Motorcycle Awareness Survey
Item by Item Justification

This attachment explains the purpose of each item in the survey instrument. The survey project supports the work of NHTSA and stakeholders to identify improvement opportunities in traffic safety programs that address motorcycle safety.

#	Item	Relevance / Function	Relationship to Research Goal
Survey Eligibility & Driving Exposure			
1	What is your age?	Screening (exclude those younger than 18 years)	Examine survey responses by driver age.
2	This survey should be completed by the adult in the household who will have the next birthday. Will you have the next birthday? [Yes/No]	Sampling	The 'next birthday' method of household member selection is used to randomly select a single adult within the household to be interviewed.
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? [Yes/No]	Sampling	The 'next birthday' method of household member selection is used to randomly select a single adult within the household to be interviewed.
3	Have you ever operated these vehicles? (check all that apply) [Car; Van or minivan; Sport utility vehicle (SUV); Pickup truck; Other type of truck Motorcycle – standard size; Seated Scooter; moped; Other; None of the above – I have never driven a motor vehicle]	Screening (exclude those who do not drive a motor vehicle).	Examine survey responses by vehicle type driven. Differentiate participants who operate a motorcycle from those who do not.
4	In the past 3 months, how often have you driven a car, sport utility vehicle (SUV), van, or truck? [Every day, or almost every day; A few days a week; About once a week; None of the above —I have not driven a car, sport utility vehicle (SUV), van, or truck in the past three months]	Screening (exclude those who have not driven in the past three months). Measure of exposure.	Examine survey responses by driving exposure. The more often people drive, the more likely they are to encounter various driving situations including interactions with motorcycles.
5	How many years have you been driving a motor vehicle (car, SUV, van, motorcycle, truck, etc.)? [Less than 2 years; 2 to 5 years; 6 to 10 years; More than 10 years]	Measure of years of experience.	Examine survey responses by years of driving experience.
6	Which vehicle(s) do you currently drive the most? If you drive multiple vehicles about the same amount, please check all that apply. [Car; Van or minivan; Sport utility vehicle (SUV); Pickup truck; Other type of truck Motorcycle – standard size; Seated Scooter; moped; Other]	Identify respondent's type of vehicle driven.	Examine survey responses by vehicle type driven.
7	How many automobiles, vans, and trucks of one-ton capacity or less are kept at home for use by members of this household? [0; 1; 2; 3; 4; 5; 6 or more]	Weighting	Allows the calibration of survey weights to external benchmarks for adults in households with one or more vehicles in the household. This question is based on a question from the American Community Survey (the

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			source of calibration benchmarks). Households with more vehicles may drive more and encounter motorcycles more often.
8a	On average, about how much time do you spend driving on a typical weekday (Monday through Friday)? [No time; Less than 30 minutes; 30 minutes to 1 hour; 1 to 2 hours; 2 to 4 hours; 4 hours or more]	Measure of weekly exposure.	Examine survey responses by exposure.
8b	On average, about how much time do you spend driving on Saturday? [No time; Less than 30 minutes; 30 minutes to 1 hour; 1 to 2 hours; 2 to 4 hours; 4 hours or more]	Measure of weekly exposure.	Examine survey responses by exposure.
8c	On average, about how much time do you spend driving on Sunday? [No time; Less than 30 minutes; 30 minutes to 1 hour; 1 to 2 hours; 2 to 4 hours; 4 hours or more]	Measure of weekly exposure.	Examine survey responses by exposure.
Motorcycles and Other Vehicles			
9a	I understand why someone would want to operate a motorcycle. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of relatedness or empathy.	Interest in operating a motorcycle may be related to awareness of motorcycles.
9b	Drivers should take extra care to look out for motorcyclists. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of empathy and awareness of safety.	Assess concern for safety.
9c	Motorcyclists are typically less law abiding than other types of drivers. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of negative attitude toward motorcyclists.	Assess attitude toward motorcycling.
9d	Operating a motorcycle on the streets I typically travel is unsafe. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of perceived risk of motorcycle travel.	Assess perception of motorcycle risk.
9e	The reasons motorcyclists make some maneuvers (e.g., passing other vehicles or changing lanes) are often unclear to me. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Obtain measure of knowledge of motorcycles.	Assess driver comfort with motorcycles on the road.
9f	Motorcycles are easily hidden from view by other cars on the road. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly	Assess driver experience driving around motorcycles.	Assess awareness of the extent to which motorcycles can be hidden from them.

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	agree; Agree; Strongly agree]		
10a	There is nothing that a driver of another vehicle can do to reduce the risks associated with motorcycle riding. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of perceived risk of motorcycle travel.	Assess perception of motorcycle risk.
10b	When operating a motorcycle, taking risks is part of the thrill. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of empathy.	The extent to which a driver relates to or identifies with a group may be a measure of awareness or knowledge of the group.
10c	It bothers me when I see other drivers not giving enough space between their vehicles and a motorcycle. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of empathy.	The extent to which a driver relates to or identifies with a group may be a measure of awareness or knowledge of the group.
10d	I am as comfortable driving on a road near motorcycles as I am driving near other cars. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of experience with motorcycles.	Assess driver experience driving around motorcycles.
10e	I am as comfortable driving on a road near large trucks as I am driving near other cars. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of experience/comfort with other vehicles.	Allows comparison of experience/comfort by vehicle type.
11	Which of the following do you believe is the most common factor in crashes involving motorcycles? [Motorcycles not being seen by other drivers; Motorcyclists speeding or otherwise driving recklessly; Other drivers speeding or otherwise driving recklessly; Poor road conditions (e.g., due to weather or potholes]	Measure of beliefs about motorcycle crash risk.	Reveals beliefs about motorcycle safety.
12a	How many of your friends or family members operate a motorcycle- Casual friend(s) [None; 1; 2; 3 or more; Don't know]	Assess extent of exposure to motorcyclists.	Drivers with friends/relatives who operate motorcycles may have more knowledge about motorcycling or empathy with motorcyclists.
12b	How many of your friends or family members operate a motorcycle- Close friend(s) [None; 1; 2; 3 or more; Don't know]	Assess extent of exposure to motorcyclists.	Drivers with friends/relatives who operate motorcycles may have more knowledge about motorcycling or empathy with motorcyclists.
12c	How many of your friends or family members operate a motorcycle- Family member(s) [None; 1; 2; 3 or more; Don't know]	Assess extent of exposure to motorcyclists.	Drivers with friends/relatives who operate motorcycles may have more knowledge about motorcycling or empathy with motorcyclists.
Interactions with Other Drivers			
13a	In comparison to a car, SUV, van, or truck, it is more difficult to recognize when a	Self-report of ability to perceive motorcycle	Brake lights will not light up when a motorcyclist down-shifts (as opposed

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	motorcycle is braking in front of me. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	braking.	to braking), and the smaller size of a motorcycle can make it harder to recognize when it slows or brakes. A potential countermeasure is to improve brake lights or engage brake lights even when downshifting.
13b	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. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Assess driver ability to estimate speed of passing motorcycles, compared to other vehicle types.	The smaller size of a motorcycle makes it more difficult to judge its speed and distance. This assesses the extent to which drivers are aware of this phenomenon and adjust their driving behavior.
13c	I leave more space ahead of me when I am following a motorcycle than when I am following a car, SUV, van, or truck. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure driver self-report on their following distance from a motorcycle.	Measure the extent to which drivers adjust their safe driving behaviors in the presence of motorcycles.
13d	I am particularly careful to use my turn signal when making maneuvers near a motorcycle, in comparison to a car, SUV, van, or truck. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure driver self-report on using the turn signals when near motorcycles.	Measure the extent to which drivers adjust their safe driving behaviors in the presence of motorcycles.
13e	When driving, I am often surprised when a motorcycle comes into view. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of perceptual challenges regarding motorcycles.	Obtain an estimate of driver encounters with motorcycles.
13f	All things being equal, I prefer to be following a car, SUV, van, or truck rather than a motorcycle. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of perceptual challenges regarding motorcycles.	The perceived vulnerability of a motorcyclist may make some drivers uncomfortable; and, judging the speed and distance of a motorcycle may be more challenging, compared to larger vehicles.
13g	All things being equal, I prefer if the vehicle behind me is a car, SUV, van, or truck rather than a motorcycle. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure of perceptual challenges regarding motorcycles.	The perceived vulnerability of a motorcyclist may make some drivers uncomfortable when a motorcycle is following; and, and, judging the speed and distance of a motorcycle may be more challenging, compared to larger vehicles.
Turning and Passing Situations			
14a	When preparing to make a turn, I often adjust my timing if the other vehicle coming toward me at the intersection is a motorcycle. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Self-report on estimating when to turn.	The smaller size of a motorcycle makes it harder for other drivers to judge its speed and distance.
14b	When preparing to make a turn, I often adjust my timing if the other vehicle coming toward	Self-report on estimating when to	A truck could be perceived as more of a risk than smaller vehicles; and, the

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	me at the intersection is a large truck. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	turn.	larger size makes it easier to judge its speed and distance. Allows comparisons by vehicle type.
14c	At an intersection, I often adapt my speed or distance from other vehicles when in the presence of a motorcycle. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure driver self-report on adjusting to presence of motorcycles.	Measure of safe behaviors toward motorcycles and allows comparisons by vehicle type.
14d	When turning left at an intersection, I find it more difficult to estimate the distance of a motorcycle coming toward me from the opposite direction, than a car, SUV, van, or truck. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure driver self-report on estimating distance of a motorcycle.	The smaller size of a motorcycle makes it more difficult to judge its speed and distance.
14e	When turning left at an intersection, I find it more difficult to estimate the speed of a motorcycle coming toward me from the opposite direction, than a car, SUV, van, or truck. [Strongly disagree; Disagree; Slightly disagree; Neither agree nor disagree; Slightly agree; Agree; Strongly agree]	Measure driver self-report on estimating speed of a motorcycle.	The smaller size of a motorcycle makes it more difficult to judge its speed and distance.
15a	How often do you think you notice a motorcycle passing you compared to how often you notice when a car, SUV, van, or truck passes you? [Never or almost never; Not often; Often; Always or almost always; Almost always; Don't know]	Measure of perceptual differences between motorcycles and other vehicles.	Self-report of awareness of motorcycles passing, compared to other vehicles.
15b	How often do you accurately anticipate when a motorcycle is going to pass you compared to when a car, SUV, van, or truck is going to pass you? [Never or almost never; Not often; Often; Always or almost always; Almost always; Don't know]	Measure of perceptual differences between motorcycles and other vehicles.	Self-report of awareness of motorcycles passing, compared to other vehicles.
16a	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. [True; False; Don't know]	Assessment of ability to judge distance/speed (of motorcycle).	Enables a comparison in driver judgement (self-report) regarding distance / speed of vehicles.
16b	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. [True; False; Don't know]	Assessment of ability to judge distance/speed (of large truck).	Enables a comparison in driver judgement (self-report) regarding distance / speed of vehicles.
16c	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.	Measure of driver assessment of ability to judge distance (of a	Enables a comparison in driver judgement (self-report) regarding distance / speed of vehicles.

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	[True; False; Don't know]	motorcycle, at night).	
16d	Compared to a car, SUV, van, or truck, it is harder to estimate the speed of a motorcycle at night than during the day. [True; False; Don't know]	Measure of driver assessment of ability to judge speed (of a motorcycle, at night).	Enables a comparison in driver judgement (self-report) regarding distance / speed of vehicles.
16e	Compared to a car, SUV, van, or truck, it is more difficult to judge the distance between my vehicle and a motorcycle. [True; False; Don't know]	Measure of driver assessment of ability to judge distance (of a motorcycle, compared to car).	Enables a comparison in driver judgement (self-report) regarding distance / speed of vehicles.
16f	Compared to a car, SUV, van, or truck, it is more difficult to judge the speed of a motorcycle. [True; False; Don't know]	Measure of driver assessment of ability to judge speed (of a motorcycle, compared to car).	Enables a comparison in driver judgement (self-report) regarding distance / speed of vehicles.
16g	During the day, motorcycles with headlights on are more noticeable than motorcycles without headlights on. [True; False; Don't know]	Assess driver recall of impact of motorcycle headlights, during the day.	Estimate driver knowledge (generalized to population).
Traffic Laws			
17a	In [INSERT APPPROPRIATE JURISDICTION], motorcyclists are permitted to split lanes. [True; False; Don't know]	Assess knowledge of the legality of lane-splitting.	Estimate driver knowledge (generalized to population).
17b	It is safer for everyone to allow motorcyclists to split lanes during periods of heavy congestion. [True; False; Don't know]	Assess driver acceptance of lane-splitting.	Estimate driver acceptance.
18a	The state of [INSERT APPPROPRIATE JURISDICTION] requires all motorcyclists to wear a helmet. [True; False; Don't know]	Assess driver knowledge of motorcycle traffic law in their state.	Estimate driver knowledge (generalized to population).
18b	The state of [INSERT APPPROPRIATE JURISDICTION] requires new motorcyclists to complete a rider training course before obtaining a motorcycle license. [True; False; Don't know]	Assess driver knowledge of motorcycle traffic law in their state.	Estimate driver knowledge (generalized to population).
18c	In the state of [INSERT APPPROPRIATE JURISDICTION] it is legal for two motorcycle operators to ride side-by-side in one marked lane. [True; False; Don't know]	Assess driver knowledge of motorcycle traffic law in their state.	Estimate driver knowledge (generalized to population).
18d	A motorcycle's brake lights do not always light up when a motorcycle is slowing down. [True; False; Don't know]	Assess driver knowledge of motorcycle braking.	Estimate driver knowledge (generalized to population).
18e	There are more blind spots a motorcycle can be hidden in compared to a car or other type of motor vehicle. [True; False; Don't know]	Assess driver knowledge of blind spots in relationship to motorcycles.	Estimate driver knowledge (generalized to population).
18f	Motorcycles are in my blind spot more often than cars or other motor vehicles. [True;	Assess driver knowledge of blind	Estimate driver knowledge (generalized to population).

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	False; Don't know]	spots in relationship to motorcycles.	
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. [Yes, I have been in a crash with a motorcycle.; Yes, I have been in a crash with a vehicle other than a motorcycle (car, SUV, van, truck).; Yes, I have been in a crash with a pedestrian or a bicycle.; Yes, I have been in a crash that did not involve any other vehicles.; No, I have never been in a traffic crash.]	Measure of driver's crash history (or experience of a crash), by vehicle type.	Compare survey responses by crash and near-miss history.
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. [Yes, I have been in a near miss with a motorcycle.; Yes, I have been in a near miss with a vehicle other than a motorcycle (car, SUV, van, truck).; Yes, I have been in a near miss with a pedestrian or a bicycle.; No, I have never experienced a near miss.]	Measure of driver's experience of a near-miss with other vehicle types.	Compare survey responses by crash and near-miss history.
Experience Operating a Motorcycle			
21	When was the last time you operated motorcycle, scooter, or moped? [Within the last year; 1 to 2 years ago; 2 to 3 years ago; 3 to 5 years ago; More than 5 years ago]	Familiarity/experience operating a motorcycle.	Distinguish differences between motorcyclists and non-motorcyclists.
22	In the past year, how often have you operated a motorcycle, scooter, or moped? [A few days a year; A few days a month; A few days a week; Every day or almost every day]	Familiarity/experience operating a motorcycle.	Distinguish differences between motorcyclists and non-motorcyclists.
23	When was the last time you rode as a passenger on a motorcycle, scooter, or moped? [Within the last year; 1 to 2 years ago; 2 to 3 years ago; 3 to 5 years ago; More than 5 years ago; Never]	Measure of driver status as a passenger of a motorcycle.	Compare survey responses by status, and measure exposure.
Traffic Safety Messages			
24	Within the past year, do you remember seeing or hearing any motorcycle safety public messages? [Yes; No; Don't know]	Assess awareness of motorcycle safety messaging (in general).	Estimate driver awareness/recall of motorcycle safety messaging – general messaging.
25a	Have you ever heard the message "Share the Road?" [Yes; No; Don't know]	Assess awareness of motorcycle safety messaging (Share the Road).	Estimate driver awareness/recall of motorcycle safety messaging – Share the Road.
25b	Have you ever heard the message "Look Twice, Save a Life?"	Assess interpretation of message (Share the	Estimate driver awareness/recall of motorcycle safety messaging – Look

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	[Yes; No; Don't know]	Road).	Twice, Save a Life.
25c	Have you ever heard of "Motorcycle Safety Awareness Month?" [Yes; No; Don't know]	Assess awareness of motorcycle safety messaging (Motorcycle Safety Awareness Month).	Estimate driver awareness/recall of motorcycle safety messaging – Motorcycle Safety Awareness Month.
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. [Give motorcyclists a break/be nice to motorcyclists; Give them extra space when passing; Don't open your door when motorcycles are passing by; I don't know/not sure]	Assess interpretation of message (Share the Road).	Estimate driver understanding of messaging – Share the Road.
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. [Double check to make sure you are enrolled as an organ donor; Check both the rearview and sideview mirrors before changing lanes; Double check your blind spot; Look carefully for other vehicles especially motorcycles; Don't know/Not sure]	Assess interpretation of message (Look Twice, Save a Life).	Estimate driver understanding of messaging – Look Twice, Save a Life.
Demographics			
28	What is your sex? [Female; Male]	Driver Sex	Demographic information is related to problem identification and countermeasure development in behavioral traffic safety.
29	Are you of Hispanic, Latino, or Spanish origin? [No, not Spanish/Hispanic/Latino; Yes, Mexican, Mexican American, Chicano; Yes, other Spanish/Hispanic/Latino; Yes, Puerto Rican; Yes, Cuban]	Driver Ethnicity	Demographic information is related to problem identification and countermeasure development in behavioral traffic safety.
30	What is your race? [White; Black or African American; American Indian or Alaska Native; Asian; Native Hawaiian and Pacific Islander; Some other race]	Driver Racial Category	Demographic information is related to problem identification and countermeasure development in behavioral traffic safety.
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. [Less than $10,000; Over $10,000 but less than $15,000; Over $15,000 but less than $25,000; Over $25,000 but less than $35,000; Over $35,000 but less than $50,000; Over $50,000 but less than $75,000; Over $75,000	Driver Income Category	Demographic information is related to problem identification and countermeasure development in behavioral traffic safety.

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	but less than $100,000; $100,000 or more]		
32	What is the highest degree or level of education that you have completed? [Less than a high school diploma; High school graduate (or GED); Some college, but no degree; Technical or vocational program; Associate degree; Bachelor's degree; Post graduate degree (e.g., master's, J.D., M.D., Ph.D.)]	Driver Education Level Category	Demographic information is related to problem identification and countermeasure development in behavioral traffic safety.
33	Is the home at which you received the invitation for this survey… [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.); Rented? (Check this if you pay rent or occupy without payment.)]	Weighting adjustments	This question allows for mitigation of nonresponse bias via weighting adjustments as renters tend to respond to surveys at lower rates than do home-owners.
34	What is your marital status? [Now married; Widowed; Divorced; Separated; Never married]	Marital Status	Demographic information is related to problem identification and countermeasure development in behavioral traffic safety.
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 other adults staying here who do not have another place to stay even if they are here for 2 months or less.	Weighting adjustments	Allows for the adjustment of the survey weights to account for subsampling a single adult from among all adults within the household. Households of different sizes have different characteristics.
36	How many adults age 18 or older living at this address worked for pay last week at a job or business?	Weighting adjustments	Allows for weighting adjustments on this variable. Employment outside of the home is a predictor of transportation use. Individuals commuting to work have higher road exposure, and hence higher exposure to motorcycles. Employed adults often respond to surveys at lower rates.
37	Which of the following statements best describes how you get your mail? [My mail is delivered directly to my home in a mailbox or mail slot; My mail is delivered to a central location that's inside my building; My mail is delivered to a central location that's outside my building; My mail is delivered to the post office (P.O. Box)]	Weighting adjustment	Used in weighting to mitigate nonresponse bias and relevant to multiplicity adjustments. Rural households may drive more. Drop points are more likely in dense urban environments which have distinct transportation patterns.
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. [Yes/No]	Weighting adjustment	Persons who answer "yes" to this question have lower selection probabilities than others and must have their base weights adjusted upwards as to avoid underrepresentation.
39	Do you receive mail at any other address within the state of [SUBSTITUTE FROM	Weighting adjustment	Households who can be reached at both a P.O. Box and a home address have a

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	SAMPLE DATA]? [Yes/No]		larger selection probability than others and must have their base weights adjusted downwards as to avoid overrepresentation.
END			