

## DISCLAIMER

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

The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation, and/or Federal Highway Administration, U.S. Department of Transportation, or any other agency of the State or Federal Government. The contents of this report reflect the findings of the authors, who are responsible for the facts and the accuracy of the data presented herein. This report is not intended for construction, bidding, or permit purposes. The researcher in charge of the project was Dr. Michael Binder, Faculty Director of the Public Opinion Research Laboratory at the University of North Florida. To contact Dr. Michael Binder, please call (904) 620-2784 or email porl@unf.edu.


# Florida <br> 2018 <br> Motorcycle Safety Media Survey 

Final Report
September 14, 2018


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## Introduction

## State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S., and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2016 was at approximately $16,465,727$ individuals, all of which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2016 American Community Survey (ACS) Census Bureau is as follows: $54.9 \%$ white, $16.8 \%$ black, $24.9 \%$ Hispanic/Latino origin, and $2.9 \%$ Asian. The Florida Department of Transportation (FDOT) reports a total of 273,180 miles of public roads.

## Project Background

FDOT has several motorcycle safety messages that are distributed to the public by Ride Smart Florida, which is an extension of the Florida Motorcycle Safety Coalition. Ride Smart Florida uses data-driven research to develop, implement and evaluate measures to prevent motorcycle fatalities, including motorcycle safety campaigns. This report covers four safety messages: Don't Be a Star, Ride Smart, Make the Right Choice, and Watch for Motorcycles. The Don't Be a Star and the Ride Smart safety messages are targeting motorcyclists specifically, while the Watch for Motorcycles message is aimed at vehicle drivers. The Make the Right Choice message is targeting both groups and urging them not to drive distractedly.

The U.S. experienced 5,286 motorcyclist fatalities in 2016, up from the 4,976 motorcyclist fatalities and the 4,594 fatalities in 2014. These statistics can be found in NHTSA's Traffic Safety Facts report for 2014, 2015, and 2016. The NHTSA's Traffic Safety Facts reports use data from the National Occupant Protection Use Survey (NOPUS).

## Executive Summary

This report serves to inform FDOT about the effectiveness of their motorcycle safety campaigns, which were distributed in the hopes of raising motorcycle awareness and decreasing motorcycle-related crashes. In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey that yielded the following results:
> Motorcyclists were more likely to have heard of the Watch for Motorcycles safety message (74\%) than non-motorcyclists (62\%).
$>$ In 2017 and 2018, motorcyclists that claimed to ride "Nearly everyday" were more likely to have seen or heard about any of the motorcycle safety messages compared to those who claimed to ride "A few times per year".
> Both motorcyclists and non-motorcyclists were more likely to see the Watch for Motorcycles
safety message on "Bumper Stickers" than any other advertising platform.
> Many non-motorcyclists claimed to primarily drive a "Passenger car" at 50\%.
> The "Cruiser" was the most selected type of motorcycle that motorcyclists claimed to ride most often (35\%), followed closely by "Sport" at $34 \%$.
$>$ Out of all the motorcycle brands, "HarleyDavidson" was the brand that motorcyclists claimed to ride most often at 29\%.
> "Harley-davidson.com" was the most common response offered when respondents were asked what motorcycle sites they visited.

## Methodology <br> Study Purpose

FDOT contracted with the PORL at UNF to gather information about the attitudes and awareness of adults living in 10 counties that experience some of the most serious injuries and fatal motorcycle crashes in the State of Florida (see Table 1). Motorcyclists and nonmotorcyclists were asked about FDOT's motorcycle safety awareness campaigns and their general driving habits. The performance goal is to monitor the progress of FDOT's motorcycle safety awareness campaigns and their coverage throughout these counties.

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

## Study Design

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

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

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate in the telephone survey. As for respondents contacted by cellphone they were selected by being the first qualified participant to answer the phone. For the online survey, respondents indicating that they had ridden a motorcycle in the past 12 months were included. The breakdown of completed responses on a landline phone to a cell phone was $96 \%$ to $3 \%$ with $1 \%$ unknown.

At least 5 callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and Spanish. Calls were made July 23 - August 14, 2018 from 4:00 p.m. - 9:00 p.m. seven days a week.

For the telephone survey, in order to adjust for the oversampling of smaller counties, and to correct for nonresponse bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled counties across all 10 counties. Smaller counties that were oversampled need their values adjusted downward so as not to bias the overall results. Second, in order to ensure that the results presented are reflective of the adult population of these 10 Florida counties, we need to make sure that the sample is as reflective of the population as possible. The total sample was weighted by age, sex, education and race to the estimated 2016 American Community Survey for the adult population of the 10 Florida counties surveyed.

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

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

The margin of sampling error is +/- 3.1 percentage points. This study had a $9.2 \%$ response rate. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which consists of an estimate of what proportion of

Table 1. Motorcyclists / Non-motorcyclists

| County |  |
| :--- | :--- |
| Brevard | $\mathrm{n}=38 / 101$ |
| Broward | $\mathrm{n}=69 / 101$ |
| Duval | $\mathrm{n}=40 / 101$ |
| Hillsborough | $\mathrm{n}=58 / 101$ |
| Miami-Dade | $\mathrm{n}=110 / 102$ |
| Orange | $\mathrm{n}=56 / 100$ |
| Palm Beach | $\mathrm{n}=60 / 101$ |
| Pasco | $\mathrm{n}=34 / 88$ |
| Pinellas | $\mathrm{n}=42 / 101$ |
| Volusia | $\mathrm{n}=50 / 101$ |
| Total | $\mathrm{n}=557 / 997$ |

Table 2. County and Margin of Error ${ }^{1}$

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

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

As members of AAPOR, the 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.

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## Summary of Findings

Figure 1. Motorcyclists and Non-motorcyclists by Vehicle Driven, 2017 to 2018
In general, what type of vehicle do you drive most often?


In Figure 1, respondents were asked what type of vehicle they drive most often, which was then broken down by motorcyclists and non-motorcyclists for 2017 and 2018. "Passenger car" was the most selected response for both motorcyclists and non-motorcyclists across both years. However, the percentage of
motorcyclists who selected "Motorcycle" as the type of vehicle they drive most often increased by 18-
percentage points. This could be attributed to the nonprobability online targeting of motorcyclists in conjunction with the probability phone survey, compared to 2017's probability survey conducted entirely by phone.

Figure 2. Motorcyclists by Type of Motorcycle, 2017 to 2018
Thinking of the motorcycle that you ride most often, what type of motorcycle is it?


Figure 2 shows the results for motorcyclists who answered what type of motorcycle they ride most often. "Cruiser" was the most selected response at $42 \%$ in 2017 and $35 \%$ in 2018. "Sport" motorcycles saw an increase from 2017 to 2018, moving up 12 percentage points from $22 \%$ to $34 \%$. Although "Touring" motorcycles decreased from $25 \%$ to $16 \%$ in 2018, this type is still
more popular than the "Scooter", "Trike", or "Other" types of motorcycles, none of which gathered more than 10\% in 2017or 2018. In addition to year over year population changes, the online component to the survey increased the number of younger respondents, hence potentially increasing the number of "Sport" motorcyclists.

Figure 3. Motorcyclists by Brand Ridden, 2017 to 2018
What brand of motorcycle do you ride most often?


Figure 3 presents the results of motorcyclists who were asked what brand of motorcycle they ride most often. "Harley-Davidson" was the most selected response once more in 2018 with $29 \%$ of motorcyclists who claimed to ride that brand most often, although there was a large decrease from the $44 \%$ in 2017 . The second most
common response was "Honda", with $21 \%$ in 2018. The other motorcycle brands did not see large changes from 2017 to 2018, with the exception of the "Suzuki" brand, which saw an 8-percentage point increase from $2 \%$ in 2017 to 10\% in 2018.

Figure 4. Motorcyclists by Internet Usage, 2017 to 2018
What kinds of things have you used the Internet to do in the last seven days?


In Figure 4, motorcyclists in 2017 and 2018 were asked to identify all the following things they had used the Internet to do in the past week. The most noteworthy jump can be seen in the "Email" response, which moved from $5 \%$ in 2017 to $69 \%$ in 2018. However, it is important to note that "Email" was not read to respondents as a selection in the 2017 survey; rather, it
was volunteered by respondents as an open-ended "Other" response. In 2018, "Email" was added to the survey as a selection which was read to respondents and which appeared as an option in the online survey. The only two responses that did not see an increase from 2017 to 2018 were "Get Directions" and "Has not used the Internet".

Figure 5. Non-motorcyclists by Internet Usage, 2017 to 2018
What kinds of things have you used the Internet to do in the last seven days?


Figure 5 displays the same question posed in Figure 4 for non-motorcyclists. The same jump in "Email" can be seen here, from $5 \%$ in 2017 to $65 \%$ in 2018. In this
case, the only response to see a decrease from 2017 to 2018 was "Has not used Internet", which decreased from 12\% to 9\%.

Figure 6. Motorcyclists and Non-motorcyclists by Safety Campaign Awareness, 2017 to 2018
In the past few months, have you seen a motorcycle safety message that says:


The purpose of this report is to present findings about the public awareness of FDOT's motorcycle safety campaigns. Figure 6 reports the 2017 and 2018 percentages of motorcyclists and non-motorcyclists who had seen the following safety messages: Don't Be a Star, Ride Smart, Make the Right Choice, and Watch for Motorcycles. The Watch for Motorcycles message had the most recognition among motorcyclists and non-
motorcyclists in 2017 and 2018, although recognition decreased by 16 -percentage points for motorcyclists and 4-percentage points for non-motorcyclists. Interestingly, recognition among motorcyclists rose substantially for the other three campaign safety messages. Nonmotorcyclists saw a decrease in recognition of the Ride Smart campaign, from 22\% in 2017 to 15\% in 2018.

Figure 7. Motorcycle Usage by Safety Campaign Awareness, 2018
In the past few months, have you seen a motorcycle safety message that says:


In Figure 7, awareness among motorcyclists for the four motorcycle safety messages is compared by how often a motorcyclist claimed to ride a motorcycle. As frequency of motorcycle riding increased, awareness of each safety campaign also increased. The most dramatic increase in awareness can be seen among both the Don't Be a Star motorcycle safety campaign and the Ride Smart safety campaign, as recognition moved up by 22-percentage points when frequency of motorcycle riding moves from
"A few times a year" to "Nearly everyday". The most recognized motorcycle safety campaign, Watch for Motorcycles, had a 17-percentage point increase as frequency increased. The Make the Right Choice safety campaign had 19-percentage point increase in recognition as frequency of motorcycle riding moved from "A few times per year" to the most frequent choice, "Nearly everyday".

Figure 8. Motorcyclists and Non-motorcyclists by Watch for Motorcycles, 2017 to 2018
Watch for Motorcycles: Where did you see or hear it?


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

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

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


In Figure 9, respondents were asked to identify where they had seen or heard the Ride Smart safety message, the message with the second most coverage. "FM Radio" was the most selected response in 2018 with $38 \%$ of motorcyclists, while non-motorcyclists chose "Outdoor Billboard" most frequently, with $20 \%$ who
claimed to have seen the safety message there. Similar to Figure 8, "Facebook" saw a large increase among motorcyclists, moving from 3\% in 2017 to 29\% in 2018. "Internet Radio/Pandora/Spotify" and "Internet Videos" also increased among motorcyclists, from $2 \%$ to $19 \%$ and $4 \%$ to $22 \%$, respectively.

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

## Which sites do you visit?



Figure 10 presents the data for individuals that answered "Yes" when asked if they visit any websites specifically related to motorcycles. The above websites were the top 10 most common responses, with "harley-davidson.com" as the most popular response at $28 \%$. At $7 \%$, "honda.com" and "yamaha.com" were both the second
most frequent response offered. All other responses contained 5\% or less. Out of the total sample, only 271 individuals gave responses to this open-ended question. All percentages listed in Figure 10 were calculated out of 271 individual responses of both motorcyclists and nonmotorcyclists in 2018.

Appendix I: Survey Results ${ }^{2}$
TOPLINES

Motorcyclists

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

Total $=557$

## Non-motorcyclists

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

Total $=997$

Motorcyclists: What county in Florida do you currently live?

| $\mathrm{n}=557$ |  |
| :---: | :---: |
| Brevard | $10.1 \%$ |
| Broward | 37 |
| Duval | $12.3 \%$ |
|  | 69 |
| Hillsborough | $5.9 \%$ |
|  | 40 |
| Miami-Dade | $10.3 \%$ |
| Orange | 54 |
| Palm Beach | $14.2 \%$ |
|  | 107 |
| Pasco | $8.4 \%$ |
|  | 53 |
| Pinellas | $9.5 \%$ |
|  | 55 |
| Volusia | $7.1 \%$ |
|  | 34 |
| Other Florida County | $9.0 \%$ |
|  | 40 |
| Doesn't live in Florida | $9.6 \%$ |
|  | 48 |
|  | $3.0 \%$ |
|  | 16 |
|  | $0.6 \%$ |
|  | 4 |

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

| Brevard |  |
| :---: | :---: |
|  | $\mathrm{n}=997$ |
| Broward | $8.6 \%$ |
|  | 91 |
| Duval | $9.4 \%$ |
|  | 97 |
| Hillsborough | $8.9 \%$ |
| Miami-Dade | 86 |
| Orange | $9.8 \%$ |
|  | 97 |
| Palm Beach | $10.2 \%$ |
|  | 94 |
| Pasco | $9.1 \%$ |
| Pinellas | 91 |
| Volusia | $9.1 \%$ |
|  | 94 |
| Other Florida County | $8.6 \%$ |
|  | 85 |
| Doesn't live in Florida | $10.0 \%$ |
|  | 98 |
| Refusal | $9.4 \%$ |
|  | $5.8 \%$ |
|  | 60 |
|  | $0.9 \%$ |
|  | 10 |
|  | $0.3 \%$ |
|  | 3 |

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

| Brevard | $\mathrm{n}=20$ |
| :---: | :---: |
|  | $5.0 \%$ |
| Broward | 1 |
| Duval | - |
|  | 0 |
| Hillsborough | - |
| Miami-Dade | 0 |
|  | $22.3 \%$ |
| Orange | 4 |
|  | $18.7 \%$ |
| Palm Beach | 3 |
|  | $13.4 \%$ |
| Pasco | 3 |
| Pinellas | $20.6 \%$ |
|  | 5 |
| Volusia | - |
|  | 0 |
|  | $10.0 \%$ |
|  | 2 |
|  | $10.0 \%$ |
|  | 2 |

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

| Brevard | $\mathrm{n}=73$ |
| :---: | :---: |
| Broward | $14.8 \%$ |
|  | 10 |
| Duval | $6.2 \%$ |
|  | 4 |
| Hillsborough | $19.2 \%$ |
| Miami-Dade | 15 |
|  | $3.6 \%$ |
| Orange | 4 |
|  | $11.5 \%$ |
| Palm Beach | 8 |
|  | $9.7 \%$ |
| Pasco | 9 |
| Pinellas | $10.0 \%$ |
|  | 7 |
| Volusia | $5.6 \%$ |
|  | $3.7 \%$ |
|  | 3 |
|  | $15.6 \%$ |
|  | 10 |

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

|  |  |  | $\begin{aligned} & \text { Do } \\ & \sum_{0}^{0} \\ & \sum_{0} \\ & \frac{0}{0} \stackrel{11}{1} \end{aligned}$ | $\begin{aligned} & \bar{\pi} O \\ & \substack{1 \\ \vdots \\ \hline} \end{aligned}$ | 등 응 응 읃 $\overline{\underline{I}}$ |  |  |  | $\begin{aligned} & \text { OH} \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{1}{0} \stackrel{11}{5} \\ & > \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Motorcycle | $\begin{gathered} \hline 27.9 \% \\ 171 \end{gathered}$ | $\begin{gathered} 10.2 \% \\ 7 \end{gathered}$ | $\begin{array}{\|c} \hline 30.9 \% \\ 24 \end{array}$ | $\begin{gathered} \hline 32.3 \% \\ 11 \end{gathered}$ | $\begin{gathered} \hline 23.7 \% \\ 14 \end{gathered}$ | $\begin{gathered} 48.2 \% \\ 52 \end{gathered}$ | $\begin{gathered} \hline 26.9 \% \\ 23 \end{gathered}$ | $\begin{gathered} \hline 27.9 \% \\ 15 \end{gathered}$ | $\begin{gathered} \hline 31.6 \% \\ 10 \end{gathered}$ | $\begin{gathered} 28.0 \% \\ 9 \end{gathered}$ | $\begin{gathered} 12.8 \% \\ 6 \end{gathered}$ |
| Passenger car | $\begin{gathered} 38.8 \% \\ 213 \end{gathered}$ | $\begin{gathered} 52.9 \% \\ 19 \end{gathered}$ | $\begin{gathered} \hline 33.1 \% \\ 27 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 12 \end{gathered}$ | $\begin{array}{\|c} \hline 41.6 \% \\ 25 \end{array}$ | $\begin{gathered} 28.7 \% \\ 31 \end{gathered}$ | $\begin{gathered} 43.3 \% \\ 24 \end{gathered}$ | $\begin{gathered} 38.3 \% \\ 22 \end{gathered}$ | $\begin{gathered} 39.4 \% \\ 14 \end{gathered}$ | $\begin{gathered} 39.7 \% \\ 17 \end{gathered}$ | $\begin{gathered} 47.0 \% \\ 22 \end{gathered}$ |
| Pickup truck | $\begin{gathered} 13.3 \% \\ 61 \end{gathered}$ | $\begin{gathered} 10.2 \% \\ 4 \end{gathered}$ | $\begin{gathered} 11.0 \% \\ 4 \end{gathered}$ | $\begin{gathered} 21.9 \% \\ 7 \end{gathered}$ | $\begin{gathered} 15.6 \% \\ 7 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 7 \\ \hline \end{gathered}$ | $\begin{gathered} 24.5 \% \\ 6 \end{gathered}$ | $\begin{gathered} 4.8 \% \\ 4 \end{gathered}$ | $\begin{gathered} 17.9 \% \\ 7 \end{gathered}$ | $\begin{gathered} 3.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 26.6 \% \\ 13 \end{gathered}$ |
| SUV | $\begin{gathered} 13.7 \% \\ 74 \end{gathered}$ | $\begin{gathered} 16.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 17.5 \% \\ 9 \end{gathered}$ | $\begin{gathered} 8.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} \hline 16.4 \% \\ 10 \end{gathered}$ | $\begin{gathered} 14.9 \% \\ 16 \end{gathered}$ | $\begin{gathered} 3.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 19.4 \% \\ 11 \end{gathered}$ | $\begin{gathered} 4.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 25.0 \% \\ 12 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 2 \end{gathered}$ |
| Mini-van | $\begin{gathered} 2.6 \% \\ 17 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 0.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.1 \% \\ 4 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 6.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} \hline 6.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Full-sized van | $\begin{gathered} 1.8 \% \\ 7 \end{gathered}$ | $\begin{gathered} 8.7 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 2.1 \% \\ 2 \end{gathered}$ |
| Other | $\begin{gathered} 1.7 \% \\ 11 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 6.6 \% \\ 3 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\overline{-}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 4 \end{gathered}$ |
| Does not drive | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Don't Know | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ |
| Refusal | $\begin{gathered} 0.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 0.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\overline{-}$ |

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

|  |  |  |  | $\begin{array}{ll} \bar{\pi} \\ \substack{-1 \\ 0 \\ \\ \\ \hline} \end{array}$ |  |  | $\begin{aligned} & 00 \\ & \text { OO } \\ & \text { त్ర II } \\ & \text { O } \end{aligned}$ |  | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{0} \\ & \frac{-1}{0} \\ & \frac{1}{0} \\ & \gg 11 \\ & \hline \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Passenger car | $\begin{gathered} 50.3 \% \\ 508 \end{gathered}$ | $\begin{gathered} 49.7 \% \\ 50 \end{gathered}$ | $\begin{gathered} 51.1 \% \\ 52 \end{gathered}$ | $\begin{gathered} \hline 36.7 \% \\ 37 \end{gathered}$ | $\begin{gathered} 59.5 \% \\ 59 \end{gathered}$ | $\begin{gathered} 42.6 \% \\ 47 \end{gathered}$ | $\begin{gathered} 59.0 \% \\ 60 \end{gathered}$ | $\begin{gathered} 54.3 \% \\ 55 \end{gathered}$ | $\begin{gathered} 43.1 \% \\ 39 \end{gathered}$ | $\begin{gathered} 58.6 \% \\ 60 \end{gathered}$ | $\begin{gathered} 48.7 \% \\ 49 \end{gathered}$ |
| Pickup truck | $\begin{gathered} \hline 13.2 \% \\ 130 \end{gathered}$ | $\begin{gathered} \hline 12.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 6.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 21.5 \% \\ 20 \end{gathered}$ | $\begin{gathered} 11.2 \% \\ 12 \end{gathered}$ | $\begin{gathered} 13.4 \% \\ 13 \\ \hline \end{gathered}$ | $\begin{gathered} 7.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 7.3 \% \\ 8 \end{gathered}$ | $\begin{gathered} 21.6 \% \\ 19 \end{gathered}$ | $\begin{gathered} 12.1 \% \\ 13 \end{gathered}$ | $\begin{gathered} 18.2 \% \\ 19 \end{gathered}$ |
| SUV | $\begin{gathered} 27.9 \% \\ 281 \end{gathered}$ | $\begin{gathered} 28.8 \% \\ 30 \end{gathered}$ | $\begin{gathered} 35.5 \% \\ 33 \end{gathered}$ | $\begin{gathered} 32.6 \% \\ 37 \end{gathered}$ | $\begin{gathered} 21.8 \% \\ 22 \end{gathered}$ | $\begin{gathered} 27.2 \% \\ 28 \end{gathered}$ | $\begin{gathered} 25.6 \% \\ 24 \end{gathered}$ | $\begin{gathered} 27.1 \% \\ 31 \end{gathered}$ | $\begin{gathered} 32.4 \% \\ 26 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 23 \end{gathered}$ | $\begin{gathered} 24.1 \% \\ 27 \end{gathered}$ |
| Mini-van | $\begin{gathered} 3.5 \% \\ 34 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 6.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 4.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 6.4 \% \\ 4 \\ \hline \end{gathered}$ | $\begin{gathered} 0.5 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |
| Full-sized van | $\begin{gathered} 2.3 \% \\ 24 \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 4 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 7.4 \% \\ 6 \end{gathered}$ | $\begin{gathered} 3.2 \% \\ 3 \end{gathered}$ | $0$ | $\begin{gathered} 2.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 2 \end{gathered}$ |
| Other | $\begin{gathered} 0.5 \% \\ 4 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.4 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ |
| Does not drive | $\begin{gathered} 1.7 \% \\ 12 \end{gathered}$ | $0$ | $\begin{gathered} \hline 0.6 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 1.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 0.5 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 2 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.6 \% \\ 4 \end{gathered}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $0$ | $\begin{gathered} 2.6 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{0}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

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

|  | $\begin{aligned} & \bar{T} \text { N } \\ & \stackrel{0}{0} \\ & \vdash \end{aligned}$ |  |  |  |  |  | $\begin{aligned} & 0 \times 1 \\ & \stackrel{0}{6} \\ & \frac{\pi}{0} \stackrel{11}{\leftrightarrows} \end{aligned}$ |  | $\begin{aligned} & \text { O} \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cruiser | $\begin{gathered} \hline 34.8 \% \\ 189 \end{gathered}$ | $\begin{gathered} \hline 36.0 \% \\ 13 \end{gathered}$ | $\begin{gathered} \hline 32.9 \% \\ 24 \end{gathered}$ | $\begin{gathered} 33.7 \% \\ 15 \end{gathered}$ | $\begin{gathered} \hline 24.2 \% \\ 17 \end{gathered}$ | $\begin{gathered} \hline 23.8 \% \\ 27 \end{gathered}$ | $\begin{gathered} 53.6 \% \\ 22 \end{gathered}$ | $\begin{gathered} \hline 26.6 \% \\ 20 \end{gathered}$ | $\begin{gathered} \hline 52.9 \% \\ 15 \end{gathered}$ | $\begin{gathered} 33.1 \% \\ 15 \end{gathered}$ | $\begin{gathered} 45.2 \% \\ 21 \end{gathered}$ |
| Sport | $\begin{gathered} \hline 33.6 \% \\ 206 \end{gathered}$ | $\begin{gathered} 18.3 \% \\ 8 \end{gathered}$ | $\begin{gathered} 31.7 \% \\ 25 \end{gathered}$ | $\begin{gathered} 25.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} \hline 38.4 \% \\ 25 \\ \hline \end{gathered}$ | $\begin{gathered} 55.0 \% \\ 60 \end{gathered}$ | $\begin{gathered} 25.5 \% \\ 19 \end{gathered}$ | $\begin{gathered} 36.5 \% \\ 22 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 22.2 \% \\ 10 \end{gathered}$ | $\begin{gathered} 30.0 \% \\ 9 \end{gathered}$ | $\begin{gathered} \hline 34.8 \% \\ 16 \\ \hline \end{gathered}$ |
| Touring | $\begin{gathered} 16.4 \% \\ 71 \end{gathered}$ | $\begin{gathered} 23.5 \% \\ 7 \end{gathered}$ | $\begin{gathered} 23.8 \% \\ 9 \end{gathered}$ | $\begin{gathered} 26.1 \% \\ 7 \end{gathered}$ | $\begin{gathered} 22.8 \% \\ 7 \end{gathered}$ | $\begin{gathered} 12.2 \% \\ 14 \end{gathered}$ | $\begin{gathered} 9.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 15.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} 12.5 \% \\ 4 \end{gathered}$ | $\begin{gathered} 9.9 \% \\ 6 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 5 \end{gathered}$ |
| Scooter | $\begin{gathered} 7.0 \% \\ 42 \end{gathered}$ | $\begin{gathered} 10.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.2 \% \\ 4 \end{gathered}$ | $\begin{gathered} 7.5 \% \\ 3 \end{gathered}$ | $\begin{gathered} 3.6 \% \\ 3 \end{gathered}$ | $\begin{gathered} 7.2 \% \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 8.9 \% \\ 8 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 14.0 \% \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 2.9 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 4 \\ \hline \end{gathered}$ | $\begin{gathered} 5.5 \% \\ 4 \\ \hline \end{gathered}$ |
| Trike | $\begin{gathered} \hline 1.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 6.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 0.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 3.1 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.3 \% \\ 1 \\ \hline \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.3 \% \\ 2 \end{gathered}$ | $0$ |
| Other | $\begin{gathered} \hline 1.4 \% \\ 11 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 3.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 0.4 \% \\ 1 \\ \hline \end{gathered}$ | $\overline{-}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ | $\overline{0}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ |
| Don't Know | $\begin{gathered} 2.9 \% \\ 16 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 7.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Refusal | $\begin{gathered} 2.5 \% \\ 12 \end{gathered}$ | 1.4\% | $\begin{gathered} 3.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.4 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 7.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 0.4 \% \\ 1 \end{gathered}$ |

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

|  |  |  |  |  |  |  |  |  | $\begin{aligned} & \text { OH} \\ & \text { NJ } \\ & 0 \\ & 0 \end{aligned}$ | $\begin{aligned} & \pi \\ & \frac{\pi}{0} \\ & \stackrel{y}{=} \\ & \stackrel{11}{=} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{9} \\ & \frac{3}{0} \\ & \frac{11}{c} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Honda | $\begin{gathered} \hline 21.3 \% \\ 111 \end{gathered}$ | $\begin{gathered} 16.9 \% \\ 5 \end{gathered}$ | $\begin{gathered} 24.5 \% \\ 15 \end{gathered}$ | $\begin{gathered} 27.6 \% \\ 11 \end{gathered}$ | $\begin{gathered} \hline 27.8 \% \\ 16 \end{gathered}$ | $\begin{gathered} \hline 22.0 \% \\ 25 \end{gathered}$ | $\begin{gathered} 10.9 \% \\ 9 \end{gathered}$ | $\begin{gathered} \hline 27.0 \% \\ 13 \end{gathered}$ | $\begin{gathered} 6.6 \% \\ 3 \end{gathered}$ | $\begin{gathered} 24.4 \% \\ 6 \end{gathered}$ | $\begin{gathered} 21.0 \% \\ 8 \end{gathered}$ |
| Harley-Davidson | $\begin{gathered} 28.7 \% \\ 153 \end{gathered}$ | $\begin{gathered} 20.6 \% \\ 13 \end{gathered}$ | $\begin{gathered} 35.7 \% \\ 19 \end{gathered}$ | $\begin{gathered} 16.5 \% \\ 7 \end{gathered}$ | $\begin{gathered} 30.1 \% \\ 17 \end{gathered}$ | $\begin{gathered} 20.9 \% \\ 19 \end{gathered}$ | $\begin{gathered} 31.2 \% \\ 16 \end{gathered}$ | $\begin{gathered} 21.3 \% \\ 15 \end{gathered}$ | $\begin{gathered} 35.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 33.1 \% \\ 14 \end{gathered}$ | $\begin{gathered} 42.4 \% \\ 20 \end{gathered}$ |
| Kawasaki | $\begin{gathered} 8.2 \% \\ 41 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 13.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 14.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 6.9 \% \\ 5 \end{gathered}$ | $\begin{gathered} 4.4 \% \\ 4 \end{gathered}$ | $\begin{gathered} 11.8 \% \\ 6 \end{gathered}$ | $\begin{gathered} 15.4 \% \\ 7 \end{gathered}$ | $\begin{gathered} 5.5 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.4 \% \\ 3 \end{gathered}$ |
| Yamaha | $\begin{gathered} 8.9 \% \\ 51 \end{gathered}$ | $\begin{gathered} 16.8 \% \\ 5 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 11.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 5.9 \% \\ 5 \end{gathered}$ | $\begin{gathered} 10.6 \% \\ 12 \end{gathered}$ | $\begin{gathered} 10.4 \% \\ 6 \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 3 \end{gathered}$ | $\begin{gathered} 10.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 7.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 9.9 \% \\ 6 \end{gathered}$ |
| Suzuki | $\begin{gathered} 10.1 \% \\ 55 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 4 \end{gathered}$ | $\begin{gathered} 10.1 \% \\ 9 \end{gathered}$ | $\begin{gathered} 7.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} \hline 6.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 8.8 \% \\ 11 \end{gathered}$ | $\begin{gathered} 8.5 \% \\ 4 \end{gathered}$ | $\begin{gathered} \hline 5.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 21.6 \% \\ 6 \end{gathered}$ | $\begin{gathered} 13.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 12.9 \% \\ 7 \end{gathered}$ |
| KTM | $\begin{gathered} 2.1 \% \\ 10 \end{gathered}$ | 7.0\% | $\begin{gathered} 0.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 6.0 \% \\ 6 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Triumph | $\begin{gathered} \hline 2.3 \% \\ 12 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 0.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 6.1 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.7 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 2.9 \% \\ 1 \end{gathered}$ |
| Victory | $\begin{gathered} 1.4 \% \\ 7 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{0}$ | $\begin{gathered} 6.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 0.4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Ducati | $\begin{gathered} 3.0 \% \\ 20 \end{gathered}$ | $\begin{gathered} 5.4 \% \\ 2 \\ \hline \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 4 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 0.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 10.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| BMW | $\begin{gathered} 5.3 \% \\ 52 \end{gathered}$ | $\begin{gathered} \hline 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 6.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 13.8 \% \\ 20 \end{gathered}$ | $\begin{gathered} 7.8 \% \\ 4 \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 2 \end{gathered}$ |
| Other | $\begin{gathered} 5.1 \% \\ 25 \end{gathered}$ | $\begin{gathered} 13.9 \% \\ 2 \end{gathered}$ | $0$ | $\begin{gathered} 9.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 7.0 \% \\ 4 \end{gathered}$ | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} 8.7 \% \\ 4 \end{gathered}$ | $0$ | $\begin{gathered} 8.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 2.2 \% \\ 2 \end{gathered}$ |
| Don't Know | $\begin{gathered} 2.5 \% \\ 14 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 3 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} 1.0 \% \\ 6 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Motorcyclists: How long have you been riding a motorcycle?

|  |  |  |  | $\begin{aligned} & \bar{\pi} O \\ & 0 \\ & \vdots \\ & 0 \end{aligned}$ | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { 융 } \\ & \text { 읃 } \\ & \overline{=} \end{aligned}$ |  |  |  |  |  | $\begin{aligned} & \frac{\pi}{n} \\ & \frac{0}{0} \\ & \frac{1!}{\circ} \\ & \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than 2 years | $\begin{gathered} 9.3 \% \\ 71 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 10.3 \% \\ 12 \end{gathered}$ | $\begin{gathered} 13.9 \% \\ 5 \end{gathered}$ | $\begin{gathered} 10.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} 16.7 \% \\ 23 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 3 \end{gathered}$ | $\begin{gathered} 11.8 \% \\ 6 \end{gathered}$ | $\begin{gathered} 7.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 4 \end{gathered}$ | $\begin{gathered} 7.2 \% \\ 4 \end{gathered}$ |
| 2-5 years | $\begin{gathered} 21.5 \% \\ 159 \end{gathered}$ | $\begin{gathered} 17.8 \% \\ 12 \end{gathered}$ | $\begin{gathered} 26.0 \% \\ 25 \end{gathered}$ | $\begin{gathered} 25.3 \% \\ 12 \end{gathered}$ | $\begin{gathered} 17.7 \% \\ 12 \end{gathered}$ | $\begin{gathered} 24.5 \% \\ 34 \end{gathered}$ | $\begin{gathered} 32.3 \% \\ 26 \end{gathered}$ | $\begin{gathered} 22.2 \% \\ 17 \end{gathered}$ | $\begin{gathered} 26.1 \% \\ 9 \end{gathered}$ | $\begin{gathered} 14.0 \% \\ 4 \end{gathered}$ | $\begin{gathered} 10.7 \% \\ 8 \end{gathered}$ |
| 6-10 years | $\begin{gathered} 17.9 \% \\ 102 \end{gathered}$ | $\begin{gathered} 9.8 \% \\ 4 \end{gathered}$ | $\begin{gathered} 10.5 \% \\ 9 \end{gathered}$ | $\begin{gathered} 21.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} 17.8 \% \\ 11 \end{gathered}$ | $\begin{gathered} 22.7 \% \\ 25 \end{gathered}$ | $\begin{gathered} 17.9 \% \\ 12 \end{gathered}$ | $\begin{gathered} 18.3 \% \\ 11 \end{gathered}$ | $\begin{gathered} 22.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 23.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 17.2 \% \\ 9 \end{gathered}$ |
| 11-20 years | $\begin{gathered} 14.6 \% \\ 74 \end{gathered}$ | $\begin{gathered} 8.7 \% \\ 2 \end{gathered}$ | $\begin{gathered} 16.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 11.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 22.9 \% \\ 9 \end{gathered}$ | $\begin{gathered} 16.5 \% \\ 14 \end{gathered}$ | $\begin{gathered} 8.2 \% \\ 4 \end{gathered}$ | $\begin{gathered} 17.7 \% \\ 13 \end{gathered}$ | $\begin{gathered} 2.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 13.6 \% \\ 4 \end{gathered}$ | $\begin{gathered} 20.9 \% \\ 10 \end{gathered}$ |
| 21-30 years | $\begin{gathered} 9.8 \% \\ 39 \end{gathered}$ | $\begin{gathered} 16.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 10.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 6.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 3 \end{gathered}$ | $\begin{gathered} 11.1 \% \\ 7 \end{gathered}$ | $\begin{gathered} 9.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.7 \% \\ 2 \end{gathered}$ | $\begin{gathered} 12.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 16.3 \% \\ 6 \end{gathered}$ |
| 31+ years | $\begin{gathered} 23.5 \% \\ 93 \end{gathered}$ | $\begin{gathered} 41.9 \% \\ 12 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} 18.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} 21.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 6.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 26.8 \% \\ 7 \end{gathered}$ | $\begin{gathered} 22.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} 28.4 \% \\ 9 \end{gathered}$ | $\begin{gathered} 25.5 \% \\ 13 \end{gathered}$ | $\begin{gathered} 27.6 \% \\ 13 \end{gathered}$ |
| Don't Know | $\begin{gathered} \hline 2.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} \hline 3.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 3 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |
| Refusal | $\begin{gathered} 1.1 \% \\ 6 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\overline{0}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

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

|  |  |  |  | $\begin{aligned} & \bar{\pi} O \\ & \vdots \\ & \vdots \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & \text { 둥 } \\ & \text { 응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  | $\left.\begin{array}{l} \text { O} \\ 0 \\ 0 \\ 0 \\ 0 \end{array}\right]$ | $\begin{aligned} & \stackrel{\sim}{\sim} \\ & \stackrel{\sim}{0} \\ & \underset{\overline{1}}{\underline{I I}} \end{aligned}$ | $\frac{\pi}{9} 0$ $\frac{3}{0} \stackrel{11}{=}$ $>$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| US/State highways in and around cities | $\begin{gathered} \hline 34.5 \% \\ 214 \end{gathered}$ | $\begin{gathered} 28.9 \% \\ 13 \end{gathered}$ | $\begin{gathered} 29.5 \% \\ 27 \end{gathered}$ | $\begin{gathered} 47.3 \% \\ 19 \end{gathered}$ | $\begin{gathered} 38.3 \% \\ 25 \end{gathered}$ | $\begin{gathered} \hline 38.3 \% \\ 46 \end{gathered}$ | $\begin{gathered} 24.1 \% \\ 17 \end{gathered}$ | $\begin{gathered} 43.7 \% \\ 28 \end{gathered}$ | $\begin{gathered} 27.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} \hline 31.4 \% \\ 11 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 36.2 \% \\ 17 \end{gathered}$ |
| US/State highways in rural areas | $\begin{gathered} 11.2 \% \\ 58 \end{gathered}$ | $\begin{gathered} 19.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 4.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 26.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 11.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 10.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 17.3 \% \\ 9 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 22.0 \% \\ 6 \end{gathered}$ | $\begin{gathered} 8.1 \% \\ 4 \end{gathered}$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ |
| City streets | $\begin{gathered} 28.3 \% \\ 154 \end{gathered}$ | $\begin{gathered} 20.8 \% \\ 9 \end{gathered}$ | $\begin{gathered} 33.9 \% \\ 21 \end{gathered}$ | $\begin{gathered} 21.2 \% \\ 10 \end{gathered}$ | $\begin{gathered} 22.7 \% \\ 12 \end{gathered}$ | $\begin{gathered} 38.4 \% \\ 36 \end{gathered}$ | $\begin{gathered} 37.2 \% \\ 17 \end{gathered}$ | $\begin{gathered} 29.0 \% \\ 15 \end{gathered}$ | $\begin{gathered} 16.1 \% \\ 5 \end{gathered}$ | $\begin{gathered} 23.9 \% \\ 15 \end{gathered}$ | $\begin{gathered} 28.1 \% \\ 14 \end{gathered}$ |
| Rural roads | $\begin{gathered} \hline 18.7 \% \\ 84 \end{gathered}$ | $\begin{gathered} 26.1 \% \\ 7 \end{gathered}$ | $\begin{gathered} 16.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 2.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 19.2 \% \\ 10 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 15.3 \% \\ 8 \end{gathered}$ | $\begin{gathered} 15.5 \% \\ 8 \end{gathered}$ | $\begin{gathered} 24.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 32.8 \% \\ 10 \end{gathered}$ | $\begin{gathered} 25.3 \% \\ 13 \end{gathered}$ |
| Off-road | $\begin{gathered} 1.9 \% \\ 19 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.3 \% \\ 4 \end{gathered}$ | $\overline{0}$ | $\begin{gathered} 1.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 4.9 \% \\ 4 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Other | $\begin{gathered} 1.2 \% \\ 7 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 0.2 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 4.0 \% \\ 2 \end{gathered}$ |
| Don't Know | $\begin{gathered} 2.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 3.2 \% \\ 2 \\ \hline \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Refusal | $\begin{gathered} 2.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 1.4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 9.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Motorcyclists: Approximately how often do you ride a motorcycle?

|  |  |  | $\begin{aligned} & \text { Do } \\ & \text { No } \\ & \sum_{0} \\ & \frac{0}{0} \stackrel{1}{1} \end{aligned}$ |  | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{\bar{I}} \end{aligned}$ |  | $\begin{aligned} & 0 \times 1 \\ & \stackrel{0}{6} \\ & \stackrel{\pi}{0} \stackrel{11}{=} \end{aligned}$ |  | $\begin{aligned} & \text { O} \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  | $\begin{aligned} & \stackrel{\pi}{9} 0 \\ & \frac{0}{3} \\ & \frac{0}{0} \stackrel{11}{c} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nearly everyday | $\begin{gathered} 20.3 \% \\ 120 \end{gathered}$ | $\begin{gathered} 17.2 \% \\ 9 \end{gathered}$ | $\begin{gathered} \hline 24.1 \% \\ 15 \end{gathered}$ | $\begin{gathered} 25.7 \% \\ 8 \end{gathered}$ | $\begin{gathered} \hline 16.7 \% \\ 14 \end{gathered}$ | $\begin{gathered} 28.0 \% \\ 30 \end{gathered}$ | $\begin{gathered} \hline 14.0 \% \\ 12 \end{gathered}$ | $\begin{gathered} \hline 15.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} \hline 28.1 \% \\ 8 \end{gathered}$ | 24.7\% | $\begin{gathered} 8.9 \% \\ 6 \end{gathered}$ |
| A few times a week | $\begin{gathered} 32.9 \% \\ 202 \end{gathered}$ | $\begin{gathered} 22.8 \% \\ 12 \end{gathered}$ | $\begin{gathered} 37.2 \% \\ 28 \end{gathered}$ | $\begin{gathered} 24.8 \% \\ 13 \end{gathered}$ | $\begin{gathered} 28.1 \% \\ 16 \end{gathered}$ | $\begin{gathered} 34.9 \% \\ 45 \end{gathered}$ | $\begin{gathered} 29.3 \% \\ 19 \end{gathered}$ | $\begin{gathered} 45.0 \% \\ 27 \end{gathered}$ | $\begin{gathered} 14.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 29.2 \% \\ 13 \end{gathered}$ | $\begin{gathered} 52.1 \% \\ 23 \end{gathered}$ |
| Once a week | $\begin{gathered} 21.0 \% \\ 97 \end{gathered}$ | $\begin{gathered} 18.0 \% \\ 6 \end{gathered}$ | $\begin{gathered} 22.3 \% \\ 10 \end{gathered}$ | $\begin{gathered} 26.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 27.7 \% \\ 12 \end{gathered}$ | $\begin{gathered} 25.1 \% \\ 21 \end{gathered}$ | $\begin{gathered} 25.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 4.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 23.7 \% \\ 8 \end{gathered}$ | $\begin{gathered} 23.7 \% \\ 8 \end{gathered}$ | $\begin{gathered} 13.6 \% \\ 6 \end{gathered}$ |
| Once a month | $\begin{gathered} 14.4 \% \\ 77 \end{gathered}$ | $\begin{gathered} 17.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 8.1 \% \\ 10 \end{gathered}$ | $\begin{gathered} 15.0 \% \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} 13.7 \% \\ 8 \end{gathered}$ | $\begin{gathered} 7.5 \% \\ 8 \\ \hline \end{gathered}$ | $\begin{gathered} 17.7 \% \\ 6 \end{gathered}$ | $\begin{gathered} 27.5 \% \\ 14 \end{gathered}$ | $\begin{gathered} 18.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 12.8 \% \\ 8 \end{gathered}$ | $\begin{gathered} 11.1 \% \\ 7 \end{gathered}$ |
| A few times a year | $\begin{gathered} 8.3 \% \\ 44 \end{gathered}$ | $\begin{gathered} 22.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.4 \% \\ 4 \end{gathered}$ | $\begin{gathered} 4.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 8.8 \% \\ 5 \end{gathered}$ | $\begin{gathered} 3.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 10.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 4 \end{gathered}$ | $\begin{gathered} 14.3 \% \\ 8 \end{gathered}$ |
| Other | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |
| Don't Know | $\begin{gathered} \hline 1.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\overline{-}$ | $\begin{gathered} \hline 3.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 2.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 1.9 \% \\ 1 \end{gathered}$ | $\overline{-}$ |
| Refusal | $\begin{gathered} 1.3 \% \\ 5 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 4.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

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

| Mean | Std. Error | $95 \%$ Confidence Interval |  |
| :---: | :---: | :---: | :---: |
| 5,022 | 653 | 3,736 | 6,307 |

Motorcyclists: We're interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the last seven days? ${ }^{3}$

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

[^1]Non-motorcyclists: We're interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the last seven days? ${ }^{4}$

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

[^2]Motorcyclists: How often do you use Facebook?

|  |  |  |  | $\sum_{0}^{\bar{\top}}$ |  |  | $\begin{aligned} & 0 \\ & \stackrel{0}{\top} \\ & \stackrel{\top}{0} \end{aligned}$ |  | $\begin{aligned} & \stackrel{0}{0} \\ & \tilde{0} \\ & 0 \end{aligned}$ | $\begin{aligned} & \pi \\ & \stackrel{\pi}{0} \\ & \overline{0} \\ & \hline \underline{0} \end{aligned}$ | $\frac{6}{9}$ $\frac{3}{0}$ $>$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Multiple times per day | $\begin{gathered} 58.2 \% \\ 207 \end{gathered}$ | $\begin{gathered} 50.2 \% \\ 13 \end{gathered}$ | $\begin{gathered} 57.6 \% \\ 22 \end{gathered}$ | $\begin{gathered} 52.7 \% \\ 12 \end{gathered}$ | $\begin{gathered} 62.3 \% \\ 25 \end{gathered}$ | $\begin{gathered} 70.1 \% \\ 53 \end{gathered}$ | $\begin{gathered} 74.1 \% \\ 30 \end{gathered}$ | $\begin{gathered} 48.8 \% \\ 14 \end{gathered}$ | $\begin{gathered} 58.9 \% \\ 9 \end{gathered}$ | $\begin{gathered} 45.3 \% \\ 14 \end{gathered}$ | $\begin{gathered} 50.6 \% \\ 15 \end{gathered}$ |
| Once per day | $\begin{gathered} 23.5 \% \\ 77 \end{gathered}$ | $\begin{gathered} 22.7 \% \\ 7 \end{gathered}$ | $\begin{gathered} 12.4 \% \\ 6 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 14.2 \% \\ 9 \end{gathered}$ | $\begin{gathered} 20.0 \% \\ 13 \end{gathered}$ | $\begin{gathered} 14.2 \% \\ 4 \end{gathered}$ | $\begin{gathered} 34.5 \% \\ 8 \end{gathered}$ | $\begin{gathered} 16.3 \% \\ 4 \end{gathered}$ | $\begin{gathered} 38.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 41.3 \% \\ 13 \end{gathered}$ |
| A couple times per week | $\begin{gathered} 5.6 \% \\ 25 \end{gathered}$ | $\begin{gathered} 7.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 6.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 13.1 \% \\ 4 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 4.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 8.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 3.8 \% \\ 2 \end{gathered}$ | $3.7 \%$ | $\begin{gathered} 2.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.4 \% \\ 2 \end{gathered}$ |
| Once a week | $\begin{gathered} 5.5 \% \\ 19 \end{gathered}$ | $\begin{gathered} 14.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 6.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 6.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 11.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 0.9 \% \\ 2 \end{gathered}$ |
| Less than once a week | $\begin{gathered} 6.3 \% \\ 17 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 18.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 13.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 3 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 9.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} 9.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ |
| Other | $\begin{gathered} 0.1 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.3 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Don't Know | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |
| Refusal | $\begin{gathered} 0.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 2.1 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 5.7 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ |

Non-motorcyclists: How often do you use Facebook?

|  |  |  |  | $\sum_{0}^{\bar{\pi}}$ |  |  | $\begin{aligned} & 0 \\ & \text { O} \\ & \text { © } \end{aligned}$ |  | $\begin{aligned} & 0 \\ & 0 \\ & \tilde{0} \\ & 0 \end{aligned}$ | $\begin{aligned} & \text { n } \\ & \stackrel{\pi}{0} \\ & \underset{\overline{0}}{\underline{\alpha}} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{N} \\ & \frac{1}{0} \\ & \frac{0}{0} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Multiple times per day | $\begin{gathered} 53.6 \% \\ 293 \end{gathered}$ | $\begin{gathered} 64.0 \% \\ 37 \end{gathered}$ | $\begin{gathered} 47.9 \% \\ 23 \end{gathered}$ | $\begin{gathered} 53.2 \% \\ 36 \end{gathered}$ | $\begin{gathered} 56.3 \% \\ 33 \end{gathered}$ | $\begin{gathered} 46.9 \% \\ 23 \end{gathered}$ | $\begin{gathered} 56.1 \% \\ 31 \end{gathered}$ | $\begin{gathered} 56.6 \% \\ 27 \end{gathered}$ | $\begin{gathered} 55.3 \% \\ 28 \end{gathered}$ | $\begin{gathered} 51.0 \% \\ 29 \end{gathered}$ | $\begin{gathered} 47.7 \% \\ 26 \end{gathered}$ |
| Once per day | $\begin{gathered} 20.4 \% \\ 115 \end{gathered}$ | $\begin{gathered} 18.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 18.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} 19.8 \% \\ 13 \end{gathered}$ | $\begin{gathered} 19.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 18.3 \% \\ 10 \end{gathered}$ | $\begin{gathered} 17.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 20.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 18.9 \% \\ 10 \end{gathered}$ | $\begin{gathered} 27.1 \% \\ 13 \end{gathered}$ | $\begin{gathered} 26.3 \% \\ 13 \end{gathered}$ |
| A couple times per week | $\begin{gathered} 16.3 \% \\ 94 \end{gathered}$ | $\begin{gathered} 7.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 20.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 14.8 \% \\ 10 \end{gathered}$ | $\begin{gathered} 19.1 \% \\ 11 \end{gathered}$ | $\begin{gathered} 22.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 19.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} 10.0 \% \\ 9 \end{gathered}$ | $\begin{gathered} 20.1 \% \\ 12 \end{gathered}$ | $\begin{gathered} 14.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} 15.9 \% \\ 10 \end{gathered}$ |
| Once a week | $\begin{gathered} 4.7 \% \\ 27 \end{gathered}$ | $\begin{gathered} 1.7 \% \\ 2 \end{gathered}$ | $\begin{gathered} 6.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 8.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 2.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 6.6 \% \\ 4 \end{gathered}$ | $\begin{gathered} 4.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 7.4 \% \\ 4 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 4.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.3 \% \\ 2 \end{gathered}$ |
| Less than once a week | $\begin{gathered} 4.0 \% \\ 24 \end{gathered}$ | $\begin{gathered} 8.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 4 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 1 \end{gathered}$ |
| Other | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.8 \% \\ 4 \end{gathered}$ | $0$ | $\begin{gathered} 2.6 \% \\ 1 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 5.0 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ |
| Refusal | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\overline{-}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Motorcyclists: When you are using Facebook, how often do you watch videos?

|  | $\begin{aligned} & \bar{\Gamma} 0 \stackrel{0}{0} \\ & \stackrel{0}{0} \stackrel{11}{1} \end{aligned}$ | $\begin{aligned} & \text { 무 } \\ & \text { ָ } \\ & \frac{0}{\omega} \end{aligned}$ |  | $$ | 등 응 응 $\overline{=}$ |  |  |  | $\begin{aligned} & \text { O} \\ & \text { ̃ } \\ & \text { ® } \end{aligned}$ |  | $\frac{\pi}{9}$ $\frac{3}{0}$ $>$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nearly every time | $\begin{gathered} \hline 25.9 \% \\ 104 \end{gathered}$ | $\begin{gathered} 24.6 \% \\ 7 \end{gathered}$ | $\begin{gathered} \hline 18.1 \% \\ 11 \end{gathered}$ | $\begin{gathered} 19.4 \% \\ 7 \end{gathered}$ | $\begin{gathered} 20.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 47.0 \% \\ 35 \end{gathered}$ | $\begin{gathered} 34.4 \% \\ 14 \end{gathered}$ | $\begin{gathered} 32.3 \% \\ 9 \end{gathered}$ | $\begin{gathered} 20.0 \% \\ 5 \end{gathered}$ | $0$ | $\begin{gathered} 27.7 \% \\ 7 \end{gathered}$ |
| Most of the time | $\begin{gathered} 22.4 \% \\ 86 \\ \hline \end{gathered}$ | $\begin{gathered} 16.4 \% \\ 6 \end{gathered}$ | $\begin{gathered} 18.5 \% \\ 9 \end{gathered}$ | $\begin{gathered} 37.0 \% \\ 8 \\ \hline \end{gathered}$ | $\begin{gathered} 21.7 \% \\ 11 \\ \hline \end{gathered}$ | $\begin{gathered} 26.5 \% \\ 21 \\ \hline \end{gathered}$ | $\begin{gathered} 21.6 \% \\ 11 \end{gathered}$ | $\begin{gathered} 18.9 \% \\ 7 \end{gathered}$ | $\begin{gathered} 11.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 42.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} 9.9 \% \\ 3 \end{gathered}$ |
| Some of the time | $\begin{gathered} 35.3 \% \\ 117 \end{gathered}$ | $\begin{gathered} 27.6 \% \\ 8 \\ \hline \end{gathered}$ | $\begin{gathered} 41.1 \% \\ 12 \end{gathered}$ | $\begin{gathered} 38.6 \% \\ 8 \end{gathered}$ | $\begin{gathered} 39.0 \% \\ 15 \end{gathered}$ | $\begin{gathered} 19.6 \% \\ 15 \end{gathered}$ | $\begin{gathered} 41.2 \% \\ 12 \end{gathered}$ | $\begin{gathered} 42.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} 55.5 \% \\ 8 \end{gathered}$ | $\begin{gathered} 32.7 \% \\ 14 \end{gathered}$ | $\begin{gathered} 36.1 \% \\ 14 \end{gathered}$ |
| Almost never/Never | $\begin{gathered} \hline 16.4 \% \\ 43 \\ \hline \end{gathered}$ | $\begin{gathered} 31.4 \% \\ 5 \\ \hline \end{gathered}$ | $\begin{gathered} 22.2 \% \\ 4 \\ \hline \end{gathered}$ | $\begin{gathered} 5.0 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 18.6 \% \\ 5 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 6.9 \% \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 6.3 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 6.3 \% \\ 2 \\ \hline \end{gathered}$ | $\begin{gathered} 12.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 25.0 \% \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} 26.4 \% \\ 10 \\ \hline \end{gathered}$ |
| Don't Know | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

Non-motorcyclists: When you are using Facebook, how often do you watch videos?

|  | $\begin{aligned} & \bar{\Gamma}{ }_{0}^{\infty} \\ & \stackrel{0}{0} \\ & \vdash \stackrel{11}{\square} \end{aligned}$ | $\begin{aligned} & \text { 무 } \\ & \text { ָ } \\ & \frac{0}{\omega} \end{aligned}$ |  | $\begin{aligned} & \bar{\pi} \\ & \underset{\sim}{2} \end{aligned}$ |  |  | $\begin{aligned} & 0 \\ & \underset{O}{\top} \\ & \vdots \end{aligned}$ |  | $\begin{aligned} & 0 \\ & 0 \\ & \tilde{0} \\ & \end{aligned}$ |  | $\frac{\pi}{9}$ $\frac{3}{0}$ $>$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nearly every time | $\begin{gathered} 10.9 \% \\ 54 \end{gathered}$ | $\begin{gathered} 10.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 4 \end{gathered}$ | $\begin{gathered} 11.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 25.3 \% \\ 11 \end{gathered}$ | $\begin{gathered} 10.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 10.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 12.1 \% \\ 6 \end{gathered}$ |
| Most of the time | $\begin{gathered} 15.2 \% \\ 85 \\ \hline \end{gathered}$ | $\begin{gathered} 9.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 23.5 \% \\ 11 \\ \hline \end{gathered}$ | $\begin{gathered} 19.1 \% \\ 12 \end{gathered}$ | $\begin{gathered} 10.2 \% \\ 7 \end{gathered}$ | $\begin{gathered} 14.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} 15.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 9.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 19.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 14.6 \% \\ 7 \end{gathered}$ | $\begin{gathered} 18.1 \% \\ 10 \\ \hline \end{gathered}$ |
| Some of the time | $\begin{gathered} 40.3 \% \\ 229 \end{gathered}$ | $\begin{gathered} 37.8 \% \\ 21 \end{gathered}$ | $\begin{gathered} 29.2 \% \\ 16 \end{gathered}$ | $\begin{gathered} 41.7 \% \\ 28 \end{gathered}$ | $\begin{gathered} 34.2 \% \\ 23 \end{gathered}$ | $\begin{gathered} 44.7 \% \\ 21 \end{gathered}$ | $\begin{gathered} 41.4 \% \\ 26 \end{gathered}$ | $\begin{gathered} 51.8 \% \\ 27 \\ \hline \end{gathered}$ | $\begin{gathered} 39.0 \% \\ 22 \end{gathered}$ | $\begin{gathered} 46.4 \% \\ 27 \end{gathered}$ | $\begin{gathered} 35.3 \% \\ 18 \end{gathered}$ |
| Almost never/Never | $\begin{gathered} \hline 32.5 \% \\ 184 \end{gathered}$ | $\begin{gathered} \hline 38.6 \% \\ 23 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 36.9 \% \\ 18 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 27.4 \% \\ 18 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 30.3 \% \\ 18 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 30.5 \% \\ 17 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 33.5 \% \\ 17 \\ \hline \end{gathered}$ | $\begin{gathered} 23.3 \% \\ 15 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 34.8 \% \\ 17 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 36.7 \% \\ 21 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 34.6 \% \\ 20 \\ \hline \end{gathered}$ |
| Don't Know | $\begin{gathered} \hline 0.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 4.4 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $0$ | $0$ | $0$ | $\begin{gathered} 5.0 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} 0.2 \% \\ 2 \\ \hline \end{gathered}$ | $0$ | $\begin{gathered} 0.9 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $0$ | $0$ |

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

|  | $\begin{aligned} & \bar{\Gamma} 00 \\ & \stackrel{0}{0} \\ & \vdash \stackrel{11}{1} \end{aligned}$ | $\begin{aligned} & \text { 무 } \\ & \text { ָ } \\ & \text { む̀ } \end{aligned}$ |  | $\begin{aligned} & \bar{\pi} \\ & \underset{\sim}{2} \end{aligned}$ |  |  | $\begin{aligned} & 0 \\ & \text { O} \\ & \text { © } \\ & \hline \end{aligned}$ |  | $\begin{aligned} & \stackrel{0}{0} \\ & 0 \\ & 0 \end{aligned}$ | $\begin{aligned} & \pi \\ & \frac{\pi}{0} \\ & \hline \underline{0} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{0} \\ & \frac{1}{0} \\ & \hline 9 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nearly every time | $\begin{gathered} 9.9 \% \\ 45 \end{gathered}$ | $\begin{gathered} 11.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 8.4 \% \\ 4 \end{gathered}$ | $\begin{gathered} 6.5 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} \hline 21.1 \% \\ 20 \end{gathered}$ | $\begin{gathered} 4.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 12.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 0.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 13.5 \% \\ 3 \end{gathered}$ |
| Most of the time | $\begin{gathered} 18.0 \% \\ 72 \end{gathered}$ | $\begin{gathered} 11.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 26.1 \% \\ 11 \\ \hline \end{gathered}$ | $\begin{gathered} 23.1 \% \\ 4 \end{gathered}$ | $\begin{gathered} 15.9 \% \\ 7 \end{gathered}$ | $\begin{gathered} 29.4 \% \\ 23 \end{gathered}$ | $\begin{gathered} 18.0 \% \\ 9 \end{gathered}$ | $\begin{gathered} 20.9 \% \\ 7 \end{gathered}$ | $\begin{gathered} 7.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 20.7 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.4 \% \\ 1 \end{gathered}$ |
| Some of the time | $\begin{gathered} 33.8 \% \\ 108 \end{gathered}$ | $\begin{gathered} 33.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 39.6 \% \\ 14 \end{gathered}$ | $\begin{gathered} 32.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 37.4 \% \\ 16 \end{gathered}$ | $\begin{gathered} 32.8 \% \\ 25 \end{gathered}$ | $\begin{gathered} 25.9 \% \\ 10 \end{gathered}$ | $\begin{gathered} 39.3 \% \\ 9 \end{gathered}$ | $\begin{gathered} 28.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 32.4 \% \\ 7 \end{gathered}$ | $\begin{gathered} 34.6 \% \\ 8 \end{gathered}$ |
| Almost never/Never | $\begin{gathered} \hline 38.4 \% \\ 125 \end{gathered}$ | $\begin{gathered} 43.9 \% \\ 14 \end{gathered}$ | $\begin{gathered} 26.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 37.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} 40.8 \% \\ 14 \end{gathered}$ | $\begin{gathered} 16.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 51.6 \% \\ 14 \end{gathered}$ | $\begin{gathered} 34.2 \% \\ 11 \end{gathered}$ | $\begin{gathered} 51.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} 46.3 \% \\ 16 \end{gathered}$ | $\begin{gathered} 50.6 \% \\ 22 \end{gathered}$ |
| Don't Know | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{0}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ |
| Refusal | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

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

|  | $\begin{aligned} & \overline{\widetilde{0}} \stackrel{\infty}{n}_{0}^{0} \\ & \stackrel{!1}{\square} \end{aligned}$ |  |  | $\sum_{0}^{\bar{\top}}$ |  |  |  | $\begin{aligned} & \frac{\widetilde{O}}{\widetilde{\widetilde{C}}} \\ & \underset{\sim}{\infty} \\ & \frac{\Xi}{\widetilde{\sim}} \end{aligned}$ | $\begin{aligned} & \stackrel{O}{0} \\ & \tilde{0} \\ & 0 \end{aligned}$ |  | $\frac{0}{0}$ $\frac{7}{0}$ 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nearly every time | $\begin{gathered} 1.3 \% \\ 9 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 2 \end{gathered}$ | $0$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 3 \end{gathered}$ | $\begin{gathered} \hline 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Most of the time | $\begin{gathered} 3.8 \% \\ 15 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | 7.4\% | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 7.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 3.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 4.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ |
| Some of the time | $\begin{gathered} 19.6 \% \\ 108 \end{gathered}$ | $\begin{gathered} 25.7 \% \\ 12 \end{gathered}$ | $\begin{gathered} 15.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 21.6 \% \\ 14 \end{gathered}$ | $\begin{gathered} 14.7 \% \\ 10 \end{gathered}$ | $\begin{gathered} 19.1 \% \\ 10 \end{gathered}$ | $\begin{gathered} 12.8 \% \\ 7 \end{gathered}$ | $\begin{gathered} 25.1 \% \\ 13 \end{gathered}$ | $\begin{gathered} 19.2 \% \\ 11 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 14 \end{gathered}$ | $\begin{gathered} 18.6 \% \\ 10 \\ \hline \end{gathered}$ |
| Almost never/Never | $\begin{gathered} 74.4 \% \\ 421 \end{gathered}$ | $\begin{gathered} 70.1 \% \\ 44 \end{gathered}$ | $\begin{gathered} 74.8 \% \\ 38 \end{gathered}$ | $\begin{gathered} 77.3 \% \\ 51 \end{gathered}$ | $\begin{gathered} 78.2 \% \\ 45 \end{gathered}$ | $\begin{gathered} 67.8 \% \\ 34 \end{gathered}$ | $\begin{gathered} 82.1 \% \\ 47 \end{gathered}$ | $\begin{gathered} 63.5 \% \\ 37 \end{gathered}$ | $\begin{gathered} 76.9 \% \\ 41 \end{gathered}$ | $\begin{gathered} 72.1 \% \\ 41 \end{gathered}$ | $\begin{gathered} 78.9 \% \\ 43 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} \hline 3.0 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $0$ | $0$ | $0$ | 2 | $0$ | $0$ | $0$ |
| Refusal | $\begin{gathered} 0.2 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | 1 | $\overline{0}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Motorcyclists: How often do you use YouTube?

|  | $\begin{aligned} & \stackrel{त}{0} \stackrel{\infty}{\stackrel{\infty}{0}} \\ & \stackrel{11}{\square} \end{aligned}$ | $\begin{aligned} & \text { ত} \\ & \frac{\bar{\sigma}}{0} \\ & \frac{\circlearrowright}{0} \\ & \hline \end{aligned}$ |  | $\sum_{0}^{\bar{\pi}}$ | 등 응 응 $\overline{=}$ |  | $\begin{aligned} & \mathbb{0} \\ & \stackrel{్}{\top} \\ & \text { O} \end{aligned}$ |  | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ | $\begin{aligned} & \frac{\pi}{0} \\ & \frac{\tilde{0}}{0} \\ & \underset{\sim 1}{2} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{n} \\ & \frac{1}{0} \\ & \hline \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Multiple times per day | $\begin{gathered} 49.2 \% \\ 215 \end{gathered}$ | $\begin{gathered} 50.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} 51.3 \% \\ 27 \end{gathered}$ | $\begin{gathered} 53.5 \% \\ 17 \end{gathered}$ | $\begin{gathered} 56.9 \% \\ 19 \end{gathered}$ | $\begin{gathered} 52.6 \% \\ 53 \end{gathered}$ | $\begin{gathered} 51.4 \% \\ 25 \end{gathered}$ | $\begin{gathered} 51.5 \% \\ 26 \end{gathered}$ | $\begin{gathered} 53.8 \% \\ 12 \end{gathered}$ | $\begin{gathered} 28.9 \% \\ 9 \end{gathered}$ | $\begin{gathered} 43.6 \% \\ 16 \end{gathered}$ |
| Once per day | $\begin{gathered} 16.0 \% \\ 53 \end{gathered}$ | $\begin{gathered} 7.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 9.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} 17.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 21.8 \% \\ 15 \end{gathered}$ | $\begin{gathered} 17.8 \% \\ 5 \end{gathered}$ | $\begin{gathered} 19.5 \% \\ 7 \end{gathered}$ | $\begin{gathered} 6.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 34.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 15.4 \% \\ 6 \end{gathered}$ |
| A couple times per week | $\begin{gathered} 21.7 \% \\ 72 \end{gathered}$ | $\begin{gathered} 22.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 22.1 \% \\ 10 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 19.8 \% \\ 14 \end{gathered}$ | $\begin{gathered} 10.8 \% \\ 5 \end{gathered}$ | $\begin{gathered} 22.2 \% \\ 8 \end{gathered}$ | $\begin{gathered} 28.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 21.2 \% \\ 7 \end{gathered}$ | $\begin{gathered} 33.8 \% \\ 9 \end{gathered}$ |
| Once a week | $\begin{gathered} 8.7 \% \\ 22 \end{gathered}$ | $\begin{gathered} 16.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 12.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 13.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 13.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 20.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 7.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 7.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ |
| Less than once a week | $\begin{gathered} 4.1 \% \\ 15 \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 9.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.2 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 4.6 \% \\ 3 \end{gathered}$ | $0$ | $\begin{gathered} 7.4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 3 \end{gathered}$ |
| Other | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Don't Know | $\begin{gathered} 0.3 \% \\ 1 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\overline{-}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Non-motorcyclists: How often do you use YouTube?

|  |  |  |  | $\begin{aligned} & \bar{\pi} \\ & \stackrel{\rightharpoonup}{2} \end{aligned}$ |  |  |  | $\begin{aligned} & \frac{\widetilde{O}}{\widetilde{\sigma}} \\ & \underset{\sim}{\infty} \\ & \frac{\varepsilon}{\sigma} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { O} \\ & \text { ̃ } \\ & \text { ם } \end{aligned}$ | $\begin{aligned} & \text { n } \\ & \stackrel{\pi}{0} \\ & \underset{\overline{0}}{\underline{\alpha}} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{n} \\ & \frac{D}{0} \\ & > \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Multiple times per day | $\begin{gathered} \hline 33.9 \% \\ 164 \end{gathered}$ | $\begin{gathered} \hline 31.0 \% \\ 16 \end{gathered}$ | $\begin{gathered} \hline 22.3 \% \\ 12 \end{gathered}$ | $\begin{gathered} 39.1 \% \\ 21 \end{gathered}$ | $\begin{gathered} \hline 36.6 \% \\ 21 \end{gathered}$ | $\begin{gathered} 41.9 \% \\ 18 \end{gathered}$ | $\begin{gathered} \hline 39.6 \% \\ 18 \end{gathered}$ | $\begin{gathered} \hline 26.2 \% \\ 13 \end{gathered}$ | $\begin{gathered} 43.5 \% \\ 19 \end{gathered}$ | $\begin{gathered} \hline 26.8 \% \\ 13 \end{gathered}$ | $\begin{gathered} 29.4 \% \\ 13 \end{gathered}$ |
| Once per day | $\begin{gathered} 16.6 \% \\ 76 \end{gathered}$ | $\begin{gathered} 23.2 \% \\ 8 \end{gathered}$ | $\begin{gathered} 20.4 \% \\ 13 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 17.8 \% \\ 10 \end{gathered}$ | $\begin{gathered} 3.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 20.8 \% \\ 11 \end{gathered}$ | $\begin{gathered} 32.4 \% \\ 12 \end{gathered}$ | $\begin{gathered} 13.4 \% \\ 5 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 24.5 \% \\ 9 \end{gathered}$ |
| A couple times per week | $\begin{gathered} 29.5 \% \\ 142 \end{gathered}$ | $\begin{gathered} 25.9 \% \\ 11 \end{gathered}$ | $\begin{gathered} 30.9 \% \\ 17 \end{gathered}$ | $\begin{gathered} 33.5 \% \\ 18 \end{gathered}$ | $\begin{gathered} 32.0 \% \\ 17 \end{gathered}$ | $\begin{gathered} 36.6 \% \\ 18 \end{gathered}$ | $\begin{gathered} 21.6 \% \\ 12 \end{gathered}$ | $\begin{gathered} 27.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} 20.1 \% \\ 9 \end{gathered}$ | $\begin{gathered} 33.4 \% \\ 17 \end{gathered}$ | $\begin{gathered} 30.4 \% \\ 11 \end{gathered}$ |
| Once a week | $\begin{gathered} 10.2 \% \\ 47 \end{gathered}$ | $\begin{gathered} 9.0 \% \\ 4 \end{gathered}$ | $\begin{gathered} 12.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 10.8 \% \\ 6 \end{gathered}$ | $\begin{gathered} \hline 6.1 \% \\ 4 \\ \hline \end{gathered}$ | $\begin{gathered} 8.2 \% \\ 3 \end{gathered}$ | $\begin{gathered} 13.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 19.1 \% \\ 8 \end{gathered}$ | $\begin{gathered} 21.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ |
| Less than once a week | $\begin{gathered} 9.6 \% \\ 47 \end{gathered}$ | $\begin{gathered} 11.1 \% \\ 4 \end{gathered}$ | $\begin{gathered} 14.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 7.2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 7.4 \% \\ 4 \end{gathered}$ | $\begin{gathered} 9.7 \% \\ 6 \end{gathered}$ | $\begin{gathered} 3.4 \% \\ 3 \\ \hline \end{gathered}$ | $\begin{gathered} 12.7 \% \\ 8 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 15.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} 14.4 \% \\ 5 \end{gathered}$ |
| Other | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 2.4 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Don't Know | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |
| Refusal | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Motorcyclists: Do you visit websites specifically related to motorcycles?

|  | $\begin{aligned} & \overline{त ⿹} \\ & \stackrel{n}{0} \\ & \vdash \stackrel{11}{\circ} \end{aligned}$ |  |  |  |  |  | $\begin{aligned} & 0 \\ & 0 \\ & \stackrel{0}{0} \\ & \stackrel{1}{0} \\ & \stackrel{I I}{=} \end{aligned}$ |  | $\begin{aligned} & \text { O} \\ & \text { NJ } \\ & 0 \\ & 0 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} \hline 54.3 \% \\ 327 \end{gathered}$ | $\begin{gathered} 58.7 \% \\ 18 \end{gathered}$ | $\begin{gathered} \hline 56.5 \% \\ 42 \end{gathered}$ | $\begin{gathered} \hline 55.1 \% \\ 22 \end{gathered}$ | $\begin{gathered} 55.5 \% \\ 38 \end{gathered}$ | $\begin{gathered} \hline 67.4 \% \\ 83 \end{gathered}$ | $\begin{gathered} \hline 53.8 \% \\ 38 \end{gathered}$ | $\begin{gathered} 45.0 \% \\ 30 \end{gathered}$ | $\begin{gathered} 52.0 \% \\ 16 \end{gathered}$ | $\begin{gathered} \hline 50.4 \% \\ 19 \end{gathered}$ | $\begin{gathered} 41.3 \% \\ 21 \end{gathered}$ |
| No | $\begin{gathered} 45.3 \% \\ 227 \end{gathered}$ | $\begin{gathered} 41.4 \% \\ 20 \end{gathered}$ | $\begin{gathered} 43.3 \% \\ 26 \\ \hline \end{gathered}$ | $\begin{gathered} 44.9 \% \\ 18 \end{gathered}$ | $\begin{gathered} 44.5 \% \\ 20 \\ \hline \end{gathered}$ | $\begin{gathered} 32.6 \% \\ 27 \\ \hline \end{gathered}$ | $\begin{gathered} 46.2 \% \\ 18 \end{gathered}$ | $\begin{gathered} 55.0 \% \\ 30 \end{gathered}$ | $\begin{gathered} 45.5 \% \\ 17 \end{gathered}$ | $\begin{gathered} 49.7 \% \\ 23 \end{gathered}$ | $\begin{gathered} 56.9 \% \\ 28 \\ \hline \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $0$ | $0$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $0$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Refusal | $\begin{gathered} \hline 0.1 \% \\ 1 \\ \hline \end{gathered}$ | $0$ | $\begin{gathered} 0.2 \% \\ 1 \\ \hline \end{gathered}$ | $0$ | $\overline{0}$ | $\begin{aligned} & - \\ & \hline \end{aligned}$ | $\overline{0}$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ |

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

|  |  |  |  |  | $\begin{aligned} & \text { 등 } \\ & \text { 으응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{=} \end{aligned}$ |  |  |  | $\begin{aligned} & \text { O} \\ & \text { Un } \\ & 0 \\ & 0 \\ & 0 \\ & \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 3.4 \% \\ 30 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 5 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 3.0 \% \\ 4 \end{gathered}$ | $\begin{gathered} 3.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 6.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 3.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.1 \% \\ 4 \end{gathered}$ |
| No | $\begin{gathered} 96.6 \% \\ 967 \end{gathered}$ | $\begin{gathered} \hline 94.2 \% \\ 96 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 101 \end{gathered}$ | $\begin{gathered} 97.0 \% \\ 97 \end{gathered}$ | $\begin{gathered} \hline 96.7 \% \\ 98 \end{gathered}$ | $\begin{gathered} \hline 93.9 \% \\ 96 \end{gathered}$ | $\begin{gathered} 97.0 \% \\ 98 \end{gathered}$ | $\begin{gathered} 96.0 \% \\ 98 \end{gathered}$ | $\begin{gathered} 97.2 \% \\ 86 \end{gathered}$ | $\begin{gathered} 98.7 \% \\ 100 \end{gathered}$ | $\begin{gathered} 95.9 \% \\ 97 \end{gathered}$ |
| Don't Know | $\overline{0}$ | $\overline{0}$ | $\overline{0}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\overline{-}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

Motorcyclists and Non-motorcyclists: Which sites do you visit? (Top 10 responses)

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

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

|  |  |  |  | $\begin{aligned} & \bar{\pi} O \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{\underline{I}} \end{aligned}$ |  | $\begin{aligned} & \mathbb{0} 0 \\ & \stackrel{6}{6} \\ & \frac{\pi}{0} \stackrel{11}{\leftrightarrows} \end{aligned}$ |  | $\begin{aligned} & \text { O} \\ & \underset{\sim}{\dddot{N}} \\ & \tilde{0} \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{0}{0} \\ & \frac{11}{9} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 24.2 \% \\ 170 \end{gathered}$ | $\begin{gathered} 23.6 \% \\ 9 \end{gathered}$ | $\begin{gathered} \hline 30.2 \% \\ 27 \end{gathered}$ | $\begin{gathered} 38.0 \% \\ 16 \end{gathered}$ | $\begin{gathered} 17.3 \% \\ 14 \end{gathered}$ | $\begin{gathered} 42.9 \% \\ 51 \end{gathered}$ | $\begin{gathered} 25.0 \% \\ 20 \end{gathered}$ | $\begin{gathered} 21.2 \% \\ 17 \end{gathered}$ | $\begin{gathered} 13.2 \% \\ 4 \end{gathered}$ | $\begin{gathered} 11.9 \% \\ 5 \end{gathered}$ | $\begin{gathered} 11.1 \% \\ 7 \end{gathered}$ |
| No | $\begin{gathered} 75.0 \% \\ 382 \end{gathered}$ | $\begin{gathered} 74.6 \% \\ 28 \end{gathered}$ | $\begin{gathered} 68.4 \% \\ 41 \end{gathered}$ | $\begin{gathered} 62.0 \% \\ 24 \end{gathered}$ | $\begin{gathered} 79.5 \% \\ 43 \end{gathered}$ | $\begin{gathered} 56.6 \% \\ 57 \end{gathered}$ | $\begin{gathered} 75.0 \% \\ 36 \end{gathered}$ | $\begin{gathered} 78.8 \% \\ 43 \end{gathered}$ | $\begin{gathered} 86.8 \% \\ 30 \end{gathered}$ | $\begin{gathered} 88.1 \% \\ 37 \end{gathered}$ | $\begin{gathered} 88.9 \% \\ 43 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ |
| Refusal | $\begin{gathered} \hline 0.6 \% \\ 4 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} \hline 3.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 0.6 \% \\ 2 \end{gathered}$ | $0$ | $0$ | $0$ | $0$ | $0$ |

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

|  |  |  |  |  |  | $\begin{aligned} & \frac{0}{0} \\ & \stackrel{\pi}{0} \\ & \stackrel{1}{O} \\ & \stackrel{1}{E} \\ & \stackrel{\pi}{\Sigma} \end{aligned}$ | $\begin{aligned} & 00 \\ & \text { OOO } \\ & \text { © II } \\ & \text { OI } \end{aligned}$ |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 4.5 \% \\ 38 \end{gathered}$ | $\begin{gathered} 2.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 2.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 7.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 9.1 \% \\ 8 \end{gathered}$ | $\begin{gathered} 3.2 \% \\ 3 \end{gathered}$ | $0$ | $\begin{gathered} 2.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.9 \% \\ 5 \end{gathered}$ |
| No | $\begin{gathered} 94.7 \% \\ 949 \end{gathered}$ | $\begin{gathered} 96.6 \% \\ 98 \end{gathered}$ | $\begin{gathered} 93.9 \% \\ 96 \end{gathered}$ | $\begin{gathered} 97.3 \% \\ 97 \end{gathered}$ | $\begin{gathered} 90.7 \% \\ 93 \end{gathered}$ | $\begin{gathered} 90.1 \% \\ 93 \end{gathered}$ | $\begin{gathered} 95.0 \% \\ 95 \end{gathered}$ | $\begin{gathered} \hline 99.1 \% \\ 100 \end{gathered}$ | $\begin{gathered} 97.0 \% \\ 85 \end{gathered}$ | $\begin{gathered} 94.3 \% \\ 96 \end{gathered}$ | $\begin{gathered} 94.1 \% \\ 96 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.6 \% \\ 7 \end{gathered}$ | $\begin{gathered} 0.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.4 \% \\ 1 \end{gathered}$ | $\overline{0}$ | $\overline{0}$ | $\begin{gathered} 0.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 0.9 \% \\ 1 \end{gathered}$ | $\overline{0}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} 0.3 \% \\ 3 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{gathered} 2.0 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | 0 | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.7 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | 0 |

Motorcyclists: Where did you see or hear it? ${ }^{5}$

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

[^3]Non-motorcyclists: Where did you see or hear it? ${ }^{6}$

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

[^4]Motorcyclists: In the past few months, have you seen a motorcycle safety message that says Make the Right Choice?

|  |  | $\begin{aligned} & \frac{0}{\overline{0}} \\ & \stackrel{\infty}{0} \\ & \stackrel{0}{0} \\ & \stackrel{11}{\square} \end{aligned}$ |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 35.4 \% \\ 253 \end{gathered}$ | $\begin{gathered} 27.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} 41.3 \% \\ 38 \end{gathered}$ | $\begin{gathered} 44.3 \% \\ 19 \end{gathered}$ | $\begin{gathered} 37.5 \% \\ 28 \end{gathered}$ | $\begin{gathered} 46.5 \% \\ 63 \end{gathered}$ | $\begin{gathered} 41.3 \% \\ 32 \end{gathered}$ | $\begin{gathered} 38.7 \% \\ 29 \end{gathered}$ | $\begin{gathered} 37.4 \% \\ 13 \end{gathered}$ | $\begin{gathered} 19.2 \% \\ 7 \end{gathered}$ | $\begin{gathered} 17.1 \% \\ 13 \end{gathered}$ |
| No | $\begin{gathered} 64.1 \% \\ 301 \end{gathered}$ | $\begin{gathered} 72.5 \% \\ 27 \end{gathered}$ | $\begin{gathered} 55.8 \% \\ 29 \end{gathered}$ | $\begin{gathered} 55.7 \% \\ 21 \end{gathered}$ | $\begin{gathered} 60.9 \% \\ 29 \end{gathered}$ | $\begin{gathered} 53.5 \% \\ 47 \end{gathered}$ | $\begin{gathered} 58.7 \% \\ 24 \end{gathered}$ | $\begin{gathered} 61.3 \% \\ 31 \end{gathered}$ | $\begin{gathered} 62.6 \% \\ 21 \end{gathered}$ | $\begin{gathered} 80.8 \% \\ 35 \end{gathered}$ | $\begin{gathered} 83.0 \% \\ 37 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $0$ | $0$ | - |
| Refusal | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

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

|  |  |  |  | $\begin{aligned} & \bar{\sigma} \\ & \substack{-1 \\ 0 \\ 0 \\ \hline 1\\ } \end{aligned}$ | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { O- } \\ & \text { 응 II } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 17.1 \% \\ 164 \end{gathered}$ | $\begin{gathered} 11.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 13.6 \% \\ 13 \end{gathered}$ | $\begin{gathered} 23.5 \% \\ 22 \end{gathered}$ | $\begin{gathered} 17.3 \% \\ 16 \end{gathered}$ | $\begin{gathered} 20.5 \% \\ 21 \end{gathered}$ | $\begin{gathered} 13.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 19.6 \% \\ 18 \end{gathered}$ | $\begin{gathered} 15.0 \% \\ 15 \end{gathered}$ | $\begin{gathered} 13.9 \% \\ 15 \end{gathered}$ | $\begin{gathered} 21.7 \% \\ 21 \end{gathered}$ |
| No | $\begin{gathered} \hline 80.6 \% \\ 811 \end{gathered}$ | $\begin{gathered} \hline 86.1 \% \\ 84 \end{gathered}$ | $\begin{gathered} \hline 86.4 \% \\ 88 \end{gathered}$ | $\begin{gathered} 74.7 \% \\ 77 \end{gathered}$ | $\begin{gathered} \hline 78.2 \% \\ 81 \end{gathered}$ | $\begin{gathered} 76.7 \% \\ 79 \end{gathered}$ | $\begin{gathered} \hline 85.8 \% \\ 89 \end{gathered}$ | $\begin{gathered} \hline 77.2 \% \\ 80 \end{gathered}$ | $\begin{gathered} 83.0 \% \\ 71 \end{gathered}$ | $\begin{gathered} \hline 82.4 \% \\ 83 \end{gathered}$ | $\begin{gathered} 77.0 \% \\ 79 \end{gathered}$ |
| Don't Know | $\begin{gathered} \hline 2.1 \% \\ 20 \end{gathered}$ | $\begin{gathered} 2.6 \% \\ 4 \end{gathered}$ | $\overline{0}$ | $\begin{gathered} 1.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 3.5 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 0.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 3.2 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 3.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ |
| Refusal | $\begin{gathered} 0.2 \% \\ 2 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | 1 | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 0.7 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

Motorcyclists: Where did you see or hear it? ${ }^{7}$

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

[^5]Non-motorcyclists: Where did you see or hear it? ${ }^{8}$

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

[^6]Motorcyclists: In the past few months, have you seen a motorcycle safety message that says Watch for Motorcycles?

|  | $\begin{aligned} & \bar{\pi} \stackrel{n}{0} \\ & \stackrel{0}{0} \end{aligned}$ |  | $\begin{aligned} & \text { 으№ } \\ & \sum_{0}^{0} \\ & \sum_{0}^{\prime} \\ & \frac{11}{c} \end{aligned}$ | $\begin{aligned} & \bar{\pi} O \\ & \underset{\sim}{\circ} \text { II } \end{aligned}$ | $\begin{aligned} & \text { 둥 } \\ & \text { 응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{\underline{I}} \end{aligned}$ |  |  |  | $\begin{aligned} & \text { O} \\ & \underset{\sim}{\dddot{N}} \\ & \tilde{0} \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{9} \\ & \frac{0}{0} \\ & \frac{11}{0} \\ & > \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 74.2 \% \\ 427 \end{gathered}$ | $\begin{gathered} 72.9 \% \\ 30 \end{gathered}$ | $\begin{gathered} 80.2 \% \\ 51 \end{gathered}$ | $\begin{gathered} 96.1 \% \\ 37 \end{gathered}$ | $\begin{gathered} 66.6 \% \\ 42 \end{gathered}$ | $\begin{gathered} 61.5 \% \\ 75 \end{gathered}$ | $\begin{gathered} 68.9 \% \\ 44 \end{gathered}$ | $\begin{gathered} 56.0 \% \\ 38 \end{gathered}$ | $\begin{gathered} 94.1 \% \\ 30 \end{gathered}$ | $\begin{gathered} 78.8 \% \\ 34 \end{gathered}$ | $\begin{gathered} 88.1 \% \\ 46 \end{gathered}$ |
| No | $\begin{gathered} 25.0 \% \\ 127 \end{gathered}$ | $\begin{gathered} 27.1 \% \\ 8 \end{gathered}$ | $\begin{gathered} 17.3 \% \\ 16 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 33.5 \% \\ 16 \end{gathered}$ | $\begin{gathered} 38.5 \% \\ 35 \\ \hline \end{gathered}$ | $\begin{gathered} 25.8 \% \\ 11 \end{gathered}$ | $\begin{gathered} 44.0 \% \\ 22 \end{gathered}$ | $\begin{gathered} 5.9 \% \\ 4 \end{gathered}$ | $\begin{gathered} 21.2 \% \\ 8 \\ \hline \end{gathered}$ | $\begin{gathered} 11.9 \% \\ 4 \end{gathered}$ |
| Don't Know | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ |
| Refusal | $\begin{gathered} 0.8 \% \\ 3 \end{gathered}$ | $0$ | $\begin{gathered} 2.5 \% \\ 2 \end{gathered}$ | $0$ | $0$ | $0$ | $\begin{gathered} 5.3 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $0$ | $0$ |

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

|  |  |  |  |  | $\begin{aligned} & \text { 둥 } \\ & \text { 응 } \\ & \text { O- } \\ & \text { 응 II } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  | $\begin{aligned} & O_{0}^{\infty} \\ & \tilde{0} \\ & \tilde{0} \stackrel{11}{ᄃ} \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{0} \\ & \frac{-1}{0} \\ & \frac{11}{11} \\ & \gg \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 61.5 \% \\ 634 \end{gathered}$ | $\begin{gathered} 77.3 \% \\ 74 \end{gathered}$ | $\begin{gathered} 49.8 \% \\ 52 \end{gathered}$ | $\begin{gathered} 72.5 \% \\ 76 \end{gathered}$ | $\begin{gathered} 60.4 \% \\ 65 \end{gathered}$ | $\begin{gathered} 54.9 \% \\ 59 \end{gathered}$ | $\begin{gathered} 49.0 \% \\ 54 \end{gathered}$ | $\begin{gathered} 48.9 \% \\ 50 \end{gathered}$ | $\begin{gathered} 76.7 \% \\ 66 \\ \hline \end{gathered}$ | $\begin{gathered} 60.2 \% \\ 66 \\ \hline \end{gathered}$ | $\begin{gathered} 67.0 \% \\ 72 \end{gathered}$ |
| No | $\begin{gathered} 37.9 \% \\ 356 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 22.3 \% \\ 26 \\ \hline \end{gathered}$ | $\begin{gathered} 50.2 \% \\ 49 \\ \hline \end{gathered}$ | $\begin{gathered} 27.0 \% \\ 24 \end{gathered}$ | $\begin{gathered} 38.6 \% \\ 35 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 44.3 \% \\ 42 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 51.0 \% \\ 46 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 50.1 \% \\ 50 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 23.3 \% \\ 22 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 39.9 \% \\ 35 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 30.8 \% \\ 27 \\ \hline \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.5 \% \\ 6 \end{gathered}$ | $\begin{gathered} 0.4 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 0.8 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 2.3 \% \\ 2 \end{gathered}$ |
| Refusal | $\begin{gathered} 0.1 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $0$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

Motorcyclists: Where did you see or hear it? ${ }^{9}$

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

[^7]Non-motorcyclists: Where did you see or hear it? ${ }^{10}$

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

[^8]Motorcyclists: In the past few months, have you seen a motorcycle safety message that says Ride Smart?

|  |  |  | $\begin{aligned} & \text { Do } \\ & \sum_{0}^{0} \\ & \sum_{0} \\ & \frac{0}{0} \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & \bar{\pi} O 8 \\ & \sum_{0}^{\circ} \stackrel{1}{=} \end{aligned}$ | $\begin{aligned} & \text { 둥 } \\ & \text { 응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  | $\begin{aligned} & \text { O} \\ & \text { y } \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 42.1 \% \\ 285 \end{gathered}$ | $\begin{gathered} 45.9 \% \\ 21 \end{gathered}$ | $\begin{gathered} 46.8 \% \\ 37 \end{gathered}$ | $\begin{gathered} 56.3 \% \\ 23 \end{gathered}$ | $\begin{gathered} 35.0 \% \\ 25 \end{gathered}$ | $\begin{gathered} 56.4 \% \\ 73 \end{gathered}$ | $\begin{gathered} 42.6 \% \\ 33 \end{gathered}$ | $\begin{gathered} 35.9 \% \\ 27 \end{gathered}$ | $\begin{gathered} 28.4 \% \\ 11 \end{gathered}$ | $\begin{gathered} 18.4 \% \\ 9 \end{gathered}$ | $\begin{gathered} 48.7 \% \\ 26 \end{gathered}$ |
| No | $\begin{gathered} 57.0 \% \\ 267 \end{gathered}$ | $\begin{gathered} 52.4 \% \\ 16 \end{gathered}$ | $\begin{gathered} 51.8 \% \\ 31 \end{gathered}$ | $\begin{gathered} 40.6 \% \\ 16 \end{gathered}$ | $\begin{gathered} 65.0 \% \\ 33 \end{gathered}$ | $\begin{gathered} 43.6 \% \\ 37 \end{gathered}$ | $\begin{gathered} 57.4 \% \\ 23 \end{gathered}$ | $\begin{gathered} 62.3 \% \\ 32 \end{gathered}$ | $\begin{gathered} 71.6 \% \\ 23 \end{gathered}$ | $\begin{gathered} 81.6 \% \\ 33 \end{gathered}$ | $\begin{gathered} 49.55 \\ 23 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $3.1 \%$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Refusal | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

Non-motorcyclists: In the past few months, have you seen a motorcycle safety message that says Ride Smart?

|  | $\begin{aligned} & \bar{\pi} \mathbb{O} \\ & \stackrel{O}{O} \\ & \end{aligned}$ |  |  | $\begin{aligned} & \bar{\pi} \\ & \substack{-1 \\ 0 \\ 0\\ \\ } \end{aligned}$ | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { O- } \\ & \text { 응 II } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  |  |  | $$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes | $\begin{gathered} 15.2 \% \\ 152 \end{gathered}$ | $\begin{gathered} 16.3 \% \\ 18 \end{gathered}$ | $\begin{gathered} 13.8 \% \\ 16 \end{gathered}$ | $\begin{gathered} 17.1 \% \\ 18 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 19.0 \% \\ 18 \end{gathered}$ | $\begin{gathered} 17.2 \% \\ 14 \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 6 \end{gathered}$ | $\begin{gathered} 17.1 \% \\ 15 \end{gathered}$ | $\begin{gathered} 14.8 \% \\ 15 \end{gathered}$ | $\begin{array}{\|c} \hline 21.9 \% \\ 22 \end{array}$ |
| No | $\begin{gathered} \hline 83.2 \% \\ 825 \end{gathered}$ | $\begin{gathered} \hline 83.2 \% \\ 82 \end{gathered}$ | $\begin{gathered} \hline 86.2 \% \\ 85 \end{gathered}$ | $\begin{gathered} \hline 80.2 \% \\ 79 \end{gathered}$ | $\begin{gathered} \hline 89.5 \% \\ 90 \end{gathered}$ | $\begin{gathered} 77.9 \% \\ 80 \end{gathered}$ | $\begin{gathered} \hline 82.2 \% \\ 85 \end{gathered}$ | $\begin{gathered} \hline 95.0 \% \\ 94 \end{gathered}$ | $\begin{gathered} \hline 82.3 \% \\ 72 \end{gathered}$ | $\begin{gathered} \hline 81.8 \% \\ 82 \end{gathered}$ | $\begin{gathered} 74.6 \% \\ 76 \end{gathered}$ |
| Don't Know | $\begin{gathered} 1.6 \% \\ 19 \end{gathered}$ | $\begin{gathered} \hline 0.5 \% \\ 1 \end{gathered}$ | $\overline{0}$ | $\begin{gathered} 2.8 \% \\ 4 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.1 \% \\ 4 \end{gathered}$ | $\begin{gathered} \hline 0.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 0.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.4 \% \\ 4 \end{gathered}$ | $\begin{gathered} 3.4 \% \\ 3 \end{gathered}$ |
| Refusal | $\begin{gathered} 0.1 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |

Motorcyclists: Where did you see or hear it? ${ }^{11}$

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

[^9]Non-motorcyclists: Where did you see or hear it? ${ }^{12}$

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

[^10]Motorcyclists: Which of the following age categories best describes you? Are you:

|  |  | $\begin{aligned} & \frac{0}{\overline{0}} \\ & \stackrel{\infty}{0} \\ & \stackrel{0}{0} \\ & \stackrel{11}{\square} \end{aligned}$ |  |  | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { 응 } \\ & \text { 읃 } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  | $\begin{aligned} & \text { O} \\ & \text { O} \\ & \tilde{0} \\ & \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{0}{0} \\ & \frac{11}{0} \\ & \hline \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 18-24 | $\begin{gathered} 9.0 \% \\ 89 \end{gathered}$ | $\begin{gathered} 3.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} \hline 6.2 \% \\ 14 \end{gathered}$ | $\begin{gathered} 22.7 \% \\ 10 \end{gathered}$ | $\begin{gathered} 11.4 \% \\ 9 \end{gathered}$ | $\begin{gathered} 16.2 \% \\ 23 \end{gathered}$ | $\begin{gathered} 13.0 \% \\ 12 \end{gathered}$ | $\begin{gathered} 7.8 \% \\ 9 \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 6.2 \% \\ 6 \end{gathered}$ |
| 25-34 | $\begin{gathered} 20.6 \% \\ 159 \end{gathered}$ | $\begin{gathered} 16.1 \% \\ 7 \end{gathered}$ | $\begin{gathered} 18.9 \% \\ 21 \end{gathered}$ | $\begin{gathered} 24.3 \% \\ 11 \end{gathered}$ | $\begin{gathered} 22.3 \% \\ 19 \end{gathered}$ | $\begin{gathered} 29.6 \% \\ 39 \end{gathered}$ | $\begin{gathered} 24.8 \% \\ 19 \end{gathered}$ | $\begin{gathered} 18.2 \% \\ 16 \end{gathered}$ | $\begin{gathered} 14.1 \% \\ 7 \end{gathered}$ | $\begin{gathered} 21.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 12.6 \% \\ 9 \end{gathered}$ |
| 35-44 | $\begin{gathered} 14.3 \% \\ 90 \end{gathered}$ | $\begin{gathered} 18.1 \% \\ 9 \end{gathered}$ | $\begin{gathered} 6.4 \% \\ 7 \end{gathered}$ | $\begin{gathered} 5.4 \% \\ 3 \end{gathered}$ | $\begin{gathered} 11.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 19.3 \% \\ 24 \end{gathered}$ | $\begin{gathered} 20.6 \% \\ 13 \end{gathered}$ | $\begin{gathered} 10.3 \% \\ 9 \end{gathered}$ | $\begin{gathered} 29.4 \% \\ 7 \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 4 \end{gathered}$ | $\begin{gathered} 16.9 \% \\ 8 \end{gathered}$ |
| 45-54 | $\begin{gathered} 20.3 \% \\ 81 \end{gathered}$ | $\begin{gathered} 16.5 \% \\ 6 \end{gathered}$ | $\begin{gathered} 13.1 \% \\ 10 \end{gathered}$ | $\begin{gathered} 11.8 \% \\ 5 \end{gathered}$ | $\begin{gathered} \hline 32.3 \% \\ 11 \end{gathered}$ | $\begin{gathered} 15.2 \% \\ 11 \end{gathered}$ | $\begin{gathered} 11.8 \% \\ 4 \end{gathered}$ | $\begin{gathered} \hline 32.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 8.2 \% \\ 3 \end{gathered}$ | $\begin{gathered} 26.3 \% \\ 7 \end{gathered}$ | $\begin{gathered} \hline 30.4 \% \\ 11 \end{gathered}$ |
| 55-64 | $\begin{gathered} 21.1 \% \\ 73 \end{gathered}$ | $\begin{gathered} 30.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 43.3 \% \\ 10 \end{gathered}$ | $\begin{gathered} 29.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 8.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 8.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 13.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 18.2 \% \\ 8 \end{gathered}$ | $\begin{gathered} 20.7 \% \\ 7 \end{gathered}$ | $\begin{gathered} 27.6 \% \\ 10 \end{gathered}$ | $\begin{gathered} 15.9 \% \\ 8 \end{gathered}$ |
| 65 or older | $\begin{gathered} 13.5 \% \\ 58 \end{gathered}$ | $\begin{gathered} 14.1 \% \\ 5 \end{gathered}$ | $\begin{gathered} 10.7 \% \\ 6 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 10.9 \% \\ 6 \end{gathered}$ | $\begin{gathered} 11.5 \% \\ 7 \end{gathered}$ | $\begin{gathered} 16.1 \% \\ 5 \end{gathered}$ | $\begin{gathered} 13.3 \% \\ 5 \end{gathered}$ | $\begin{gathered} 25.2 \% \\ 8 \end{gathered}$ | $\begin{gathered} 15.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 16.3 \% \\ 7 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\overline{0}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $0$ | $0$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ |
| Refusal | $\begin{gathered} 1.1 \% \\ 6 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} \hline 3.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ | $0$ | $\overline{0}$ | $0$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |

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

|  |  |  |  |  | $\begin{aligned} & \text { ᄃ } \\ & \text { 응 } \\ & \text { or } \\ & \text { on } \\ & \text { 읃 } \\ & \overline{\bar{I}} \end{aligned}$ |  |  |  | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 18-24 | $\begin{gathered} \hline 11.0 \% \\ 132 \end{gathered}$ | $\begin{gathered} \hline 10.7 \% \\ 14 \end{gathered}$ | $\begin{gathered} 12.1 \% \\ 16 \end{gathered}$ | $\begin{gathered} 9.2 \% \\ 11 \end{gathered}$ | $\begin{gathered} \hline 15.6 \% \\ 18 \end{gathered}$ | $\begin{gathered} \hline 14.3 \% \\ 16 \end{gathered}$ | $\begin{gathered} 10.9 \% \\ 11 \end{gathered}$ | $\begin{gathered} 9.1 \% \\ 12 \end{gathered}$ | $\begin{gathered} \hline 9.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} \hline 9.6 \% \\ 11 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 12 \end{gathered}$ |
| 25-34 | $\begin{gathered} 16.9 \% \\ 181 \end{gathered}$ | $\begin{gathered} 11.0 \% \\ 13 \end{gathered}$ | $\begin{gathered} 18.9 \% \\ 23 \end{gathered}$ | $\begin{gathered} 19.5 \% \\ 20 \end{gathered}$ | $\begin{gathered} 22.5 \% \\ 22 \end{gathered}$ | $\begin{gathered} 17.1 \% \\ 19 \end{gathered}$ | $\begin{gathered} 21.8 \% \\ 24 \end{gathered}$ | $\begin{gathered} 18.9 \% \\ 17 \\ \hline \end{gathered}$ | $\begin{gathered} 16.0 \% \\ 16 \end{gathered}$ | $\begin{gathered} 11.6 \% \\ 15 \end{gathered}$ | $\begin{gathered} 12.1 \% \\ 12 \end{gathered}$ |
| 35-44 | $\begin{gathered} 16.5 \% \\ 143 \end{gathered}$ | $\begin{gathered} 8.0 \% \\ 6 \end{gathered}$ | $\begin{gathered} 17.4 \% \\ 17 \\ \hline \end{gathered}$ | $\begin{gathered} 15.7 \% \\ 16 \end{gathered}$ | $\begin{gathered} 11.3 \% \\ 10 \end{gathered}$ | $\begin{gathered} 24.4 \% \\ 20 \end{gathered}$ | $\begin{gathered} 20.7 \% \\ 17 \end{gathered}$ | $\begin{gathered} 19.5 \% \\ 16 \end{gathered}$ | $\begin{gathered} 12.8 \% \\ 11 \end{gathered}$ | $\begin{gathered} 14.6 \% \\ 12 \end{gathered}$ | $\begin{gathered} 19.1 \% \\ 18 \end{gathered}$ |
| 45-54 | $\begin{gathered} 16.8 \% \\ 174 \end{gathered}$ | $\begin{gathered} 20.4 \% \\ 24 \end{gathered}$ | $\begin{gathered} 13.2 \% \\ 13 \end{gathered}$ | $\begin{gathered} 19.2 \% \\ 19 \end{gathered}$ | $\begin{gathered} 23.7 \% \\ 24 \end{gathered}$ | $\begin{gathered} 12.9 \% \\ 14 \end{gathered}$ | $\begin{gathered} 15.3 \% \\ 16 \end{gathered}$ | $\begin{gathered} 18.1 \% \\ 20 \end{gathered}$ | $\begin{gathered} 14.8 \% \\ 12 \end{gathered}$ | $\begin{gathered} 17.7 \% \\ 17 \end{gathered}$ | $\begin{gathered} 13.5 \% \\ 15 \end{gathered}$ |
| 55-64 | $\begin{gathered} \hline 16.7 \% \\ 182 \end{gathered}$ | $\begin{gathered} \hline 22.2 \% \\ 21 \end{gathered}$ | $\begin{gathered} \hline 20.7 \% \\ 22 \end{gathered}$ | $\begin{gathered} 19.6 \% \\ 22 \end{gathered}$ | $\begin{gathered} 14.6 \% \\ 15 \end{gathered}$ | $\begin{gathered} \hline 14.4 \% \\ 18 \end{gathered}$ | $\begin{gathered} 10.6 \% \\ 14 \end{gathered}$ | $\begin{gathered} 13.7 \% \\ 17 \end{gathered}$ | $\begin{gathered} \hline 18.7 \% \\ 16 \end{gathered}$ | $\begin{gathered} 17.9 \% \\ 21 \end{gathered}$ | $\begin{gathered} 15.5 \% \\ 16 \end{gathered}$ |
| 65 or older | $\begin{gathered} 20.6 \% \\ 171 \end{gathered}$ | $\begin{gathered} 24.5 \% \\ 20 \end{gathered}$ | $\begin{gathered} 17.6 \% \\ 10 \end{gathered}$ | $\begin{gathered} 15.8 \% \\ 12 \end{gathered}$ | $\begin{gathered} 8.4 \% \\ 8 \end{gathered}$ | $\begin{gathered} 17.0 \% \\ 15 \end{gathered}$ | $\begin{gathered} 19.8 \% \\ 17 \end{gathered}$ | $\begin{gathered} 16.7 \% \\ 15 \end{gathered}$ | $\begin{gathered} 28.7 \% \\ 22 \end{gathered}$ | $\begin{gathered} 28.7 \% \\ 25 \end{gathered}$ | $\begin{gathered} 29.5 \% \\ 27 \end{gathered}$ |
| Don't Know | $\begin{gathered} \hline 0.2 \% \\ 2 \end{gathered}$ | $0$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} \hline 1.2 \% \\ 12 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 3 \end{gathered}$ | $0$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.0 \% \\ 3 \end{gathered}$ | $\overline{0}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 3 \end{gathered}$ | 0 | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ |

Motorcyclists: What is your racial background? Are you:

|  |  |  |  |  |  |  |  |  | $\begin{aligned} & \stackrel{0}{0} \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| White/Caucasian | $\begin{gathered} \hline 65.7 \% \\ 293 \end{gathered}$ | $\begin{gathered} \hline 85.0 \% \\ 31 \end{gathered}$ | $\begin{gathered} \hline 62.2 \% \\ 24 \\ \hline \end{gathered}$ | $\begin{gathered} \hline 61.3 \% \\ 20 \end{gathered}$ | $\begin{gathered} 65.3 \% \\ 30 \end{gathered}$ | $\begin{gathered} 46.1 \% \\ 37 \end{gathered}$ | $\begin{gathered} 51.6 \% \\ 25 \end{gathered}$ | $\begin{gathered} \hline 56.1 \% \\ 31 \end{gathered}$ | $\begin{gathered} \hline 75.4 \% \\ 27 \end{gathered}$ | $\begin{gathered} \hline 85.4 \% \\ 35 \end{gathered}$ | $\begin{gathered} \hline 79.6 \% \\ 33 \end{gathered}$ |
| Black/African American | $\begin{gathered} 7.5 \% \\ 92 \end{gathered}$ | $\begin{gathered} 3.8 \% \\ 3 \end{gathered}$ | $\begin{gathered} 16.2 \% \\ 23 \end{gathered}$ | $\begin{gathered} 10.3 \% \\ 10 \end{gathered}$ | $\begin{gathered} 7.2 \% \\ 8 \end{gathered}$ | $\begin{gathered} 7.3 \% \\ 18 \end{gathered}$ | $\begin{gathered} 8.6 \% \\ 10 \end{gathered}$ | $\begin{gathered} 9.5 \% \\ 12 \end{gathered}$ | $0$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 7.0 \% \\ 7 \end{gathered}$ |
| Hispanic | $\begin{gathered} 21.4 \% \\ 145 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 19.4 \% \\ 19 \end{gathered}$ | $\begin{gathered} 28.4 \% \\ 10 \end{gathered}$ | $\begin{gathered} 19.7 \% \\ 16 \end{gathered}$ | $\begin{gathered} 42.0 \% \\ 50 \end{gathered}$ | $\begin{gathered} 35.0 \% \\ 19 \end{gathered}$ | $\begin{gathered} 32.1 \% \\ 15 \end{gathered}$ | $\begin{gathered} 6.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 9.0 \% \\ 4 \\ \hline \end{gathered}$ | $\begin{gathered} 11.7 \% \\ 9 \end{gathered}$ |
| Asian | $\begin{gathered} 3.0 \% \\ 15 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 4.9 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 5.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 1.9 \% \\ 1 \end{gathered}$ | $0$ |
| Native American | $\begin{gathered} 0.8 \% \\ 2 \end{gathered}$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $0$ | $\begin{gathered} 8.3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Other | $\begin{gathered} 0.8 \% \\ 5 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.4 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 0.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.9 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} 0.9 \% \\ 5 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |

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

|  |  |  |  | $\begin{array}{ll} \bar{\pi} \\ \substack{-1 \\ 0 \\ \\ \\ \hline} \end{array}$ |  |  | $\begin{aligned} & \mathbb{0} O \\ & \text { O} \\ & \text { © II } \\ & \text { O II } \end{aligned}$ |  | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{9} \\ & \frac{1}{0} \\ & \frac{1}{0} \\ & \gg 1 \\ & \hline 1 \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| White/Caucasian | $\begin{gathered} 48.0 \% \\ 559 \end{gathered}$ | $\begin{gathered} 65.4 \% \\ 75 \end{gathered}$ | $\begin{gathered} 29.1 \% \\ 35 \end{gathered}$ | $\begin{gathered} \hline 42.3 \% \\ 54 \end{gathered}$ | $\begin{gathered} 42.8 \% \\ 54 \end{gathered}$ | $\begin{gathered} \hline 13.0 \% \\ 18 \end{gathered}$ | $\begin{gathered} 37.5 \% \\ 48 \end{gathered}$ | $\begin{gathered} \hline 41.8 \% \\ 57 \end{gathered}$ | $\begin{gathered} 75.7 \% \\ 68 \end{gathered}$ | $\begin{gathered} 71.3 \% \\ 78 \end{gathered}$ | $\begin{gathered} 66.4 \% \\ 72 \\ \hline \end{gathered}$ |
| Black/African American | $\begin{gathered} 15.4 \% \\ 145 \end{gathered}$ | $\begin{gathered} 8.0 \% \\ 8 \end{gathered}$ | $\begin{gathered} 34.5 \% \\ 34 \end{gathered}$ | $\begin{gathered} 27.7 \% \\ 25 \end{gathered}$ | $\begin{gathered} 11.8 \% \\ 11 \end{gathered}$ | $\begin{gathered} 15.9 \% \\ 17 \end{gathered}$ | $\begin{gathered} 19.5 \% \\ 19 \end{gathered}$ | $\begin{gathered} 13.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 13.7 \% \\ 13 \end{gathered}$ |
| Hispanic | $\begin{gathered} 27.5 \% \\ 222 \end{gathered}$ | $\begin{gathered} 17.3 \% \\ 13 \end{gathered}$ | $\begin{gathered} 28.0 \% \\ 24 \end{gathered}$ | $\begin{gathered} 18.9 \% \\ 14 \end{gathered}$ | $\begin{gathered} 34.7 \% \\ 27 \end{gathered}$ | $\begin{gathered} 68.3 \% \\ 64 \end{gathered}$ | $\begin{gathered} 28.0 \% \\ 22 \end{gathered}$ | $\begin{gathered} 37.5 \% \\ 27 \end{gathered}$ | $\begin{gathered} 14.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} 12.8 \% \\ 10 \end{gathered}$ | $\begin{gathered} 10.6 \% \\ 9 \end{gathered}$ |
| Asian | $\begin{gathered} 2.7 \% \\ 23 \end{gathered}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 3.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 4.5 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 5 \end{gathered}$ | $\begin{gathered} 3.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ |
| Native American | $\begin{gathered} \hline 1.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 2.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 4.5 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 2 \end{gathered}$ | $0$ | $\begin{gathered} 2.6 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.4 \% \\ 1 \end{gathered}$ |
| Other | $\begin{gathered} 2.5 \% \\ 14 \end{gathered}$ | $\begin{gathered} 4.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 0.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 3 \end{gathered}$ | $\begin{gathered} 5.2 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.3 \% \\ 2 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 2.2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.7 \% \\ 1 \end{gathered}$ |
| Don't Know | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} 2.4 \% \\ 24 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4.1 \% \\ 4 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 4.0 \% \\ 4 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 3 \end{gathered}$ |

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

|  |  |  | $\begin{aligned} & \text { O } \\ & \text { तo } \\ & \sum_{0} \\ & \frac{1}{0} \stackrel{1}{1} \end{aligned}$ | $\begin{aligned} & \bar{\pi} O \\ & \vdots \\ & 0 \\ & 0 \end{aligned}$ | 등 응 융 읃 $\overline{\underline{1}}$ |  |  |  |  | $\begin{aligned} & n \\ & \frac{\pi}{0} \\ & \stackrel{y}{=} \\ & \underset{\sim}{1} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{0}{0} \\ & \frac{11}{9} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than high school degree | $\begin{gathered} 4.5 \% \\ 17 \end{gathered}$ | $\begin{gathered} 14.2 \% \\ 2 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 10.9 \% \\ 5 \end{gathered}$ | $\begin{gathered} 5.7 \% \\ 4 \end{gathered}$ | $\begin{gathered} 5.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} \hline 1.8 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} \hline 1.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| High school graduate/GED | $\begin{gathered} 33.7 \% \\ 142 \end{gathered}$ | $\begin{gathered} 43.5 \% \\ 14 \end{gathered}$ | $\begin{gathered} 32.4 \% \\ 14 \\ \hline \end{gathered}$ | $\begin{gathered} 24.9 \% \\ 11 \end{gathered}$ | $\begin{gathered} 30.1 \% \\ 16 \end{gathered}$ | $\begin{gathered} 26.8 \% \\ 22 \end{gathered}$ | $\begin{gathered} 38.0 \% \\ 12 \end{gathered}$ | $\begin{gathered} 28.3 \% \\ 15 \end{gathered}$ | $\begin{gathered} 35.6 \% \\ 11 \end{gathered}$ | $\begin{gathered} 34.7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 44.4 \% \\ 16 \end{gathered}$ |
| Currently in college/has AA degree | $\begin{gathered} 26.6 \% \\ 117 \end{gathered}$ | $\begin{gathered} 22.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 28.5 \% \\ 13 \end{gathered}$ | $\begin{gathered} 37.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} 35.3 \% \\ 12 \end{gathered}$ | $\begin{gathered} 15.5 \% \\ 11 \end{gathered}$ | $\begin{gathered} 19.5 \% \\ 13 \end{gathered}$ | $\begin{gathered} 24.6 \% \\ 10 \end{gathered}$ | $\begin{gathered} 32.9 \% \\ 10 \end{gathered}$ | $\begin{gathered} 33.2 \% \\ 11 \end{gathered}$ | $\begin{gathered} 26.3 \% \\ 16 \end{gathered}$ |
| Bachelor's degree (B.A./B.S.) | $\begin{gathered} 21.2 \% \\ 176 \end{gathered}$ | $\begin{gathered} 9.3 \% \\ 6 \end{gathered}$ | $\begin{gathered} 20.7 \% \\ 24 \end{gathered}$ | $\begin{gathered} 24.0 \% \\ 11 \end{gathered}$ | $\begin{gathered} 19.0 \% \\ 16 \end{gathered}$ | $\begin{gathered} 26.1 \% \\ 43 \end{gathered}$ | $\begin{gathered} 22.2 \% \\ 19 \end{gathered}$ | $\begin{gathered} 32.2 \% \\ 24 \end{gathered}$ | $\begin{gathered} 19.9 \% \\ 8 \end{gathered}$ | $\begin{gathered} 15.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} 21.8 \% \\ 13 \end{gathered}$ |
| Graduate degree/post-graduate degree | $\begin{gathered} 12.4 \% \\ 96 \end{gathered}$ | $\begin{gathered} 10.6 \% \\ 6 \end{gathered}$ | $\begin{gathered} 12.6 \% \\ 14 \end{gathered}$ | $\begin{gathered} 2.8 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 26.7 \% \\ 33 \end{gathered}$ | $\begin{gathered} 14.7 \% \\ 10 \end{gathered}$ | $\begin{gathered} 11.4 \% \\ 9 \end{gathered}$ | $\begin{gathered} 11.6 \% \\ 5 \end{gathered}$ | $\begin{gathered} 12.8 \% \\ 6 \end{gathered}$ | $\begin{gathered} 5.8 \% \\ 4 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |
| Refusal | $\begin{gathered} 1.3 \% \\ 7 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 4.4 \% \\ 3 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 3.2 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |

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

|  |  |  |  | $\begin{array}{ll} \bar{\pi} \\ \substack{-1 \\ 0 \\ \\ \\ \hline} \end{array}$ | $\begin{aligned} & \text { 등 } \\ & \text { 응 } \\ & \text { O} \\ & \text { on IIn } \\ & \text { 읃 } \end{aligned}$ |  | $\begin{aligned} & \text { ©OO} \\ & \text { © } \\ & \text { © II } \\ & \hline 1 \end{aligned}$ |  |  | $\begin{aligned} & n \\ & \frac{0}{0} \\ & \stackrel{0}{=} \\ & \stackrel{11}{1} \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than high school degree | $\begin{gathered} 3.8 \% \\ 26 \end{gathered}$ | $\begin{gathered} 1.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.0 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 9.2 \% \\ 7 \\ \hline \end{gathered}$ | $0$ | $\begin{gathered} \hline 3.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.6 \% \\ 2 \end{gathered}$ | $\begin{gathered} 5.4 \% \\ 4 \end{gathered}$ | $\begin{gathered} 5.1 \% \\ 4 \end{gathered}$ |
| High school graduate/GED | $\begin{gathered} 31.4 \% \\ 236 \end{gathered}$ | $\begin{gathered} 33.7 \% \\ 25 \end{gathered}$ | $\begin{gathered} 29.2 \% \\ 22 \end{gathered}$ | $\begin{gathered} 32.6 \% \\ 26 \end{gathered}$ | $\begin{gathered} 26.1 \% \\ 19 \end{gathered}$ | $\begin{gathered} \hline 32.9 \% \\ 23 \end{gathered}$ | $\begin{gathered} 30.6 \% \\ 22 \end{gathered}$ | $\begin{gathered} 25.5 \% \\ 16 \end{gathered}$ | $\begin{gathered} 37.8 \% \\ 28 \end{gathered}$ | $\begin{gathered} 32.0 \% \\ 26 \end{gathered}$ | $\begin{gathered} 34.1 \% \\ 29 \end{gathered}$ |
| Currently in college/has AA degree | $\begin{gathered} \hline 35.9 \% \\ 285 \end{gathered}$ | $\begin{gathered} 35.4 \% \\ 29 \end{gathered}$ | $\begin{gathered} 34.5 \% \\ 27 \end{gathered}$ | $\begin{gathered} 34.9 \% \\ 27 \end{gathered}$ | $\begin{gathered} 45.4 \% \\ 38 \end{gathered}$ | $\begin{gathered} 24.5 \% \\ 21 \end{gathered}$ | $\begin{gathered} 32.5 \% \\ 22 \end{gathered}$ | $\begin{gathered} 35.7 \% \\ 27 \end{gathered}$ | $\begin{gathered} 37.0 \% \\ 28 \end{gathered}$ | $\begin{gathered} 39.4 \% \\ 32 \end{gathered}$ | $\begin{gathered} 40.2 \% \\ 34 \end{gathered}$ |
| Bachelor's degree (B.A./B.S.) | $\begin{gathered} 17.0 \% \\ 274 \end{gathered}$ | $\begin{gathered} 14.7 \% \\ 26 \end{gathered}$ | $\begin{gathered} 16.4 \% \\ 26 \end{gathered}$ | $\begin{gathered} 19.6 \% \\ 32 \end{gathered}$ | $\begin{gathered} 12.6 \% \\ 23 \end{gathered}$ | $\begin{gathered} 22.9 \% \\ 35 \end{gathered}$ | $\begin{gathered} 22.3 \% \\ 36 \end{gathered}$ | $\begin{gathered} 19.7 \% \\ 32 \end{gathered}$ | $\begin{gathered} 14.0 \% \\ 19 \end{gathered}$ | $\begin{gathered} 14.3 \% \\ 25 \end{gathered}$ | $\begin{gathered} 12.4 \% \\ 20 \end{gathered}$ |
| Graduate degree/post-graduate degree | $\begin{gathered} \hline 10.3 \% \\ 159 \end{gathered}$ | $\begin{gathered} \hline 10.5 \% \\ 16 \end{gathered}$ | $\begin{gathered} \hline 14.0 \% \\ 21 \end{gathered}$ | $\begin{gathered} 7.9 \% \\ 13 \end{gathered}$ | $\begin{gathered} 9.4 \% \\ 15 \end{gathered}$ | $\begin{gathered} \hline 10.5 \% \\ 16 \end{gathered}$ | $\begin{gathered} 12.6 \% \\ 18 \end{gathered}$ | $\begin{gathered} \hline 13.6 \% \\ 22 \end{gathered}$ | $\begin{gathered} 7.5 \% \\ 10 \end{gathered}$ | $\begin{gathered} \hline 8.8 \% \\ 14 \end{gathered}$ | $\begin{gathered} \hline 8.2 \% \\ 14 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.5 \% \\ 5 \\ \hline \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \\ & \hline \end{aligned}$ | $\begin{gathered} 1.1 \% \\ 1 \end{gathered}$ | $0$ | $0$ |
| Refusal | $\begin{gathered} 1.2 \% \\ 12 \end{gathered}$ | $\begin{gathered} 3.1 \% \\ 3 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 4.0 \% \\ 4 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.1 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

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

|  |  |  |  | $\begin{aligned} & \bar{\pi} O \\ & \vdots \\ & \vdots \\ & \hline 1 \end{aligned}$ |  |  |  |  |  |  | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{0}{0} \\ & \frac{11}{5} \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Landline | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ |
| Cell phone | $\begin{gathered} \text { 23.9\% } \\ 133 \end{gathered}$ | $\begin{gathered} 26.3 \% \\ 15 \end{gathered}$ | $\begin{gathered} \hline 17.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} 39.9 \% \\ 13 \end{gathered}$ | $\begin{gathered} 30.7 \% \\ 19 \end{gathered}$ | $\begin{gathered} 6.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} 18.1 \% \\ 9 \end{gathered}$ | $\begin{gathered} 15.7 \% \\ 9 \end{gathered}$ | $\begin{gathered} 30.5 \% \\ 12 \end{gathered}$ | $\begin{gathered} 28.8 \% \\ 15 \end{gathered}$ | $\begin{gathered} 43.1 \% \\ 24 \end{gathered}$ |
| Online | $\begin{gathered} 75.4 \% \\ 420 \end{gathered}$ | $\begin{gathered} 73.7 \% \\ 23 \end{gathered}$ | $\begin{gathered} 81.1 \% \\ 56 \end{gathered}$ | $\begin{gathered} 60.1 \% \\ 27 \end{gathered}$ | $\begin{gathered} 66.1 \% \\ 37 \end{gathered}$ | $\begin{gathered} 94.0 \% \\ 105 \end{gathered}$ | $\begin{gathered} 81.9 \% \\ 47 \end{gathered}$ | $\begin{gathered} 84.3 \% \\ 51 \end{gathered}$ | $\begin{gathered} 69.5 \% \\ 22 \end{gathered}$ | $\begin{gathered} \hline 71.2 \% \\ 27 \\ \hline \end{gathered}$ | $\begin{gathered} 55.1 \% \\ 25 \end{gathered}$ |
| Refusal | $\begin{gathered} 0.4 \% \\ 2 \end{gathered}$ | $0$ | $\begin{gathered} 1.5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.6 \% \\ 1 \end{gathered}$ | $\overline{-}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ |

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

|  |  |  |  |  |  |  |  |  | $\begin{aligned} & 0 \\ & \hline 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & \end{aligned}$ | $\begin{aligned} & n \\ & \stackrel{n}{0} \\ & \stackrel{3}{=} \\ & \stackrel{11}{\square} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{0} \\ & \frac{\pi}{0} \\ & \frac{1}{0} \\ & \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Landline | $\begin{gathered} \hline 3.0 \% \\ 28 \end{gathered}$ | $\begin{gathered} 0.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 3 \end{gathered}$ | $\begin{gathered} 1.1 \% \\ 2 \end{gathered}$ | $\begin{gathered} 4.3 \% \\ 4 \end{gathered}$ | $\begin{gathered} 1.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 4.6 \% \\ 4 \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 7.0 \% \\ 5 \end{gathered}$ | $\begin{gathered} 2.7 \% \\ 2 \end{gathered}$ | $\begin{gathered} 3.9 \% \\ 4 \end{gathered}$ |
| Cell phone | $\begin{gathered} 95.7 \% \\ 956 \end{gathered}$ | $\begin{gathered} 96.7 \% \\ 97 \end{gathered}$ | $\begin{gathered} 96.1 \% \\ 98 \end{gathered}$ | $\begin{gathered} 98.9 \% \\ 99 \end{gathered}$ | $\begin{gathered} 91.3 \% \\ 92 \end{gathered}$ | $\begin{gathered} 96.8 \% \\ 99 \end{gathered}$ | $\begin{gathered} 94.1 \% \\ 95 \end{gathered}$ | $\begin{gathered} 98.0 \% \\ 99 \end{gathered}$ | $\begin{gathered} 93.0 \% \\ 83 \end{gathered}$ | $\begin{gathered} 95.4 \% \\ 97 \end{gathered}$ | $\begin{gathered} 96.1 \% \\ 97 \end{gathered}$ |
| Don't Know | $\begin{gathered} 0.8 \% \\ 7 \end{gathered}$ | $\begin{gathered} 1.6 \% \\ 2 \end{gathered}$ | $\begin{aligned} & - \\ & \hline \end{aligned}$ | $0$ | $\begin{gathered} 1.4 \% \\ 2 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.4 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 1.3 \% \\ 1 \end{gathered}$ | $0$ |
| Refusal | $\begin{gathered} 0.6 \% \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $\begin{gathered} 3.0 \% \\ 3 \end{gathered}$ | $0$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{gathered} 1.0 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} \hline 0.6 \% \\ 1 \end{gathered}$ | $0$ |

Motorcyclists: Sex of the respondents [Interviewer-determined]

|  | $\begin{aligned} & \overline{\widetilde{\sigma}} \stackrel{N}{0} \\ & \stackrel{\text { N }}{1} \end{aligned}$ |  |  |  | 등 응 에 읃 $\overline{=}$ ㄷ |  |  |  | $\begin{aligned} & \stackrel{O}{0} \\ & 0 \\ & \tilde{0} \\ & \end{aligned}$ | $\begin{aligned} & \stackrel{n}{N} \\ & \stackrel{\pi}{0} \\ & \stackrel{y}{=} \\ & \stackrel{I I}{\square} \end{aligned}$ | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{3}{0} \stackrel{11}{\leftrightarrows} \\ & > \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Male | $\begin{gathered} \hline 80.2 \% \\ 342 \end{gathered}$ | $\begin{gathered} \hline 84.2 \% \\ 29 \end{gathered}$ | $\begin{gathered} 85.5 \% \\ 45 \end{gathered}$ | $\begin{gathered} 70.6 \% \\ 20 \end{gathered}$ | $\begin{gathered} \hline 82.5 \% \\ 38 \end{gathered}$ | $\begin{gathered} 82.5 \% \\ 67 \end{gathered}$ | $\begin{gathered} 79.9 \% \\ 33 \end{gathered}$ | $\begin{gathered} \hline 82.8 \% \\ 36 \end{gathered}$ | $\begin{gathered} 74.3 \% \\ 20 \end{gathered}$ | $\begin{gathered} 74.4 \% \\ 23 \end{gathered}$ | $\begin{gathered} 76.6 \% \\ 31 \end{gathered}$ |
| Female | $\begin{gathered} 19.6 \% \\ 214 \end{gathered}$ | $\begin{gathered} 15.8 \% \\ 9 \end{gathered}$ | $\begin{gathered} 14.5 \% \\ 24 \end{gathered}$ | $\begin{gathered} 29.4 \% \\ 20 \end{gathered}$ | $\begin{gathered} 17.5 \% \\ 20 \end{gathered}$ | $\begin{gathered} 16.3 \% \\ 42 \end{gathered}$ | $\begin{gathered} 20.2 \% \\ 23 \end{gathered}$ | $\begin{gathered} 17.2 \% \\ 24 \end{gathered}$ | $\begin{gathered} 25.7 \% \\ 14 \end{gathered}$ | $\begin{gathered} 25.6 \% \\ 19 \end{gathered}$ | $\begin{gathered} 23.4 \% \\ 19 \end{gathered}$ |
| Refusal | $\begin{gathered} 0.2 \% \\ 1 \end{gathered}$ | $\overline{0}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{-}$ | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\begin{aligned} & - \\ & 0 \end{aligned}$ | $\overline{0}$ |

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

|  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Male | $\begin{gathered} 48.3 \% \\ 514 \end{gathered}$ | $\begin{gathered} 49.7 \% \\ 57 \\ \hline \end{gathered}$ | $\begin{gathered} 47.8 \% \\ 48 \end{gathered}$ | $\begin{gathered} 37.3 \% \\ 38 \end{gathered}$ | $\begin{gathered} 49.4 \% \\ 54 \end{gathered}$ | $\begin{gathered} 51.2 \% \\ 56 \end{gathered}$ | $\begin{gathered} 48.6 \% \\ 53 \\ \hline \end{gathered}$ | $\begin{gathered} 44.5 \% \\ 53 \end{gathered}$ | $\begin{gathered} 51.0 \% \\ 48 \end{gathered}$ | $\begin{gathered} 48.1 \% \\ 50 \end{gathered}$ | $\begin{gathered} 55.5 \% \\ 57 \end{gathered}$ |
| Female | $\begin{gathered} 51.7 \% \\ 483 \end{gathered}$ | $\begin{gathered} 50.3 \% \\ 44 \end{gathered}$ | $\begin{gathered} 52.2 \% \\ 53 \end{gathered}$ | $\begin{gathered} \hline 62.7 \% \\ 63 \\ \hline \end{gathered}$ | $\begin{gathered} 50.7 \% \\ 47 \end{gathered}$ | $\begin{gathered} 48.8 \% \\ 46 \end{gathered}$ | $\begin{gathered} 51.4 \% \\ 47 \end{gathered}$ | $\begin{gathered} 55.5 \% \\ 48 \end{gathered}$ | $\begin{gathered} 49.0 \% \\ 40 \end{gathered}$ | $\begin{gathered} 51.9 \% \\ 51 \end{gathered}$ | $\begin{gathered} 44.5 \% \\ 44 \end{gathered}$ |

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

|  | $\begin{aligned} & \overline{\widetilde{0}} \stackrel{N}{0} \\ & \stackrel{1}{0} \end{aligned}$ | $\begin{aligned} & \frac{0}{\overline{0}} \\ & \stackrel{\infty}{0} \\ & \stackrel{1}{0} \\ & \stackrel{11}{\square} \end{aligned}$ | $\begin{aligned} & \text { Do } \\ & \text { No } \\ & \sum_{0} \\ & \frac{0}{0} \stackrel{1}{1} \end{aligned}$ |  |  |  |  |  | $\begin{aligned} & \text { O} \\ & \underset{\sim}{\dddot{N}} \\ & \tilde{0} \end{aligned}$ |  | $\begin{aligned} & \frac{\pi}{9} 0 \\ & \frac{0}{0} \\ & \frac{11}{9} \\ & \hline \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| English | $\begin{gathered} \hline 99.3 \% \\ 553 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 38 \end{gathered}$ | $\begin{gathered} \hline 97.1 \% \\ 67 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 40 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 58 \end{gathered}$ | $\begin{gathered} \hline 98.8 \% \\ 109 \end{gathered}$ | $\begin{gathered} \hline 100.0 \% \\ 56 \end{gathered}$ | $\begin{gathered} \hline 98.3 \% \\ 59 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 34 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 42 \end{gathered}$ | $\begin{gathered} 100.0 \% \\ 50 \end{gathered}$ |
| Spanish | $\begin{gathered} 0.7 \% \\ 4 \\ \hline \end{gathered}$ | - | $\begin{gathered} 2.9 \% \\ 2 \end{gathered}$ | $\overline{0}$ | 0 | $\begin{gathered} 1.2 \% \\ 1 \end{gathered}$ | $0$ | $\begin{gathered} 1.8 \% \\ 1 \end{gathered}$ | $0$ | $0$ | $0$ |

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

|  |  |  |  | $\begin{array}{ll} \overline{0} \\ \\ \\ \hline 1 \end{array}$ |  |  |  |  | $\begin{aligned} & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \\ & 0 \end{aligned}$ |  | $$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| English | $\begin{gathered} \hline 93.0 \% \\ 949 \end{gathered}$ | $\begin{array}{c\|} \hline 100.0 \% \\ 101 \end{array}$ | $\begin{gathered} \hline 90.1 \% \\ 94 \end{gathered}$ | $\begin{gathered} \hline 96.7 \% \\ 99 \end{gathered}$ | $\begin{gathered} 90.0 \% \\ 94 \end{gathered}$ | $\begin{gathered} 74.9 \% \\ 83 \end{gathered}$ | $\begin{gathered} 95.7 \% \\ 97 \end{gathered}$ | $\begin{gathered} \hline 90.4 \% \\ 95 \end{gathered}$ | $\begin{gathered} 98.3 \% \\ 87 \end{gathered}$ | $\begin{gathered} \hline 98.0 \% \\ 100 \end{gathered}$ | $\begin{gathered} \hline 98.3 \% \\ 99 \end{gathered}$ |
| Spanish | $\begin{gathered} 7.0 \% \\ 48 \end{gathered}$ | 0 | $\begin{gathered} 9.9 \% \\ 7 \end{gathered}$ | $\begin{gathered} 3.3 \% \\ 2 \end{gathered}$ | $\begin{gathered} 10.0 \% \\ 7 \end{gathered}$ | $\begin{gathered} 25.1 \% \\ 19 \end{gathered}$ | $\begin{gathered} 4.3 \% \\ 3 \end{gathered}$ | $\begin{gathered} 9.6 \% \\ 6 \end{gathered}$ | $\begin{gathered} 1.7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 2.0 \% \\ 1 \end{gathered}$ | $\begin{gathered} 1.8 \% \\ 2 \end{gathered}$ |

## Appendix II: Survey Instrument

## 2018 Motorcycle Safety Awareness Survey Survey Instrument

## Introduction:

Hello, my name is $\qquad$ , and I am a student calling from the University of North Florida in Jacksonville on behalf of the Florida Department of Transportation. How are you doing?

This is not a sales call. We're asking Florida residents some questions about their driving habits and highway safety. Just to confirm, are you 18 years of age or older?

S1. Have you operated a motorcycle in the past 12 months?

1. Yes [SKIP to S3]
2. No
3. Don't Know [VOLUNTEERED]
4. Refusal [VOLUNTEERED]

S2. Has anyone in your household operated a motorcycle in the past 12 months?

1. Yes
2. No [SKIP to S3]
3. Don't Know [VOLUNTEERED] [SKIP to S3]
4. Refusal [VOLUNTEERED] [SKIP to S3]

CALLBACK. May I please speak to that person?

1. Person comes to phone [SKIP to Intro]
2. Person unavailable - Interviewer: end call, schedule callback and get name of motorcyclist [SKIP to Intro]
3. Person unavailable - Never Available

S3. Do you have valid driver's license?

1. Yes
2. No [END SURVEY]

S4. What county in Florida do you currently live in?

1. Brevard
2. Broward
3. Duval
4. Hillsborough
5. Miami-Dade
6. Orange
7. Palm Beach
8. Pasco
9. Pinellas
10. Volusia
11. Other Florida county
12. Doesn't live in Florida
13. Refusal
[IF S4 = 11 S4 = 12 or S4=99]
S5. Do you spend more than 1-month per year in one of the following counties?
14. Brevard
15. Broward
16. Duval
17. Hillsborough
18. Miami-Dade
19. Orange
20. Palm Beach
21. Pasco
22. Pinellas
23. Volusia
24. No [END SURVEY]
25. Refusal [VOLUNTEERED] [END SURVEY]

## Informed Consent:

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

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

1. Motorcycle
2. Passenger car
3. Pickup truck
4. Sport utility vehicle (SUV) (Jeep)
5. Mini-van
6. Full-sized van
7. Other
8. Does not drive [VOLUNTEERED]
9. Don't Know [VOLUNTEERED]
10. Refusal [VOLUNTEERED]
[IF S1 > 1 SKIP TO Q7]
Q1. Thinking of the motorcycle that you ride most often, what type of motorcycle is it?
11. Cruiser
12. Sport
13. Touring
14. Scooter
15. Trike
16. Other
17. Don't Know [VOLUNTEERED]
18. Refusal [VOLUNTEERED]

Q2. What brand of motorcycle do you ride most often?

1. Honda
2. Harley-Davidson
3. Kawasaki
4. Yamaha
5. Suzuki
6. KTM
7. Triumph
8. Victory
9. Ducati
10. BMW
11. Other
12. Don't Know [VOLUNTEERED]
13. Refusal [VOLUNTEERED]

Q3. How long have you been riding a motorcycle?

1. Less than 2 years
2. 2-5 years
3. $6-10$ years
4. $11-20$ years
5. $21-30$ years
6. 31+ years
7. Don't Know
8. Refusal

Q4. What type of roadways do you ride on most often? [Motorcycle Only]

1. US/State highways in and around cities
2. US/State highways in rural areas
3. City streets
4. Rural roads
5. Off-road
6. Other
7. Don't Know
8. Refusal

Q5. Approximately how often do you ride a motorcycle?

1. Nearly everyday
2. A few times a week
3. Once a week
4. Once a month
5. A few times per year
6. Other
7. Don't Know
8. Refusal

Q6. Approximately how many miles have you ridden in the past 12 months? [Motorcycle Only]
[RECORD RESPONSE]
8. Don't Know
9. Refusal

Q7. We are interested in the kinds of things people do when they use the Internet. What kinds of things have you used the Internet to do in the last seven days? [SELECT ALL THAT APPLY]

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. Watch movies or TV (Netflix, Hulu, etc.)
6. Read the news
7. Gaming
8. Pay bills
9. Get directions/use maps
10. Play music
11. Shopping
12. Plan travel
13. Check email
14. Other $\qquad$
15. Has not used Internet
16. Don't Know [VOLUNTEERED]
17. Refusal [VOLUNTEERED]

SHOW IF Q7 = 1
Q7a. How often do you use Facebook?

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

SHOW IF Q7 = 1
Q7b. When you are using Facebook, how often do you watch videos?

1. Nearly every time
2. Most of the time
3. Some of the time
4. Almost never/Never
5. Don't Know
6. Refusal

SHOW IF Q7 = 1
Q7c. When you are using Facebook, how often do you click on Facebook ads or Promoted Posts?

1. Nearly every time
2. Most of the time
3. Some of the time
4. Almost never/Never
5. Don't Know
6. Refusal

SHOW IF Q7 = 4
Q7d. How often do you use YouTube?

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

Q8. Do you visit any websites specifically related to motorcycles?

1. Yes
2. No [SKIP to Q9]
3. Don't Know [VOLUNTEERED] [SKIP to Q9]
4. Refusal [VOLUNTEERED] [SKIP to Q9]

SHOW IF Q8 = 1
Q8a. Which sites do you visit? (IF "Yes")
[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS 9-14 CREATE THREE BLOCKS OF 2QUESTIONS AND RANDOMIZE THESE BLOCKS]

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

1. Yes [GO TO Q10]
2. No [GO TO NEXT BLOCK]
3. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
4. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q10. Where did you see or hear it? [SELECT ALL THAT APPLY]

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

Q11. In the past few months, have you seen or heard a motorcycle safety message that says, "Make the right choice"?

1. Yes [GO TO Q12]
2. No [GO TO NEXT BLOCK]
3. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
4. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q12. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as Q10.

Q13. In the past few months, have you seen or heard a safety message that said, "Watch for Motorcycles"?

1. Yes [GO TO Q14]
2. No [GO TO NEXT BLOCK]
3. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
4. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q14. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as Q10.

Q15. In the past few months, have you seen or heard about, "Ride Smart Florida"?

1. Yes [GO TO Q16]
2. No [GO TO NEXT BLOCK]
3. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
4. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

Q16. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as Q10.

These last few questions are about you, so we can compare your responses to others in the survey.
AGE. Which of the following age categories best describes you? Are you:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
7. Don't Know [VOLUNTEERED]
8. Refusal [VOLUNTEERED]

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes (SKIP to EDU)
2. No
3. Don't Know [VOLUNTEERED]
4. Refusal [VOLUNTEERED]

RACE. What is your racial background? Are you:

1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other
6. Don't Know [VOLUNTEERED]
7. Refusal [VOLUNTEERED]

EDU) What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
6. Don't Know [VOLUNTEERED]
7. Refusal [VOLUNTEERED]

LLCELL. Am I reaching you today on a landline or cell phone today?

1. Landline
2. Cell phone
3. Don't Know [VOLUNTEERED]
4. Refusal [VOLUNTEERED]

ZIPCODE. To help compare your results to others in your area, may I have the zip code where you live?

1. (5 character requirement)
2. Don't Know [VOLUNTEERED]
3. Refusal [VOLUNTEERED]

EMAIL
In the coming months we will be conducting brief online surveys about transportation issues in Florida and we would like to include your opinions. These are for research purposes only and we will not sell your information to anyone. Would you like to participate in those online surveys by providing us with your email address?

## Sex (Interviewer-determined)

1. Male
2. Female

LANG. Language the interview was conducted in (Interviewer-determined)

1. English
2. Spanish

## Closing:

Those are all the questions I have for you this evening. Thank you for participating. As I said earlier, this survey is being conducted by the University of North Florida on behalf of the Florida Department of Transportation about the riding habits of Florida motorcyclists in order to improve the safety of Florida's roads. If you have any questions regarding this survey or the rights of research subjects, please contact the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 6201205 , or Dr. Jennifer Wesley, Chair of the Institutional Review Board at the University of North Florida at (904) 620-1685.


[^0]:    ${ }^{1}$ Margins of error are only for the probability, RDD telephone non-motorcyclist portion of the results

[^1]:    ${ }^{3}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^2]:    ${ }^{4}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^3]:    ${ }^{5}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^4]:    ${ }^{6}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^5]:    ${ }^{7}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^6]:    ${ }^{8}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^7]:    ${ }^{9}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^8]:    ${ }^{10}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^9]:    ${ }^{11}$ Percentages may add up to greater than $100 \%$ for this select-all question

[^10]:    ${ }^{12}$ Percentages may add up to greater than $100 \%$ for this select-all question

