

Motorcycle Awareness Survey Instrument ***Final Survey Draft***

You are invited to take part in a research study about peoples' opinions, knowledge, and experiences (in the United States only) regarding driving in general, as well as interactions with other vehicles on the road, especially with motorcycles. This survey is sponsored by the National Highway Traffic Safety Administration (NHTSA).

If there is more than one person living or staying in this household, the survey should be completed by the person, age 18 or older, with the next birthday. If you choose to participate, you will receive \$10 in cash in appreciation for completing this survey.

It is important that you know:

- The purpose of this study is to gather information about peoples' knowledge about and attitudes toward motorcycles.
- The information gathered through this study will be used to inform traffic safety messaging campaigns and initiatives.
- You may want to participate in this study if you would like to help improve traffic safety messaging.
- This survey is for people age 18 years or older.
- This survey uses multiple-choice style questions and should take no more than 15 minutes to complete.
- There are no right or wrong answers; your honest feedback is what is important.
- Your participation is voluntary, and you can stop at any time.
- All survey results will be anonymized such that your individual responses cannot be traced back to you.
- The information we used to contact you (your mailing address) will be kept separate from your responses.

If you have questions about the survey, please contact [tbd]@forsmarshgroup.com.

Thank you for participating!

Under the Paperwork Reduction Act, a Federal agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is XXXXX (expiration date: MM/DD/YYYY). The average amount of time to complete this survey is 15 minutes. All responses to this collection of information are voluntary. If you have comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, send them to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590 NHTSA Form 1582, NHTSA Form 1583.

1. What is your age?

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//DISPLAY HARD PROMPT IF Q1 = NULL//

This survey is intended for people 18 years of age or above. Choosing not to provide your age will make you ineligible to complete the survey. Please enter your age to continue.

//DISPLAY AND SCREEN OUT IF Q1 < 18//

Thank you very much, but we are only interviewing persons aged 18 or older at this time.

2. This survey should be completed by the adult in the household who will have the next birthday. Will you have the next birthday?

- A. Yes
- B. No

//ASK Q2A IF Q2 = B or NULL//

2A. The survey should be completed by the adult who considers {fill address} to be their home address and will have the next birthday. Is that person available now?

- A. Yes
- B. No

//DISPLAY IF 2QA = A//

Once the adult, age 18 or older, who considers {fill address} to be their home address and will have the next birthday is ready, press "Next" below.

//RETURN TO INTRO//

//DISPAY IF Q2A = B or NULL//

The survey should be completed by the adult, age 18 or older, who considers {fill address} to be their home address and will have the next birthday. When that person is available, they can use the login information found in the invitation letter and take the survey. Thank you!

//TERMINATE//

3. Have you ever operated these vehicles? (Check all that apply.)

- A. Car
- B. Van or minivan
- C. Sport Utility Vehicle (SUV)
- D. Pickup Truck
- E. Other Truck
- F. Motorcycle – standard size
- G. Seated Scooter
- H. Moped
- I. Other
- J. None of the above – I have never driven a motor vehicle.

//IF Q3=J, SKIP TO Q7//

4. In the past three months, how often have you driven a car, sport utility vehicle (SUV), van, or truck?
- A. Every day, or almost every day
 - B. A few days a week
 - C. About once a week
 - D. None of the above—I have not driven a car, sport utility vehicle (SUV), van, or truck in the past three months.

//IF Q4=D, SKIP TO Q7//

5. How many years have you been driving a motor vehicle (car, SUV, van, motorcycle, truck, etc.)?
- A. Less than 2 years
 - B. 2 to 5 years
 - C. 6 to 10 years
 - D. More than 10 years
6. Which vehicle(s) do you currently drive the most? If you drive multiple vehicles about the same amount, please check all that apply.
- A. Car
 - B. Van or minivan
 - C. Sport Utility Vehicle (SUV)
 - D. Pickup Truck
 - E. Other Truck
 - F. Motorcycle – standard size
 - G. Seated Scooter
 - H. Moped
 - I. Other

7. How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of this household?
- A. 0
 - B. 1
 - C. 2
 - D. 3
 - E. 4
 - F. 5
 - G. 6 or more

//IF Q3=J OR Q4=D, SKIP TO Q28//

8. Please think about your driving habits within the last 30 days and provide your best estimate of the average number of hours you spend driving in a week. Please do not include time you spend riding as a passenger.

On average, about how much time do you spend driving ...

	No time	Less than 30 minutes	30 minutes to 1 hour	1 to 2 hours	2 to 4 hours	4 hours or more
A. on a typical weekday (Monday through Friday)?	<input type="radio"/>					
B. on Saturday?	<input type="radio"/>					
C. on Sunday?	<input type="radio"/>					

Motorcycles and Other Vehicles

This section asks questions regarding your beliefs and opinions about driving and your experiences and perceptions about other vehicles, especially motorcycles. By motorcycle, we mean a range of vehicles, including standard/classic motorcycles, cruisers, scooters, sport bikes, touring motorcycles, mopeds, and three-wheeled motorcycles (trikes), as shown below.



Standard/Classic

Cruiser

Scooter



Sport Bike

Touring

Moped



Three-wheeled Motorcycle (Trike)

9. For each item below, please indicate the extent to which you agree or disagree. Please select an answer for each statement.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
A. I understand why someone would want to operate a motorcycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Drivers should take extra care to look out for motorcyclists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Motorcyclists are typically less law abiding than other types of drivers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Operating a motorcycle on the streets I typically travel is unsafe.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. The reasons motorcyclists make some maneuvers (e.g., passing other vehicles or changing lanes) are often unclear to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Motorcycles are easily hidden from view by other cars on the road.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. For each item below, please indicate the extent to which you agree or disagree. Please select an answer for each statement.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
A. There is nothing that a driver of another vehicle can do to reduce the risks associated with motorcycle riding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. When operating a motorcycle, taking risks is part of the thrill.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. It bothers me when I see other drivers not giving enough space between their vehicles and a motorcycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. I am as comfortable driving on a road near motorcycles as I am driving near other cars.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. I am as comfortable driving on a road near large trucks as I am driving near other cars.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Which of the following do you believe is the most common factor in crashes involving motorcycles?

- A. Motorcycles not being seen by other drivers
- B. Motorcyclists speeding or otherwise driving recklessly
- C. Other drivers speeding or otherwise driving recklessly
- D. Poor road conditions (e.g., due to weather or potholes)

12.

12. How many of your friends or family members operate a motorcycle?

	None	1	2	3 or more	Don't know
A. Casual friend(s)	<input type="radio"/> <input type="radio"/>				
B. Close friend(s)	<input type="radio"/> <input type="radio"/>				
C. Family member(s)	<input type="radio"/> <input type="radio"/>				

Interactions with Other Drivers

13. The following statements ask you about scenarios that involve anticipating the actions of other drivers. Please indicate the extent to which you agree or disagree with each statement.

If you operate both a motorcycle and another type of vehicle, please answer the following questions based on your experiences as a driver of a car, SUV, van, or truck, not as a motorcyclist.

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
A. In comparison to a car, SUV, van, or truck, it is more difficult to recognize when a motorcycle is braking in front of me.	<input type="radio"/> <input type="radio"/>						
B. In comparison to a car, SUV, van, or truck, it is more difficult to estimate the speed of a motorcycle that is gaining on me from behind.	<input type="radio"/> <input type="radio"/>						
C. I leave more space ahead of me when I am following a motorcycle than when I am following a car, SUV, van, or truck.	<input type="radio"/> <input type="radio"/>						
D. I am particularly careful to use my turn signal when making maneuvers near a motorcycle in comparison to a car, SUV, van, or truck.	<input type="radio"/> <input type="radio"/>						
E. When driving, I am often surprised when a motorcycle comes into view.	<input type="radio"/> <input type="radio"/>						
F. All things being equal, I prefer to be following a car, SUV, van, or truck rather than a motorcycle.	<input type="radio"/> <input type="radio"/>						
G. All things being equal, I prefer if the vehicle behind me is a car, SUV, van, or truck rather than a motorcycle.	<input type="radio"/> <input type="radio"/>						

Turning and Passing Situations

Turning situations are those in which a vehicle makes a turn onto another road. These can occur at intersections, driveways, and parking lots.

14. Please indicate the extent you agree or disagree with each statement about turning situations. **Remember, if you operate a motorcycle in addition to driving another type of motor vehicle, please answer these questions from your perspective and experiences as a driver of a car, SUV, van, or truck, not as a motorcyclist.**

	Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
A. When preparing to make a turn, I often adjust my timing if the other vehicle coming toward me at the intersection is a motorcycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. When preparing to make a turn, I often adjust my timing if the other vehicle coming toward me at the intersection is a large truck.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. At an intersection, I often adapt my speed or distance from other vehicles when in the presence of a motorcycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. When turning left at an intersection, I find it more difficult to estimate the distance of a motorcycle coming toward me than that of a car, SUV, van, or truck.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. When turning left at an intersection, I find it more difficult to estimate the speed of a motorcycle coming toward me than that of a car, SUV, van, or truck.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Passing situations are those in which a vehicle catches up to and passes another vehicle. These typically occur on highways.

15. Please select the appropriate response from the options below. **Remember, if you operate a motorcycle in addition to driving another type of motor vehicle, please answer these questions from your perspective and experiences as a driver of a car, SUV, van, or truck, not as a motorcyclist.**

	Never or almost never	Not often	Often	Very often	Always or almost always	Don't know
A. How often do you think you notice when a motorcycle passes you compared to how often you notice when a car, SUV, van, or truck passes you?	<input type="radio"/>	<input type="radio"/>				
B. How often do you accurately anticipate when a motorcycle is going to pass you compared to how often you anticipate when a car, SUV, van, or truck is going to pass you?	<input type="radio"/>	<input type="radio"/>				

16. The following questions ask you about judging the distance and speed of motorcycles on the road
Remember, if you operate a motorcycle in addition to driving another type of motor vehicle, please answer these questions from your perspective and experiences as a driver of a car, SUV, van, or truck, not as a motorcyclist.

	True	False	Don't know
A. Judging the distance of a motorcycle that is behind me is more difficult than judging the distance of a car, SUV, van, or truck that is behind me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Judging the distance of a large truck that is behind me is more difficult than judging the distance of a car, SUV, van, or truck that is behind me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Compared to a car, SUV, van, or truck, it is harder to estimate how far away a motorcycle is at night than during the day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Compared to a car, SUV, van, or truck, it is harder to estimate the speed of a motorcycle at night than during the day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Compared to a car, SUV, van, or truck, it is more difficult to judge the distance between my vehicle and a motorcycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Compared to a car, SUV, van, or truck, it is more difficult to judge the speed of a motorcycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. During the day, motorcycles with headlights on are more noticeable than motorcycles without headlights on.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Traffic Laws

This next section asks you questions about traffic rules and laws, and what is permitted for motorcyclists and other vehicles.

“Splitting lanes” is when a motorcyclist rides between two lanes of traffic, in the same direction as traffic, when traffic is very slow or stopped. The illustration below shows a motorcycle splitting lanes.



17. Please read each statement below and indicate whether you believe the statement is true or false.

	True	False	Don't know
A. In [INSERT APPROPRIATE JURISDICTION], motorcyclists are permitted to split lanes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. It is safer for everyone to allow motorcyclists to split lanes during periods of heavy congestion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Please read each item listed below and indicate whether you believe the statement is true or false.

	True	False	Don't know
A. The state of [INSERT APPROPRIATE JURISDICTION] requires all motorcyclists to wear a helmet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. The state of [INSERT APPROPRIATE JURISDICTION] requires new motorcyclists to complete a rider training course before obtaining a motorcycle license.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. In the state of [INSERT APPROPRIATE JURISDICTION] it is legal for two motorcycle operators to ride side-by-side in one marked lane.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. A motorcycle's brake lights do not always light up when a motorcycle is slowing down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. There are more blind spots a motorcycle can be hidden in compared to a car or other type of motor vehicle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Motorcycles are in my blind spot more often than cars or other motor vehicles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Crashes and Near-Misses

19. When driving a car, SUV, van, or truck, have you ever been in a traffic crash? Select all that apply.

- A. Yes, I have been in a crash with a motorcycle.
- B. Yes, I have been in a crash with a vehicle other than a motorcycle (car, SUV, van, truck).
- C. Yes, I have been in a crash with a pedestrian or a bicycle.
- D. Yes, I have been in a crash that did not involve any other vehicles.
- E. No, I have never been in a traffic crash.

20. A "near miss" is a narrowly avoided crash. When driving a car, SUV, van, or truck, have you ever experienced a near miss? Select all that apply.

- A. Yes, I have been in a near miss with a motorcycle.
- B. Yes, I have been in a near miss with a vehicle other than a motorcycle (car, SUV, van, truck).
- C. Yes, I have been in a near miss with a pedestrian or a bicycle.
- D. No, I have never experienced a near miss.

Experience Operating a Motorcycle

//ASK Q21 IF Q3 = F, G, OR H or NULL//

21. When was the last time you operated a motorcycle, scooter, or moped?

- A. Within the last year
- B. 1 to 2 years ago
- C. 2 to 3 years ago
- D. 3 to 5 years ago
- E. More than 5 years ago

//ASK Q22 IF Q21 = A//

22. In the past year, how often have you operated a motorcycle, scooter, or moped?

- A. A few days a year
- B. A few days a month
- C. A few days a week
- D. Every day or almost every day

23. When was the last time you rode as a passenger on a motorcycle, scooter, or moped?

- A. Within the past year
- B. 1 to 2 years ago
- C. 2 to 3 years ago
- D. 3 to 5 years ago
- E. More than 5 years ago
- F. Never

Traffic Safety Messages

These next few questions ask about traffic safety messages about motorcycle safety that you may or may not have heard before.

24. Within the past year, do you remember seeing or hearing any motorcycle safety public messages?

- A. Yes
- B. No
- C. Don't know

25. We would like to know if you are familiar with the following messages related to motorcycle safety.

	Yes	No	Don't know
A. Have you ever heard the message " Share the Road? "	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Have you ever heard the message " Look Twice, Save a Life? "	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Have you ever heard of " Motorcycle Safety Awareness Month? "	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Regardless of whether you have heard the message "Share the Road" before, in your opinion, what does it mean to "Share the Road" with motorcycles? Select all that apply.

- A. Give motorcyclists a break/be nice to motorcyclists
- B. Give motorcyclists extra space when passing
- C. Don't open your door when a motorcyclist is passing by
- D. Don't know/not sure

27. Regardless of whether you've heard the message "Look Twice, Save a Life" before, in your opinion, what are you being instructed to do when asked to "Look Twice, Save a Life?" Select all that apply.
- A. Double check to make sure you are enrolled as an organ donor
 - B. Check both the rear-view and side-view mirrors before changing lanes
 - C. Double check your blind spot
 - D. Look carefully for other vehicles, especially motorcycles
 - E. Don't know/not sure

Demographics

To close out the survey, we have a few questions on your general background and your household. Please answer them to the best of your ability.

28. What is your sex?

- A. Female
- B. Male

29. Are you of Hispanic, Latino, or Spanish origin?

- A. No, not Spanish/Hispanic/Latino
- B. Yes, Mexican, Mexican American, Chicano
- C. Yes, other Spanish/Hispanic/Latino
- D. Yes, Puerto Rican
- E. Yes, Cuban

30. What is your race? Check all that apply.

- A. White
- B. Black or African American
- C. American Indian or Alaska Native
- D. Asian
- E. Native Hawaiian or Pacific Islander
- F. Some other race

31. Which of these categories does your total annual household income fall into, before taxes? By total annual household income, we mean the combined income of those who live in the same house as you.

- A. Less than \$10,000
- B. Over \$10,000 but less than \$15,000
- C. Over \$15,000 but less than \$25,000
- D. Over \$25,000 but less than \$35,000
- E. Over \$35,000 but less than \$50,000
- F. Over \$50,000 but less than \$75,000
- G. Over \$75,000 but less than \$100,000
- H. \$100,000 or more

32. What is the highest degree or level of education that you have completed?

- A. Less than a high school diploma

- B. High school graduate (or GED)
- C. Some college, but no degree
- D. Technical or vocational program
- E. Associate degree
- F. Bachelor's degree
- G. Post graduate degree (e.g., master's, J.D., M.D., Ph.D.)

33. Is the home at which you received the invitation for this survey...

- A. Owned by you or someone in this household? (*Check this if you have a mortgage or loan, or if the home is paid off free and clear.*)
- B. Rented? (*Check this if you pay rent or occupy without payment.*)

34. What is your marital status?

- A. Now married
- B. Widowed
- C. Divorced
- D. Separated
- E. Never married

Finally, we would like to ask some general questions about the household that received this survey.

35. How many adults are living or staying at this address?

- **Include** all adults who are living or staying here for more than 2 months.
- **Include** yourself if you are over the age of 18 and living here for more than 2 months.
- **Include** any other adults staying here who do not have another place to stay even if they are here for 2 months or less.
- **Do not include** anyone over the age of 18 who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

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36. How many adults age 18 or older living at this address worked for pay last week at a job or business?

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You received an invitation to this survey by mail. To make sure that we have reached enough people with a variety of backgrounds and driving habits, we need to know if we reached enough people with a variety of ways they receive mail. These final questions ask about how mail is received and handled in your household.

37. Which of the following statements best describes how you get your mail?

- A. My mail is delivered directly to my home in a mailbox or mail slot
- B. My mail is delivered to a central location that's inside my building
- C. My mail is delivered to a central location that's outside my building

D. My mail is delivered to the post office (P.O. Box)

38. Are there other families or households that share your mailbox and address and who were not included in your answers? Do not include other units within your building that use different unit numbers on their address.

- A. Yes
- B. No

39. Do you receive mail at any other address within the state of [SUBSTITUTE FROM SAMPLE DATA]?

- A. Yes
- B. No

//DISPLAY//

As a token of our appreciation for the time you have spent answering our questions, we would like to provide you with \$10 in cash. Upon the submission of your completed survey, the cash will be sent to the same address at which you received the invitation to take this survey. If you would like to have it sent to a different address, please contact our survey help desk at [TBD]@forsmarshgroup.com. If you do not want to receive the \$10, please check the box below.

- I am declining the \$10 cash.

Thank you for completing our survey! Please click the “Submit” button to exit and have your responses recorded. (Web participants, only) OR Please mail back your completed survey using the pre-paid return envelope we provided. (Mail participants, only)

//END OF SURVEY//