Florida 2021
Motorcycle Safety Awareness
Media Survey

Florida Department of Transportation (FDOT)

Report

August 2021

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Media Survey

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

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DISCLAIMER

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The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT State 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.

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) 2019 estimates, Florida has a population of 17,071,450 individuals 18 years or older. The approximate racial/ethnic breakdown is 53% white, 15.2% black, 26.4% 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, 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.

According to the National Highway Traffic Safety Administration (NHTSA) annual report, the U.S. had 5,114 fatal motorcycle crashes in 2019, down from 5,172 in 2018, and 5,229 in 2017. 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 Lab (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 July 8 to August 2, and an online survey from July 27 to August 3, 2021. 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 500. These individuals were contacted using landline and cellphone telephone numbers supplied by Aristotle Inc. By using its lists of randomized contacts PORL was able to target respondents by geography.

The second survey was administered online between July 27 to August 3, 2021 and oversampled adult Florida motorcycle riders who had ridden in the past 12 months. The online sample garnered 989 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)

Executive Summary

Message Awareness
% seen or heard in the past few months

	Motorcyclists	Non-Motorcyclists
Watch for Motorcycles	76%	42%
Drink Ride Lose	49%	19%
Ride Smart Florida	47%	15%

Volusia County had the highest overall message awareness among non-motorcyclists.

Miami-Dade County had the highest overall message awareness among motorcyclists.
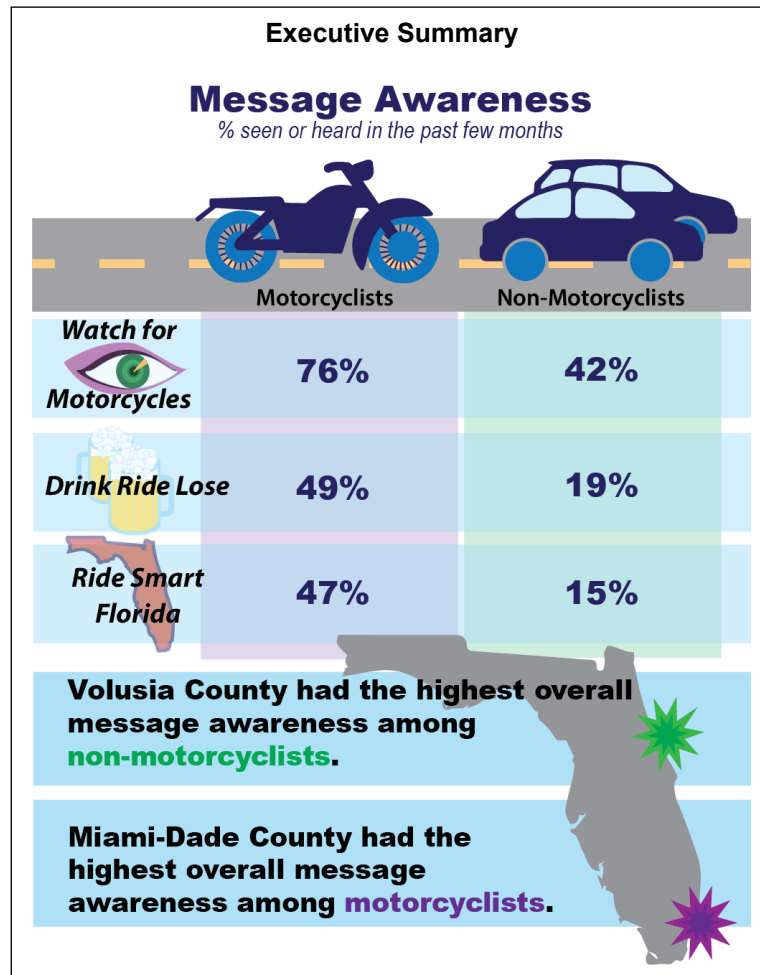
when comparing these counties, as their margins of sampling error are much higher, indicating more uncertainty towards the true population.

Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. 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 telephone sample, the breakdown of completed responses on a landline phone to a cell phone was 10% to 87% with 3% unknown.

At least 3 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.

Aristotle Inc. provided all the telephone numbers used for the telephone survey, and the online panel used to target motorcyclists by email was provided by Lucid Holdings. The online survey was administered via email using Qualtrics.

The study has an overall credibility interval of +/- 2.6 percentage points. Credibility interval is used in place of margin of sampling error in this study due to the use of a non-probability sampling frame, in this case, an opt-in online panel. The credibility interval is calculated as:

$$\bar{y} \pm 1/\sqrt{n}$$

It is important to note that, due to smaller sample sizes, the observations made between counties have a greater credibility interval, indicating a greater degree of uncertainty toward the true population than that of the entire sample. Table 1 shows the sample sizes of each of the 25 Florida counties surveyed, and Table 2 displays the credibility intervals for each.

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 and online sample were weighted by age, sex, education, and race to the 2019 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 motorcyclists were weighted to motorcyclist

demographic data collected from the phone samples of the past three project years.

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 5.8% response rate. 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.

Table 1. County and Sample Size (Motorcyclists / Non-motorcyclists)

County	Sample Size
Brevard	n=50/92
Broward	n=55/95
Duval	n=56/95
Hillsborough	n=54/96
Miami-Dade	n=53/97
Orange	n=53/98
Palm Beach	n=52/98
Pasco	n=54/96
Pinellas	n=54/96
Volusia	n=50/95
Total	n=531/958

Table 2. County and Credibility Interval

County	Credibility Interval
Brevard	+/-8.4
Broward	+/-8.2
Duval	+/-8.1
Hillsborough	+/-8.2
Miami-Dade	+/-8.2
Orange	+/-8.1
Palm Beach	+/-8.2
Pasco	+/-8.2
Pinellas	+/-8.2
Volusia	+/-8.3
Total	+/-2.6

Summary of Findings

The figures on the following pages represent data from the 2021 survey, as well as longitudinal data from previous years where applicable. These findings are separated into motorcyclists and non-motorcyclists for comparison.

The infographic below displays the demographic data of the 2021 sample, also broken down by motorcyclists and non-motorcyclists.

2021 Respondent Profile

Motorcyclists

Non-Motorcyclists

87% Male
13% Female

47% Male
54% Female

Age

	Motorcyclists		Non-Motorcyclists
18-24	8%		10%
25-34	23%		15%
35-44			15%
45-54	17%		17%
55-64	19%		15%
65+	16%		24%

Race/Ethnicity

	Motorcyclists	Non-Motorcyclists
White	59%	43%
Black	13%	17%
Hispanic	23%	30%
Other	5%	7%

Bachelor's Degree

39%   30%
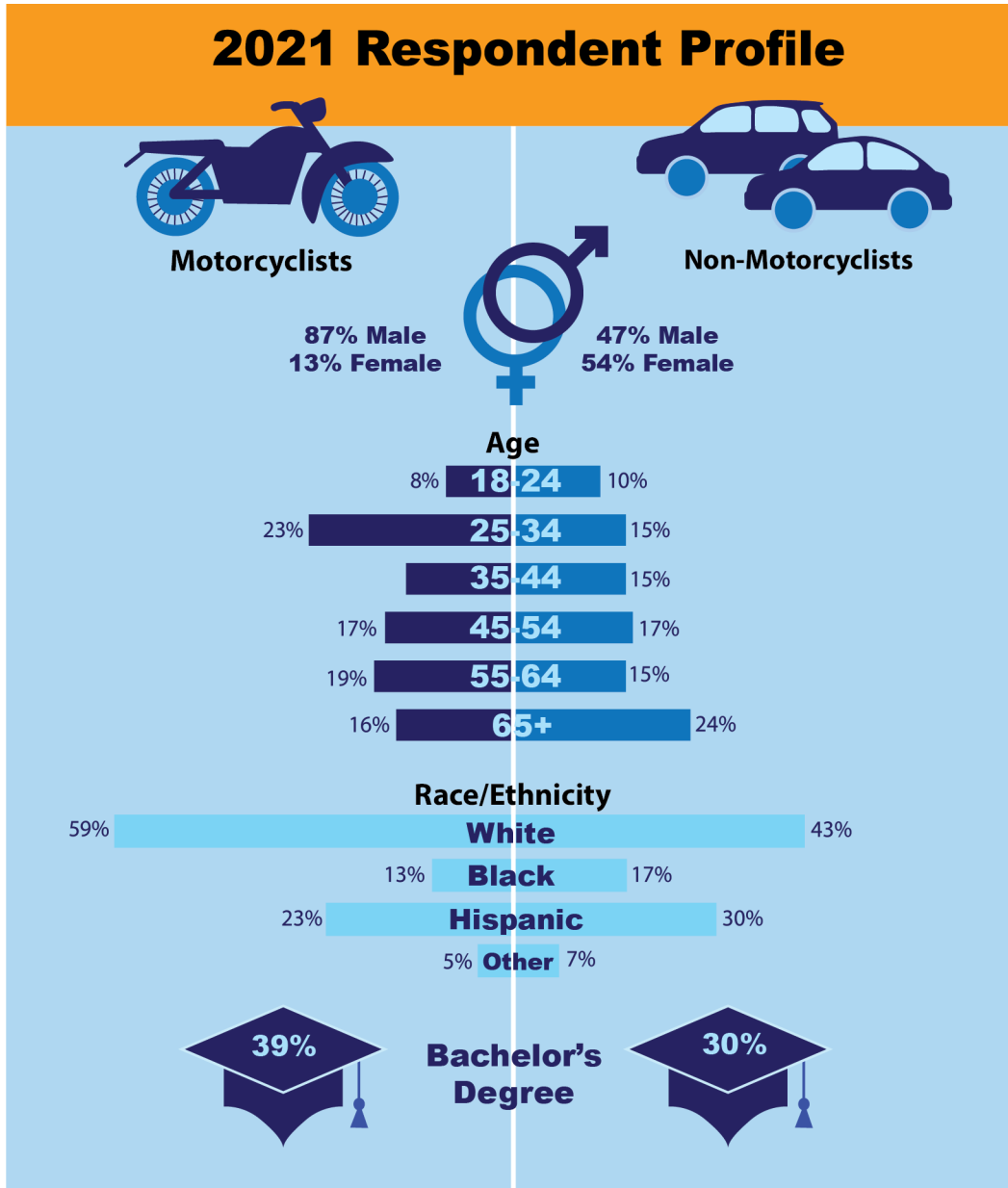
Figure 1a. Motorcyclists Vehicle Driven, 2017 to 2021

In general, what type of vehicle do you drive most often?
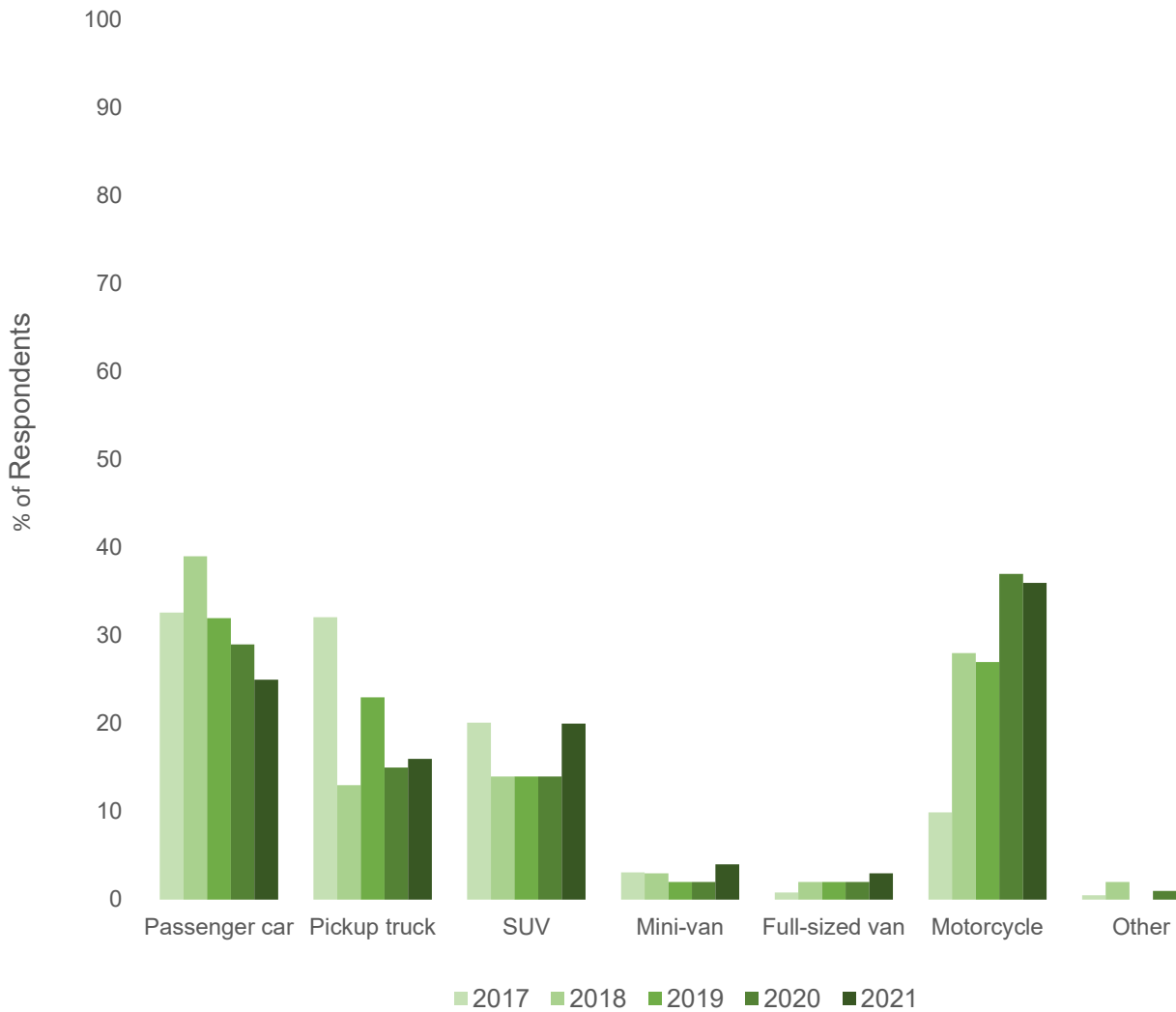
Respondents were first asked what type of vehicle they drive most often. Figures 1a and 1b display these responses for each project year, broken down by motorcyclists and non-motorcyclists. As shown above, the most commonly driven vehicle among motorcyclist was, in fact, motorcycles. The percentage of motorcyclists who report driving a motorcycle as their main mode of transportation has generally increased since 2017, dipping slightly in 2021 from 37 percent to 36 percent between 2020 and 2021. The percentage of motorcyclists who said they drive a passenger car most frequently has seen a steady decline, peaking in 2018 at 39 percent in 2018 and decreasing to 25 percent in 2021.

Figure 1b. Non-motorcyclists Vehicle Driven, 2017 to 2021

In general, what type of vehicle do you drive most often?
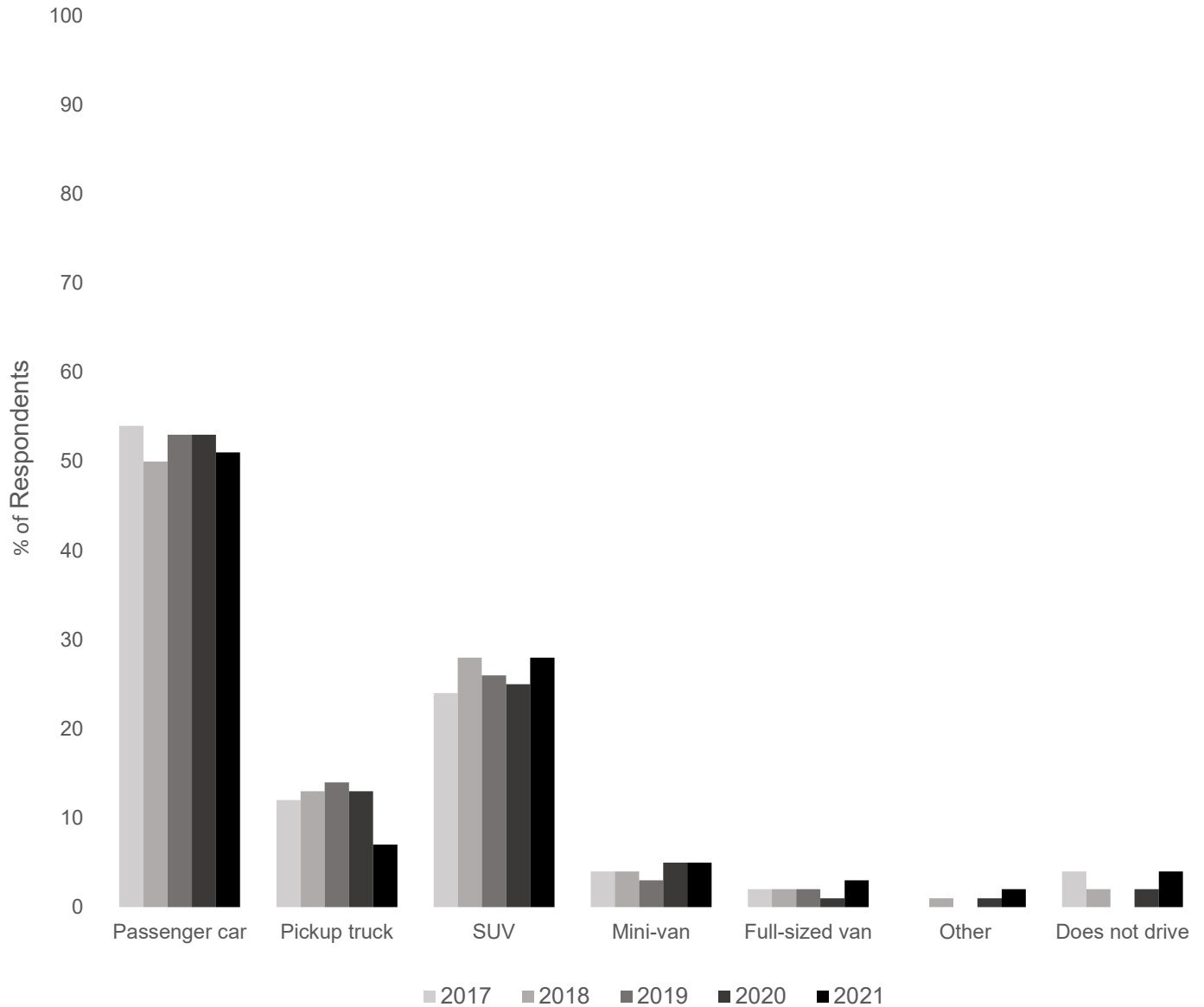
Figure 1b above shows the responses to the vehicle type question among non-motorcyclists for each project year. In all five years, passenger cars were the most popular vehicle, decreasing only slightly since 2017 from 54 to 51 percent. Sports Utility Vehicles (SUVs) continue to come in second place, increasing by four percentage points over five years. This year saw a decline in pickup truck drivers, which had remained largely steady, from 13 in 2020 to 7 percent in 2021.

Figure 2a. Type of Motorcycle, 2017 to 2021

Thinking of the motorcycle that you ride most often, what type of motorcycle is it?
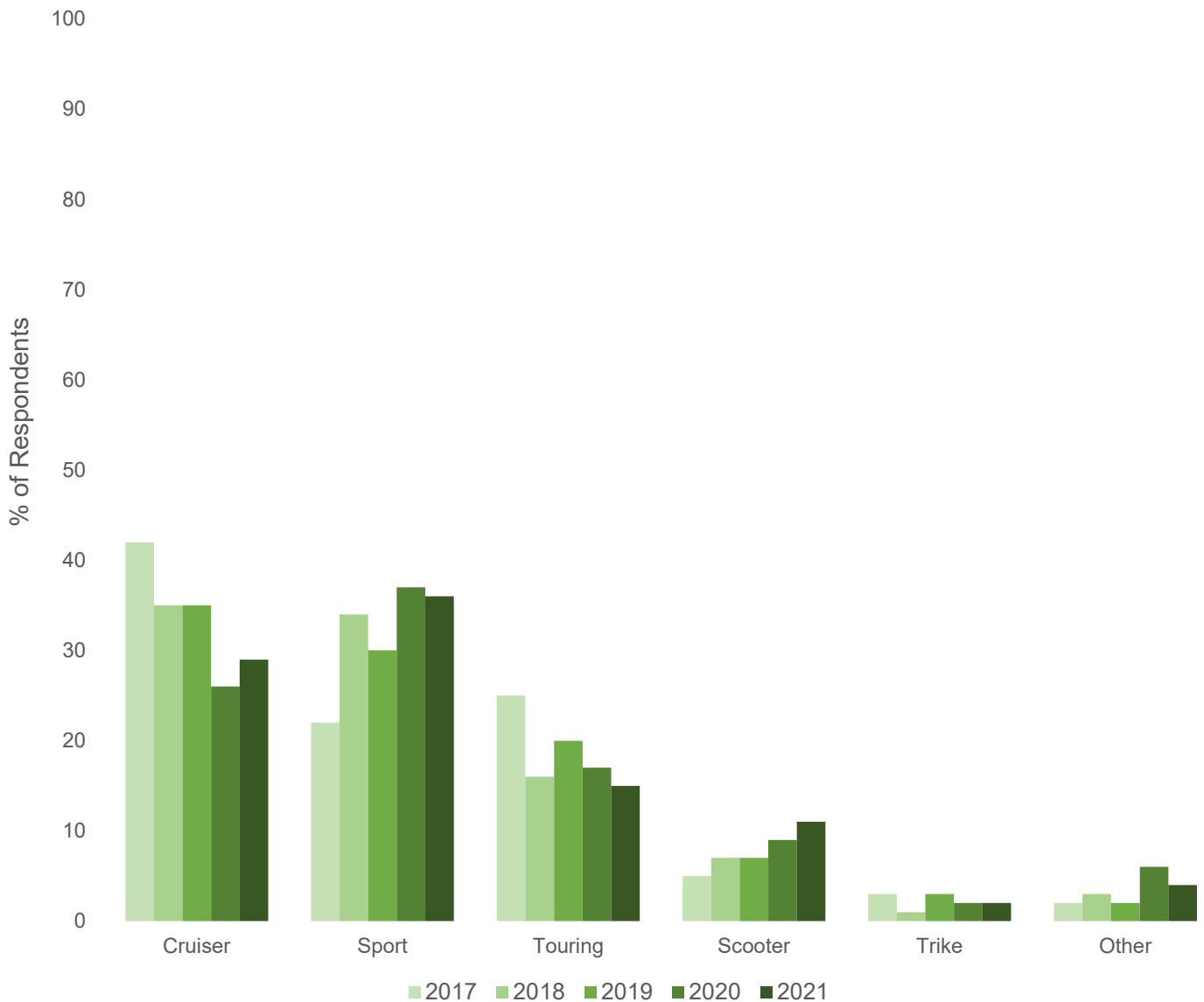
Respondents who reported having driven a motorcycle in the past year were then asked what type of motorcycle they ride most often. In 2021, sport bikes were the most popular motorcycle type, up 14 percentage points since 2017 from 22 to 36 percent. Conversely, the percentage of respondents who reported riding cruisers most often has been on the decline, dropping from 42 percent in 2017 to 29 percent in 2021. While still a relatively small proportion of motorcyclists, scooter riders have seen slow but steady increase over each project year.

Figure 3a. Motorcyclist Internet Usage, 2017 to 2021

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

Legend: 2017, 2018, 2019, 2020, 2021
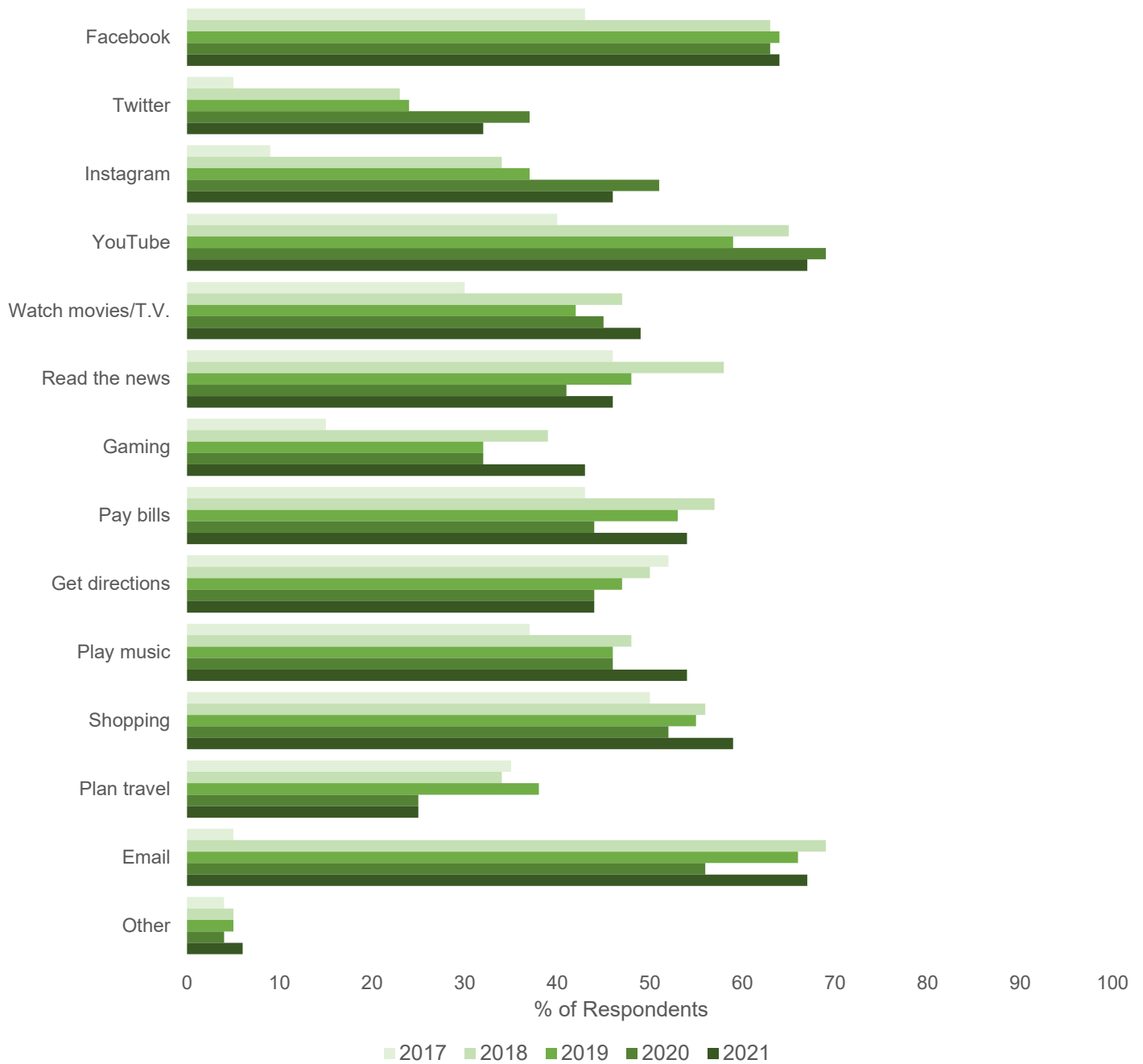
Respondents were also asked about the things they typically do on the internet. Checking email and watching YouTube videos were tied for most popular among motorcyclists, with 67 percent of respondents stating they had done so in the past seven days. Facebook was not far behind, with 64 percent saying they had used it in the past seven days. Just 2 percent said they had not used the internet during that time.

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

Email was equally popular among non-motorcyclists, with 67 percent saying they had used the internet for that purpose in the past seven days. While not quite as high as in the motorcyclist group, YouTube videos were the second most popular response for the non-motorcyclists at 57 percent. There was a slightly higher percentage among non-motorcyclists than motorcyclists who indicated not using the internet, at 6 percent, down from 14 percent in 2020.

Figure 4. *Watch for Motorcycles* by Motorcyclists and Non-motorcyclists, 2017 to 2021

In the past few months, have you seen or heard a safety message that said: *Watch for Motorcycles*
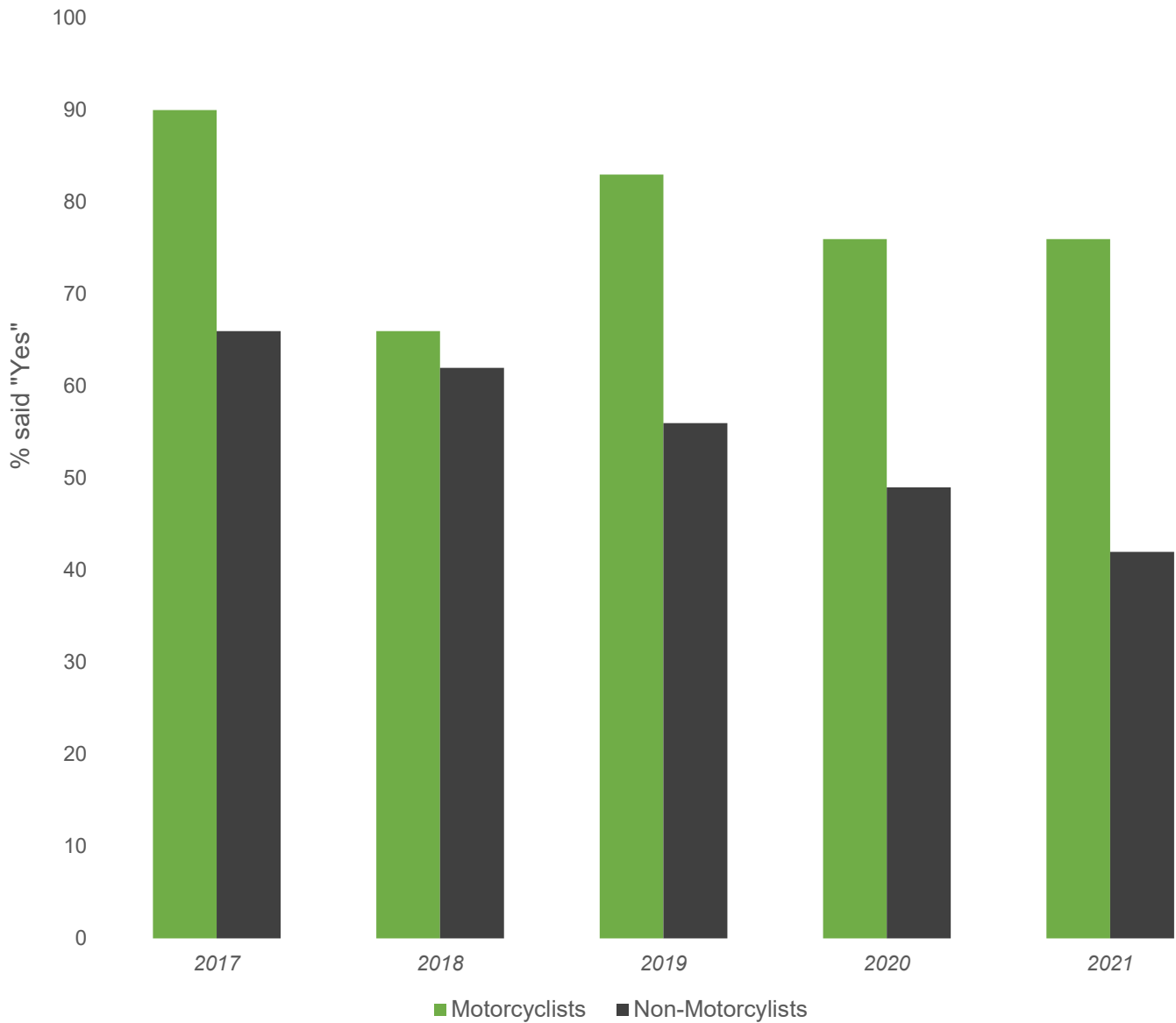
All respondents were asked whether they had seen or heard the safety message *Watch for Motorcycles* in the past few months. These responses are broken down by project year for both motorcyclists and non-motorcyclists in Figure 4. Among motorcyclists, awareness has remained steady at 76 percent of respondents indicating they saw or heard the message in both 2020 and 2021.

Among non-motorcyclists, however, awareness appears to have declined steadily since 2017, from 66 percent to 42 percent in 2021. This safety message, which is geared toward non-motorcyclists, still has much higher awareness among non-motorcyclists than the other two safety messages, as shown in the figures below.

Figure 5. *Drink Ride Lose* by Motorcyclists and Non-motorcyclists, 2019-2021

In the past few months, have you seen or heard a safety message that said: *Drink Ride Lose*
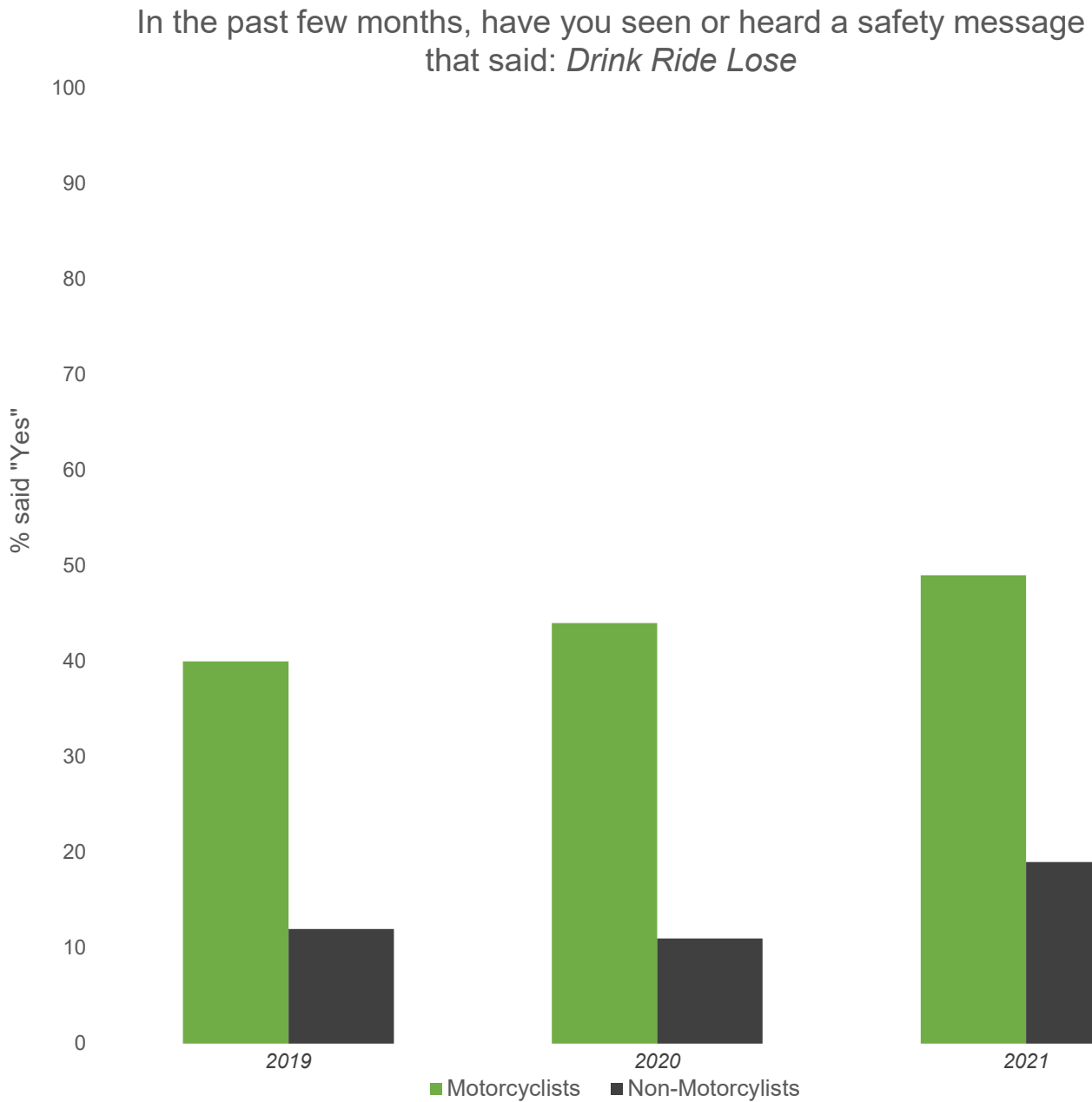
Respondents were also asked whether in the past few months they had seen or hear the safety message *Drink Ride Lose*, geared toward motorcyclists. This message was added to the survey in 2019. As shown in Figure 5, awareness of this message has increased since 2019 among both motorcyclists and non-motorcyclists. This change is most notable among motorcyclists, whose awareness has steadily risen each year to 49 percent in 2021.

Figure 6. *Ride Smart Florida* by Motorcyclists and Non-motorcyclists, 2019-2021

In the past few months, have you seen or heard about *Ride Smart Florida*?
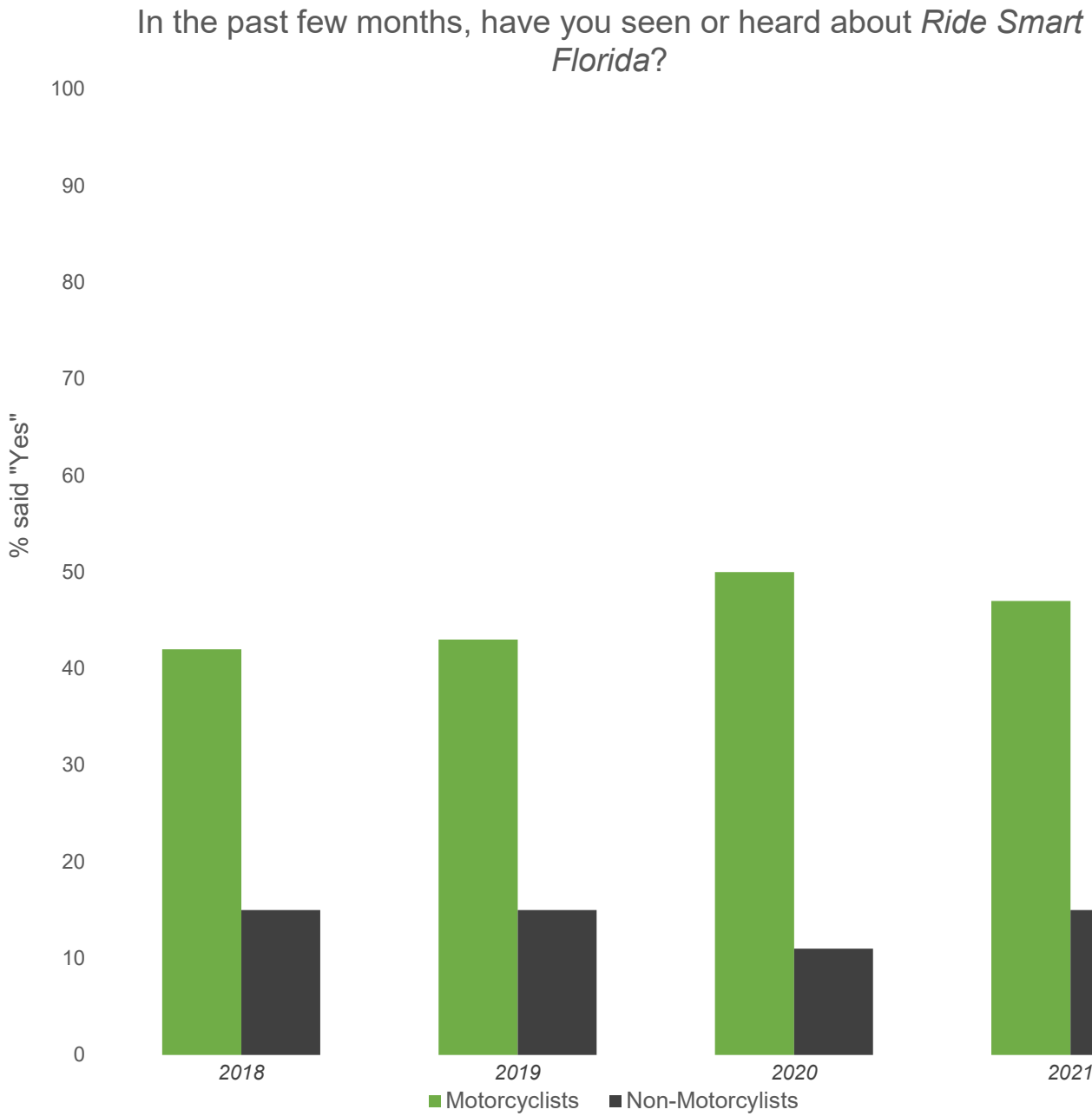
Finally, respondents were asked whether they had seen or heard the safety message *Ride Smart Florida* in the past few months. Like *Drink Ride Lose,* this message is geared more toward motorcyclists than non-motorcyclists. Among motorcyclists, awareness is down slightly from 2020, dropping from 50 percent to 47 percent in 2021. Awareness among non-motorcyclist respondents saw a small uptick in 2021 from 11 percent to 15 percent.

Figure 7. Awareness by Motorcycle Usage, 2021
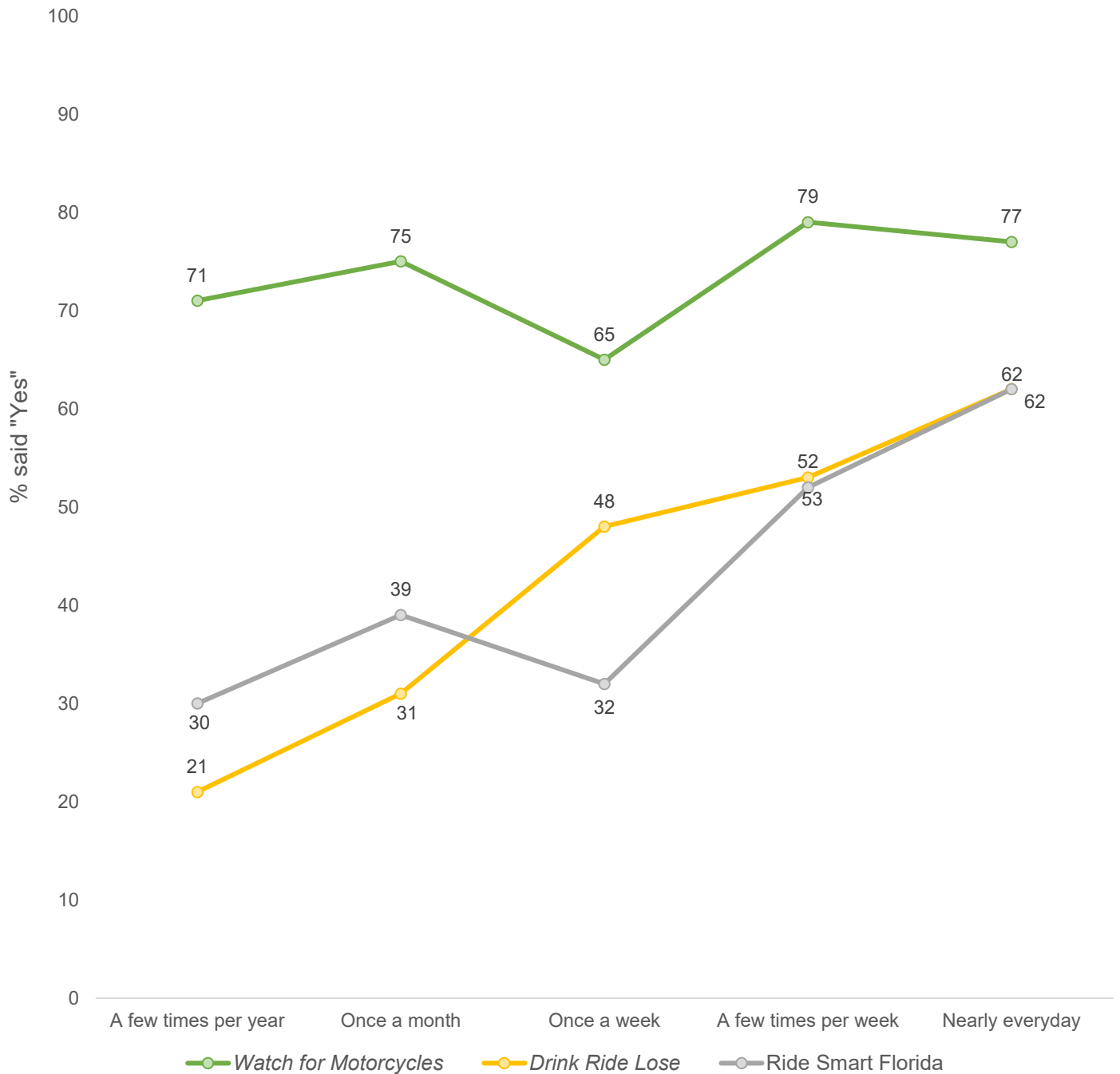
Figure 7 displays the percentage of motorcyclists who indicated they had seen or heard each of the campaign messages, broken down by frequency of motorcycle usage. Regarding *Watch for Motorcycles*, awareness remains relatively high at each usage level, dipping to 65 percent at once per week, and peaking at 79 percent at a few times per week. *Ride Smart Florida* and *Drink Ride Lose* have a more notable increase in awareness among those who ride more frequently, each peaking at 62 percent among those who ride nearly every day.

Figure 8a. Motorcyclists Media: *Watch for Motorcycles*, 2017 to 2021

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

Horizontal axis: % of Respondents (0, 20, 40, 60, 80, 100)

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

Legend: 2017, 2018, 2019, 2020, 2021
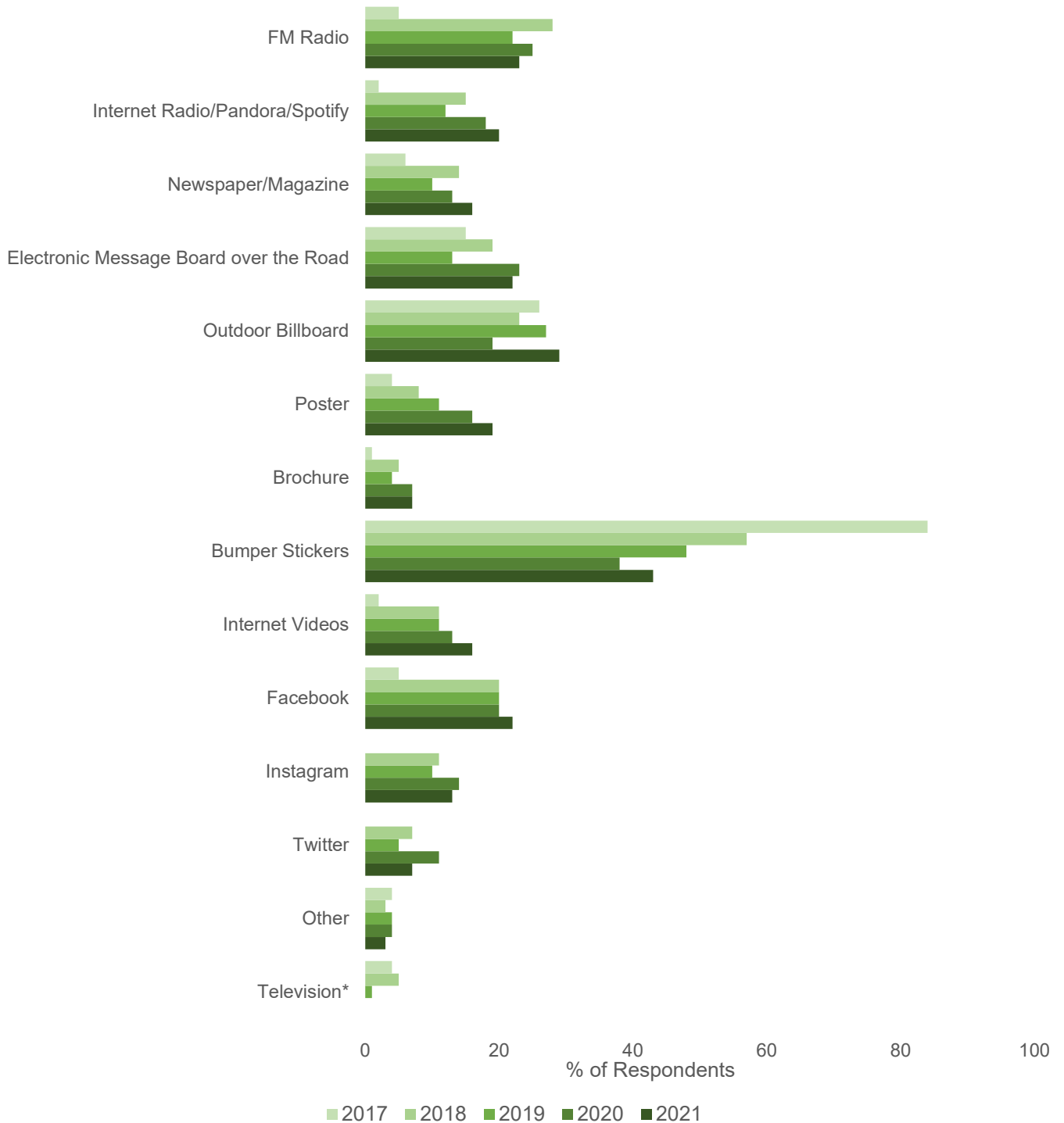
Respondents who indicated they saw or heard *Watch for Motorcycles* were also asked where they saw or heard it. The responses for each project year are displayed in Figures 8a and 8b, broken down by motorcyclists and non-motorcyclists. Bumper stickers was the number one response for all project years, although the percentage of respondents who reported having seen the message on bumper stickers has decreased since 2017, from 84 to 43 percent. Outdoor billboard was the next most popular response, at 29 percent.

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*Television was not offered as an option in 2020 and 2021.

Figure 8b. Non-motorcyclists Media: *Watch for Motorcycles*, 2017 to 2021

Watch for Motorcycles: Where did you see or hear it?
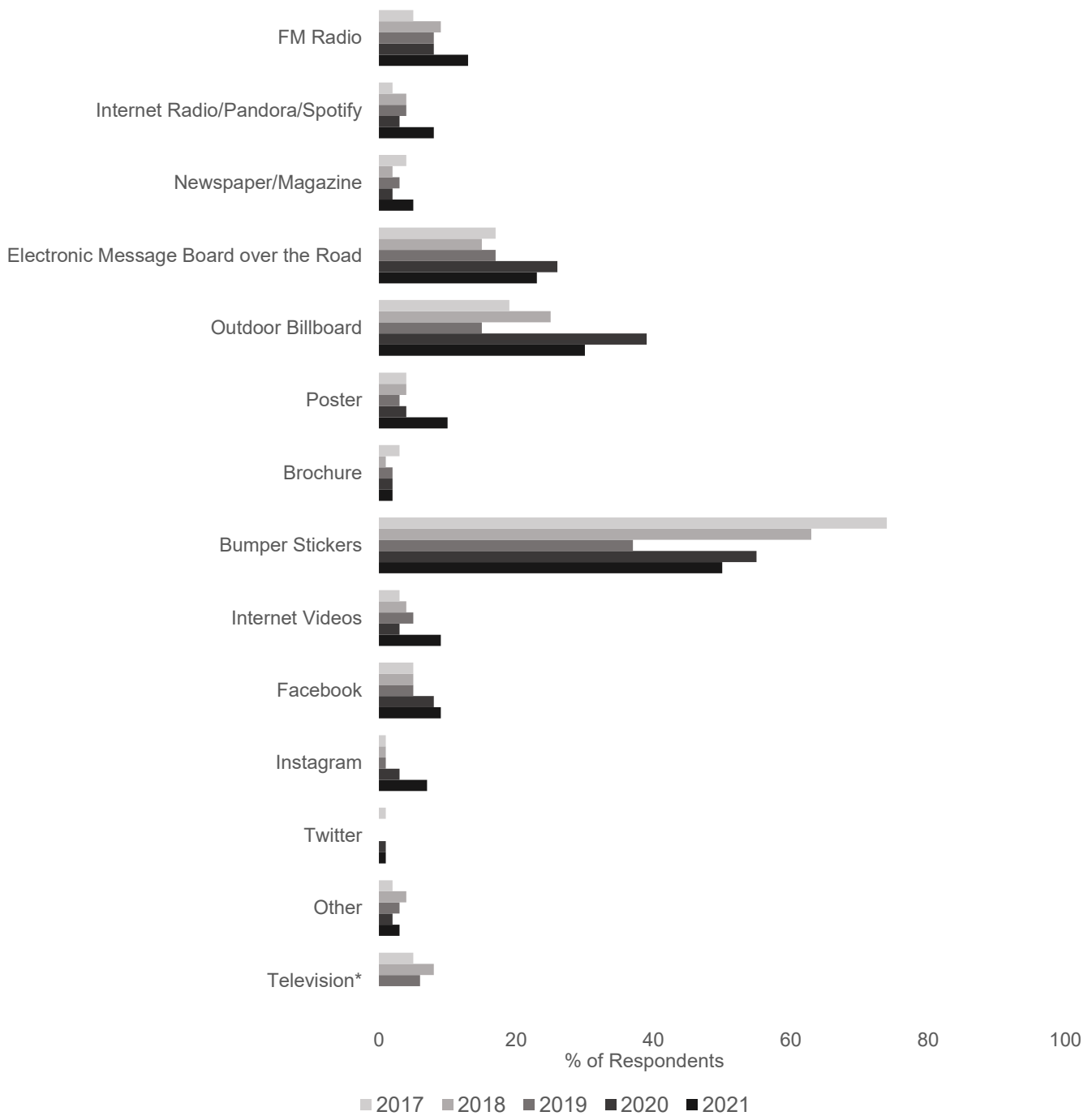
Bumper stickers were also the top choice among non-motorcyclists at 50 percent, down from 55 percent in 2020. Again, outdoor billboard came in second place among non-motorcyclists at 30 percent, followed by electronic message boards over the road at 23 percent.

FM radio, internet radio, posters, internet videos, newspaper/magazines, and Instagram all saw increases in 2021, though they each make up relatively small percentages of the non-motorcyclist sample.

*Television was not offered as an option in 2020 and 2021.

Figure 9a. Motorcyclists Media: *Drink Ride Lose,* **2019-2021**

Drink Ride Lose: Where did you see or hear it?
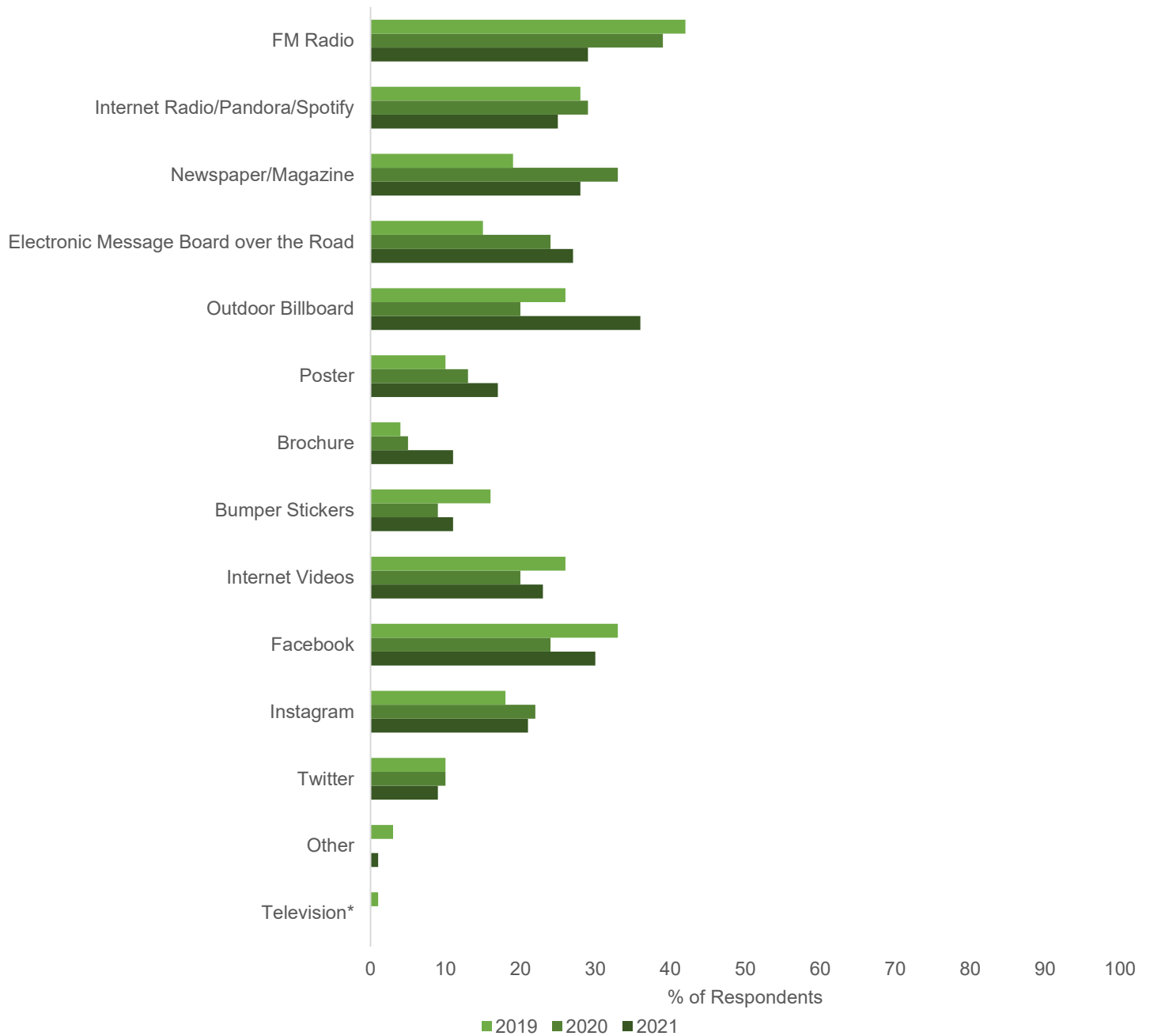
When asked where they saw or heard *Drink Ride Lose,* outdoor billboard was the most popular response among motorcyclists, up by 16 percentage points from 2020 to 36 percent. Facebook came in second with 30 percent of motorcyclists, followed closely by FM Radio at 29 percent. FM Radio was one of three media choices that saw decreases in 2021, along with internet radio, newspaper/magazine, and Twitter.

*Television was not offered as an option in 2020 and 2021.

Figure 9b. Non-Motorcyclists Media: *Drink Ride Lose,* **2019-2021**

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

% of Respondents

■2019 ■2020 ■2021
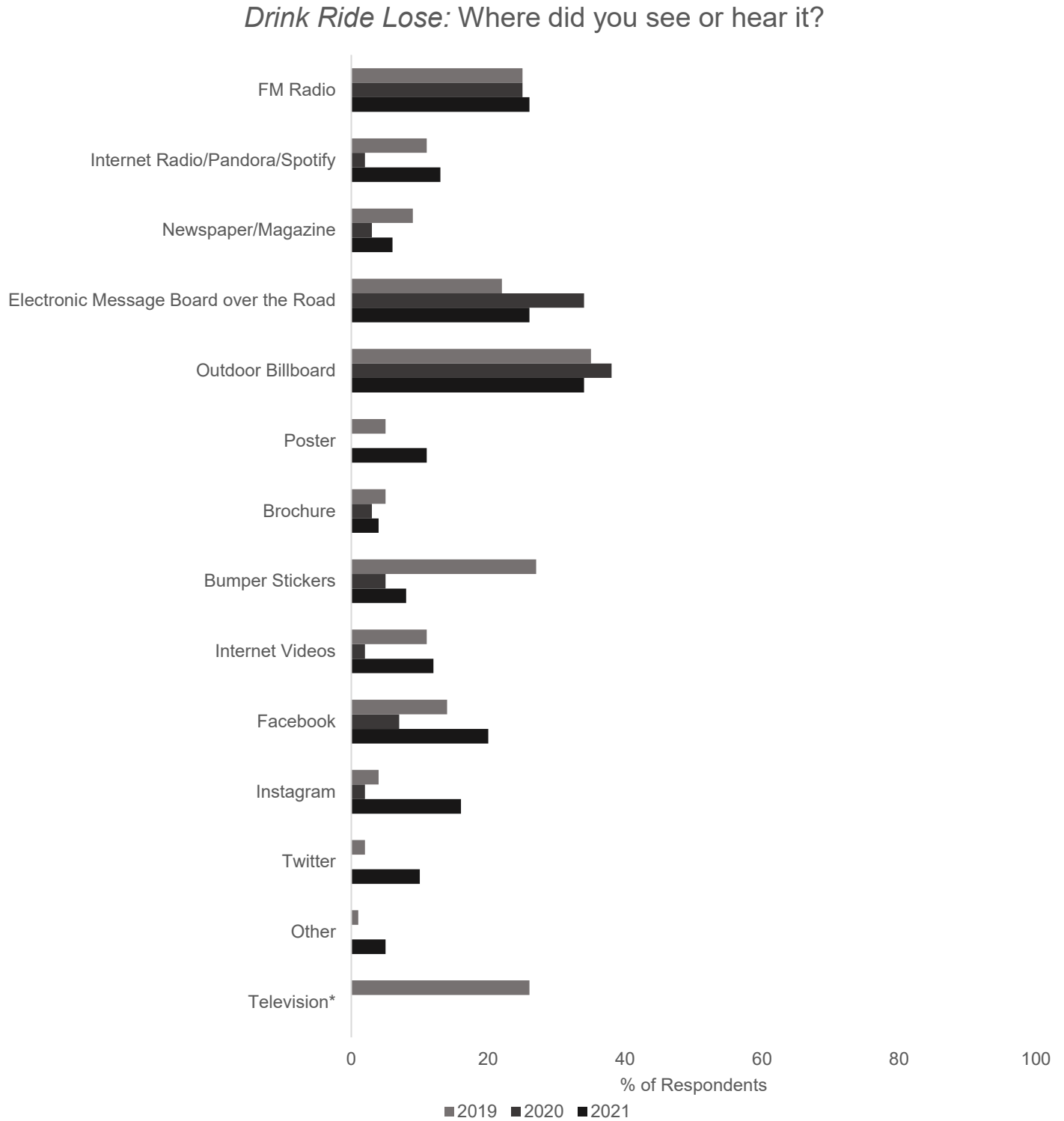
Among non-motorcyclists, outdoor billboards had the highest percentage of responses at 38 percent, followed by electronic message boards and FM radio, each with 26 percent. Poster and Twitter each increased from less than one percent in 2020 to 11 and 10 percent, respectively.

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*Television was not offered as an option in 2020 and 2021.

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

% of Respondents

■ 2018　■ 2019　■ 2020　■ 2021

Regarding *Ride Smart Florida*, motorcyclists reported hearing the message on internet radio most frequently at 31 percent, followed closely by FM radio at 30 percent and Facebook at 29 percent. 2021 saw increases in motorcyclists who reported seeing the message on Facebook, internet videos, bumper stickers, posters, and brochures.

*Television was not offered as an option in 2020 and 2021.

Figure 10b. Non-Motorcyclists Media: *Ride Smart Florida*, 2019-2021

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

Legend: ■ 2018 ■ 2019 ■ 2020 ■ 2021
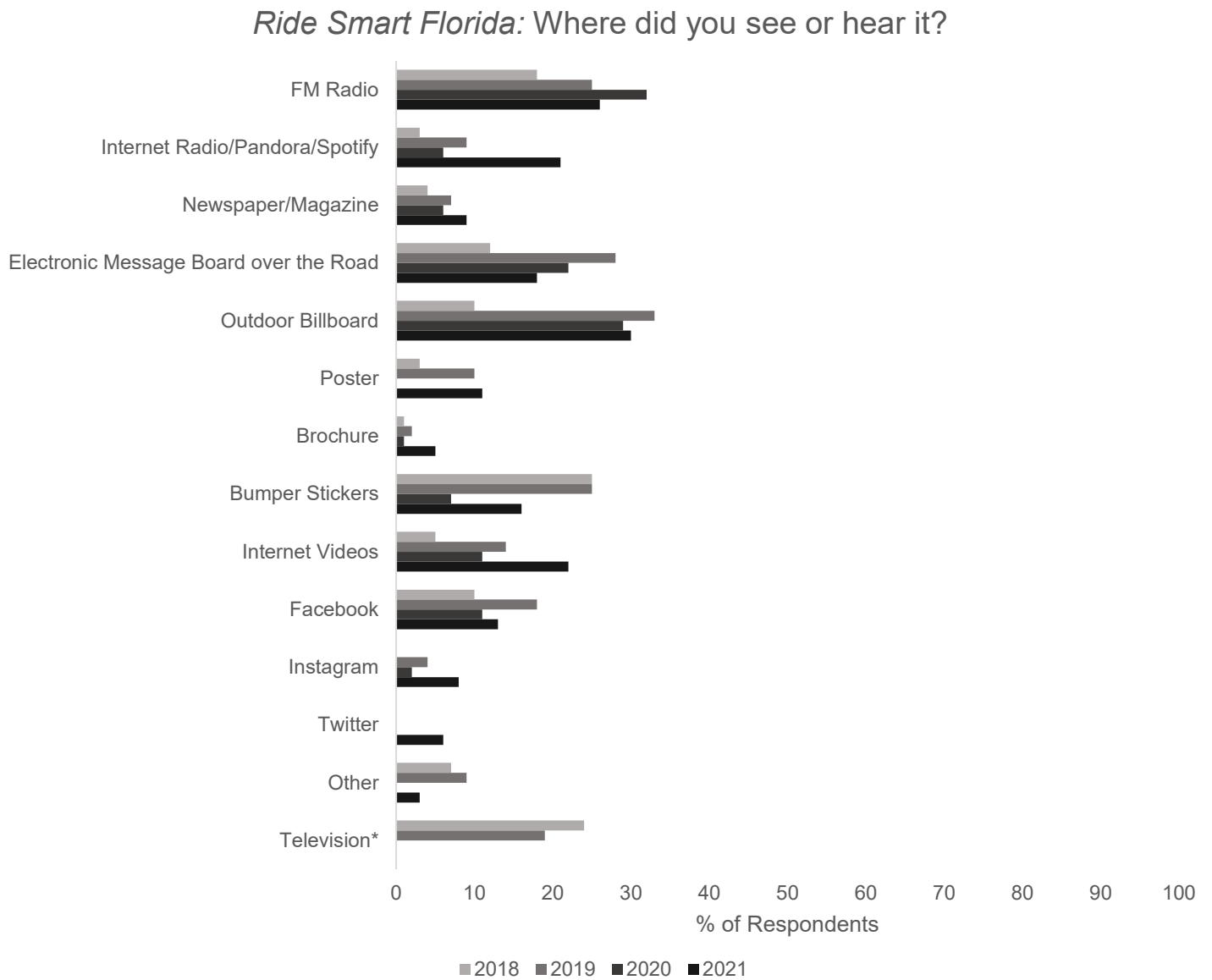
Non-motorcyclists reported seeing *Ride Smart Florida* on outdoor billboards most frequently, at 30 percent, followed by FM radio at 26 percent. Respondents who indicated seeing or hearing it on internet videos has increased from 11 percent in 2020 to 22 percent in 2021. Internet radio saw an even more dramatic increase, rising to 21 percent from just 6 percent in 2020.

*Television was not offered as an option in 2020.

Figure 11. Motorcycle Websites, 2018 to 2021

Which sites do you visit?
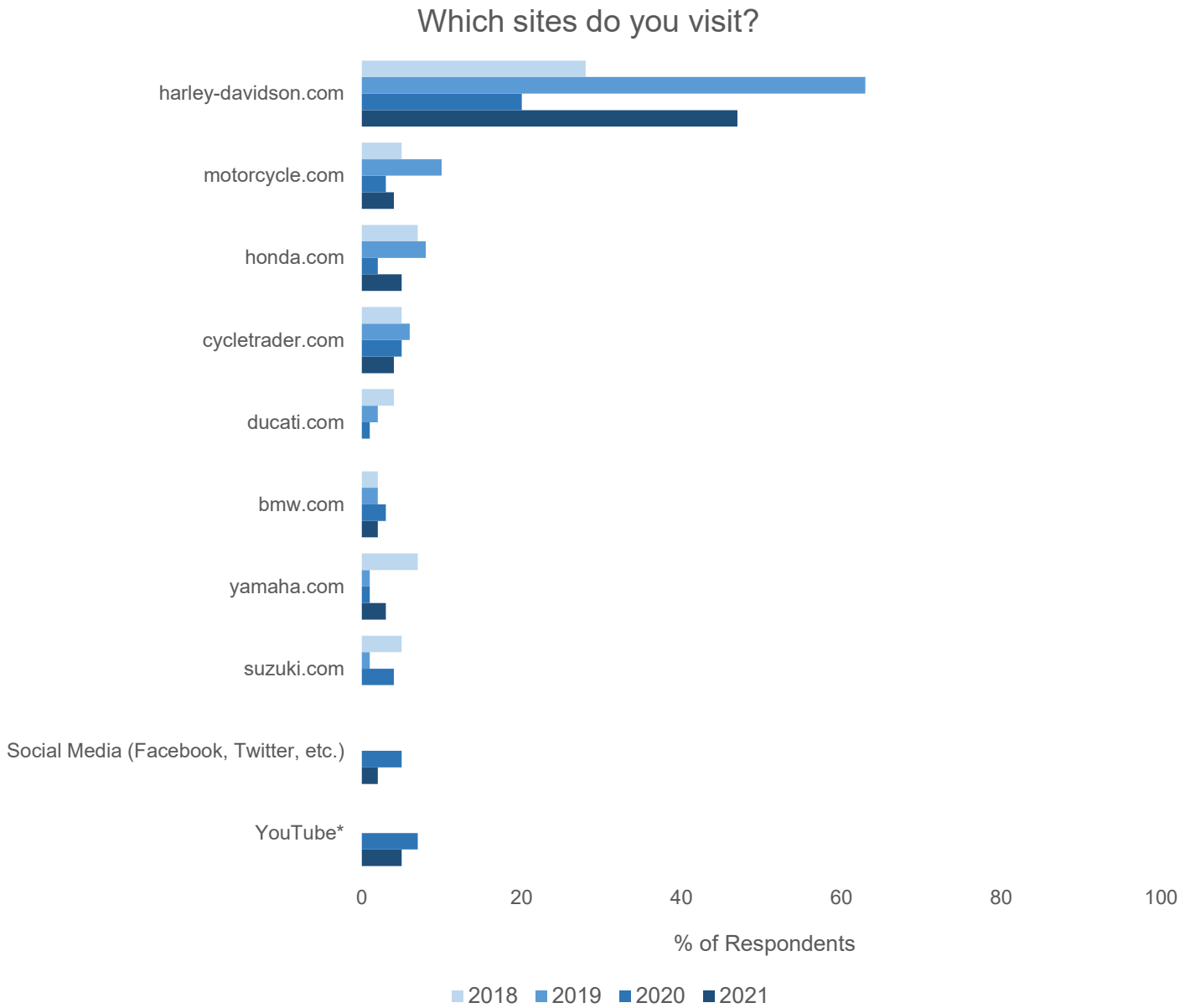
Motorcyclists were also asked whether they visit websites specific to motorcycles. Those who answered "yes" were then asked which ones they visit. This is an open-ended question which is recorded into categories during data analysis. In all project years, Harley-davidson.com was the most popular response, rising to 47 percent in 2021 after dipping to 20 percent the previous year.

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

Figure 12. Safety Improvement by Motorcyclists and Non-motorcyclists

In your opinion what would be the most effective way of improving motorcycle safety in Florida?
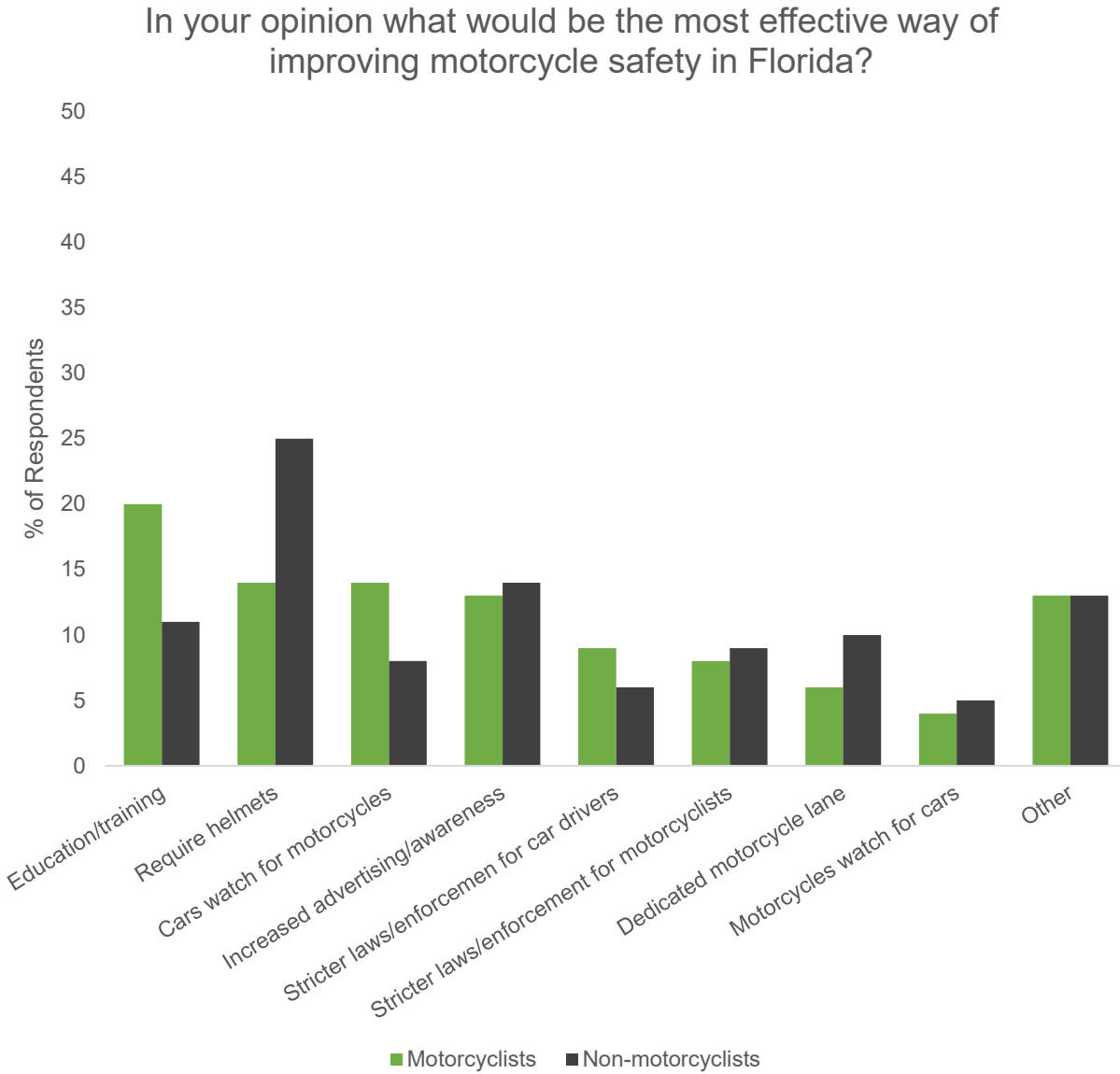
A new question was added to the survey in 2021, asking all respondents their opinion regarding the most effective way of improving motorcycle safety. Again, this question was open-ended, with responses recoded into categories during data analysis. Figure 12 shows the breakdown of responses between motorcyclists and non-motorcyclists. Among motorcyclists, the most popular response was increased education and training regarding motorcycle safety, with 20 percent. Among non-motorcyclists, the most frequent response, at 25 percent, was requiring motorcyclists to wear helmets. Increased awareness had roughly the same percentage of responses between motorcyclists and non-motorcyclists at 13 and 14 percent, respectively. Unsurprisingly, more motorcyclists suggested stricter laws and punishments for drivers, and more non-motorcyclists advocated the same for motorcyclists.

Appendix I: Survey Results[1]
TOPLINES

Motorcyclists
1. Brevard n=50
2. Broward n=55
3. Duval n=56
4. Hillsborough n=54
5. Miami-Dade n=53
6. Orange n=53
7. Palm Beach n=52
8. Pasco n=54
9. Pinellas n=54
10. Volusia n=50
11. Total =531

Non-motorcyclists
1. Brevard n=92
2. Broward n=95
3. Duval n=95
4. Hillsborough n=96
5. Miami-Dade n=97
6. Orange n=98
7. Palm Beach n=98
8. Pasco n=96
9. Pinellas n=96
10. Volusia n=95
11. Total =958

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[1] 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=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Online	85% 448	84% 44	81% 50	83% 50	87% 50	88% 50	85% 50	93% 50	86% 50	86% 50	79% 44
Telephone	15% 43	16% 6	19% 5	17% 6	13% 4	12% 3	15% 3	7% 2	15% 4	14% 4	21% 6

Non-motorcyclists: Method of Contact by County

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Online	53% 501	55% 50	57% 50	56% 50	51% 50	53% 50	52% 50	54% 50	47% 50	50% 50	50% 51
Telephone	47% 457	45% 42	43% 45	44% 45	49% 46	47% 47	48% 48	46% 48	53% 46	50% 46	50% 44

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

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Motorcycle	36% 172	28% 20	41% 16	29% 23	42% 12	33% 17	22% 22	24% 14	34% 14	24% 19	31% 15
Scooter	2% 18	- 0	13% 6	<1% 1	<1% 1	5% 3	8% 4	- 0	1% 2	<1% 1	- 0
Passenger car	25% 146	21% 15	23% 15	24% 13	37% 17	16% 11	30% 15	16% 12	20% 15	32% 19	29% 14
Pickup truck	16% 47	19% 6	2% 1	17% 6	10% 5	2% 1	5% 2	13% 4	38% 12	16% 6	14% 4
SUV	20% 104	21% 7	17% 13	17% 10	18% 12	23% 12	25% 9	27% 11	15% 9	14% 7	24% 14
Mini-van	4% 23	2% 1	4% 2	<1% 2	2% 2	7% 5	<1% 0	7% 5	3% 2	4% 2	8% 2
Full-sized van	3% 13	2% 1	13% 2	<1 0	4% 3	<1% 1	- 1	11% 4	<1% 0	<1% 0	2% 1
Other	<1% 2	- 0	- 0	- 0	<1% 1	2% 1	- 0	- 0	- 0	- 0	- 0
Does not drive	1% 4	- 0	- 0	<1% 1	- 0	2% 1	- 0	4% 2	- 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=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Passenger car	51% 488	55% 50	47% 49	50% 48	56% 56	57% 52	54% 52	50% 51	43% 45	44% 42	45% 43
Pickup truck	7% 74	11% 8	4% 4	8% 7	11% 11	5% 6	6% 6	9% 7	7% 5	7% 6	19% 14
SUV	28% 294	31% 29	32% 30	34% 35	20% 19	24% 24	28% 30	22% 25	36% 34	40% 38	28% 30
Mini-van	5% 43	2% 3	1% 2	- 0	5% 5	8% 8	2% 2	9% 7	3% 3	7% 6	7% 7
Full-sized van	3% 14	<1% 1	2% 1	1% 1	4% 2	2% 2	4% 2	6% 4	2% 1	- 0	- 0
Other	2% 11	- 0	4% 4	3% 2	2% 1	1% 1	- 0	1% 1	2% 1	- 0	2% 1
Does not drive	4% 32	2% 1	9% 5	4% 2	3% 2	4% 4	6% 6	3% 3	7% 6	3% 3	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0

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

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Cruiser	29% 160	52% 22	15% 11	38% 22	23% 15	26% 17	42% 21	11% 12	35% 17	14% 9	27% 14
Sport	36% 224	24% 19	57% 30	40% 23	30% 20	40% 22	32% 19	36% 22	42% 25	38% 26	27% 18
Touring	15% 54	8% 2	2% 2	2% 2	30% 10	21% 6	5% 3	24% 10	16% 6	26% 7	17% 6
Scooter	11% 55	11% 5	17% 8	6% 3	13% 7	9% 5	15% 7	29% 8	4% 3	2% 5	6% 4
Trike	2% 14	5% 2	- 0	4% 3	2% 1	<1% 1	<1% 1	- 0	1% 1	<1% 1	9% 4
Other	4% 16	- 0	2% 1	9% 3	- 0	2% 1	7% 2	- 0	3% 2	14% 5	2% 2
Don't Know	2% 5	- 0	2% 1	- 0	2% 1	2% 1	- 0	- 0	- 0	- 0	13% 2
Refusal	1% 3	- 0	4% 2	- 0	- 0	- 0	- 0	- 0	- 0	6% 1	- 0

25

Motorcyclists: Approximately how often do you ride a motorcycle?

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Nearly everyday	26% 136	27% 15	24% 14	40% 19	16% 7	38% 15	24% 16	9% 7	24% 14	28% 15	26% 14
A few times a week	38% 181	36% 20	36% 15	28% 13	55% 24	26% 15	34% 19	38% 16	41% 19	33% 19	49% 21
Once a week	14% 82	18% 7	4% 5	9% 8	9% 12	19% 13	15% 8	24% 10	15% 8	16% 7	10% 4
Once a month	12% 71	10% 3	20% 8	17% 10	9% 8	14% 7	17% 6	18% 13	13% 8	6% 4	3% 4
A few times a year	8% 49	3% 4	9% 8	6% 5	9% 2	2% 3	10% 4	11% 6	8% 5	10% 7	12% 5
Other	1% 7	7% 1	4% 3	<1% 1	- 0	- 0	- 0	- 0	- 0	2% 1	<1% 1
Don't Know	<1% 1	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	1% 2	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	6% 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?[2]

	Total n=531
Facebook	64% 351
Twitter	32% 211
Instagram	46% 315
YouTube	67% 383
Watch movies	49% 312
Read the news	46% 242
Gaming	43% 245
Pay bills	54% 280
Get directions	44% 243
Play music	54% 309
Shopping	59% 329
Plan travel	25% 153
Check email	67% 357
Other	6% 27
Does not use Internet	2% 7
Don't Know	- 0
Refusal	1% 3

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[2] 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?[3]

	Total n=958
Facebook	56% 567
Twitter	20% 177
Instagram	40% 340
YouTube	57% 506
Watch movies	44% 395
Read the news	42% 414
Gaming	26% 249
Pay bills	49% 491
Get directions	43% 417
Play music	43% 413
Shopping	52% 519
Plan travel	24% 247
Check email	67% 671
Other	6% 64
Does not use Internet	6% 43
Don't Know	<1% 4
Refusal	1% 7

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

Motorcyclists: How often do you use Facebook?

	Total n=351	Brevard n=33	Broward n=30	Duval n=39	Hillsborough n=36	Miami-Dade n=32	Orange n=38	Palm Beach n=31	Pasco n=36	Pinellas n=45	Volusia n=31
Multiple times per day	64% 227	65% 22	64% 18	81% 28	61% 22	63% 19	60% 23	74% 20	58% 25	59% 31	63% 19
Once per day	19% 64	19% 4	20% 7	10% 5	16% 8	17% 6	28% 9	22% 7	23% 6	20% 6	20% 6
A couple times per week	11% 32	11% 4	<1% 2	7% 2	24% 4	8% 3	<1% 1	4% 3	10% 2	15% 5	18% 6
Once a week	3% 17	5% 2	4% 1	3% 4	<1% 2	8% 2	8% 3	- 0	2% 1	2% 2	- 0
Less than once a week	3% 10	- 0	12% 2	- 0	- 0	4% 2	4% 2	<1% 1	6% 2	5% 1	- 0
Other	<1% 1	<1% 1	- 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=567	Brevard n=59	Broward n=47	Duval n=58	Hillsborough n=57	Miami-Dade n=51	Orange n=58	Palm Beach n=55	Pasco n=60	Pinellas n=60	Volusia n=62
Multiple times per day	64% 352	59% 34	58% 26	70% 40	60% 33	69% 34	61% 34	64% 33	57% 35	68% 37	75% 46
Once per day	17% 104	18% 11	17% 9	16% 8	11% 8	14% 8	17% 9	25% 14	27% 16	19% 12	14% 9
A couple times per week	11% 72	16% 11	15% 7	6% 5	19% 11	7% 5	15% 11	7% 5	11% 6	9% 7	6% 4
Once a week	5% 24	5% 2	3% 3	3% 2	6% 3	8% 3	5% 2	4% 3	3% 1	2% 2	6% 3
Less than once a week	3% 14	2% 1	7% 2	5% 3	2% 1	2% 1	2% 2	- 0	3% 2	3% 2	- 0
Other	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: How often do you use Twitter?

	Total n=210	Brevard n=12	Broward n=27	Duval n=18	Hillsborough n=20	Miami-Dade n=32	Orange n=27	Palm Beach n=23	Pasco n=16	Pinellas n=22	Volusia n=13
Multiple times per day	56% 112	82% 7	63% 14	59% 11	54% 7	76% 24	44% 13	23% 7	41% 8	55% 12	62% 9
Once per day	23% 42	9% 1	25% 5	29% 4	15% 5	4% 3	39% 8	39% 7	46% 6	15% 3	- 0
A couple times per week	18% 35	9% 2	13% 4	6% 1	31% 5	16% 3	17% 4	39% 7	14% 2	20% 4	23% 3
Once a week	3% 10	- 0	<1% 1	6% 2	<1% 2	4% 2	- 0	<1% 1	- 0	5% 1	15% 1
Less than once a week	<1% 10	<1% 2	<1% 3	- 0	<1% 1	- 0	<1% 2	<1% 1	- 0	<1% 1	- 0
Other	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	5% 1	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Twitter?

	Total n=177	Brevard n=14	Broward n=20	Duval n=19	Hillsborough n=22	Miami-Dade n=29	Orange n=12	Palm Beach n=15	Pasco n=12	Pinellas n=13	Volusia n=21
Multiple times per day	38% 62	22% 3	31% 7	43% 7	42% 9	48% 13	39% 5	30% 4	25% 4	12% 2	40% 8
Once per day	18% 34	33% 5	29% 7	19% 3	14% 4	17% 5	23% 2	4% 1	25% 2	18% 3	10% 2
A couple times per week	23% 44	11% 2	19% 3	29% 6	22% 4	18% 5	31% 4	26% 4	25% 4	41% 5	40% 7
Once a week	9% 19	11% 2	0	10% 2	17% 3	7% 3	8% 1	22% 4	0	6% 1	10% 3
Less than once a week	10% 14	22% 2	17% 2	0	6% 2	11% 3	0	4% 1	25% 2	24% 2	0
Other	1% 2	- 0	5% 1	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	13% 1	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1

Motorcyclists: How often do you use Instagram?

	Total n=313	Brevard n=21	Broward n=39	Duval n=34	Hillsborough n=30	Miami-Dade n=41	Orange n=39	Palm Beach n=29	Pasco n=27	Pinellas n=28	Volusia n=25
Multiple times per day	61% 197	61% 14	66% 27	52% 21	61% 17	70% 27	63% 23	57% 17	58% 17	67% 19	52% 15
Once per day	19% 57	28% 3	17% 6	24% 6	22% 7	17% 8	17% 6	33% 8	12% 5	11% 2	17% 6
A couple times per week	12% 38	11% 4	14% 4	7% 4	11% 4	7% 3	8% 5	10% 3	15% 2	17% 6	26% 3
Once a week	6% 12	- 0	3% 1	17% 3	6% 1	<1% 1	8% 2	<1% 1	12% 1	6% 1	4% 1
Less than once a week	1% 7	- 0	<1% 1	- 0	<1% 1	3% 1	4% 3	- 0	<1% 1	- 0	- 0
Other	1% 2	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	3% 1	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Instagram?

	Total n=340	Brevard n=29	Broward n=40	Duval n=40	Hillsborough n=37	Miami-Dade n=52	Orange n=34	Palm Beach n=32	Pasco n=18	Pinellas n=26	Volusia n=32
Multiple times per day	62% 192	46% 14	67% 28	57% 21	51% 17	71% 35	64% 22	62% 16	60% 9	36% 11	69% 19
Once per day	18% 64	21% 7	20% 6	17% 8	22% 7	13% 8	20% 6	14% 7	10% 4	29% 6	19% 5
A couple times per week	13% 52	29% 7	11% 5	15% 7	15% 7	8% 5	6% 2	21% 7	10% 2	25% 5	13% 5
Once a week	5% 20	4% 1	- 0	4% 1	11% 5	3% 2	9% 3	2% 1	20% 3	7% 3	<1% 1
Less than once a week	1% 6	- 0	0	4% 2	2% 1	- 0	- 0	2% 1	- 0	4% 1	<1% 1
Other	2% 5	- 0	2% 1	2% 1	- 0	5% 2	2% 1	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1

Motorcyclists: How often do you use YouTube?

	Total n=381	Brevard n=25	Broward n=40	Duval n=41	Hillsborough n=36	Miami-Dade n=40	Orange n=44	Palm Beach n=29	Pasco n=39	Pinellas n=48	Volusia n=39
Multiple times per day	60% 245	63% 17	62% 26	66% 26	39% 18	79% 31	75% 31	67% 17	54% 26	58% 29	52% 24
Once per day	15% 66	13% 4	17% 7	9% 7	12% 5	18% 7	16% 7	19% 4	14% 6	20% 12	13% 7
A couple times per week	18% 52	25% 3	10% 5	22% 6	33% 10	3% 1	6% 5	14% 6	21% 3	22% 7	20% 6
Once a week	4% 13	<1% 1	- 0	3% 2	15% 3	<1% 1	<1% 1	<1% 1	10% 3	- 0	7% 1
Less than once a week	2% 4	- 0	7% 1	- 0	- 0	- 0	- 0	<1% 1	2% 1	- 0	9% 1
Other	<1% 1	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use YouTube?

	Total n=505	Brevard n=40	Broward n=55	Duval n=56	Hillsborough n=59	Miami-Dade n=53	Orange n=57	Palm Beach n=44	Pasco n=43	Pinellas n=47	Volusia n=51
Multiple times per day	52% 255	50% 20	50% 27	58% 32	52% 26	50% 27	56% 30	61% 23	57% 23	39% 18	56% 29
Once per day	15% 81	28% 12	7% 6	15% 8	16% 12	17% 9	12% 8	10% 5	18% 7	25% 9	9% 5
A couple times per week	20% 113	16% 6	29% 17	15% 8	21% 15	20% 11	16% 11	14% 8	14% 8	31% 17	22% 12
Once a week	8% 32	- 0	7% 2	7% 4	6% 3	9% 4	16% 7	8% 5	4% 1	2% 2	9% 4
Less than once a week	4% 21	3% 1	3% 2	7% 4	4% 3	2% 1	1% 1	8% 3	7% 4	4% 1	3% 1
Other	1% 2	- 0	4% 1	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0
Don't Know	<1% 1	3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Do you visit websites specifically related to motorcycles?

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Yes	65% 340	67% 30	55% 30	50% 30	69% 35	77% 40	60% 38	74% 36	65% 33	63% 35	67% 33
No	35% 191	33% 20	45% 25	50% 26	31% 19	23% 13	41% 15	26% 16	35% 21	37% 19	33% 17
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Which sites do you visit?

	Total n=271
harley-davidson.com	47% 102
motorcycle.com	4% 20
cycletrader.com	4% 13
honda.com	5% 12
yamaha.com	3% 7
bmw.com	2% 4
ducati.com	<1% 1
Social Media	2% 13
YouTube	5% 14
Other	28% 85

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=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Yes	49% 295	44% 21	44% 29	49% 27	52% 35	70% 42	44% 30	67% 34	44% 25	49% 26	35% 26
No	51% 235	57% 29	56% 26	49% 28	48% 19	30% 11	56% 23	33% 18	56% 29	51% 28	65% 24
Don't Know	<1% 1	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 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=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Yes	19% 168	15% 11	22% 18	21% 18	21% 21	26% 24	11% 10	12% 14	13% 16	17% 17	21% 19
No	80% 781	85% 80	78% 76	79% 77	77% 73	73% 72	88% 87	87% 83	87% 80	82% 78	79% 75
Don't Know	1% 6	<1% 1	- 0	- 0	1% 1	1% 1	1% 1	1% 1	- 0	1% 1	- 0
Refusal	<1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?[4]

	Total n=295
FM Radio	29% 95
Internet Radio/Pandora/Spotify	25% 88
Newspaper/Magazine	28% 75
Electronic Message Board over the Road	27% 79
Outdoor Billboard	36% 106
Poster	17% 51
Brochure	11% 38
Bumper Stickers	11% 39
Internet Videos	23% 79
Facebook	30% 87
Instagram	21% 75
Twitter	9% 32
Other	1% 3

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

Non-motorcyclists: Where did you see or hear it?[5]

	Total n=168
FM Radio	26% 41
Internet Radio/Pandora/Spotify	13% 24
Newspaper/Magazine	6% 15
Electronic Message Board over the Road	26% 39
Outdoor Billboard	34% 58
Poster	11% 16
Brochure	4% 8
Bumper Stickers	8% 14
Internet Videos	12% 21
Facebook	20% 28
Instagram	16% 21
Twitter	10% 11
Other	5% 4
Television[6]	9% 15

[5] Percentages may add up to greater than 100% for this select-all question
[6] This category was recoded from "Other" due to a high volume of overall responses

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=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Yes	76% 405	77% 39	72% 37	64% 41	64% 39	93% 46	68% 38	71% 39	83% 42	90% 46	70% 38
No	25% 126	23% 11	28% 18	36% 15	36% 15	7% 7	32% 15	29% 13	17% 12	10% 8	30% 12
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 the past few months, have you seen or heard a motorcycle safety message that says *Watch for Motorcycles*?

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Yes	42% 429	54% 47	35% 35	43% 45	46% 42	38% 36	38% 38	33% 30	55% 53	50% 47	60% 56
No	58% 523	46% 45	65% 60	56% 49	54% 53	62% 60	60% 59	66% 67	44% 42	50% 49	40% 39
Don't Know	1% 6	- 0	- 0	1% 1	1% 1	0% 1	1% 1	1% 1	2% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=531
FM Radio	23% 114
Internet Radio/Pandora/Spotify	20% 103
Newspaper/Magazine	23% 78
Electronic Message Board over the Road	22% 88
Outdoor Billboard	29% 124
Poster	19% 91
Brochure	7% 36
Bumper Stickers	43% 145
Internet Videos	16% 77
Facebook	22% 97
Instagram	13% 77
Twitter	7% 39
Other	3% 7

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[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=429
FM Radio	13% 49
Internet Radio/Pandora/Spotify	8% 29
Newspaper/Magazine	5% 20
Electronic Message Board over the Road	23% 87
Outdoor Billboard	30% 127
Poster	10% 35
Brochure	2% 7
Bumper Stickers	50% 213
Internet Videos	9% 38
Facebook	9% 42
Instagram	7% 20
Twitter	1% 6
Other	3% 16
Television[9]	3% 19

[8] Percentages may add up to greater than 100% for this select-all question
[9] This category was recoded from "Other" due to a high volume of overall responses

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

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Yes	47% 296	34% 22	51% 30	40% 29	38% 29	72% 40	61% 36	47% 28	48% 29	52% 28	40% 25
No	53% 234	66% 28	49% 25	60% 27	63% 25	23% 12	39% 17	53% 24	52% 25	48% 26	60% 25
Don't Know	<1% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Yes	15% 147	14% 10	18% 15	16% 15	8% 9	14% 15	20% 20	13% 14	13% 12	15% 11	27% 26
No	83% 799	85% 81	83% 80	84% 80	89% 84	82% 78	79% 77	85% 83	87% 84	83% 84	71% 68
Don't Know	2% 11	2% 1	- 0	- 0	2% 2	4% 4	1% 1	1% 1	- 0	2% 1	2% 1
Refusal	<1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?[10]

	Total n=296
FM Radio	30% 100
Internet Radio/Pandora/Spotify	31% 103
Newspaper/Magazine	24% 66
Electronic Message Board over the Road	15% 46
Outdoor Billboard	24% 78
Poster	15% 48
Brochure	11% 30
Bumper Stickers	19% 55
Internet Videos	22% 73
Facebook	29% 87
Instagram	11% 81
Twitter	13% 37
Other	2% 4

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

Non-motorcyclists: Where did you see or hear it?[11]

	Total n=147
FM Radio	26% 352
Internet Radio/Pandora/Spotify	21% 25
Newspaper/Magazine	9% 12
Electronic Message Board over the Road	18% 23
Outdoor Billboard	30% 40
Poster	11% 9
Brochure	5% 6
Bumper Stickers	16% 26
Internet Videos	22% 30
Facebook	13% 23
Instagram	8% 12
Twitter	6% 7
Other	3% 6
Television[12]	4% 11

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[11] Percentages may add up to greater than 100% for this select-all question
[12] This category was recoded from "Other" due to a high volume of overall responses

Motorcyclists: In your opinion what would be the most effective way of improving motorcycle safety in Florida?

	Total n=336
Education/training	20% 61
Require helmets	14% 58
Cars watch for motorcycles	14% 36
Increased advertising/awareness	13% 47
Stricter laws/enforcement for car drivers	9% 28
Stricter laws/enforcement for motorcyclists	8% 26
Dedicated motorcycle lane	6% 24
Motorcycles watch for cars	4% 15
Other	13% 41

Non-motorcyclists: In your opinion what would be the most effective way of improving motorcycle safety in Florida?

	Total n=748
Require helmets	25% 184
Increased advertising/awareness	14% 92
Education/training	11% 66
Dedicated motorcycle lane	10% 49
Stricter laws/enforcement for motorcyclists	9% 49
Cars watch for motorcycles	8% 52
Stricter laws/enforcement for car drivers	6% 33
Stricter laws/enforcement for car drivers	6% 33
Other	13% 84

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

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
18-24	8% 108	3% 7	15% 14	4% 9	7% 14	16% 16	7% 8	11% 17	8% 9	6% 9	3% 5
25-34	23% 134	15% 8	30% 15	26% 14	15% 10	30% 13	29% 19	22% 11	24% 12	25% 17	21% 15
35-44	14% 118	12% 14	19% 13	13% 11	13% 11	28% 18	17% 13	11% 10	13% 12	8% 8	11% 8
45-54	17% 58	23% 7	9% 3	36% 13	11% 4	14% 2	29% 8	2% 2	13% 7	19% 5	14% 7
55-64	19% 68	22% 8	9% 5	11% 6	32% 9	7% 2	10% 3	31% 8	19% 7	23% 10	25% 10
65 or older	16% 31	22% 4	15% 3	9% 2	19% 4	0	7% 2	22% 4	19% 4	17% 4	24% 4
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	3% 2	3% 2	4% 1	2% 2	4% 2	5% 0	- 0	<1% 3	4% 1	2% 1	2% 14

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

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
18-24	10% 97	5% 5	14% 14	11% 11	12% 13	11% 14	5% 6	11% 9	8% 8	8% 7	10% 10
25-34	15% 88	6% 3	15% 8	17% 10	21% 13	16% 12	15% 10	16% 12	7% 4	15% 11	9% 5
35-44	15% 146	6% 6	11% 12	20% 21	17% 20	22% 25	15% 14	8% 9	16% 17	14% 13	9% 9
45-54	17% 128	17% 15	27% 20	16% 13	16% 13	17% 11	17% 13	11% 10	10% 9	10% 10	19% 14
55-64	17% 185	23% 22	13% 13	12% 14	14% 14	13% 15	25% 27	20% 21	24% 24	20% 20	14% 15
65 or older	24% 275	37% 37	16% 18	18% 20	19% 20	20% 17	23% 25	32% 34	29% 30	31% 33	39% 41
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	3% 38	6% 4	5% 9	6% 6	2% 3	1% 3	2% 3	2% 3	7% 4	2% 2	2% 1

Motorcyclists: What is your racial background? Are you:

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
White/Caucasian	59% 272	82% 40	48% 21	44% 24	78% 33	16% 10	39% 21	46% 18	63% 31	76% 39	75% 35
Black/African American	13% 89	8% 6	13% 11	20% 15	7% 8	19% 11	29% 11	20% 12	7% 5	10% 4	8% 6
Hispanic	23% 150	10% 4	33% 18	24% 12	13% 12	63% 31	32% 21	22% 19	30% 18	4% 8	13% 7
Other	5% 18	- 0	7% 4	11% 4	2% 1	2% 1	- 0	13% 3	- 0	10% 3	5% 2
Don't Know	<1% 1	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
White/Caucasian	44% 610	72% 73	32% 41	47% 54	53% 64	10% 19	46% 55	55% 68	71% 78	71% 80	73% 78
Black/African American	17% 127	5% 4	32% 30	34% 27	10% 9	17% 17	17% 15	14% 10	5% 4	7% 4	7% 7
Hispanic	30% 158	12% 9	23% 16	10% 8	28% 17	69% 57	30% 21	22% 14	8% 4	14% 7	9% 5
Other	7% 36	5% 2	11% 5	8% 4	9% 4	3% 2	5% 3	8% 4	10% 6	7% 3	9% 3
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0
Refusal	3% 25	7% 4	2% 3	2% 2	1% 1	2% 2	4% 4	2% 2	7% 4	1% 1	4% 2

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

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Less than high school degree	2% 11	3% 2	- 0	- 0	2% 1	5% 3	<1% 1	9% 2	- 0	- 0	7% 2
High school graduate/GED	31% 141	32% 11	25% 11	35% 23	33% 16	23% 9	18% 15	20% 10	40% 19	29% 11	42% 16
Currently in college/has AA degree	28% 131	31% 11	31% 16	21% 12	24% 9	16% 11	25% 12	29% 13	25% 13	41% 21	31% 13
Bachelor's degree (B.A./B.S.)	25% 161	24% 19	23% 17	33% 15	35% 23	35% 18	25% 11	27% 17	21% 15	24% 16	7% 10
Graduate degree/post-graduate degree	15% 87	10% 7	21% 11	10% 6	7% 5	21% 12	33% 14	16% 10	14% 7	6% 6	15% 9
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Less than high school degree	2% 17	2% 1	1% 1	4% 4	2% 1	- 0	1% 1	1% 1	3% 2	4% 3	3% 3
High school graduate/GED	37% 277	32% 27	40% 26	37% 31	35% 25	40% 28	33% 25	38% 25	40% 34	41% 29	31% 27
Currently in college/has AA degree	30% 240	35% 26	29% 24	33% 23	33% 26	25% 16	36% 29	27% 19	29% 24	24% 18	45% 35
Bachelor's degree (B.A./B.S.)	18% 253	17% 24	15% 23	18% 25	22% 32	18% 27	19% 28	17% 28	15% 22	20% 27	12% 17
Graduate degree/post-graduate degree	12% 147	8% 10	15% 19	7% 10	7% 10	17% 24	10% 13	15% 21	8% 11	10% 17	7% 12
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	2% 24	6% 4	1% 2	2% 2	1% 2	1% 2	1% 2	3% 4	5% 3	2% 2	2% 1

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

	Total n=43	Brevard n=6	Broward n=5	Duval n=6	Hillsborough n=4	Miami-Dade n=3	Orange n=3	Palm Beach n=2	Pasco n=4	Pinellas n=4	Volusia n=6
Landline	9% 5	- 0	11% 1	13% 1	- 0	- 0	- 0	100% 2	- 0	- 0	15% 1
Cell phone	91% 38	100% 6	89% 4	88% 5	100% 4	100% 3	100% 3	- 0	100% 4	100% 4	85% 5
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: Am I reaching you today on a landline or cell phone?

	Total n=457	Brevard n=42	Broward n=45	Duval n=45	Hillsborough n=46	Miami-Dade n=47	Orange n=48	Palm Beach n=48	Pasco n=46	Pinellas n=46	Volusia n=44
Landline	9% 45	3% 2	4% 2	18% 7	11% 4	10% 5	16% 8	10% 5	3% 3	2% 1	17% 8
Cell phone	88% 396	83% 36	93% 41	78% 36	88% 41	89% 40	84% 40	89% 42	91% 41	96% 44	79% 35
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0
Refusal	2% 15	14% 4	2% 2	4% 2	1% 1	2% 2	- 0	1% 1	3% 1	2% 1	3% 1

Motorcyclists: Sex of the respondents

	Total n=531	Brevard n=50	Broward n=55	Duval n=56	Hillsborough n=54	Miami-Dade n=53	Orange n=53	Palm Beach n=52	Pasco n=54	Pinellas n=54	Volusia n=50
Male	87% 308	92% 32	87% 32	83% 29	89% 33	84% 30	83% 29	89% 31	86% 31	86% 30	90% 31
Female	13% 223	8% 18	13% 23	17% 27	11% 21	16% 23	17% 24	11% 21	14% 23	14% 24	10% 19

Non-motorcyclists: Sex of the respondents

	Total n=958	Brevard n=92	Broward n=95	Duval n=95	Hillsborough n=96	Miami-Dade n=97	Orange n=98	Palm Beach n=98	Pasco n=96	Pinellas n=96	Volusia n=95
Male	47% 399	32% 29	45% 42	40% 32	51% 44	48% 47	54% 49	47% 43	45% 41	48% 40	41% 32
Female	54% 559	68% 63	55% 53	60% 63	49% 52	52% 50	46% 49	53% 55	55% 55	53% 56	59% 63

Appendix II: Telephone 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 a driver's license? [Suspended is acceptable]

1. Yes
2. No [END SURVEY]

COUNTY. 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 (Scooter/Moped more than 50cc)
2. Scooter/Moped (50cc or less)
3. Passenger car
4. Pickup truck
5. Sport utility vehicle (SUV/Jeep)
6. Mini-van
7. Full-sized van
8. Other _____
9. 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 or twice 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 [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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 [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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 [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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 [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF S1 != 1 SKIP]

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
6. Suzuki.com
7. Bmw.com
8. Ducati.com
9. Social Media
10. YouTube
11. Other _____
88. Don't Know
99. Refusal

[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 DRINKSEE]
2. No [GO TO NEXT BLOCK]
8. Don't Know [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 (YouTube)
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 WATCHSEE]
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 DRINKSEE.

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

1. Yes [GO TO RIDESEE]
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 DRINKSEE.

SAFETY. In your opinion what would be the most effective way of improving motorcycle safety in Florida?
_____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

YEAR. In what year were you born?

_____

       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 in Florida?

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

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. 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) 620-2784.