telephone Interviewing (CATI) software. The transition from in-person to remote work required staff to quickly adapt to new technical and logistical challenges, which briefly slowed project progress. While PORL made every effort to mitigate the effects of the COVID-19 outbreak on the project's methodology, implementation, and outcomes, it is worth noting that any unplanned departure from previous years' methodology is less than ideal.

Another thing to consider is the dramatic decrease in traffic due to stay-at-home orders and more people working remotely. With fewer people traveling on the roads that FDOT normally uses to advertise its enforcement and safety campaigns, via billboards or electronic signs on the side of the road, respondents may have had less exposure to these safety messages.

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

Table 1. Motorcyclists / Non-motorcyclists

County	Sample Size
Brevard	n=53 / 88
Broward	n=60 / 92
Duval	n=39 / 89
Hillsborough	n=50 / 94
Miami-Dade	n=70 / 91
Orange	n=53 / 91
Palm Beach	n=75 / 83
Pasco	n=52 / 82
Pinellas	n=44 / 92
Volusia	n=35 / 92
Total	n=531 / 894

Table 2. County and Margin of Error[1]

County	Margin of Error
Brevard	+/-9.8
Broward	+/-9.9
Duval	+/-9.9
Hillsborough	+/-9.5
Miami-Dade	+/-9.8
Orange	+/-9.8
Palm Beach	+/-10.2
Pasco	+/-9.8
Pinellas	+/-9.8
Volusia	+/-9.8
Total	+/-3.1

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.

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

Summary of Findings

The PORL has conducted the motorcycle media awareness survey from 2017 to 2020. Overall, the awareness of each of the safety campaigns were as follows:

➢ Drink, Ride, Lose: 23%
➢ Watch for Motorcycles: 59%
➢ Ride Smart Florida: 25%

The figures on the following pages represent data from the 2020 survey, as well as longitudinal data from previous years. Most of these findings are broken down by motorcyclists and non-motorcyclists for comparison.

The infographic below displays the demographic data of the 2020 sample, also broken down by motorcyclists and non-motorcyclists.

RESPONDENT PROFILE

85% Male   15% Female   44% Male   56% Female

5%	18-24	11%
33%	25-34	16%
20%	35-44	7%
15%	45-54	16%
10%	55-64	15%
17%	65+	30%

44%	White	44%
16%	Black	18%
35%	Hispanic	32%
5%	Other	8%

27%   Bachelor's Degree   32%
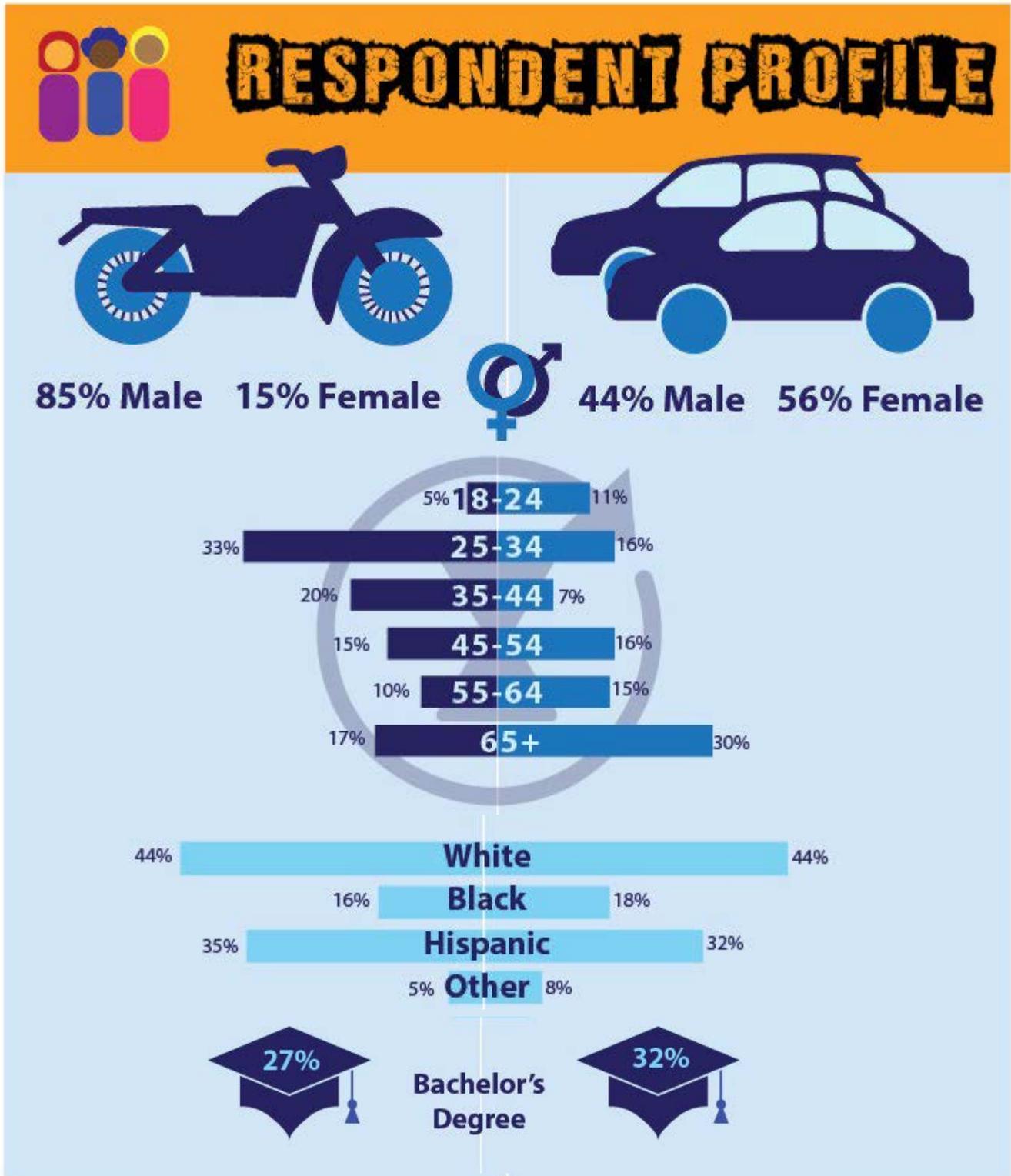
Figure 1a. Motorcyclists by Vehicle Driven, 2017 to 2020

In general, what type of vehicle do you drive most often?
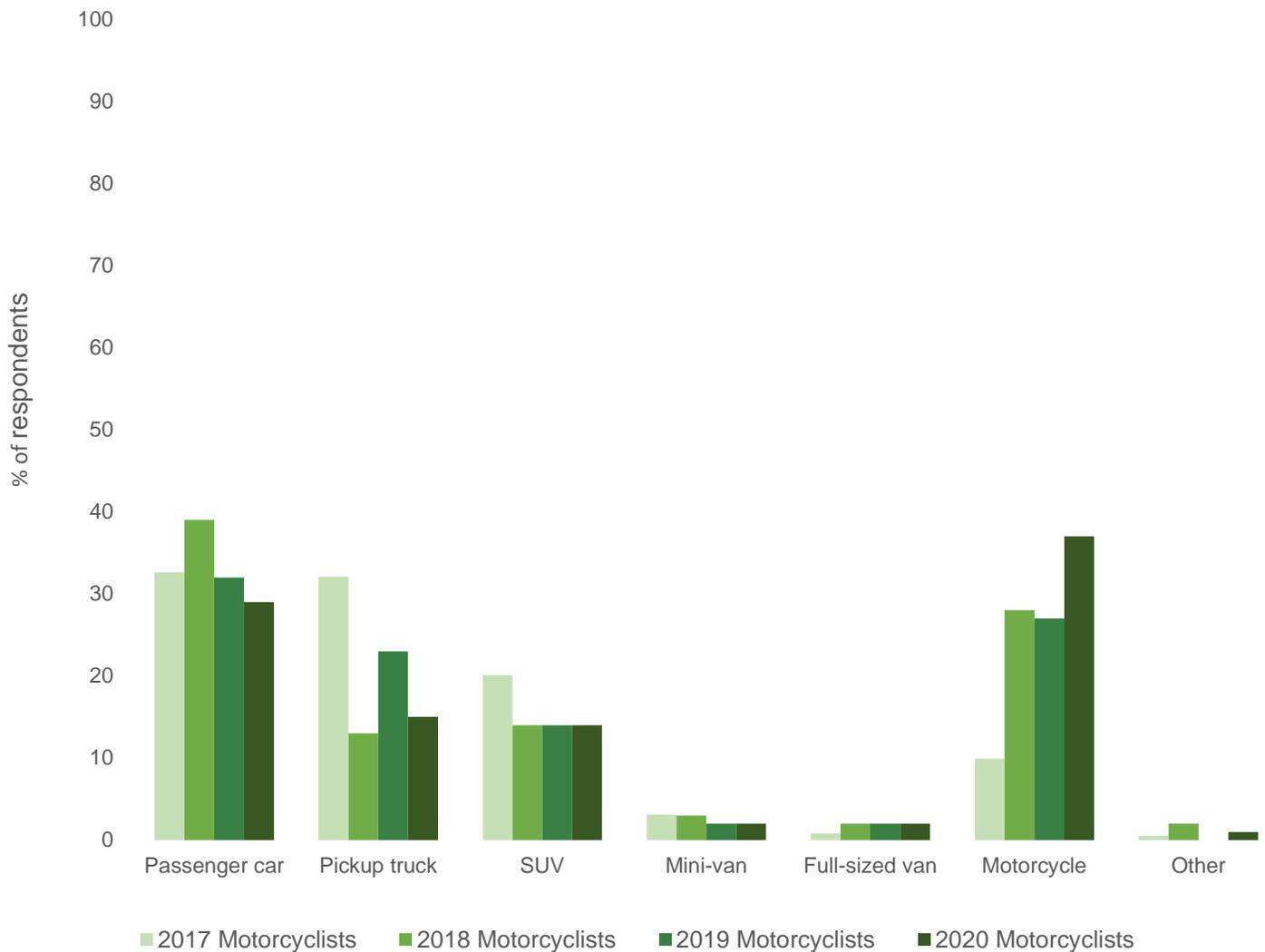
Respondents were asked what type of vehicle they drive most often. Figure 1a displays the responses within those who indicated they had ridden a motorcycle within the past year, from 2017 through 2020. Until 2020, the most popular type of vehicle was the passenger car, tying for first with pickup truck in 2017. This year, however, motorcycles saw a steep increase from 27% in 2019 to 37% in 2020, beating out passenger cars by eight percentage points. In fact, the percentage of respondents who drive passenger cars in 2020 is the lowest it has been in the four years this survey has been

conducted, decreasing by 26% from its peak in 2018. It is important to note, however, that the sampling methodology has changed since the start of this survey in 2017 to include greater numbers of motorcyclists in the online panels. This could contribute to the higher percentage of respondents who use motorcycles as their main mode of transportation.

Mini-vans and full-sized vans continue to be the least popular vehicles among motorcyclists, at 2% each in 2020.

Figure 1b. Non-motorcyclists by Vehicle Driven, 2017 to 2020

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

■2017 Non-motorcyclists ■2018 Non-motorcyclists ■2019 Non-motorcyclists ■2020 Non-motorcyclists
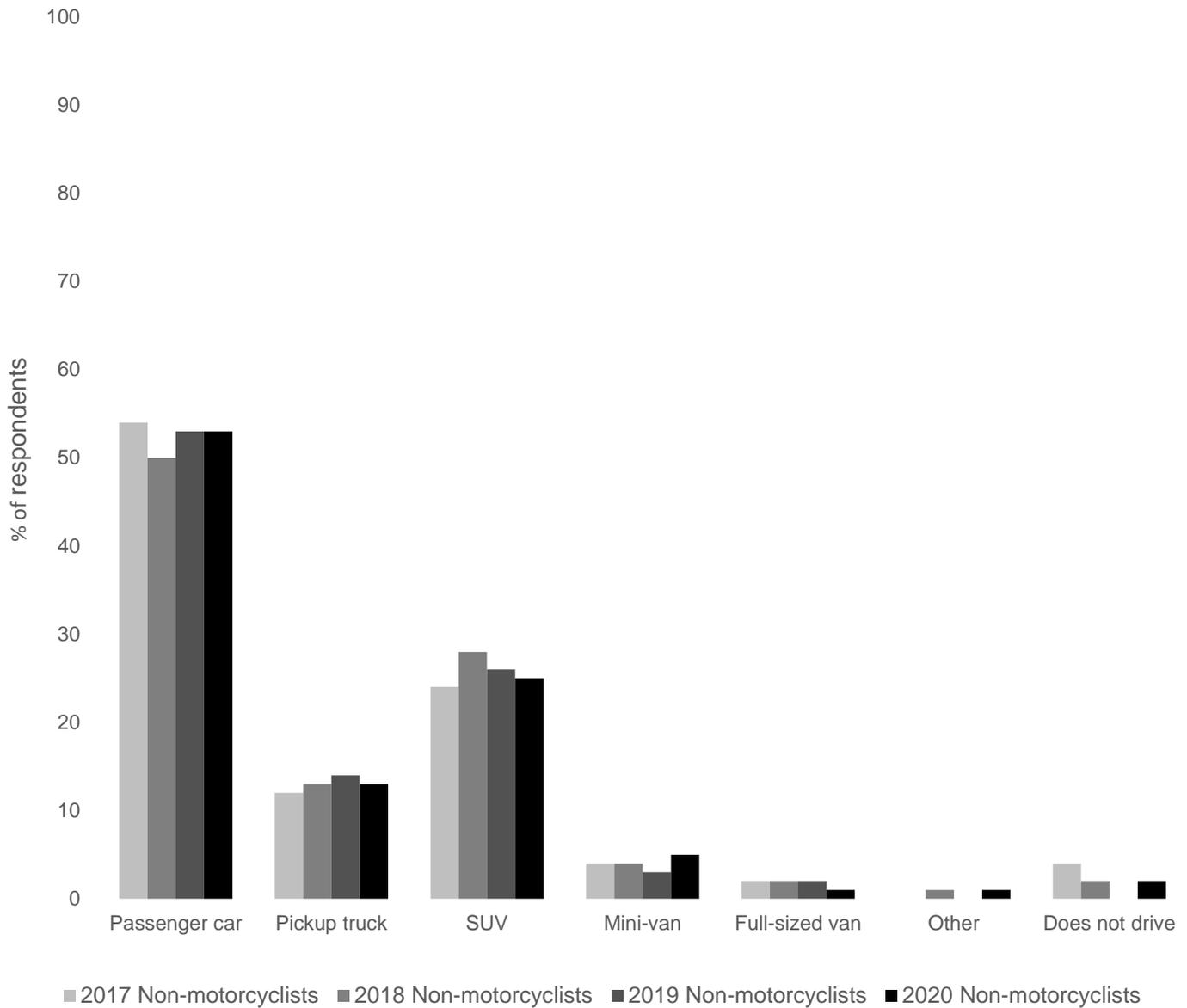
As shown in Figure 2a, within non-motorcyclist respondents, the most popular vehicle type remains passenger car, with 53% for the past two years. SUVs are the second most popular, with 25 percent, although this number has been steadily decreasing since 2018. Pickup trucks are still in third place at 13%, down one percentage point since last year. Mini-vans saw a slight uptick, increasing from 3% in 2019 to 5% in 2020. Of non-motorcyclist respondents, 2% indicated they do not drive at all.

It is worth noting that these findings have remained largely consistent throughout the four project years, lending additional validity to our data and its representativeness of the population.

Figure 2a. Motorcyclists by Type of Motorcycle, 2017 to 2020

Thinking of the motorcycle that you ride most often, what type of motorcycle is it?
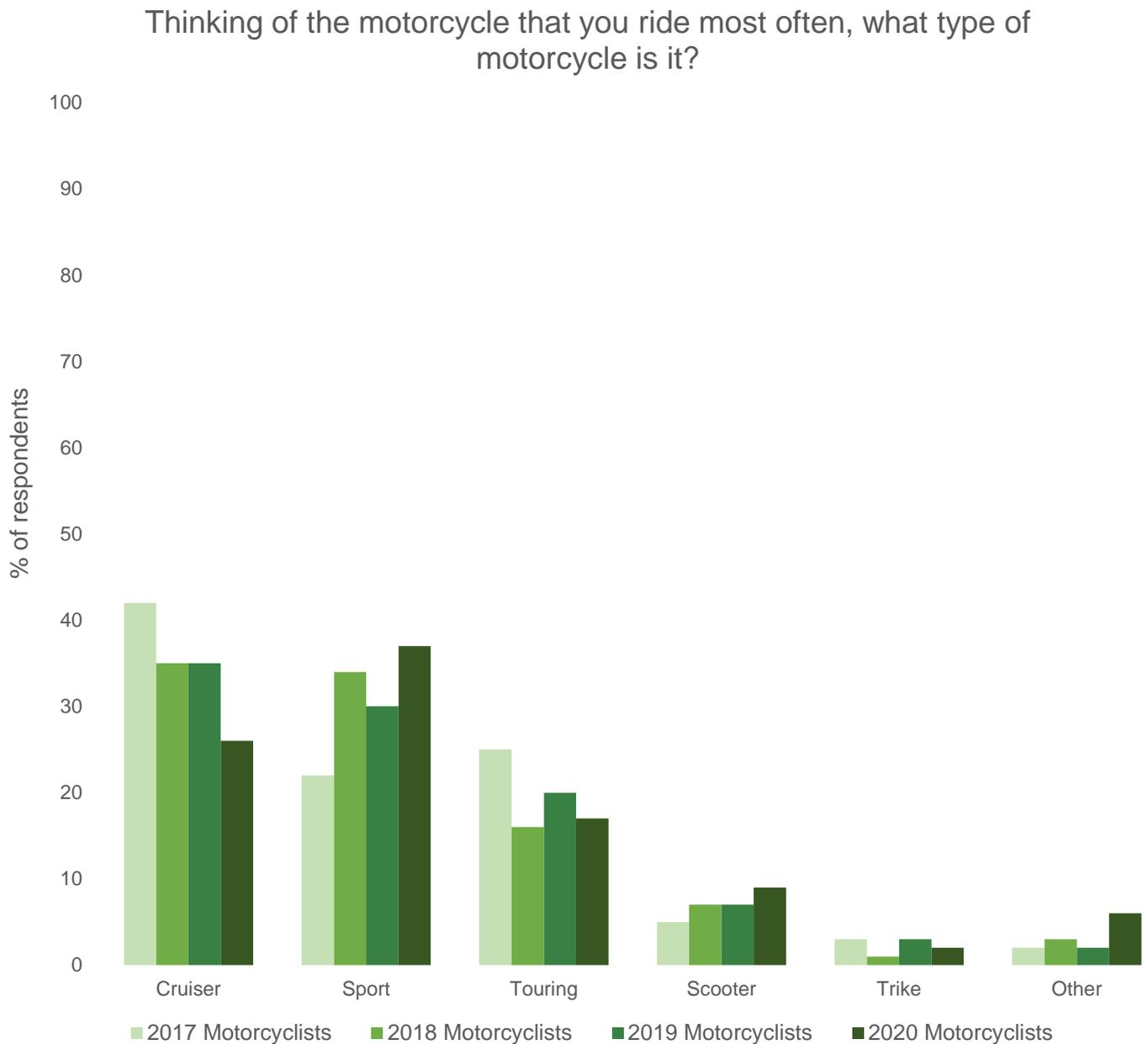
Respondents who indicated they had ridden a motorcycle within the past year were then asked what type of motorcycle they drive most often, displayed in Figure 2 above. Sport motorcycles overtook cruisers as the most popular choice for the first time in 2020, with 37% and 26% respectively. Cruisers saw a decrease of nine percentage points between 2019 and 2020, while sport motorcycles increased by seven percentage points in the same period. Touring motorcycles remain in third place at 17% in 2020. More respondents selected the "Other" category in 2020 than in previous years, at 6%, many of whom indicated they drove a dirt bike most often.

What kinds of things have you used the Internet to do in the last seven days?
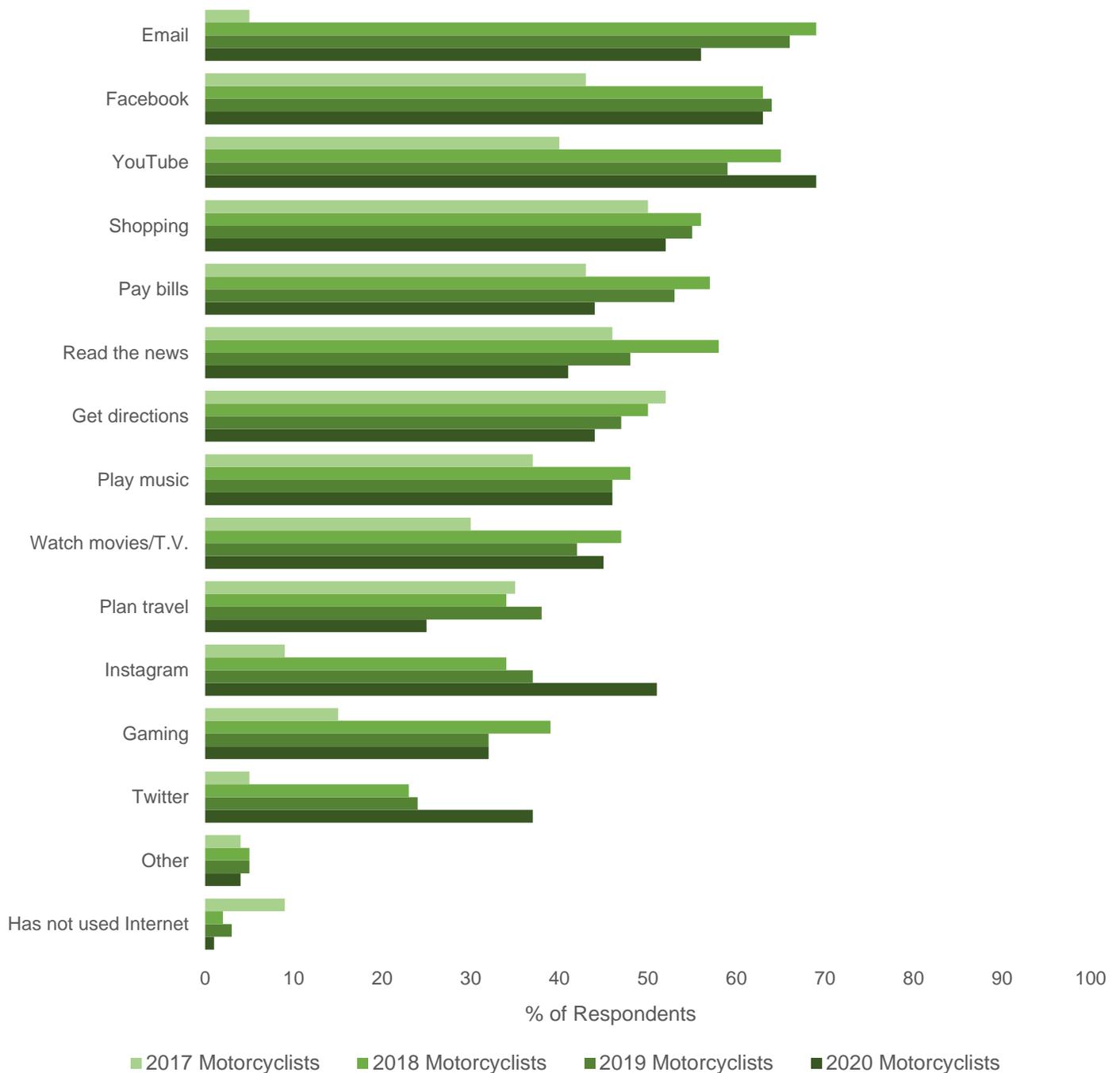
Figure 3a displays the responses of motorcyclists when asked what activities they had done on the internet in the last seven days, broken down by survey year. In 2020, the most popular choice was Youtube at 69%, up from 59% in 2019. Email had been the top response for two years in a row, with 69% in 2018 and 66% in 2019. Only 1% of respondents indicated they did not use the internet in the last seven days, down from 9% in 2017. The percentage of motorcyclists who used Instagram and Twitter rose significantly in 2020, increasing by 38% and 54%, respectively.

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

Legend: ■ 2017 Non-motorcyclists ■ 2018 Non-motorcyclists ■ 2019 Non-motorcyclists ■ 2020 Non-motorcyclists
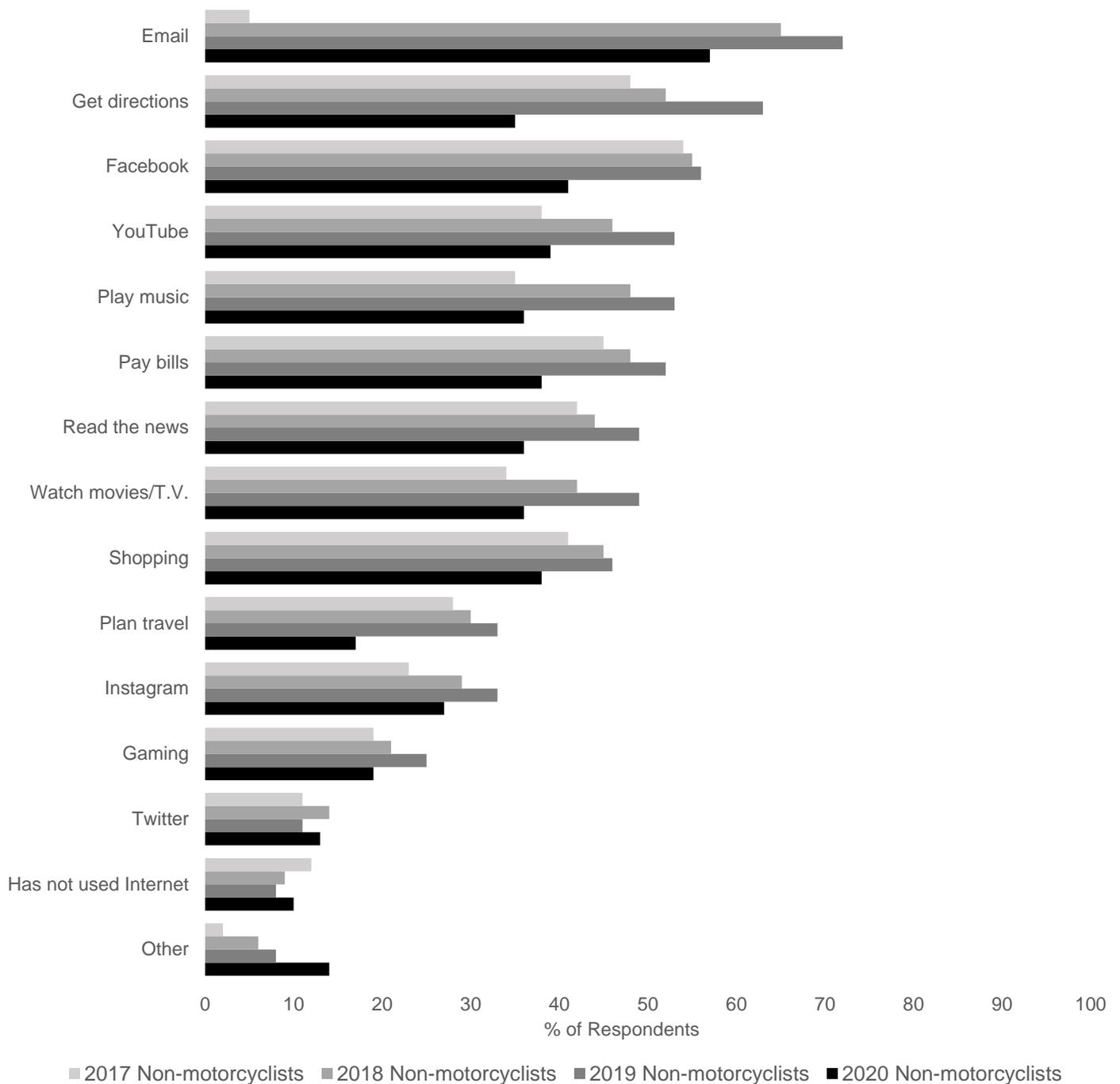
Within those respondents who indicated they had *not* ridden a motorcycle in the past year, email was the most popular online activity for the third consecutive year in 2020, with 57%. While still at the top, the percentage of respondents who used email in the past seven decreased sharply from 72% in 2019. In fact, only three categories saw an increase in 2020. Respondents who used Twitter in the past seven days, and those who did not use the internet at all, each saw a year-over-year increase of two percentage points. Respondents who chose the "other" category increased by six points to 14% in 2020, the highest it has been in the four survey years. Responses in the "other" category included: working from home, trading stocks, and attending online classes.
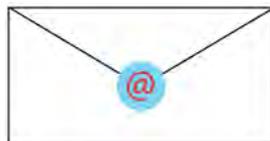
Figure 4. Motorcyclists and Non-motorcyclists by *Watch for Motorcycles*, 2017 to 2020

In the past few months, have you seen or heard a safety message that said: *Watch for Motorcycles*
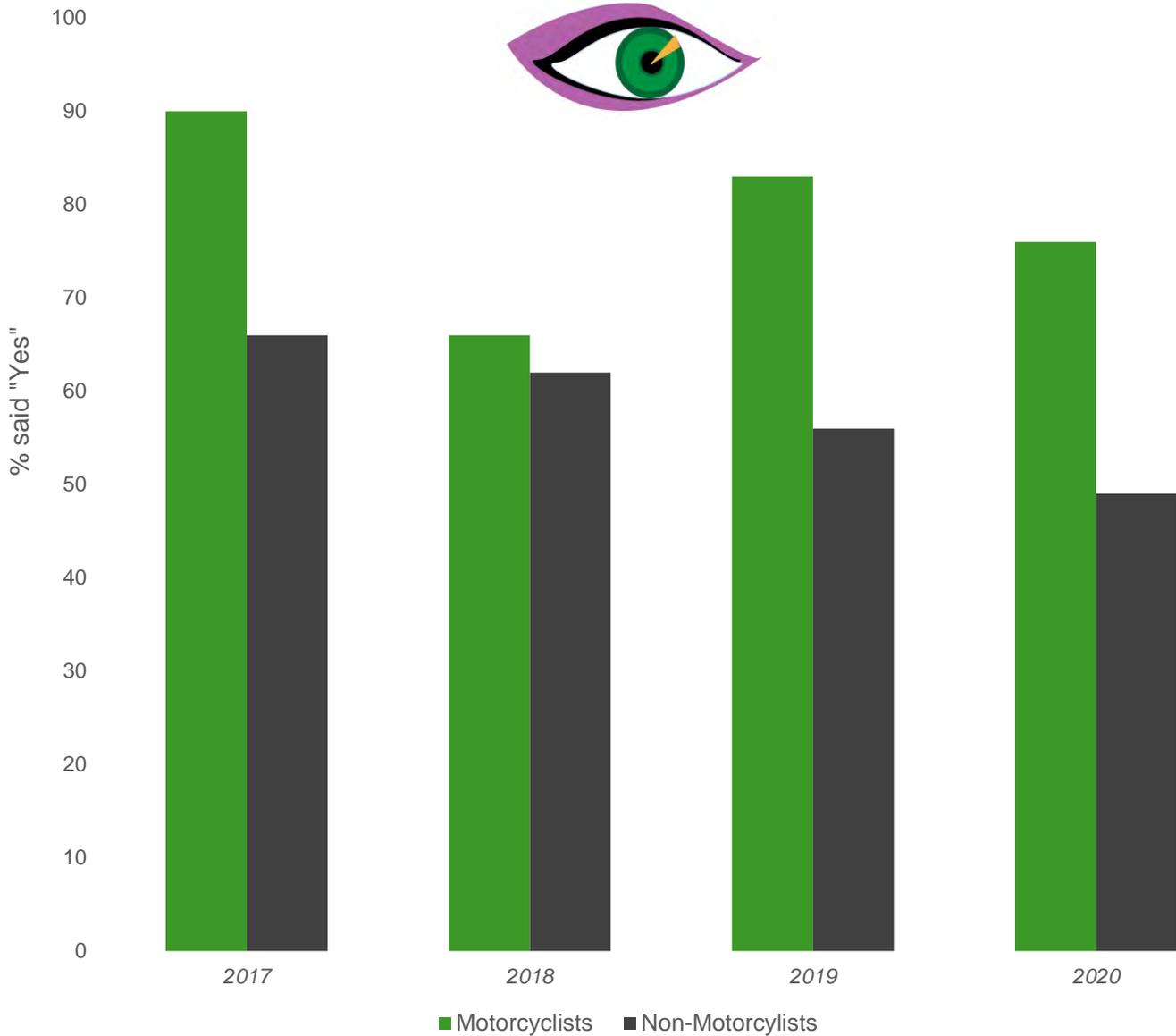
Respondents were asked whether they had seen or heard the "Watch for Motorcycles" safety campaign message in the past few months. Figure 4 shows a breakdown of responses by motorcyclists and non-motorcyclists for each survey year. Exposure to this campaign decreased for both motorcyclists and non-motorcyclists categories in 2020, dropping by seven percentage points each. Exposure among non-motorcyclists has been on a steady decline since 2017, decreasing from 66% to 49% in 2020. Motorcyclists also had the greatest exposure in 2017, before dropping 24 percentage points in 2018. While motorcyclists saw a modest decline in exposure in 2020, it was still 10 points higher than its lowest point in 2018.

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Figure 5. Motorcyclists and Non-motorcyclists by *Drink Ride Lose,* 2019-2020

In the past few months, have you seen or heard a safety message that said: *Drink Ride Lose*
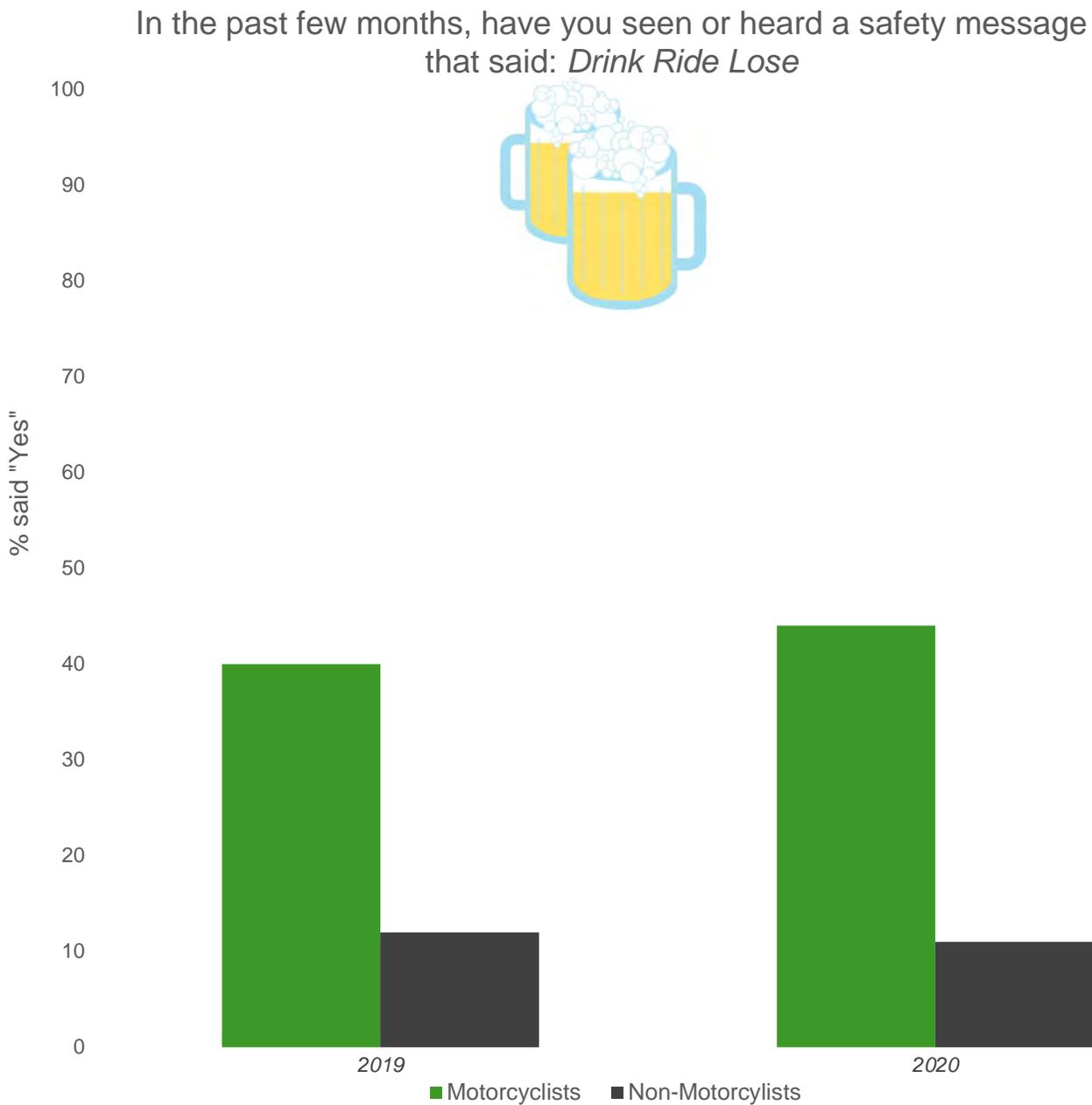
Respondents were also asked if they had seen or heard the campaign slogan "Drink Ride Lose," in the past few months.   As seen in Figure 5, exposure to the message among motorcyclists increased by 4 percentage points in 2020, to 44%. Exposure for non-motorcyclists was relatively low in both years, with 12% in 2019 and 11% in 2020. It is important to note that this campaign message is targeted specifically to motorcyclists, as opposed to the "Watch for Motorcycles" slogan, which targets all motorists.

Figure 6. Motorcyclists and Non-motorcyclists by Ride Smart Florida, 2019-2020

In the past few months, have you seen or heard about *Ride Smart Florida*?
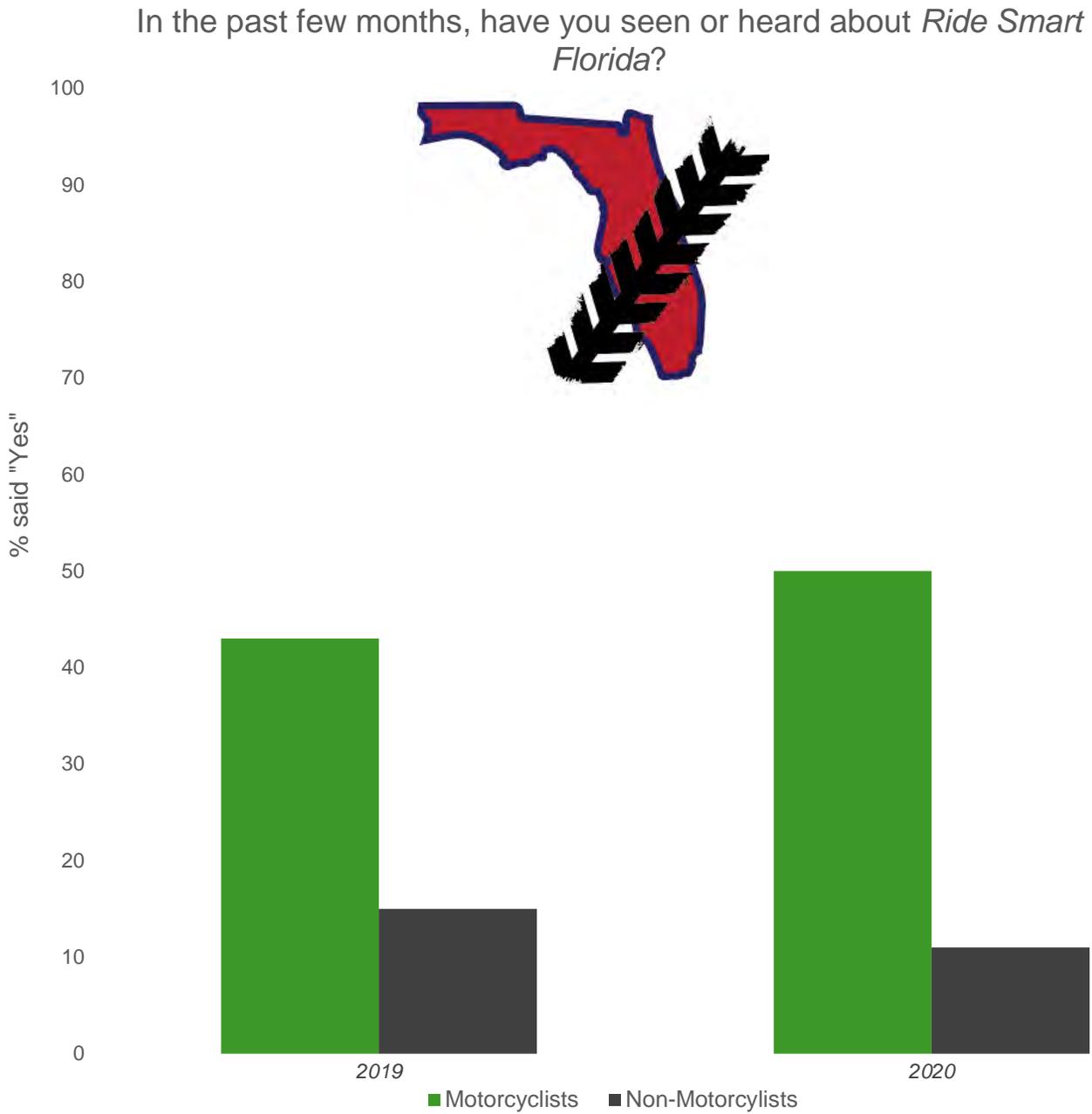
Finally, respondents were asked whether they had seen or heard about the Ride Smart Florida campaign in the past few months. Motorcyclists who reported having seen or heard about the campaign increased by 7 percentage points, from 43% in 2019 to 50% in 2020. The percentage of non-motorcyclists who indicated they had seen or heard of the campaign decreased slightly in 2020 from 15% to 11%. Like the "Drink Ride Lose" safety message, the Ride Smart Florida is generally targeted to motorcyclists, so it is unsurprising that the percentages of non-motorcyclists who saw or heard these two messages were lower than non-motorcyclists who reported seeing or hearing "Watch for Motorcyclists."

Figure 7. Awareness by Motorcycle Usage, 2020

In the past few months, have you seen or heard about:
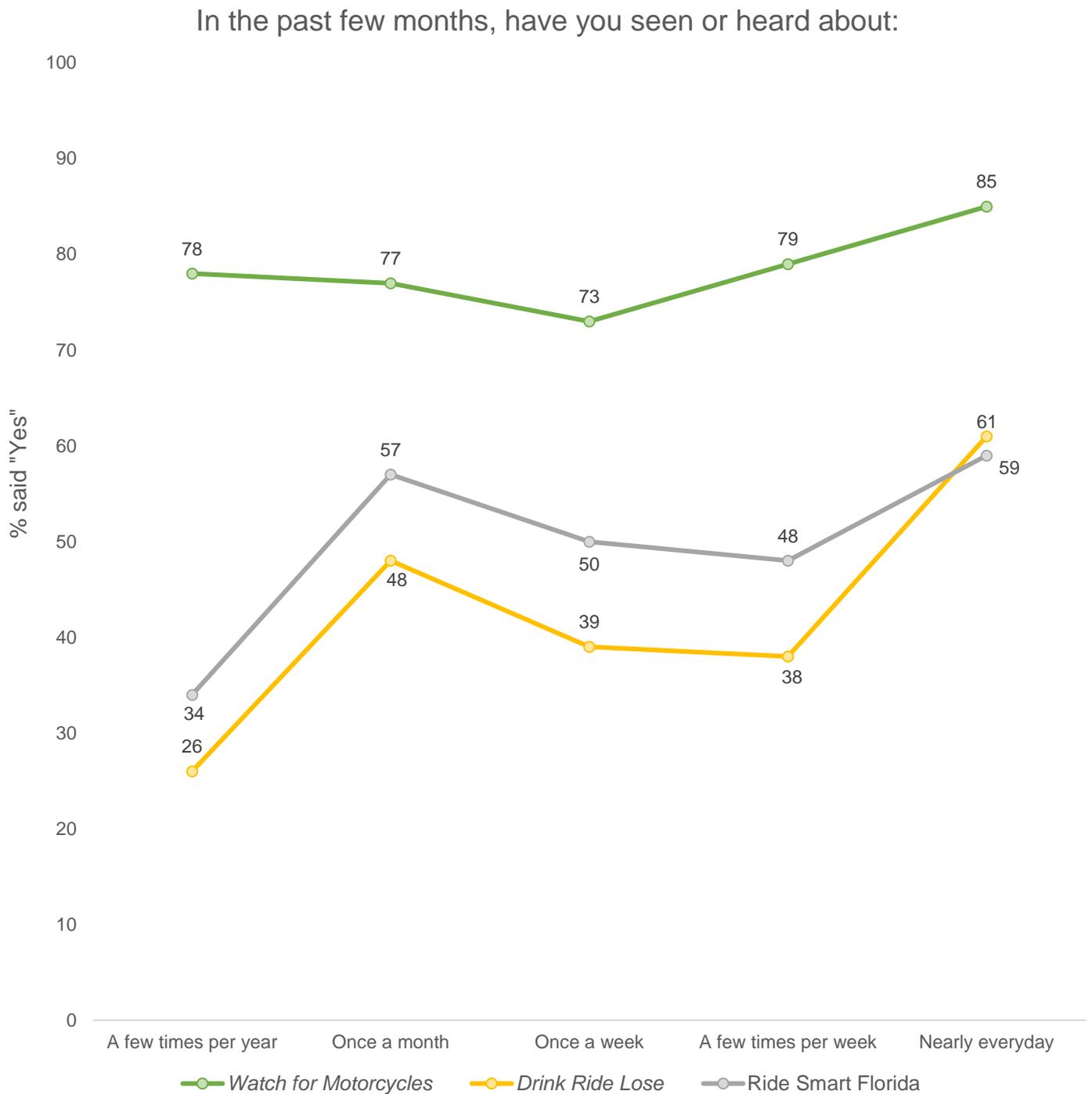
Figure 7 displays the percentage of motorcyclists who indicated they had seen or heard each of the campaign messages, broken down by frequency of motorcycle usage. For all three slogans, motorcyclists who ride nearly every day had the highest awareness, with 85% exposure to "Watch for Motorcycles," 61% for "Drink Ride Lose," and 59% for "Ride Smart Florida."

Interestingly, for the "Drink Ride Lose" and "Ride Smart Florida" messages, there is a peak in awareness in motorcyclists who ride once a month, followed by a dip in those who ride once or a few times per week. Awareness of "Watch for Motorcycles" was relatively high in all categories, again, unsurprising due to the broader targeting of that campaign.

Figure 8. Motorcyclists and Non-Motorcyclists by *Where did you see or hear it?*
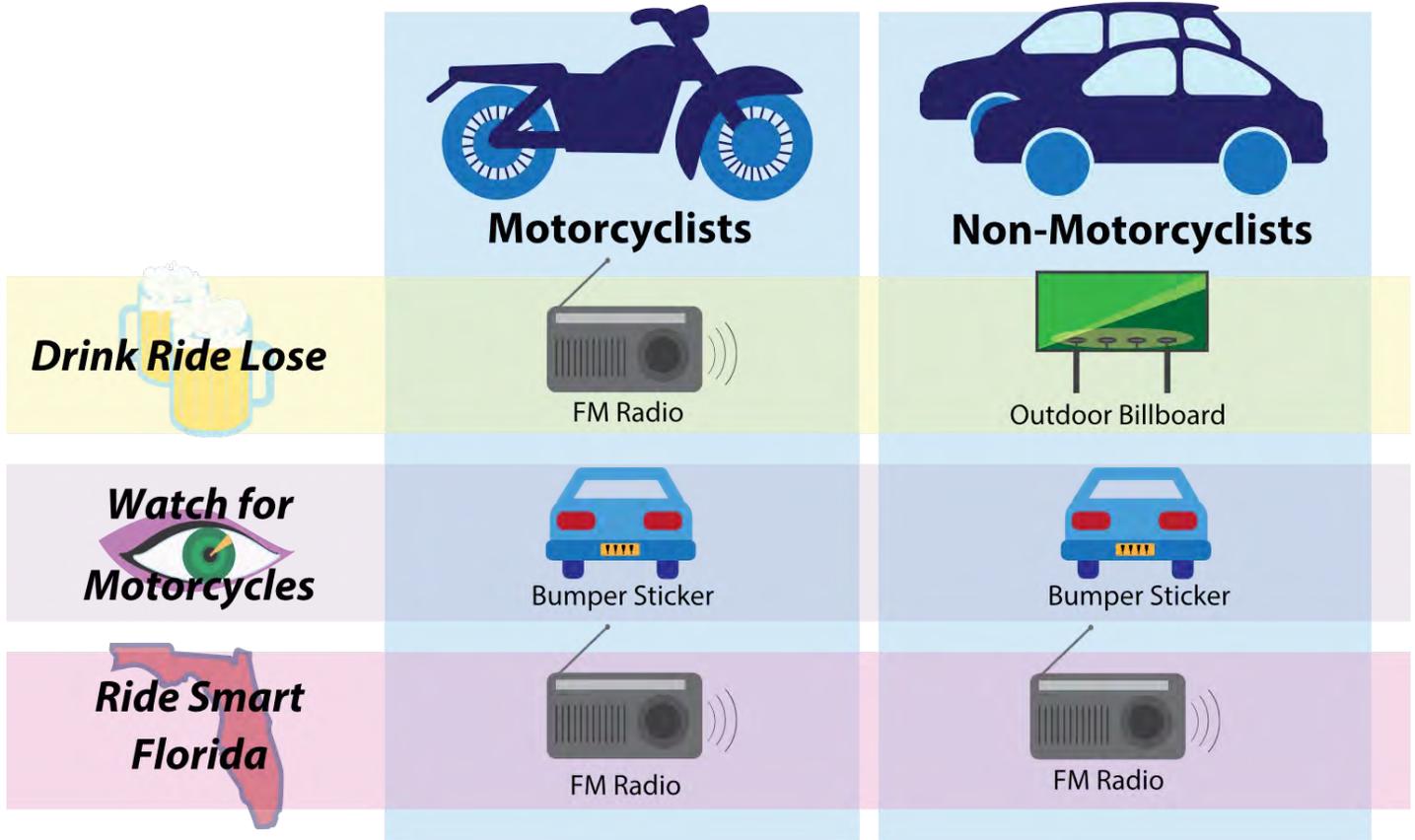
Respondents who indicated they had seen or heard a safety campaign message were then asked where they saw or heard it. Figure 8 above shows the top response for this question for each safety message, broken down by motorcyclists and non-motorcyclists. The top choice for *Drink, Ride, Lose* was FM radio for motorcyclists, and outdoor billboards for non-motorcyclists. Both motorcyclists and non-motorcyclists saw *Watch for Motorcycles* on bumper stickers most frequently. FM radio was the most popular medium on which motorcyclists and non-motorcyclists heard *Ride Smart Florida.*

Figure 9a. Motorcyclists by *Watch for Motorcycles*, 2017 to 2020

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

Legend: 2017 Motorcyclists | 2018 Motorcyclists | 2019 Motorcyclists | 2020 Motorcyclists

Categories (top to bottom): Bumper Stickers, Outdoor Billboard, FM Radio, Facebook, Electronic Message Board over the Road, Internet Radio/Pandora/Spotify, Poster, Internet Videos, Newspaper/Magazine, Instagram, Twitter, Other, Brochure, Television*

X-axis: % of Respondents (0 to 100)
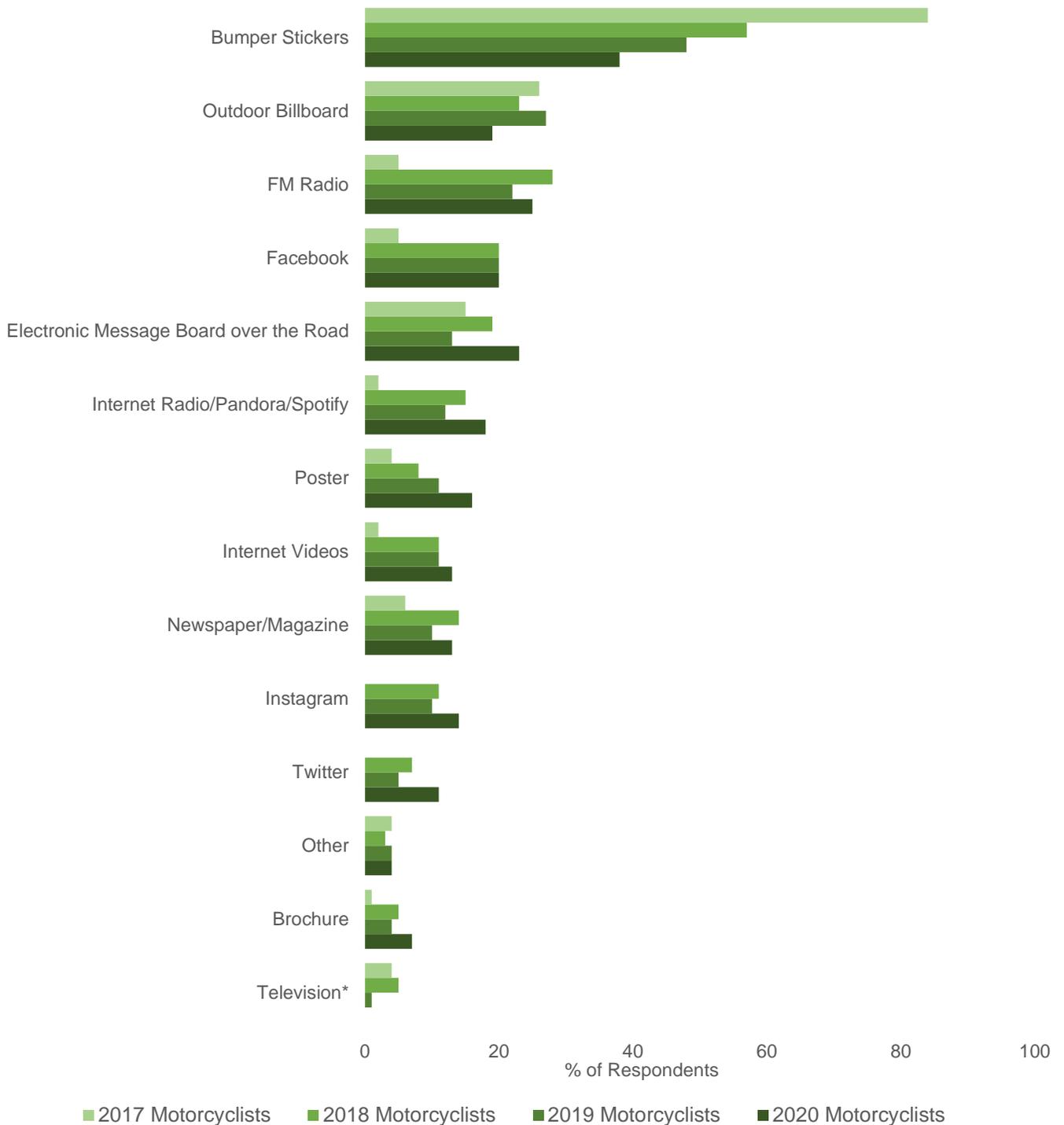
Respondents who indicated they had seen or heard "Watch for Motorcycles" were then asked where they had seen or heard it. Figure 9a displays these responses from motorcyclists, broken down by survey year. As in previous years, bumper sticker was the most popular response, however the percentage of respondents who chose this option has seen a steady decline since 2016.

In second place for 2020 was FM radio, which increased slightly from 22% to 25% year over year. Bumper sticker and outdoor billboard were the only two categories that saw a decrease in 2020, while electronic message boards, Instagram, twitter, and internet radio all saw sharp increases.

*Television was not offered as an option in 2020.

Figure 9b. Non-motorcyclists by *Watch for Motorcycles*, 2017 to 2020

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

Legend: ■ 2017 Non-Motorcyclists ■ 2018 Non-Motorcyclists ■ 2019 Non-Motorcyclists ■ 2020 Non-Motorcyclists
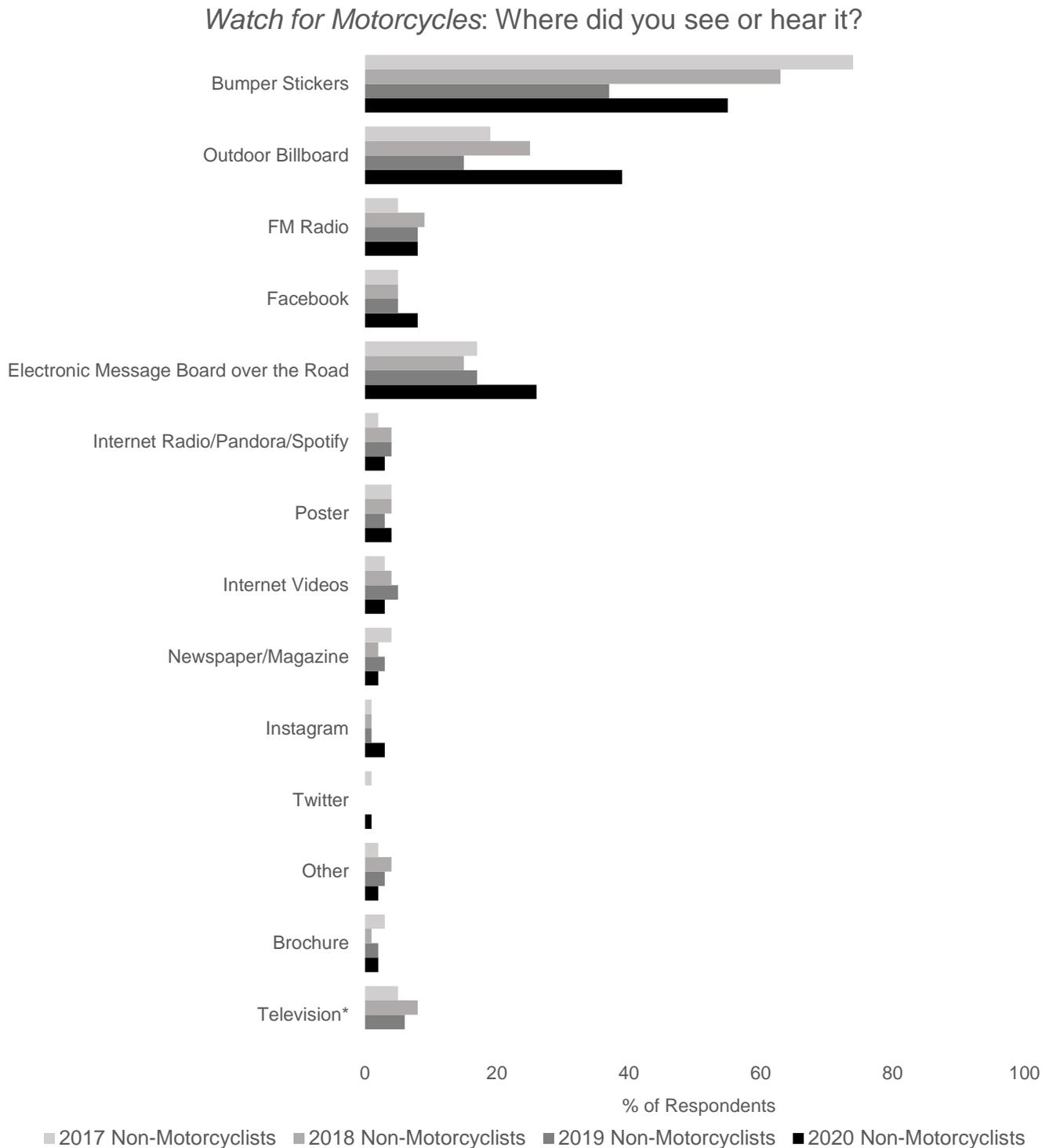
Bumper stickers were also the most popular among non-motorcyclists, increasing from 37% in 2019 to 55% in 2020. In second place was outdoor billboard, followed by electronic message board, both of which increased significantly in 2020. Internet radio, internet videos, and newspaper/magazine all saw decreases in the past year. Twitter was the category with the fewest responses, at just 1% of non-motorcyclist respondents.

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*Television was not offered as an option in 2020.

Figure 10a. Motorcyclists by *Drink Ride Lose,* 2019-2020

Drink Ride Lose: Where did you see or hear it?
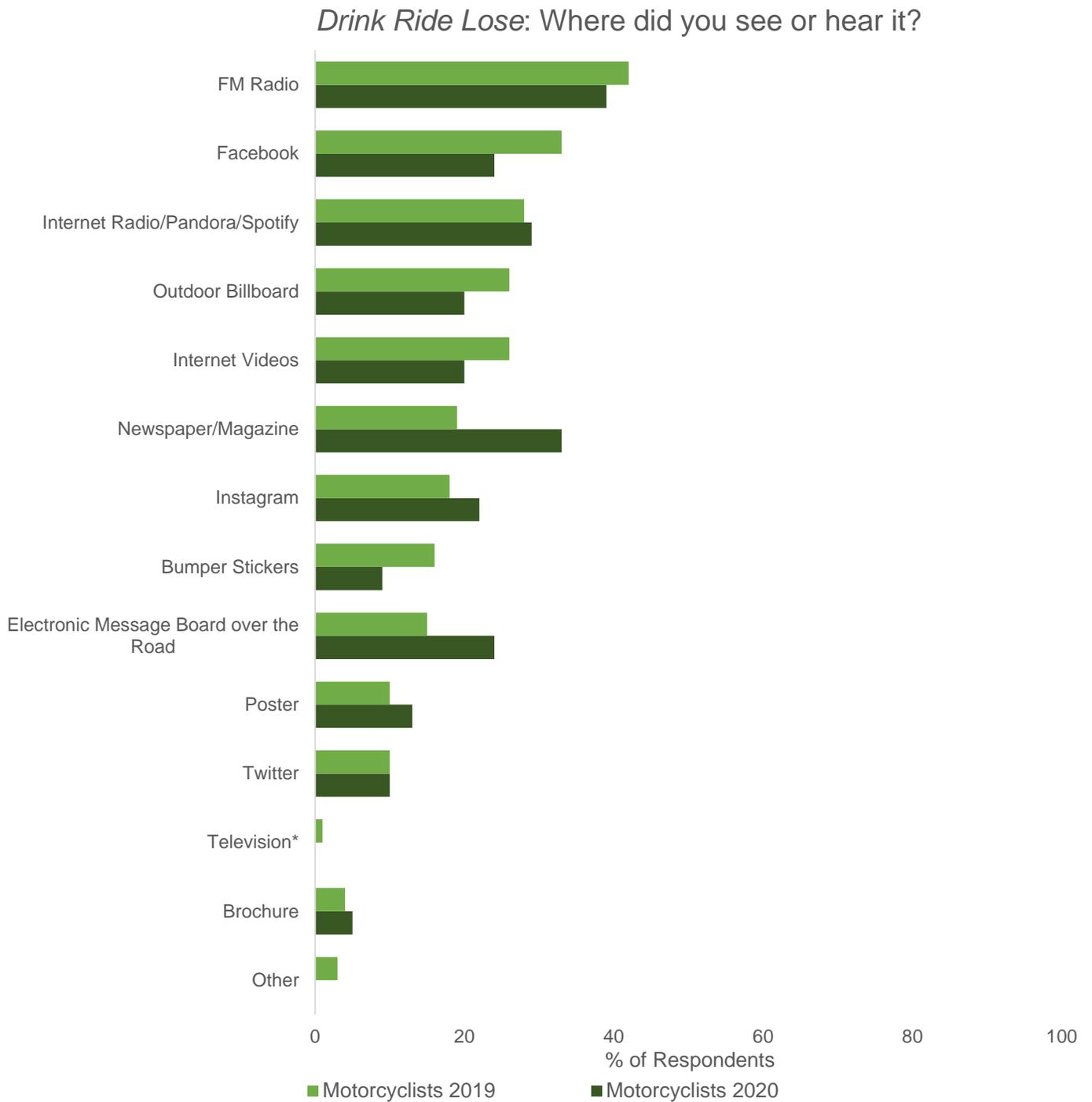
Motorcyclist respondents reported hearing the "Drink Ride Lose" safety message on the FM Radio most frequently, with a slight decrease from 42% in 2019 to 39% in 2020. In a close second place was newspaper/magazine at 33%, up from 19% in 2019. Internet radio saw a slight increase of 1 percentage point, and remains in third place.

*Television was not offered as an option in 2020.

Figure 10b. Non-Motorcyclists by *Drink Ride Lose*, 2019-2020

Drink Ride Lose: Where did you see or hear it?
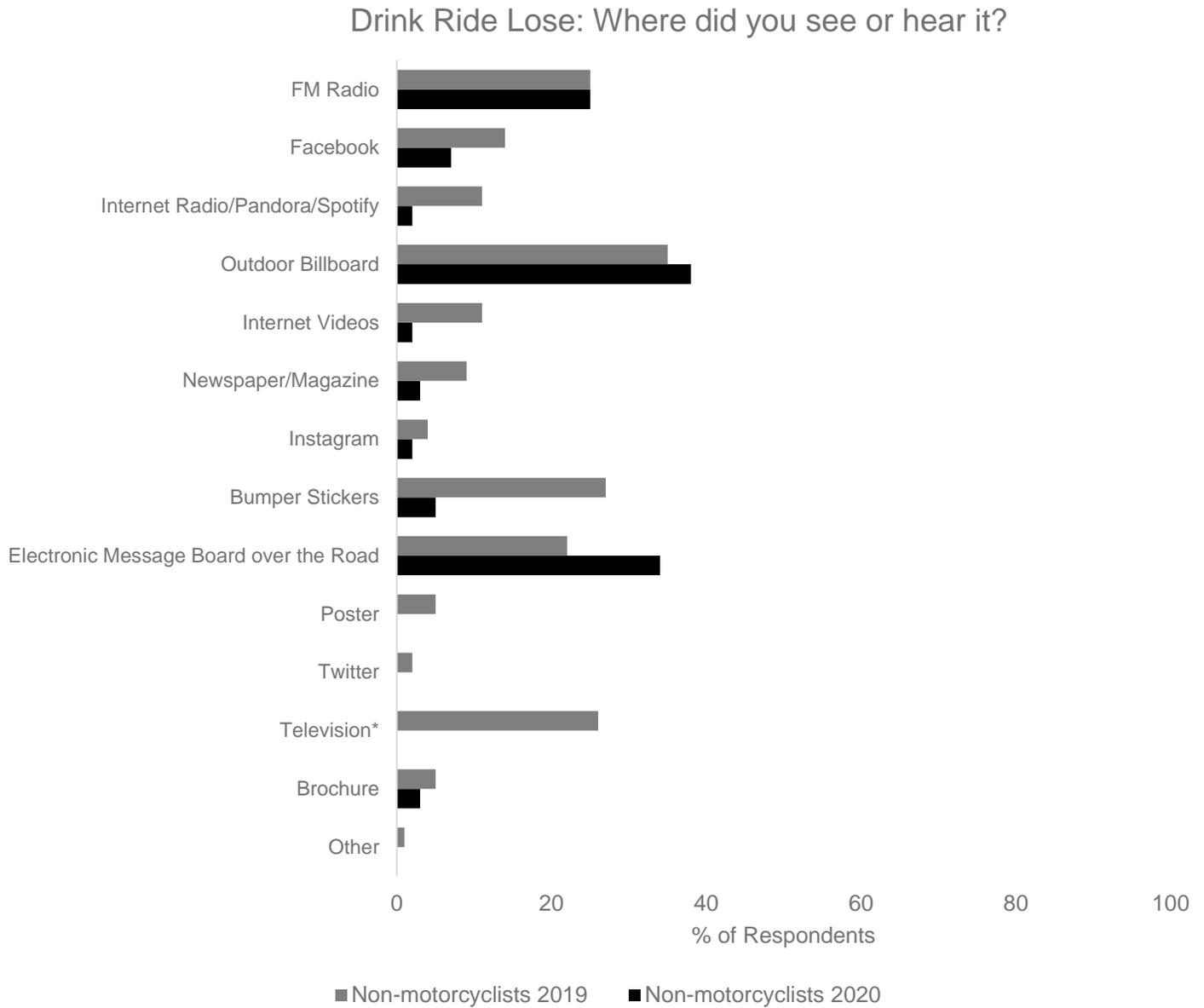
Among non-motorcyclists, more respondents saw "Drink Ride Lose" on outdoor billboards than anywhere else, at 38%. It is followed closely by electronic message boards, which increased from 22% to 34% in 2020. No non-motorcyclist respondents indicated they had seen or heard the message on Twitter or a poster. There were also no "other" responses in this subgroup.

*Television was not offered as an option in 2020.

Figure 11a. Motorcyclists by *Ride Smart Florida,* 2018-2020

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

Legend: ■ Motorcyclists 2018 ■ Motorcyclists 2019 ■ Motorcyclists 2020

X-axis: % of Respondents (0 to 100)

Categories (top to bottom): FM Radio, Facebook, Internet Radio/Pandora/Spotify, Outdoor Billboard, Internet Videos, Newspaper/Magazine, Instagram, Bumper Stickers, Electronic Message Board over the Road, Poster, Twitter, Television*, Brochure, Other
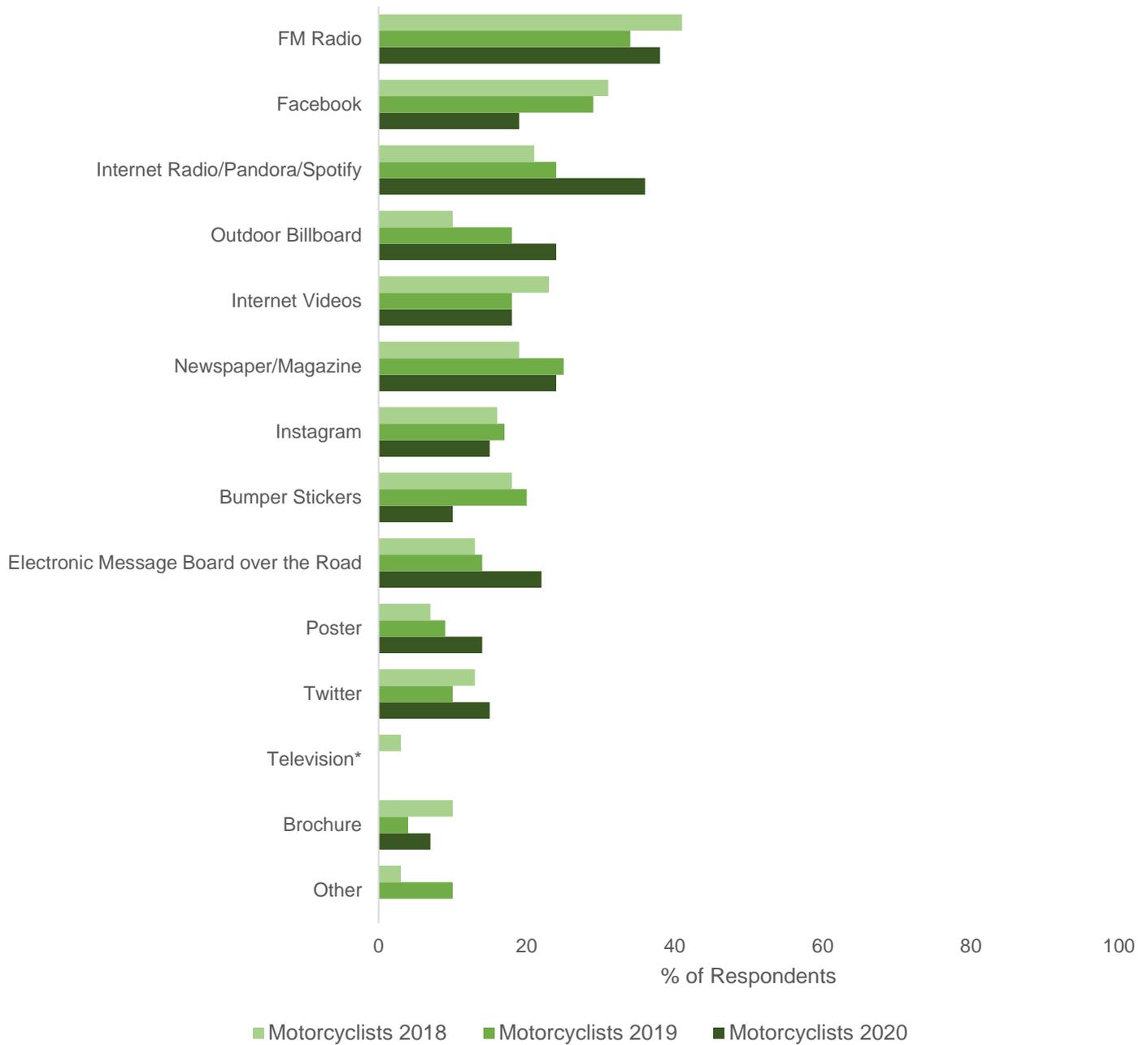
In all three years that this question has been on the survey, motorcyclists who had been exposed to "Ride Smart Florida" indicated they heard it on FM radio. In 2020, the percentage increased slightly from 34% to 38%. It is followed closely by internet radio at 36%, up from 24%. Newspaper/magazine and outdoor billboard are tied for third, at 24% each. Electronic message boards saw an increase of 8 percentage points in 2020, while bumper stickers decreased sharply by 10 points.

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*Television was not offered as an option in 2020.

Ride Smart Florida: Where did you see or hear it?
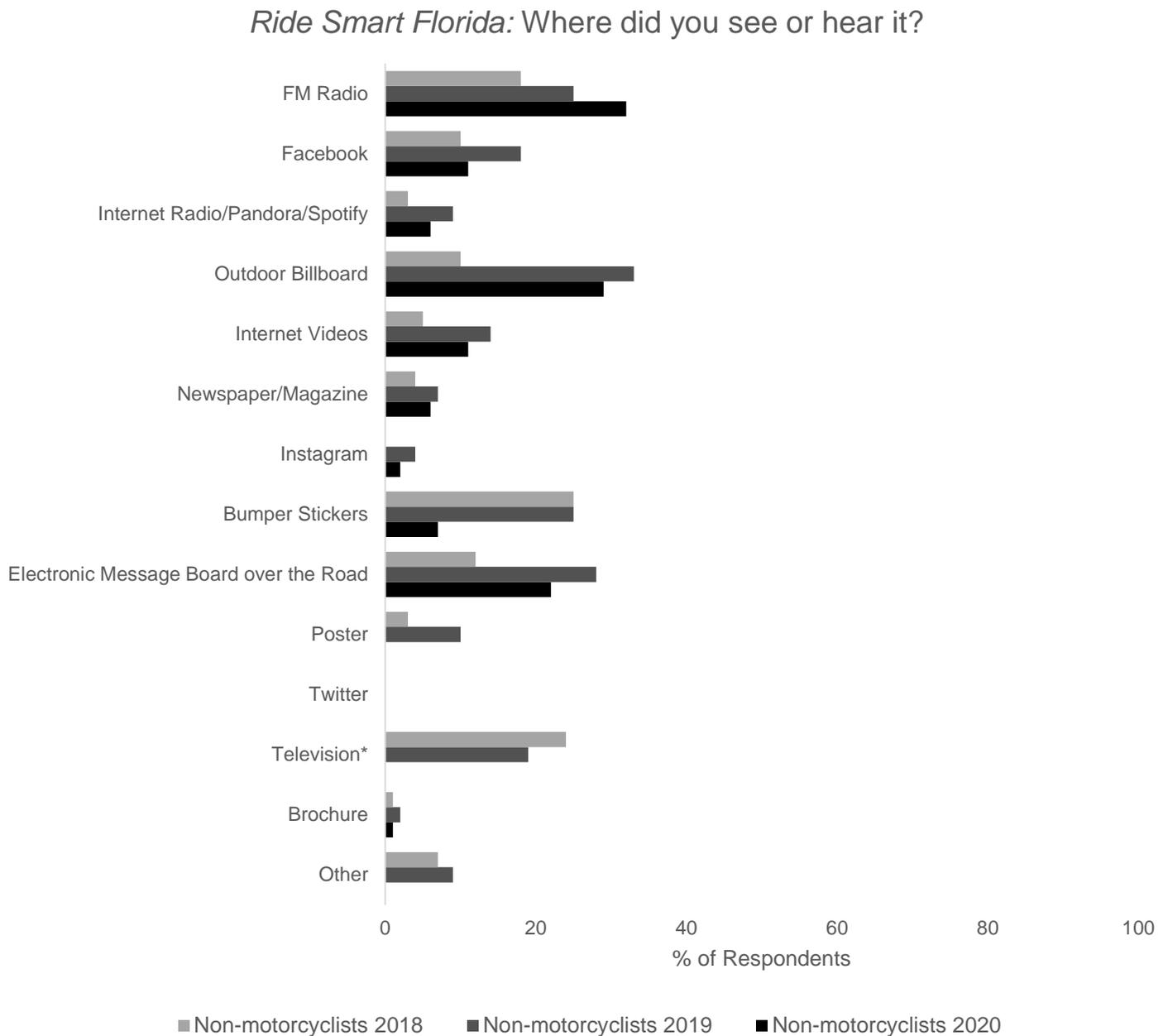
Non-motorcyclists reported hearing "Ride Smart Florida" most frequently on FM Radio at 38%, followed by outdoor billboards at 29%, and electronic message boards at 22%. No respondents indicated they saw or heard the message on Twitter or on a poster. For all three campaign messages, non-motorcyclists tend to have relatively lower percentages in the Twitter, Instagram, internet videos, and internet radio categories than their motorcyclist counterparts. Given that social media, internet browsers, and other such media use targeted advertising based on an individual's interests and browsing history, it is unsurprising that more motorcyclists see motorcycle-related content on these types of platforms.

*Television was not offered as an option in 2020.

Figure 12. Where did you see or hear it? by Motorcycle Type, Top 3

Where did you see or hear it?
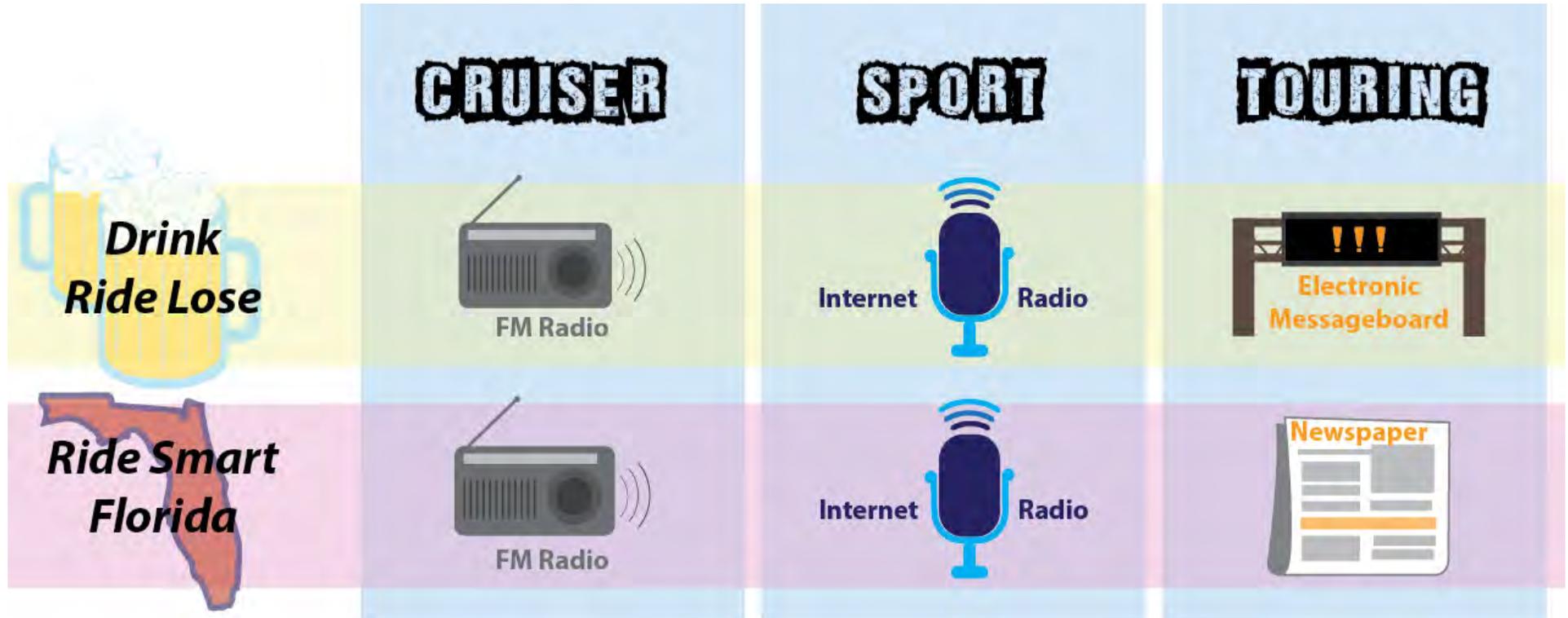
Figure 13 above displays the number one medium that respondents indicated they had seen or heard the *Drink Ride Lose* and *Ride Smart Florida* campaigns, broken down by the type of motorcycle they ride. Respondents who ride cruisers heard both campaign messages on FM Radio most frequently, while sportbike riders indicated they heard them on internet radio. Touring bike riders saw *Drink Ride Lose* on electronic over-the-road messageboards, and *Ride Smart Florida* in newspapers and magazines most frequently.

Figure 13. Motorcyclists by Motorcycle Websites, 2018 to 2020

Which sites do you visit?

% of Respondents

■ 2018   ■ 2019   ■ 2020
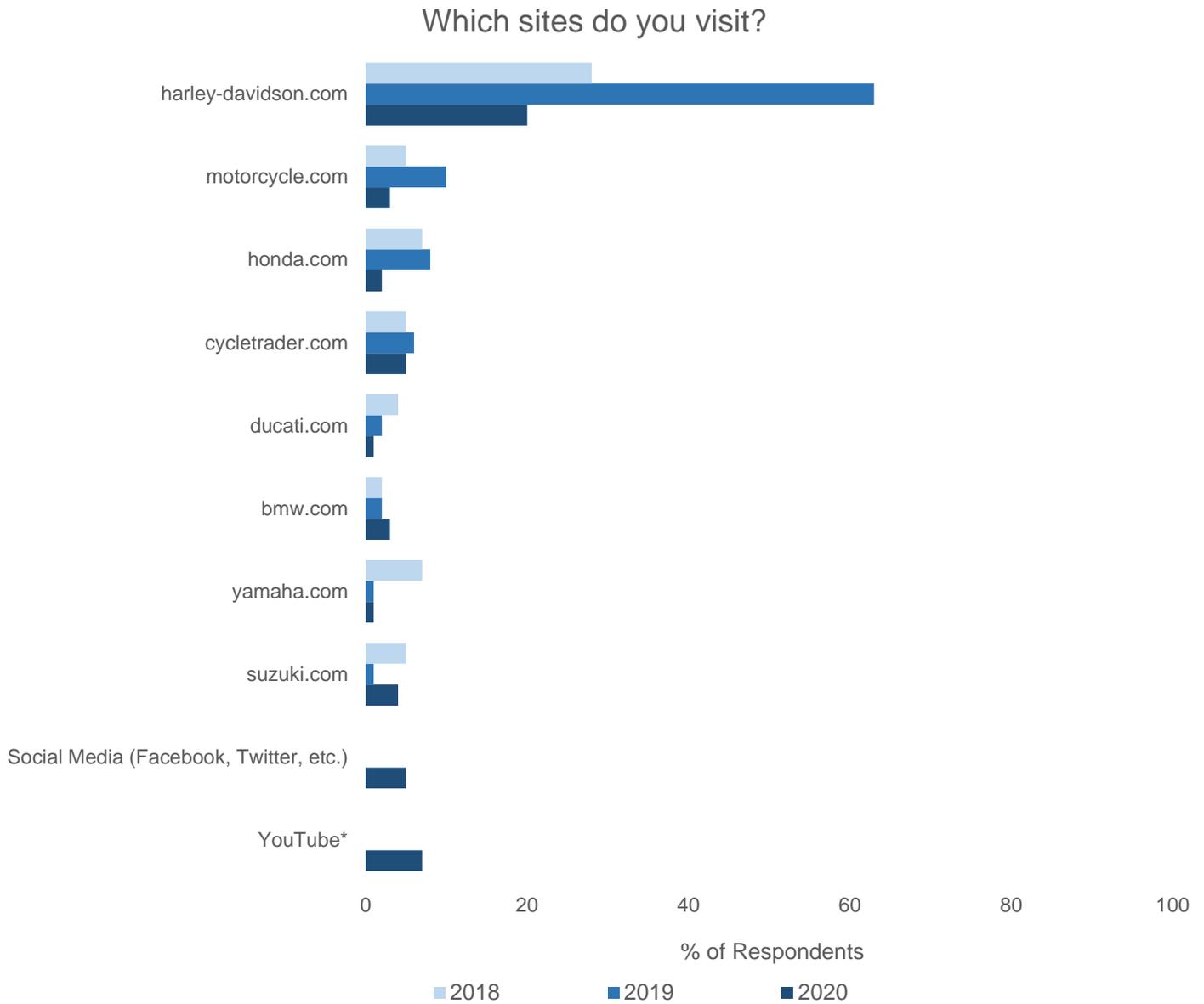
Motorcyclists were asked whether they visit websites specifically related to motorcycles. Figure 14 shows the responses of those motorcyclists who indicated they visit such sites, broken down by survey year. In all three years, the most popular website was Harley-davidson.com, although it saw a sharp decline from 63% in 2019 to just 20% in 2020. BMW.com and Suzuki.com were the only websites to see increases in 2020, rising 1 point and 3 points, respectively. Due to a large number of respondents who indicated in the "other" category that they visited social media sites and YouTube, these categories were added during data analysis. Five percent of respondents indicated they visit social media sites such as Facebook, Twitter, and Instagram to view motorcycle content, and 7% reported visiting YouTube.

*Social media and YouTube categories were added in 2020 due to high volumes within the "other" category.

Appendix I: Survey Results[2]
TOPLINES

Motorcyclists
1. Brevard n=53
2. Broward n=60
3. Duval n=39
4. Hillsborough n=50
5. Miami-Dade n=70
6. Orange n=53
7. Palm Beach n=75
8. Pasco n=52
9. Pinellas n=44
10. Volusia n=35
11. Total = 531

Non-motorcyclists
1. Brevard n=88
2. Broward n=92
3. Duval n=89
4. Hillsborough n=94
5. Miami-Dade n=91
6. Orange n=91
7. Palm Beach n=83
8. Pasco n=82
9. Pinellas n=92
10. Volusia n=127
11. Total = 894

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[2] Percentages located in toplines 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=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Online	81% 425	77% 40	88% 53	78% 30	77% 38	81% 60	84% 44	83% 65	69% 34	85% 35	78% 26
Telephone	19% 106	23% 13	12% 7	22% 9	23% 12	19% 10	16% 9	17% 10	31% 18	15% 9	22% 9

Non-motorcyclists: Method of Contact by County

	Total n=88	Brevard n=92	Broward n=89	Duval n=94	Hillsborough n=91	Miami-Dade n=91	Orange n=83	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Online	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Telephone	100% 894	100% 88	100% 92	100% 89	100% 94	100% 91	100% 91	100% 83	100% 82	100% 92	100% 92

Motorcyclists: What county in Florida do you currently live?
n=531

Brevard	5% 53
Broward	14% 60
Duval	8% 39
Hillsborough	12% 50
Miami-Dade	22% 70
Orange	11% 53
Palm Beach	12% 75
Pasco	5% 52
Pinellas	7% 44
Volusia	5% 35

Non-Motorcyclists: What county in Florida do you currently live?
n=894

Brevard	6% 88
Broward	16% 92
Duval	8% 89
Hillsborough	11% 94
Miami-Dade	21% 91
Orange	11% 91
Palm Beach	12% 83
Pasco	5% 82
Pinellas	8% 92
Volusia	5% 92

Motorcyclists: In general, what type of vehicle do you drive most often?
n=531

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Motorcycle	37% 218	23% 14	39% 30	50% 16	16% 15	35% 36	60% 29	41% 36	19% 14	28% 13	52% 15
Passenger car	31% 144	33% 16	10% 16	30% 8	29% 13	16% 17	44% 11	31% 25	33% 18	22% 10	29% 108
Pickup truck	12% 57	16% 8	30% 4	30% 8	30% 8	12% 3	13% 3	2% 1	15% 8	15% 8	9% 6
SUV	14% 77	31% 10	7% 7	8% 4	16% 7	19% 9	2% 4	12% 12	35% 10	21% 11	4% 3
Mini-van	2% 1	- 1	3% 0	<1% 3	5% 1	2% 3	- 0	<1% 1	- 0	<1% 1	13% 11
Full-sized van	2% 16	4% 3	1% 1	<1% 1	2% 2	3% 4	7% 2	2% 1	<1% 1	3% 1	-S 0
Other	1% 8	<1% 1	1% 1	3% 2	3% 2	- 0	2% 1	- 0	- 0	<1% 1	- 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	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Passenger car	53% 446	50% 44	59% 52	45% 38	49% 45	56% 50	66% 57	48% 41	37% 29	44% 40	53% 50
Pickup truck	13% 118	14% 15	12% 11	16% 16	13% 12	13% 10	7% 7	12% 7	22% 18	13% 11	13% 11
SUV	25% 249	20% 17	22% 22	33% 29	31% 31	22% 23	18% 21	32% 29	34% 27	26% 26	23% 24
Mini-van	5% 42	10% 8	4% 4	4% 4	5% 4	3% 3	7% 5	3% 2	5% 4	6% 6	2% 2
Full-sized van	1% 9	2% 1	2% 2	- 0	- 0	3% 2	- 0	- 0	2% 2	1% 1	2% 1
Other	1% 7	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	3% 2	4% 3
Does not drive	2% 17	2% 1	1% 1	1% 1	2% 2	3% 3	- 0	5% 3	<1% 1	6% 5	- 0
Don't Know	<1% 3	<1% 1	- 0	<1% 1	- 0	- 0	1% 1	- 0	- 0	- 0	- 0
Refusal	<1% 3	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	1% 1	2% 1

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

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Cruiser	27% 147	30% 18	23% 13	15% 8	13% 13	36% 19	14% 10	38% 21	33% 17	21% 9	48% 19
Sport	38% 188	15% 12	28% 23	28% 12	52% 17	39% 25	52% 20	37% 32	37% 21	33% 19	39% 7
Touring	17% 73	37% 9	26% 9	33% 9	18% 8	9% 11	2% 5	13% 9	7% 3	33% 8	4% 2
Scooter	9% 54	4% 5	16% 8	3% 2	7% 3	10% 9	13% 8	8% 7	11% 3	10% 6	4% 3
Trike	3% 31	4% 5	8% 5	2% 3	2% 3	2% 3	<1% 3	4% 3	<1% 3	- 0	4% 3
Other	5% 28	11% 3	3% 2	15% 5	7% 4	1% 1	14% 4	2% 1	7% 5	3% 2	<1% 1
Don't Know	1% 3	- 0	- 0	- 0	2% 1	2% 1	- 0	2% 1	- 0	- 0	- 0
Refusal	1% 4	- 0	- 0	- 0	2% 1	3% 1	4% 2	- 0	- 0	- 0	- 0

Motorcyclists: Approximately how often do you ride a motorcycle?

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Nearly everyday	25% 129	22% 8	31% 20	43% 7	8% 6	26% 26	16% 16	25% 21	19% 10	33% 10	38% 5
A few times a week	33% 187	26% 17	15% 19	48% 14	42% 22	27% 20	37% 12	41% 29	38% 20	41% 20	38% 14
Once a week	21% 107	19% 11	34% 12	15% 8	26% 7	14% 13	16% 11	23% 17	19% 9	25% 9	25% 10
Once a month	9% 54	7% 9	4% 4	13% 5	7% 7	8% 5	27% 8	5% 4	11% 5	3% 3	8% 4
A few times a year	15% 44	4% 7	13% 4	8% 4	8% 6	8% 5	2% 3	8% 3	11% 8	3% 2	4% 2
Other	4% 4	<1% 1	- 0	3% 1	2% 1	- 0	9% 1	- 0	- 0	- 0	- 0
Don't Know	<1% 2	- 0	1% 1	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	- 0
Refusal	1% 4	- 0	- 0	- 0	2% 1	3% 1	4% 2	- 0	- 0	- 0	- 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=531
Facebook	62% 335
Twitter	37% 219
Instagram	51% 294
YouTube	69% 381
Watch movies	45% 292
Read the news	41% 224
Gaming	32% 207
Pay bills	44% 245
Get directions	44% 210
Play music	46% 269
Shopping	52% 292
Plan travel	25% 140
Check email	56% 308
Other	4% 24
Does not use Internet	1% 6
Don't Know	<1% 2
Refusal	<1% 1

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[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=894
Facebook	41%
	369
Twitter	13%
	120
Instagram	27%
	226
YouTube	39%
	334
Watch movies	36%
	321
Read the news	36%
	345
Gaming	18%
	157
Pay bills	38%
	364
Get directions	35%
	327
Play music	37%
	317
Shopping	38%
	365
Plan travel	17%
	158
Check email	57%
	519
Other	14%
	138
Does not use Internet	10%
	83
Don't Know	1%
	5
Refusal	2%
	16

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

Motorcyclists: How often do you use Facebook?

	Total n=335	Brevard n=32	Broward n=30	Duval n=21	Hillsborough n=35	Miami-Dade n=49	Orange n=37	Palm Beach n=45	Pasco n=34	Pinellas n=32	Volusia n=20
Multiple times per day	56% 218	54% 19	48% 16	88% 16	38% 24	80% 41	41% 26	28% 23	58% 22	41% 18	77% 1359
Once per day	22% 59	9% 6	31% 8	<1% 2	42% 7	12% 4	37% 8	25% 11	5% 5	19% 4	24% 4
A couple times per week	10% 22	27% 3	7% 2	12% 2	- 0	2% 1	19% 1	19% 2	16% 3	28% 6	24% 2
Once a week	10% 28	9% 4	7% 3	- 0	21% 3	6% 3	- 0	13% 6	21% 4	13% 4	<1% 1
Less than once a week	3% 8	- 0	7% 1	<1% 1	<1% 1	- 0	4% 2	16% 3	- 0	- 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=371	Brevard n=	Broward n=	Duval n=	Hillsborough n=	Miami-Dade n=	Orange n=	Palm Beach n=	Pasco n=	Pinellas n=	Volusia n=
Multiple times per day	59% 209	72% 23	62% 19	62% 26	51% 16	52% 19	63% 31	58% 15	53% 17	50% 19	72% 24
Once per day	22% 67	14% 6	24% 6	15% 11	19% 5	16% 6	8% 8	20% 4	16% 7	17% 8	16% 6
A couple times per week	14% 49	6% 3	10% 3	6% 3	27% 8	13% 3	9% 6	14% 4	13% 4	25% 10	11% 5
Once a week	4% 19	- 0	3% 1	<1% 1	5% 2	3% 2	7% 4	8% 4	<1% 1	6% 3	<1% 1
Less than once a week	5% 17	- 0	7% 2	6% 3	- 0	5% 2	5% 2	11% 3	7% 2	3% 2	<1% 1
Other	5% 4	- 0	3% 1	- 0	- 0	8% 2	- 0	- 0	<1% 1	- 0	- 0
Don't Know	1% 4	- 0	- 0	3% 1	2% 1	- 0	- 0	- 0	7% 2	- 0	- 0
Refusal	<1% 2	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0

Motorcyclists: How often do you use Twitter?

	Total n=217	Brevard n=18	Broward n=27	Duval n=16	Hillsborough n=19	Miami-Dade n=38	Orange n=27	Palm Beach n=33	Pasco n=17	Pinellas n=13	Volusia n=9
Multiple times per day	50% 122	67% 12	75% 14	38% 9	46% 13	61% 27	27% 15	29% 13	64% 10	11% 5	57% 4
Once per day	22% 50	17% 4	18% 7	<1% 3	50% 4	21% 6	18% 7	43% 10	9% 4	11% 2	14% 3
A couple times per week	9% 16	- 0	<1% 1	10% 1	- 0	19% 3	- 0	7% 3	<1% 1	78% 6	14% 1
Once a week	3% 12	- 0	6% 2	<1% 1	4% 2	<1% 1	- 0	<1% 4	9% 1	- 0	14% 1
Less than once a week	11% 14	<1% 1	<1% 3	19% 1	- 0	<1% 1	50% 4	21% 3	18% 1	- 0	- 0
Other	4% 2	17% 1	- 0	33% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	1% 1	- 0	- 0	- 0	- 0	- 0	5% 1	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Twitter?

	Total n=122	Brevard n=8	Broward n=16	Duval n=17	Hillsborough n=12	Miami-Dade n=12	Orange n=13	Palm Beach n=11	Pasco n=9	Pinellas n=13	Volusia n=11
Multiple times per day	30% 35	<1% 1	31% 5	31% 5	47% 6	30% 3	20% 2	50% 5	20% 2	<1% 1	33% 5
Once per day	9% 16	25% 2	4% 1	7% 2	13% 2	- 0	10% 2	21% 2	20% 3	11% 2	- 0
A couple times per week	19% 24	- 0	27% 5	15% 2	- 0	20% 3	20% 3	21% 3	20% 2	11% 5	<1% 1
Once a week	18% 19	<1% 1	15% 2	23% 3	20% 2	25% 3	30% 3	7% 1	- 0	11% 2	33% 3
Less than once a week	14% 17	50% 3	4% 1	23% 4	20% 2	20% 2	10% 1	- 0	- 0	22% 2	17% 2
Other	2% 3	- 0	- 0	- 0	- 0	5% 1	10% 2	- 0	- 0	- 0	- 0
Don't Know	7% 6	25% 1	19% 2	<1% 1	- 0	- 0	- 0	- 0	22% 2	- 0	- 0
Refusal	2% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	22% 2	- 0

Motorcyclists: How often do you use Instagram?

	Total n=291	Brevard n=22	Broward n=42	Duval n=22	Hillsborough n=30	Miami-Dade n=55	Orange n=32	Palm Beach n=46	Pasco n=17	Pinellas n=13	Volusia n=12
Multiple times per day	66% 186	43% 12	71% 26	58% 12	55% 21	71% 41	80% 25	61% 27	70% 11	29% 5	86% 6
Once per day	15% 55	29% 6	14% 8	5% 3	3% 4	13% 9	17% 6	32% 11	<1% 2	57% 5	<1% 1
A couple times per week	9% 19	29% 3	7% 1	32% 2	5% 3	11% 3	- 0	<1% 1	20% 1	14% 3	<1% 2
Once a week	10% 23	- 0	7% 4	<1% 3	28% 2	5% 2	- 0	7% 6	10% 3	- 0	14% 3
Less than once a week	1% 7	- 0	<1% 3	5% 2	- 0	- 0	3% 1	<1% 1	- 0	- 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	<1% 1	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Instagram?

	Total n=226	Brevard n=18	Broward n=21	Duval n=30	Hillsborough n=20	Miami-Dade n=30	Orange n=30	Palm Beach n=26	Pasco n=14	Pinellas n=18	Volusia n=19
Multiple times per day	48% 109	44% 6	61% 14	42% 13	54% 11	49% 15	74% 21	29% 9	17% 5	21% 4	55% 11
Once per day	19% 47	22% 5	11% 2	25% 8	17% 4	24% 8	15% 5	27% 7	33% 4	7% 2	9% 2
A couple times per week	15% 36	22% 5	5% 1	21% 6	21% 4	7% 3	7% 2	27% 6	17% 2	29% 4	18% 3
Once a week	8% 12	11% 1	8% 1	8% 2	8% 1	7% 2	4% 1	12% 2	- 0	7% 1	9% 1
Less than once a week	7% 15	- 0	4% 2	<1% 1	- 0	7% 1	- 0	6% 2	17% 2	29% 5	9% 2
Other	2% 3	- 0	- 0	- 0	- 0	7% 1	<1% 1	- 0	- 0	7% 1	- 0
Don't Know	1% 2	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	17% 1	- 0	- 0
Refusal	<1% 2	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0

Motorcyclists: How often do you use YouTube?

	Total n=379	Brevard n=34	Broward n=40	Duval n=29	Hillsborough n=33	Miami-Dade n=59	Orange n=37	Palm Beach n=60	Pasco 34	Pinellas n=27	Volusia n=26
Multiple times per day	60% 263	56% 18	51% 25	35% 17	66% 20	63% 41	61% 27	64% 39	68% 21	77% 18	37% 10
Once per day	16% 55	6% 6	26% 8	15% 6	26% 6	17% 10	8% 3	14% 7	5% 5	5% 3	26% 356
A couple times per week	17% 56	25% 7	19% 4	40% 4	6% 4	20% 8	3% 2	18% 9	21% 5	18% 5	16% 8
Once a week	3% 20	6% 2	4% 2	<1% 1	2% 4	- 0	3% 2	5% 4	<1% 1	- 0	21% 4
Less than once a week	4% 12	6% 1	<1% 1	10% 2	- 0	- 0	26% 3	<1% 1	5% 2	<1% 1	<1% 1
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 YouTube?

	Total n=344	Brevard n=30	Broward n=31	Duval n=48	Hillsborough n=34	Miami-Dade n=39	Orange n=43	Palm Beach n=25	Pasco n=21	Pinellas n=42	Volusia n=31
Multiple times per day	45% 143	38% 10	54% 16	45% 22	58% 20	49% 16	44% 19	20% 6	27% 6	39% 14	50% 14
Once per day	18% 57	13% 4	21% 6	13% 5	11% 4	16% 7	21% 8	23% 4	27% 4	21% 10	14% 5
A couple times per week	25% 93	31% 9	19% 7	26% 13	26% 8	18% 8	30% 12	40% 10	18% 6	24% 11	29% 9
Once a week	8% 27	6% 2	6% 2	8% 4	3% 1	15% 6	5% 3	10% 3	9% 2	6% 2	7% 2
Less than once a week	3% 16	13% 4	- 0	5% 3	- 0	1% 1	- 0	7% 2	9% 2	6% 3	<1% 1
Other	1% 3	- 0	- 0	3% 1	- 0	1% 1	<1% 1	- 0	- 0	- 0	- 0
Don't Know	1% 2	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	9% 1	- 0	- 0
Refusal	<1% 3	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 2	- 0

Motorcyclists: Do you visit websites specifically related to motorcycles?

	Total n=526	Brevard n=52	Broward n=59	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=52	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Yes	61% 326	44% 23	68% 40	56% 22	73% 32	65% 54	65% 40	45% 47	63% 27	58% 25	52% 16
No	39% 199	56% 28	32% 19	44% 15	27% 18	35% 16	35% 12	55% 28	37% 25	43% 19	48% 19
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=320
harley-davidson.com	19% 52
motorcycle.com	3% 17
cycletrader.com	5% 17
honda.com	2% 13
yamaha.com	1% 8
suzuki.com	4% 6
bmw.com	3% 5
ducati.com	<1% 1
Social Media	5% 14
YouTube	7% 12

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

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Yes	44% 258	23% 17	52% 38	48% 19	11% 18	51% 46	66% 34	46% 42	26% 16	35% 15	63% 13
No	56% 269	77% 34	48% 22	53% 20	89% 32	49% 24	35% 19	54% 32	74% 36	65% 28	38% 22
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0
Refusal	<1% 3	<1% 2	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Yes	12% 108	6% 5	11% 10	11% 10	14% 13	15% 14	8% 7	8% 7	12% 10	11% 10	23% 22
No	87% 780	93% 82	89% 82	89% 79	85% 80	85% 77	91% 83	92% 76	87% 71	87% 80	76% 70
Don't Know	1% 5	1% 1	- 0	- 0	1% 1	- 0	1% 1	- 0	1% 1	1% 1	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0

Motorcyclists: Where did you see or hear it?[5]

	Total n=216
FM Radio	39% 133
Internet Radio/Pandora/Spotify	29% 103
Newspaper/Magazine	32% 88
Electronic Message Board over the Road	23% 60
Outdoor Billboard	20% 59
Poster	13% 39
Brochure	5% 21
Bumper Stickers	9% 29
Internet Videos	19% 71
Facebook	24% 84
Instagram	22% 82
Twitter	11% 48
Other	<1% 1

[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	25% 20
Internet Radio/Pandora/Spotify	1% 2
Newspaper/Magazine	3% 1
Electronic Message Board over the Road	34% 38
Outdoor Billboard	38% 37
Poster	- 0
Brochure	3% 1
Bumper Stickers	5% 5
Internet Videos	2% 3
Facebook	7% 8
Instagram	2% 2
Twitter	- 0
Other	- 0

[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=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Yes	77% 429	89% 45	76% 47	88% 32	90% 44	73% 56	64% 40	64% 58	85% 44	82% 37	87% 26
No	22% 95	12% 8	24% 12	12% 7	10% 5	26% 10	36% 13	36% 17	15% 8	18% 6	13% 9
Don't Know	<1% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0
Refusal	2% 6	- 0	<1% 1	- 0	1% 1	2% 3	- 0	- 0	- 0	1% 1	0

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Yes	54% 485	61% 54	48% 44	54% 48	48% 45	41% 37	44% 40	40% 33	63% 52	65% 60	78% 72
No	45% 399	38% 33	52% 48	45% 40	50% 47	59% 54	56% 51	58% 48	33% 27	34% 31	23% 20
Don't Know	1% 9	1% 1	- 0	1% 1	2% 2	- 0	- 0	2% 2	4% 3	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0

Motorcyclists: Where did you see or hear it?[7]

	Total n=435
FM Radio	25% 127
Internet Radio/Pandora/Spotify	19% 110
Newspaper/Magazine	13% 93
Electronic Message Board over the Road	23% 93
Outdoor Billboard	19% 108
Poster	16% 68
Brochure	8% 30
Bumper Stickers	38% 165
Internet Videos	13% 71
Facebook	20% 114
Instagram	14% 90
Twitter	11% 61
Other	2% 6

[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=485
FM Radio	8% 35
Internet Radio/Pandora/Spotify	3% 16
Newspaper/Magazine	2% 9
Electronic Message Board over the Road	26% 110
Outdoor Billboard	29% 140
Poster	4% 16
Brochure	2% 6
Bumper Stickers	55% 289
Internet Videos	3% 16
Facebook	8% 38
Instagram	3% 11
Twitter	1% 6
Other	- 0

---

[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=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Yes	50% 275	27% 20	53% 42	71% 22	73% 29	51% 43	68% 38	36% 37	37% 18	13% 13	38% 13
No	49% 250	32	18	17	21	25	15	38	34	29	21
Don't Know	<1% 2	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	2% 1
Refusal	1% 4	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 2	- 0

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Yes	10% 89	7% 6	9% 8	7% 6	9% 8	13% 12	10% 9	12% 10	10% 8	13% 12	11% 10
No	89% 791	90% 79	91% 84	92% 82	89% 84	86% 78	90% 82	86% 71	88% 72	86% 79	87% 80
Don't Know	2% 13	3% 3	- 0	1% 1	2% 2	1% 1	- 0	2% 2	2% 2	- 0	2% 2
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0

Motorcyclists: Where did you see or hear it?[9]

	Total n=272
FM Radio	38% 107
Internet Radio/Pandora/Spotify	36% 105
Newspaper/Magazine	24% 76
Electronic Message Board over the Road	23% 72
Outdoor Billboard	24% 67
Poster	14% 47
Brochure	7% 29
Bumper Stickers	10% 33
Internet Videos	18% 62
Facebook	19% 87
Instagram	15% 69
Twitter	15% 50
Other	<1% 3

[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=73
FM Radio	32% 21
Internet Radio/Pandora/Spotify	6% 4
Newspaper/Magazine	6% 4
Electronic Message Board over the Road	22% 15
Outdoor Billboard	29% 21
Poster	- 0
Brochure	1% 1
Bumper Stickers	7% 8
Internet Videos	11% 6
Facebook	11% 7
Instagram	2% 1
Twitter	- 0
Other	- 0

---

[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=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
18-24	5% 87	4% 5	10% 14	3% 4	2% 6	4% 16	5% 5	10% 20	8% 8	<1% 4	4% 5
25-34	33% 140	11% 11	23% 20	58% 14	39% 16	40% 24	39% 13	23% 15	35% 9	21% 9	25% 9
35-44	20% 123	15% 13	31% 13	10% 10	7% 8	25% 17	30% 22	18% 15	27% 14	8% 6	20% 5
45-54	15% 74	15% 6	5% 5	15% 5	30% 11	16% 7	7% 6	18% 13	12% 7	10% 6	25% 8
55-64	10% 53	4% 5	3% 4	<1% 2	13% 3	7% 4	16% 6	15% 6	12% 6	26% 11	8% 6
65 or older	17% 52	48% 12	28% 4	15% 4	10% 6	9% 2	2% 1	15% 6	8% 8	36% 7	17% 2
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	4% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
18-24	11% 98	3% 3	12% 11	16% 14	12% 11	18% 16	15% 14	11% 9	10% 8	3% 3	10% 9
25-34	16% 115	15% 14	12% 14	18% 11	11% 17	22% 10	10% 20	9% 8	9% 7	5% 9	13% 5
35-44	7% 117	20% 6	15% 18	12% 13	21% 11	10% 19	10% 9	11% 8	15% 9	11% 14	13% 10
45-54	16% 140	17% 15	19% 17	16% 14	15% 14	18% 16	14% 13	12% 10	16% 13	14% 13	16% 15
55-64	15% 137	16% 14	16% 15	14% 12	17% 16	14% 13	11% 10	22% 18	10% 8	20% 18	14% 13
65 or older	30% 266	38% 33	17% 16	27% 24	22% 21	17% 15	25% 23	35% 29	44% 36	35% 32	40% 37
Don't Know	<1% 2	- 0	1% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	2% 19	3% 3	- 0	1% 1	3% 3	2% 2	2% 2	1% 1	1% 1	3% 3	3%s 3

Motorcyclists: What is your racial background? Are you:

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
White/Caucasian	43% 301	89% 44	35% 23	21% 20	40% 31	30% 22	36% 28	42% 36	70% 38	80% 36	54% 23
Black/African American	16% 68	- 0	18% 12	51% 10	11% 8	17% 7	15% 6	18% 18	7% 4	5% 2	<1% 1
Hispanic	35% 131	8% 6	46% 24	13% 3	41% 9	47% 38	44% 16	32% 15	7% 6	15% 5	38% 9
Other	5% 23	4% 3	- 0	13% 4	8% 2	6% 3	2% 1	8% 6	7% 2	<1% 1	4% 1
Don't Know	<1% 2	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	4% 1	- 0	- 0
Refusal	1% 5	- 0	- 0	3% 1	- 0	- 0	4% 2	- 0	4% 1	- 0	4% 1

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
White/Caucasian	41% 481	55% 58	31% 33	44% 44	47% 51	17% 19	30% 35	55% 50	60% 56	65% 66	66% 69
Black/African American	16% 127	12% 11	22% 18	25% 21	17% 13	11% 10	27% 23	17% 12	5% 4	12% 9	6% 6
Hispanic	30% 181	6% 5	32% 27	13% 11	24% 19	69% 57	25% 22	20% 15	10% 9	10% 8	11% 8
Other	7% 49	8% 5	10% 6	9% 6	8% 7	2% 2	14% 7	4% 2	14% 8	4% 3	4% 3
Don't Know	<1% 4	- 0	1% 1	1% 1	- 0	- 0	- 0	- 0	5% 2	- 0	- 0
Refusal	6% 52	18% 9	5% 7	9% 6	4% 4	2% 3	4% 4	4% 4	7% 3	9% 6	13% 6

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

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Less than high school degree	3% 17	12% 3	7% 4	<1% 1	- 0	<1% 1	2% 1	2% 1	11% 3	5% 2	<1% 1
High school graduate/GED	29% 104	46% 11	23% 7	44% 11	42% 12	46% 8	36% 5	27% 14	30% 18	23% 10	36% 8
Currently in college/has AA degree	27% 123	43% 15	42% 10	39% 13	41% 9	39% 16	37% 10	33% 15	63% 11	46% 14	41% 10
Bachelor's degree (B.A./B.S.)	12% 168	18% 14	10% 25	15% 8	23% 15	9% 20	28% 14	15% 32	8% 12	9% 13	16% 12
Graduate degree/post-graduate degree	10% 116	4% 10	10% 13	5% 6	5% 11	21% 25	14% 23	7% 13	11% 8	3% 5	<1% 2
Don't Know	<1% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	9% 2

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Less than high school degree	2% 17	2% 2	- 0	- 0	1% 1	5% 4	- 0	4% 2	5% 4	4% 3	2% 1
High school graduate/GED	28% 197	23% 19	21% 15	25% 19	29% 20	31% 19	22% 13	34% 20	26% 22	36% 26	30% 24
Currently in college/has AA degree	36% 257	38% 26	45% 30	46% 31	38% 27	29% 20	41% 27	28% 18	41% 30	31% 22	30% 26
Bachelor's degree (B.A./B.S.)	18% 235	21% 27	14% 20	18% 24	13% 20	20% 27	22% 31	16% 19	14% 16	20% 29	17% 22
Graduate degree/post-graduate degree	14% 165	10% 11	19% 26	9% 13	17% 24	15% 20	14% 18	16% 22	2% 5	7% 11	11% 15
Don't Know	1% 9	2% 1	1% 1	2% 1	1% 1	1% 1	- 0	1% 1	2% 1	- 0	4% 2
Refusal	2% 14	4% 2	- 0	2% 1	1% 1	- 0	2% 2	1% 1	10% 4	1% 1	4% 2

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

	Total n=106	Brevard n=13	Broward n=7	Duval n=9	Hillsborough n=12	Miami-Dade n=10	Orange n=9	Palm Beach n=10	Pasco n=19	Pinellas n=9	Volusia n=9
Landline	9% 11	- 0	- 0	1% 2	7% 1	9% 1	22% 2	10% 1	13% 3	- 0	20% 1
Cell phone	88% 92	100% 13	89% 6	89% 7	93% 11	91% 9	78% 7	90% 9	88% 15	100% 9	40% 6
Don't Know	1% 1	- 0	11% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	2% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	40% 2

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Landline	17% 172	33% 29	10% 9	15% 15	11% 15	14% 13	22% 18	22% 18	26% 19	17% 17	20% 19
Cell phone	82% 713	67% 59	90% 83	84% 73	89% 79	86% 78	73% 70	78% 65	67% 60	80% 73	80% 73
Don't Know	<1% 1	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	1% 8	- 0	- 0	- 0	- 0	- 0	5% 3	- 0	7% 3	3% 2	- 0

Motorcyclists: Sex of the respondents [Interviewer-determined]

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
Male	85% 340	96% 38	84% 40	86% 24	87% 28	83% 43	77% 35	85% 46	85% 34	90% 30	92% 23
Female	15% 190	4% 15	16% 20	15% 15	13% 22	17% 27	23% 18	15% 29	15% 18	10% 14	8% 12

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
Male	44% 419	37% 35	47% 48	49% 47	46% 49	52% 49	40% 41	34% 33	38% 36	46% 44	37% 37
Female	56% 475	63% 53	53% 44	51% 42	54% 45	48% 42	60% 50	66% 50	62% 46	54% 48	63% 55

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

	Total n=531	Brevard n=53	Broward n=60	Duval n=39	Hillsborough n=50	Miami-Dade n=70	Orange n=53	Palm Beach n=75	Pasco n=52	Pinellas n=44	Volusia n=35
English	98% 524	96% 51	100% 60	100% 39	100% 50	92% 66	100% 53	98% 74	100% 52	100% 44	100% 35
Spanish	2% 7	4% 2	- 0	- 0	- 0	8% 4	- 0	2% 1	- 0	- 0	- 0

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

	Total n=894	Brevard n=88	Broward n=92	Duval n=89	Hillsborough n=94	Miami-Dade n=91	Orange n=91	Palm Beach n=83	Pasco n=82	Pinellas n=92	Volusia n=92
English	90% 847	98% 87	88% 83	100% 89	91% 87	71% 70	96% 87	96% 81	100% 82	97% 90	100% 91
Spanish	10% 47	2% 1	12% 9	- 0	9% 7	29% 21	4% 4	4% 2	- 0	3% 2	<1% 1

2020 Motorcycle Safety Awareness Survey
Survey Instrument

Introduction:

Hello, my name is _____, and I am a student calling from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about their driving habits and opinions on highway safety.

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. 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]

[IF S1 > 1 SKIP TO INTER]
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") SELECT ALL
1. Harley-davidson.com
2. Motorcycle.com
3. Cycletrader.com
4. Honda.com
5. Yamaha.com

[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]

RIDESEE. 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]

EDUC) 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

[In INTRO]

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