



Florida 2022

Motorcycle Safety Awareness
Media Survey

Florida Department of Transportation (FDOT)

Report

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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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DISCLAIMER

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

The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT 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. The 2020 American Community Survey from the U.S. Census Bureau estimates there are 17,002,480 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2020 ACS estimates is as follows: 53.4% white, 15.2% Black, 25.8% Hispanic/Latino origin, and 2.7% Asian. FDOT's 2021 Public Road Mileage and Travel (DVMT) Report counts a total of 123,652 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 Ride Smart Florida as well as two safety messages: *Drink Ride Lose*, *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, 5,579 motorcyclists were killed in crashes in 2020, up from 5,044 in 2019 and 5,038 in 2018. 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 Florida counties that experience some of the most serious injuries and fatal motorcycle crashes in the State of Florida (see Table 1). Both motorcyclists and non-motorcyclists were asked about FDOT's motorcycle safety 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 key counties.

Study Design

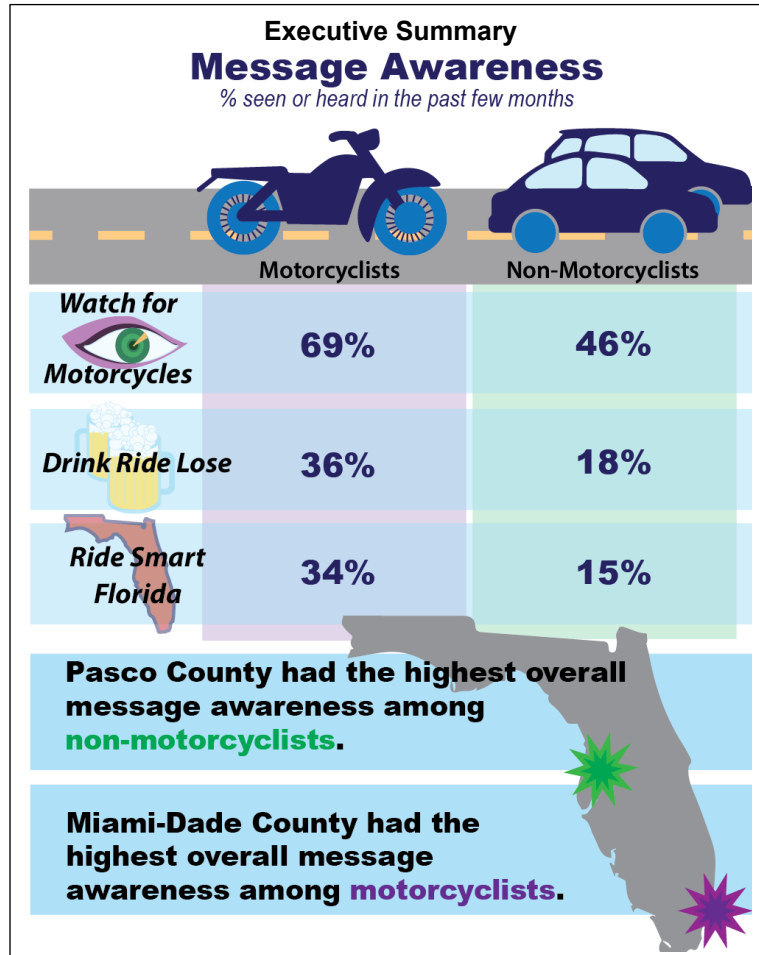
In the effort to accurately capture the awareness and driving habits of adult Florida drivers and motorcycle riders, a mixed-mode approach was used, incorporating both telephone and online surveys.

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).

The telephone survey was conducted between July 12 and August 11, 2022 and consisted of licensed drivers in each of the 10 counties, garnering 535 completed responses.

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 4% to 94% with 2% unknown.

Up to six 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. Monday through Friday and 12:00 p.m. – 5:00 p.m. Saturday and Sunday. Dynata provided all the telephone numbers used for the telephone survey.

The online survey was administered between July 12 and August 10, 2022 via email using Qualtrics online survey platform. An oversample of adult Florida motorcycle riders was used to target motorcyclists who have ridden in the past 12 months. Individuals in the sample received an initial email invitation to complete the survey, followed by reminder emails. The online panel used to target motorcyclists was provided by MSG. The online survey garnered 912 completed responses.

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 and listed phone sample. 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 10 Florida counties surveyed, and Table 2 displays the credibility intervals for each.

To adjust for the oversampling of smaller counties and to correct for non-response bias, weights were applied to the data. The approach 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 2020 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 four project years.

The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which estimates the proportion of cases of unknown eligibility are truly eligible. The phone portion of this study had a 3.3% 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=58/84
Broward	n=48/105
Duval	n=51/76
Hillsborough	n=44/75
Miami-Dade	n=59/150
Orange	n=40/77
Palm Beach	n=37/125
Pasco	n=52/95
Pinellas	n=46/99
Volusia	n=50/76
Total	n=485/962

Table 2. County and Credibility Interval

County	Credibility Interval
Brevard	+/- 8.4
Broward	+/- 8.1
Duval	+/- 8.9
Hillsborough	+/- 9.2
Miami-Dade	+/- 6.9
Orange	+/- 9.2
Palm Beach	+/- 7.9
Pasco	+/- 8.2
Pinellas	+/- 8.3
Volusia	+/- 8.9
Total	+/- 2.6

Summary of Findings

The figures on the following pages represent data from the 2022 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 2022 sample, also broken down by motorcyclists and non-motorcyclists.

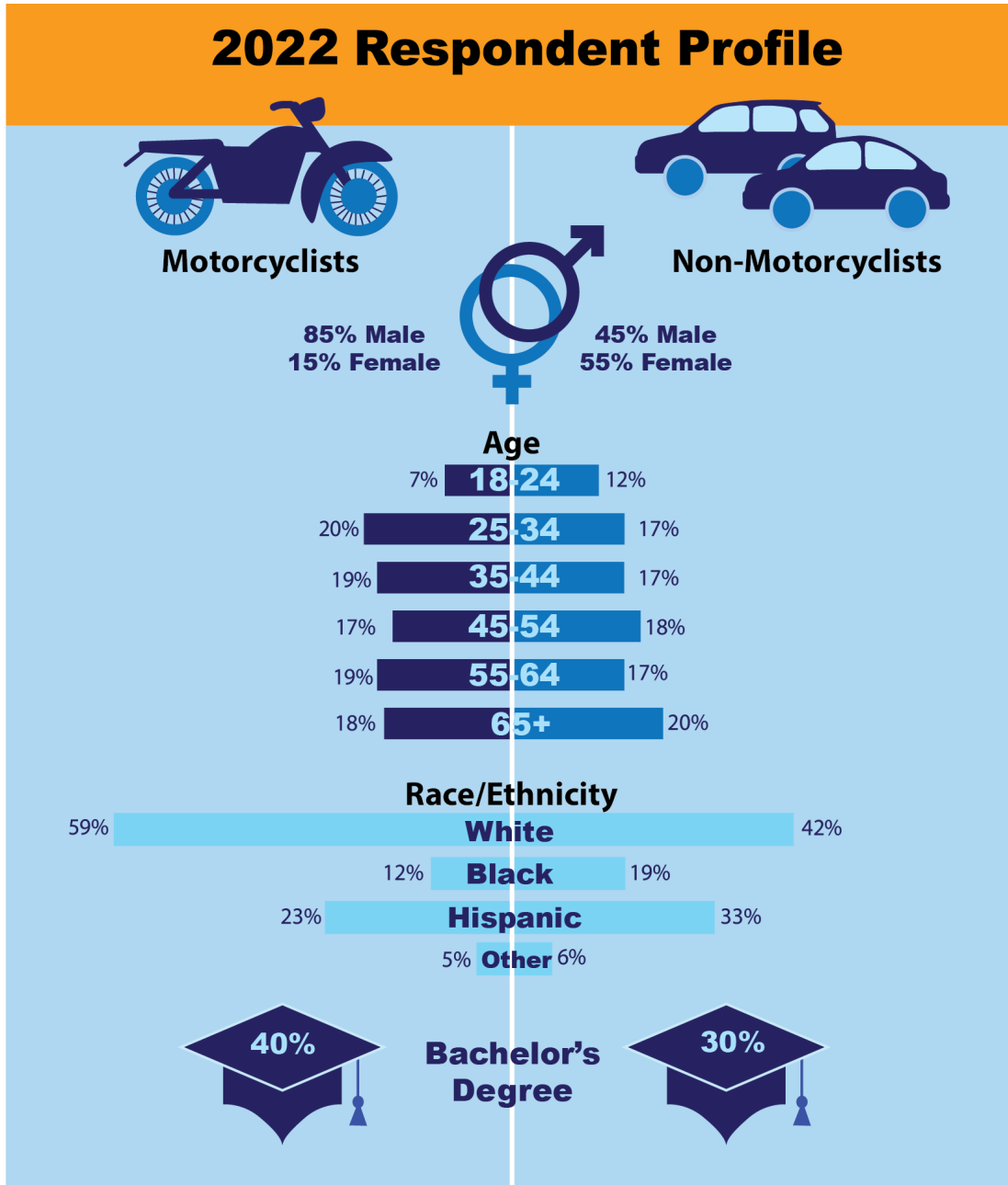
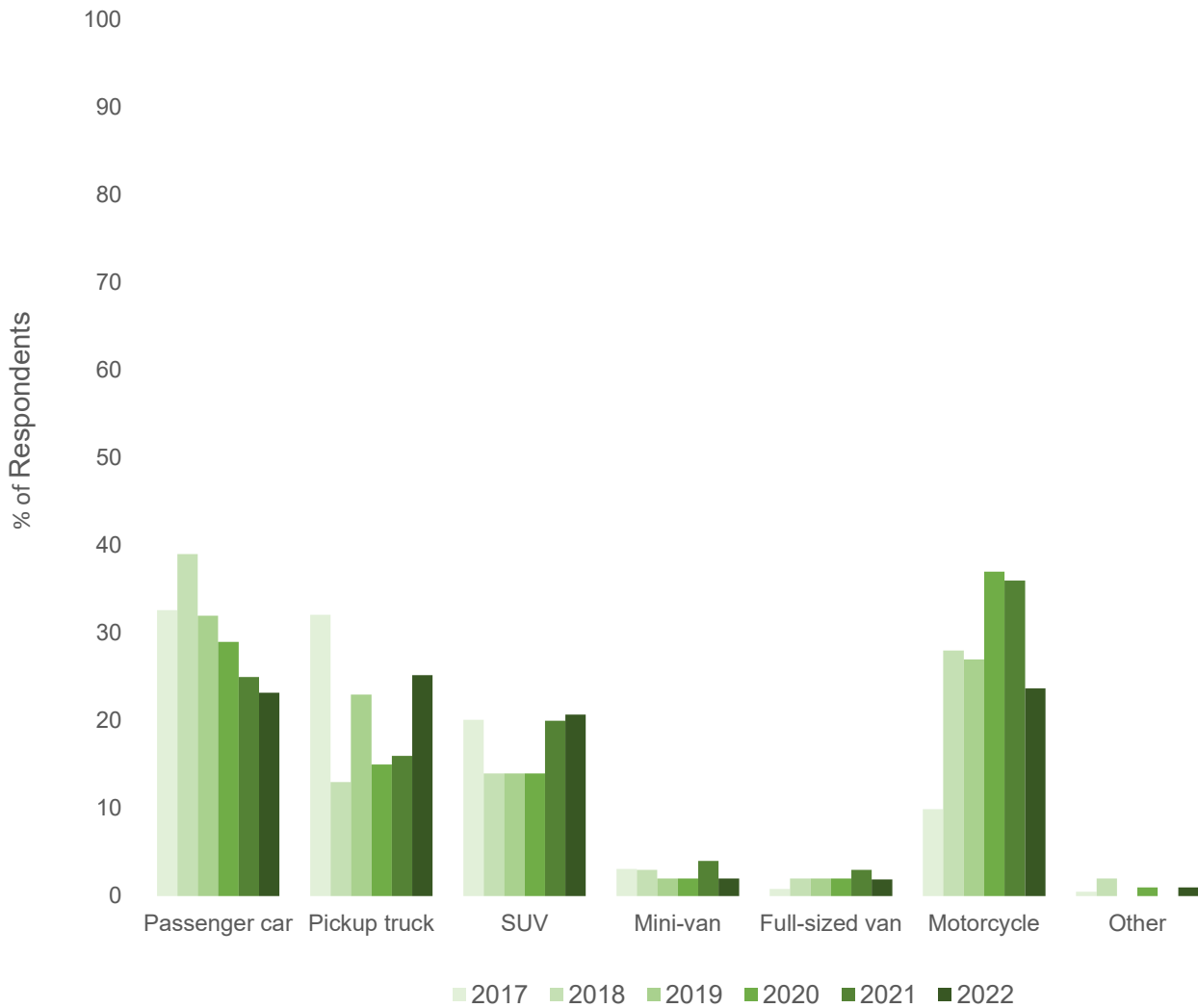


Figure 1a. Motorcyclists Vehicle Driven, 2017-2022

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



All 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 motorcyclists was pickup trucks at 25 percent, followed closely by motorcycles at 24 percent. The percentage of

motorcyclists who report driving a motorcycle as their main mode of transportation has decreased 12 points since 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 23 percent in 2022.

Figure 1b. Non-motorcyclists Vehicle Driven, 2017-2022

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

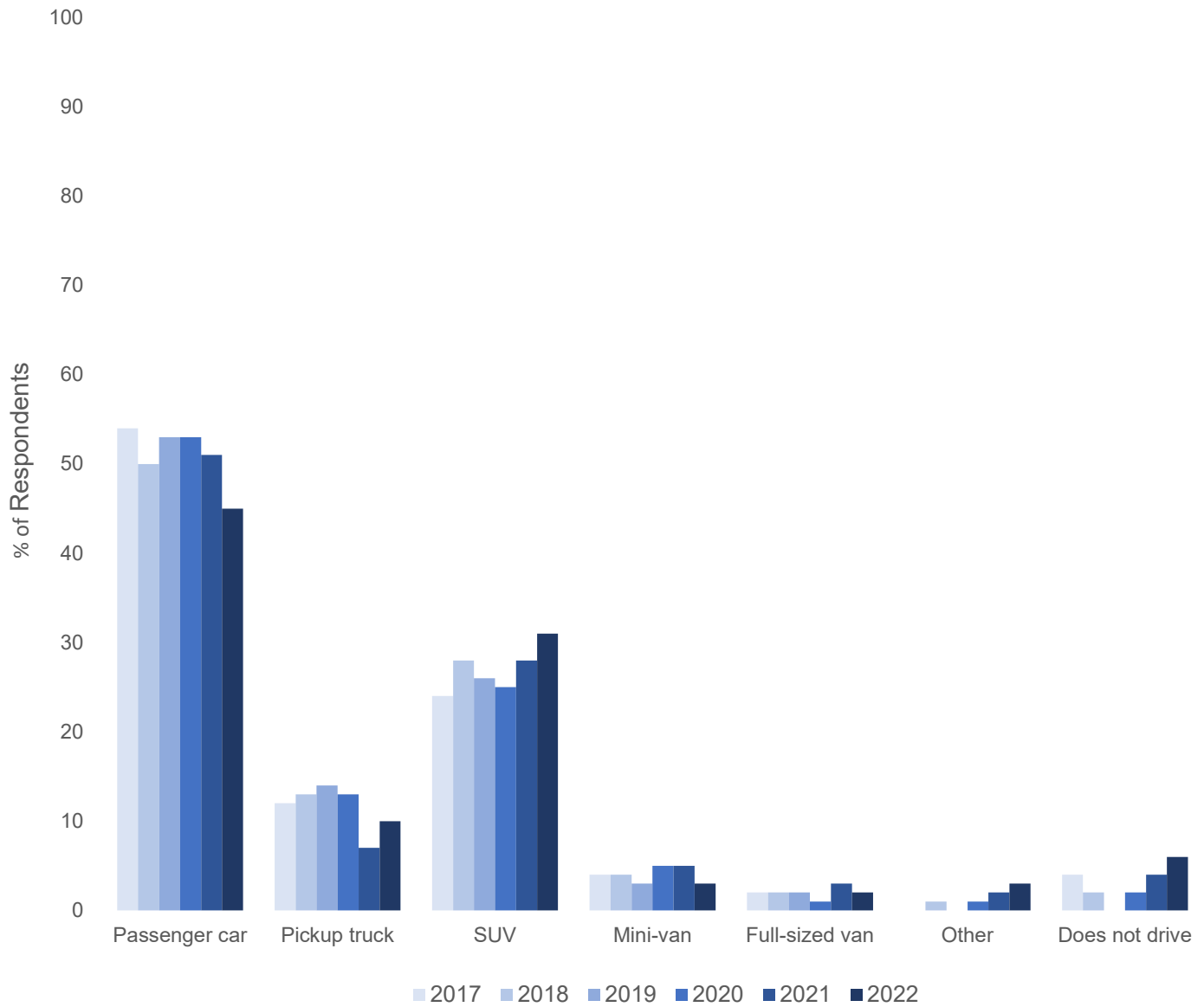
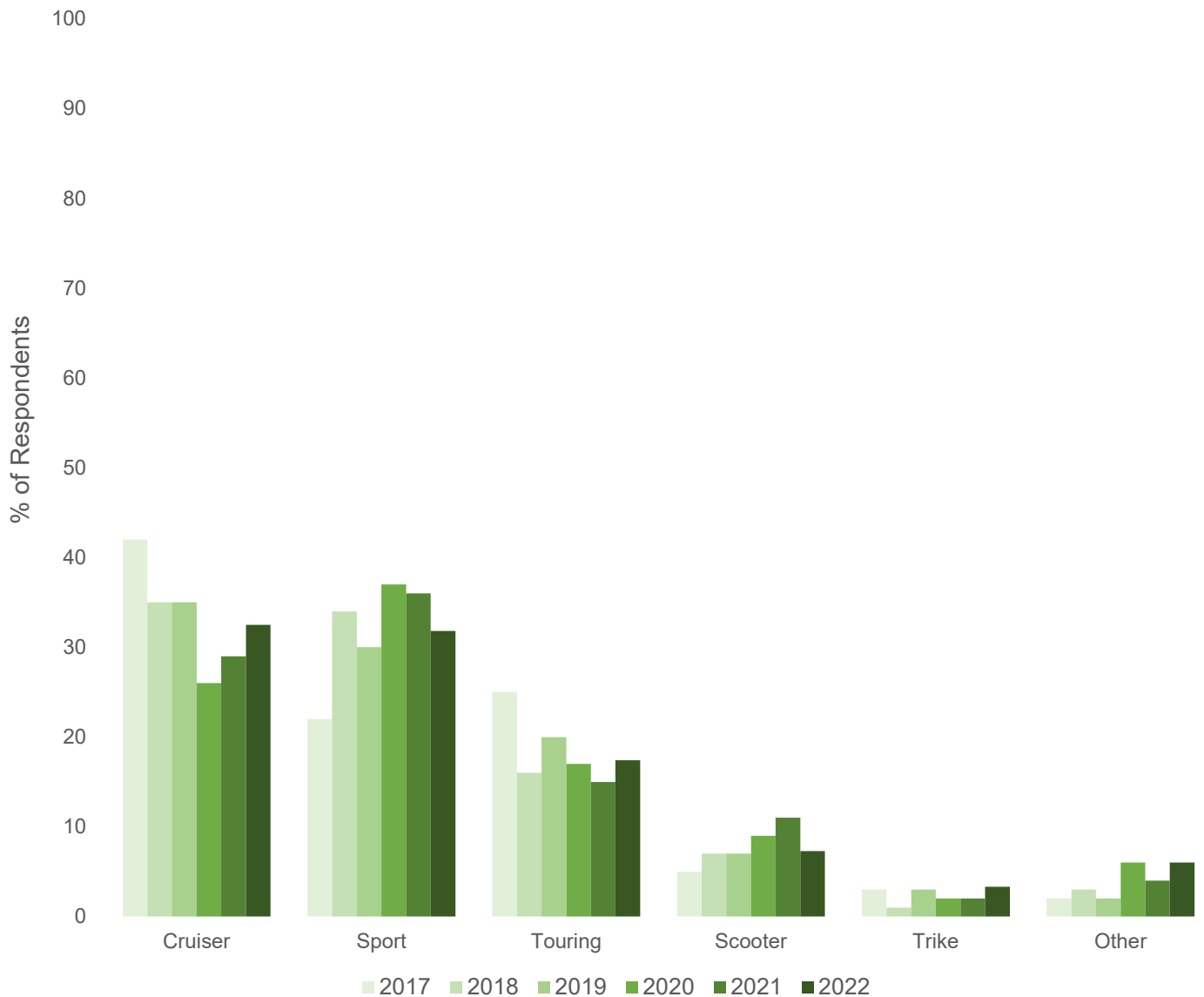


Figure 1b above shows the responses to the vehicle type question among non-motorcyclists for each project year. In all five years, passenger cars have been the most popular vehicle, decreasing somewhat since 2017 from 54 to 45 percent. Sports Utility Vehicles (SUVs)

continue to come in second place, increasing steadily since 2019 from 25 to 31 percent. This year saw a slight uptick in pickup truck drivers, increasing from 7 percent in 2021 to 10 percent in 2022.

Figure 2a. Type of Motorcycle, 2017-2022

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

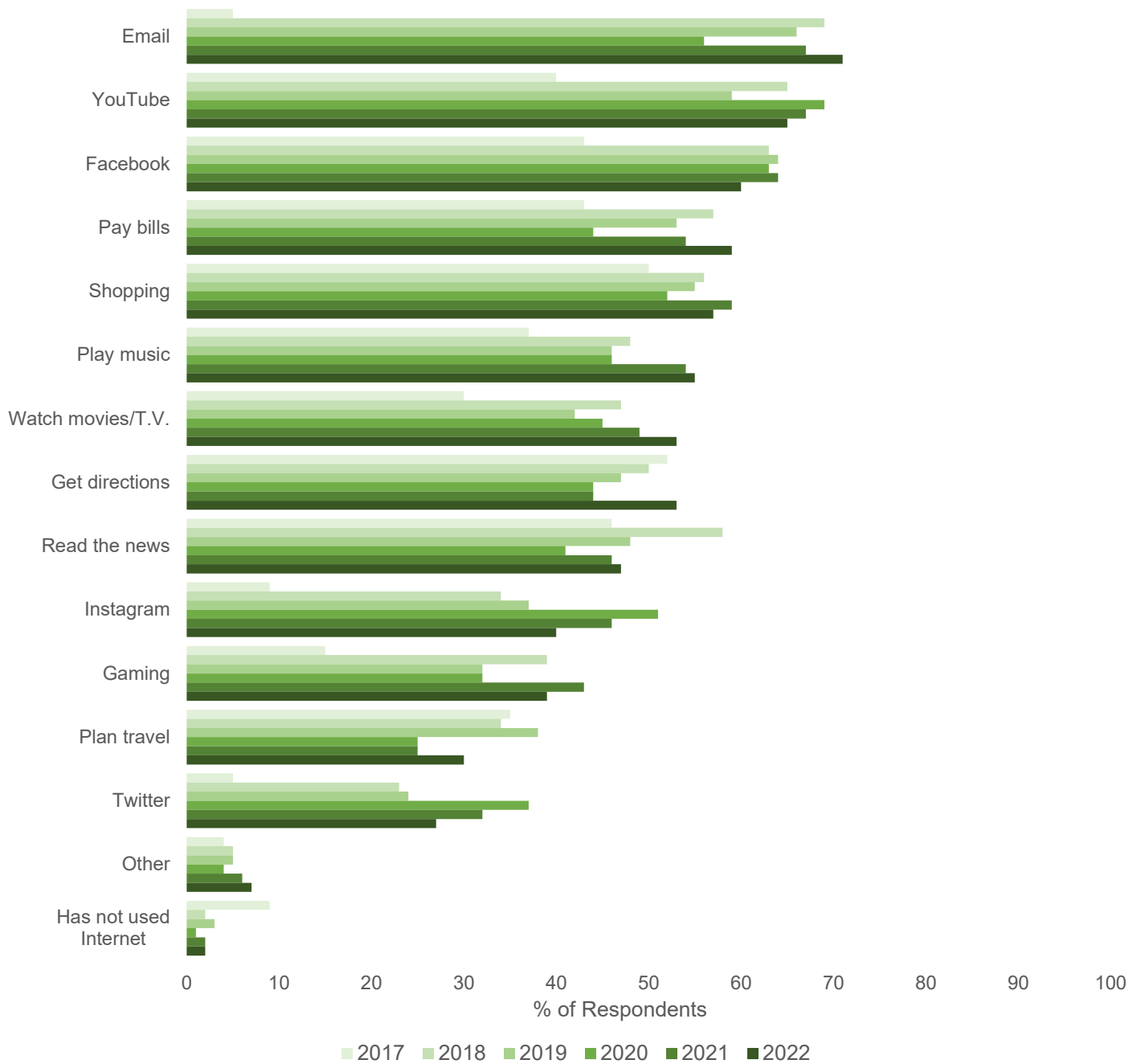


Respondents who reported having driven a motorcycle in the past year were then asked what type of motorcycle they ride most often. In 2022, cruisers were the most popular motorcycle type, having been on a steady incline since 2020. Conversely, the percentage of

respondents who reported riding sport bikes most often has been on a decline, dropping from 37 percent in 2020 to 32 percent in 2022. Scooters riders have also seen a slight decrease, from 11 percent in 2021 to 7 percent in 2022.

Figure 3a. Motorcyclist Internet Usage, 2017-2022

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

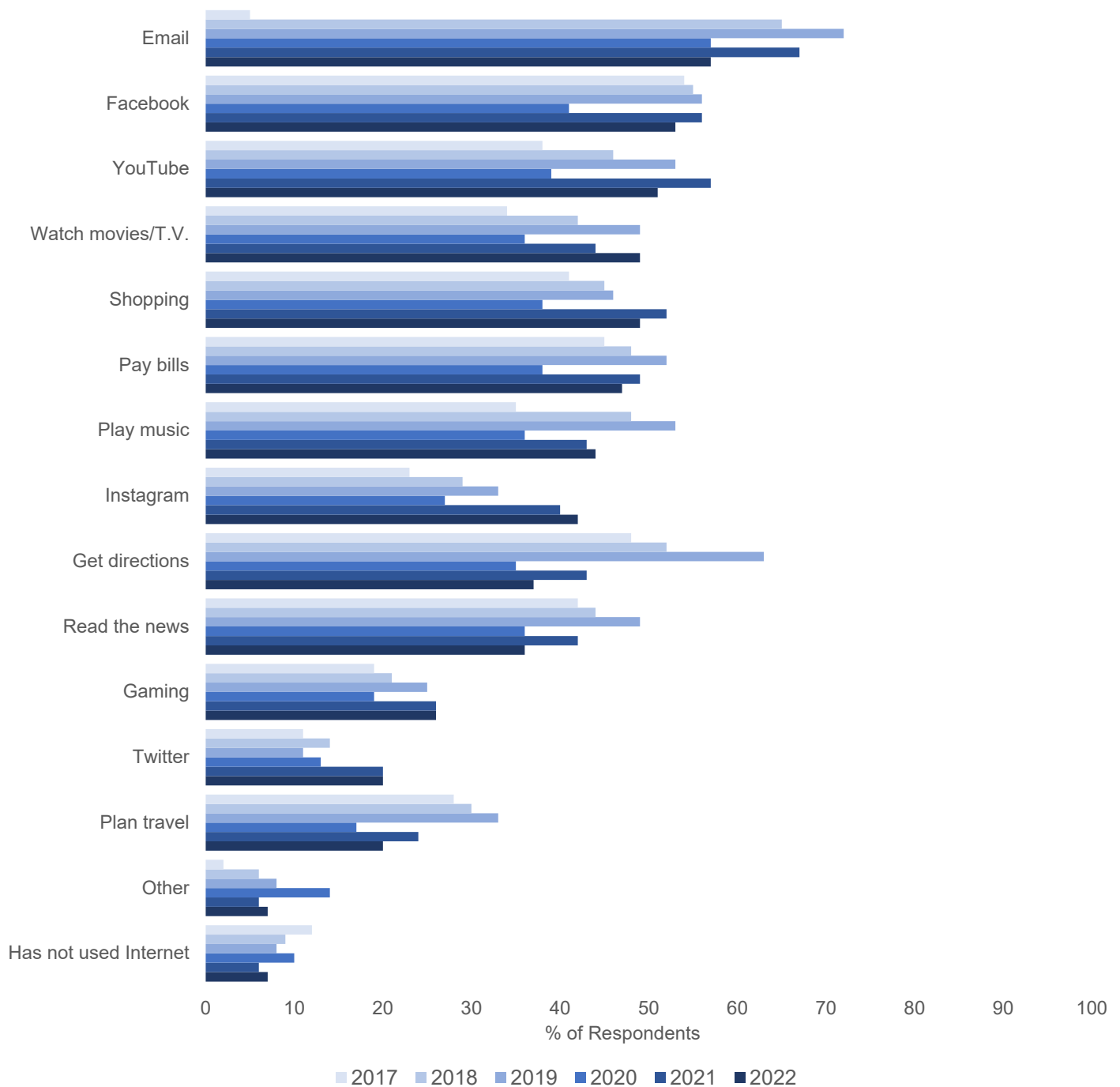


Respondents were also asked the types of activities they've done on the internet in the past seven days, in a select-all question. Among motorcyclists, checking email was the most popular response with 71 percent, followed

by watching YouTube Videos with 65 percent. Sixty percent said they had used Facebook in the past seven days, followed closely by paying bills at 59 percent. Only 2 percent of respondents reported not using the internet.

Figure 3b. Non-motorcyclist Internet Usage, 2017-2022

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

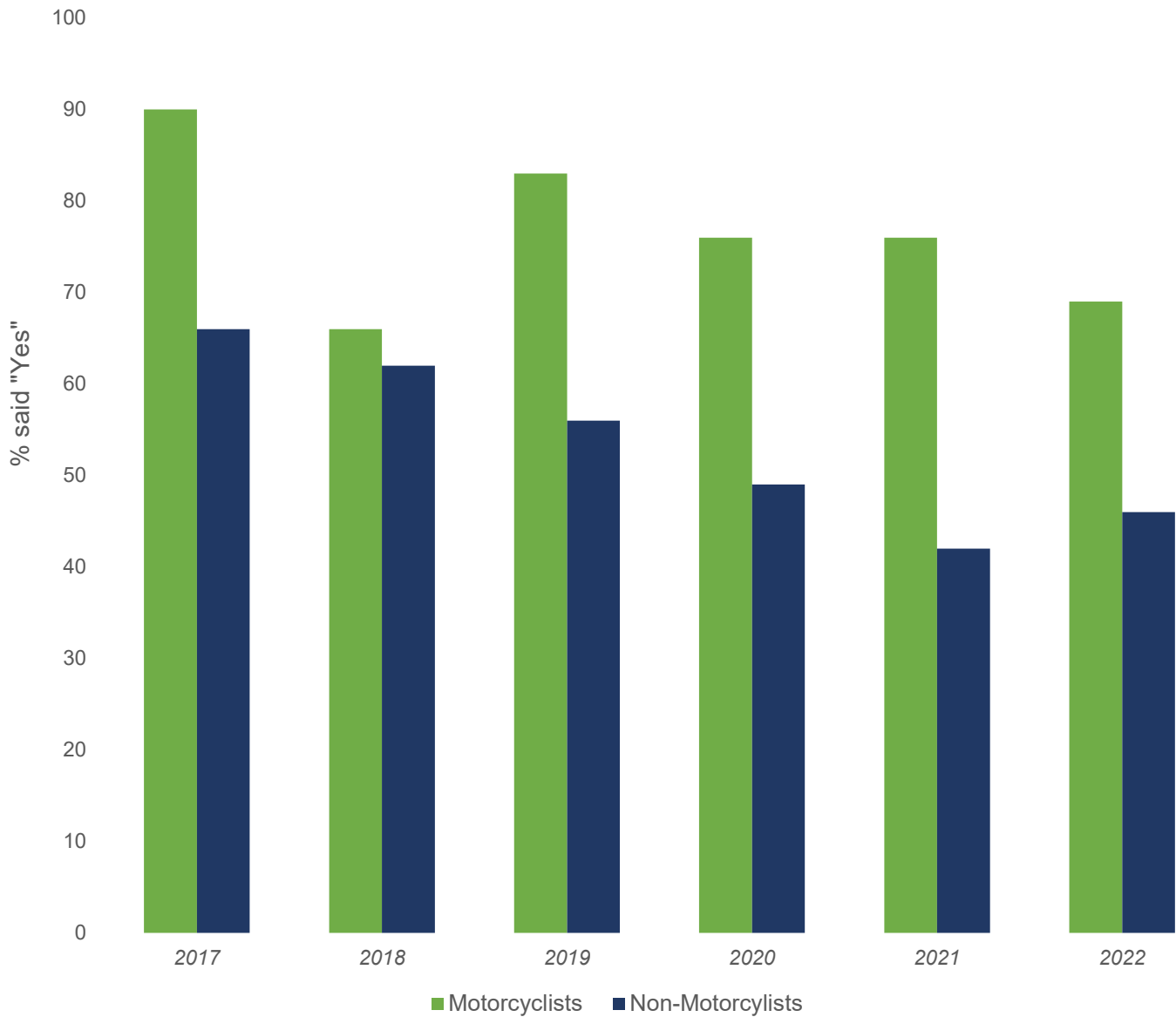


Email was also the top choice among non-motorcyclists with 57 percent saying they had used the internet for that purpose in the past seven days. Facebook came in second with 53 percent, followed by YouTube with 51

percent. There was a somewhat greater percentage among non-motorcyclists than motorcyclists who indicated not using the internet, at 7 percent, up slightly from 6 percent in 2021.

Figure 4. Watch for Motorcycles by Motorcyclists and Non-motorcyclists, 2017-2022

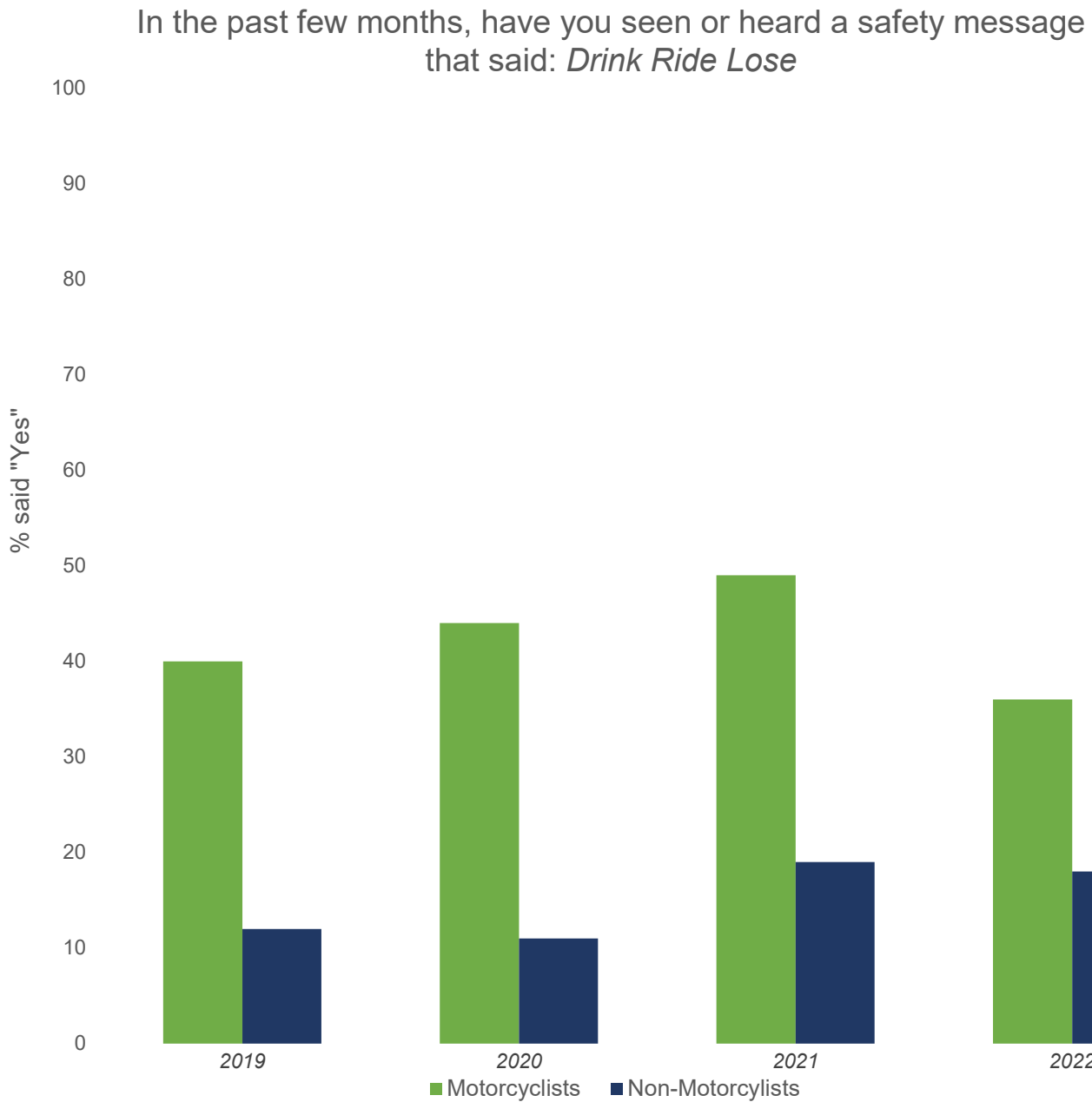
In the past few months, have you seen or heard a safety message that said: *Watch for Motorcycles*



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, 69 percent reported having seen or heard the message, down from 76 percent in 2021. Among non-motorcyclists, however,

awareness of this message increased slightly from 42 percent in 2021 to 46 percent. 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.

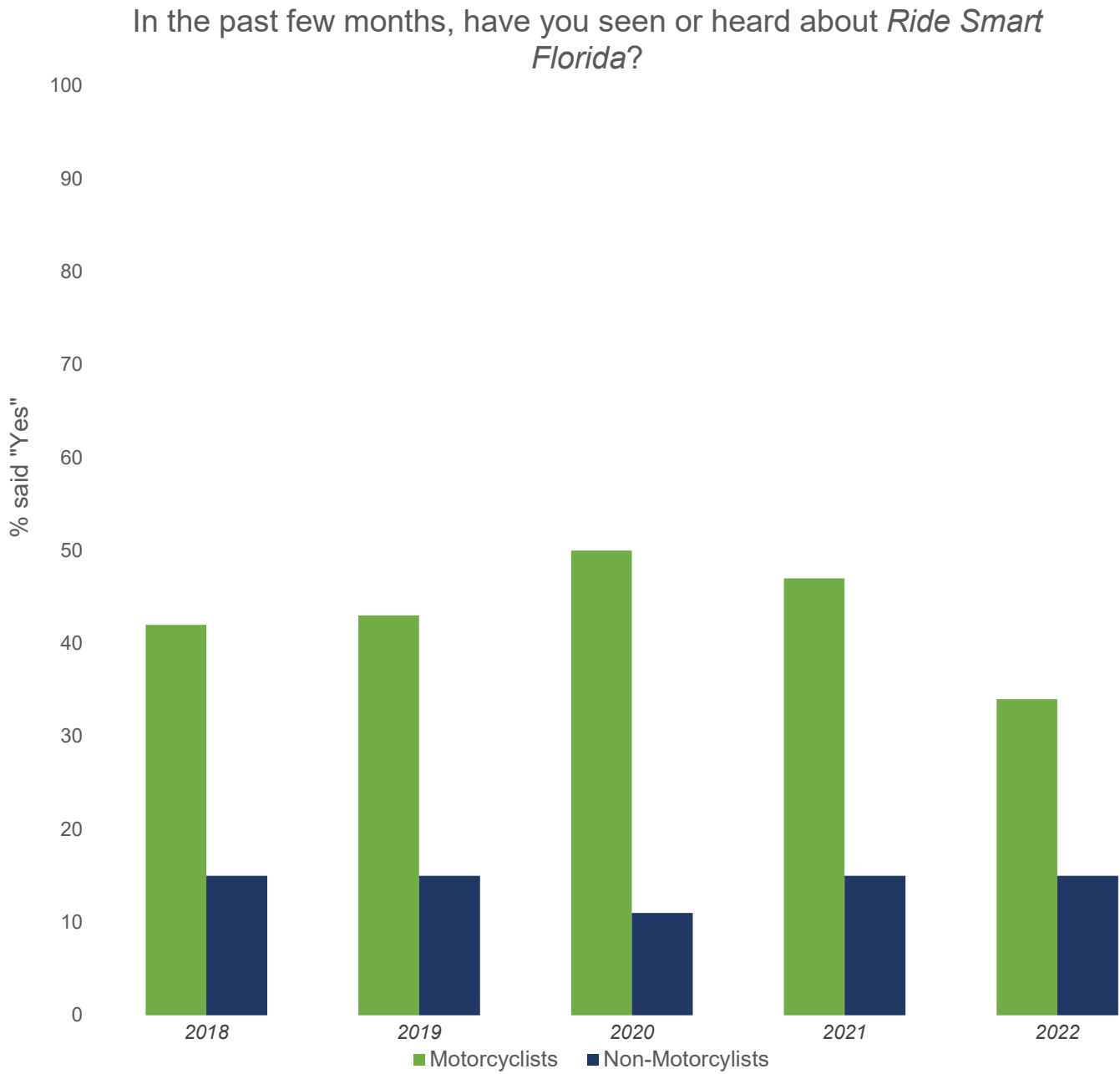
Figure 5. Drink Ride Lose by Motorcyclists and Non-motorcyclists, 2019-2022



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 among motorcyclists has

also decreased since 2021, from 49 to 36 percent. Non-motorcyclists saw a much smaller decrease from 18 percent in 2021 to 19 percent in 2022. Awareness among both groups peaked in 2021.

Figure 6. *Ride Smart Florida* by Motorcyclists and Non-motorcyclists, 2019-2022



Finally, respondents were asked whether they had seen or heard about Ride Smart Florida, geared toward motorcyclists, in the past few months. Ride Smart Florida awareness has also seen a decrease among motorcyclists in 2022 at 34 percent, down from 47

percent in 2021. Awareness among non-motorcyclist respondents remained steady at 15 percent indicating they had seen or heard Ride Smart Florida in the past few months.

Figure 7. Awareness by Motorcycle Usage, 2022

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

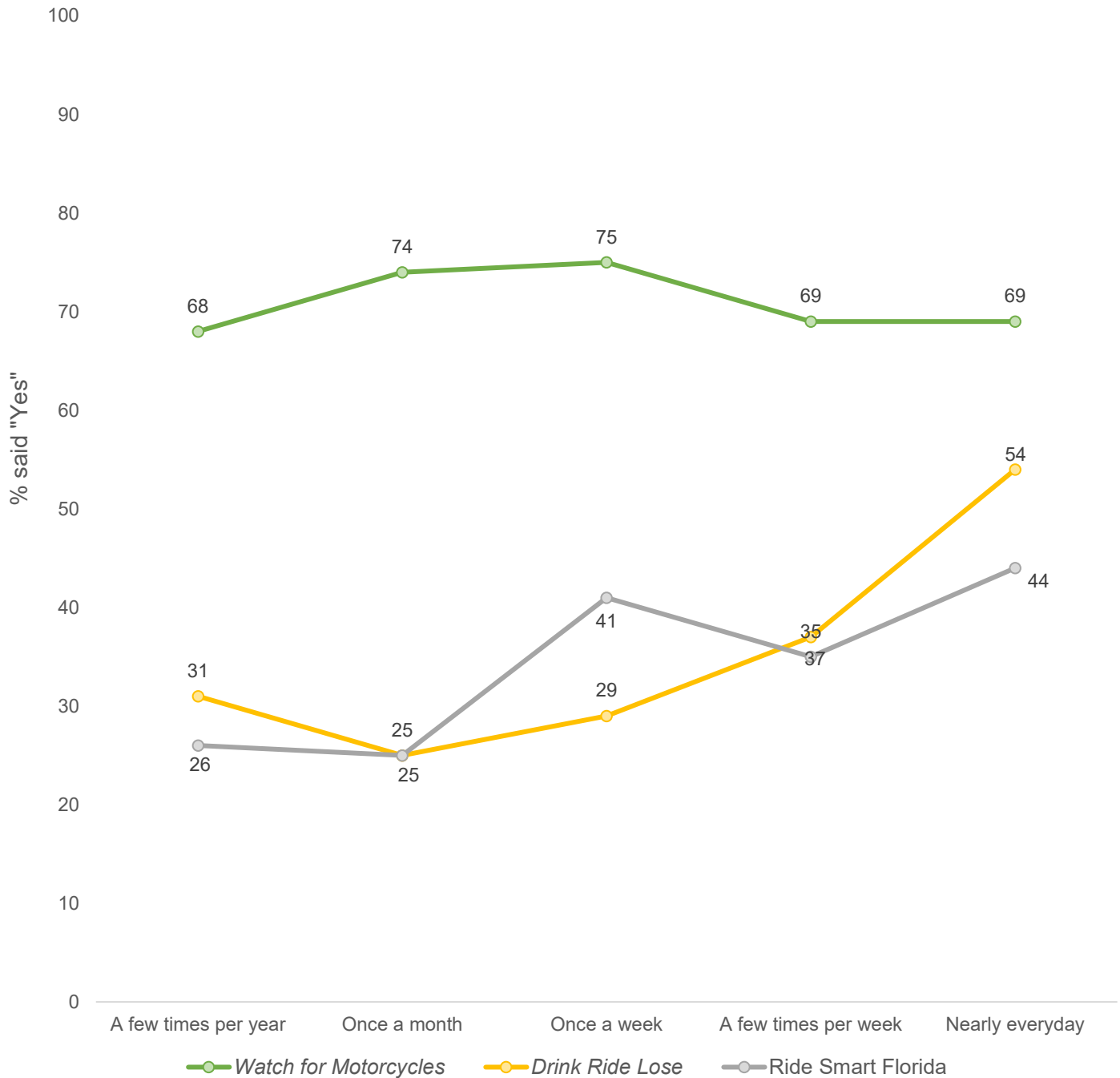
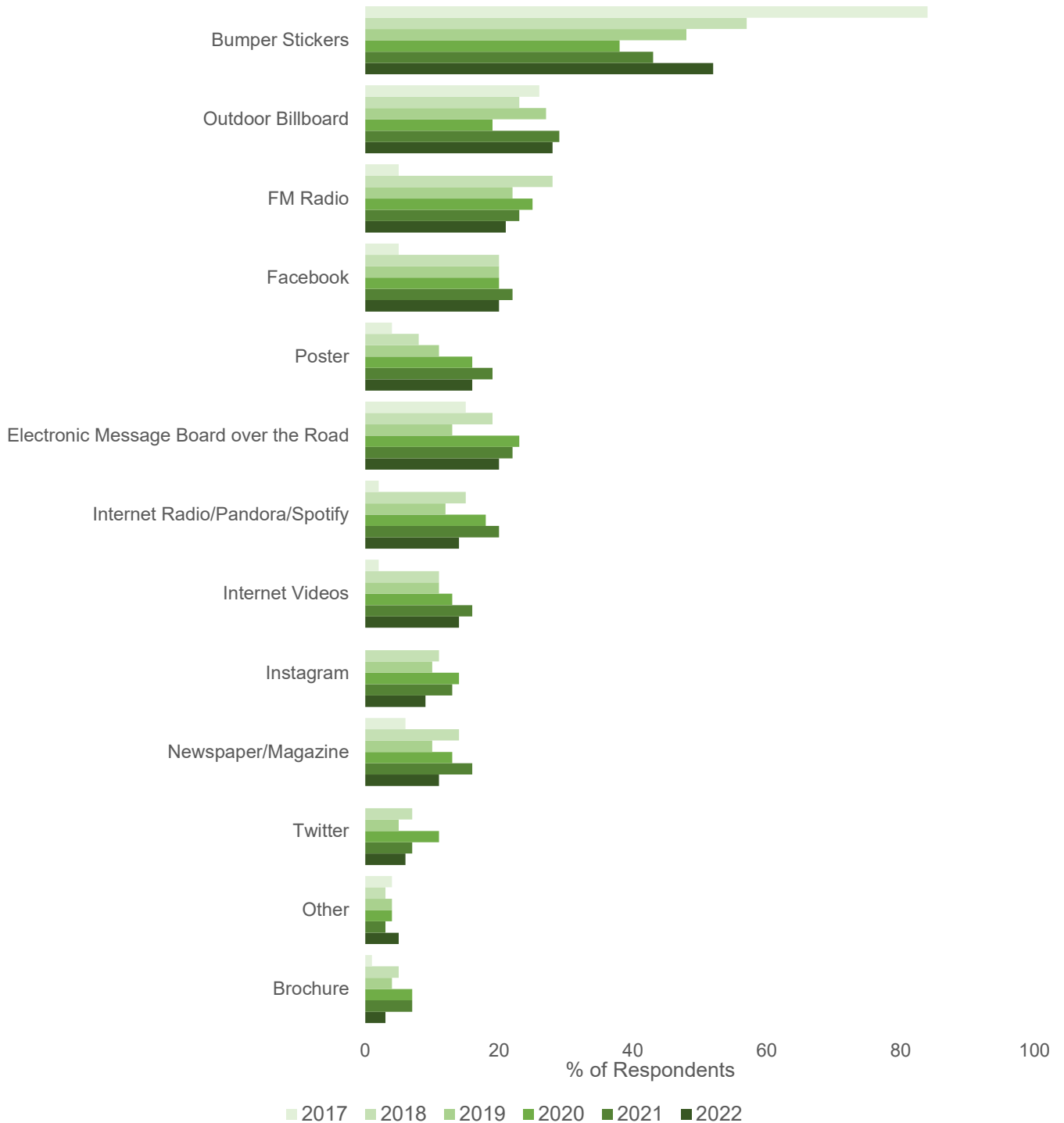


Figure 7 displays the percentage of motorcyclists who indicated they had seen or heard each of the campaign messages, broken down by frequency of motorcycle usage. Regarding *Watch for Motorcycles*, awareness remains relatively high at each usage level, peaking at 75 percent among those who ride once a week.

Interestingly, awareness dips slightly to 69 percent among those who ride a few times per week or nearly every day. *Ride Smart Florida* and *Drink Ride Lose* have a more notable increase in awareness among those who ride more nearly every day, at 54 percent and 44 percent, respectively.

Figure 8a. Motorcyclists Media: Watch for Motorcycles, 2017-2022

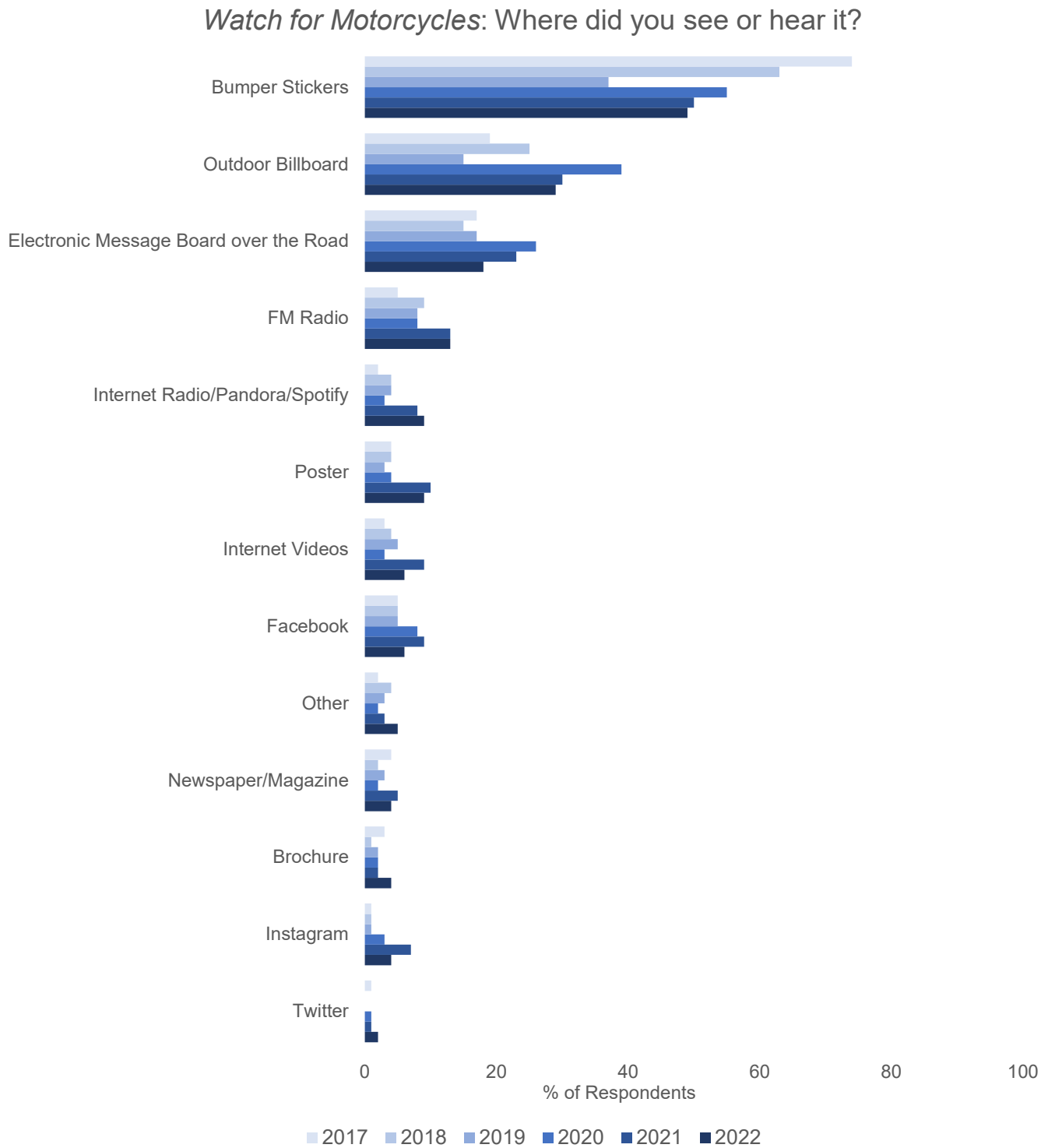
Watch for Motorcycles: Where did you see or hear it?



For each safety message, respondents who indicated they saw or heard it in the past few months were then 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 dramatically since 2017, from 84 to 52 percent. Outdoor billboard was the next most popular response among motorcyclists, at 28 percent, followed by FM radio with 21 percent.

Figure 8b. Non-motorcyclists Media: Watch for Motorcycles, 2017-2022

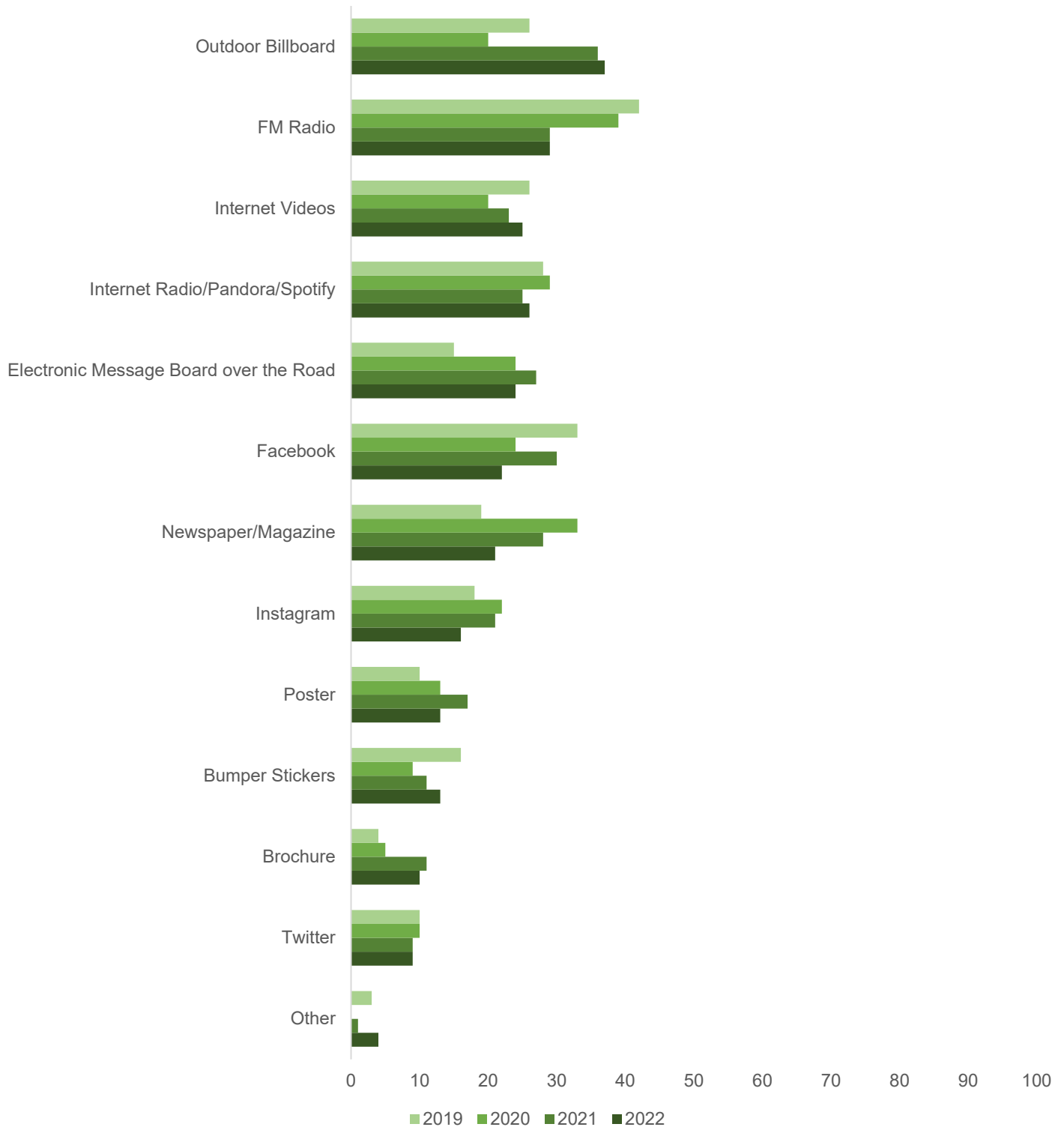


Bumper stickers were also the top choice among non-motorcyclists at 49 percent, down just one point from 50 percent in 2021. Again, outdoor billboard came in second place among non-motorcyclists at 29 percent, followed by electronic message boards over the road at

18 percent. Twitter, brochure, and internet radio each saw very slight increases in 2022, though they each make up relatively small percentages of the non-motorcyclist sample.

Figure 9a. Motorcyclists Media: *Drink Ride Lose*, 2019-2022

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

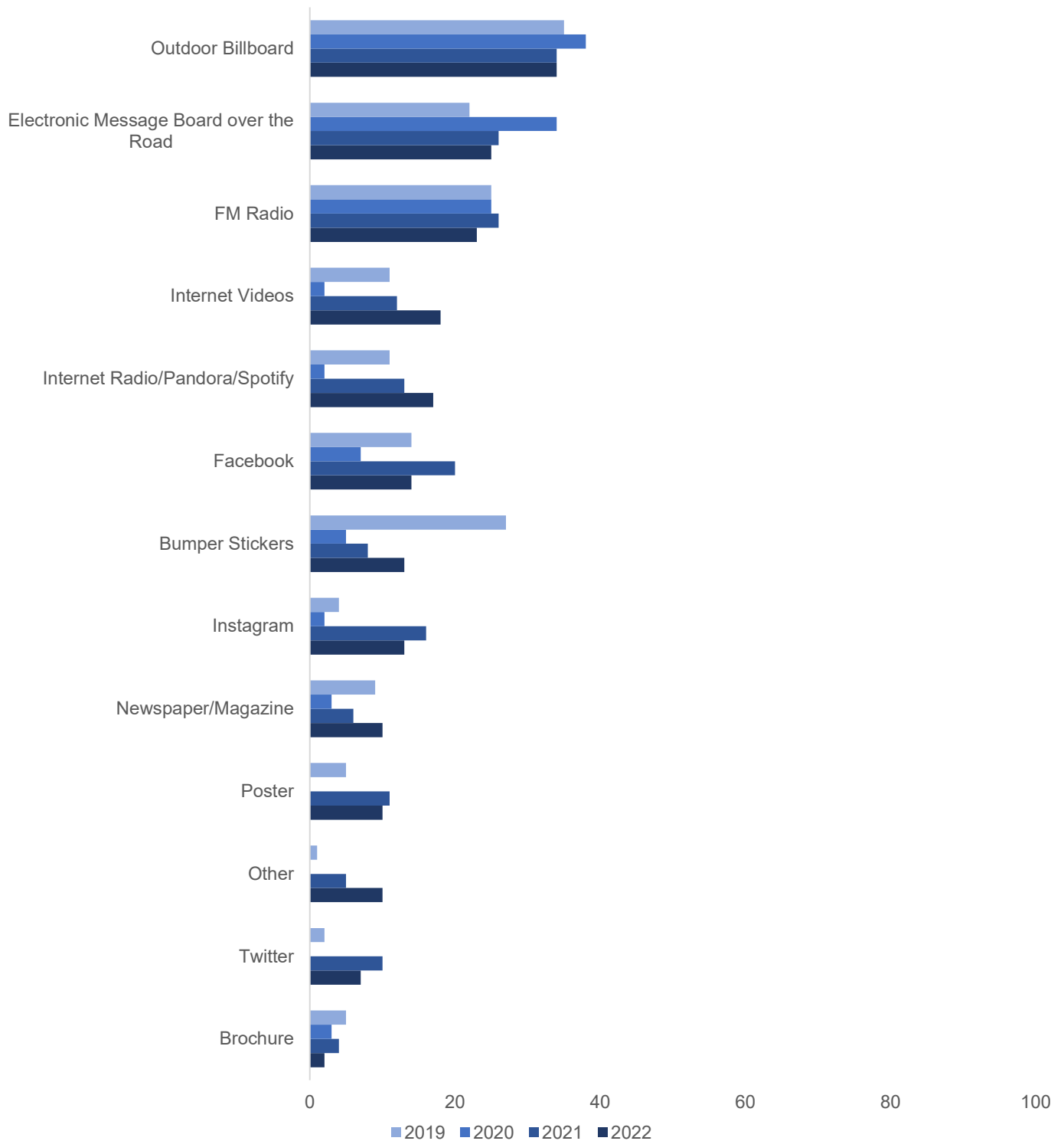


When asked where they saw or heard *Drink Ride Lose*, outdoor billboard was the most popular response among motorcyclists, up one point since last year to 37 percent. FM Radio came in second place, remaining steady since 2021 with 29 percent. Internet videos came in third

among motorcyclists with 27 percent, followed closely by internet radio with 26 percent. Facebook dropped down from second place to fourth with 22 percent, down eight points since last year.

Figure 9b. Non-Motorcyclists Media: *Drink Ride Lose*, 2019-2022

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

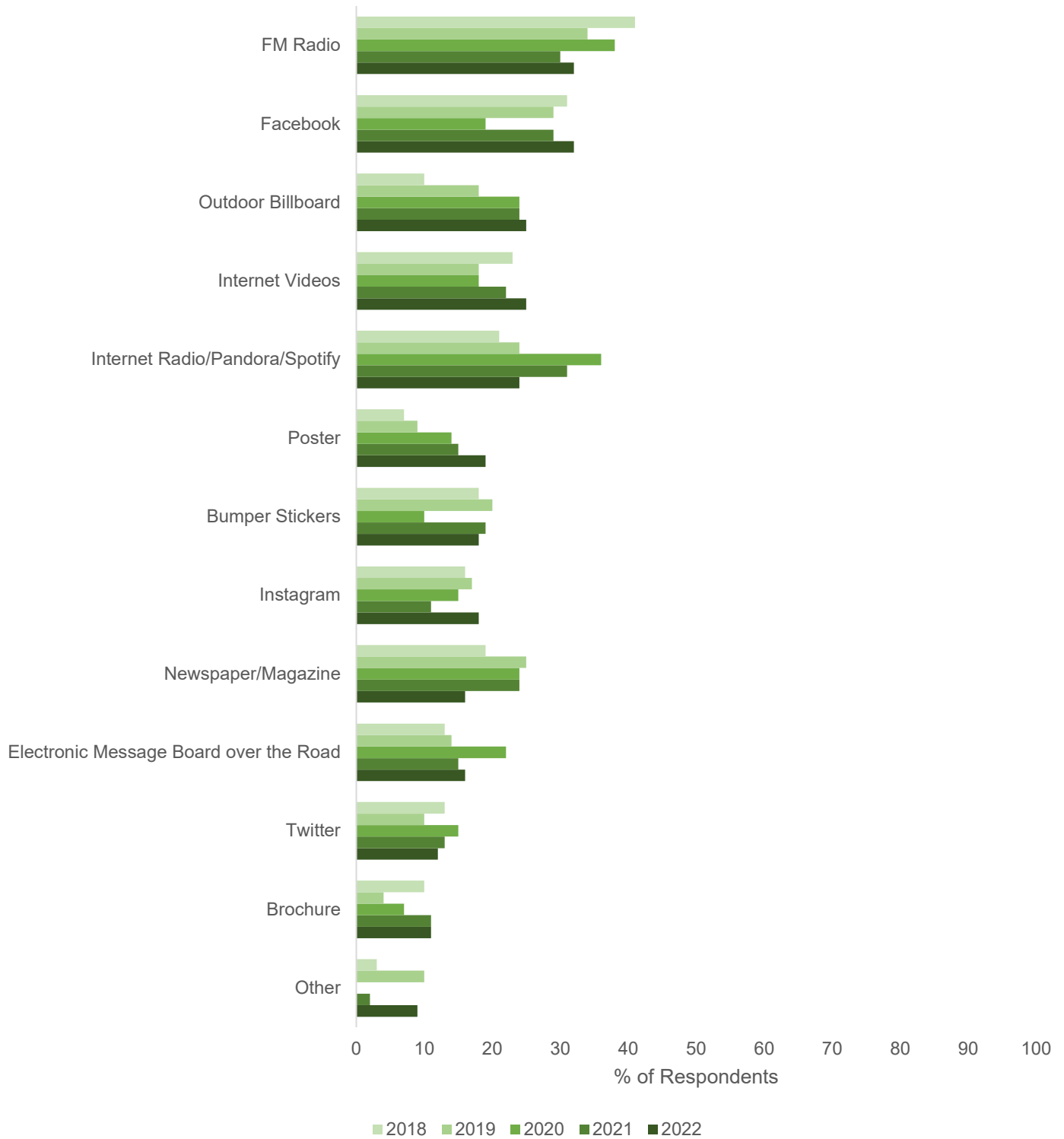


Outdoor billboards had the highest percentage of responses among non-motorcyclists as well, remaining steady at 34 percent. It is followed by electronic

message boards with 25 percent and FM radio, with 23 percent. Internet videos saw a modest increase from 2021 among non-motorcyclists, from 12 to 18 percent.

Figure 10a. Motorcyclists Media: Ride Smart Florida, 2018-2022

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

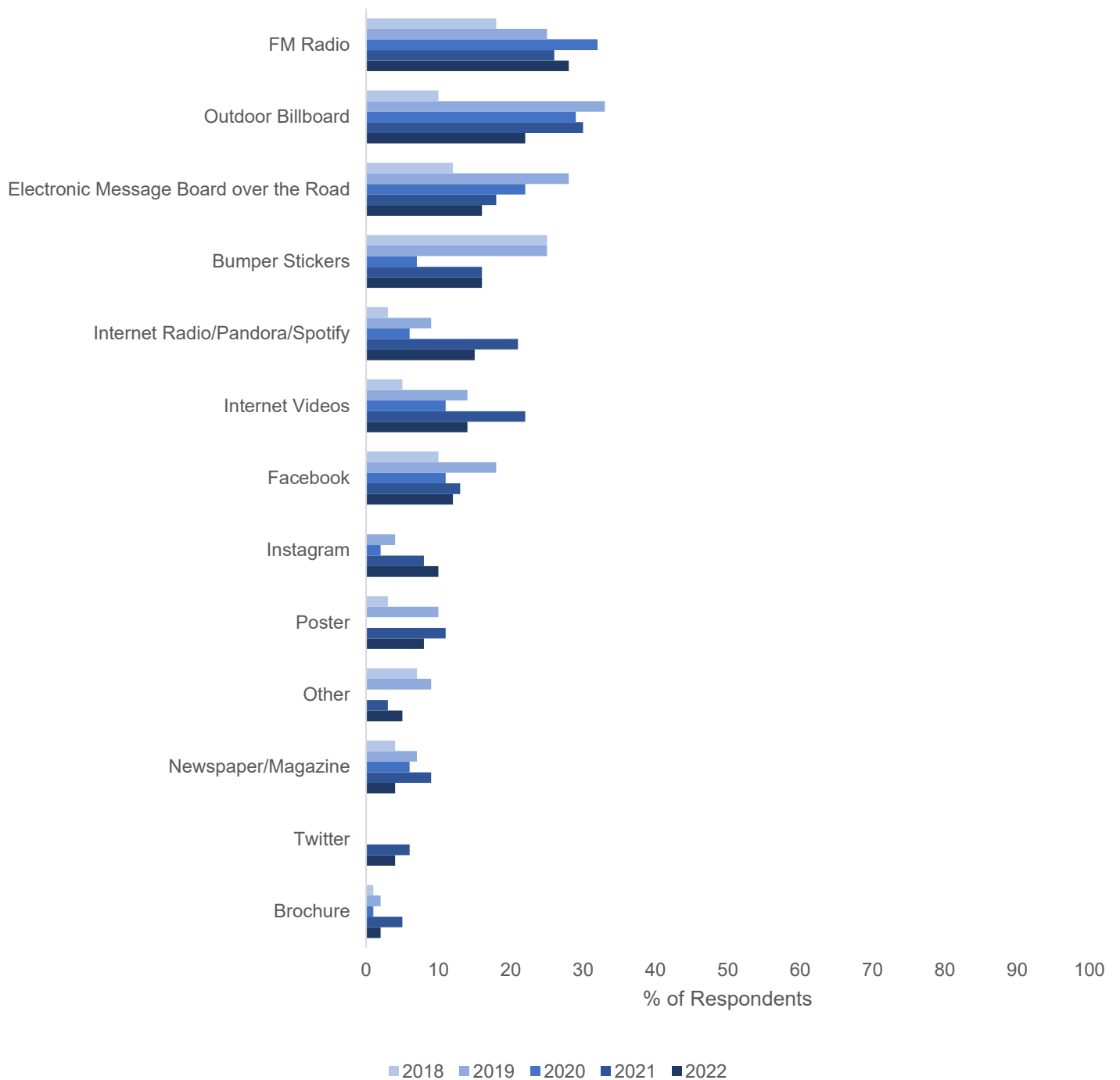


Motorcyclists reported hearing about Ride Smart Florida on FM radio and Facebook most frequently, each with 32 percent, and each seeing slight increases in 2022.

Instagram saw an increase this year at 18 percent, up 7 points from last year, along with internet videos and posters with more modest changes.

Figure 10b. Non-Motorcyclists Media: Ride Smart Florida, 2019-2022

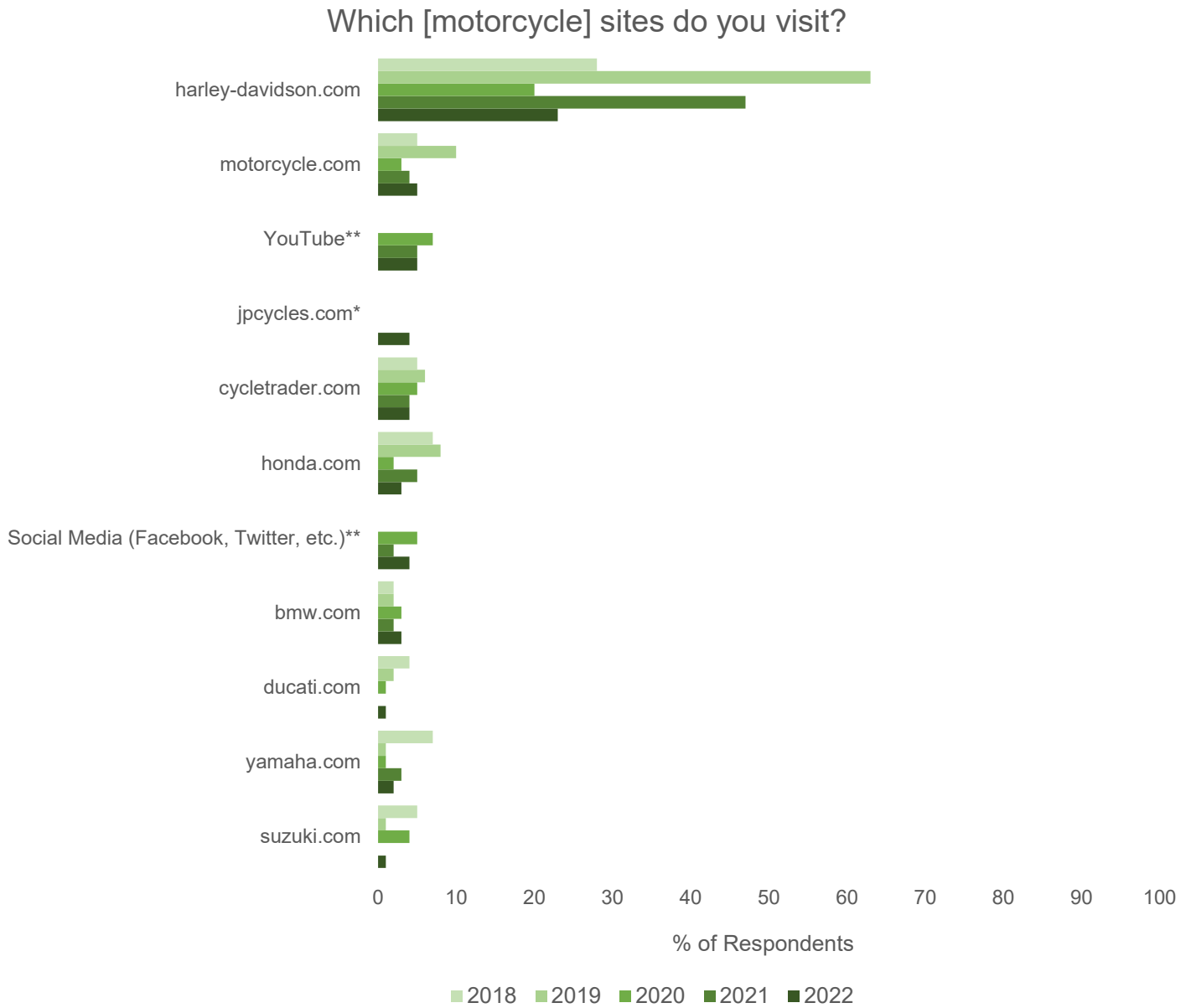
Ride Smart Florida: Where did you see or hear it?



Non-motorcyclists reported hearing about Ride Smart Florida on FM radio most frequently, at 28 percent, with outdoor billboards dropping from first to second place at 22—down from 30 percent last year. Electronic message

boards and bumper stickers were tied for third place, with 16 percent each. Internet videos and internet radio both saw decreases in 2022, after spiking in 2021.

Figure 11. Motorcycle Websites, 2018-2022



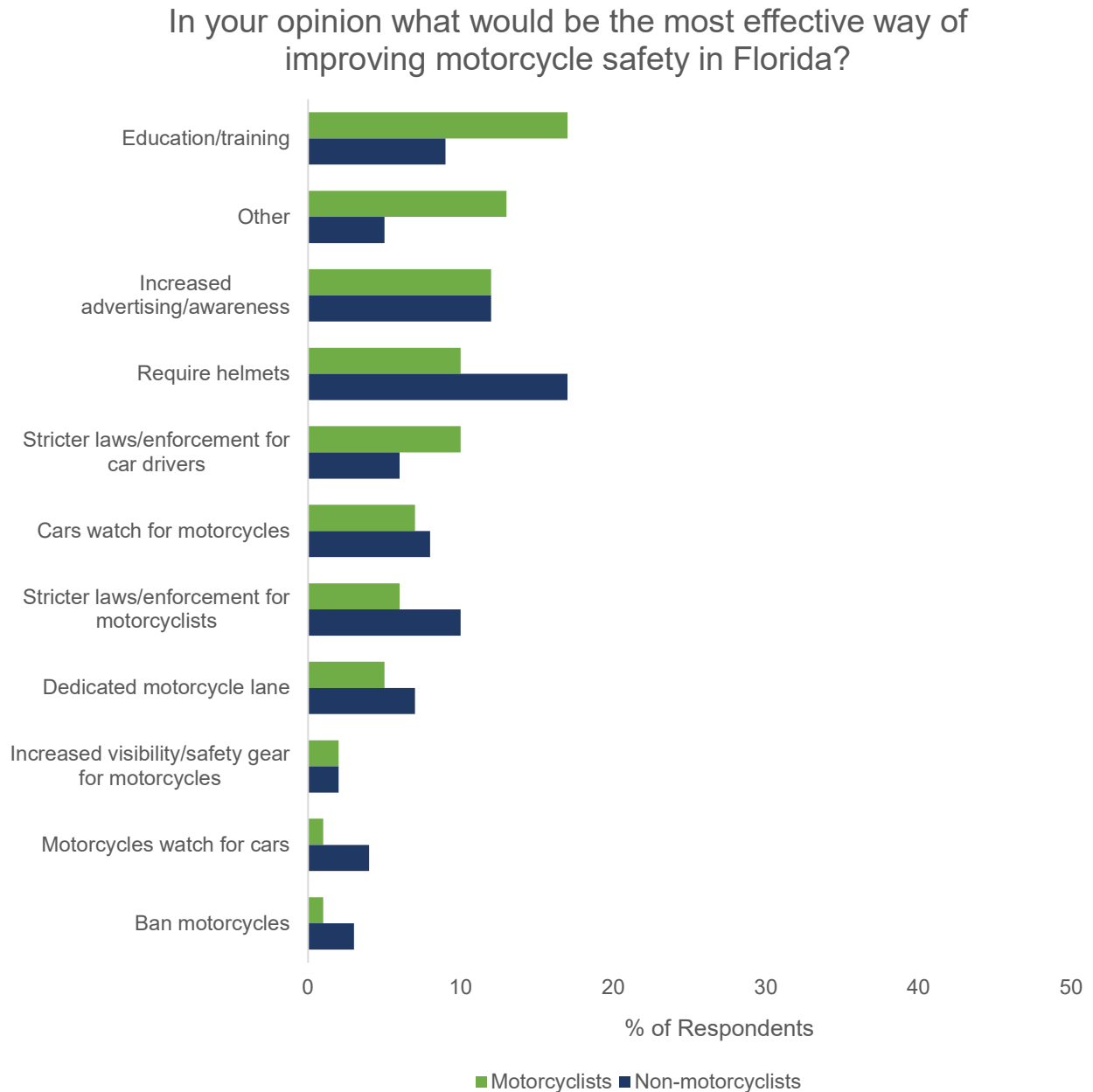
Motorcyclists were also asked whether they visit websites specific to motorcycles. Those who answered “yes” were then asked which ones they visit. This is an open-ended question which is recorded into categories during data analysis. In all project years, Harley-

Davidson.com was the most popular response, although this percentage decreased from 47 percent in 2021 to 23 percent in 2022. J & P Cycles (jpcycles.com) was added as a new recoded category this year, with 4 percent of respondents saying they visit the site.

*J&P Cycles added in 2022.

**Social media and YouTube categories were added in 2020.

Figure 12. Safety Improvement by Motorcyclists and Non-motorcyclists, 2022



In another open-ended question, respondents were asked their opinions about most effective way to improve motorcycle safety in Florida, which was recoded into the above categories. Among motorcyclists, education and training was the top response, and requiring helmets was top among non-motorcyclists. Increased awareness had 12 percent among both motorcyclists and

non-motorcyclists. Unsurprisingly, stricter laws and enforcement for car drivers was more popular among motorcyclists, and stricter laws for motorcyclists was more popular among non-motorcyclists. Three percent of non-motorcyclists said that banning motorcycles altogether would be most effective, compared to 1 percent of motorcyclists

Appendix I: Survey Results ¹

TOPLINES

Motorcyclists

1. Brevard n=58
2. Broward n=48
3. Duval n=51
4. Hillsborough n=44
5. Miami-Dade n=59
6. Orange n=40
7. Palm Beach n=37
8. Pasco n=52
9. Pinellas n=46
10. Volusia n=50
11. Total =485

Non-motorcyclists

1. Brevard n=84
2. Broward n=105
3. Duval n=76
4. Hillsborough n=75
5. Miami-Dade n=150
6. Orange n=77
7. Palm Beach n=125
8. Pasco n=95
9. Pinellas n=99
10. Volusia n=76
11. Total =962

¹ Percentages located in topline consist of weighted data, observations listed below are raw, unweighted totals.

For more information about weighting, see the “Methodology” section.

Motorcyclists: Method of Contact by County

	Total n=485	Brevard n=58	Broward n=48	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Online	76% 398	78% 48	91% 43	72% 40	82% 38	87% 54	80% 33	73% 31	64% 38	82% 39	66% 34
Telephone	24% 87	22% 10	10% 5	28% 11	18% 6	13% 5	21% 7	27% 6	36% 14	18% 7	35% 16

Non-motorcyclists: Method of Contact by County

	Total n=962	Brevard n=84	Broward n=105	Duval n=76	Hillsborough n=75	Miami-Dade n=150	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Online	50% 44	44% 59	58% 32	32% 29	36% 105	67% 29	30% 79	55% 50	46% 53	47% 34	39% 44
Telephone	51% 40	56% 46	42% 44	69% 46	64% 45	33% 48	70% 46	46% 45	55% 46	53% 42	62% 40

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

	Total n=484	Brevard n=58	Broward n=48	Duval n=50	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Motorcycle	24% 109	32% 19	28% 10	20% 9	18% 6	33% 18	49% 16	7% 4	18% 10	9% 5	25% 12
Scooter	2% 11	2% 2	5% 1	- 0	4% 1	5% 4	3% 1	- 0	- 0	<1% 1	5% 1
Passenger car	23% 121	24% 10	19% 13	29% 14	22% 8	31% 18	28% 12	39% 16	15% 11	21% 11	12% 8
Pickup truck	25% 107	21% 12	19% 8	29% 15	30% 15	8% 3	8% 4	27% 6	25% 12	36% 15	39% 17
SUV	21% 105	15% 11	21% 10	20% 11	24% 13	10% 10	8% 4	24% 10	36% 16	27% 11	15% 9
Mini-van	2% 15	5% 3	5% 4	- 0	<1% 1	3% 1	3% 1	- 0	2% 1	2% 2	2% 2
Full-sized van	2% 11	- 0	<1% 1	- 0	- 0	8% 4	3% 2	2% 1	3% 1	5% 1	2% 1
Other	1% 4	- 0	5% 1	2% 1	- 0	3% 1	- 0	- 0	2% 1	- 0	- 0
Does not drive	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=959	Brevard n=84	Broward n=105	Duval n=76	Hillsborough n=73	Miami-Dade n=149	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Passenger car	45% 432	37% 32	51% 56	48% 34	46% 33	45% 68	42% 33	43% 61	41% 39	43% 42	48% 34
Pickup truck	10% 95	11% 9	7% 7	17% 12	9% 7	5% 8	17% 10	8% 9	20% 14	10% 9	12% 10
SUV	31% 322	38% 30	25% 30	29% 25	32% 23	30% 48	26% 23	37% 43	35% 35	38% 37	35% 28
Mini-van	3% 35	3% 4	4% 5	1% 1	4% 3	2% 4	7% 6	2% 2	4% 5	1% 1	6% 4
Full-sized van	2% 13	2% 2	2% 1	1% 1	4% 2	2% 3	2% 1	3% 2	- 0	1% 1	- 0
Other	3% 25	6% 3	4% 2	- 0	2% 2	5% 9	4% 3	1% 2	<1% 1	3% 3	- 0
Does not drive	6% 36	3% 4	8% 4	4% 3	4% 3	11% 9	2% 1	5% 5	<1% 1	5% 6	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0

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

	Total n=480	Brevard n=57	Broward n=48	Duval n=50	Hillsborough n=43	Miami-Dade n=58	Orange n=40	Palm Beach n=37	Pasco n=51	Pinellas n=46	Volusia n=50
Cruiser	33% 152	32% 17	14% 11	18% 10	36% 14	29% 14	36% 12	34% 16	38% 19	38% 16	45% 23
Sport	32% 140	38% 15	41% 16	34% 12	14% 9	47% 29	36% 14	48% 12	23% 15	20% 9	24% 9
Touring	17% 97	15% 12	24% 11	27% 17	25% 10	5% 4	18% 10	9% 5	21% 10	16% 11	12% 7
Scooter	7% 38	5% 5	17% 7	7% 4	5% 2	11% 6	10% 4	<1% 1	3% 1	11% 4	9% 4
Trike	3% 18	3% 3	2% 1	2% 2	5% 3	3% 4	<1% 2	- 0	3% 2	9% 2	5% 3
Other	6% 26	3% 2	<1% 1	7% 3	11% 4	3% 2	- 0	9% 3	12% 4	7% 4	5% 3
Don't Know	2% 7	3% 2	2% 1	5% 2	5% 1	- 0	- 0	- 0	- 0	- 0	<1% 1
Refusal	<1% 2	2% 1	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Approximately how often do you ride a motorcycle?

	Total n=482	Brevard n=58	Broward n=47	Duval n=50	Hillsborough n=43	Miami-Dade n=59	Orange n=40	Palm Beach n=47	Pasco n=52	Pinellas n=46	Volusia n=50
Nearly everyday	21% 95	29% 17	10% 7	16% 6	21% 6	31% 18	34% 11	11% 5	15% 7	11% 7	29% 11
A few times a week	31% 155	32% 21	37% 18	40% 16	27% 14	33% 20	37% 14	21% 10	36% 17	23% 14	25% 11
Once a week	13% 64	12% 4	15% 8	16% 9	9% 5	18% 9	8% 4	14% 5	10% 7	18% 7	12% 6
Once a month	19% 101	12% 8	27% 9	19% 12	27% 11	10% 7	18% 10	34% 12	13% 11	21% 8	19% 13
A few times a year	11% 47	8% 4	10% 4	5% 4	11% 6	5% 4	- 0	16% 4	26% 10	16% 5	10% 6
Other	3% 11	5% 1	- 0	2% 1	- 0	- 0	3% 1	5% 1	- 0	7% 4	5% 3
Don't Know	1% 6	<1% 1	2% 1	2% 2	5% 1	- 0	- 0	- 0	- 0	5% 1	- 0
Refusal	1% 3	3% 2	- 0	- 0	- 0	3% 1	- 0	- 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?²

	Total n=485
Facebook	60% 291
Twitter	27% 136
Instagram	40% 198
YouTube	65% 320
Watch movies/TV	53% 254
Read the news	47% 234
Gaming	39% 179
Pay bills	59% 280
Get directions	53% 255
Play music	55% 264
Shopping	57% 280
Plan travel	30% 160
Check email	71% 341
Other	7% 24
Does not use Internet	2% 9
Don't Know	- 0
Refusal	1% 8

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=962
Facebook	53% 543
Twitter	20% 219
Instagram	42% 440
YouTube	51% 525
Watch movies	49% 512
Read the news	36% 360
Gaming	26% 277
Pay bills	47% 486
Get directions	37% 399
Play music	44% 464
Shopping	49% 504
Plan travel	20% 208
Check email	57% 579
Other	7% 72
Does not use Internet	7% 44
Don't Know	1% 6
Refusal	2% 20

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

Motorcyclists: How often do you use Facebook?

	Total n=290	Brevard n=37	Broward n=27	Duval n=28	Hillsborough n=26	Miami-Dade n=42	Orange n=22	Palm Beach n=15	Pasco n=41	Pinellas n=20	Volusia n=32
Multiple times per day	64% 184	63% 24	44% 13	59% 15	80% 19	72% 31	57% 10	50% 7	71% 30	75% 15	63% 20
Once per day	19% 59	18% 9	20% 8	22% 7	16% 6	3% 2	26% 7	20% 3	23% 8	19% 3	19% 6
A couple times per week	12% 34	8% 2	32% 5	15% 5	4% 1	14% 5	17% 5	10% 2	4% 2	6% 2	12% 5
Once a week	3% 8	11% 2	4% 1	4% 1	- 0	<1% 1	- 0	10% 2	2% 1	- 0	- 0
Less than once a week	2% 4	- 0	- 0	- 0	- 0	7% 2	- 0	10% 1	- 0	- 0	7% 1
Other	<1% 1	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: How often do you use Facebook?

	Total n=542	Brevard n=55	Broward n=57	Duval n=33	Hillsborough n=40	Miami-Dade n=78	Orange n=37	Palm Beach n=64	Pasco n=64	Pinellas n=59	Volusia n=55
Multiple times per day	57% 326	62% 35	49% 29	69% 24	59% 23	50% 36	48% 19	66% 41	66% 41	64% 41	65% 37
Once per day	22% 112	18% 10	30% 15	14% 5	27% 11	22% 18	15% 6	17% 9	23% 16	13% 10	24% 12
A couple times per week	15% 72	15% 8	14% 8	17% 4	11% 5	21% 17	18% 7	13% 10	3% 3	9% 5	9% 5
Once a week	4% 19	3% 1	4% 3	- 0	3% 1	5% 5	9% 3	2% 3	3% 1	11% 2	- 0
Less than once a week	2% 9	3% 1	4% 2	- 0	- 0	1% 1	- 0	- 0	6% 3	2% 1	3% 1
Other	1% 3	- 0	- 0	- 0	- 0	1% 1	8% 1	1% 1	- 0	- 0	- 0
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	3% 1	- 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=135	Brevard n=11	Broward n=20	Duval n=10	Hillsborough n=12	Miami-Dade n=32	Orange n=14	Palm Beach n=8	Pasco n=13	Pinellas n=10	Volusia n=5
Multiple times per day	45% 66	30% 5	55% 11	21% 5	40% 7	65% 19	53% 6	11% 1	53% 6	25% 3	75% 3
Once per day	24% 31	10% 1	20% 6	50% 4	40% 3	20% 5	27% 4	11% 1	29% 5	13% 2	0
A couple times per week	21% 24	40% 3	25% 3	29% 1	<1% 1	10% 5	<1% 1	44% 4	12% 1	50% 4	25% 1
Once a week	6% 7	20% 2	- 0	- 0	20% 1	<1% 1	<1% 1	22% 1	6% 1	- 0	- 0
Less than once a week	2% 5	- 0	- 0	- 0	- 0	<1% 1	7% 1	11% 1	- 0	13% 1	<1% 1
Other	2% 2	- 0	- 0	- 0	- 0	5% 1	13% 1	- 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 Twitter?

	Total n=218	Brevard n=14	Broward n=26	Duval n=21	Hillsborough n=12	Miami-Dade n=47	Orange n=16	Palm Beach n=24	Pasco n=21	Pinellas n=23	Volusia n=14
Multiple times per day	38% 89	33% 6	41% 12	32% 8	22% 2	40% 17	14% 3	44% 10	46% 10	53% 12	71% 9
Once per day	25% 59	22% 2	24% 6	41% 6	17% 2	21% 10	27% 4	30% 7	27% 7	37% 8	<1% 1
A couple times per week	23% 43	22% 3	22% 5	9% 3	39% 5	27% 11	50% 7	11% 3	9% 2	5% 2	14% 2
Once a week	7% 16	<1% 1	7% 2	9% 2	6% 1	9% 6	5% 1	4% 1	- 0	5% 1	14% 1
Less than once a week	6% 13	11% 1	7% 1	9% 2	11% 1	3% 2	5% 1	11% 3	9% 1	- 0	<1% 1
Other	2% 4	11% 1	- 0	- 0	6% 1	1% 1	- 0	- 0	9% 1	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: How often do you use Instagram?

	Total n=198	Brevard n=19	Broward n=29	Duval n=12	Hillsborough n=14	Miami-Dade n=45	Orange n=19	Palm Beach n=15	Pasco n=19	Pinellas n=13	Volusia n=13
Multiple times per day	57% 117	42% 9	69% 19	50% 6	69% 10	75% 35	56% 12	50% 6	71% 13	10% 2	31% 5
Once per day	23% 42	16% 4	7% 3	44% 5	- 0	14% 5	28% 3	25% 5	29% 6	30% 4	63% 7
A couple times per week	12% 25	21% 3	17% 6	6% 1	13% 3	7% 3	17% 4	6% 1	- 0	40% 4	- 0
Once a week	7% 12	21% 3	7% 1	- 0	19% 1	4% 2	- 0	19% 3	- 0	<1% 1	6% 1
Less than once a week	1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	20% 2	- 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 Instagram?

	Total n=439	Brevard n=35	Broward n=50	Duval n=28	Hillsborough n=34	Miami-Dade n=92	Orange n=32	Palm Beach n=62	Pasco n=34	Pinellas n=34	Volusia n=38
Multiple times per day	61% 265	57% 21	67% 34	52% 15	50% 17	67% 62	54% 17	58% 36	56% 19	62% 20	64% 24
Once per day	21% 92	10% 4	16% 8	32% 8	20% 7	22% 20	26% 8	25% 14	19% 7	14% 6	27% 10
A couple times per week	12% 57	24% 7	10% 6	16% 5	19% 7	8% 8	9% 3	14% 9	6% 2	21% 7	9% 3
Once a week	4% 19	5% 2	4% 1	- 0	6% 1	3% 2	11% 4	1% 2	13% 5	3% 1	<1% 1
Less than once a week	2% 5	5% 1	3% 1	- 0	4% 1	- 0	- 0	1% 1	6% 1	- 0	- 0
Other	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: How often do you use YouTube?

	Total n=317	Brevard n=34	Broward n=35	Duval n=34	Hillsborough n=30	Miami-Dade n=48	Orange n=26	Palm Beach n=22	Pasco n=34	Pinellas n=27	Volusia n=27
Multiple times per day	57% 175	49% 16	36% 14	53% 14	58% 19	81% 40	86% 21	48% 10	57% 20	59% 11	41% 10
Once per day	16% 47	3% 1	29% 11	20% 8	29% 6	13% 5	4% 1	8% 2	19% 5	7% 2	22% 6
A couple times per week	17% 59	31% 10	23% 5	17% 8	7% 3	6% 3	7% 3	16% 5	19% 7	15% 7	28% 8
Once a week	6% 21	11% 5	7% 3	3% 2	- 0	- 0	4% 1	20% 3	3% 1	11% 5	6% 1
Less than once a week	4% 14	6% 2	3% 1	7% 2	7% 2	- 0	- 0	8% 2	3% 1	7% 2	3% 2
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=523	Brevard n=45	Broward n=56	Duval n=39	Hillsborough n=38	Miami-Dade n=97	Orange n=33	Palm Beach n=73	Pasco n=42	Pinellas n=56	Volusia n=44
Multiple times per day	54% 272	42% 19	50% 28	62% 26	67% 22	56% 53	50% 14	50% 34	38% 16	62% 35	55% 25
Once per day	20% 106	15% 6	22% 15	21% 7	13% 6	20% 20	32% 12	17% 15	24% 9	12% 7	21% 9
A couple times per week	19% 99	31% 13	23% 9	13% 4	10% 5	17% 17	17% 6	24% 17	24% 12	19% 9	17% 7
Once a week	4% 27	4% 3	5% 4	3% 1	6% 3	4% 3	- 0	7% 5	5% 3	4% 3	3% 2
Less than once a week	3% 16	8% 3	- 0	3% 1	3% 1	3% 4	2% 1	2% 2	10% 2	4% 2	- 0
Other	<1% 1	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	<1% 2	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Do you visit websites specifically related to motorcycles?

	Total n=485	Brevard n=58	Broward n=48	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Yes	57% 293	56% 37	64% 30	59% 28	50% 25	79% 44	67% 25	56% 20	61% 33	48% 27	43% 24
No	42% 191	44% 21	36% 18	41% 23	46% 18	21% 15	33% 15	44% 17	39% 19	52% 19	57% 26
Don't Know	<1% 1	- 0	- 0	- 0	4% 1	- 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=293
harley-davidson.com	23% 69
motorcycle.com	5% 16
cycletrader.com	4% 11
honda.com	3% 6
yamaha.com	2% 4
suzuki.com	1% 1
bmw.com	3% 8
ducati.com	1% 2
Social Media	4% 9
YouTube	5% 12
jpcycles.com	4% 8
Other	44% 120
Don't Know	3% 7
Refusal	6% 7

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

	Total n=485	Brevard n=58	Broward n=48	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Yes	36% 184	27% 18	60% 25	33% 14	36% 14	59% 37	46% 20	20% 7	37% 20	24% 13	28% 16
No	64% 300	73% 40	41% 23	67% 37	64% 30	36% 21	54% 20	80% 30	63% 32	76% 33	72% 34
Don't Know	<1% 1	- 0	- 0	- 0	- 0	5% 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 a motorcycle safety message that says *Drink Ride Lose*?

	Total n=962	Brevard n=84	Broward n=105	Duval n=76	Hillsborough n=75	Miami-Dade n=150	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Yes	18% 178	16% 16	22% 25	14% 13	13% 12	19% 31	12% 11	21% 27	9% 8	21% 18	21% 17
No	82% 778	84% 68	78% 79	86% 63	86% 62	80% 118	87% 65	79% 97	91% 87	78% 80	79% 59
Don't Know	1% 6	- 0	1% 1	- 0	1% 1	1% 1	2% 1	1% 1	- 0	1% 1	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁴

	Total n=184
FM Radio	29% 59
Internet Radio/Pandora/Spotify	26% 53
Newspaper/Magazine	21% 33
Electronic Message Board over the Road	25% 41
Outdoor Billboard	37% 61
Poster	13% 25
Brochure	10% 18
Bumper Stickers	13% 23
Internet Videos	27% 47
Facebook	22% 41
Instagram	16% 34
Twitter	9% 21
Other	4% 8
Don't Know	3% 4

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=178
FM Radio	23% 39
Internet Radio/Pandora/Spotify	17% 29
Newspaper/Magazine	10% 18
Electronic Message Board over the Road	25% 46
Outdoor Billboard	34% 61
Poster	10% 20
Brochure	2% 6
Bumper Stickers	13% 20
Internet Videos	18% 32
Facebook	14% 31
Instagram	13% 23
Twitter	7% 13
Other	10% 18
Don't Know	2% 4

⁵ 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=485	Brevard n=58	Broward n=48	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Yes	69% 347	76% 45	74% 35	61% 35	57% 29	76% 43	69% 28	73% 30	71% 37	75% 32	60% 33
No	31% 138	24% 13	26% 13	39% 16	44% 15	24% 16	31% 12	27% 7	29% 15	25% 14	40% 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

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

	Total n=962	Brevard n=84	Broward n=105	Duval n=76	Hillsborough n=75	Miami-Dade n=150	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Yes	46% 462	48% 46	39% 42	53% 39	45% 33	37% 52	51% 37	43% 54	62% 55	62% 60	56% 44
No	54% 492	52% 38	61% 63	47% 37	55% 41	62% 96	49% 40	55% 69	36% 38	38% 39	44% 31
Don't Know	1% 8	- 0	- 0	- 0	1% 1	1% 2	- 0	2% 2	2% 2	- 0	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁶

	Total n=347
FM Radio	21% 70
Internet Radio/Pandora/Spotify	14% 56
Newspaper/Magazine	11% 40
Electronic Message Board over the Road	20% 74
Outdoor Billboard	28% 105
Poster	16% 54
Brochure	3% 13
Bumper Stickers	52% 167
Internet Videos	14% 46
Facebook	20% 68
Instagram	9% 39
Twitter	6% 20
Other	5% 18
Don't Know	1% 3

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

Non-motorcyclists: Where did you see or hear it? ⁷

	Total n=462
FM Radio	13% 65
Internet Radio/Pandora/Spotify	9% 40
Newspaper/Magazine	4% 19
Electronic Message Board over the Road	18% 85
Outdoor Billboard	29% 138
Poster	9% 39
Brochure	4% 17
Bumper Stickers	49% 235
Internet Videos	6% 29
Facebook	6% 34
Instagram	4% 19
Twitter	2% 12
Other	5% 24
Don't Know	4% 14

⁷ 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=485	Brevard n=58	Broward n=48	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Yes	34% 176	36% 20	45% 24	28% 15	22% 10	73% 40	26% 13	29% 12	44% 21	24% 10	17% 11
No	66% 308	64% 38	55% 24	72% 36	78% 34	27% 19	74% 27	71% 25	57% 31	76% 36	78% 38
Don't Know	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	5% 1
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=962	Brevard n=84	Broward n=105	Duval n=76	Hillsborough n=75	Miami-Dade n=150	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Yes	15% 150	11% 10	13% 17	8% 9	15% 11	18% 27	13% 11	19% 23	13% 11	18% 17	17% 14
No	83% 795	87% 73	85% 85	92% 67	84% 62	79% 119	85% 65	81% 102	86% 82	82% 81	75% 59
Don't Know	2% 17	2% 1	2% 3	- 0	1% 2	3% 4	2% 1	- 0	2% 2	<1% 1	8% 3
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it?⁸

	Total n=176
FM Radio	32% 57
Internet Radio/Pandora/Spotify	24% 47
Newspaper/Magazine	16% 27
Electronic Message Board over the Road	16% 29
Outdoor Billboard	25% 43
Poster	19% 36
Brochure	11% 24
Bumper Stickers	18% 35
Internet Videos	25% 45
Facebook	32% 54
Instagram	18% 41
Twitter	12% 23
Other	9% 12
Don't Know	3% 3

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

Non-motorcyclists: Where did you see or hear it?⁹

	Total n=150
FM Radio	28% 43
Internet Radio/Pandora/Spotify	15% 26
Newspaper/Magazine	4% 6
Electronic Message Board over the Road	16% 27
Outdoor Billboard	22% 37
Poster	8% 15
Brochure	2% 4
Bumper Stickers	16% 21
Internet Videos	14% 25
Facebook	12% 18
Instagram	10% 15
Twitter	4% 6
Other	5% 9
Don't Know	9% 12

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

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

	Total n=485
Education/training	17% 84
Require helmets	10% 48
Cars watch for motorcycles	7% 30
Increased advertising/awareness	12% 62
Stricter laws/enforcement for car drivers	10% 51
Stricter laws/enforcement for motorcyclists	6% 34
Dedicated motorcycle lane	5% 25
Motorcycles watch for cars	1% 7
Increased visibility/ safety gear for motorcycles	2% 10
Banning motorcycles	<1% 1
Other	13% 57
Don't Know	5% 28
Refusal	9% 48

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

	Total n=962
Education/training	9% 100
Require helmets	17% 172
Cars watch for motorcycles	8% 69
Increased advertising/awareness	12% 117
Stricter laws/enforcement for car drivers	6% 59
Stricter laws/enforcement for motorcyclists	10% 96
Dedicated motorcycle lane	7% 64
Motorcycles watch for cars	4% 38
Increased visibility/ safety gear for motorcycles	2% 23
Other	5% 52
Ban motorcycles	3% 21
Don't Know	13% 111
Refusal	4% 40

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

	Total n=480	Brevard n=56	Broward n=46	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=39	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
18-24	7% 76	3% 5	15% 15	4% 4	7% 5	13% 17	8% 8	13% 8	2% 3	9% 7	4% 4
25-34	20% 56	25% 6	39% 9	23% 7	20% 5	34% 13	21% 6	- 0	11% 3	11% 2	23% 5
35-44	19% 73	16% 9	15% 5	9% 3	7% 2	40% 21	24% 6	20% 5	30% 12	13% 3	21% 7
45-54	17% 70	17% 8	10% 4	21% 9	18% 7	11% 6	11% 3	33% 8	23% 13	18% 8	7% 4
55-64	19% 96	25% 16	10% 6	11% 8	31% 13	3% 2	18% 6	16% 7	32% 17	18% 9	18% 12
65 or older	18% 109	14% 12	12% 7	32% 20	18% 12	- 0	18% 10	18% 9	4% 4	31% 17	28% 18
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: Which of the following age categories best describes you? Are you:

	Total n=917	Brevard n=82	Broward n=100	Duval n=70	Hillsborough n=71	Miami-Dade n=146	Orange n=69	Palm Beach n=115	Pasco n=9	Pinellas n=96	Volusia n=75
18-24	12% 150	10% 12	8% 12	13% 15	13% 15	14% 30	16% 15	14% 20	8% 13	6% 11	6% 7
25-34	17% 159	12% 12	17% 17	14% 10	19% 12	22% 33	14% 11	14% 19	15% 15	17% 16	14% 14
35-44	17% 166	12% 13	14% 17	13% 13	20% 15	20% 30	22% 18	12% 16	12% 13	20% 23	10% 8
45-54	18% 167	24% 19	35% 32	12% 9	14% 10	11% 17	12% 9	16% 19	25% 23	12% 12	22% 17
55-64	17% 187	14% 15	17% 18	13% 12	18% 14	16% 25	13% 9	19% 28	19% 21	20% 25	24% 20
65 or older	20% 88	29% 11	10% 4	35% 11	16% 5	17% 11	24% 7	25% 13	21% 8	24% 9	26% 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

Motorcyclists: What is your racial background? Are you:

	Total n=471	Brevard n=52	Broward n=47	Duval n=49	Hillsborough n=44	Miami-Dade n=59	Orange n=39	Palm Beach n=35	Pasco n=52	Pinellas n=45	Volusia n=49
White/Caucasian	59% 309	64% 39	32% 20	48% 31	67% 36	21% 16	45% 21	71% 26	74% 43	68% 35	78% 42
Black/African American	12% 57	7% 4	24% 10	23% 9	<1% 1	24% 14	5% 3	12% 5	7% 2	9% 4	15% 5
Hispanic	23% 91	13% 6	42% 15	30% 9	20% 4	50% 27	42% 14	17% 4	19% 7	11% 4	2% 1
Other	6% 14	16% 3	2% 2	- 0	13% 3	5% 2	8% 1	- 0	- 0	11% 2	5% 1
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=939	Brevard n=83	Broward n=101	Duval n=72	Hillsborough n=71	Miami-Dade n=149	Orange n=76	Palm Beach n=120	Pasco n=94	Pinellas n=98	Volusia n=75
White/Caucasian	42% 518	66% 57	38% 47	45% 38	38% 36	13% 30	44% 37	54% 75	72% 73	65% 72	69% 53
Black/African American	19% 154	16% 12	22% 22	33% 18	11% 9	21% 34	25% 17	16% 18	2% 3	15% 14	8% 7
Hispanic	33% 218	13% 11	28% 24	16% 12	41% 21	64% 80	26% 18	24% 24	17% 10	12% 9	16% 9
Other	7% 49	5% 3	11% 8	6% 4	10% 5	2% 5	5% 4	6% 3	9% 8	8% 3	8% 6
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=478	Brevard n=56	Broward n=48	Duval n=51	Hillsborough n=44	Miami-Dade n=59	Orange n=38	Palm Beach n=35	Pasco n=52	Pinellas n=45	Volusia n=50
Less than high school degree	2% 8	- 0	2% 1	- 0	- 0	5% 2	<1% 1	- 0	2% 1	- 0	7% 3
High school graduate/GED	34% 133	26% 15	14% 10	41% 20	28% 8	23% 13	31% 9	29% 7	51% 19	54% 17	37% 15
Currently in college/has AA degree	23% 94	20% 11	33% 11	26% 9	22% 8	21% 12	19% 8	29% 7	18% 9	19% 8	29% 11
Bachelor's degree (B.A./B.S.)	27% 157	35% 18	31% 16	24% 14	28% 16	36% 21	36% 14	24% 12	16% 12	23% 16	24% 18
Graduate degree/post-graduate degree	13% 81	15% 10	17% 9	9% 8	22% 12	15% 11	11% 5	17% 8	14% 11	5% 4	3% 3
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	- 0
Refusal	1% 4	3% 2	2% 1	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	- 0

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

	Total n=961	Brevard n=83	Broward n=105	Duval n=76	Hillsborough n=75	Miami-Dade n=150	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Less than high school degree	4% 23	3% 3	- 0	- 0	7% 2	4% 3	3% 2	3% 4	4% 3	8% 5	2% 1
High school graduate/GED	34% 287	41% 29	32% 27	37% 27	37% 25	35% 46	26% 17	29% 31	37% 36	35% 28	35% 21
Currently in college/has AA degree	31% 255	31% 23	33% 25	33% 19	22% 17	25% 33	35% 24	38% 38	37% 28	31% 25	35% 23
Bachelor's degree (B.A./B.S.)	19% 247	12% 14	23% 34	20% 21	22% 21	21% 44	24% 22	12% 25	11% 16	17% 28	19% 22
Graduate degree/post-graduate degree	12% 132	12% 13	11% 16	6% 5	11% 8	15% 24	12% 10	16% 23	9% 11	9% 13	10% 9
Don't Know	<1% 2	- 0	1% 1	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	1% 15	2% 1	1% 2	3% 3	1% 2	- 0	2% 2	2% 4	2% 1	- 0	- 0

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

	Total n=87	Brevard n=10	Broward n=5	Duval n=11	Hillsborough n=6	Miami-Dade n=5	Orange n=7	Palm Beach n=6	Pasco n=14	Pinellas n=7	Volusia n=16
Landline	6% 8	7% 1	- 0	25% 3	13% 2	- 0	- 0	- 0	- 0	- 0	10% 2
Cell phone	92% 77	87% 8	75% 4	75% 8	88% 4	100% 5	100% 7	100% 6	100% 14	100% 7	91% 14
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	2% 2	7% 1	25% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=448	Brevard n=40	Broward n=46	Duval n=44	Hillsborough n=46	Miami-Dade n=45	Orange n=48	Palm Beach n=46	Pasco n=45	Pinellas n=46	Volusia n=42
Landline	4% 12	3% 1	- 0	7% 2	- 0	11% 4	6% 2	1% 1	- 0	- 0	9% 2
Cell phone	94% 425	97% 39	100% 46	90% 40	98% 44	89% 41	93% 45	88% 40	97% 44	100% 46	91% 40
Don't Know	<1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	2% 10	- 0	- 0	3% 2	1% 1	- 0	1% 1	11% 5	3% 1	- 0	- 0

Motorcyclists: Sex of the respondents

	Total n=483	Brevard n=57	Broward n=48	Duval n=50	Hillsborough n=44	Miami-Dade n=59	Orange n=40	Palm Beach n=37	Pasco n=52	Pinellas n=46	Volusia n=50
Male	85% 349	86% 42	71% 29	84% 38	83% 31	76% 35	90% 31	96% 32	85% 37	87% 35	90% 39
Female	15% 134	14% 15	29% 19	16% 12	17% 13	24% 24	10% 9	5% 5	16% 15	13% 11	10% 11

Non-motorcyclists: Sex of the respondents

	Total n=962	Brevard n=84	Broward n=105	Duval n=76	Hillsborough n=75	Miami-Dade n=150	Orange n=77	Palm Beach n=125	Pasco n=95	Pinellas n=99	Volusia n=76
Male	45% 380	37% 25	44% 45	61% 41	34% 25	48% 69	53% 35	35% 36	43% 34	52% 44	42% 26
Female	55% 582	63% 59	56% 60	39% 35	66% 50	52% 81	47% 42	66% 89	57% 61	48% 55	58% 50

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]
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 (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.